



# DOWNTOWN PARKING COMMITTEE

## REGULAR MEETING

### MINUTES

Thursday, May 12, 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  
Present  
Excused  
Present  
Excused

CITY STAFF PRESENT :

Rob Dayton, Principal Transportation Planner  
Victor Garza, Parking /TMP Superintendent  
Rebecca Jimenez, Parking Supervisor  
Dion Tait, Parking Supervisor  
Teri Green, Associate Transportation Planner  
Malcolm Hamilton, Administrative Assistant

LIAISONS PRESENT:

Randy Rowse, City Council

3) **CHANGES TO AGENDA**

None.

4) **PUBLIC COMMENT**

None.

5) **APPROVAL OF THE MINUTES FROM THE REGULAR MEETING OF APRIL 14, 2016**

**Motion:** To approve the minutes from the regular meeting of April 14, 2016

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

**Discussion:**

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

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

Malcolm Hamilton, Administrative Assistant, briefly discussed the Fiscal Year 2017 Draft Annual Report.

Chair Pinner said the committee is interested in studying the rate categories and having a better understanding of the historical changes for the PBIA. Mr. Pinner asked when the PBIA was last studied by an engineer. Malcolm Hamilton said an engineer's report was prepared in 1999 and an addendum in 2010.

Chair Pinner asked what portion of the PBIA revenues come from the retail categories. Malcolm Hamilton said he does not have that data available, but he will track it down for the committee. Mr. Hamilton said the majority of declining PBIA revenues in Fiscal Year 2016 is due to the retail category assessments.

Vice-Chair LaBrie asked how the approval of the PBIA Annual Report will fit into the Fiscal Year 2017 budget approval process. Rob Dayton, Principal Transportation Planner, said there will be a presentation to the Finance Committee on changes to the fee resolution and a Public Works departmental presentation. Downtown Parking's budget presentation will discuss projections for the PBIA assessments. Mr. LaBrie encouraged his fellow committee members to support a recommendation approving the PBIA Annual

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Report and requesting funding for an updated engineer's report. Rob Dayton said staff will review the legal and administrative processes for changing the PBIA and discuss the item further with the Finance Subcommittee.

Vice-Chair LaBrie asked if staff would need to request special funding from City Council to complete the engineer's study. Mr. LaBrie said he would not want to miss an opportunity to appropriate funding and delay the process. Rob Dayton said staff has submitted their Fiscal Year 2017 budget requests and they may be able to enter a plug number for the engineer's report, or request increased funding during the mid-cycle budget review.

Rob Dayton said before hiring an engineer, staff should discuss with the committee the objectives of the analysis and also define the scope.

Vice-Chair LaBrie asked staff to confirm that non-profit organizations are not being assessed. Rob Dayton confirmed.

**Motion:** To recommend City Council approve the Fiscal Year 2017 PBIA Draft Annual Report.

**Made By:** Matt LaBrie    **Second:** Ed France

**Discussion:**

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

**Motion:** That staff communicate to City Council the committee's desire to revisit the PBIA boundaries, rate structure, and methodology, and to consider appropriating funds as necessary to complete an updated engineer's report.

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

**Discussion:**

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

### 7) DOWNTOWN-WATERFRONT SHUTTLE

Jerry Estrada, General Manager of the Metropolitan Transit District (MTD), gave a presentation on the development, history, and current operation of the Downtown-Waterfront Shuttle Program.

Vice-Chair LaBrie asked how the revenue changed when the fare was raised from \$0.25 to \$0.50. Mr. Estrada said the revenue went from approximately \$80,000 to \$140,000. Mr. Estrada said the fare box revenue is returned to the city as a credit against the city's subsidy of the shuttle program.

Vice-Chair LaBrie asked if MTD is able to break out the revenues and costs of each leg of the Shuttle route – State Street, Harbor, and Zoo. Mr. Estrada said he will discuss with his staff how to estimate the costs and revenues for each section of the route.

Chair Pinner asked if MTD has a sense of the proportion of riders moving between State Street hotels to the waterfront area versus people only moving up and down State Street. Mr. Estrada said his staff can perform a survey to estimate that statistic.

Chair Pinner asked how many shuttles need to be out in the field to meet the 10 minute frequency for stops. Mr. Estrada said 10 or 11 shuttles need to be operating during peak hours to meet the 10 minute frequency of arrival. During the off season and non-peak hours, approximately 5 shuttles need to be operating.

Committee Member France commented on the La Entrada Project, saying it may further increase the lower State Street shuttle demand. Mr. Estrada said shuttles sometimes reach capacity at the lower State Street stops and the La Entrada Project may cause that to happen more often; however, if the new shuttles are 30 feet long, it will increase the passenger capacity and decrease the instances where customers have to wait for the next shuttle.

Committee Member Schwab asked if the new shuttles will be branded as they are now. Mr. Estrada said it

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is likely, but he did not want to guarantee anything as he is waiting for an official recommendation from the MTD Board or Directors. Mr. Estrada noted that the Master Agreement with the city terminates on June 30, 2017 and the MTD needs to consider the financial side of the equation when looking as purchasing new shuttles.

Vice-Chair LaBrie asked Mr. Estrada to come back to the Downtown Parking Committee after the MTD Board has made a decision. Mr. Estrada said he will update the committee when concrete action has been taken.

Vice-Chair LaBrie left the meeting at 8:15 a.m. and the committee no longer had a quorum. The meeting adjourned immediately.

### **8) OPERATIONS UPDATES**

These updates were not discussed due to lack of quorum.

### **9) ADJOURNMENT**

The meeting adjourned at 8:15 a.m.