



BOARD OF SUPERVISORS
AGENDA LETTER

Agenda Number:

Clerk of the Board of Supervisors
105 E. Anapamu Street, Suite 407
Santa Barbara, CA 93101
(805) 568-2240

Department Name: County Executive Office
Department No.: 990
For Agenda Of: September 15, 2009
Placement: Set Hearing
Estimated Tme: 15 minutes on 10/06/09
15 minutes on 10/13/09
Continued Item: No
If Yes, date from:
Vote Required: Majority

TO: County of Santa Barbara Board of Supervisors
Redevelopment Agency Board of Directors

FROM: Department John McInnes, Assistant County Executive Officer
Director
Contact Info: David Matson, Assistant Director, Redevelopment Agency (X2068)

SUBJECT: Public Parking Lot Meter Ordinance and Resolution, Isla Vista; 3rd Supervisorial District

County Counsel Concurrence

As to form: Yes

Other Concurrence: Risk Management

As to form: Yes

Auditor-Controller Concurrence

As to form: Yes

Recommended Actions:

That the Board of Supervisors:

A. Set a hearing for October 6, 2009, to:

1. Consider the introduction (first reading) of an ordinance adding Chapter 23E to the Santa Barbara County Code regarding Parking Lot Meters (Attachment A); and
2. Receive report regarding a proposed resolution establishing the downtown Isla Vista parking lot meter fee amounts (Attachment B); and

B. Set hearing for October 13, 2009, to:

1. Consider the adoption (second reading) of an ordinance adding Chapter 23E to the Santa Barbara County Code regarding Parking Lot Meters (Attachment A); and
2. Consider adoption of a resolution establishing the downtown Isla Vista parking lot meter fee amounts (Attachment B); and

That the Redevelopment Agency Board of Directors:

A. Set a hearing for October 6, 2009 to:

1. Receive report regarding authorizing the County to operate a parking program on the Agency's behalf on public parking lots owned by the Redevelopment Agency in the area covered by the Isla Vista Master Plan.

B. Set a hearing for October 13, 2009 to:

1. Authorize the County to operate a parking program on the Agency's behalf on public parking lots owned by the Redevelopment Agency in the area covered by the Isla Vista Master Plan.

Summary Text:

This item is on the agenda to consider an Ordinance establishing timed metered parking for Redevelopment Agency (Agency) or County owned public parking lots in Isla Vista and an accompanying resolution establishing fees for those parking lots. A 45 space parking lot, funded and owned by the Agency, is currently under construction in downtown Isla Vista and is scheduled for completion in late September of 2009. The proposed ordinance and resolution would allow the Agency to operate the parking lot, using a pay-and-display parking meter, and collect revenue for parking lot maintenance and operations. Any additional revenues derived from parking fees would be used to fund bicycle, pedestrian, and transit improvements to further improve safety and mobility in downtown Isla Vista.

The parking lot meter program directly fulfills goals within the Isla Vista Master Plan (IVMP) to increase the supply of parking spaces, prioritize parking for residents and short-term visitors to Isla Vista, and support local business owner efforts to maintain a vibrant downtown commercial district.

Background:

The IVMP, adopted by the Board of Supervisors on August 21, 2007, identifies the supply and availability of parking in downtown Isla Vista as a barrier to redevelopment efforts and suggests several strategies for addressing parking including the construction of parking lots and structures. The IVMP also notes the acquisition of land and construction of parking lots as high priorities for project implementation. Accordingly, to address the parking deficiency in downtown Isla Vista, the Agency purchased land for a public parking lot in August 2008. In June 2009, the Agency began construction of a 45 space parking lot intended to serve Isla Vista residents and visitors to the downtown commercial district. The parking lot is scheduled for completion in late September.

County Code Chapter 23D, adopted in 2004, allows for parking meters, but does not address meters located in off-street parking lots. As such, the proposed ordinance will add Chapter 23E to the County Code authorizing parking lot meter zones and related enforcement activities in the commercial area of Isla Vista. The accompanying proposed resolution will also allow the County to establish and collect a fee for public parking in the metered lot.

A CEQA Addendum to the Isla Vista Master Plan EIR (2007), 03-EIR-08, was filed with the Clerk of the Board on December 3, 2008, for the Isla Vista Parking Lot Project.

Parking Lot Fees: The parking meter fee structure is proposed to complement pay parking on the UCSB campus while prioritizing short-term parking options for residents and visitors to the Isla Vista commercial district. Although UCSB commuters could choose to park in the downtown Isla Vista parking lot, the distance from campus and relative cost of the County lot would mean that most commuters who choose to pay for parking would choose on-campus parking. For comparison, UCSB campus parking fees and other South Coast public parking rates are included in Attachment C.

Table 1: Proposed Fee Structure for Isla Vista Parking Lot		
Public Parking	Time	Hourly Rate
Downtown Isla Vista Parking Lot	1 hour	\$1
	2 hours	\$3
	Daily	\$12

Anticipated Revenue from Parking Fees: Conservative estimates of gross revenue from parking fees is projected at approximately \$24,000 annually. These estimates take into account adjustments for anticipated lower rates of use during the Summer months between July and September. The assumption behind the revenue projections are described in Attachment C. Net revenue, anticipated at \$16,000 annually, will account for operation and maintenance costs as described below. The estimated break-even point where revenues cover full operation and maintenance costs is approximately eighty days of average anticipated use of the parking lot.

Estimated Operations and Maintenance Costs: Parking lot utilities, facility maintenance, and fee collection services will be performed via contract at a cost of approximately \$8,000 annually and paid with revenues from parking fees.

Fiscal and Facilities Impacts:

Budgeted: Yes

Fiscal Analysis:

<u>Funding Sources</u>	<u>Current FY Cost:</u>	<u>Annualized On-going Cost:</u>	<u>Total One-Time Project Cost</u>
Parking Fees	\$ 8,000.00	\$ -	\$ 8,000.00
Total	\$ 8,000.00	\$ -	\$ 8,000.00

Construction of the parking lot project is 100% funded with Redevelopment Agency funds. The cost associated with preparation of the ordinance and resolution was anticipated in the Redevelopment Agency Budget. Ongoing operations and maintenance will be funded by revenues generated by parking lot fees.

Special Instructions:

Please forward a certified copy of the Minute Order, one copy of the signed Ordinance, and one copy of the signed Resolution to the Redevelopment Agency.

Attachments:

- Attachment A – Parking Lot Meter Ordinance
- Attachment B – Resolution For Setting Fees For Parking Lot Meters
- Attachment C – Review of South Coast Public Parking Fees and Proposed Isla Vista Parking Lot Fee

Authored by:

Jeff Lindgren, Redevelopment Manager

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