



City of Santa Barbara
Downtown Parking Committee

Memorandum

DATE: March 14, 2019

TO: Downtown Parking Committee

FROM: Robert J. Dayton, Transportation Planning and Parking Manager
Victor Garza, Downtown Plaza and Parking Manager

SUBJECT: FUNK ZONE ACTION PLAN

RECOMMENDATION:

That the Downtown Parking Committee (DPC) forward the proposed Funk Zone Action Plan to Council for their approval.

On September 13, 2018, Staff presented draft parking management alternatives to this Committee as part of the Funk Zone Access and Parking Assessment Study. DPC was supportive of these draft alternatives. Staff is seeking a recommendation from the Committee to seek City Council approval for implementation of the proposed Funk Zone Action Plan.

DISCUSSION:

In response to requests from Funk Zone property and business owners and the DPC, Downtown Parking (DTP) initiated a community-driven process to evaluate parking needs in the Funk Zone and inform consideration of any changes to parking management or supply. After an initial occupancy survey, DTP hosted a public listening workshop and published an online survey to gather input and assess stakeholder interests. Staff then conducted an in-depth parking survey to collect parking occupancy and duration data and determine whether and how the existing parking supply meets the needs of the area. Finally, staff conducted an intercept survey to improve our understanding of how people access and use parking in the Funk Zone.

The Funk Zone Access and Parking Assessment Study, which was presented to this Committee on September 13, 2018, documented and analyzed the data and information gathered through the stakeholder outreach, parking occupancy survey, and intercept survey. The Study concluded that while the existing parking supply in the Funk Zone is sufficient to meet overall demand, use of these spaces is unbalanced: parkers strongly prefer the free, unrestricted street parking in the center of the neighborhood, creating

significant congestion in these spaces, while parking in the paid public lots is often underutilized.

The Study concluded with a series of proposed parking management alternatives designed to address community priorities and parking needs. After evaluating these alternatives in greater depth, staff developed a slate of proposed action items.

On November 27, 2018, DTP held a public Action Workshop to present this proposal to the community for their review and feedback. Staff used this feedback to refine our proposed Action Plan and presented this Plan to DPC on January 10, 2019. At this meeting, the chair said the DPC was close to final recommendation and requested additional details and images to benefit the Action Plan.

ATTACHMENT: Funk Zone Parking and Access Action Plan