



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** June 3, 2014  
**TO:** Mayor and Councilmembers  
**FROM:** Transportation Division, Public Works  
**SUBJECT:** Parking And Business Improvement Area Annual Assessment Report For Fiscal Year 2015 – Intention To Levy

**RECOMMENDATION:** That Council:

- A. Approve the Parking and Business Improvement Area Annual Assessment Report 2015; and
- B. Adopt, by reading of title only, A Resolution of the Council of the City of Santa Barbara Declaring Council's Intention to Levy Parking and Business Improvement Area Assessment Rates for the 2015 Fiscal Year, at a Public Hearing to be Held on June 17, 2014, at 2:00 p.m.

### **DISCUSSION:**

The City Council, as the governing body of the Parking and Business Improvement Area (PBIA), requires the preparation and adoption of an annual report describing any proposed changes to the PBIA District's boundaries, benefit zones, business classification, and method and basis of levying assessments.

For Fiscal Year 2015, there are no proposed changes to the PBIA boundaries, benefit zones, or assessment levels. The Annual Report must be prepared prior to the beginning of each fiscal year. On April 10, 2014, the Downtown Parking Committee, serving as the PBIA Advisory Board, recommended approval of the PBIA Annual Report for Fiscal Year 2015, per the Exhibit to the Resolution.

The PBIA is the assessment mechanism that allows the City of Santa Barbara (City) to provide affordable parking rates to customers, visitors and clients of the Downtown area. The Downtown Parking Fund budget is funded primarily by hourly parking revenues, and to a lesser extent, by PBIA assessments and permit sales. The PBIA revenues are directed solely towards hourly employee salaries and utility costs. These funds partially finance the operation and maintenance of the parking lots and offset the cost of offering a free parking period, currently set at 75 minutes. This 40-year partnership between the Downtown business community and the Downtown Parking Program has helped to keep Santa Barbara's Downtown viable.

Approximately 4.3 million customer transactions were processed last year. Each one of those patrons benefited from a free parking period. Last year's business-paid PBIA assessments contributed approximately \$0.23 per ticket to the maintenance and operation of public parking lots, and to the free period.

**BUDGET/FINANCIAL INFORMATION:**

For Fiscal Year 2015, PBIA revenues are projected to be approximately \$980,000, which would cover approximately 13.5 percent of the Parking Operating Budget.

**PREPARED BY:** Browning Allen, Transportation Manager/VG/kts

**SUBMITTED BY:** Rebecca J. Bjork, Public Works Director

**APPROVED BY:** City Administrator's Office