

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: KIM NADEAU, PARKING MANAGER
KEVIN BUCHANAN, ADMINISTRATIVE ANALYST
FINANCE DEPARTMENT

SUBJECT: ADOPTION OF REVISED SCHEDULE OF PARKING USER
FEES, ADDING DISCOUNT TRANSIT COMMUTER PARKING
PERMIT FEE

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Finance Department that the Council, by resolution, adopt the revised Schedule of Parking User Fees, adding a discounted monthly transit commuter parking permit fee, effective February 1, 2019.

EXECUTIVE SUMMARY

This item encourages the use of public transportation by offering commuters who utilize public transportation a discounted parking permit in Garage 12, adjacent to the transit mall, and advances City Council's goal to Promote Environmental Sustainability.

BACKGROUND

In preparation for the start of SMART rail service in 2017, the City Council directed staff to implement a pilot shuttle service to provide a connection between the Santa Rosa Downtown SMART station and parking garages in the downtown area. The shuttle service was implemented on December 13, 2017 and will be discontinued effective March 1, 2019 due to poor utilization. The discounted Transit Commuter Parking Permit incentivizes parking for commuters using public transportation, including the SMART train, with regular bus connections between the Transit Mall (located next to Garage 12) and the downtown SMART platform.

DISCOUNT COMMUTER PARKING PERMIT

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PRIOR CITY COUNCIL REVIEW

On November 27, 2018, the City Council approved suspension of ParkSMART shuttle service effective March 1, 2019 and directed staff to develop pilot Transportation Demand Management (TDM) strategies strengthening the link between Railroad Square, the Downtown SMART station, and the Downtown area.

ANALYSIS

This item will implement a TDM strategy that serves to encourage the use of public transportation by providing discounted parking permits for commuters parking at Garage 12, located at 555 1st Street, adjacent to the Transit Mall. Fifty permits will be made available for \$31/month, which is a 50% discount from the regular \$62/month permit rate. There are currently 212 permits available at Garage 12. Garage 12 has the capacity to offer the discounted permits without impacting other parkers using the facility.

Parkers may qualify for the discounted permit by providing a current monthly bus pass from CityBus, or Sonoma County Transit, or submitting a Clipper card activity report that shows at least \$25 per month in transit use.

CityBus offers regular connections to the downtown SMART platform every 15 minutes from the Transit Mall. Currently, transfers within a 2-hour period from SMART to CityBus are free when using the Clipper Card, allowing SMART riders to travel into Downtown at no additional cost. On the return trip, if a rider pays for their CityBus ride with a Clipper Card, they receive a \$1.50 credit toward their SMART fare.

FISCAL IMPACT

Approval of this action does not have a fiscal impact on the General Fund. The Parking Fund may see an increase in revenue from new sales of the commuter permit.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A – Schedule of Parking User Fees

CONTACT

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