



Contract Award - City of Santa Rosa Railroad Square Parking Management Plan and Progressive Parking Strategies

City Council Meeting
May 10, 2016

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Chief Financial Officer, Finance Department

CURRENT

- The City of Santa Rosa seeks to develop a parking management plan for the Railroad Square.
- Make recommendations on progressive parking strategies to effectively manage existing public parking in the downtown (Railroad Square and Central Parking District).

CURRENT (Continued)

- The objectives: to analyze the City's current public and private parking utilization and design.
- Explore future parking needs
- Propose parking policies and management options that are sustainable and fiscally responsible to maximize parking supply.

PROPOSED

- Nelson/Nygaard Consulting Associates, Inc. offers excellent qualifications and experience in performing this service.
- Responded with a clear and concise understanding of scope of work and implementation plan.
- Positive references.

BENEFIT

- The result of this contract will identify areas of improvement and implementation of a parking plan and strategies.
- To maximize access to parking.
- Foster a vibrant downtown, improve the user experience and encourage economic development.

RECOMMENDATION

- It is recommended by the Finance Department, that the Council, by motion, approve contract award for City of Santa Rosa Railroad Square parking management plan and progressive parking strategy consulting services with Nelson/Nygaard Consulting Associates, Inc., San Francisco, CA in the total amount not to exceed \$131,355.

QUESTIONS?