



CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060

DOWNTOWN COMMISSION (DTC)

Special Meeting

February 22, 2018

8:30 A.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS

Commission meetings are audio recorded and will be posted to the Advisory Body webpage following the meeting.

Written material for every item listed on the agenda is available for review at the Public Works office, 809 Center Street, Room 201, and online at www.cityofsantacruz.com.

Time limits set by Commission Policy are guidelines. Unless otherwise specified, procedures for all items, are:

- Oral staff report
- Public comment - 3 minutes each; maximum total time may be established by the Presiding Officer at the beginning of an agenda item
- Commission deliberation and action

No action will be taken on items listed under Oral Communications, Announcements, Presentations, and Information Items

Appeals - Any person who believes that a final action of this advisory body has been taken in error, that decision may or may not be appealable to the City Council. Appeals must be in writing, setting forth the nature of the action and the basis upon which the action is considered to be in error, and addressed to the City Council in care of the City Clerk Administrator. Appeals must be received by the City Clerk Administrator within ten (10) calendar days following the date of the action from which such appeal is being taken. An appeal must be accompanied by a fifty dollar (\$50) filing fee.

Additional Information

Visit the City's Web Site at www.cityofsantacruz.com with links including City Advisory Body Meeting Agendas and Minutes, Advisory Body Information, and the Santa Cruz Municipal Code.

A copy of the full DTC agenda, agenda reports and attachments which are included in the meeting packet, are available for review at the Central Library on Church Street no later than three (3) days prior to the meeting date.

The City of Santa Cruz does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. If you wish to attend this public meeting and will require assistance, such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Public Works Office at (831) 420-5162 or e-mail gruble@cityofsantacruz.com at least five (5) days in advance so that arrangements for such assistance can be accommodated. The Cal-Relay system number: 1-800-735-2922.

Any writing related to an agenda item for the open session of this meeting distributed to the DTC less than 72 hours before this meeting is available for inspection at the Public Works Department at 809 Center Street, Room 201. These writings will also be available for review at the DTC meeting in the Council Chambers.

Downtown Commission (DTC) Special Meeting

8:30 AM

Call to Order

Roll Call: Chair Casey Coonerty Protti, Vice Chair Deidre Hamilton; Commissioners Dexter Cube, Zach Davis, Matt Farrell, Manu Koenig, and Patrick Prindle

Announcements

The Chair may announce and set time limits at the beginning of each agenda item.

Oral Communications

Presentations

1. Go Santa Cruz Program Update - Amelia Conlen, Transportation Coordinator

Approval of Minutes

2. Approval of Minutes - January 25, 2018

Motion to approve the minutes of the January 25, 2018 Downtown Commission Meeting as submitted.

General Business

3. Downtown Parking Study Update

That the Downtown Commission receive a report on the Downtown Parking Study.

Information Items

4. River Front Garage PARCS Installation Update
5. River Front Garage Deck Restoration Update

Written Material

Subcommittee/Advisory Body Oral Reports

Commissioner Work Plan Updates

Items Initiated by Members for Future Agendas

Adjournment

The Downtown Commission will adjourn from the February 22, 2018, special meeting to the next scheduled meeting on March 22, 2018, at 8:30 a.m. in the City Council Chambers.



CITY OF SANTA CRUZ
809 Center Street
Santa Cruz, California 95060

DOWNTOWN COMMISSION (DTC)

Meeting

January 25, 2018

8:30 A.M. GENERAL BUSINESS AND MATTERS OF PUBLIC INTEREST, COUNCIL CHAMBERS

Commission meetings are audio recorded and will be posted to the Advisory Body webpage following the meeting.

Written material for every item listed on the agenda is available for review at the Public Works office, 809 Center Street, Room 201, and online at www.cityofsantacruz.com.

Time limits set by Commission Policy are guidelines. Unless otherwise specified, procedures for all items, are:

- Oral staff report
- Public comment - 3 minutes each; maximum total time may be established by the Presiding Officer at the beginning of an agenda item
- Commission deliberation and action

No action will be taken on items listed under Oral Communications, Announcements, Presentations, and Information Items

Appeals - Any person who believes that a final action of this advisory body has been taken in error, that decision may or may not be appealable to the City Council. Appeals must be in writing, setting forth the nature of the action and the basis upon which the action is considered to be in error, and addressed to the City Council in care of the City Clerk Administrator. Appeals must be received by the City Clerk Administrator within ten (10) calendar days following the date of the action from which such appeal is being taken. An appeal must be accompanied by a fifty dollar (\$50) filing fee.

Additional Information

Visit the City's Web Site at www.cityofsantacruz.com with links including City Advisory Body Meeting Agendas and Minutes, Advisory Body Information, and the Santa Cruz Municipal Code.

A copy of the full DTC agenda, agenda reports and attachments which are included in the meeting packet, are available for review at the Central Library on Church Street no later than three (3) days prior to the meeting date.

The City of Santa Cruz does not discriminate against persons with disabilities. Out of consideration for people with chemical sensitivities, we ask that you attend fragrance free. If you wish to attend this public meeting and will require assistance, such as an interpreter for American Sign Language, Spanish, or other special equipment, please call the Public Works Office at (831) 420-5162 or e-mail sruble@cityofsantacruz.com at least five (5) days in advance so that arrangements for such assistance can be accommodated. The Cal-Relay system number: 1-800-735-2922.

Any writing related to an agenda item for the open session of this meeting distributed to the DTC less than 72 hours before this meeting is available for inspection at the Public Works Department at 809 Center Street, Room 201. These writings will also be available for review at the DTC meeting in the Council Chambers.

**Downtown Commission (DTC)
Action Summary**

8:30 AM

Call to Order: 8:32 a.m.

Roll Call: Chair Casey Coonerty Protti, Vice Chair Deidre Hamilton; Commissioners Dexter Cube, Zach Davis, Matt Farrell, Manu Koenig, and Patrick Prindle

Absent with Notification

Statements of Disqualification

Staff: Marlin Granlund, Jim Burr, Shizue Shikuma

Oral Communications: None

Announcements

1. Jim Burr, Transportation Manager, asked if the Commission would like a February 22nd special meeting regarding the supply and demand portion of the Economic Department study. It is preferable to meet before March. Staff will query the commissioners post-meeting to ascertain a quorum for the proposed special meeting date.

Introduction of the new Commissioner, Manu Koenig. Manu was born in Santa Cruz and moved back in 2010. He started Civinomics with Robert Singleton. Manu is interested in the parking issues and fees, which is a form of taxation, and is excited about serving on this commission.

Presentations

2. **Santa Cruz Trolley** - Amanda Rotella, Economic Development Department
Amanda's presentation covered the history of the trolley and ridership. The update included program's status, both operational and infrastructural. Amanda answered questions about maintaining the trolley as well as purchasing electric shuttles and re-branding.
3. **Scoop Carpooling Incentive Program** - Amelia Conlen, Transportation Coordinator
Jim Burr announced that this presentation is cancelled. Amelia has made some strides in the Go Santa Cruz re-branding and working in partnership with the County. The company that the City was working with has had some staff

changes, so there will be changes in the agreement. A presentation might be ready for the March meeting.

Consent

Approval of Minutes

4. November 30, 2017 Downtown Commission Special Meeting Draft Minutes

Recommendation: Motion to approve the minutes of the November 30, 2017 Downtown Commission Special Meeting as submitted.

MOTION: Commissioner Davis moved, seconded by Commissioner Farrell to approve the minutes of the November 30, 2017 Downtown Commission Special Meeting as submitted.

ACTION: The motion carried with the following vote:

AYES: Chair Coonerty Protti, Vice Chair Hamilton; Commissioners Cube, Davis, Farrell, and Prindle.

NOES: None.

ABSENT: None.

DISQUALIFIED: Commissioner Koenig (was not a Commissioner at that time).

General Business

5. Election of Officers

Recommendation: That the Downtown Commission elect a Chair and Vice-Chair for 2018.

Election of Chair

Commissioner Cube moved, seconded by Vice Chair Hamilton that Chair Coonerty Protti continues as Chair for a second term in 2018.

Motion passed: Ayes: Chair Coonerty Protti, Vice Chair Hamilton; Commissioners Cube, Davis, Farrell, Koenig, and Prindle.

Election of Chair

Commissioner Farrell moved, seconded by Commissioner Davis that Vice Chair Hamilton continues as Vice Chair for a first term in 2018.

Motion passed: Ayes: Chair Coonerty Protti, Vice Chair Hamilton; Commissioners Cube, Davis, Farrell, Koenig, and Prindle.

6. 2018 Downtown Commission Meeting Calendar

Recommendation: Motion to approve 2018 calendar for Downtown Commission Meetings.

MOTION: Vice Chair Hamilton moved, seconded by Commissioner Farrell to approve the 2018 calendar for Downtown Commission Meetings as submitted.

ACTION: The motion carried with the following vote:

AYES: Chair Coonerty Protti, Vice Chair Hamilton; Commissioners Cube, Davis, Farrell, Koenig, and Prindle.

NOES: None.

ABSENT: None.

DISQUALIFIED: None.

7. Downtown Commission Work Plan for 2018 - Draft

Recommendation: Motion to approve Downtown Commission Work Plan for 2018 with comments.

1a - Parking Garage Financing ad hoc committee: Commissioner Cube, Lead; Commissioners Farrell and Prindle.

2 - Traffic and Transportation Plans: Commissioner Davis, Lead; Vice Chair Hamilton and Commissioner Koenig.

3 - Attend meetings of the Downtown business and residential groups and report back:

Downtown Neighbors Association - Commissioner Cube

Downtown Association - Chair Protti

Visit Santa Cruz County - Commissioner Davis

Downtown Management Corporation - Commissioner Prindle

Transportation and Public Works Commission - Vice Chair Hamilton

Sustainable Transportation Group - Commissioner Koenig

4a - Future Items for Agendas

Jan: Trolley Update - Economic Development

Feb: Scoop Carpooling Incentive Program

March: Homeless issues and services as they affect the Downtown - Police

May: Market Retail Analysis - Economic Development

July: Downtown Ranger Review - Parks & Rec

Sept: Parklet Program and impact on businesses

Dec: To be determined later

4b - Attendance at Council Meetings

Feb - Davis

Mar - Hamilton

Apr - Farrell

May - Cube

Jun - Koenig

July - DARK

Aug - Prindle

Sept - Koenig

Oct - Protti
Nov - Davis
Dec - Hamilton

MOTION: Commissioner Cube moved, seconded by Commissioner Farrell to approve the Downtown Commission Work Plan for 2018 with comments.

ACTION: The motion carried with the following vote:

AYES: Chair Coonerty Protti, Vice Chair Hamilton; Commissioners Cube, Davis, Farrell, Koenig, and Prindle.

NOES: None.

ABSENT: None.

DISQUALIFIED: None.

Information Items

8. River Front Garage PARCS Installation Update
Marlin Granlund gave an update on this item. Hopefully, the installation will be running at 100% soon.
9. River Front Garage Deck Restoration Update
Marlin Granlund reported that the second level is currently being worked on. The third level may be closed for up to 20 days to complete the construction work. Hopefully this project will be completed in mid-March.

Written Material

10. Crime Statistics for October, November and December 2017

Subcommittee/Advisory Body Oral Reports - No reports.

Commissioner Work Plan Updates

Ad Hoc Committees

Items Initiated by Members for Future Agendas

This was addressed during discussion of the Draft 2018 Downtown Commission Work Plan.

Adjournment: 9:34 a.m.

The Downtown Commission will adjourn from the January 25, 2018 meeting to the next scheduled meeting on March 22, 2018, at 8:30 a.m. in the City Council Chambers.

MOTION: Commissioner Cube moved, seconded by Vice Chair Hamilton to adjourn from the January 25, 2018 meeting to the special meeting scheduled on February 22, 2018, at 8:30 a.m. in the City Council Chambers.

ACTION: The motion carried unanimously with the following vote:

AYES: Chair Coonerty Protti, Vice Chair Hamilton; Commissioners Cube, Davis, Farrell, Koenig, and Prindle. **NOES:** None. **ABSENT:** None. **DISQUALIFIED:** None.



Downtown Commission AGENDA REPORT

DATE: 2/9/2018

AGENDA OF: 2/22/2018

SUBJECT: Downtown Parking Study Update

RECOMMENDATION: That the Downtown Commission receive a report on the Downtown Parking Study.

BACKGROUND: Downtown parking district Parking District No.1 (Parking District) was established in 1956 to supply, maintain, and manage a shared parking supply for the benefit of downtown businesses, visitors, and residents. Parking requirements within the Parking District are applied differently than in any other area of the City. The system of managed parking in the Parking District has expanded and improved since 1956, and continues to be managed for the benefit of the properties in the Parking District, and for use by residents and the business owners, their employees, customers, and visitors.

Over the years, the City of Santa Cruz has maintained various models to project the future parking needs in the downtown business district. Recently, the City contracted with Nelson\Nygaard to develop a parking model based on measured demand. One purpose of this model is to determine existing and future supply and demand requirements to maintain a vibrant downtown for businesses, residents, and visitors.

DISCUSSION: The City of Santa Cruz contracted with Nelson\Nygaard to produce a parking model to assist in forecasting future parking supply and demand. The purpose of this model is to better understand the existing and future parking needs in the downtown and to proactively plan to address those needs in the immediate and mid-term. This model uses parking supply data, parking occupancy data, and projected land use change to determine future needs. For land use change, past models had used the prescribed parking requirements from the land use code (“code based model”) to establish a baseline of demand. The model presented today uses actual demand (“measured demand model”) in the field as a starting point. The model was developed on two land use scenarios over two time periods. Supply, demand, land use scenarios, and time horizons are discussed below:

Supply:

Parking supply in downtown consists of on-street and off-street metered spaces, free time-limited spaces, pay-by-space surface lots, and garage parking spaces. There are a total of 2,950 public parking spaces in the Parking District.

The number of spaces in the parking model include the loss of existing surface parking lots over the planning horizon due to the expiration of existing leases and utilization of existing surface lots for mixed use housing projects.

The City's Parking District parking requirements are different than elsewhere in the City as they are based on a "shared parking" model. This model assumes that people who park downtown are visiting multiple businesses that operate at different peak times and that they will only need one parking space for those multiple trips. The public parking is made available to all customers, employees, and residents in the Parking District. The shared parking concept allows the City to maximize the development potential while minimizing the property devoted to parking.

Demand:

Parking demand is measured by the occupancy rate. The occupancy rate is calculated as the number of occupied spaces divided by the total number of spaces available. Occupancy rates at or close to 100 percent are generally considered undesirable because motorists must hunt for parking and/or may believe that the entire block or structure is full, even if there are additional spaces in upper floors or adjacent streets. In addition, occupancy at 100 percent does not allow flexibility for unusual circumstances, busy holidays, or special events. Thus, when evaluating parking, it is the conventional professional practice to look at the "effective" supply instead of the full supply. The effective supply is the maximum number of parking spaces that can realistically be used within a given system, including room for a supply "cushion" to allow people to find parking during temporary occurrences, such as construction, special events and game nights, and lot closures. Different thresholds of full occupancy are used for on-street and off-street parking. In most cases, on-street parking is considered to be full or has reached its effective capacity when it reaches 85 percent occupancy and structured parking is considered to be full when it reaches 80 percent occupancy.

Land Use Scenarios:

The Downtown Plan establishes the future land use potential in the downtown. Each of the scenarios below uses residential and non-residential projections in line with the assumptions of the downtown plan.

Scenario 1: No New Parking Supply- This model assumes that there is no new parking supply constructed over the planning horizon except as part of private residential development. This scenario assumes loss of various existing surface parking facilities due to expiration of existing leases and utilization of surface lots for housing development. This results in a net loss of parking over the time horizons.

Scenario 2: New Parking Supply- This model assumes adding 600 additional parking spaces in the downtown parking district. This scenario also assumes loss of various existing surface parking facilities due to expiration of existing leases and utilization of surface lots for housing development. This results in a net increase in the number of parking spaces.

Planning Horizons:

The model examines two planning horizons: a ten-year and a twenty-year projection.

Ten-Year Planning Horizon: The ten-year planning horizon includes pipeline projects that there is reasonable certainty will start construction in the next ten years. These projects include those currently underway, those where owners have communicated plans for future development. This

also includes loss of city owned parking supply to expiration of existing leases and utilization of existing surface parking supply for housing and commercial development. Best available assumptions were used to determine future parking supply and demand in the ten-year planning horizon.

Twenty Year Planning Horizon: The 20-year planning horizon uses the land use assumptions in the adopted Downtown Plan. For the purposes of this model, it was assumed that 80% of the overall downtown plan would be built-out over the twenty-year horizon, which aligns with assumptions in the General Plan buildout scenarios. This 80% was applied to residential and non-residential land use assumptions in the Downtown Plan to determine future parking supply/demand.

FINDINGS:

Under both land use scenarios and both planning horizons, the downtown parking district is projected to experience a parking deficit. Attachment 1a presents snapshot data at the end of each planning horizon. Specific deficit numbers are presented graphically in Attachment 1.

Transportation Demand Management:

Santa Cruz is a national leader in reducing single occupancy vehicle trips, having a drive-alone rate almost 20% below the national average (56.5% in Santa Cruz compared to 76.4% nationally). As a city, we've invested heavily in promoting alternative transportation options to the personal automobile to achieve less congestion, lower greenhouse gas emissions, and increase safety for all roadway users. As a city, we are committed to reducing our drive-alone rate, and anticipate further reductions in drive-alone rate in the coming years.

The parking model baseline assumes a constant 56.5% drive alone mode split over the out years. Multimodal options continue to evolve, which directly affect the supply and demand for parking. To reflect future reductions in drive-alone rate, the city applied various post-processing factors to the parking model to determine future parking demand over a variety of mode splits that all included a reduction in single occupant vehicle (SOV) travel. These reductions can come from any manner of reductions in SOV, including increases in biking, walking, and transit, emerging technology, and others.

Each of these post processing scenarios was run on Land Use Scenario 1 and Land Use Scenario 2. Scenarios included a modest reduction in SOV (53%), and increments of increasingly aggressive SOV rates (50%, 45%, 40%, 35%, 30%), and a "sweet spot" calculation to determine the SOV rate that would achieve a balance in supply/demand.

The table below presents snapshot data at the end of each planning horizon at each SOV mode split scenario. The findings from these post processing calculations are included in Attachment 2. The key takeaway from these findings is that even with incredible strides in reducing SOV travel, TDM alone will not be enough to meet the parking demand in the downtown parking district. Attachment 2b shows a table of surplus/deficit to achieve 80%.

FISCAL IMPACT: None

Submitted by:
Claire Fliesler
Transportation Planner

Submitted by:
James Burr
Transportation Manager

ATTACHMENTS:

Attachment 1: Supply and Demand

Attachment 1a: Planning Horizons

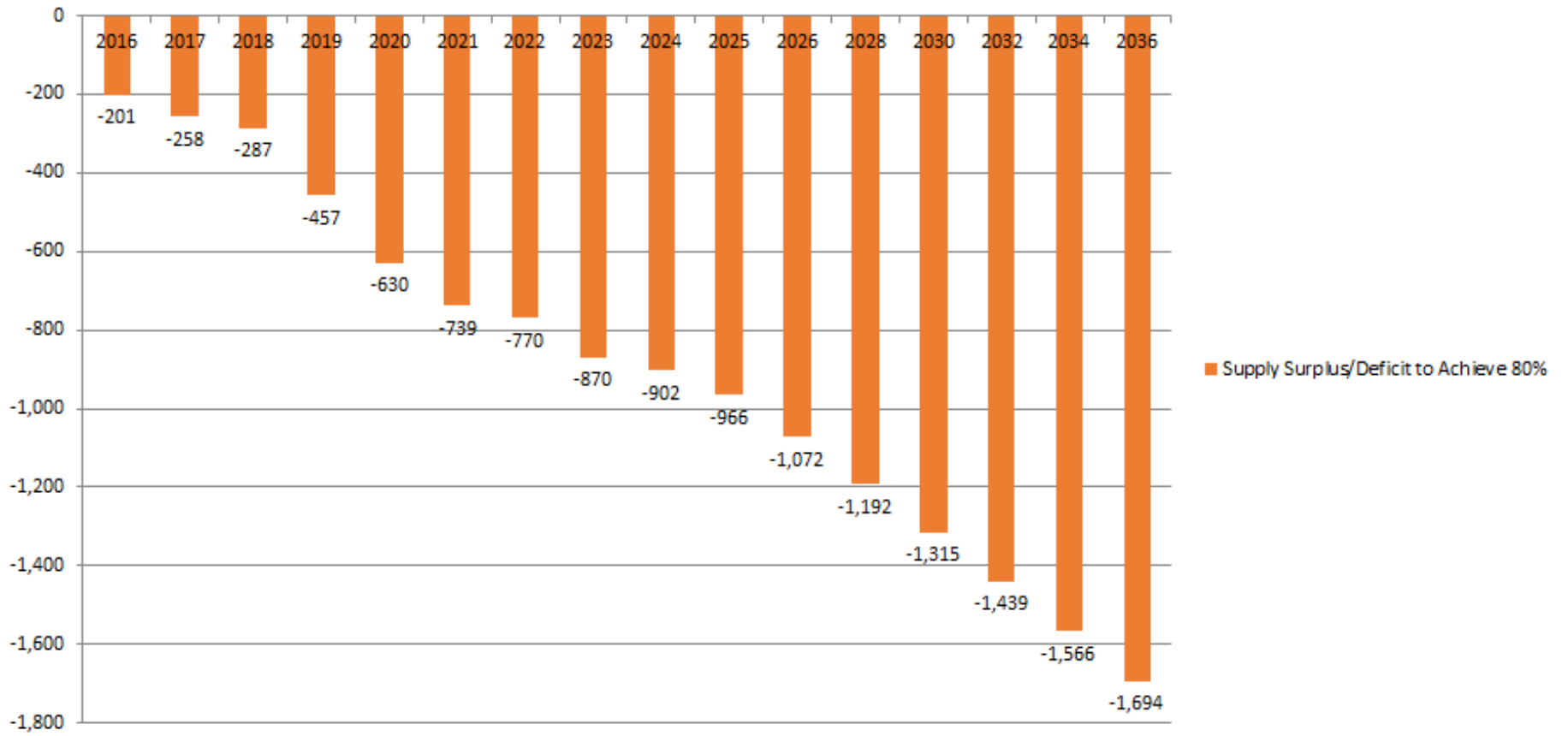
Attachment 2: SOV Mode Split Scenarios

Attachment 2b: Surplus/Deficit to Achieve 80%

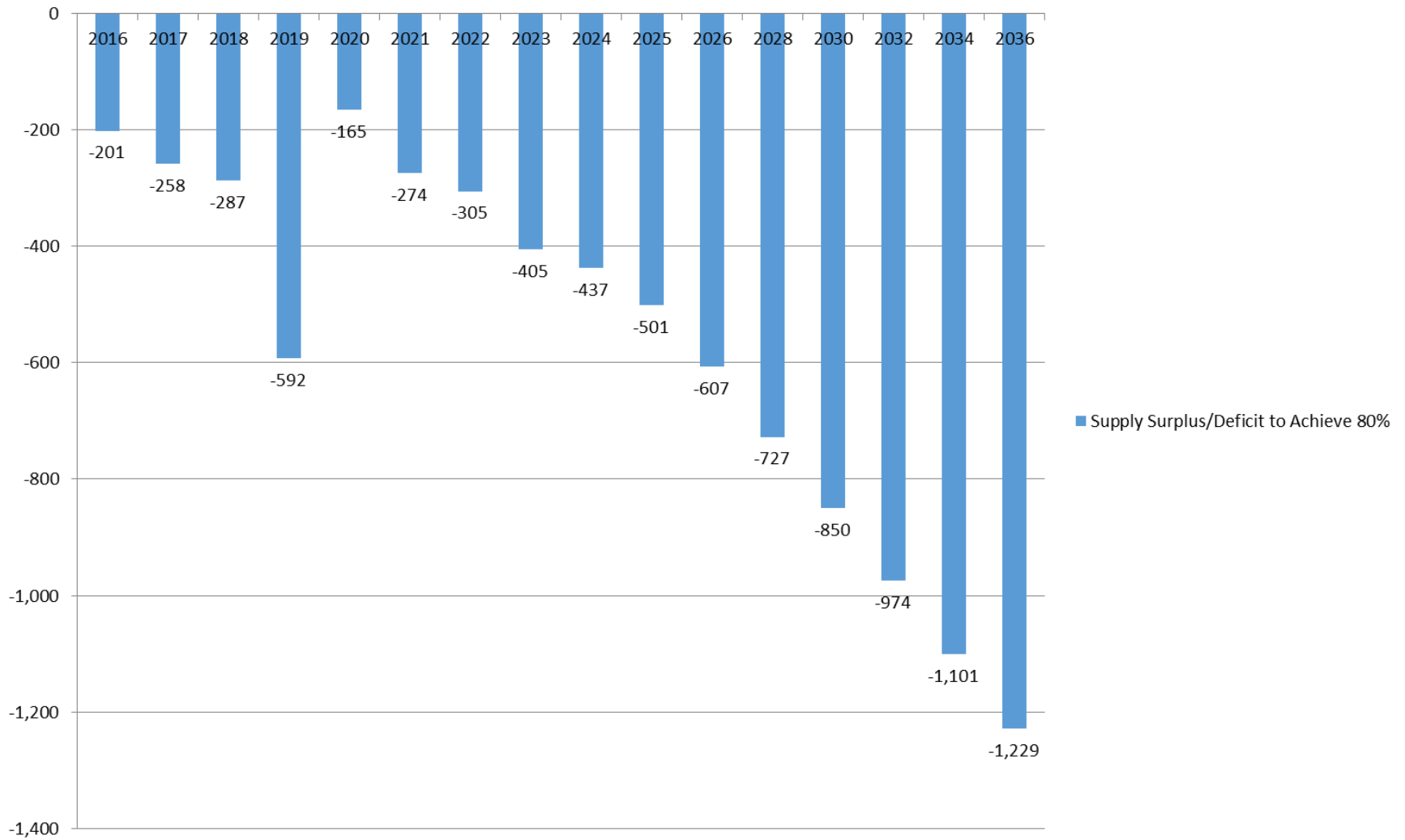
Attachment 1: Supply and Demand

3.5

Supply Surplus/Deficit to Achieve 80%: 20 Year No New Supply



Supply Surplus/Deficit to Achieve 80%: 20 Year Build

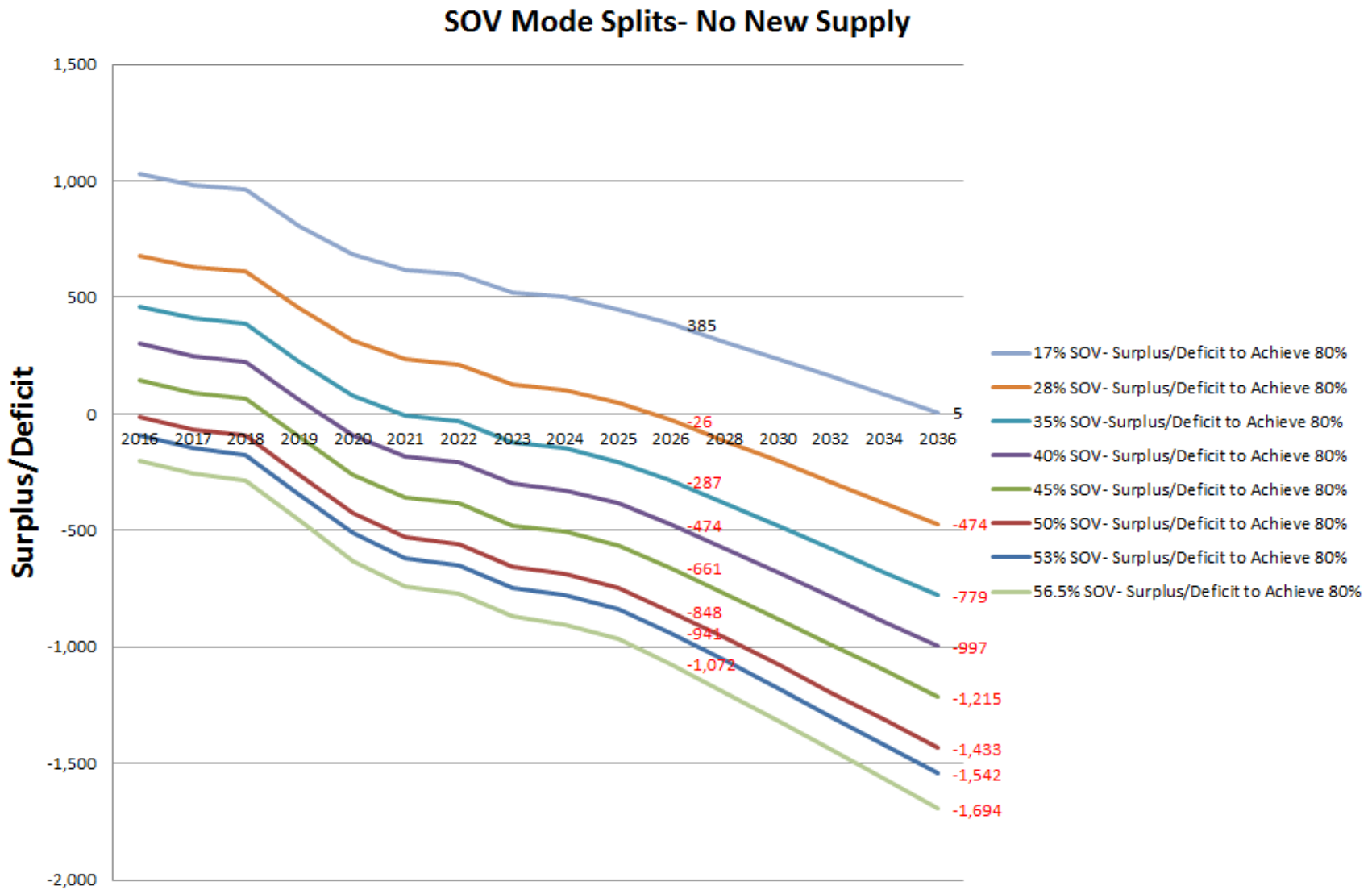


Attachment 1a: Planning Horizons

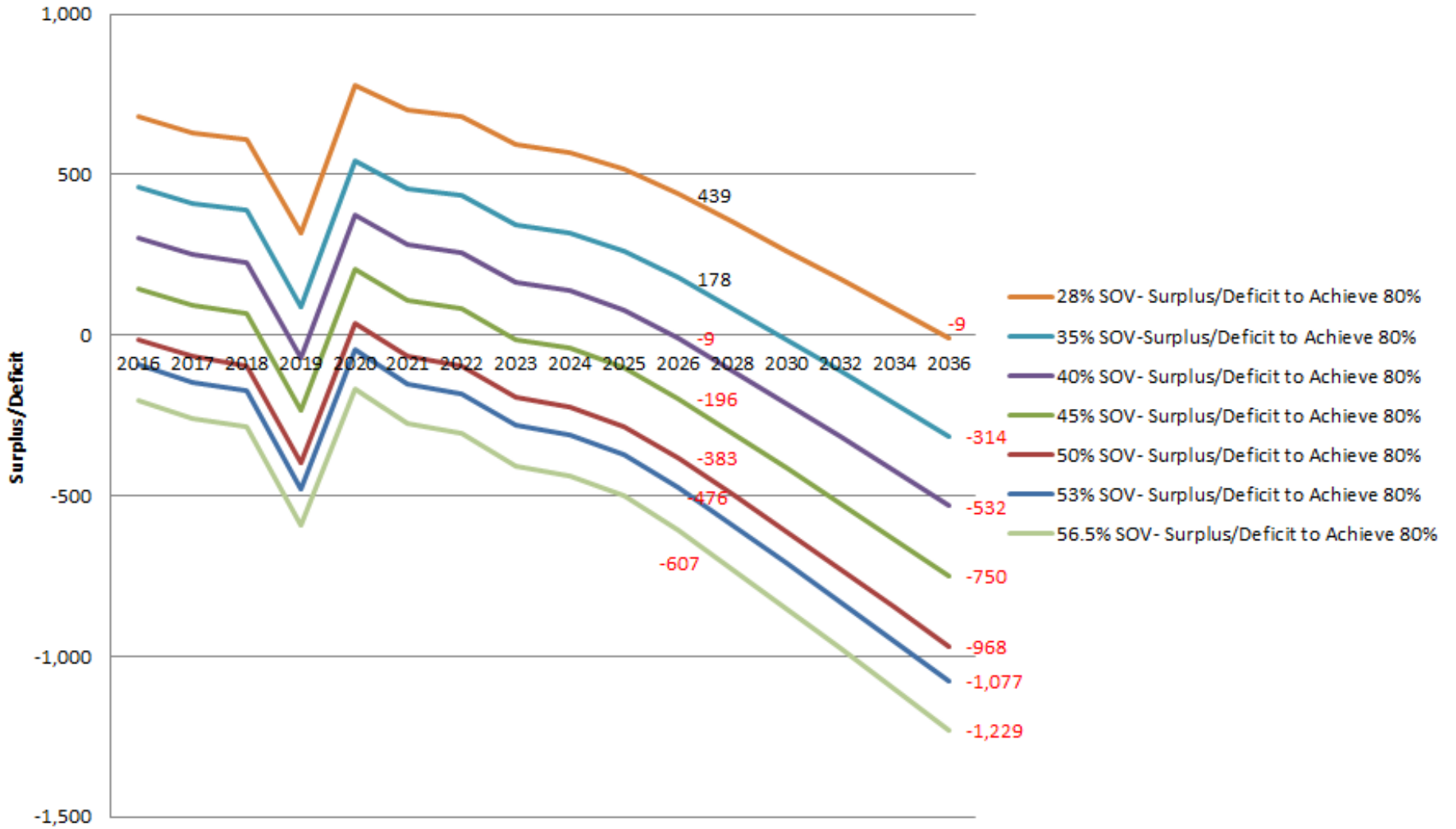
The table below presents snapshot data at the end of each planning horizon.

10-Year and 20-Year Planning Horizons

	No New Supply	New Supply
10 Year	-1,072	-1,694
20 Year	-607	-1,229



SOV Mode Splits- New Supply



Attachment 2b: Surplus/Deficit to Achieve 80%

Surplus/Deficit to Achieve 80%

	No New Supply		New Supply	
	10 Year	20 Year	10 Year	20 Year
56.5% SOV	-1,072	-1,694	-607	-1,229
53% SOV	-941	-1,542	-476	-1,077
50% SOV	-848	-1,433	-383	-968
45% SOV	-661	-1,215	-196	-750
40% SOV	-474	-997	-9	-532
35% SOV	-287	-779	178	-314
28% SOV	-26	-474	439	-9
17% SOV	385	5		