



DOWNTOWN PARKING COMMITTEE

REGULAR MEETING

MINUTES

Thursday, January 10, 2019
David Gebhard Public Meeting Room
630 Garden Street
Santa Barbara, CA 93101

1) CALL TO ORDER:

The meeting was called to order at 7:33 AM

2) ROLL CALL

DPC MEMBERS

Trey Pinner (Chair)
Matt LaBrie (Vice-Chair)
Edward France
Robert Janeway
Andy Newkirk
Sean Pratt
Kate Schwab

ATTENDANCE

Present
Present
Present
@7:38
Present
Present
Excused
Present

CITY STAFF PRESENT

Rob Dayton, Transportation Planning and Parking Manager
Victor Garza, Downtown Plaza & Parking Manager
Heather Buck, Project Planner
Roy Forney, Parking Supervisor
Sarah Clark, Parking Resource Specialist
Justin Berman, Parking Coordinator
Malcolm Hamilton, Administrative Analyst

LIAISONS PRESENT

Randy Rowse, City Council
Lesley Wiscomb, Planning Commission

3) CHANGES TO AGENDA

There were no changes to the agenda.

4) PUBLIC COMMENTS

Anna Marie Gott presented a photo to the committee showing a parking sign in front of Hotel California that was preventing public parkers from accessing the public portion of their lot. Ms. Gott said Hotel California's parking signage and customer service are deterring public use of their lot as it was intended in their development permits. Mr. Garza said he would follow up on the concern.

5) APPROVAL OF THE MINUTES FROM THE REGULAR MEETING OF NOVEMBER 8, 2018

Motion: To approve the minutes from the regular meeting of November 8, 2018 with noted correction that I
Trey Pinner had recused himself from Item 6.
Made By: 1st Matt LaBrie 2nd Edward France
Discussion: N/A
Vote: Yeas: 6 Nays: 0 Abstain: 0 Absent: 0 Excused: 1 (Pratt)

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6) DOWNTOWN PARKING 5-YEAR STRATEGIC PLAN

R. Dayton said the Downtown Parking Program is looking at opportunities to generate revenue and control costs in order to maintain adequate funding for the capital program. He noted that the first two years of recommendations, Fiscal Year 2020 and 2021, will be implemented in the current budget cycle.

V. Garza presented the Five Year Strategic Financial Plan (Financial Plan), noting that new operational responsibilities are stretching financial resources, which will make it difficult to fund the capital program in out years. Staff is getting out ahead of upcoming issues to maintain reserves and fund a capital program that focuses on safety and maintenance of existing assets. Mr. Garza said he views the Financial Plan as a living document that adapts overtime to changes in operations and financial resources. The Financial Plan, as presented, reflected input received at the December 12, 2018 DPC Finance Committee.

Committee Member Newkirk asked how staff calculated the cost savings associated with using contractors to perform maintenance. Mr. Garza estimated the cost by multiplying 1000 work hours by the starting hourly rate of a maintenance employee, \$15 per hour.

Committee Member Schwab commented that car sharing, self-driving cars, and Uber-like services are producing less parked cars. R. Dayton agreed that transportation is trending towards less cars parked, but ultimately more car usage. He said staff will be attending a conference in Anaheim focusing on these issues.

Public Comment: Anna Marie Gott recommended that staff explore night time parking opportunities in the underutilized lots and enforcing right-of-way restrictions on service trucks to maintain adequate parking for residents and downtown customers. Ms. Gott suggested charging a service vehicle fee to park overnight in the Downtown Parking lots to free up spaces in the residential neighborhoods. Ms. Gott supported the ongoing efforts to manage employee parkers to maintain access for customers and residents.

Invoking Tom Williams as the first guardian of Downtown Parking funds, Chair Pinner said it is important to maintain a focus on parking issues as the mission of the Downtown Parking Program expands. Mr. Pinner requested an updated chart showing projected reserve levels. He said it is important to be forward looking, but significant operational changes, such as moving to a closed-loop system, will require more input and analysis before implementation. Mr. Garza agreed and said that the committee's feedback and input will be key to understanding the impacts to downtown residents, businesses, and visitors. Mr. Garza clarified that cost savings from staff reductions will be achieved through attrition and not layoffs. Committee Member France was supportive of listing the options for generating new revenue and reducing costs where possible.

Referencing the DPC Mission Statement, Committee Member LaBrie said more general fund resources need to be directed to the downtown area so that Downtown Parking can support the economic vitality within its purview. Mr. LaBrie said there may be an opportunity for a residential parking improvement district as a corollary to the impacts from downtown residential development. He recognized that there is a contention between protecting the Downtown Parking budget and improving the downtown experience.

Committee Member LaBrie asked staff to describe "In Lieu" fees as commonly understood. Mr. Dayton said developers are given incentive to develop by allowing them to pay fees in lieu of meeting the full parking requirement. The fees may then be used for downtown plaza improvements, development of parking supply, or for new or expanded services throughout the entire City. Mr. Dayton said he is hearing from the committee the desire to look at the role and resources of Downtown Parking as housing density increases in the downtown core.

Committee Member Janeway said it is important to look at how we engage customers and strive for repeat customers.

Committee Member Newkirk said the residential discussion should be general and he sees the use of spaces in underutilized parking garages as an opportunity. Committee Member Schwab said the impact from closing Cota Lota is not completely understood at this time.

7) FUNK ZONE ACTION WORKSHOP

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Sarah Clark, Parking Resources Specialist, updated the committee on the recent Funk Zone Parking Action Workshop.

Committee Member Janeway recommended having rideshare pickup and drop off locations on both sides of the street to avoid circulation issues. Following on that, Committee Member Newkirk asked if services like Lyft and Uber can force specific pickup/dropoff locations through their apps. Ms. Clark confirmed this is possible.

Councilmember Rowse asked staff if updating the Parking and Business Improvement Area (PBIA) would need to be reviewed and approved by the Coastal Commission. Mr. Dayton said the City's current Local Coastal Plan has the elements necessary to permit the City to make changes to the PBIA, but the Coastal Commission would need to give final approval.

Public Comment: Anna Marie Gott said that she has seen surrey and motorized buggy businesses put cones in front of their stores to reserve on-street spaces. Ms. Gott said that there is an overdevelopment of unpermitted Funk Zone events that is impacting parking. She suggested monetizing these events by charging fees for parking impacts, which would then help manage the parking.

Committee Member Newkirk asked if the Funk Zone parking recommendations would need to be approved by Council. Mr. Garza said the current fee resolution includes language covering the recommendations and would be able to be implemented quickly.

Committee Member Janeway supported the addition of an MTD shuttle stop in the Funk Zone and encouraged as much coordination as possible between the City and MTD in the area. Mr. Janeway said it will be important to thoroughly message why \$2.00 per hour of timed parking is being recommended, as it different from all other parking fees in effect.

Committee Member France supported the idea of giving free shuttle rides to all monthly parking permit holders. He also recommended that MTD present ridership reports to the Downtown Parking Committee. Mr. France recommended adding wayfind signage directing customers to the Hotel California public parking lot.

Chair Pinner complemented staff on the work done so far on Funk Zone parking issues, as it is a substantial undertaking. Mr. Pinner said there are a lot of significant changes being recommended and the DPC is getting closer to final recommendation. He noted, however, that the presentation would benefit from including more data, images, and details on the individual parking elements, and system on the whole. Mr. Pinner seconded other members in being very supportive of the proposed addition of 60 new parking spaces on Garden Street south of Yanonali Street.

8) COMMUTER LOT UPDATE

This time was tabled for another meeting.

9) DOWNTOWN PARKING COMMITTEE CHAIR

This time was tabled for another meeting.

10) PROGRAM UPDATES

This time was tabled for another meeting.

11) ADJOURNMENT

The meeting adjourned at 9:02