



DOWNTOWN PARKING COMMITTEE

REGULAR MEETING

MINUTES

Thursday, April 14, 2016
David Gebhard Public Meeting Room
630 Garden Street
Santa Barbara, CA 93101

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

2) **ROLL CALL**

DPC MEMBERS

Trey Pinner (Chair)
Matt LaBrie (Vice-Chair)
Edward France
Gene McKnight
Kate Schwab
Sean Pratt
Vacant

Attendance

Present
Present
Excused
Present
Present
Absent

CITY STAFF PRESENT :

Rob Dayton, Principal Transportation Planner
Victor Garza, Parking /TMP Superintendent
Michele DeCant, Public Works Business Manager
Rebecca Jimenez, Parking Supervisor
Dion Tait, Parking Supervisor
Teri Green, Associate Transportation Planner
Sarah Clark, Parking Resource Specialist
Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

Randy Rowse, City Council
Jay Higgins, Planning Commission

OTHERS PRESENT:

3) **CHANGES TO AGENDA**

None.

4) **PUBLIC COMMENT**

None.

5) **APPROVAL OF THE MINUTES FROM THE SPECIAL MEETING OF MARCH 17, 2016**

Motion: To approve the minutes from the special meeting of March 17, 2016.

Made By: Matt LaBrie **Second:** Gene McKnight

Discussion:

Vote: Yeas: 4 Nays: 0 Abstain: 0 Absent: (France, Pratt)

6) **DOWNTOWN PARKING FISCAL YEAR 2017 PROPOSED OPERATING BUDGET**

Chair Pinner updated the committee on items discussed at the Finance Subcommittee on April 6, 2016, highlighting the larger trends of slowing revenue growth and increasing operating costs. Mr. Pinner said the Finance Subcommittee also reviewed proposed changes to the Downtown Parking Fee Resolution, and there was an extended discussion on monthly permit parking fees.

Vice-Chair LaBrie asked why there is a 35% increase in Materials, Supplies, and Services expenditures. Malcolm Hamilton, Administrative Assistant, explained the spreadsheet is comparing the Fiscal Year 2017 proposed budget to Fiscal Year 2016 projected figures. Staff conservatively spends from these accounts so there is typically a sizable gap between budget authority and actual dollars expended. Mr. Hamilton noted there is only a \$7,000 increase from the Fiscal Year 2016 to Fiscal Year 2017 adopted Materials, Supplies,

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and Services budget.

Malcolm Hamilton, Administrative Assistant, gave a brief overview of Downtown Parking's Proposed Fiscal Year 2017 Operating Budget. Mr. Hamilton pointed out the Parking and Business Improvement Area (PBIA) assessments are expected to decline in Fiscal Year 2016 and possibly further in Fiscal Year 2017. Mr. Hamilton said the city is receiving less revenue from the retail categories of the PBIA.

Committee Member McKnight asked for an explanation of credit card fees. Malcolm Hamilton said credit cards account for approximately 33% of hourly parking revenue. The line item on the budget spreadsheet reflects the credit card processing fees charged to Downtown Parking.

Sarah Clark, Parking Resource Specialist, gave a presentation on the proposed changes to monthly permit parking fees for Fiscal Year 2017. Ms. Clark said the Finance Subcommittee reviewed all of the proposed fee changes; however, monthly parking fees were the focus of the discussion. Ms. Clark noted the full list of proposed fee changes is included in the staff report.

Vice-Chair LaBrie asked if customers are able to access the Depot Lot when it is full for pick-up and drop-off of Amtrak and Greyhound customers. Victor Garza, Parking Superintendent, said the Depot Lot always allows access and does not lock out customers.

Chair Pinner said the Finance Subcommittee discussed the Proposed Fiscal Year 2017 Fee Resolution, and the discussion focused on the monthly permit pricing. Mr. Pinner said the Finance Subcommittee supported the goal of reaching a single price for monthly permits, but the subcommittee did not discuss an exact time table for that transition. Mr. Pinner said the Finance Subcommittee supported the Proposed Fiscal Year 2017 Fee Resolution with the recommendation of addressing the single monthly permit price in the next budget cycle.

Committee Member McKnight asked if existing monthly permit holders will continue to pay the current prices when the Fiscal Year 2017 Fee Resolution goes into effect. Sarah Clark said no permit holders will be grandfathered into their current fee; everyone will pay the new rates when they go into effect.

Vice-Chair LaBrie said some permits are included in the lease agreements with landlords, and the incremental increase in permit fees is sensitive to the tenants, landlords, and lease agreements. Sarah Clark cautioned that a monthly parking permit is issued to an individual. The city enters into a contract with an individual - not a business, property owner, or building. Regardless of private lease agreements, there is no guarantee that a business and its employees will continue to receive a monthly permit.

Committee Member McKnight said some of the proposed fee changes, such as initiation fees for the monthly permits and pre-paid cards, discourage customers and visitors from using the parking system.

Motion: To accept the report and recommend City Council approve the Proposed Fiscal Year 2017 Fee Resolution and Operating Budget as presented.

Made By: Matt LaBrie **Second:** Kate Schwab

Discussion:

Vote: Yeas: 3 Nays: 1 (McKnight) Abstain: 0 Absent: (France, Pratt)

Vice-Chair LaBrie left the meeting at 8:20 a.m.

7) PARKING AND BUSINESS IMPROVEMENT AREA (PBIA) FISCAL YEAR 2017 DRAFT ANNUAL REPORT

Malcolm Hamilton, Administrative Assistant, gave a presentation on the Fiscal Year 2017 Parking and Business Improvement Area (PBIA).

Chair Pinner said the PBIA rate structure may be outdated as many of the assessment rates and categories were last changed in 1999. Mr. Pinner said the retail rates have remained steady as the price of goods has increased and the rate tranches in the retail category may need updating, as well as the other categories in a similar way. Additionally, Mr. Pinner said people's walking habits and distances may have

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changed, which would affect the Zone of Benefit.

Committee Member McKnight said he believes there are inequities in the PBIA assessment structure and there needs to be a thorough review of all aspects of the PBIA. Mr. Pinner said the mix of businesses is also changing downtown like shared workspaces and high tech companies, for example.

Malcolm Hamilton, Administrative Assistant, said he is hearing from the committee the desire to review all aspects of the PBIA: rate structure, business classifications, zone of benefit, and the patron parking credit. Mr. Hamilton recommended further discussions with the Finance Subcommittee.

Chair Pinner asked if an engineer's report needs to be created for any change to the PBIA. Malcolm Hamilton said staff has contracted with an engineer in the past; however, the previous changes have been substantial and smaller updates may be different.

Rob Dayton, Principal Transportation Planner, said there are two challenges when updating the PBIA: (1) determining equitable assessment rates for all businesses; and (2) the relationship between the businesses and the Zone of Benefit. Mr. Dayton said an engineer's report may be required to substantiate the changes the committee would like to see in the PBIA assessment.

Highlighting a larger theme, Rob Dayton said the city is strategizing on planning for the future without the support for capital projects from the Redevelopment Agency. Downtown Parking needs to plan for operating and capital needs and the PBIA plays a role in that discussion. Mr. Dayton said the timing is good if the committee would like to pursue changes and updates to the PBIA.

8) OPERATIONS UPDATES

Transportation Division Budget

Rob Dayton said staff will be meeting with the City Council Finance Committee to discuss options to shore up the Streets Section budget. Mr. Dayton said one of the options, as has been discussed with the Downtown Parking Committee, is shifting the funding for the Downtown-Waterfront Shuttle from Measure A funds to the Downtown Parking Program. The Measure A contribution to the Shuttle is approximately \$600,000.

2016 SBIFF Lot Occupancies and Vehicle Transactions

The report comparing vehicle occupancy levels during the 2015 Santa Barbara International Film Festival and 2016 Festival was distributed to the committee.

9) ADJOURNMENT

The meeting adjourned at 8:50 a.m.