



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: May 22, 2012

TO: Mayor and Councilmembers

FROM: Transportation Division, Public Works

SUBJECT: Parking And Business Improvement Area Annual Assessment Report For Fiscal Year 2013 – Intention To Levy

RECOMMENDATION: That Council:

- A. Approve the Parking and Business Improvement Area Annual Assessment Report for Fiscal Year 2013; 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 Fiscal Year 2013 at a Public Hearing to be Held on June 19, 2012, at 2:00 p.m.

DISCUSSION:

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 2013, 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 12, 2012, the Downtown Parking Committee (DPC), serving as the PBIA Advisory Board, recommended approval of the PBIA Annual Report for Fiscal Year 2013 (see 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 and clients of the downtown area. The Downtown Parking budget is funded primarily by hourly parking revenues and, to a lesser extent, by PBIA and permit sales. The PBIA revenues are directed solely towards employee salaries and utility costs. These funds partially finance the operation and maintenance of the parking lots and partially 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 \$.20 per ticket to the maintenance and operation of public parking lots and to the free period.

BUDGET/FINANCIAL INFORMATION:

The revenue generated from the PBIA is \$840,000 or approximately 12.5 percent of the Downtown Parking Budget.

PREPARED BY: Browning Allen, Transportation Manager/kts

SUBMITTED BY: Christine F. Andersen, Public Works Director

APPROVED BY: City Administrator's Office