



# DOWNTOWN PARKING COMMITTEE

## REGULAR MEETING

### MINUTES

Thursday, September 12, 2019  
David Gebhard Public Meeting Room  
630 Garden Street  
Santa Barbara, CA 93101

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#### 1) CALL TO ORDER

The meeting was called to order at 7:35 AM.

#### 2) ROLL CALL

##### DPC MEMBERS

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

##### ATTENDANCE

Present  
Present  
Present  
Present  
Present  
Absent  
Excused

##### CITY STAFF PRESENT

Rebecca J. Bjork, Public Works Director  
Rob Dayton, Transportation Planning & Parking Manager  
Victor Garza, Downtown Plaza and Parking Manager  
Sarah Clark, Parking Programs Supervisor  
Roy Forney, Parking Supervisor  
Geiska, Velasquez, Project Planner  
Mindy Jackson, Administrative Specialist

##### OTHERS PRESENT

Lesley Wiscomb, Planning Commission

##### LIAISONS PRESENT

#### 3) CHANGES TO AGENDA

None.

#### 4) PUBLIC COMMENTS

None.

#### 5) APPROVAL OF THE MINUTES FROM THE REGULAR MEETING OF AUGUST 8, 2019

##### **Motion:**

To approve the minutes from the regular meeting of August 8, 2019.

##### **Made By:**

1<sup>st</sup> Matt LaBrie 2<sup>nd</sup> Ed France

##### **Vote:**

Yeas: 5 Nays: 0 Abstain: 0 Absent: 1 Excused: 1

##### **Discussion:**

None.

## 6) PROCESS TO REMOVE NUISANCE SIGNAGE

**RECOMMENDATION: That the Committee receive a report on the process for removing nuisance signage reserving public parking for private use throughout the City.**

Rob Dayton announced that Sarah Clark has been promoted to Parking Programs Supervisor.

Sarah Clark gave a presentation and provided a staff report on the process and stated that there will be an “in-person” conversation with businesses to identify the reasons why they have put up the signage. City staff will then work with the business on solving the problem that caused them to post the signage in the first place. Ms. Clark mentioned that in the past there has not been a time when nuisance signage has led to enforcement or fines.

Parking staff will be working closely with Community Development’s Code Enforcement staff and the City Attorney’s office to ensure a comprehensive, legal, and fair process.

Staff will give updates to the DPC after six months on the effectiveness of the process.

### DISCUSSION:

Chair Pinner requested that a list be kept of the nuisance signs in order to re-check and see if they return to the locations that they were removed from.

### PUBLIC COMMENT:

Will Rehling, Accessible Santa Barbara, spoke about his opposition to a new proposed development project on Helena.

Committee Member Robert Janeway joined the meeting at this time: 7:48 AM

### DISCUSSION:

Ed France mentioned that there is a combination of public space and right of way and this is a dangerous area for pedestrians. He doesn’t feel that DTP has the capacity to take on these problems, especially without funding. He said that there aren’t the tools to address and manage these spaces.

Chair Pinner stated that he understands the challenges.

Mr. Dayton mentioned that there has been a change in land use in the Funk Zone in the last few years.

## 7) CAPITAL PROJECT UPDATE

**RECOMMENDATION: That the Committee receive an update on staff’s projects for Fiscal Year 2020.**

Victor Garza named the following Capital Projects:

- Cable Barrier (guard rails) at parking Lots 2 and 10
- LED Lighting Project at Lots 7 & 9 (Library and Lobero)
- Brick Repairs where the fountains were removed on the 500 block of State Street
- The implementation of an online parking permitting system by the end of Fiscal Year 2020
- Electric Vehicle Charging Station at Lot 11
- Replacement of electrical boxes on State Street - the 400-600 blocks will be done first

## DOWNTOWN PARKING COMMITTEE MEETING MINUTES

September 12, 2019

Page - 3

Mr. Garza mentioned that a full Capital Projects report with status table would be provided at the next regular DPC meeting and presented by Ms. Velasquez.

### 8) PBIA ASSESSMENT OF METHODOLOGY PROJECT

**RECOMMENDATION: That the Committee receive an update on the process of reviewing and revising the Parking and Business Improvement Area (PBIA) assessment methodology being performed by Walker Consultants**

Sarah Clark gave a presentation that included the project goals.

*To evaluate the PBIA and the parking system's financial model so that it adequately supports Downtown access and economic vitality.*

- Review Downtown Parking's operations, finances, and revenue model
- Study recent changes in parking use and customer behavior
- Calculate the value of parking benefit that the PBIA provides

Ms. Clark presented a proposed project process.

The process would begin with Data Collection followed by Analysis and Recommendation. There would then be a Draft Response, Initial Outreach, followed by Outreach & Implementation Preparation. A final Engineers' report, a final Downtown Parking Committee report, and then to Council for adoption.

#### DISCUSSION:

Rob Dayton mentioned that we need to be prepared when going to Council. "Do it right, not fast."

Chair Pinner asked if next year's (June 2020) PBIA Assessment could be at another time.

Matt LaBrie stated that we are on the cusp of another cycle for a big change in Downtown Santa Barbara. He advocates that as this moves along, that there be a staff level task force. This would include the Downtown Santa Barbara to incorporate peripheral issues and how it needs to interact with other things that are going on in the area. He would like to see that Stakeholders are engaged.

Andy Newkirk stated that the timeline seems fast. He would like to see that Council understand what is being done as it moves along. Possibly an Ad Hoc Advisory Committee. This way, by the time it does go to Council, it would be have become a "five minute item".

Rob Dayton agreed that Council should be informed along the way. A good idea to involve business interests in how we move forward. Possibly a Task Force with Stakeholders.

Chair Pinner stated that the data collected from Walker Consultants will help with other matters in the Downtown area. This will help to work towards bigger goals. He likes the idea of a Task Force.

Robert Janeway stated that the more Council is engaged along the way, the better.

Ed France believes that this is a new chapter like Mr. LaBrie stated. The goal being that we are helping to deliver people to the Downtown businesses. He mentioned that we pay for the MTD Downtown Shuttle and that we need to get more people to use it. He also mentioned that BikeShare is coming. He feels that we need to view the PBIA as multi-model.

Matt LaBrie stated that there are a lot of pieces to this puzzle and that goal should be to include those that will draw the lines between the dots. A working group to connect those dots is needed.

## DOWNTOWN PARKING COMMITTEE MEETING MINUTES

September 12, 2019

Page - 4

Andy Newkirk believes that Council needs to get up to speed so that they have confidence in what they are doing.

Chair Pinner asked if there should be a motion on having a work group. He believes that that the new PBIA will be substantially different from what exists now. He believes as we get closer to having the data from the consultant, that Stakeholders should be brought along.

Carrie Kelly, Executive Director of Santa Barbara Downtown, wants businesses and Stakeholders involved now and that they need to get up to speed on the history, now.

Chair Pinner asked when the DRAFT Engineers Report would be ready.  
Sarah Clark said that it would be ready in spring 2020.

Matt LaBrie would like to see Carrie Kelly and Meg Harmon or Lesley Wiscomb be involved. The different touch points could be identified.

Rob Dayton said that maybe there should be a meeting to discuss who is involved and how many. He feels that there should be an educational meeting in advance with Meg Harmon. Determine who is to be involved at a staff level. Determine what discussion items there will need to be to get the achieved target.

RECOMMENATION: That there be a staff level meeting Task Force with two members of the DPC and identify other interested stakeholders and include a Council and Planning Commission Liaison to discuss PBIA education and outreach.

**Motion:** To approve the recommendation  
**Made By:** 1<sup>st</sup> Trey Pinner 2<sup>nd</sup> Andy Newkirk  
**Vote:** Yeas: 5 Nays: 0 Abstain: 0 Absent: 1 Excused: 1  
**Discussion:** Chair Pinner said that two DPC members will be chosen to be part of this Task Force, and he will get back to Rob Dayton as to who they will be.

The next Downtown Parking Committee Meeting is scheduled for October 10, 2019.

### 9) ADJOURNMENT

The meeting adjourned at 8:55 AM