



**City of Santa Barbara**  
Downtown Parking Committee

**Memorandum**

**DATE:** May 14, 2020

**TO:** Downtown Parking Committee

**FROM:** Robert J. Dayton, Transportation Planning and Parking Manager  
Victor Garza, Downtown Plaza and Parking Manager

**SUBJECT:** Fiscal Year 2021 Parking and Business Improvement Area Annual Assessment Report

---

**RECOMMENDATION:**

That the Committee receive the Fiscal Year 2020 Draft Parking and Business Improvement Area (PBIA) Annual Assessment Report, and recommend City Council approve the Draft Report and recommend PBIA as status quo for FY 2021.

**SUMMARY:**

For Fiscal Year 2021, 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. On April 7, Council approved a waiver of PBIA fees owed for the first quarter of the 2020 calendar year to provide financial relief to businesses during the COVID-19 closures.

Earlier this year, the City hired Walker Consultants to review the PBIA's assessment methodologies, calculate the parking benefit and comment on the parking program's operational model. But due to the COVID crisis, that effort has been placed on hold. Staff, including the Economic Development Manager, is now negotiating with Walker to restructure and repurpose their contract in order to develop business and parking strategies that will assist our downtown businesses in their recovery from the impacts of the COVID crisis.

**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 its customers, wanted to establish a parking program that could offer parking benefits for all of the businesses. The downtown

Downtown Parking Committee  
May 14, 2020

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 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 50-year partnership between the downtown business community and the Downtown Parking program has helped keep Santa Barbara's Downtown viable.

The PBIA assessment usually generates approximately \$1 million in revenue each year. Due to the COVID-19 crisis and accompanying business closures, revenues for FY 2020 and FY 2021 will be significantly lower than usual. To provide economic relief to businesses impacted by the closures, City Council waived the assessment fees for the first quarter of the 2020 calendar year. PBIA contributions for FY 2020 are expected to be approximately \$750,000. PBIA revenues for FY 2021 were budgeted at \$1 million, however, actual revenues will likely fall significantly short.

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