



DOWNTOWN PARKING COMMITTEE

REGULAR MEETING

MINUTES

Thursday, September 14, 2017
David Gebhard Public Meeting Room
630 Garden Street
Santa Barbara, CA 93101

1) **CALL TO ORDER:** 7:30 AM

2) **ROLL CALL**

DPC MEMBERS

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

Attendance

Excused
Present
Present
Present
Present
Present

CITY STAFF PRESENT

Rob Dayton, Transportation Planning and Parking Manager
Victor Garza, Parking /TMP Superintendent
Chris Rickerd, Administrative Assistant
Derick Bailey, Principal Traffic Engineer
Dion Tait, Parking Supervisor
Sarah Clark, Parking Resources Specialist
Teri Green, Associate Transportation Planner
Andrew Stuffer, Chief Building Official
Sergio Arriaga, Parking Coordinator
Justin Berman, Parking Coordinator

LIAISONS PRESENT

Randy Rowse, City Council

OTHERS PRESENT

Travis Hawley, Blue Star Parking
Warren Nocon, Hotel Californian
Kristina Elakovic, Hotel Californian
David Ramirez, Hotel Californian
Doug Fell, Hotel Californian
Treg Finney, Acme Hospitality
Terry Bartlett, YAF
Ken Oplinger, Chamber of Commerce
Sherry Villanueva, Acme Hospitality

3) **CHANGES TO AGENDA**

None

4) **PUBLIC COMMENTS**

None

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5) APPROVAL OF THE MINUTES FROM THE REGULAR MEETING OF JULY 13, 2017

Motion: To approve minutes from the regular meeting of July 13, 2017

Made By: 1st Ed France 2nd Sean Pratt

Discussion: N/A

Vote: Yeas: 4 Nays: 0 Abstain:0 Absent: 1 Excused: 1

6) CITY OF SANTA BARBARA VALET POLICY

Rob Dayton, Transportation Planning and Parking Manager

This item has been through a lengthy process and has been worked through the Attorneys Office subject to their heavy workload. After the recent Council Ordinance Committee Meeting, it became apparent that we needed to do more work. The Ordinance Committee questioned whether a Valet Policy was needed and recommended that it be taken back to the Downtown Parking Committee for their input, guidance and to hear more from the stakeholders. Staff met with the Valet Operators to discuss Rules and Regulations of the Ordinance. The City's prior stance was that the Valet would not store vehicles in the Public right of way. After meeting with the Valet operators, the City changed its stance and is willing to allow Valet Parking in the right of way on case by case basis, but at no time will the reservation of parking spaces be allowed. There are many Valet operations that go unnoticed, happening outside the Downtown core, with parking occurring in the public right away. One issue raised by the Valet operators is when a member of the public parks in spaces needed by the Valet for drop-off and pick-up. This ordinance would allow for a permit to set aside those areas. The annual fee for ongoing operations would be \$1200 per Valet Operator. There would also be a one-time \$400 cost recovery fee for the setup of each location that would include curb painting and signage. A 3rd potential fee would be a Temporary Fee for a one-time operation. Compliance with the Americans with (ADA) Disabilities Act is a big issue. Staff is unsure how we will be able to meet ADA regulations as they pertain to valet.

Travis Hawley, Blue Star Parking

It's important to stay away from punitive charges that increase costs to businesses. Blue Star is the only curb side valet provider in Santa Barbara. Valet does not take away form parking. Blue Star has over 700 events per year. Valet is an asset and a service to the community. The valet policy can be streamlined.

Committee Member Schwab

One of the concerns I have is safety. What standards do you have to prevent parkers from driving too fast, against traffic, etc.?

Travis Hawley, Blue Star Parking

We have a DMV pull notice for our Valet staff. For the record there is no law that governs mandatory insurance for valet. We train and screen. We protect our interests. Safety is a primary concern.

Treg Finney, Acme Hospitality

We provide free valet parking to 5 businesses in the Funk Zone. We have 3 private parking lots that provide 60 to 90 off-street spaces. If businesses are providing public parking on their dime, there should be some kind of clause or credit for the valet fees. We pay between 5 and 6 thousand dollars a month for use of these private parking lots.

Ken Oplinger, Chamber of Commerce

Having just received the information last night and hearing the staff presentation today, I'm not really at a point where I'm willing to tell you exactly where we are on this but I'll give you a couple of my thoughts. The issue that

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Treg brought up is the issue that I'm most concerned about because this is not the first time that this question has come up. Companies are providing off-street parking in private lots. Parking that would not be available if it were not for the efforts that they had gone through to create them. They have essentially added more parking into our system. Rather than coming up with a way we can credit them we are talking about charging them more. It makes no sense that we should be penalizing someone that is adding to the system. We see no difference between the individual owning the vehicle parking it and valet parking it. We question whether or not we even need this.

Andrew Stuffer, Chief Building Official

I want to give the Committee the opportunity to understand general Accessibility requirements that can be pretty onerous for valet parking operators. We are just starting to see complaints come in for valet parking services not having accessibility features. The Americans with Disabilities act is a Federal document that's enforced in the Court of Law. We do not enforce it at the City. If someone has an issue, they see an attorney and file a claim in court. The City may testify in court whether or not the operations qualify with the State building standards. Whether or not the City has a Valet Ordinance the requirement to comply with ADA is going to stand on its own. In order to satisfy the State building Code, you would have to have a compliant ramp. A driveway apron typically does not satisfy that requirement do to the angle, change in elevation, and the lip. There is also a requirement that there be accessible parking to people who request valet service that have hand controls and have access to the same experience as those who do not have hand control equipped vehicles.

Committee Member Janeway

In terms of any imposed requirements, are there any background checks required for these drivers?

Victor Garza, Parking /TMP Superintendent

The City doesn't require background checks at this time but we do require comprehensive Insurance coverage.

Rob Dayton

It's important to understand the emerging parking issues in the Funk Zone. There is not enough parking in the Funk Zone for all the uses. There have been uses that have been allowed to go in under what's known as existing non-conforming. In other words they didn't have onsite parking, then changed over to a new business without the parking requirement changing or providing parking which has increased the parking demand in the area. Employee parking also is an issue. There is no regulation right now for Funk Zone parking. We have been asked by the businesses in the area to construct parking facilities. Since the dissolution of the RDA, the City no longer has the funding resources to construct parking for the businesses. The permit we are talking about for the Lark includes a one-time \$400 setup fee and an annual \$1200 fee for the valet operator. We are not proposing to offset or compensate for the off-street parking the Valet is providing. We are offsetting the minimal costs to issue the permit, reserve the parking spaces, and paint curbs and/or put up signs.

Travis Hawley, Blue Star Parking

The 750 private events would not apply. They are off the radar and on private property. The \$1200 fee would be passed down to 5 to 10 locations.

Vice Chair LaBrie

What do we think will be happening to the permitted spaces prior to Valet operations starting each day?

Rob Dayton

We would work with the operator to set up signage that works best for them.

Derick Bailey, Principal Traffic Engineer

The \$400 fee that Mr. Dayton is speaking about would cover our cost to install the signs and curb markings at that location. Without that \$400 it would come out of the Streets budget and reduce availability to do street maintenance elsewhere in the City. The purpose of the \$400 is cost recovery. As far as what is on the sign itself, we expect each reoccurring valet operation to want to operate during certain times of the day. We will be completely flexible with that. We will work with the businesses in regards to how the spaces are used during non-valet periods. The length of the valet zone depends on how busy the location is. We want to avoid queuing in the street. We are open to valet signage, umbrellas, etc. as long as the side walk is not obstructed.

Committee Member France

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Would a valet sign be used in the white loading zone in front of the Granada since valet is only in operation during special events?

Derick Bailey

The purpose of the signs is to ensure that the space is available when the valet operators need it. In front of the Granada is a 3 minute passenger loading zone, so there should never be anyone parked there longer than that. And the Police can keep the area clear. That's a location where signs would not be needed. If there is no need for the City to install signage then perhaps the fee would not apply.

Sherry Villanueva, Owner The Lark

We are waiting for directional signage for public parking in the Funk Zone. The Valet fee would be one more of many fees that we already pay. I want to caution about over regulation. Do we really need the ordinance? It is another burden that would be placed on the Funk Zone restaurants.

Vice Chair LaBrie

Our goal is not to fill the general fund but to have a sustainable operation.

Ken Oplinger, Chamber of Commerce

The suggestion is that if more spaces are provided by valet in a private lot it is a net benefit to the community. The Businesses and the Valet operators are paying for the costs to us those spaces.

Travis Hawley, Blue Star Parking

We are a service based industry and the profit margin is razor thin. The Public is benefiting from parking spaces not normally available. Vehicles parked in a valet zone prior to the start of business do not move. We can either forgo the spaces or have the vehicles towed. Complaints to the City for towing will increase.

Randy Rowse, City Council

This conversation started back in the 90s. If you are using the public right of way and you are staging a business there, it almost doesn't matter what kind of business it is. If you are using or blocking the public right of way there is a cost involved and a balancing of the use of that right of way. If you have a valet there, is it different than a merchant pulling a truck to sell some wares on the sidewalk? It is an odd balancing act.

The Funk Zone has exploded beyond all of our imaginations. The adequacy of parking storage is in flux and will be for a while. What is the real answer? Is it appropriate for the Canary to store valet vehicles in Lot 2 which is a PBI supported lot? Turns out it is not. How do you balance? There are costs associated with the regulation of valet. What is best use of Public Right Way? The Funk Zone is an area that needs attention.

Rob Dayton

We are trying to balance the public's interests with the interests of the businesses and the safety of the community. The ADA accommodations could be much more expensive than anything we are talking about now.

Vice Chair LaBrie

The Funk Zone can use signage and valet assistance. It would be helpful since way-finding signage is currently being rolled out. We should focus on getting people to the public assets in the Funk Zone before replacing existing signage in other areas.

Rob Dayton

This is the first time that Downtown Parking has heard about the Funk Zone signage concerns. We will look into signage for that area.

Vice Chair LaBrie

We need to add this valet topic to the next DPC monthly meeting's agenda for further discussion.

Doug Fell, Hotel Californian

The Californian who paid to build an entire parking lot being in this discussion seems to be inappropriate. We don't fit this discussion. My first comment today is that this is a problem that needs to be addressed. The ADA issue is going to bite everyone in the butt. Do everything you can to keep Government and permitting processes away from your business.

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Rob Dayton

The only fee the Californian would be subject to would be the operation of valet in the public right of way. I agree that government should not tax people unnecessarily. It can be done at no cost to the operator but there will be a cost to the public.

Warren Nocon, Hotel Californian

We are more than willing to participate in the research and development of what this ordinance will be. It is not easy to make money in the restaurant business. The parking we put in is to benefit all those in the area. We want to be a part of this City. If there is a cost then we would like to be left out of it.

Derick Bailey

The City does not currently have tools or the legal ability to regulate valet operations. Passenger loading zones are not suitable for valet operations. Without an Ordinance, enforcement is an issue.

7) ANNUAL RECRUITMENT

Victor Garza, Parking /TMP Superintendent

We have one current vacancy and two terms that will end at the end of this year. The Clerk's Office will be notifying DPC committee members as to when to reapply.

Chris Rickerd, Administrative Assistant

The deadline to resign is late September. The application deadline is in the middle of October. Interviews are in late October and early November. Appointments are in early December.

8) PROGRAM UPDATES

a. 2017 FIESTA SUMMARY.

Victor Garza, Parking /TMP Superintendent

Each of the last three year Fiesta revenue totals have been similar, adding up to approximately \$100,000.

b. CREDIT CARD PROCESSOR UPDATE.

Victor Garza

Working closely with the City's Finance Department, we received eight proposals from credit card processing companies through an RFP process that included in person interviews. Downtown Parking is partnering with the Waterfront Department to move ahead with executing a contract with a company called Vantiv. We expect an estimated annual savings of \$26,000.

c. OVERSIZED VEHICLE UPDATE.

Victor Garza

Enforcement of the Oversized Vehicle Ordinance has started. We are currently issuing permits to contractors, temporary permits to visitors, and processing applications for Disability permits.

d. REY ROAD UPDATE.

Victor Garza

We originally expected about \$38,000 in additional hourly revenue with the addition of the Rey Road Lot into the existing Depot Lot. Current parking trends point to an estimated annual increase of up to \$82,000.

e. 00 BLOCK W. ANAPAMU UPDATE.

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Victor Garza

The parking restriction for the former bike lane has been removed. The curb area has been repainted as 15 minute parking.

9) ADJOURNMENT

The meeting adjourned at 9:13 AM