



DOWNTOWN PARKING COMMITTEE

REGULAR MEETING

MINUTES

Thursday, December 8, 2016
David Gebhard Public Meeting Room
630 Garden Street
Santa Barbara, CA 93101

1) **CALL TO ORDER:** 7:35 a.m.

2) **ROLL CALL**

DPC MEMBERS

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

Attendance

Present
Present
Present
Present
Present
Present
Present

CITY STAFF PRESENT :

Rob Dayton, Principal Transportation Planner
Victor Garza, Parking /TMP Superintendent
Michele DeCant, Public Works Business Manager
Roy Forney, Parking Supervisor
Dion Tait, Parking Supervisor
Teri Green, Associate Transportation Planner
Sarah Clark, Parking Resource Specialist
Chris Rickerd, Administrative Assistant

LIAISONS PRESENT:

Randy Rowse, City Council

OTHERS PRESENT:

Jerry Estrada (MTD)
Maggie Campbell (Downtown Organization)

3) **CHANGES TO AGENDA**

Item 8 moved before Item 7.

4) **PUBLIC COMMENT**

None

5) **FINANCE COMMITTEE REPORT OUT**

Trey Pinner – The FY2018 budget to take effect July 1, 2017. Still more time to work on. The focus of the meeting was centered on fee resolutions, proposed change to the rate accrual times, and addressing impacts of upcoming increase to the minimum wage. Proposed a fee resolution that allowed the city to charge later than the proposed hours. A second Finance Sub Committee meeting scheduled for Dec15.

6) **DOWNTOWN WATERFRONT SHUTTLE**

Rob Dayton - The Ad-hoc Committee met once to discuss the Downtown Waterfront shuttle. Members from DPC, Harbor Commission, and MTD were present to discuss stakeholders and goals.

Matt LaBrie – The Ad-Hoc Committee discussed the merits of sending out survey and that although the timing was not great the survey is a good idea. Topics included the park once concept, branding, using the parking ticket to access the shuttle, and long term vision.

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Trey Pinner - Understanding that there will not be a 2nd meeting after reviewing the notes from the Ad-Hoc Meeting.

Rob Dayton - Ad-Hoc had recommendation for city council. Ad-Hoc decision not to conduct the stakeholder survey.

Jerry Estrada (MTD) – Most of the shuttle riders are in the summer.

Matt LaBrie - How flexible is it to implement changes within a 5 year contract?

Trey Pinner - New contract and new vehicle at the same time not ideal.

Ed France - What City staff and MTD will be discussing is the service hours.

Jerry Estrada – Would hope that any changes to the route would be a part of the visioning process.

Maggie Campbell (DO) – Suggested a Board retreat for a visioning session for the D.O. at the beginning of the year.

Trey Pinner – Downtown Parking pays \$4 per rider. What is the best use of the money? More service in summer and less during the winter? Would like to have some flexibility within the contract and get numbers from MTD annually.

Kate Schwab – The shuttle is invaluable with cruise ships. Extra shuttles used on cruise ship days. It would be missed if they went away. A part of Santa Barbara.

Jerry Estrada (MTD) – Hillary Blackerby is the new Marketing Director at MTD. New shuttles planned to have a similar color scheme.

Matt LaBrie - Would like to see staff build flexibility into the contract, using the concept of Adaptive Management. The big vision may take 5-7 years to determine. Need analytics from MTD to better advise DPC and stakeholders. Contract to address treating the shuttle different than rest of MTD fleet. Need to partner with MTD to get creative.

Gene McKnight - If I knew were the shuttle was I would be more likely to use it. Smartphone data/tracking?

Jerry Estrada (MTD) – The new vehicles to come equipped with cameras and GPS. Rollout date is not known at this time.

Tracy Pfautch – Make sure the shuttle stands out from rest. Make it distinct and market it well.

Randy Rowse – The shuttle is an integral part of bringing people into Downtown area. Would like to see Hilary Blackerby (MTD) at the meetings to address questions.

Matt LaBrie - Shuttle drivers should be held to same standards as City Kiosk Operators, as ambassadors to the city.

Ed France – Emphasized the need for metrics. What does success look like?

Trey Pinner - Is the cost / benefit a right mix? 5 year contract will make it difficult to plan / change for future needs. Recommended feedback from other cities.

Rob Dayton – Short term contract goals based on the committee's input will include:

- Building in flexibility in the contract to facilitate service changes within the 5 years (adaptive management tools).
- Develop analytics that will help Committee/Council be informed and stakeholders to gauge success and improve the effectiveness of the shuttle – including check-ins with MTD during the contract

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period.

- Develop creative marketing and branding that is appropriate to the Downtown/Waterfront area.
- Develop next shuttle ridership information.
- Research other cities with similar service to get insights about our shuttle system.
- Park once enhancement – using the parking ticket to use the shuttle for free.

Motion: To advise staff to pursue short term goals listed by Mr. Dayton and work into contract negotiation.

Made By: Matt LaBrie **Second:** Sean Pratt

Discussion:

Vote: Yeas: 7 Nays: 0 Abstain: 0 Absent: 0

Motion: That the Downtown Parking Committee approves forwarding the Ad-Hoc Committee's recommendation to City Council along with an urgency to engage the Downtown Organization in the process.

Made By: Matt LaBrie **Second:** Tracy Pfautch

Discussion:

Vote: Yeas: 7 Nays: 0 Abstain: 0 Absent: 0

7) RECOGNITION OF GENE MCKNIGHT'S LAST MEETING

Trey Pinner - Formally recognized Committee Member McKnight for 8 years of participation on the Downtown Parking Committee.

Gene McKnight – Grateful the time on the Committee and the service provided by the Kiosk Operators daily.

8) PROGRAM UPDATES

All City Lots open but not staffed Christmas Day. Free parking.

Victor Garza – Downtown Parking operates 361 days of year.

No longer chalking cars and writing night collection fee envelopes.

Victor Garza – Downtown Parking conducted a study and found that shifting the time the Parking Lot Kiosks one hour later and not writing night collection fee envelopes allowed for more revenue to be collected.

Changing Kiosk operating times, starting an hour later, ending an hour later.

9) ADJOURNMENT

The meeting adjourned at 8:58 a.m.