



CITY OF SANTA BARBARA

COUNCIL AGENDA REPORT

AGENDA DATE: May 12, 2015

TO: Mayor and Councilmembers

FROM: Transportation Division, Public Works

SUBJECT: Parking And Business Improvement Area Annual Assessment Report For Fiscal Year 2016 – Intention To Levy

RECOMMENDATION: That Council:

- A. Approve the Parking and Business Improvement Area Annual Assessment Report 2016; 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 2016 Fiscal Year at a Public Hearing to be Held on June 9, 2015, at 2:00 p.m.

DISCUSSION:

The City Council, as the governing body of the Parking and Business Improvement Area (PBIA), is required by California State Law to prepare and adopt 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 2016, 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 9, 2015, the Downtown Parking Committee, serving as the PBIA Advisory Board, recommended approval of the PBIA Annual Report for Fiscal Year 2016, 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 Program budget is funded primarily by hourly parking revenues and, to a lesser extent, by PBIA assessments and parking permit sales. The PBIA revenues are directed solely towards hourly employee salaries and utility costs associated with operation of the hourly parking lots. 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 4.4 million customer transactions were processed last fiscal year. Each one of those patrons benefited from the 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 for the free period.

At the April 9, 2015 meeting, the Downtown Parking Committee asked staff to look at the financial and operational impacts created by those businesses that are not being assessed, including those identified as non-profits, and the benefits they enjoy. For those non-profit businesses, located within the 100 percent Zone of Benefit and creating measurable impacts, the Downtown Parking Committee would like to explore assessment options that would be sustainable for the business and seen as equitable by the other businesses that are currently being assessed. Parking staff will analyze this issue include recommended changes for consideration in next year's assessment.

BUDGET/FINANCIAL INFORMATION:

For Fiscal Year 2016, PBIA revenues are projected to be approximately \$1,080,000, which will cover approximately 14 percent of the Parking Operating Budget.

PREPARED BY: Browning Allen, Transportation Manager/VG/mj

SUBMITTED BY: Rebecca J. Bjork, Public Works Director

APPROVED BY: City Administrator's Office