

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: DEBORAH LAUCHNER, CHIEF FINANCIAL OFFICER, FINANCE  
DEPARTMENT  
KIM NADEAU, PARKING MANAGER, FINANCE DEPARTMENT  
SUBJECT: PROGRESSIVE PARKING STRATEGIES AND RAILROAD SQUARE  
PARKING MANAGEMENT PLAN STUDY SESSION

AGENDA ACTION: NONE

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RECOMMENDATION

It is recommended by the Finance Department that the Council hold a Study Session discussing Progressive Parking Strategies and a Railroad Square Parking Management Plan. This item is for information only and no action will be taken.

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EXECUTIVE SUMMARY

The purpose of this Study Session is to provide an overview of the study completed by Nelson/Nygaard Consulting Associates, Inc., transportation and planning consultants, providing information and recommendations on progressive parking strategies and a Railroad Square Parking Management Plan.

BACKGROUND

The City Council requested that progressive parking strategies be contemplated in their 2015-2017 City Council Goals; Goal 1.3 Create a Strong, Sustainable Economic Base – Implement Parking District Economic Development Initiatives: Determine stakeholder acceptance for Progressive Parking Policies. In addition, the Council has expressed interest in preparing for the start of the SMART train service to Santa Rosa. The proposed Railroad Square Parking Management Plan addresses potential SMART demands along with other future development projects that may impact parking in the area.

PRIOR CITY COUNCIL REVIEW

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

The City's primary goals for this service are:

## PROGRESSIVE PARKING STRATEGIES

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- Analyze existing public and private parking supply along with the existing parking utilization patterns and demand (utilizing existing Parking Analysis data)
- Forecast future parking supply and demand after the completion of the SMART train station
- Recommend parking policies, pricing and management options to most effectively utilize available parking
- Suggest options to provide and fund additional parking
- Survey key neighborhoods and possibly comparable sized municipalities for input
- Facilitate community meetings
- Present findings at City Council meetings
- Generate a high quality and practical plan that will successfully guide the City in implementing best practices to maximize its parking supply and result in an easy and convenient parking experience for the residents and visitors in Santa Rosa

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

On May 17, 2011, the City Council conducted a study session to review the Parking District and its policies.

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% occupancy per block.

### FISCAL IMPACT

There are no fiscal impacts from holding a Study Session.

### 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

On February 7, 2017, a review of the progressive parking strategies and Railroad Square parking plan findings was presented to the Downtown subcommittee.

### NOTIFICATION

Not applicable.

ATTACHMENTS

- Attachment 1 - Railroad Square Parking Management and Progressive Parking Report

CONTACT

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