

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: KIM NADEAU, PARKING MANAGER  
FINANCE DEPARTMENT  
SUBJECT: PROGRESSIVE PARKING STUDY SESSION

AGENDA ACTION: NONE

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RECOMMENDATION

It is recommended by the Finance Department that the Council review this progressive parking study session.

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EXECUTIVE SUMMARY

The purpose of this study session is to provide a review of the parking program since progressive parking strategies were implemented in January 2018.

BACKGROUND

Since 2017, the City has implemented a variety of demand-based parking fee structures to improve access to high demand parking spaces and to encourage the use of underutilized parking facilities. The most significant change was establishing two parking meter rate areas in January 2018:

- The Premium Zone –highest demand metered spaces in the core of downtown.
  - o \$1.50/hour
  - o 3 hour time limit
  - o Operating hours of 10 am to 8 pm.
- The Value Zone – less utilized metered spaces in the periphery of downtown.
  - o \$1/hour
  - o 4 to 8 hour time limits
  - o Operating hours of 10 am to 6 pm

In addition to the meter changes, in November 2017, the First Street and Seventh Street garages began offering the first hour free, and an hourly rate reduction to \$0.50/hour. And in August 2019, the 5<sup>th</sup> Street and D Street garages began offering free parking on Sundays.

## PROGRESSIVE PARKING STUDY SESSION

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### PRIOR CITY COUNCIL REVIEW

On June 6, 2017, the City Council amended Sections 11-08.060 and various sections of Chapter 11-24 Parking – Metered and Unmetered Locations of the Santa Rosa City Code and adopted a Schedule of Parking User Fees to implement best practices for managing parking.

On March 14, 2017, the City Council conducted a Study Session to review findings and recommendations of the study completed by Nelson/Nygaard Consulting Associates, Inc. regarding progressive parking strategies and a Railroad Square parking management plan.

On May 10, 2016, the City awarded a contract to Nelson/Nygaard Consulting Associates, Inc. to develop a parking management plan for Railroad Square and progressive parking strategies for the entire downtown area.

On October 27, 2015, the City Council conducted a study session to provide an overview of the City's parking program and provide an update on the status of Council Goals related to parking.

On August 11, 2009, the City Council and Planning Commission, received a presentation from Donald Shoup, PhD, regarding his research on parking policies and progressive parking theory. Progressive parking strategies focus on pricing strategies to manage parking occupancy and improve parking accessibility, with a goal of setting the lowest parking rate to achieve 85% peak occupancy per block.

### ANALYSIS

In June 2017, the City Council authorized the Chief Financial Officer to adjust parking meter fees to achieve a targeted parking meter occupancy rate of 85%, or one empty space per block. The rates may be changed by no more than \$0.25 per hour (up or down) and no more frequently than every six months. Since the initial implementation of the Premium and Value parking meter rate areas in January 2018, there have been no further changes to the parking meter rate structure.

Parking meter occupancy data shows that peak occupancy in the Premium area continues to exceed 85% during the lunch and dinner hours. Value area occupancy peaks at around 70%, indicating that space is available in this area.

Parking demand in the garages has remained flat overall, although there has been a shift in utilization. The First Street and Seventh Street garages have seen an increase in use since the implementation of the first hour free and reduced hourly rate of \$0.50/hour; while there has been a reduction in daily parkers at the other three garages.

### FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund or the Parking Fund.

ENVIRONMENTAL IMPACT

The Council finds that the proposed action is exempt from the provisions of the California Environmental Quality Act (CEQA) under section 15061(b)(3) and 15378 in that there is no possibility that the implementation of this action may have significant effects on the environment, and that no further environmental review is required.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable

NOTIFICATION

Not applicable

ATTACHMENTS

Not applicable

CONTACT

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