



CITY OF SANTA BARBARA

DOWNTOWN PARKING COMMITTEE AGENDA REPORT

DATE: April 12, 2018
TO: Downtown Parking Committee Members
FROM: Victor Garza, Parking/TMP Superintendent
SUBJECT: Fiscal Year 2019 Parking and Business Improvement Area Annual Assessment Report

STAFF RECOMMENDATION:

That the Committee receive the Fiscal Year 2019 Draft Parking and Business Improvement Area Annual Assessment (PBIA) Report, and recommend City Council approve the Draft Annual Report.

PROPOSED CHANGES:

For Fiscal Year 2019, there are no proposed changes to 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) expressed an interest in determining why certain entities have been exempt from the PBIA. Currently, some entities that use the parking system are not assessed PBIA and the issue has now become a question of equity. If this interest continues, the DPC would like staff to include language in the Council Agenda Report that would recommend that Council authorize staff to begin working on a plan to review the methodology used for PBIA assessments at the earliest available opportunity.

DISCUSSION:

The PBIA was established in 1970 in response to the La Cumbre Plaza Shopping Center's "Free Parking" campaign. The downtown business community was concerned about losing customers and wanted to offer a similar free period: a perception still intact today. In order to accomplish this goal of providing free parking, the downtown business community and the City joined together in a partnership. The original PBIA area contained nine surface lots and approximately 1,100 spaces. There are now five parking structures and seven surface lots, for a total of 3,200 spaces, available to customers 365 days a year. This successful partnership continues to provide affordable, short-term parking rates to 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 are directed to offset the cost of the salaries of the Lot Operators and the program's utility costs. This 48 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 2018 are expected to be \$1.004 million. The Fiscal Year 2019 PBIA budget is also projected at \$1.004 million.

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