

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: KIM NADEAU, PARKING MANAGER
FINANCE DEPARTMENT
SUBJECT: REVISED SCHEDULE OF PARKING USER FEES TO ADD NON-RESERVED PERMIT FEE FOR 3RD STREET GARAGE

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Finance Department that the Council, by resolution, adopt a revised Schedule of Parking User Fees, effective October 1, 2021, to add a non-reserved permit fee of \$120 per month for the 3rd Street Garage, located at 625 3rd Street.

EXECUTIVE SUMMARY

This item recommends revising the Schedule of Parking User Fees to add a non-reserved permit fee of \$120 per month for the 3rd Street Garage, located at 625 3rd Street.

BACKGROUND

The City operates five public parking garages. Four of the five garages offer non-reserved monthly parking permits at Council approved fees. The 3rd Street garage has historically offered only reserved monthly parking permits and does not have a fee for non-reserved permits. In order to offer non-reserved permits in the 3rd Street garage, a Council approved non-reserved monthly permit fee is required.

PRIOR CITY COUNCIL REVIEW

Not applicable.

ANALYSIS

The 3rd Street garage, located at 625 3rd Street, has 195 parking spaces. Historically this garage has offered 35 reserved parking permits, leaving 160 spaces available for visitors. The reserved permit fee is \$160 per month. The hourly parking fee is \$1 per

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hour. The Council has approved the first hour free at this garage through December 31, 2021. Staff recommends the non-reserved permit rate of \$120 per month based on the higher demand for permits at this location. The D Street garage (next closest to the 3rd Street garage) offers a non-reserved permit rate of \$95 per month. The demand for parking at the D Street garage is much lower and does not have a waiting list. The 3rd Street garage has not offered non-reserved permits because of the small size of the garage and its convenient proximity to downtown which draws many daily parkers. Since COVID the level of parking activity has significantly dropped.

3RD STREET GARAGE DAILY PARKING TRANSACTIONS

FY 2017/18	FY 2018/19	FY 2019/20	FY 2020/21
141,119	135,249	80,714	54,672

Given the reduced demand for transient daily parking, staff recommends offering non-reserved permits in the 3rd Street garage which has a waiting list for permit parking. Staff proposes adding 40 non-reserved permits, which will leave at least 120 parking spaces available to the general public for daily visitor parking. In addition, ample daily parking is available at the 1st Street and D Street garages.

Adopting the revised Schedule of Parking User Fees will not alter or change Council's previously approved Addendum 3, Reduced Parking Fee Schedule Effective July 1, 2021 – December 31, 2021.

FISCAL IMPACT

Adoption of the new non-reserved permit fee of \$120 per month at the 3rd Street garage for 40 non-reserved permits will result in annual revenue of \$57,600 to the Parking Fund. Approval of this action does not have a fiscal impact on the General Fund.

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 Guidelines Section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable

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PERMIT FEE FOR 3RD STREET GARAGE
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NOTIFICATION

Not applicable

ATTACHMENTS

- Resolution/Exhibit A-Schedule of Parking User Fees

CONTACT

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