

## CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

### MEMORANDUM

**Date:** November 17, 2011  
**To:** Harbor Commission  
**From:** Scott Riedman, Interim Waterfront Director  
**Subject:** **Business Services Report - General Update**

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#### **Stearns Wharf Christmas Tree**

For the fourth consecutive year, the Department is working with the Stearns Wharf Business Association to bring a 25-foot Christmas tree to the shoreward finger of the Wharf (adjacent to Ty Warner Sea Center) this holiday season. The Wharf Association voted to pay for the tree and Department staff will coordinate the purchase, installation, lighting and decorating of the tree. Oliver Holt Christmas Trees will deliver the tree on November 26<sup>th</sup> and install it using a crane. The tree will be on display until January 4<sup>th</sup>.

#### **Stearns Wharf People Counter**

Staff frequently receives inquiries regarding how many people visit Stearns Wharf each year. Although the Chamber of Commerce estimates approximately two million people visit the Wharf each year, an accurate study has never been done.

On September 9, 2011, staff installed a thermal imaging people counter on a light pole over the main walkway on Stearns Wharf. The Traf-sys People Counting System is able to differentiate individuals, even if they are walking side by side. The data is sent via wireless signal to the Department's computer network. The system is able to organize the data in a variety of formats: visitors per hour, day, week, month, etc.

Between October 17, 2011 and November 2, 2011, the system has counted 34,428 visitors walking onto Stearns Wharf.

#### **Credit Card Terminals in Waterfront Parking Kiosks**

With the assistance of the City's Finance Department, Waterfront Parking staff recently installed credit card terminals in all staffed kiosks including Harbor Main, Los Banos, Stearns Wharf, Leadbetter, Garden Street and Palm Park. Parking staff will now be able to accept Visa, MasterCard and Discover cards in all staffed lots effective December 1. Purchases under \$25 do not require the customer's signature, which will simplify the payment process. The ability to take major credit cards for parking transactions will improve customer service and increase efficiency in the parking program by reducing the amount of time taken to audit cash drawers. The rollout of the credit card program will coincide with the sale of 2012 annual parking permits, which also begins December 1, 2011.

Prepared by: Scott Riedman, Interim Waterfront Director