

Draft

City of Santa Barbara

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

**ANNUAL
ASSESSMENT
REPORT**

Fiscal Year 2019

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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 2019, 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

The PBIA reduces on-site parking requirements due to proximity to a public lot. A parking rate, designed to promote short-term customer and client 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 2019

Expenses	PBIA	Parking Program	Total
Hourly Salaries & Benefits	\$1,815,729	\$116,204	\$1,931,933
Permanent Salaries & Benefits		\$2,732,552	\$2,732,552
Material/ Supplies/ Services		\$909,915	\$909,915
Credit Cards		\$165,000	\$165,000
Electricity Costs	\$201,852	\$0	\$201,852
Allocated Costs		\$1,568,831	\$1,568,831
Bicycle Parking		\$0	\$0
New Beginnings RV Program		\$43,500	\$43,500
Downtown Ambassador Program		\$150,000	\$150,000
Downtown Org. Plaza Contract		\$655,902	\$655,902
Downtown / Waterfront Shuttle		\$889,200	\$889,200
Transit Activities		\$0	\$0
Total Operating Expenses	\$2,017,581	\$7,231,104	\$9,248,685
Capital Program Expenses			\$400,000
Combined Expenses			\$9,648,685

IV. PROJECTED FISCAL YEAR 2019 DOWNTOWN PARKING PROGRAM REVENUES

Revenue	Total
Hourly Revenue	\$5,308,370
Monthly Parking	\$1,295,680
Residential Permits	\$103,462
Commuter Lots	\$390,000
Billed Revenue	\$12,000
Electric Vehicle Charging Fees	\$15,000
Bicycle Parking	\$1,500
Environmental Services & PD Rent Transfer	\$74,000
Greyhound Bus Lease	\$53,760
MTC Lease	\$307,575
REA Building	\$0
Downtown Org. Plaza Contract (Pass Through)	\$327,951
Downtown Ambassador Program (Pass Through)	\$150,000
New Beginnings RV Program (Pass Through)	\$43,500
Work Orders-Transp PIng (PrPI)	\$112,500
Miscellaneous & Insurance Reimbursements	\$12,216
Interest Income	\$222,700
Total Operating Revenue	\$8,430,214
PBIA Assessment	\$1,004,000
Combined Revenue	\$9,434,214

The PBI A assessments, as estimated, will cover approximately 10.86% of the annual operating expenses for Fiscal Year 2019.

V. REVENUE CARRYOVERS

No excess PBI A revenues will be carried over from the Fiscal Year 2018 Operating Budget.

VI. PBI A 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.