

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: RAISSA DE LA ROSA, ECONOMIC DEVELOPMENT AND  
MARKETING COORDINATOR  
PLANNING AND ECONOMIC DEVELOPMENT

SUBJECT: TEMPORARY WAIVER OF PARKING FEES IN SPECIFIC AREAS  
FOR THE 2016 AMGEN TOUR OF CALIFORNIA AND THE  
LUTHER BURBANK ROSE PARADE

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Planning and Economic Development Department that the Council, by resolution, authorize the temporary waiver of parking fees, including fees imposed pursuant to City Code sections 11-24.030, 11-24.040, 11-24.050, and 11-24.100, in the Central Parking District on Friday, May 20 and Saturday, May 21, 2016, specifically between Brookwood Avenue, B Street, Seventh Street, and Sonoma Avenue, and including parking garages 5 and 9, and surface lots 2, 7, and 11 for the Luther Burbank Rose Parade and the Amgen Tour of California.

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EXECUTIVE SUMMARY

On Saturday, May 21, 2016, the City will host the joint production of the 11<sup>th</sup> annual Amgen Tour of California and the 122<sup>nd</sup> Luther Burbank Rose Parade. The production of these events will have a substantial impact on public access to metered parking, parking lots, and Garages 5 and 9 within the Central Parking District. The Local Organizing Committee is seeking the temporary waiver of parking fees, including fees imposed pursuant to City Code sections 11-24.030, 11-24.040, 11-24.050, and 11-24.100, in the Central Parking District on Friday, May 20 and Saturday, May 21, 2016, in the areas affected by the Luther Burbank Rose Parade and the Amgen Tour of California.

BACKGROUND

May 21, 2016, will mark the 11th annual Amgen Tour of California (ATOC) and the eighth time Santa Rosa has hosted the professional UCI sanctioned cycling race. Additionally, this dates marks the Luther Burbank Rose Parade's (Parade) 122<sup>nd</sup> year. In previous years City Council has authorized the waiving of parking enforcement and

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fees for parking in the five downtown garages as well as street meters within the Central Parking District for the parade. For the 2016 event date the joint ATOC and Parade planning committee is asking for enforcement and fees to be waived for street meters within the area surrounded by Brookwood Avenue, Sonoma Avenue, B Street, and Seventh Street, and for the surface parking lots 2, 7, and 11, and finally for the parking garages 5 and 9. Garage 12 is free to the public every weekend and is not subject to needing this special dispensation (see Exhibit A – parking and road closure map).

PRIOR CITY COUNCIL REVIEW

In May in the years of 1998, 1999, 2000, and 2001, City Council authorized Resolutions 23488, 23970, 24390, and 24811 implementing free parking in the downtown parking district, including no enforcement of parking meters, and free parking in the five downtown garages.

ANALYSIS

Both the Amgen Tour of California and the Luther Burbank Rose Parade require a number of streets in the downtown core to be closed and inaccessible to cars and parking. These closures make access to the City's public parking structures on D Street and on Third Street (Garages 5 and 9) inaccessible. Furthermore, access to surface lots 2, 7, and 11, and certain streets with meters are either inaccessible or are being used for event purposes as to be unusable by the general public.

ATOC is a City produced event that requires a collaborative approach and interdepartmental commitment to achieve success and cost effectiveness. The race has proven to have a substantial economic benefit over the seven years Santa Rosa has hosted the event. The 2016 economic impact based conservatively on contracted needs is estimated to be approximately \$1.2 million. This is consistent and within the range of past economic impact analyses for similar single day stages of the race hosted in Santa Rosa. The highest conservatively estimated impact of \$6.6 million occurred in 2012 when Santa Rosa hosted the ATOC Overall Start. Between 2006 and 2013, the first and last years the race has come to Santa Rosa, the total conservatively estimated economic benefit of the race is \$25 million.

FISCAL IMPACT

Approval of this resolution affects only the Central Parking District, but does not have a fiscal impact on the General Fund. The fiscal impact to the Central Parking District is estimated as follows:

Friday:	38 metered spaces @ \$12/space = \$456.00
Saturday:	1,025 metered spaces @ \$12/space = \$12,300.00
	552 garage spaces @ \$8/space = \$4,416.00

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Total impact to Parking Fund = \$17,172.00

These numbers are based on the road closures and parking requests submitted to the Parking Division.

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

- Attachment 1 – Parking and Road Closure Map
- Resolution

CONTACT

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