

Draft

City of Santa Barbara

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

**ANNUAL
ASSESSMENT
REPORT**

Fiscal Year 2023

TABLE OF CONTENTS

	Page Number
INTRODUCTION	1
SECTION I. PROPOSED CHANGES	1
SECTION II. IMPROVEMENTS AND ACTIVITIES	1
SECTION III. ESTIMATED OPERATING COSTS OF THE CITY'S DOWNTOWN PARKING PROGRAM FOR 2023.....	2
SECTION IV. PROJECTED DOWNTOWN PARKING PROGRAM REVENUES DERIVED.....	2
SECTION V. REVENUE CARRYOVERS.....	3
SECTION VI. PBIA RATES SECTION	3-4

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 2023, 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 2023

Expenses	PBIA	Parking Program	Total
Allocated Costs		\$2,051,734	\$2,051,734
Appropriated Reserves		\$10,000	\$10,000
Credit Card Fees		\$96,414	\$96,414
Crossing Guards		\$107,188	\$107,188
Downtown Ambassador Program		\$285,036	\$285,036
Hourly Salaries & Benefits	\$1,726,447	\$200	\$1,726,647
New Beginnings RV Program		\$43,500	\$43,500
Permanent Salaries & Benefits		\$3,143,183	\$3,143,183
Plaza Support & Maintenance		\$902,942	\$902,942
Special Projects		\$200	\$200
Supplies & Services		\$897,812	\$897,812
Utilities	\$219,000	\$115,225	\$334,225
Total Operating Expenses	\$1,945,447	\$7,653,434	\$9,598,881
Capital Program Expenses		\$718,750	\$718,750
Total Expenses	\$1,945,447	\$8,372,184	\$10,317,631

IV. PROJECTED FISCAL YEAR 2023 DOWNTOWN PARKING PROGRAM REVENUES

Revenue	Total
Hourly Revenue	\$6,770,682
Monthly Parking	\$827,622
Commuter Parking	\$213,360
Billed Revenue	\$15,000
Bicycle Parking	\$2,160
Electric Vehicle Charging Fees	\$30,000
Interest Income	\$37,400
Pass-Through	\$773,986
Permit Replacements	\$600
Project Planner Revenue	\$72,023
Rents	\$503,365
Residential Permits	\$96,295
Special Parking	\$13,004
Misc & Insurance Reimbursements	\$11,500
Total Operating Revenues	\$9,366,997
PBIA Assessment	\$900,000
Total Revenue	\$10,266,997

The PBIA assessments, as estimated, will cover approximately 9% of the annual operating expenses for Fiscal Year 2023.

IV. REVENUE CARRYOVERS

No excess PBIA revenues will be carried over from the Fiscal Year 2022 Operating Budget.

V. 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, \$0.56 per \$100 of gross sales.

Group B: Average sale between \$20 and \$100, \$0.29 per \$100 of gross sales.

Group C: Average sale of more than \$100, \$0.16 per \$100 of gross sales.

Group D: Movie theaters only, \$0.16 per \$100 of gross sales.

Group E: Fitness Facilities/Health Clubs, \$0.29 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:

\$0.48* per square foot of usable space.

III. Stock and Bond Brokerage Offices:

\$81.30* per broker.

IV. Transit Facilities and Bus Depots:

\$0.06* 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) - \$0.19* per square foot of usable building space.

Group B: Miscellaneous: \$0.19* 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.