



DOWNTOWN PARKING COMMITTEE

SPECIAL MEETING

MINUTES

Thursday, February 24, 2022
Zoom Meeting

- 1) **CALL TO ORDER** Meeting Started at 7:30am.
- 2) **ROLL CALL** (Location in video: 0:00:14)

<u>COMMITTEE MEMBERS</u>	<u>Attendance</u>	<u>CITY STAFF PRESENT :</u>
Andrew Newkirk	Present	Jessica Grant, Interim Public Works Downtown Manager
Matt LaBrie	Present	Brian Bosse, Waterfront Business Manager
Sean Pratt	Absent	Sarah Clark, Parking Programs Supervisor
Barbara Silver	Present	Roy Forney, Parking Supervisor
Ruben Zarate	Present	Mark Nunez, Acting Facilities Maintenance Supervisor
Ed France (Vice Chair)	Present	Chelsey Swanson, Project Planner
Trey Pinner (Chair)	Present	Meghan Salas, Parking Resources Specialist
		Justin Berman, Parking Coordinator
		Ethan Pitney, Accounting Assistant
		Cliff Maurer, Public Works Director
		Randy Rowse, Mayor
		Jason Harris, Economic Development Manager
		Tess Harris, State Street Master Planner

LIAISONS PRESENT:

Mike Jordan, Councilmember
Meagan Harmon, Councilmember

- 3) **CHANGES TO THE AGENDA** (Location in video: 0:00:50)

No changes to the agenda.

- 4) **PUBLIC COMMENT** (Location in video: 0:01:00)

No public comment.

- 5) **APPROVAL OF THE MINUTES FROM THE REGULAR MEETING OF January 13, 2022**
(Location in video: 0:01:45)

Motion: To approve the minutes from the regular DPC meeting held on January 13, 2022.

Motion Made By: Barbara Silver **Second:** Matt LaBrie

Vote: Yeas: 6 Nays: 0 Abstain: 0 Absent: 1

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6) ANNOUNCEMENTS (Location in video: 0:02:45)

- Sarah Announces that the State Street Advisory Committee will meet on Monday Feb 28th at 4:00pm.

7) REPORT FROM FINANCE SUB-COMMITTEE (Location in video: 0:03:30)

RECOMMENDATION: That the Committee receive an update on the Finance sub-committee meeting held on January 27, 2022.

- Chair Pinner briefly summarizes the options that were discussed for improving Downtown Parking’s fiscal footing, including changes to lot rate structure, free period time, hours of operations/staffing up, etc.

PUBLIC COMMENT:

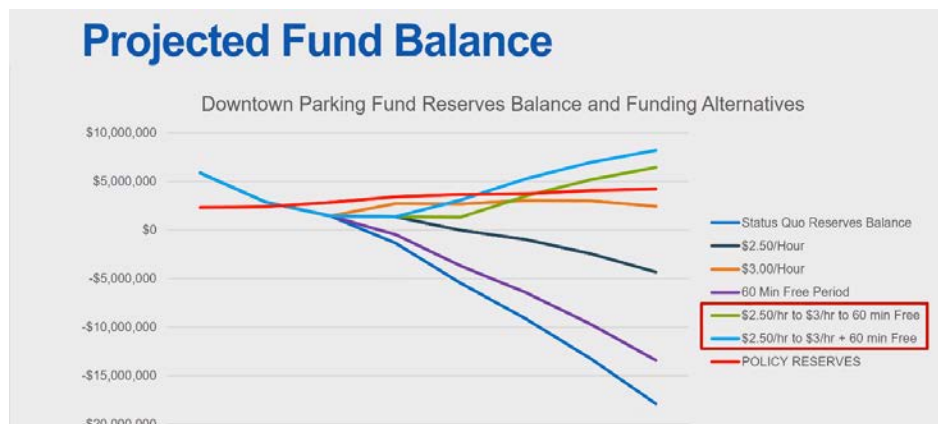
No public comment.

8) FISCAL YEAR 2023 PRELIMINARY BUDGET PROPOSAL (Location in video: 0:06:52)

RECOMMENDATION: That the Committee receive an update on year-end projections for Fiscal Year 2022 and the proposed budget for Fiscal Year 2023, including changes to parking fees and recommend strategies for restoring Downtown Parking Fund reserves.

- Sarah covers some of budget challenges in her presentation.
 - FY22 revenues projected to fall 15% below budget (see minutes from Jan 27th Finance subcommittee).
 - 1.5m projected deficit mostly due to revenue shortfall (hourly parking and billed revenue).
 - Assuming status quo revenue and expenses, \$2.76m projected FY23 deficit and \$4.6m projected FY27 deficit.
 - Projected \$2.71m in additional revenue with a parking rate increase to \$2.50 in FY23 (\$3.06m w/ increase to \$3.00/hr in FY23).
 - Staff recommendation: increase hourly parking rates to \$2.50/hr in FY23 with further increase to \$3.00/hr in FY24 and reduction of free parking from 75min to 60min in FY25.
 - \$3.00 is ultimately where we need to be to get reserves back on track.

	Annual Revenue Increase	Cost	Implementation Date
\$2.50/Hour	\$2.71M	\$3,000 for new signage	FY 2023
\$3.00/Hour	\$3.06M	\$3,000 for new signage	FY 2023
\$2.50/Hr to \$3.00/Hr FY24	\$2.71M - \$3.06M	\$3,000 for new signage	FY 2023
60 Min Free Period	\$891K	\$3,000 for new signage	FY 2023
Eliminate Free Period	\$3.71M	\$3,000 for new signage	FY 2023
Raise PBI A	\$2.8M	\$80,000 Engineer’s Report	FY 2024
Priced Street Parking	\$2M	\$2-3M One-Time Capital \$20-50K Annual Maintenance	FY 2024



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- Chair Pinner echoes Mayor Rowse’s comments on the difficulty of reducing free period and public reaction, stating that he is in favor of a rate increase while maintaining the free period.
- Committee member LaBrie is in favor of organizing an outreach effort to the downtown stakeholders with the DO before the committee makes a recommendation.
- Waterfront budget proposal for FY23 includes an increase from \$2.00/hr to \$2.50/hr. Currently Waterfront does not have a free period at any lot except for the Wharf.
- Committee member Newkirk in favor of laying out a pricing structure plan that moves with inflation to avoid long periods of time with no changes, and to avoid Council pushback that comes with separate individual rate hikes.
- Keith DeMartini explains that a policy that incrementally increases parking fees over time is something that can be explored and that is used in other departments such as Community Development. This can be implemented without extensive review, but still subject to Council approval.
- Committee member France and Mayor Rowse skeptical on the optics of “doubling the rate” to \$3/hr vs increasing by \$1.00 to \$2.50.
- Chair Pinner says he is concerned that \$2.50/hr will not get the department to where it needs to be, worried that the committee will be faced with the same issues next year if the rate is not increased sufficiently now.
- Focus of committee shifts from recommending an increase to staff at this meeting, to coming to an agreement on a motion that would carry at the March 10th meeting, likely with stakeholder outreach in the interim.

Motion: Committee to support staff recommendation of moving to a \$3/hr rate for FY23, with further recommendation of reducing free period to 60min in FY25 (non-binding).

Motion Made By: Andrew Newkirk **Second:** Trey Pinner

Vote: Yeas: 3 Nays: 3 Abstain: 0 Absent: 1

Result: Motion fails.

Motion: Recommendation to increase rate to \$2.50 in FY23, with further increase to \$3.00 in FY24 and a reduction to the free period to 60min in FY24.

Motion Made By: Ed France **Second:** None

Result: Cannot move forward on motion with no second.

Motion: Circle back to this item during the March 10, 2022 DPC Meeting with the following requests from staff: explore possibility of doing a rate resolution that provides for a period of rate reduction, recommendation to reach out to significant stakeholders (DO, Chamber of Commerce, etc.), and cost of inflation calculation since December 2021.

Motion Made By: Trey Pinner **Second:** Andrew Newkirk

Vote: Yeas: 6 Nays: 0 Abstain: 0 Absent: 1

Result: Motion passes. This item gets pushed to 3/10 meeting.

PUBLIC COMMENT:

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- Robin Elander of Downtown Santa Barbara expresses concern over parking rate increases and shares ideas for offsetting the negative impact of more expensive parking. Her ideas below:
 - Utilizing downtown ambassadors to help with increasing activations downtown.
 - More frequent special events on State St. to encourage community and visitors to spend more time downtown.
 - Increase marketing to bring awareness of all that downtown State St. has to offer.
 - Address building vacancies and ramp up cleaning services.
 - Introduce membership card for Santa Barbara residents that allows them to park at a reduced rate.

9) PROGRAM UPDATES (Location in video: 2:21:08)

- Sarah Clark gives updates on the following:
- Parking Automation:
 - Automation in the morning in lot 6 has been going well, started 3 weeks ago.
 - A second evening shift was being used at busier lots Wednesday thru Saturday to collect extra revenue. This was made possible by leaving gates up at less busy lots and reallocating staff to the busier lots.
 - February 23rd was the first day of testing automation in the evenings at less busy lots which previously had the gates up during slow periods.
 - QR code scanning for mobile payment in final testing, coming in March.
- Hiring and Staffing:
 - Starting wage increase to \$16/hr has resulted in an increase to hourly staff count, now at 55 hourly employees, which is 10 more than DTP had last year.
- Granada Paseo Dedication:
 - Paseo project finished behind lot 6 that connects the lot to State Street. Council accepted dedication of the paseo to the City on February 15. Downtown Parking will assume maintenance responsibilities.

PUBLIC COMMENT:

No public comment.

10) ADJOURNMENT

The meeting was adjourned at 9:56am.