



DOWNTOWN PARKING COMMITTEE

MEETING MINUTES

Thursday, February 12, 2015

Gebhard Meeting Room

630 Garden Street

Santa Barbara, CA 93101

1) **CALL TO ORDER:** 7:30 a.m.

2) **ROLL CALL**

DPC MEMBERS

Matt LaBrie (Chair)
Trey Pinner (Vice Chair)
Kate Schwab
Gene McKnight
Sean Pratt
Tom Williams

Attendance

Present
Present
Present
Absent
Excused
Present

CITY STAFF PRESENT :

Rob Dayton, Principal Transportation Planner
Victor Garza, Parking /TMP Superintendent
Rebecca Jimenez, Parking Supervisor
Sarah Clark, Parking Resource Specialist
Dion Tait, Parking Supervisor
Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

Randy Rowse, City Council
John Campanella, Planning Commission
Jay Higgins, Planning Commission Alternate

OTHERS PRESENT:

3) **CHANGES TO THE AGENDA**

None.

4) **PUBLIC COMMENT**

John Campanella, Planning Commission liaison, introduced Jay Higgins as the Planning Commission liaison alternate.

Ethan Shenkman said he wanted the minutes to reflect the disapproval ratings for all City Council members. He said it is important because City Council elects the members of the boards and commissions, and he believes there needs to be a paper trail for the disapproval ratings.

5) **APPROVAL OF MINUTES FOR THE REGULAR MEETING OF JANUARY 8, 2015**

Motion: To approve the minutes for the regular meeting of January 8, 2015.

Made By: Kate Schwab **Second:** Tom Williams

Yeas: 4 Nays: 0 Abstain: 0 Absent: 2 (McKnight, Pratt)

6) **HOLIDAY OCCUPANCY REPORT**

Malcolm Hamilton, Administrative Assistant, presented the Holiday Occupancy Report for 2014.

John Campanella, Planning Commission liaison, asked what may be driving the revenue growth for Lot 6 during the holidays. Mr. Hamilton said the revenue growth from last year is largely driven by an increase in transactions during the holiday weeks. The revenue growth may also be attributable to a general increase in

DOWNTOWN PARKING COMMITTEE MEETING MINUTES

FEBRUARY 12, 2015

Page - 2 -

activity in the Victoria Street area due to the reopening on the New Vic Theatre and the opening of the Santa Barbara Public Market.

Chair LaBrie asked staff what can be learned from looking at the occupancy charts. Victor Garza, Parking Superintendent, said it is important to see that there is almost always available customer parking in the downtown core in Lots 2, 6, and 10, even during the busiest weeks of the year.

Committee Member Williams requested a copy of the Paseo Nuevo parking lot occupancies to help understand downtown activity. Mr. Williams commented that it is important to provide ample signage to assist customers with finding available parking. During the holiday weeks, Mr. Williams asked if additional signage is placed on-street to direct customers to available parking. Mr. Garza confirmed that additional signage is set-up during busy periods.

Vice Chair Pinner commented that the Granada Garage experienced more transactions and recorded more revenue from the previous year, which may indicate that customers are finding and using the Granada Garage. Mr. Pinner said that referring to lots by number does not make it easy for the public recall their location. He said naming the lots with cross street names or with a similar mnemonic scheme would help customers remember their location and availability. Chair LaBrie said the Operations Subcommittee may want to look at naming the parking lots.

Public Comment

Ethan Shenkman said he met with Councilmember Murrillo and discussed Downtown Parking's policy of charging all parkers including ADA customers. He requested a breakdown of hourly parking revenues, separating ADA parkers from other parkers.

Chair LaBrie asked if staff is able to collect the requested data. Mr. Garza said he would have check with operations staff to see if it is possible. ADA parkers are given an additional hour and 15 minutes free parking above the 75 minutes that all customers receive.

Committee Member Williams commented that many lots are reaching functional capacity at 85% occupied. He said the occupancy charts show the need to begin planning for the future of downtown vitality and the role of the parking system in that mission. He said that downtown merchants are still competing with free and abundant parking in neighboring cities with large shopping centers. Chair LaBrie agreed with Mr. Williams that it is important to be engaged in the long-term visioning of downtown and parking.

Jay Higgins, Planning Commission liaison, said shorter time intervals such as 10 minutes or 1 minute in the occupancy charts may better show the periods where the lots are full. Mr. Higgins commented that there may be opportunities for shared use during the evenings and through the night where there is sufficient capacity in the parking lots.

Chair LaBrie commented that the trends of the occupancy charts also matches a spending curve throughout the day. He added that the goal is not always to fill up the lots with cars, but also to provide parking when it is demanded.

Maggie Campbell, Downtown Organization Executive Director, said the occupancy charts seem to confirm that downtown draws an early dinner crowd and shuts down early in the evening. Ms. Campbell said the Parking Committee, Downtown Organization, and businesses should focus on boosting evening occupancy by using creative promotions and events.

Councilmember Rowse said in the past there had been a robust young professionals crowd that went out in the evenings and occupied the parking spaces. The more often that staff stresses the value of convenient, safe, affordable parking, the sooner customers will choose to park in the lots and not continue to search for on-street parking.

Motion: To accept the Holiday Occupancy Report.

DOWNTOWN PARKING COMMITTEE MEETING MINUTES

FEBRUARY 12, 2015

Page - 3 -

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

Yeas: 4 Nays: 0 Abstain: 0 Absent: 2 (McKnight, Pratt)

7) OPERATIONS UPDATE

DPC Annual Retreat

Victor Garza, Parking Superintendent, said the Annual Retreat is tentatively scheduled on Thursday, March 12, 2015 from 9:00 a.m. to noon, but a location has not been selected.

Lot 10 Painting

Lot 10, the Ortega Garage next to Dargan's Irish Pub and Restaurant, is scheduled to have the interior painted. There will be intermittent closures during the project.

Lot 5 Victoria Street Kiosk

Mr. Garza said the temporary wooden kiosk at the Victoria Street exit will be replaced with a permanent kiosk. In addition to the kiosk replacement, there will be improvements to outdoor dining areas, landscaping, and bicycle parking.

Lot 5 Lighting

This project will convert existing lighting to more energy efficient Light Emitting Diode (LED) lighting. Lot 8 is scheduled after Lot 5.

Lot 10 Planter Wall Railing

There are issues with undesirable behavior in the paseo leading to State Street from Lot 10. Staff hired a contractor to design and install a wrought iron railing on top of the Lot 10 grand stair case planter to discourage/prevent long-term stays in the paseo area.

Security Camera Project

Mr. Garza said this is an on-going effort to secure the premises and access points for the surface lots and parking garages.

Pedestrian Paseo Update

Staff is working to identify owners, property lines, maintenance responsibilities and address other issues such as trash enclosures in the pedestrian paseos connected to the Downtown Parking system.

8) ADJOURNMENT

The meeting adjourned at 8:28 a.m.