



**City of Santa Barbara**  
Downtown Parking Committee

**Memorandum**

**DATE:** October 11, 2018

**TO:** Downtown Parking Committee

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

**SUBJECT:** FUNK ZONE PARKING STUDY REVISIONS

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**RECOMMENDATION:**

That the Downtown (DPC) Parking Committee accept the Funk Zone Access and Parking Assessment Study as revised and presented by Staff. That the Committee is updated on the next steps and progress on action items related to the Funk Zone Access and Parking Assessment Study.

**INTRODUCTION:**

In response to multiple requests from the public and DPC, City staff conducted an Access and Parking Assessment Study to understand the parking supply, usage, and user needs in the Funk Zone neighborhood. This Study included three major components:

- **Stakeholder Outreach**, which involved a public listening workshop and an online survey, was conducted to assess stakeholder needs and priorities.
- A **Parking Occupancy Survey**, in which staff methodically gathered and analyzed data on public parking occupancy and parking duration in the Funk Zone.
- An **Intercept Survey**, in which staff questioned people in the Funk Zone about their transit and parking usage and experience.

The results of this effort were summarized and analyzed in the Draft Funk Zone Access and Parking Assessment Study that was presented to DPC for review and comment at the Committee's September 20, 2018 meeting.

Based on public comment and the DPC's feedback, the Study has been revised and is presented today for the Committee's consideration. After DPC has accepted this Study, including the proposed Parking Management Alternatives, staff will conduct an Action Workshop to allow Funk Zone stakeholders to discuss the proposed Parking

Management Alternatives and build community consensus around an action plan. Staff will then determine the steps needed for decision maker engagement and implementation of the action plan.

## **DISCUSSION:**

At DPC's September 20, 2018 meeting, Committee members received and discussed the Draft Funk Zone Access and Parking Assessment Study. The Committee commented on the following subjects:

- **Data gathering and results:** Committee members were surprised that the study's occupancy findings were lower than they expected and suggested collecting additional data using different methods.
- **West Beach:** After receiving several comments from residents of the West Beach neighborhood, the Committee expressed concern about current parking congestion in this neighborhood and the effect that any changes to Funk Zone parking may have. The Committee requested that this be addressed in the Study and be discussed further at a future meeting.
- **Garden Street Parking Lot:** Committee members discussed the use of the Garden Street Parking Lot for coastal public access parking and how encouraging Funk Zone patrons to use this lot might impact parking availability.
- **Zone of Benefit:** The Committee requested that staff examine the PBIA Zone of Benefit calculation methodology in the Funk Zone.
- **Hotel Californian:** The Committee asked Staff to request additional parking data from hotel management and asked that they be briefed on the terms of the hotel's agreement to manage its garage for public use, including requirements for operational parity.
- **Wayfinding signage:** Upon hearing the stakeholders' request for more wayfinding signage to help people navigate to and around the Funk Zone, the Committee requested a review of the signage that was posted through the City's recent wayfinding project to determine whether all planned signage had been posted and whether there were Funk Zone-specific wayfinding needs that should be addressed.
- **Shuttle service:** The Committee suggested reviewing occupancy data and service planning for the Downtown and Waterfront shuttles. DPC recommended improving the visibility and marketing of these services and updating service and route planning to increase ridership.
- **Shared mobility:** The Committee requested that the City plan and prepare to bring shared mobility services, such as bike share, to the Funk Zone.
- **Ride share:** The Committee recommended that the City designate drop-off and pick-up locations for ride share services such as Uber and Lyft.
- **Parking restrictions:** In response to public comments, Committee suggested that the current "No Parking 12-6 AM" signs posted on some streets be replaced with "No Parking 2-6 AM" signs to accommodate restaurant and other hospitality employees who often work later shifts.

These comments have been addressed in the Final Study report and will be discussed by the Committee during the October meeting. Changes to the report are detailed in the attached summary.

## **ATTACHMENTS**

Funk Zone Access and Parking Assessment Study  
Summary of Changes to Draft Report