

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 2011 FISCAL YEAR, AT A PUBLIC HEARING TO BE HELD ON MAY 25, 2010, AT 2:00 P.M.

WHEREAS, pursuant to Section 36534 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 2011 Downtown Parking and Business Improvement Area (hereinafter referred to as PBIA), 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 PBIA as that area is described in the Final Engineer's Report, approved by the City Council on October 5, 1999, (hereinafter "Final Engineer's Report") and in the 1999 PBIA Area Map, on file with the City Clerk of the City of Santa Barbara;

WHEREAS, for Fiscal Year 2011, the improvements and activities to be provided shall consist of a subsidy to the City's Transportation Division, which shall be exclusively devoted to the provision of a free parking period and aid in the maintenance of the low hourly parking rates to all persons who park automobiles within the City-owned or operated public parking lots within the PBIA 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 2011 PBIA Annual Assessment Report and the attached Addendum to the Final Engineer's Report of Formula and Methodology dated April 7, 2010 (hereinafter referred to as the "2011 PBIA Annual Assessment Report," attached hereto as an Exhibit), which was reviewed and approved by the City's Downtown Parking Committee 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 AS FOLLOWS:

SECTION 1. It is the intention of the City Council to levy and collect assessments with the PBI A for the Fiscal Year of 2011, within the boundaries of the PBI A, 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 amendment of Santa Barbara Municipal Code Chapter 4.37, and as described in the 2011 PBI A Annual Assessment Report.

SECTION 2. The proposed improvements and activities to be provided within the Downtown PBI A for Fiscal Year 2011 will consist of a subsidy of a free parking period of 75 minutes, 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, as described in more detail in the Final Engineer's Report, approved by the City Council on October 5, 1999, and the 2011 PBI A Annual Assessment Report.

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 May 25, 2010, in the City Council Chambers, located at the Santa Barbara City Hall.

SECTION 4. Written and oral protests to the proposed 2011 Downtown PBI A Annual Assessments, as described in the 2011 PBI A Annual Assessment 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 May 25, 2010.

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City of Santa Barbara

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

**ANNUAL
ASSESSMENT
REPORT**

Fiscal Year 2011

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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 3,234 parking spaces. The program is oriented towards clients and shoppers, and is directed by the City's Circulation Element to increase the public parking available and reduce the need for employee parking in the Downtown Core. The reduction of employee parking is supported 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 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 of the parking lots. Other revenues derived from Hourly Parking charges and permits support the balance of expenses, including Alternative Transportation programs designed to reduce employee parking in the Downtown Core.

For the purpose of the assessment, the "Amendment To" and the "1999 Final Engineer's Report of Formula and Methodology of Assessments" (Engineer's Report), on file at the City Clerk's Office, shall form the basis of the Annual Report.

I. PROPOSED CHANGES

For Fiscal Year 2011, there are no changes to the boundaries or benefit zones. There are changes in the classifications and rates for levying the assessments of the Parking Business Improvement Area as established in the "Amendment To" and the "Engineers Report." These changes are explained in the Rates Section of this report.

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.

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III. ESTIMATED OPERATING COSTS OF THE CITY'S DOWNTOWN PARKING PROGRAM FOR FISCAL YEAR 2011

Expenses	PBIA	Parking Program	Total
Salaries and Benefits	\$1,760,273	\$2,189,216	\$3,949,489
Materials, Supplies & Services	\$230,000	\$600,750	\$830,750
Allocated Costs		\$204,513	\$204,513
Insurance/Overhead		\$767,261	\$767,261
General Fund Transfer		\$312,621	\$312,621
Equipment/Capital		\$25,000	\$25,000
Appropriated Reserves		\$50,000	\$50,000
Alternative Transportation Program		\$483,978	\$483,978
Bikestation		\$25,000	\$25,000
New Beginnings Contract		\$39,150	\$39,150
Total Operating Expenses	\$1,990,273	\$4,697,489	\$6,687,762
Capital Program Expenses		\$660,000	\$660,000
Total Expenses		<u>\$5,357,489</u>	<u>\$7,347,762</u>

IV. PBIA RATES

A more detailed basis for levying the assessment is explained in the Amendment to the 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, \$.29 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 annually.

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: \$0.19* cents per square-foot of usable building space.

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

VII. Hotel and Motels

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

Assessed rooms = # 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.

V. REVENUE CARRYOVERS

No excess PBIA revenues will be carried over from 2010 to the 2011 Operating Budget.

VI. PROJECTED DOWNTOWN PARKING PROGRAM REVENUES DERIVED

Revenues:	Hourly Parking.....	\$4,300,000
	Other Parking Fees	\$695,000
	Lobero Garage	\$246,000
	Interest Income.....	\$154,700
	Commuter Parking Lot.....	\$300,000
	TMP/Rents.....	\$78,740
	Downtown Security Support/New Beginnings Contract....	\$59,150
	Miscellaneous/Special.....	\$11,500
	Subtotal	\$5,845,090
	*PBIAS ASSESSMENT (Anticipated – Fiscal Year 2011 collections).....	<u>\$840,000</u>
	Total Revenues	\$6,685,090

Revenues collected from the PBIAS subsidized approximately \$0.20 of the cost of providing parking for each vehicle parked within the Downtown Parking System.

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