

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: KIM NADEAU, PARKING MANAGER
FINANCE DEPARTMENT
SUBJECT: HOLIDAY SHOPPING FREE WEEKEND GARAGE PARKING

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Finance Department that the Council, by resolution, approve free parking in the five public garages on Saturdays and Sundays from December 7, 2019 through December 29, 2019.

EXECUTIVE SUMMARY

This item advances the Council Goal to foster a strong downtown and overall economic development of the community through improved access to parking spaces and maximized use of the parking inventory to promote economic vitality in the downtown.

BACKGROUND

The City has received a request from the Downtown Action Organization requesting free parking in the City's five public garages on the weekends, during the holiday shopping season, to promote retail activity in the downtown.

PRIOR CITY COUNCIL REVIEW

On November 19, 2019, the City Council approved free parking in the five public parking garages for Small Business Saturday on November 30, 2019. The Council also provided direction to staff to change metered parking hours to 9 a.m. to 6 p.m. as soon as it is possible to change the signage. There was a request at the same time to return to Council with a resolution to provide free holiday parking in the garages on the weekends through the holiday shopping season.

On August 6, 2019, the Council approved free parking on metered parking holidays in all five public garages and approved free parking on Sundays in the 5th Street Garage and the D Street garage.

On November 13, 2018, the Council approved free parking in the five public parking garages between 6 p.m. and 8 p.m. Monday through Friday, and on Saturdays and Sundays between November 23, 2018 and December 31, 2018.

ANALYSIS

Offering free parking in the garages on the weekends is intended to encourage parkers to utilize the garages, which often have capacity to park more vehicles during this time frame, freeing up high demand, on-street metered spaces with greater turnover and easier access for patrons visiting downtown.

To enable the success of this seasonal effort and to further highlight the downtown area as a viable option to on-line and mall shopping, the City's Economic Development Division, Santa Rosa Metro Chamber and the Downtown Action Organization will coordinate their various marketing platforms to promote the holiday shopping parking program.

FISCAL IMPACT

Approval of this resolution is estimated to result in a revenue decrease to the Parking Fund of about \$20,000, from December 7, 2019 through December 29, 2019. Approval of this action does not have a fiscal impact on the General Fund.

ENVIRONMENTAL IMPACT

The Council finds that the proposed action is exempt from the provisions of the California Environmental Quality Act (CEQA) under section 15061(b)(3) and 15378 in that there is no possibility that the implementation of this action may have significant effects on the environment, and that no further environmental review is required.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

None

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution

CONTACT

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