



CITY OF SANTA BARBARA

DOWNTOWN PARKING COMMITTEE AGENDA REPORT

DATE: April 9, 2015
TO: Downtown Parking Committee Members
FROM: Browning Allen, Transportation Manager
SUBJECT: Fiscal Year 2016 Parking and Business Improvement Area Annual Assessment Report

STAFF RECOMMENDATION:

That the Committee receive the Fiscal Year 2016 Draft Parking and Business Improvement Area Annual Assessment Report, and recommend City Council approve the Draft Annual Report.

PROPOSED CHANGES:

For Fiscal Year 2016, there are no changes to the PBIA benefit zones, the basis for levying the assessments, or any changes in the classifications of businesses.

DISCUSSION:

The Parking and Business Improvement Area (PBIA) was established in 1970 in response to the 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 4.4 million transactions were processed in Fiscal Year 2014. Each of those customers benefited from the 75-minute free parking period. In Fiscal Year 2014 PBIA assessments contributed approximately \$0.23 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 Report will be filed with the City Clerk's Office as required by law.