

Draft

**City of Santa Barbara**

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

**ANNUAL  
ASSESSMENT  
REPORT**

**Fiscal Year 2017**

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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.

The PBIA assessments benefit the City of Santa Barbara's Downtown Parking Management Program, which operates and maintains seven public parking lots and five structures in the downtown business core area, providing a total of 3,200 parking spaces. The Program is oriented towards clients and shoppers, and is directed by the City's Circulation Element to increase the available public parking and reduce the need for employee parking in the downtown core. Employee parking is mitigated 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 assessment and parking permits revenues. The PBIA revenues are directed solely towards hourly employee salaries and utility costs in support of the operation and maintenance of the parking lots. Revenues derived from hourly parking fees and monthly permits support the balance of operating expenses remaining from the PBIA assessment and Alternative Transportation programs.

Attached hereto and incorporated by reference is the "Addendum to the Parking and Business Improvement Area Final Engineer's Report of Formula and Methodology of Assessment dated October 5, 1999" (Addendum), which is on file at the City Clerk's Office, and which shall form the basis of the Annual Report.

### **I. PROPOSED CHANGES**

For Fiscal Year 2017, there are no changes to the PBIA benefit zones, the basis for levying the assessments or any changes in the classifications of businesses.

### **II. IMPROVEMENTS AND ACTIVITIES**

A parking rate, designed to promote short-term customer and client parking, including 75 minutes of free parking, is currently in effect in all City-operated Downtown Parking lots. These facilities are maintained and operated by the City's Downtown Parking staff.

**III. ESTIMATED OPERATING COSTS OF THE CITY'S DOWNTOWN PARKING PROGRAM FOR FISCAL YEAR 2017**

<b>Expenses</b>	<b>PBIA</b>	<b>Parking Program</b>	<b>Total</b>
Salaries and Benefits	\$1,814,925	\$2,712,841	\$4,527,766
Materials, Utilities, Supplies & Services	233,187	952,087	1,185,274
Allocated Costs	9,374	1,383,785	1,393,159
Downtown Organization Maintenance Transfer		327,951	327,951
Bicycle Station and Module		25,000	25,000
New Beginnings Contract		43,500	43,500
MTD Downtown Shuttle Support, Enhanced Transit		396,113	396,113
<b>Total Operating Expenses</b>	<b>\$2,057,486</b>	<b>\$5,841,277</b>	<b>\$7,898,763</b>
Capital Program Expenses		1,390,000	1,390,000
<b>Total Expenses</b>	<b>\$2,057,486</b>	<b>\$7,231,277</b>	<b>\$9,288,763</b>

**IV. PROJECTED FISCAL YEAR 2017 DOWNTOWN PARKING PROGRAM REVENUES**

<b>Revenues</b>	<b>Total</b>
Hourly Parking Fees	\$5,195,000
Monthly and Commuter Parking Fees	1,635,000
Leased Property Tenant Rents	415,535
Interest Income	118,200
Violation Billing	98,000
Residential Parking Permits	81,000
New Beginnings Contract (Pass Through)	43,500
Special Parking/Misc	25,716
EV Charging Fees	9,500
<b>Total Operating Revenues</b>	<b>\$7,621,451</b>
<b>PBIA Assessments (FY 2017 Estimate)</b>	<b>1,004,000</b>
<b>Total Revenues</b>	<b>\$8,625,451</b>

In Fiscal Year 2015, revenues collected from the PBIA subsidized approximately \$0.24 of each vehicle transaction within the Downtown Parking hourly parking system. The PBIA assessments, as estimated, will cover approximately 14% of the annual operating expenses for Fiscal Year 2016 and 13% for 2017.

## **V. REVENUE CARRYOVERS**

No excess PBIA revenues will be carried over from the Fiscal Year 2016 Operating Budget.

## **VI. PBIA RATES**

A more detailed basis for levying the assessment is explained in the Addendum to the 1999 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, \$.16 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.

### **III. Stock and Bond Brokerage Offices:**

\$81.30\* per broker.

### **IV. Transit Facilities and 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: Educational Facilities (non-public) - \$.19\* per square foot of usable building space.

Group B: Miscellaneous: \$.19\* per square foot of usable 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 guest 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.