



CITY OF SANTA BARBARA

DOWNTOWN PARKING COMMITTEE AGENDA REPORT

DATE: April 12, 2012
TO: Downtown Parking Committee Members
FROM: Browning Allen, Transportation Manager
SUBJECT: PARKING AND BUSINESS IMPROVEMENT AREA ANNUAL ASSESSMENT REPORT FISCAL YEAR 2013

RECOMMENDATION:

That the Committee review and accept the draft Parking Business Improvement Area (PBIA) Annual Assessment Report Fiscal Year 2013 (Annual Report) and recommend that Council approve the draft Annual Report.

DISCUSSION:

The Parking and Business Improvement Area (PBIA) was established in 1970 in response to La Cumbre Plaza Shopping Center's "Free Parking" campaign. The Downtown business community was concerned about losing customers and wanted to offer a similar free period: a perception still intact today. In order to accomplish this goal of providing free parking, the Downtown business community and the City joined together in a partnership. The original PBIA area contained nine surface lots and approximately 1,100 spaces. There are now five parking structures and seven surface lots, for a total of 3,200 spaces, available to customers 361 days a year. This successful partnership continues to provide affordable, short-term parking rates to customers and visitors of the downtown area.

The funds generated by the PBIA partially finance the operation and maintenance of the parking lots, and help offset the cost of offering the 75-minute free parking period. This 40 year partnership between the Downtown business community and the Downtown Parking Program has helped to keep Santa Barbara's Downtown viable.

Approximately 4.3 million transactions were processed last year. Each of those tickets/patrons benefited from the 75-minute free parking period. Last year's PBIA assessments contributed approximately \$0.20 per ticket to the maintenance and operation of public parking lots, and to the free period. Revenue from the PBIA provides a rate-structure that promotes short-term customer parking.

The Annual PBIA Report will be brought before Council on Tuesday, May 22, 2012 for the Intent to Levy notification and on June 12, 2012 for the Public Hearing. After Council approval of the PBIA Annual Report and adoption of the Municipal Code, these changes will go into effect on July 1, 2012.

SUMMARY:

Staff recommends that the Downtown Parking Committee (DPC), serving as the PBIA Advisory Board, accept the draft Annual Report as submitted and recommend that Council approve the draft Annual Report.

The draft Annual Report will be filed with the City Clerk's Office as required by law.

BA