



**City of Santa Barbara**  
Downtown Parking Committee

**Staff Report**

**DATE:** May 13, 2021

**TO:** Downtown Parking Committee

**FROM:** Robert J. Dayton, Transportation Planning and Parking Manager

**SUBJECT:** Fiscal Year 2022 Parking and Business Improvement Area Annual Assessment Report

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**RECOMMENDATION:**

That the Committee receive the Fiscal Year 2022 Draft Parking and Business Improvement Area Annual Assessment Report, and recommend City Council approve the Draft Annual Report and a status quo assessment for Fiscal Year 2022.

**PROPOSED CHANGES:**

For Fiscal Year 2022, staff proposes a status quo assessment with no changes to the Parking and Business Improvement Area (PBIA) benefit zones, the basis for levying they assessments, or any changes in the calculations and formulas or classification of businesses.

**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 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 in 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 programs' utility costs.

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

In Fiscal Year 2020, 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. Due to the COVID-19 crisis, that effort was placed on hold.

The PBIA assessment usually generates approximately \$1 million in revenue each year. Due to the COVID-19 crisis and accompanying business closures, revenues for Fiscal Year 2021 and Fiscal Year 2022 will be significantly lower than usual. PBIA contributions for Fiscal Year 2021 are expected to be approximately \$627,000. PBIA revenues for Fiscal Year 2022 are budgeted at \$750,000.

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

**ATTACHMENT:** Draft Parking and Business Improvement Area Annual Assessment Report 2022