



**City of Santa Barbara**  
Downtown Parking Committee

**Memorandum**

**DATE:** September 20, 2018

**TO:** Downtown Parking Committee

**FROM:** Rob Dayton, Transportation Planning and Parking Manager

**SUBJECT:** FUNK ZONE PARKING STUDY UPDATE

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**RECOMMENDATION:**

That the Downtown (DPC) Parking Committee receive an update from staff on the Funk Zone Access and Parking Assessment Study.

**DISCUSSION:**

The popularity of Funk Zone businesses has increased demand for parking in the neighborhood. Staff has received numerous comments at public meetings in addition to two letters: one from Suzanne Elledge on June 13, 2016 and one from the Funk Zone Owner's Association on February 24, 2017. Both letters express concern about Funk Zone parking and ask the City to explore strategies to maximize use of the available public parking supply. In response to these requests, City Staff undertook an Access and Parking Assessment Study to understand the parking supply, usage, and user needs in the area. This study will inform consideration of any changes to parking management or parking supply in the Funk Zone.

**FUNK ZONE PARKING STUDY**

Downtown Parking staff, working closely with Transportation Planning staff, has completed a study of stakeholder interests, parking inventory, and parking usage in the area known as the Funk Zone. For purposes of this study, the Funk Zone is defined as the area of the City of Santa Barbara located between Cabrillo Boulevard and Highway 101, bounded by Garden Street on the east and Mission Creek on the west.

After confirming potential parking congestion and usage issues with an initial occupancy survey, staff conducted an outreach process, consisting of a public listening workshop and an online survey, to gain a thorough understanding of stakeholder interests related to parking and access in the Funk Zone. Following the Stakeholder Outreach process, staff completed a detailed Parking Occupancy Survey, collecting extensive data on

parking occupancy and durations of stay for all public parking in the Funk Zone. At DPC's request, staff then conducted an Intercept Survey to further improve our understanding of how people access and use parking in the Funk Zone.

The Draft Study documents and analyzes the information gathered through the Stakeholder Outreach, Parking Occupancy Survey, and Intercept Survey processes to form conclusions about parking conditions and interests in the Funk Zone. This Study will be used to inform consideration of potential options to address parking concerns in the neighborhood, a process that will include additional public outreach and decision maker engagement.

The attached Draft Funk Zone Access and Parking Assessment Study describes the methodology used, details the results, and includes conclusions and recommendations on possible management alternatives to balance the use of the parking resources in the Funk Zone.