



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: May 21, 2013

TO: Mayor and Councilmembers

FROM: Transportation Division, Public Works Department

SUBJECT: Parking And Business Improvement Area Annual Assessment Report
For Fiscal Year 2014 – Intention To Levy

RECOMMENDATION: That Council:

- A. Approve the Parking and Business Improvement Area Annual Assessment Report for Fiscal Year 2014; 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 2014 Fiscal Year, at a Public Hearing to be Held on June 4, 2013, 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 2014, there are no proposed changes to the PBIA boundaries, benefit zones, business classifications, or assessment levels. The Annual Report must be prepared prior to the beginning of each fiscal year. On April 11, 2013, the Downtown Parking Committee, serving as the PBIA Advisory Board, recommended approval of the PBIA Annual Report for Fiscal Year 2014. The Downtown Parking Committee also recommended that the City take the steps required by the state Streets and Highways code in order to implement the process to require the payment of the PBIA assessment by certain entities in the PBIA area that are not currently paying into the PBIA. These entities include performing arts theaters, museums, and non-profit business offices. Staff will be requesting Council direction regarding the subject at the June 4, 2013 PBIA Public Hearing.

The PBIA is the assessment mechanism that allows the City of Santa Barbara (City) to provide a period of free parking and affordable hourly parking rates to retail 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 assessments and monthly parking permit sales. The PBIA revenues are directed solely towards downtown parking 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 75-minute parking period. This 40-year partnership between the Downtown business community and the Downtown Parking Program has helped to keep Santa Barbara's downtown viable as a regional retail, arts, and entertainment center.

Approximately 4.3 million customer transactions were processed last year. Each one of those patrons benefited from the 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% of the Parking Budget. If the PBIA Annual Report is not approved, options such as charging for all parking, even the short-term parking, will need to be considered.

PREPARED BY: Browning Allen, Transportation Manager/kts

SUBMITTED BY: Christine F. Andersen, Public Works Director

APPROVED BY: City Administrator's Office