



City of Santa Barbara
Downtown Parking Committee

Staff Report

DATE: February 11, 2021
TO: Downtown Parking Committee
FROM: Robert J. Dayton, Transportation Planning and Parking Manager
SUBJECT: Automated License Plate Recognition Update

RECOMMENDATION:

That the Committee receive an update on the Automated License Plate Recognition (ALPR) project.

DISCUSSION:

Council recently approved and provided a funding allocation to implement License Plate Recognition (LPR) equipment in order to automate the Downtown Parking system. Absent any increases in parking fees or reduction/elimination of the complimentary period, staff is currently focused on automation to reduce operation costs. We also want to re-enforce our commitment that in the process of implementing parking payment automation, part-time employees will not be losing jobs, but will be repurposed. Staffing levels will be reduced through attrition.

Based on this premise, staff will be briefing the committee monthly on the Automation Strategic Plan and our progress to date. Currently, our parking equipment vendor has been mobilized and we are vetting and finalizing equipment positioning and the upgrades required to make it successful. However, the strategic planning is much more than installing equipment, it includes operational plans, an educational strategy, and staffing plans, as well as a transition period and steps. We intend to include this type of information in the Automation Strategic Plan.

To begin the discussion and planning with the committee, we have included below our purpose statement and some first and second tier vision targets to define our goals and objectives that the Automation Strategic Plan will produce. At the meeting we will be reviewing these statements with the committee for your input. Next month we hope to present a schedule based on this input. Please call Victor Garza or Rob Dayton if you have any questions ahead of the meeting.

Purpose Statement

To ensure a financially sustainable parking system that will support the vitality and health of the Downtown.

Vision Targets:

1st Tier

- We will have automation fully operational and in place by February 2022.
- We will begin to throw off \$1 million annually once the strategy is fully operational.
- We will have a safe and positive customer experience.
- We will have a seamless and quick-response customer experience.
- We will have a financially sustainable operation.
- We will carry on our kiosk experience and reputation in other ways.
- We will have excellent looking and clean facilities.
- We will have state-of-the-art, reliable equipment.
- We will have safe, contact-less transactions upon exiting the facilities.

2nd Tier

- Kiosks will only be staffed for special events and unforeseen occurrences.
- We will repurpose our existing staff to fulfill new roles in the automated system.
- We will minimize “hands on” staffing needs for customers.
- We will transform and upgrade the parking system.
- We will have 24/7 revenue collection.
- We will only permit one complementary period per day.
- We will no longer be taking cash for payment.
- We will be accepting mobile pay, credit and debit cards, and pre-paid cards instead of cash.
- We will work to minimize back-ups upon lot exiting.
- We will have alternative payment options that are easy to understand, user friendly, and supportive of people who, for unknown reasons, are unable to pay upon exiting.