



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** June 7, 2016

**TO:** Mayor and Councilmembers

**FROM:** Transportation Division, Public Works Department

**SUBJECT:** Parking And Business Improvement Area Annual Assessment Report For Fiscal Year 2017 – Intention To Levy

**RECOMMENDATION:** That Council:

- A. Approve the Parking and Business Improvement Area Annual Assessment Report 2017; 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 2017 Fiscal Year, at a Public Hearing to be Held on June 21, 2016, 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 2017, 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 May 12, 2016, the Downtown Parking Committee, serving as the PBIA Advisory Board, recommended approval of the PBIA Annual Report for Fiscal Year 2017, included as 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 the 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 45-year partnership between the

Downtown business community and the Downtown Parking Program has helped to keep Santa Barbara's Downtown economically viable.

Approximately 4.5 million vehicle transactions were processed in the 2015 Fiscal Year. Each one of those patrons benefited from a free parking period. In Fiscal Year 2015, revenues collected from the PBIA, subsidized approximately \$0.24 of each vehicle transaction within the Downtown Parking hourly parking system.

**BUDGET/FINANCIAL INFORMATION:**

For Fiscal Year 2017, PBIA revenues are projected to be approximately \$1,000,000, which would cover approximately 13 percent of the Parking Operating Budget.

**PREPARED BY:** Rob Dayton, Principal Transportation Planner/VG/mj

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

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