



# DOWNTOWN PARKING COMMITTEE

## SPECIAL MEETING MINUTES

Thursday, February 13, 2014

Casa Las Palmas

323 East Cabrillo Boulevard

Santa Barbara, CA 93101

1) **CALL TO ORDER:** 9:10 a.m.

2) **ROLL CALL**

DPC MEMBERS

Matt LaBrie(Chair)

Bill Collyer(Vice)

Gene McKnight

Trey Pinner

Sean Pratt

Kate Schwab

Tom Williams

Attendance

Present

Present

Present

Present

Present

Present

Absent

CITY STAFF PRESENT

Browning Allen, Transportation, Streets and Parking Manager

Victor Garza, Parking /TMP Superintendent

Jessica Grant, Project Planner

Rebecca Jimenez, Parking Supervisor

Dion Tait, Parking Maintenance Supervisor

Rob Dayton, Principal Transportation Planner

Roy Forney, Parking Coordinator (*arrived at 9:19 a.m.*)

Justin Berman, Parking Coordinator (*arrived at 9:19 a.m.*)

Johny Salas, Assistant Parking Coordinator

Teri Green, Associate Transportation Planner

Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

Randy Rowse, City Council

Deborah Schwartz, Planning Commission

John Campanella, Planning Commission

3) **PUBLIC COMMENT**

Planning Commissioner Deborah Schwartz notified the Downtown Parking Committee (DPC) that Planning Commissioner John Campanella will assume the DPC Liaison position and she will serve as the alternate liaison.

Ethan Shankman, member of the public, expressed concern that the name of the Retreat Facilitator was not listed on the Agenda nor was an executive biography of the Facilitator provided. He also disputed the accuracy of the previous meeting's minutes stating they do not do not reflect the current DPC members. Mr. Shankman also showed the Committee a brochure which he personally produced, highlighting his concerns for fair treatment of handicap and disabled parkers in the City of Santa Barbara.

4) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF JANUARY 9, 2014**

**Motion:** To approve the minutes from the regular meeting of January 9, 2014.

**Made By:** Bill Collyer **Second:** Kate Schwab

Yeas: 6 Nays: 0 Abstain: 0 Absent: 1 (Williams)

5) **ELECTION OF CHAIR AND VICE-CHAIR AND ASSIGNMENTS TO SUBCOMMITTEES**

**Motion:** To maintain the current chair and vice-chair assignments.

**Made By:** Trey Pinner **Second:** Kate Schwab

**Comment:** Mr. Collyer expressed his desire to step down from the Vice-Chair position.

**Motion Withdrawn.**

**Second Motion:** To elect Matt LaBrie as the Chair and Trey Pinner as the Vice-Chair of the Downtown Parking Committee.

**Made By:** Bill Collyer **Second:** Gene McKnight

Yeas: 6 Nays: 0 Abstain: 0 Absent: 1 (Williams)

Regarding assignments to subcommittees, Chair LaBrie notified the Downtown Parking Committee that the three previous subcommittees (*Communications, Finance and Operations*) will be rolled into two subcommittees (*Communications & Operations and Finance*). Each subcommittee will have three Downtown Parking Committee members; the Chair will maintain the role of alternate to both subcommittees. Chair LaBrie asked each Committee Member to indicate which committee they preferred and the outcome was as follows:

**Motion:** To assign Gene McKnight, Sean Pratt and Kate Schwab to the Communications & Operations Subcommittee; to assign Bill Collyer Trey Pinner and Tom Williams to the Finance Subcommittee; and, to assign Chair LaBrie as the alternate to both Subcommittees.

**Made By:** Gene McKnight **Second:** Bill Collyer

Yeas: 6 Nays: 0 Abstain: 0 Absent: 1 (Williams)

**6) INTRODUCTION AND INVITATION TO STAFF, LIAISONS AND DPC MEMBERS TO PARTICIPATE IN THE FACILITATED WORKSHOP.**

Chair LaBrie invited the Downtown Parking Committee members, Planning Commission Liaisons and City Council Liaison to participate in the facilitated workshop. The liaisons and staff members asked to participate in today's Retreat identified themselves as follows:

- Randy Rowse, City Council
- Deborah Schwartz, Planning Commission
- John Campanella, Planning Commission
- Johnny Salas, Downtown Parking
- Becky Jimenez, Downtown Parking
- Rob Dayton, Public Works, Transportation Planning
- Dion Tait, Downtown Parking

**7) INTRODUCTION OF FACILITATOR, REVIEW OF THE DOWNTOWN PARKING COMMITTEE MISSION STATEMENT AND A BRIEF OVERVIEW OF THE WORKSHOP'S ORGANIZATION AND OUTCOMES.**

Chair La Brie introduced Jessica Grant as the Retreat Facilitator.

Mrs. Grant identified herself as a staff member of the Public Works Department of the City of Santa Barbara. She thanked the Committee for the opportunity to be the Retreat Facilitator and advised the Committee that she, along with Mrs. Green will facilitate the Communications & Operations Subcommittee and that Mr. Hamilton will serve as the Facilitator to the Finance Subcommittee. She informed the DPC that the upcoming facilitation exercises involve the DPC members and respective Liaisons only and noted that while staff would be present at each break-out table, Staff would not be actively participating in the discussions but would be available to answer direct questions only.

Chair LaBrie read the Committee's Mission Statement into the minutes as follows:

"To enhance the economic vitality of the Downtown area, by advising the City on policy of operation and maintenance of the City's parking facilities and on-street parking supply, in order to optimize the usefulness to customers and visitors that shop and work in the Downtown Business District."

Chair LaBrie also discussed the roles and responsibilities of the Downtown Parking Committee as follows:

- Acts as an advisory agency to the City Council with respect to the management, maintenance and operations of the Downtown Public Patron and Commuter Parking lots, including review of operating and capital maintenance budgets, hours of operation, parking fee policies (including 75 minute free policies), and commuting employee parking policies (including shuttle bus programs);
- Acts as a community forum to hear requests and comments from the public;
- Maintains adequate liaison with other committees, agencies and districts; and
- Advises the Council as to other matters upon the request of the City Council.

## **8) REVIEW OF FY 14 SUBCOMMITTEE WORK PLANS AND STATUS**

Mr. Garza, Parking /TMP Superintendent, reviewed the FY14 work plans highlighting projects completed and pending completion. He thanked Mrs. Grant, Mrs. Green and Mr. Hamilton for their hard work in planning this retreat and recognized Mrs. Rebecca Jimenez and Mr. Dion Tait as the Downtown Parking Supervisors who keep everything running smoothly throughout the year. He noted that Downtown Parking has an average of 4.3 million transactions per year with minimal complaints thanks to Mrs. Jimenez and Mr. Tait. He commended our lot operators as “ambassadors to the world” as they are sometimes the first and last people that visitors see in Santa Barbara.

Mr. Garza advised the Committee that the Downtown Parking Program is in the process of expanding its security camera system and staff is working collectively with the Police Department and the Public Works Facilities Division. He highlighted the Lot 3 Paseo project and the Cota Commuter Landscape Improvement project – noting both having Request for Proposals in the process. He talked about the Lot 5 Lighting project for enhanced public safety – acknowledging its pending design review prior to bidding. Finally, he discussed the Louise Lowry Davis Center Parking Lot cooperation between the City’s Downtown Parking Program and Parks and Recreation Department.

Relative to the FY14 Work Plan, Mrs. Grant advised the committee that the projects identified by red font (in her PowerPoint presentation slide entitled Highlights from FY14 - DPC Workplan) were completed and the projects identified by black font were still in progress; of those identified in black, she selected one outstanding project for each Committee’s 30-minute facilitated exercise. For the Finance Subcommittee, she explained the exercise would be to establish how the Subcommittee could effectively message its financial position to City Council and the community at large and for the Communications & Operations Subcommittee, Mrs. Grant explained the exercise would be to establish how to effectively deliver a message regarding the downtown parking facilities and/or the downtown parking program to the community at large.

Following this 30-minute exercise, Mr. Allen requested a verbal summary report from each subcommittee.

A 5-minute break occurred at 9:33 a.m. prior to the start of the facilitation exercise.

## **9) DEVELOP FY 15 SUBCOMMITTEE WORK PLANS – STRATEGIES, IMPLEMENTATION, ROLES AND RESPONSIBILITIES**

In this portion of the meeting, the Committee Members developed their messaging plans and tentatively marked important tasks on their work calendars. The list of planned tasks is consolidated in the next item.

## **10) SUBCOMMITTEE CHAIRS REPORT OUT THE FY15 WORK PLANS**

Subcommittee Chairs were selected during each facilitation exercise – Gene McKnight was selected as the Chair of the Communications & Operations Subcommittee and Trey Pinner was selected as the Chair of the Finance Subcommittee. Each Subcommittee Chair reported a summary of their breakout session:

### **Communications & Operations Facilitation**

#### **Communication Goals**

- Branding by way of social media, press releases  
(Create a slogan – e.g. Park Once, or Park Here – Walk There)

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- Website modifications
- Update the City Parking Map & cross reference it with all Visitor Center maps
- Enhance strategic collaboration with other organizations and businesses (e.g. Downtown Organization, Chamber of Commerce, Film Festival as well as food establishments, theatre goers, etc.)
- Clear concise messaging (one possible catch phrase is "Park Once") in advertisement locations on the downtown/waterfront shuttle and MTD buses

### **Operation Goals**

- Security in Lots  
Perception = Reality (e.g. Lot 10); consistent signage where cameras are present
- Paseo/Walkway identification (e.g. Lot 4 & Lot 9)
- Directional/Access Signage
  - on & around all parking lots
  - interior/exterior signage
- Parking statistics
- Lot 5/LLD/Loss of Arlington parking
- Parking South of the 101 (*goal – not an action item*)
  - March 6, 2014 will begin the discussions of the Local Coastal Plan Updates – pay attention to this for all parking related matters
  - Review the La Entrada Conditions of Approval for public parking recommendations

### **Com/Ops Subcommittee Priorities (*in order of preference*)**

- Security *and* Updated Parking Map to cross reference with Visitor Center resources
- DTP Branding & Messaging (Slogan – Park Once) *and* Enhancing Strategic Collaboration with other Organizations and Businesses
- Directional Signage *and* Paseo/Walkway Identification

### **Finance Facilitation**

#### **List Methods/Locations of Interactions with Decision Makers**

- In person discussing the General Plan and City initiatives
- At public meetings like DPC
- One-on-One in person
- Random occurrences, bump into people while out of office
- Podium speaking at different events
- Intentional meetings with invitations sent ahead of time

#### **Do you think your message was received? How did you know?**

- Yes it was received because the conversation was fluid and agreeable
- Yes it was received because action was taken, although the decision may be made against them
- Yes it was received because the conversation was structured and the message was delivered three different ways (repetition)
- No it was not received because the other party was incorrectly paraphrasing my talking points

#### **What is a good way to communicate with Council?**

- Know the strengths and history of the individual Council members
- Give them time to contemplate the message. An email is good because it allows the Council member to think and respond in time, they are not expected to give an answer right on the spot
- If you are bringing two members of the Committee to meet with a Council member, choose Committee members that have complementary knowledge sets
- Explain the materials you are leaving with the Council member. It is not enough to give out a spreadsheet or letter without a quick primer on the material (e.g. "This is a letter that details our position on x, y, and z"; "This spreadsheet shows the parking budget without the DO transfer and here is the effect in the following years.")
- Follow up
- Recruit stakeholders to also carry the message

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- Explain the nexus between a thriving downtown area and a consistent, well-run parking system to the new or uninformed Council members.
- Link your messaging to larger City themes that are important to Council (e.g. “The more operational expenses that flow out of the Parking Program, the less money there is for important capital items such as security cameras.”)

### 11) **ADJOURNMENT**

The meeting adjourned at 11:57 a.m.