

## Ratepayer Board

June 15, 2005  
3-5PM  
UCEN, Flying "A" Room

- |                  |  |        |
|------------------|--|--------|
| I.               | Roll Call  | 3:00PM |
| II.              | Introduction of Guests   | 3:03PM |
| III.             | Approval of the Minutes  | 3:05PM |
| IV.              | Public Comment<br><i>(Any member of the public may address the Board for up to 5 minutes on a Ratepayer related item not scheduled elsewhere on the agenda.)</i> | 3:10PM |
| V.               | Update from the Director   | 3:15PM |
| DISCUSSION ITEMS |  |        |
| VI.              | Budget Projections 2005-2006   | 3:30PM |
| VII.             | Future Meeting Schedule  | 4:30PM |
| MISCELLANEOUS    |  |        |
| VIII.            | Other Comments   | 4:45PM |
| IX.              | Adjournment  | 5:00PM |

1 **Ratepayer Board**  
2 **June 15, 2005**  
3 **Minutes**

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5  
6 **Members Present:** Marguerite Bouraad-Nash, Dan Givens, Kostas Goulias, Marti Lopez,  
7 Richard Schmidt and Jin Zhang

8  
9 **Staff Present:** Donna Carpenter, Tana Lucido, Bob Silsbee and Bob Sundberg

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11 **I. Roll Call**

12 The meeting was called to order at 3:03pm with Sharon Conley, Greg Foltz and Logan Green unable  
13 to attend.

14  
15 **II. Introduction of Guests**

16 Roman Baratiak, Bobby Castagna, Vic Cox, Marilyn Dukes, Hibert Edell, Yonie Harris, Gary  
17 Lawrence, Mo Lovegreen, Bill Mahoney, Doug Morgan, Perrin Pellegrin, Constance Penley, Elizabeth  
18 Robinson, Linda Ruuska and Bob Stevenson attended.

19  
20 **III. Approval of the Minutes**

21 The minutes from the June 2, 2005 Ratepayer Board meeting were approved with the following  
22 change: Discussion Item VI, lines 43-46 were changed to read "After hearing from Roman Baratiak  
23 (addressing the Board on behalf of Arts & Lectures and event providers campus wide) advocate that  
24 night and weekend parking fees remain unchanged, the Board discussed the parking permit rate  
25 increases for 2005-2006 and voted 4-3 to recommend the following increases to Chancellor Yang":

- 26 • On October 1, 2005 the monthly parking rate should increase \$1, from \$35 to \$36.
- 27 • On October 1, 2005 the daily parking rate should increase \$1, from \$7 to \$8.
- 28 • On January 1, 2006 the night and weekend parking rate should increase \$1, from \$2 to \$3.
- 29 • On January 1, 2006 the monthly night and weekend parking rate should increase \$5, from \$10  
30 to \$15.

31  
32 **IV. Public Comment**

33 Public comment focused on event issues including: the Transportation & Parking Services events unit  
34 deficit, proposed fee increases for night and weekend parking and the anticipated impact to event  
35 attendees, customer service levels for event guests and campus visitors, and what possible options  
36 may be available to increase event revenue (without creating negative impacts to providers and  
37 clients).

38  
39 The event sponsors present, the Ratepayer Board and Transportation & Parking Services agreed to  
40 create an events work group that will include representatives from various campus event  
41 organizations, a representative from the Ratepayer Board, Administration and Transportation &  
42 Parking Services to work together during the summer months and report their work to date to the  
43 Board in fall 2005-2006.

44  
45 Objectives include a complete review of parking revenue collected from evening and weekend parking  
46 fees, student lock-in fees (including the timeframe for a lock-in fee rate increase) and event services  
47 and re-charge fees. In addition to revenue issues, the group will also explore possibilities for  
48 increased event assistance, improved customer service and options for increasing revenue that could  
49 mitigate the proposed evening and weekend parking fee increase scheduled for January 2006.

50  
51 **V. Update from the Director**

52 Future budget projections will be available for Board review in spring 2006, allowing time for full  
53 review and discussion before the last Ratepayer Board meeting of year.

54 **VI. Budget Projections for 2005-2006**

55 Transportation & Parking Services Director Roberts provided the Board with "Transportation &  
56 Parking Services Financial Plan, Fiscal Year 2005-2006". Please refer to "Attachment A".

57  
58 After reviewing the proposed budget for 2005-2006, questions arose regarding re-financing the Mesa  
59 Structure and what possible short-term savings may be generated by doing so. Mesa Structure re-  
60 financing is facilitated by University of California Office of the President (UCOP) and it is anticipated to  
61 occur before fall 2005. An update will be provided fall 2005.

62  
63 **VII. Future Meeting Schedule**

64 Board members agreed to suspend meeting during the summer because of limited availability.  
65 Members will be polled early in the fall quarter for their availability and the first meeting will be  
66 scheduled accordingly.

67  
68 **VIII. Other Comments**

69 Agenda item for 2005-2006 recommendation: Discuss the merits of replacing the current entrance  
70 kiosk with a visitor information kiosk located elsewhere on campus. Discuss how kiosk and staffing  
71 should be funded and what services should be offered.

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73 **XI. Adjournment**

74 The meeting adjourned at 4:48pm.



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### INITIATIVES 2004/05

✓ Overhaul of TFS Web Site	Completed
✓ Realign Card Centers and Campus Central Ledger	Completed
✓ Negotiate New Pay Station Service Agreement	Completed
✓ Lot Re-designations and Assignments (23, 25, 26, etc.)	Completed
✓ Balllots on Campus Parking Lots	Completed
✓ PT Pay Station Project and Service Agreement	Completed
✓ Student Escort Patrol Program	Completed
✓ Lot 1 Expansion	Completed
✓ Multitenant Restrooms	Completed
✓ TAP Overhaul	Completed
✓ Event Storage Area	Completed
✓ Event User Guide	Completed
✓ Define Event Request Form	Completed
• Define Departmental Guest Permits	In Testing
• Eliminate permit sales at Stock	Holdings "above"
• Pilot Program: Lot Signage 12, 14, 16, Mess Structures	In Progress
• Develop / Introduce "New Hire Orientation Program"	In Progress
• Parking Events Brochure	Moved to 05/06
• Walk in Customer Area Physical Remodel or Alternative	Moved to 05/06
• Transfer of all Cashiering Functions	Deleted

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### CAPITAL PROJECTS 04/05

✓ Lot 1 Expansion	Completed
✓ Lot 24	Completed
✓ Lot 23/24	Completed
✓ Lot 9 Lighting/Additional Parking Spaces	Completed
✓ Engineering Science Lot	Completed
✓ Lot 41	Completed
✓ Telephone System Upgrade	Completed
✓ Traffic Cams	Partial In Progress
✓ Pay Station Custom Features Software	Partial In Progress
• Lower Arts Parking Lot	Moved to 05/06
• Office Reconfiguration	Moved to 05/06

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### INITIATIVES 2005/06

• Pilot Program: Lot Signage 12, 14, 16, Mess Structures	Continuation
• Labor Negotiations	Continuation
• Develop / Introduce "New Hire Orientation Program"	Continuation
• On-line Departmental Guest Permits	Continuation
• Parking Events Brochure	Continuation
• Walk in Customer Area Physical Remodel or ALTERNATIVE	Continuation
• Pay Station Installations - Santa Ynez Housing, PST, PST	
• Explore/Implement License Plate Recognition System	
• Define Prepaid Event Parking	
• Stock Parking Bid	
• 10 Parking Lots to Undergo Repair	
• MOU with Housing for Pay Station Support	
• Opening of PS 2	

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**FINANCIAL STRUCTURE**

**Parking Revenue Sources**

- Ratepayer Funded
- User Fee Funded
- STIP (Interest)
- Chancellor's Contribution
- Loan Repayment

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**COST CENTERS**

- Sales
- Financial
- Field
- Project Management and Tech.
- Lot Maintenance
- Kiosk
- Administration
- Events

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**FINANCIAL STRUCTURE**

**Definitions**

- Salary/Benefits
- Campus Recharges
  - Utilities
  - Security
  - Vehicles
  - SAC
- Contract Services
  - Stack Parking
  - Maintenance Agreements
  - Credit Card Fees
- Other
  - Supplies
  - Advertising
  - Uniforms
  - Travel

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### PARKING REVENUE

	Forecast (04/05)	Revised (04/05 Pj)
Subscribed	\$2,845,000	\$2,845,000
Transient	\$1,108,000	\$1,298,000
Lock in Fees	\$ 182,000	\$ 209,000
Meters	\$ 302,000	\$ 190,700
Events	\$ 82,000	\$ 120,100
Chancellor	\$ 250,000	\$ 250,000
Loan Payment	\$ 98,136	\$ 98,136
STIP	\$ 9,500	\$ 88,000
<b>TOTAL</b>	<b>\$4,778,636</b>	<b>\$5,888,936</b>
<b>Op. Expenses</b>	<b>\$2,302,933</b>	<b>\$2,128,154</b>

**COMMENTS**

- \* Revenue is \$252,388 +/- over original projection.
- \* Operating Expenses \$173,788 +/- under original projection.

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### PARKING REVENUE

	2004/05	2005/06 Pj
Subscribed	\$2,845,000	\$2,934,900
Transient	\$1,298,000	\$1,437,000
Lock in Fees	\$ 209,000	\$ 209,000
Meters	\$ 180,700	\$ 200,000
Events	\$ 120,100	\$ 115,000
Chancellor	\$ 250,000	\$ 250,000
Loan Payment	\$ 98,136	\$ 98,136
STIP	\$ 88,000	\$ 46,000
<b>TOTAL</b>	<b>\$5,088,936</b>	<b>\$5,290,036</b>

**COMMENTS**

- \* 2005/06 includes rate increases
- \* Lost parking inventory may reduce "Transient" revenue
- \* Rate increases could impact demand
- \* Does not include \$490,000 STIP mitigation expected 05/06

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### RESERVE ACCOUNT

Reserve Balance as of July 1, 2004:	\$273,129
<b>2004/05 Deposits to Reserve:</b>	
STIP	\$ 88,000
Loan Repayment	\$ 98,136
Optional Carry Forward	\$2,959,782
<b>Deductions from Reserves:</b>	
Meta Structure Debt Service	-\$ 852,000
PS3 Construction	-\$1,260,000
Combined Capital Projects	-\$ 254,000
<b>Projected Year End Balance</b>	<b>\$923,047</b>

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### SALES UNIT

- Form Development & Inventory Control
- E-commerce & WEB Development
- Period Sales
- FPO Processing SAFC Billing
- Special Area Period Sales
- Work Scheduling/Staffing/Training

#### EXPENSES

	9/10 Act.	10/06 Pj.
- Salary/Ben	\$141,457	\$152,712
- Campus Recharges	\$ 24,886	\$ 24,887
- Contract Services	\$172,000	\$210,000
- Other	\$ 1,071	\$ 1,979

**TOTAL**      \$347,360      \$390,625

#### FINANCIAL IMPACTS

+\$43,265

- Wage and Benefit Increases & Employee Reinstatement
- 3 Year Period Renewal

### FINANCIAL UNIT

- Payroll
- Purchasing
- General Ledger Reconciliation
- Cashier
- Audit Controls
- Accounts Payable/Receivable

#### EXPENSES

	2004/05 Act.	2005/06 Pj.
- Salary/Ben	\$204,337	\$192,337
- Campus Recharges	\$ 15,052	\$ 15,053
- Contract of Service	\$ -	\$ -
- Other	\$ 4,740	\$ 5,750

**TOTAL**      \$224,135      \$213,140

#### FINANCIAL IMPACTS

-\$10,995

- Reallocation of accounting staff costs

### FIELD / LOTS

- Lot Utilities
- Lot Security & Service
- Debt Collection
- Electrical Signification
- Meter and Pay Station Maintenance

#### EXPENSES

	Act. 2004/05	Pj. 2005/06
- Salary/Ben	\$108,320	\$110,700
- Campus Recharges	\$202,815	\$199,823
- Contractual Services	\$ 92,500	\$ 91,400
- Other	\$ 15,824	\$ 18,543

**TOTAL**      \$419,659      \$418,566

#### FINANCIAL IMPACTS

-\$33

### PROJECTS / TECHNOLOGY

- Stack Parking Oversight
- Information Technology
- Construction Oversight
- Contractor Parking
- Housing & Off Campus Parking Mgt
- Project Planning

#### EXPENSES

	Act. 200405	Fy. 200506
- Salary/Ben	\$109,653	\$102,293
- Campus Recharges	\$ 22,790	\$ 13,974
- Contractual Services	\$157,500	\$185,000
- Other	\$ 5,889	\$ 5,203
<b>TOTAL</b>	<b>\$355,648</b>	<b>\$346,520</b>

#### FINANCIAL IMPACTS

-81,128

- Reduction of overtime
- Stack Parking costs will change

### LOT MAINTENANCE

#### EXPENSES

	Act. 200405	Fy. 200506
- Salary/Ben	\$ -	\$ -
- Campus Recharges	\$220,000	\$224,950
- Contractual Services	\$ -	\$ -
- Other*	\$ 41,085	\$ 58,600*
<b>TOTAL</b>	<b>\$261,544</b>	<b>\$283,550</b>

#### \*PROJECTS

- Lot 4, 15, 25, 27, 29 Re-asphalt and repair roof damage
- Lot 40 fence repair

#### FINANCIAL IMPACTS

+12,996

- FR estimates

### KIOSK SERVICES

- Visitor Information & Sales

#### EXPENSES

	200405 Act.	200506 Fy.
- Salary/Ben	\$ 40,148	\$ 47,192
- Campus recharges	\$ 14,060	\$ 14,063
- Contractual Services	\$ -	\$ -
- Other	\$ 310	\$ 400
<b>TOTAL</b>	<b>\$ 54,544</b>	<b>\$ 61,665</b>

#### FINANCIAL IMPACTS

+11,121

- Does NOT include permit, transport, or security costs

### ADMINISTRATION

- Overall Dept Administration
- Committee Support
- Community Relations
- HR Issues
- Budgeting/Planning
- Departmental Interface

#### EXPENSES

	2004/05 Act.	2005/06 Pl.
- Salary/Ben	\$133,500	\$135,901
- Campus recharges	\$ 13,728	\$ 21,281
- Contractual Services	\$ -	\$ -
- Other	\$ 6,590	\$ 3,900
<b>TOTAL</b>	<b>\$153,895</b>	<b>\$160,782</b>

#### FINANCIAL IMPACTS

+\$6,887

- Reallocation of Vehicles

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### EVENTS UNIT

- Public Information
- Departmental Event Planning
- Reserved Parking
- Event Parking
- Traffic Control
- Directional signage

#### EXPENSES

	2004/05 Act.	2005/06 Pl.
- Salary/Ben	\$239,847	\$249,245
- Campus Recharges	\$ 53,639	\$ 42,300
- Contractual Services	\$ 3,681	\$ 4,350
- Other	\$ 10,252	\$ 19,250
<b>TOTAL</b>	<b>\$307,419</b>	<b>\$315,145</b>

#### FINANCIAL IMPACTS

+\$7,726

- Position vacant for part of year

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### ALL COST CENTERS

#### EXPENSES

	2004/05 Act.	2005/06 Pl.
- Salary/Ben	\$1,051,301	\$1,051,370
- Campus recharges	\$ 596,807	\$ 506,351
- Contractual Services	\$ 425,881	\$ 470,800
- Other	\$ 85,305	\$ 111,472
<b>TOTAL</b>	<b>\$2,129,154</b>	<b>\$2,180,993</b>

#### FINANCIAL IMPACTS

+\$60,839

- 3 year permit renewal

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### FUTURE FUNDING

- Advertising in Structures
- Kiosk sales reduce spending: \$12,000 - \$15,000
- Staff and Faculty Emeriti permits (376)  
Annual Value of permits = \$409,920  
Fees collected = \$0

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### CAPITAL PROJECTS 05/06

• Traffic Cams	\$ 2,400
• College of Creative Studies west lot	\$ 8,238
• Music Service lot	\$ 18,000
• Central Stores lot	\$ 21,600
• Lower Arts lot	\$ 16,700
• Computer Workstations (2)	\$ 3,200
• Sign Laminator	\$ 8,000
• Security Key Box	\$ 7,900
• Pay Station Software/hardware	\$ 96,900
• Misc. Unanticipated	\$ 7,000
Total	\$145,500

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### PARKING STRUCTURE

• Equip Work Areas	\$ 15,000
• Pay stations	\$169,810
Total	\$184,810

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**2002 - 2006  
Operational Improvement Plan**  
\$1,600,000

✓ Digital Signs	\$ 84,500
✓ Radio Station	\$ 11,800
✓ Pay Stations	\$1,211,000
✓ Signage Project Design Phase	\$ 45,200
• Additional Digital Signage	\$ 22,800
• Office Remodel	\$ 70,000
• Signage Project Implementation Phase	\$ 26,000
	<b>\$1,600,000</b>

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**OPERATING SUMMARY**

REVENUE	2004/05	2005/06
• Subscribed	\$3,803,000	\$2,934,000
• Transient	\$1,296,000	\$1,437,000
• List & Fees	\$ 289,000	\$ 200,213
• Meters	\$ 180,700	\$ 200,000
• Events	\$ 520,100	\$ 115,000
• Loan Repayment	\$ 88,100	\$ 96,134
• Chevrolet's Contribution	\$ 200,000	\$ 200,000
• JTP	\$ 38,000	\$ 46,000
<b>TOTAL</b>	<b>\$5,884,800</b>	<b>\$5,230,347</b>
<b>EXPENSES</b>		
• Sales	\$ 347,200	\$ 398,625
• Financial	\$ 224,120	\$ 213,140
• Field Services	\$ 419,000	\$ 418,300
• Project Management	\$ 305,840	\$ 346,520
• Events	\$ 307,410	\$ 305,140
• Administration	\$ 153,805	\$ 180,762
• Risk	\$ 80,544	\$ 81,800
• Maintenance	\$ 261,000	\$ 283,210
<b>SUBTOTAL</b>	<b>\$2,129,119</b>	<b>\$2,385,997</b>
• NET REVENUE TO MEMBERS	<b>\$3,755,681</b>	<b>\$2,844,350</b>

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