

# CITY OF SANTA BARBARA WATERFRONT DEPARTMENT

## MEMORANDUM

**Date:** March 19, 2015  
**To:** Harbor Commission  
**From:** Scott Riedman, Waterfront Director  
**Subject:** **Business Services Report**

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### **PARKING CHANGES ON STEARNS WHARF**

Phase II of the upgrade to Waterfront Parking Services' infrastructure will take place on Stearns Wharf over the week of March 23. Similar to the Harbor Main equipment that was recently replaced (Phase I of the two-phase project), the current parking equipment was installed in 1995 and the manufacturer no longer makes or services the necessary replacement parts.

Phase II will include car lane (both entry and exit) equipment, booth equipment, revenue control software, as well as complete installation and set up services. The new equipment will allow the Department to track parking activity at the Wharf on a real time basis and provide for increased revenue control. In order to optimize the efficiency of the new Stearns Wharf parking equipment, a single exit column will be installed. Currently, no exit column exists and patrons are required to pull up to the parking kiosk, hand their parking stub to the attendant, and either pay the correct fee or wait for the gate to open if no fee is required. During busy times of the day, this can cause a significant back-up of vehicles attempting to exit Stearns Wharf and can create safety hazards at the two Wharf crosswalks. Installing an exit column will allow patrons to insert their parking stub into the column; the system will read the stub while the patron pulls forward and allow them to either exit immediately or pay the appropriate fee to the attendant. This is the same system that is currently in operation in Downtown Parking's various lots and has proven effective at reducing vehicle back-ups.

Additionally, the validation component to the 90-minutes free program will be retired. This program provides 90-minutes of free parking if the visitor purchases \$5 worth of goods and gets their ticket validated (ink stamped) by one of the businesses. The reason the validation program is being retired is two-fold: first, the validation program with a \$5 purchase is antiquated, not readily enforced, and slows the exit of cars off the Wharf. Second, any ink stamps used as part of the validation process will deposit ink in the new exit column hardware and compromise the unit. Ink stamps or other forms of validation (hole punches in the ticket, etc) will render the manufacturer's warranty null and void. The 90-minutes free parking program will remain in effect. The combination of a new exit column and the retirement of the validation component will allow for a smoother exit from the Wharf resulting in less traffic back-up and a more efficient Stearns Wharf parking operation.

## **REQUEST FOR PROPOSAL PROCESS FOR 117-G HARBOR WAY – UPDATE**

On February 19, the Harbor Commission accepted the recommendation of the Request For Proposal Subcommittee and directed staff to negotiate a lease with Michael Jansen Marine Services for the commercial space at 117-G Harbor Way. Since that time, Mr. Jansen has decided to withdraw from the negotiation process for a number of personal and professional reasons. Staff plans on issuing a new Request For Proposal for the space and will keep the Harbor Commission apprised of the process.

## **AUTOMATIC PAYMENT SERVICE FOR SLIP FEES**

The City's Automatic Payment Service has been available to slip permittees for over a decade and is an excellent option for people who travel frequently or simply want the safety and convenience of having their payment automatically debited from their checking account.

Approximately 444 slip permittees (39% of slip accounts including 7 tenants) currently participate in the program. Program participants receive monthly statements as usual, near the first of the month. On the fifteenth of the month, their checking account is debited for charges shown on the statement. There is no charge from the City's Billing Office to participate. However, some banks may charge a fee for electronic fund transfers. Interested parties are encouraged to check with their bank regarding any possible fees.

Application forms for Automatic Payment Service are available online at: <http://www.santabarbaraca.gov/gov/depts/waterfront/rates/berthing.asp> and at the Waterfront Administration Office, located at 132-A Harbor Way.

The Automatic Payment Service offers most slip permittees a convenient way to pay monthly slip fees without the hassle of having to remember to mail the slip fee.

Prepared By: Brian Bosse, Waterfront Business Manager