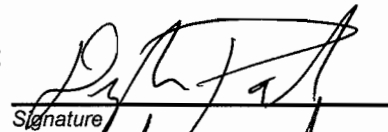


**STAFF REPORT**  
**COUNCIL MEETING DATE**  
**June 13, 2011**

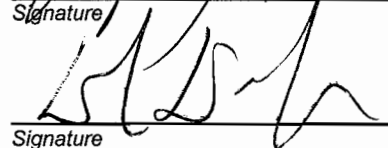
**ITEM FOR COUNCIL CONSIDERATION**

Continuation of the Parking and Business Improvement Area (Assessment District No. 4) for Fiscal Year 2011-12, including a \$15.00 increase in the annual general assessment and application of an annual inflationary adjustment.

Report prepared by: Dylan Paul, Management Analyst

  
Signature

Reviewed by: Dave Durlfing, City Manager

  
Signature

**STAFF RECOMMENDATION**

Action Item  Non-Action Item

1. Accept public testimony concerning the continuation of Parking and Business Improvement Area (Assessment District No. 4) for Fiscal Year 2011-12, to include an increase in the annual general assessment fee, and the addition of an annual inflationary adjustment to the general assessment amount.
2. Continue the matter to public hearing at the regular meeting of June 27, 2011, for final action.

**Motion:** I move to continue this item to June 27, 2011, for public hearing.

**I. BACKGROUND**

On March 28, 2011, by Resolution No. 5302, the City Council ordered a report on the status and projections for the Carpinteria Parking and Business Improvement Area District No. 4 for Fiscal Year 2011-12. On April 25, 2011, by Resolution Nos. 5310 and 5311, the City Council accepted the mandatory annual report and budget and set the matter for a public hearing.

The Parking and Business Improvement Area (PBIA), City Assessment District No. 4, was formed in September 1986 with the adoption of City Ordinance No. 393 pursuant to the California Parking and Business Improvement Area Law of 1979, which has been updated over

time and is now codified as California Streets and Highways Code Section 36500. Parking and Business Improvement Areas are formed to enhance a specific area and increase customer/tourist appeal. This is accomplished through parking improvements, business promotions, marketing studies, and increased public services like restroom and sidewalk cleanings that would not normally be offered by the City. Each year the City Council appointed five member Advisory Board prepares a report and makes recommendations on assessment levels and their related uses.

The district collects fees from two categories:

General Assessment Fees: Apply to all businesses within the district and are used for promotion, maintenance, and revitalization activities within the District.

Special Assessment Fees: Apply only to selected businesses based on their parking shortfalls as specified by the City Zoning Code. The fee is calculated by using a benefit ratio based on a business's proximity to the location of a specific parking improvement and their fair share of the costs not covered by the City. The revenue is used for acquisition, construction, and maintenance of specific sub area parking improvements. Specifically, the City maintains three publicly owned parking lots that are improved through these special assessments. Parking lot three (Sub Area B) is the only special assessment currently active, and is scheduled to be paid off in 2018. Maps of the entire District and Special Assessment Sub Area B are attached in Exhibit B of this report.

## II. DISCUSSION

Over the last 20 years, expenses for maintaining the City's downtown infrastructure have grown considerably, yet the General Assessment fees have remained the same. The Districts ability to provide enhanced services has diminished greatly, so this year the Parking and Business Improvement Area Advisory Board (PBIAAB) recommended a \$15 per business General Assessment increase, elevating the existing \$100 assessment to \$115 per business. This increase will help to insure an enhanced service level is maintained throughout the District. Additionally the PBIAAB recommended that an ongoing annual inflationary increase not to exceed 3% in any given year be attached to the assessment so that future needs will continue to be met.

The annual inflationary index proposed for this assessment is the Consumer Price Index for Urban Wage Earners and Clerical Workers for Los Angeles-Riverside-Orange County, CA. The calculation will be based on a March to March increase evaluation, in accordance with other City fee adjustments. The new General Assessment Fee for FY 2011-12 will be \$115, as shown in the revised PBIAAB budget attached in Exhibit A, and shall be adjusted annually before the regular District statements are mailed.

## III. LEGAL ISSUES

This Public Meeting is held for merchants within the District who wish to make comment on the proposed assessment increases. If written protests are received from the owners of businesses in the proposed area which will pay 50 percent or more of the assessments proposed to be levied, then the existing fee will continue in place and no further action can be taken for a period of one year. All written protest shall contain: The name of the establishment, the owner of the establishment as recorded with the City, the nature of the protest, and a signature and date from the business owner on file with the City. Protests shall be delivered to the City Clerk at or before the fixed time of the Public Hearing on June 27, 2011.

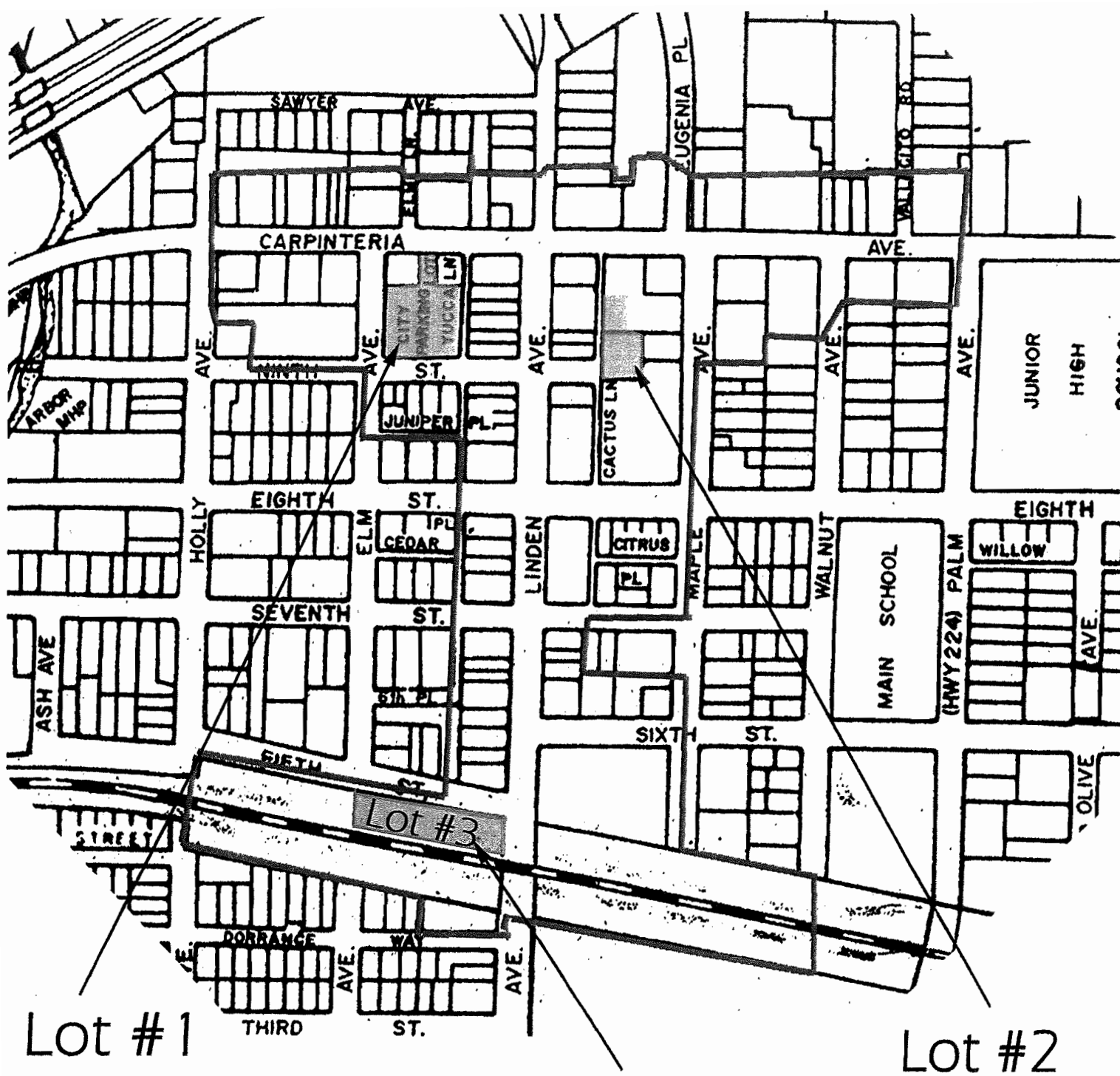
## Exhibit A

**CITY OF CARPINTERIA**  
**Assessment District No. 4**  
**Parking and Business Improvement Area Fund 380**  
**General Business Assessment Budget**  
**FY 2011-2012**

General Assessment                   \$       115.00  
Estimated Revenue 2011-2012       \$       14,950  
Budgeted Expenditures               \$       16,950

| Item Description                                   | Budgeted Amount  | Actual Cost | Revenue          |
|--|------------------|-------------|------------------|
| <b>MARKETING/PROJECT CARPINTERIA 38-45-22-2</b>    |                  |             | <b>\$ 14,251</b> |
| Downtown Events and Activities                     |                  |             |                  |
| Independence Day Activities                        |                  |             |                  |
| Carpinteria Events Company                         | \$ 1,500         |             |                  |
| Halloween Safe Trick or Treat                      |                  |             |                  |
| Fliers and Bags                                    | \$ 566           |             |                  |
| Holiday Spirit Activities                          |                  |             |                  |
| Carpinteria Events Company                         | \$ 1,500         |             |                  |
| Improvements                                       |                  |             |                  |
| Flags and Banners                                  | \$ 2,307         |             |                  |
| Directional/Informational Sinage                   | \$ 834           |             |                  |
| Sidewalks/Restrooms/Repairs                        | \$ 7,544         |             |                  |
| SUB TOTAL  | \$ 14,251        |             |                  |
| <b>DOWNTOWN T PROMOTIONS 38-45-22-8</b>            |                  |             | <b>\$ 700</b>    |
| Advertising Program                                |                  |             |                  |
| Halloween Safe Trick or Treating                   | \$ 305           |             |                  |
| Sponsorships                                       |                  |             |                  |
| Avocado Festival                                   | \$ 345           |             |                  |
| Hospice Light Up a Life Event                      | \$ 50            |             |                  |
| SUB TOTAL  | \$ 700           |             |                  |
| <b>Unaudited Existing Fund Balance (Estimated)</b> |                  |             | <b>\$ 21,179</b> |
| Special Projects - Timed Parking Signs (90min-2hr) | \$ 2,000         |             |                  |
| SUB TOTAL  | \$ 2,000         |             |                  |
| <b>GRAND TOTAL</b>                                 | <b>\$ 16,950</b> |             | <b>\$ 36,129</b> |

## Exhibit B



Carpinteria Parking  
 and Business Improvement  
 District #4  
 District Boundary

