



Agenda Item No. _____

File Code No. 550.01

CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: December 23, 2008

TO: Mayor and Councilmembers

FROM: Transportation Division, Public Works

SUBJECT: Downtown Parking Proposed Changes To Hours Of Operation

RECOMMENDATION:

That Council adopt, by reading of title only, A Resolution of the Council of the City of Santa Barbara Amending Resolution No. 08-060, Establishing Certain City Fees, Including Water and Wastewater Rates, and Rescinding Resolution Nos. 07-052, 07-085, and 08-013, by Adjusting Downtown Parking Hours for Which Fees Are in Effect, Effective February 1, 2009.

DISCUSSION:

Background

In 1999 the City began charging for Sunday parking in its twelve parking lots. Hourly fees were charged to those that parked from 11:00 a.m. until 6:00 p.m. In addition, the hours that the rates were in effect for Monday through Wednesday were extended from 7:30 p.m. until 9:00 p.m. The hours for Thursday, Friday and Saturday were also extended from 7:30 p.m. until 1:15 a.m. However, shortly after implementation, the final hour on Thursdays was changed to 9 p.m. to be consistent with the other week days.

Since the City began charging for parking on Sundays in 1999, occupancy counts have risen steadily. Even with the shorter Sunday hours, staff has been needed to regulate the flow of traffic in and out of the parking lots and perform clean-up and equipment maintenance. In recent years, staff has closely monitored occupancy counts on Sundays, noting that the afternoon and evening hour counts have become consistent with a regular weekday (Monday through Thursday). Due to these higher occupancy counts staff has determined a need to operate and maintain the parking lots during those Sunday hours. The recommended change in the hours on Sundays would be consistent with a regular weekday, reducing the possibility of confusing the public, especially those visiting from outside the City.

The hours on Friday and Saturday nights and Fiesta Thursday night are also being proposed to change with a closing time of 2:00 a.m. These changes in hours will be consistent with the hours the lots are staffed, and will cover the staff time associated in providing customer service until 2:00 a.m.

The proposed changes are:

- ◆ Change the hours that the rates are in effect on Sundays from 11:00 a.m. – 6:00 p.m. to 7:30 a.m. – 9:00 p.m.
- ◆ Change the hours that the rates are in effect on Fridays and Saturdays from 7:30 a.m. – 1:15 a.m. to 7:30 a.m. – 2:00 a.m.
- ◆ Change the hours that the rates are in effect on the Thursday night of Fiesta from 7:30 a.m. – 9:00 .pm. to 7:30 a.m. – 2:00 a.m.

Public Outreach

This item was first presented to the Downtown Parking Committee (DPC) on July 10, 2008. The DPC supported the change in hours and was advised that staff will conduct public outreach on the item.

This item was next presented to the Downtown Organization (DO) on September 9, 2008. The DO took a straw vote and showed support of the proposed changes. Two public meetings were scheduled; October 21st at 7:00 a.m. and October 28th at 6:00 p.m. Flyers were distributed by the attendants to parkers and posted in the kiosks. The meetings were advertised in The Santa Barbara Independent. Attendance at both public meetings was minimal. The only public comment received was concerning whether the 75-minute free period was to remain intact.

The results of the public outreach efforts were presented to the DPC on November 13, 2008, and the DPC affirmed their support of the proposed changes.

BUDGET/FINANCIAL INFORMATION:

Staff estimates that the recommended changes to the hours that the rates are in effect will cover all staffing costs. Once the overall economic situation improves and occupancy counts begin to increase, the changes could result in an annual increase of up to \$125,000 in net revenue.

PREPARED BY: Browning Allen, Transportation Manager/hg

SUBMITTED BY: Christine F. Andersen, Public Works Director

APPROVED BY: City Administrator's Office