

PARKING TAX

Continued Revenue Option Discussion

July 13, 2026

July 20, 2026





Parking Tax

- Revenue estimate, \$5M
 - > New taxing structure for Pasadena
 - > Administration
 - Structure likely mimic Transient Occupancy Tax,
 - Gross Receipts structure; % of revenue collected
 - New tax for parking facility operators



General Tax

- Most cities with this tax originated as pre-Prop 13
 - > Recent Parking Taxes include Santa Monica 10-18% (2024), Burbank 12% (2002)
- Rates range from 10% to 25%
 - > Staff would recommend 10% as most common



Common Exemptions for Parking Tax

- Deposits of coin(s) into city owned and operated parking meters
- Residential and hotel parking in excess of 30 consecutive days
- If cost of parking is included in hotel bill and not taxed separately (to avoid stacking TOT and Parking Tax)
 - ✓ Staff recommend language in ordinance that would allow for adoption of exemptions by City Council resolution to allow flexibility to meet community and business needs.



Cities with Parking Tax

City	Rate	Voter Approval	Annual Revenue
Burbank	12%	Initiated in 1995; 2002 by voters	\$5M
Santa Monica	10-18%	Initiated in 1993; 2024 by voters	\$7M
LA City	10%	Initiated in 1990; considered increase but withdrew	\$142M
Oakland	20%; monthly (10% GF and 10% dedicated to Violence Prevention)	Initiated in 1992; Amended in 2014 and 2024 by voters (parcel tax included in measure)	\$12M



Cities with Parking Tax

City	Rate	Voter Approval	Annual Revenue
San Francisco	25%	Initiated in 1972; Amended in 1980 by voters	\$88M
Berkeley	10%	Initiated in 1978	\$1.6M
Inglewood	10%	Initiated in 1973	\$7M
Ontario	12.5%	Initiated in 1984	\$5M