



# CITY OF SANTA BARBARA

## COUNCIL AGENDA REPORT

**AGENDA DATE:** June 16, 2009

**TO:** Mayor and Councilmembers

**FROM:** Transportation Division, Public Works

**SUBJECT:** Parking And Business Improvement Area Annual Assessment Report 2010 - Intention To Levy Assessment Rates

**RECOMMENDATION:** That Council:

- A. Accept the Fiscal Year 2010 Parking and Business Improvement Area Annual Assessment Report; 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 2010 Fiscal Year, at a Public Hearing to be Held on June 30, 2009, 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. There are no proposed changes to the PBIA boundaries or assessment levels for Fiscal Year 2010. The annual report must be prepared prior to the beginning of each fiscal year. On May 14, 2009, the Downtown Parking Committee (DPC), serving as the PBIA Advisory Board, recommended approval of the PBIA Annual Report for Fiscal Year 2010 (see Resolution, Exhibit).

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 toward employee salaries and utility costs in support of the operation of the parking lots. Other revenues derived from hourly parking charges and permits support the balance of expenses.

The PBIA is the assessment mechanism that allows the City to provide affordable parking rates to customers and clients of the Downtown area. 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 partnership between the Downtown business community and the Downtown Parking Program is over 35 years old and has helped to keep Santa Barbara's Downtown area 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 \$875,000, or 13% 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/BB/kts

**SUBMITTED BY:** Christine Andersen, Public Works Director

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