



**City of Santa Barbara**  
Downtown Parking Committee

**Memorandum**

**DATE:** June 13, 2019

**TO:** Downtown Parking Committee

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

**SUBJECT:** 24-HOUR MONTHLY PARKING PERMIT PILOT PROGRAM

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**RECOMMENDATION:**

That the Downtown (DPC) Parking Committee receive a report on the implementation of a pilot program to issue a limited number of 24 hour monthly parking permits in the Canon Perdido Street Garage, the Granada Garage (Lots 2, 6 and 10) and the Ortega Garage.

**DISCUSSION:**

On January 10, 2019, the DPC supported the implementation of a Five Year Financial Strategic Plan that would generate a minimum of \$500,000 each year in excess of address rising operational costs and stagnant revenues. Included in the Plan is the implementation of residential parking permits, which we are now calling 24-Hour Monthly Parking Permits. Staff estimates implementation of this pilot program could generate a minimum of an additional \$100,000. We are proposing a mid-year fee increase for this pilot program and then reporting back to the DPC in six months to evaluate its effectiveness.

The Downtown Parking Program offers monthly parking permits to people that work in the Downtown area. These permits are intended for use by individuals who drive to work, stay 8 to 12 hours, then leave. The cost of the permit reflects the time of use. At this time, the most expensive monthly parking permits cost \$170 to park in the Lobero Garage's basement level, and \$160 at the Granada \ Garage (Lot 6), the Canon Perdido Street Garage (Lot 2), and Library Garage (Lot 7).

The Downtown Parking Program limits the issuance of monthly parking permits to lots that operate below the 85% occupancy threshold in order to minimize the impacts to parking operations and to not displace short-term customer parking. This new full-time monthly permit would be used on the underutilized roof top parking areas at the Canon

Perdido and Ortega Garages and the basement and roof area of the Granada Garage. The permits would be similar to the other monthly parking permits, but would allow overnight parking. Permit holders would enter and exit the lots like other permit holders, would not be entitled to exclusive parking spaces, and would be subject to queuing and occupancy issues during peak hours and special events. Permitted vehicles would display a permit sticker to ensure compliance with their designated rooftop or basement parking area. Failure to comply with the parking requirement would result in the revocation of the permit.

Initially, staff proposes to limit eligibility for these 24-hour permits to people that live and or work within the Downtown District, defined as the area bounded by Sola Street to Highway 101, and Garden Street to Bath Street, and to businesses who wish to park company cars.

Staff has attached a list of parking lots and garages showing the current number of permits allowed in each and the estimated revenue generated.

Staff is seeking a recommendation from the Committee to implement a pilot program to issue no more than 35 all-day monthly parking permits at \$250 per month. Staff will closely monitor occupancy in the three garages to ensure no negative impacts to parking operations, and will report back in six months on the revenue and occupancy impacts of the pilot program.