



# DOWNTOWN PARKING COMMITTEE

## REGULAR MEETING

### MINUTES

Thursday, July 14, 2022  
David Gebhard Meeting Room

---

- 1) **CALL TO ORDER** Meeting Started at 7:31am
- 2) **ROLL CALL**

<u>COMMITTEE MEMBERS</u>	<u>Attendance</u>	<u>CITY STAFF PRESENT :</u>
Ruben Zarate	Present	Brian Bosse, Downtown Manager
Andrew Newkirk	Present	Sarah Clark, Downtown Plaza and Parking Manager
Sean Pratt	Present	Roy Forney, Parking Supervisor
Matt LaBrie	Excused	Mark Nunez, Facilities Maintenance Supervisor
Barbara Silver	Present	Cliff Maurer, Public Works Director
Ed France (Vice Chair)	Absent	Randy Rowse, Mayor
Trey Pinner (Chair)	Present	Ethan Pitney, Accounting Assistant

LIAISONS PRESENT:  
Mike Jordan, Councilmember

- 3) **CHANGES TO THE AGENDA**

No Changes to the Agenda

- 4) **PUBLIC COMMENT**

Ethan Shenkman shares statements from section 207 of The Social Security Act.

- 5) **APPROVAL OF THE MINUTES FROM THE REGULAR MEETING OF MAY 12, 2022**

**Motion:** To approve the minutes from the regular DPC meeting held on May 12, 2022.

**Motion Made By:** Barbara Silver                      **Second:** Sean Pratt

**Vote:** Yeas: 5    Nays:    Abstain:    Absent: 2

- 6) **ANNOUNCEMENTS**

Chair Pinner welcomes Brian Bosse to his permanent role as Downtown Manager, Brian had previously attended DPC meetings in an interim role. Brian clarifies that he is no longer involved in Waterfront.

## DOWNTOWN PARKING COMMITTEE MEETING MINUTES

MAY 12, 2022

Page - 2 -

### 7) BUDGET AND PARKING OPERATIONS UPDATE

RECOMMENDATION: That the Committee receive an update on parking operations and trends in revenues and expenditures, including mobile payments and self-service hours.

Sarah Clark gives a monthly budget update including occupancy and results of the rate increase so far.

- June occupancy in the Downtown lots is up YoY, but down roughly 15-20% compared to pre-pandemic levels (June 2019), mostly due to a continued work-from-home environment.
- Roy clarifies that occupancy data is not skewed when gates are up, as data is collected upon vehicle entry.
- July 1 brings on rate increase to \$2.50/hr after the unchanged 75min free period, with hourly staff hours being reset to 1000hr per individual for FY23. This results in more staff being available to occupy kiosks and subsequently more flexibility in operating hours.
- Hiring has been better, DTP currently has 86 lot operators. Almost as high as pre-pandemic level.
- The depot lot (lot 13) is now staffed after remaining unstaffed for 2 years due to staffing shortage.
- As of July, the lots are staying open nightly until 11pm. Lots previously closed at 6pm on Sunday, Monday, and Tuesday in June FY22.
- Going forward, self-service hours will be added to all lots in the morning hours with support from experienced response team to handle issues as they arise.
- After the rate increase on July 1, occupancy is down from June '22 on weekdays (~7%) but comparable on Weekends.
- July revenue is up 22.8% from July '19 and up 86.7% from July '21 due to rate increase. No change in percentage of free transactions in first 10 days of higher rates.
- Monthly permits are showing increased demand in response to the rate increase, with permit applications jumping from 1.07/day in June to 3.43/day in July.
- Sweb Mobile usage up to 3.47% of all transactions in July from 2.13% in May.

Discussion opens to Committee:

1. Chair Pinner asks about the thought going forward for permit pricing and potential increases to follow suit with the hourly rate increase.
  - a. Sarah explains that a conscious decision was made to not increase permit pricing to help employees in the downtown area. Permit pricing will be re-evaluated next year during the FY24 budget.
2. Committee Member Newkirk suggests that some private surface lots are inefficient uses of land and asks about different uses for them such as housing development, which would support Downtown Parking and better suit the City's housing objectives.
3. Chair Pinner asks about effects on the depot lot from the new business occupying the Enterprise Fish Co. building.
  - a. Sarah says there have been inquiries for permits from the new business, but we are holding off on issuing new permits until we obtain better occupancy data (gates have been up).
  - b. Additional permits will likely begin to be issued in a few weeks, but there is a waitlist.
4. Committee Member Silver asks if we still validate parking for Amtrak visitors.
  - a. Sarah says we still offer the \$5/day validation.
  - b. Roy says the maximum stay is 30 days, but no way to currently enforce this other than monitoring for abandoned vehicles or spaces being used for vehicle storage.
5. Committee Member Zarate asks if kiosk workers are encouraging customers to use SWEB Mobile.
  - a. Roy says kiosk attendants will answer questions about SWEB Mobile if asked, there is abundant information on SWEB Mobile displayed on signage near the entrance/exits of lots.

# DOWNTOWN PARKING COMMITTEE MEETING MINUTES

MAY 12, 2022

Page - 3 –

## **PUBLIC COMMENT:**

No public comment on item #7

## **8) STATE STREET INTERIM OPERATIONS UPDATE**

**RECOMMENDATION:** That the Committee receive an update on Council's direction for outdoor business facilities on the State Street Promenade.

Brian Bosse gives update on State St. Operations

- 4-3 Motion passed during June 28<sup>th</sup> City Council meeting to allow continued outdoor dining on State St. with the provision that any new structures be made portable.
- Staff to work with Ad Hoc Committee to update these guidelines before setting them as standards.
- State St. Advisory Committee to review and provide input on circulation as part of the State St. Master Plan Process.
- Potential extension of ERETO (Economic Recovery Extension & Transition Ordinance) beyond current expiration of 12/31/2023.
- Ad Hoc Committee to conduct further review of bicycles and e-bikes on Promenade in order to bring recommendation to Council at a later date. Goal to provide Ad Hoc Committee with more options to improve safety and accessibility on Promenade.
- Ad Hoc Committee to continue working with parade boards & public safety staff to prioritize cleanliness and safety during future parades.

Committee Discussion Opens

1. Chair Pinner asks if there are clear statements in the outdoor dining guidelines that address ADA requirements.
  - a. Sarah says the current guidelines address facility size, location, drainage, lighting/heating restrictions.
  - b. Separate section in guidelines that address ADA requirements on State St. as well as parklets. Ad Hoc is working on creating updated set of standards in guidelines that will always include accessibility requirements.
2. Committee Member Silver is concerned over enforcement of ADA requirements, says lacking a clear model for enforcement.
  - a. Sarah explains that the ordinance lays out penalties for violations. Penalties include losing rights to outdoor facilities.
  - b. Businesses receive 3 warnings, 3<sup>rd</sup> warning results in an administrative citation that gives opportunity to correct their violation within a reasonable time period (~3 weeks).
  - c. If the business fails to abate the issue, a notice is given to remove facility within 24 hours.
  - d. No businesses have had facilities revoked, a few have had 2 warnings, inspections to continue later this month (3<sup>rd</sup> warnings may be issued).
3. Committee Member Newkirk asks for update on consultant selection in contracting for State St. Master Plan.
  - a. Brian explains that there will be a public announcement hopefully within next week, currently in the final stages of negotiation with consulting firm.
4. Chair Pinner shares that State St. Advisory Committee will start up again sometime in Mid-Late August, Brian confirms.
5. Chair Pinner asks for timeframe on when final guidelines for Promenade/outdoor dining will be going to Council.

## DOWNTOWN PARKING COMMITTEE MEETING MINUTES

MAY 12, 2022

Page - 4 –

- a. Brian estimates within a few months the updated guidelines will be ready to go to Council after more input from Ad Hoc Committee. Goal to bring one item to Council with a series of actions, resulting in one set of standards for businesses to look at, rather than several small updates periodically.
6. Chair Pinner asks about revenue collection for businesses use of the public areas, who benefits? Expresses importance of revenues being lined up with costs DTP incurs (oversight, cleaning, etc.)
    - a. Brian says this has not been fully addressed yet but will depend on where things fall and which costs fall on Downtown Parking.

### **PUBLIC COMMENT:**

- Councilmember Jordan addresses Committee Member Silvers concerns over ADA issues. Reassures that ADA compliance on Promenade is the highest priority right now with Ad Hoc Committee along with portability and parades.
- Looking for a legal way to tie it in with a use agreement, where first violation is a warning, and second results in facility being revoked.
- Ad Hoc also focused on full cost recovery for the City to cover expenses, with profit (cushion).
- Robyn Elander from Downtown Santa Barbara thanks committee for continued improvement and support of downtown operations, particularly in cleaning, lighting, outdoor dining. As well as line item in budget for the DTO to continue programs and marketing to ensure businesses thrive.
- Ms. Elander asks if data is available on amount of downtown visitors that arrive on bicycle.
- Expresses concern over parades with the low hanging lights on State St.

### **9) PROGRAM UPDATES**

Sarah Gives update on Lot 3 Paseo

- Hoping to move forward with project later this year
- Involves closure of public paseo leaving from lot 3 between buildings and adding a decorative gate and walls
- Addition of new pedestrian walkway adjacent to entrance on Figueroa St. with a mid-block crossing on Figueroa St. Still in review/awaiting approval from Historic Landmarks Committee.

Sarah gives update on Ambassador staffing at City Hall

- New duties for ambassadors including presence of one ambassador at City Hall between 9am – 3pm to direct/assist public within City Hall.

Committee Discussion:

1. Chair Pinner asks for any additional Ambassador data
  - a. Roy says staffing struggle remains, but we are receiving more applications for ambassadors, but onboarding process takes time.
  - b. Had 7 ambassadors a few months back, currently have 3 with 2 in the onboarding process.
  - c. Most ambassadors DTP has had was 18 during period of extra revenue from tobacco tax, goal is to get back to 12.
  - d. All ambassadors are hourly employees but there are opportunities for promotion.
2. Committee Member Newkirk asks about funding for Ambassador Program
  - a. Sarah says Ambassador Program is funded by the General Fund, which was increased once tobacco tax revenue was lost.

## DOWNTOWN PARKING COMMITTEE MEETING MINUTES

MAY 12, 2022

Page - 5 –

3. Committee Member Newkirk questions the continuity of having an ambassador at City Hall, especially with staffing struggle.
  - a. Sarah explains that part of the purpose of this new duty is to bring more variety to the ambassador position and create more appeal for applicants.
4. Barbara expresses concern over Downtown Parking downplaying one of the main duties for ambassadors involving working with the homeless population
  - a. Sarah says DTP does not downplay this aspect of the job, explain that while it is a big part of the job, it was never the main purpose. Main purpose is a greeter who can assist visitors and businesses in the downtown area.

### **PUBLIC COMMENT:**

Ethan Shenkman thanks committee for clarity on the use of the Tobacco Tax for the Ambassador program.

### **10) ADJOURNMENT**

The meeting was adjourned at 8:38am