



# CITY OF SANTA BARBARA

## DOWNTOWN PARKING COMMITTEE AGENDA REPORT

**DATE:** May 9, 2019  
**TO:** Downtown Parking Committee Members  
**FROM:** Victor Garza, Downtown Plaza & Parking Manager  
**SUBJECT:** Fiscal Year 2020 Parking and Business Improvement Area Annual Assessment Report

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### **STAFF RECOMMENDATION:**

That the Committee receive the Fiscal Year 2020 Draft Parking and Business Improvement Area Annual Assessment (PBIA) Report, and recommend City Council approve the Draft Annual Report.

### **PROPOSED CHANGES:**

For Fiscal Year 2020, staff proposes a status quo Draft Annual Report with no changes proposed for the PBIA benefit zones, the basis for levying the assessments, or any changes in the calculations and formulas or classifications of businesses. In previous years, the Downtown Parking Committee (DPC) has questioned the methodology used to exempt certain entities from PBIA assessments. Currently, some entities enjoying benefits from the parking system are not assessed PBIA, and for the DPC the issue is one of equity and should be examined.

In December of 2018, staff issued a Request for (RFP) Proposals to contract with a Consultant to perform a thorough analysis of the PBIA's methodologies. Staff interviewed three consulting firms and is negotiating with the Consultant that submitted the most responsive bid to finalize the contract. Staff will deliver a status report to the DPC on the results of the RFP process at the June meeting.

### **DISCUSSION:**

The PBIA was established in 1970 in response to the La Cumbre Plaza Shopping Center's "Free Parking" campaign. The downtown business community, concerned about not being able to offer convenient parking for all of its customers, wanted to establish a parking program that could offer parking benefits for all of the businesses. The downtown business community and the City developed a partnership to fund these benefits. The original PBIA area included nine surface lots with approximately 1,100 parking spaces. There are now five parking structures and seven surface lots, with a total of 3,215 spaces available to customers 365 days a year. This partnership continues to provide convenient and affordable parking for customers and visitors of the downtown area.

The funds generated by the quarterly PBIA assessments come from the businesses served by the City's Downtown Parking Program. Use of these funds is restricted and directed to offset the cost of the salaries of the Lot Operators and the parking program's utility costs. This 49 year partnership between the downtown business community and the Downtown Parking Program has helped to keep Santa Barbara's Downtown viable. PBIA contributions for Fiscal Year 2019 are expected to be \$978,378. The Fiscal Year 2020 PBIA budget is projected at \$1 million.

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