

**Draft**

**City of Santa Barbara**

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

**ANNUAL  
ASSESSMENT  
REPORT**

**Fiscal Year 2022**

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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 core business area, providing a total of 3,215 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 2022, 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 assessments replace the requirements placed on businesses to provide their own onsite customer parking. 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 2022

Expenses	PBIA	Parking Program	Total
Allocated Costs		\$1,709,814	\$1,709,814
Appropriated Reserves		\$10,000	\$10,000
Credit Cards		\$236,477	\$236,477
Crossing Guards		\$104,100	\$104,100
Downtown Ambassador Program		\$286,007	\$286,007
Hourly Salaries & Benefits	\$740,834	\$484	\$741,318
New Beginnings RV Program		\$43,500	\$43,500
Permanent Salaries & Benefits		\$3,006,269	\$3,006,269
Special Projects		\$818	\$818
Supplies & Services		\$934,812	\$934,812
Utilities	\$180,000		\$180,000
Transfer to Capital		\$221,750	\$221,750
<b>Total Operating Expenses</b>	<b>\$920,834</b>	<b>\$6,554,031</b>	<b>\$7,474,865</b>
Capital Program Expenses		\$221,750	\$221,750
<b>Total Expenses</b>	<b>\$920,834</b>	<b>\$6,775,781</b>	<b>\$7,696,615</b>

### IV. PROJECTED FISCAL YEAR 2021 DOWNTOWN PARKING PROGRAM REVENUES

Revenue	Total
Hourly Revenue	\$1,605,965
Monthly Parking	\$802,110
Commuter Parking	\$178,950
Billed Revenue	\$5,207
Bicycle Parking	\$1,070
Car Share	\$800
Downtown Ambassador Program	\$150,000
Electric Vehicle Charging Fees	\$11,750
Grants & Rebates	\$95,712
Interest Income	\$90,954
Oversized Vehicle Program	\$0
Pass-Through	\$491,937
Permit Replacements	\$271
Project Planner Revenue	\$72,023
Rents	\$133,760
Residential Permits	\$74,604
Special Parking	\$984
Misc & Insurance Reimbursements	\$21,127
<b>Total Operating Revenue</b>	<b>\$3,737,224</b>
PBIA Assessment	\$581,795
<b>Total Revenue</b>	<b>\$4,319,019</b>

The PBIA assessments, as estimated, will cover approximately 7.6% of the annual operating expenses for Fiscal Year 2021.

## **V. REVENUE CARRYOVERS**

No excess PBIA revenues will be carried over from the Fiscal Year 2020 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.