

RESOLUTION NO. \_\_\_\_\_

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.

WHEREAS, pursuant to Section 36534 of the California Streets and Highways Code, it is the intention of the Council of the City of Santa Barbara, to conduct a public hearing to determine whether to fix and assess a Fiscal Year 2015 Downtown Parking and Business Improvement Area (hereinafter referred to as PBI), as such benefit assessment area has been established by Chapter 4.37 of the Santa Barbara Municipal Code, adopted on September 10, 1991;

WHEREAS, upon the completion of a public hearing, it shall be the intention of the City Council to levy and collect a benefit assessment within the PBI as that area is described in the Final Engineer's Report, approved by the City Council on October 5, 1999, and in the 1999 PBI Area Map, on file with the City Clerk of the City of Santa Barbara;

WHEREAS, for Fiscal Year 2015, the improvements and activities to be provided shall consist of a transfer to the City's Transportation Division, which shall be exclusively used to support the maintenance of the low hourly parking rates to all persons who park automobiles within the City-owned or operated hourly public parking lots within the PBI area; and

WHEREAS, a more detailed description of the improvements and activities to be provided to the Downtown area of Santa Barbara and the benefit to the assessed businesses may be found in the Final Engineer's Report, the Addendum to the Final Engineer's Report of Formula and Methodology of Assessments dated April 7, 2010, and the 2015 PBI Annual Assessment Report (hereinafter referred to as Report) (attached as Exhibit), which was reviewed and approved by the City's Downtown Parking Committee, serving as the PBI Advisory Board, as required by Section 4.37.145 of the Santa Barbara Municipal Code, and which Report is on file with the City Clerk and available for review or copying by the public.

NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF SANTA BARBARA:

SECTION 1. It is the intention of the City Council to levy and collect assessments with the PBI for the Fiscal Year of 2015, within the boundaries of the PBI, as such boundaries were established upon the enactment of Chapter 4.37 of the Santa Barbara Municipal Code on September 10, 1991, as amended by the City Ordinance No. 5126, adopted October 5, 1999, and by the approval of the related map on file with the City

Clerk. It is also the City Council's intention to confirm the method and basis of assessment as established by the City Council upon the enactment of Santa Barbara Municipal Code Chapter 4.37, and as described in the Report.

SECTION 2. The proposed improvements and activities to be provided within the Downtown PBIA for Fiscal Year 2015 will consist of a subsidy of a free parking period of 75 minutes, and the maintenance of the low hourly parking rates for those persons using the City Downtown public off-street parking facilities, as more fully described in the Report.

The actual assessments to be levied and collected are described in more detail in the Final Engineer's Report, approved by the City Council on October 5, 1999, and the Addendum to the Final Engineer's Report of Formula and Methodology of Assessments, approved by the City Council on May 25, 2010.

SECTION 3. Time and place for the public hearing to consider the intention of the City Council shall be during the 2:00 p.m. session of the Council's regularly scheduled meeting of June 17, 2014, in the City Council Chambers, located at the Santa Barbara City Hall.

SECTION 4. Written and oral protests to the proposed 2015 Downtown PBIA Annual Assessments, as described in the Report, may be made at the above-described public hearing provided that such protests are in the form and manner required by Sections 36524 and 36525 of the California Streets and Highways Code.

SECTION 5. The City Clerk shall give notice of the above-described public hearing by causing a copy of this resolution of intention to be published in a newspaper or general circulation in the City, no less than seven (7) days prior to June 17, 2014.

Draft

**City of Santa Barbara**

**Parking and Business  
Improvement Area  
(PBIA)**

**ANNUAL  
ASSESSMENT  
REPORT**

**Fiscal Year 2015**

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## **INTRODUCTION**

This report, filed annually as required by the California Parking and Business Improvement Law of 1989, will provide an explanation of any proposed changes, including, but not limited to the boundaries of the adopted City of Santa Barbara Downtown Parking and Business Improvement Area (PBIA) or any benefit zones within the area, the basis for levying the assessments and any changes in the classifications of businesses.

Santa Barbara's Downtown Parking Management Program operates and maintains seven public parking lots and five structures in the Downtown business core area, providing a total of 3,200 parking spaces. The program is oriented towards clients and shoppers, and is directed by the City's Circulation Element to increase the available public parking and reduce the need for employee parking in the Downtown Core. Employee parking is mitigated by Alternative Transportation initiatives to increase carpooling, bicycling, and mass transit programs. The Downtown Parking budget is funded primarily by Hourly Parking Revenues, and to a much lesser extent, by the PBIA and parking permits. The PBIA revenues are directed solely towards employee salaries and utility costs in support of the operation and maintenance of the parking lots. Revenues derived from Hourly Parking charges and permits support the balance of expenses remaining from the PBIA assessment and Alternative Transportation programs designed to reduce employee parking in the Downtown Core.

Attached hereto and incorporated by reference is the "Addendum to the Parking and Business Improvement Area Final Engineer's Report of Formula and Methodology of Assessment dated October 5, 1999" (Addendum), which is on file at the City Clerk's Office, and which shall form the basis of the Annual Report.

### **I. PROPOSED CHANGES**

For Fiscal Year 2015, there are no changes to the PBIA benefit zones, the basis for levying the assessments or any changes in the classifications of businesses.

### **II. IMPROVEMENTS AND ACTIVITIES**

A parking rate, designed to promote short-term customer/client parking, including 75 minutes of free parking, is currently in effect in all City-operated Downtown Parking facilities. These facilities are maintained and operated by the City's Downtown Parking Program.

**III. ESTIMATED OPERATING COSTS OF THE CITY'S DOWNTOWN PARKING PROGRAM FOR FISCAL YEAR 2015**

<b>Expenses</b>	<b>PBIA</b>	<b>Parking Program</b>	<b>Total</b>
Salaries and Benefits	\$1,728,532	\$2,432,760	\$4,161,292
Materials, Supplies & Services, Equipment/Minor Capital	\$215,000	\$803,708	\$1,018,708
Allocated Costs	\$7,124	\$261,637	\$268,761
Insurance/Overhead		\$994,430	\$994,430
Downtown Organization Maintenance Transfer		\$309,125	\$309,125
Bicycle Station		\$25,000	\$25,000
New Beginnings Contract		\$43,500	\$43,500
MTD Downtown Shuttle Support, Enhanced Transit		\$94,726	\$ 94,726
Employee Bus Pass Program		\$55,000	\$55,000
<b>Total Operating Expenses</b>	<b>\$1,950,656</b>	<b>\$5,019,886</b>	<b>\$6,970,542</b>
Capital Program Expenses		\$ 970,000	\$ 970,000
<b><u>Total Expenses</u></b>	<b><u>\$1,950,656</u></b>	<b><u>\$5,989,886</u></b>	<b><u>\$7,940,542</u></b>

**IV. PROJECTED DOWNTOWN PARKING PROGRAM REVENUES DERIVED**

<b>Revenues:</b>	Hourly Parking.....	\$4,880,000
	Monthly Parking.....	\$950,000
	Leased Property – MTC (Lobero Garage).....	\$290,946
	Commuter Parking Lots.....	\$260,000
	Interest Income.....	\$102,100
	Violation Billing.....	\$90,000
	TMP/Rents .....	\$56,000
	Residential Permits.....	\$55,000
	Greyhound Lease (Depot Lot) .....	\$48,000
	New Beginnings Contract (pass through).....	\$43,500
	Special Parking/Misc.....	\$14,000
	EV Charging Fees.....	\$3,000
	<b>Subtotal .....</b>	<b>\$ 6,792,546</b>
	<b>*PBIA ASSESSMENT (Anticipated 2014-2015 collections) .....</b>	<b>\$ 980,000</b>
	<b>Total Revenues .....</b>	<b>\$ 7,772,546</b>

In Fiscal Year 2013, Revenues collected from the PBIA subsidized approximately \$0.23 of the cost of providing parking for each vehicle parked within the Downtown Parking System.

## **V. REVENUE CARRYOVERS**

No excess PBIA revenues will be carried over from the 2014 Operating Budget.

## **VI. PBIA RATES**

A more detailed basis for levying the assessment is explained in the Addendum to the 1999 Engineer's Report.

### **I. Retail and/or Wholesale Businesses (Including Restaurants):**

Group A: Average sale of less than \$20, \$.56 per \$100 of gross sales.

Group B: Average sale between \$20 and \$100, \$.29 per \$100 of gross sales.

Group C: Average sale of more than \$100, \$.16 per \$100 of gross sales.

Group D: Movie theaters only, \$.16 per \$100 of gross sales.

Group E: Fitness Facilities/Health Clubs, \$.29 per \$100 of gross sales.

Average sale is computed by dividing the total gross sales for the year by the number of sales transactions.

### **II. Financial Institutions:**

\$.48\* per square foot of usable space.

### **III. Stock and Bond Brokerage Offices:**

\$81.30\* per broker.

### **IV. Bus Depots:**

\$.06\* cents per square-foot of usable building space.

### **V. Professional:**

\$32.50\* per person practicing the profession, and \$16.30\* for each non-professional.

### **VI. All Categories Not Otherwise Provided For:**

Group A: Educational Facilities (non-public) - \$.19\* per square foot of usable

building space.

Group B: Miscellaneous: \$.19\* per square foot of usable space.

## VII. Hotel and Motels

Number of assessed rooms x \$1.50/day x 30 days x 3 months x .50 occupancy =  
quarterly charges

Assessed rooms = Number of rooms (–) on-site parking spaces provided

No patron parking credit would be offered as it is part of the calculation.

\*Rates for these categories are shown for annual assessment. To determine quarterly payments, divide rates by four.