



# DOWNTOWN PARKING COMMITTEE

## REGULAR MEETING

### MINUTES

Thursday, July 13, 2017  
David Gebhard Public Meeting Room  
630 Garden Street  
Santa Barbara, CA 93101

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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  
Present  
Present  
Present

##### CITY STAFF PRESENT

Rob Dayton, Transportation Planning and Parking Manager  
Victor Garza, Parking /TMP Superintendent  
Chris Rickerd, Administrative Assistant  
Michele Decant, Public Works Business Manager  
Dion Tait, Parking Supervisor  
Sarah Clark, Parking Resources Specialist  
Teri Green, Associate Transportation Planner  
Roy Forney, Parking Supervisor  
Sergio Arriaga, Parking Coordinator  
Jay Higgins, Planning Commissioner

##### LIAISONS PRESENT

Randy Rowse, City Council

##### OTHERS PRESENT

#### 3) CHANGES TO AGENDA

None

#### 4) PUBLIC COMMENTS

None

#### 5) APPROVAL OF THE MINUTES FROM THE REGULAR MEETING OF JUNE 8, 2017

**Motion:** To approve minutes from the regular meeting of June 8, 2017

**Made By:** 1<sup>st</sup> Ed France 2<sup>nd</sup> Matt LaBrie

**Discussion:** N/A

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

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### 6) FISCAL YEAR 2017 YEAR END BUDGET REPORT

Victor Garza, Parking /TMP Superintendent, introduced Christopher Rickerd, Administrative Assistant for Downtown Parking.

Mr. Rickerd explained that the Year End Budget Report compared FY 17 to FY 16 and FY 15 actuals as well as to the FY 18 Budget. Each year is compared by dollar amount and change in percentage each year.

Mr. Rickerd started the item discussion with Hourly Revenue which represents revenue collected at the Downtown Parking Kiosks as well as Pre Paid Cards sold at the Downtown Parking Office, stating that revenue has gone up about \$90,000 or 1.53% compared to FY16. This comes in \$73000 over the anticipated FY17 budget. We are seeing increased revenue despite a decrease of about 10,000 to 20,000 paid transactions per month, which suggests a longer parking duration. We also attribute the increase partly to the scheduling change to our operations staff. In effort to increase customer service by no longer issuing overnight collection envelopes and to optimize revenue collection, Kiosk Operators schedule start and end times were shifted one hour later allowing us to collect fees from vehicles that normally would have been issued an envelope or exited for free. We expect revenue to increase for FY18 when the hours the rates are in affect are extended from 9pm to 11pm Sun to Thu. Monthly Parking revenue came in \$30,000 under budget despite exceeding FY16 by \$25,000. The \$30,000 under budget is due to 50 SONOS permits canceled for the Ortega Garage in March. In January of 2017 a fee increase from \$20 to \$30 for Residential Permits helped increase revenue 30% from \$68,575 in FY16 to \$89,750 in FY17. Commuter Lots also saw a rise in annual revenue due to increased demand. 10% or \$36,000 was gained over FY16.

Vice Chair Matt LaBrie asked if any of the increase has been seen at the Carrillo lot. Mr. Rickerd responded that most of the growth has been at the Cota Lot.

Mr. Rickerd talked about Overnight and Fee Due collection envelopes issued to hourly parkers resulted in a year-end total of \$57,758, short of the budgeted \$98k by about \$40k. This change was expected due to no longer issuing Overnight Collection Envelopes.

The Environmental Service and PD Rent was increased from \$59,000 in FY17 to \$74,000 in FY18 to cover increased electricity costs for the Call Center which runs multiple ac units to keep servers and emergency equipment cool.

Mr. Rickerd stated that the electric vehicle charging fees have seen a regular increases of monthly revenue bringing the annual total from \$9,500 in FY16 to \$14,000 in FY17. This trend is anticipated to continue as the demand for electric vehicles increases.

Rob Dayton, Transportation Planning and Parking Manager, talked about how the Downtown Parking is working with Facilities to get the two of the existing eight charging stations working again.

Chair Trey Pinner commented that the Committee would like to look further into the needs of and future of charging stations in the Downtown area.

Vice Chair Matt LaBrie said that in the short term we need to be aware charging needs.

Victor Garza talked about how Downtown Parking has plans to upgrade some of the existing stations as well as add additional stations.

Mr. Rickerd stated FY 17 revenue is over budget by \$43k and up \$35k or 1.53% from FY16.

Mr. Rickerd then went on to discuss Hourly Salaries which are comprised of Kiosk Operators, Hourly Maintenance personal, and Office Staff have increased over the past year due to one of many future changes to minimum wage which increased from January 2017 from \$10.00 an hour to \$10.50 an hour. Hourly wages will rise to \$15 an hour by 2022. In order to partially offset this change, staff has begun to close kiosks at lots with multiple exits earlier during slower periods. This has helped to save the \$30,000 budgeted for FY17.

Chair Trey Pinner asked if there was a way to get data for lots that use pay on foot such as the Waterfront lot on Garden and Cabrillo.

Mr. Rickerd went on to talk about how holding open a permanent Maintenance position as well as two Parking Coordinator positions resulted in a \$330k savings from the budgeted \$2.6 million. This however was still an increase of 2% over FY16.

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Mr. Garza stated that Downtown Parking is going to continue to hold the Maintenance and the Coordinator position open and see how things shake out. The addition of multiple programs that Downtown Parking will be taking on may necessitate bringing on more staff.

Mr. Rickerd went over Materials and supplies cost that has gone up from past years. This is due to Engineering fees for Capital Projects as well as multiple smaller line items.

Credit card fees continue to rise as the number of credit card payments continues to increase in the lots. They went up 9% from FY16 to FY17. Staff is in the process of selecting a vendor that should help reduce that cost. Downtown Parking has seen some savings in electricity bills. Installation of LED lighting at Lot 5 and the Granada Garage has saved us 16% over last year.

For FY18, the Bike Station will be operated by Parking Staff. This will eliminate the annual cost of \$25,000 to Bike Station. Some transition costs are expected.

Vice Chair Matt LaBrie asked if the staffing cost for the Bike parking program have already been worked into the expected expense.

Parking Resource Specialist Sarah Clark responded that Office Staff already handle most Bikestation related issues.

Mr. Rickerd stated that as of FY18 Downtown Parking will manage the State Street Plaza Maintenance Contract with the Downtown Organization. Of the \$655,902 paid annually to Downtown Santa Barbara, \$327,951 will be funded by a pass through from the General Fund. The rest will be taken from Downtown Parking Funds.

Overall expenses came in at \$636k and under budget. 12% over FY16.

With the \$711k spent on CIP our net to send to fund balance is \$79,946. Anticipated available reserves above policy for FY17 is \$3.5 million. This number may change as the FY is closed out.

Rob Dayton discussed Downtown Parking's plan to evaluate the Parking & Business Improvement Area for Fiscal Year 2019.

Chair Trey Pinner stressed the importance to see a Cash Flow Analysis to see the use of and expected depletion time of Downtown Parking's Reserve Funds.

### **7) QUARTERLY OCCUPANCY REPORT**

Mr. Rickerd talked about overall occupancy numbers looking static for FY15, FY16 and FY17. Looking at each lot individually you can see a change in trends start to form. Sundays look slower at most lots. Lot 2 numbers have gone down especially on weekends. This is due to a decrease in Permits and some vacant stores in the area. There has not been any real changes at lots 3, 4, 5, 6, 7, 8, or 9. There are very noticeable changes at Lot 10 and 11. This is matched by revenue changes at those lots. Specifically during late nights on the weekend. \$30,000 annually per lot. Lot 12 is more or less the same. The biggest change is at the Depot Lot where you can see increases every day of the week. This is due to the popularity of the funk zone and the opening of the Moxy Museum. Revenue at the Depot Lot has gone up by 50%. \$50,000 this year.

Committee Member Ed France asked what the occupancy goal was. Sarah Clark responded that 80-85% is the goal.

Committee Member Kate Schwab asked if all the lots had permits available. Sarah Clark responded that permits were currently available at Lots 2, Granada Garage (6), Ortega Lot (10), the Depot Lot (13), and the Helena Lot.

Vice Chair Matt LaBrie asked about the possibility of selling a time specific permit. Parking Supervisor Roy Forney responded that Staff is currently looking into this option.

Vice Chair Matt LaBrie suggested that the parking ticket be used to access the Downtown Waterfront Shuttle. This Committee should push for creative ways to solve parking and circulation issues.

Committee Member Ed France requested a Duration report be presented at future Committee meetings.

### **8) AMBASSADOR PROGRAM**

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Victor Garza introduced the new Downtown Parking Ambassador Program. Ambassadors will observe, communicate, report, and assist the public along State Street in the Downtown area from Cabrillo to Victoria St.

Sergio Arriaga, Parking Coordinator talked more about the program. There will be two daily shifts with two Ambassadors per shift. One shift will be roughly from 9am to 1pm and the second will be from 1pm to 6pm. Staff is looking to hire about 10 additional employees to fill the open positions. Staff will not be citing the public as the previous Community Service Officers did. Staff will be checking in and working with shop and restaurant owners and managers along State Street to help meet everyone's needs. Staff will be wearing khaki pants, a red shirt, and a khaki hat with the City Logo to help make them visible.

Rob Dayton further explained that State St. is our living room. The Ambassador Program will be the connection between the different pieces or touch points of the Downtown area. They will be the first responders from an eyes and ears perspective. Staff will bring the Kiosk culture and experience to State St. The City has contracted with AmeriCorps who will be dedicated to working with the homeless community helping them get off the streets. The Ambassadors will work closely with AmeriCorps, the Police Volunteers, the Yellow Shirts, and regular Police Officers.

Chair Trey Pinner recommended that the Waterfront be included in and contribute to the program.

City Council Member Randy Rowse said that a consistent, visible physical presence is key.

### **9) MTD DOWNTOWN WATERFRONT SHUTTLE COUNCIL MEETING REPORT OUT**

Item moved to September 14, 2017 meeting.

### **10) PROGRAM UPDATES**

#### **A. LOT 3 PASEO PROJECT**

Victor Garza stated that the project has been changed to simply removing the columns. Scoping for a new project to relocate the walkway will come in the future.

#### **B. REY ROAD PROJECT**

Victor Garza stated that the project will start soon. Bids have been received and work should start in the next two weeks.

#### **C. BIKESTATION / BIKESPOT**

Victor Garza stated that the City has assumed management of the facility. We are in the process of changing over the access control system.

#### **D. HELENA LOT**

Victor Garza stated we are working with Engineering staff to relocate the existing EV charging stations, install a pay and display station, and comply with ADA standards.

### **11) ANNOUNCEMENTS**

Trey Pinner announced that Committee Member Tracy Pfautch has been hired by the City of Santa Barbara and will no longer be able to serve on the Downtown Parking Committee.

### **12) ADJOURNMENT**

The meeting adjourned at 9:02 AM