



DOWNTOWN PARKING COMMITTEE

REGULAR MEETING

MINUTES

Thursday, May 11, 2017
David Gebhard Public Meeting Room
630 Garden Street
Santa Barbara, CA 93101

1) **CALL TO ORDER:** 7:30 AM

2) **ROLL CALL**

DPC MEMBERS

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

Attendance

Present
Present
Present
Present
Excused
Excused
Present

CITY STAFF PRESENT

Rob Dayton, Transportation Planning and Parking Manager
Victor Garza, Parking /TMP Superintendent
Chris Rickerd, Administrative Assistant
Roy Forney, Parking Supervisor
Dion Tait, Parking Supervisor
Sarah Clark, Parking Resources Specialist
Teri Green, Associate Transportation Planner
Daniel Gullett, Supervising Transportation Planner
Jay Higgins, Planning Commissioner

LIAISONS PRESENT

Randy Rowse, City Council

OTHERS PRESENT

Maggie Campbell, Downtown Santa Barbara
Steve Maas, Manager of Government Relation and Compliance MTD
Jerry Estrada, General Manager MTD

3) **CHANGES TO AGENDA**

None

4) **PUBLIC COMMENTS**

None

5) **APPROVAL OF THE MINUTES FROM THE REGULAR MEETING OF APRIL 13, 2017**

Motion: To approve minutes from the regular meeting of April 13, 2017

Made By: 1st Matt LaBrie 2nd Kate Schwab

Discussion: N/A

Vote: Yeas: 5 Nays: 0 Abstain: 0 Absent: 0 Excused: 2

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6) DOWNTOWN WATERFRONT SHUTTLE CONTRACT UPDATE

Rob Dayton, Transportation Planning and Parking Manager stated that we went through a process of trying to figure out a visioning to see what the next step for the shuttle. One of the key elements of the renewed five year contract is the replacement of the shuttle. MTD has been working hard to get the shuttle as close to the current shuttle as possible. The Committee mentioned a number of things that they wanted to see; branding, flexibility with hours, and a key component that is different from the previous contract understanding that both Downtown Parking and MTD budgets have some uncertainties in the future in regards to the shuttle. MTD is truly a partner and the cost for MTD to operate the shuttle is more than what is being charged for the service. An annual CPI increase is attached to the hourly rate. Downtown Parking and MTD will get together annually to review our respective budgets and to discuss operational hours and scheduling for the coming year. Operating hours will need be changed in order to accomplish this. For FY18 the service on State Street from 9:00 am to 10:00 am is proposed to be discontinued. If ridership in the morning increases we will look at adding more service.

Committee Member Janeway inquired about the change in cost from FY17 to FY18. *Rob Dayton* responded that there was a mid-year adjustment made due to funds from Measure A no longer being available.

Committee Member France asked from who and what percentage is contributed toward the shuttle costs. *Rob Dayton* responded how the monthly charge is reduced by the fare box revenue which is currently at \$0.50 and that there is a 78% / 22% split of cost between Downtown Parking and Waterfront.

Jerry Estrada, General Manager at MTD gave some additional background regarding the charges. *Mr. Estrada* explained that the system operating rate averages about \$120 an hour. MTD charges the City about \$83 an hour. MTD covers the capital costs associated with the shuttle operation. The contract reflects both City Staff and the MTD Board's commitment to the Downtown area. CPI increases doesn't always cover increased cost to MTD. If Federal Transit Funding goes away some adjustments may need to be made.

Rob Dayton said the goal to find best mix to meet the project objective.

Vice Chair LaBrie asked if the Cross Town shuttle was cut due to lack of ridership and increased cost. *Jerry Estrada* answered that the change was due to mitigation.

Chair Pinner asked about the timing of the CPI report vs the contract dates. Rob Dayton said that the cost is not going to be a surprise and that we will be looking at the budget items in advance. *Jerry Estrada* said it is critical to get together in December. The option to reduce hours can be requested within 60 days but would likely be known well in advance.

Chair Pinner asked when the new shuttles would be arriving to which *Jerry Estrada* answered this summer around July.

Vice Chair LaBrie asked is the fare box equipment would be compatible with Downtown Parking equipment. *Jerry Estrada* answered that they have their consultant looking at making the equipment work together. It looks good at this moment but is not a given.

Motion: That the Committee recommend to City Council the approval of the Downtown Waterfront Shuttle contract with the Metropolitan Transit District.

Made By: 1st Ed France 2nd Kate Schwab

Discussion: N/A

Vote: Yeas: 5 Nays: 0 Abstain: 0 Absent: 0 Excused: 2

7) POTENTIAL HOUSING PARKING REQUIRMENTS FOR THE CENTRAL BUSINESS DISTRICT

Rob Dayton talked about moving forward with the discussion with the Downtown Parking Committee in regards to the Average Unit Density Program (AUD). The AUD was created in 2013 to support smaller more affordable housing. The program provides for higher density housing, allows lower parking standards (1 space per unit), less of an outdoor space requirement, and an expedited review process. This program matters because Santa Barbara has a dire need for more work force housing. Housing has been outpaced by demand. The rental market has less than a 1% availability. The amount of production over the last two decades has slowed quite a bit. The AUD was created as an attempt to catch up. City Council has been getting a lot of feedback on the AUD program from the neighborhoods. Only two of the many proposed projects have been constructed. A Housing Taskforce has been created to investigate parking requirements and parking in lieu fees. Benefits of having housing Downtown is less congestion and a strengthened economy. Right now 39% of all Downtown employees do not live in Santa Barbara. Of the Downtown employees in Santa Barbara, only 29% live Downtown. 43% of the Downtown residents work Downtown. Focusing on Downtown Housing can greatly minimize the foot print of those living in the area.

Committee Member France talked about his interest in the concept of more housing within the Downtown corridor.

Maggie Campbell talked about it being harder to develop Downtown and stressed the importance of focusing on the Downtown area. People who rent and want the Downtown lifestyle might be willing to walk further to park their car than those who own their home.

Chair Pinner talked about a significant seismic shift in Downtown since 2013. It would be helpful to get a report back on how Downtown is doing.

Council Member Rowse stated that the AUD was cake served before it was totally baked. A lot of responsibility may fall on the Downtown Committee to figure out how to handle parking policy in terms of rethinking Downtown and repurposing spaces. There is no question that we need to populate Downtown. Often the jobs that are available Downtown are not the one that can support the cost of living in the area. Thinking outside the box is going to be important.

Vice Chair LaBrie would like the Committee to send a clear message to the housing task force that we are eager to be a part of the evolving conversation. If we were to layer housing units with in the commercial area there our existing parking assets could accommodate parking during off peak times.

Committee Member France talked a shift in the market due to technology that will reduce parking occupancy Downtown. We need to be included in the conversation.

Chair Pinner said the first goal is to get the decision makers to decide that more people Downtown is the right decision.

Motion: The Downtown Parking Committee recognizes the crucial importance of creating workforce and market rate housing units around, and on top of our downtown core. Those residents will likely be customers and employees, who will support the objectives of the PBIA, ensuring the long term vibrancy and economic vitality of the heart of our city.

Furthermore, the DPC recognizes the important roll parking strategies play in good planning and development. It is DPC's desire to work with staff to help you think through sound, supportable parking strategies to improve the AUD program.

We need housing, not just because we have a community-wide shortage, but because we believe housing is critical to the survival of our downtown core.

Made By: 1st Matt LaBrie 2nd Ed France

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Discussion: N/A

Vote: Yeas: 5 Nays: 0 Abstain: 0 Absent: 0 Excused: 2

8) ZIPCAR

Rob Dayton discussed a self-serve car share ran by Zipcar. This service gives households the ability to get around without owning a car or be able to shed 1 of 2 vehicles. This plan is economically driven and should reduce congestion. Zipcar parking locations in the City parking lots are clearly marked. Areas where people walk or bike within and around the Downtown core area are prime for Zipcar because people are already practicing alternative modes of transportation.

Zipcar is leasing each parking area at \$160 a month which mimics the Monthly Parking rate at the Granada Garage. The City determines which space or area is used. The area can be adjusted to best fit the program.

Committee Member France talked about having joined Zipcar and it being a good option for getting around town, going to meetings, etc. The City should expedite adding or changing areas to meet demand.

Rob Dayton discussed the rich data that is available to us that will help us determine what program locations work best.

Chair Pinner requested that the item is reported back to the Committee in six months.

9) PROGRAM UPDATES

A. PBIA

Rob Dayton discussed the City's commitment to PBIA. We are working with a consultant. We are going to City Council on June 6th for Intent to Levy and a June 20th Public Hearing.

B. LOT 5 KIOSK PROJECT

Moved to June Meeting.

C. LOT 2 STAIRCASE

Moved to June Meeting.

D. LOT 3 PASEO PROJECT

Moved to June Meeting.

10) ADJOURNMENT

The meeting adjourned at 9:08 AM