

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: RAISSA DE LA ROSA, ECONOMIC DEVELOPMENT MANAGER  
PLANNING AND ECONOMIC DEVELOPMENT DEPARTMENT  
KIM NADEAU, PARKING MANAGER  
FINANCE DEPARTMENT

SUBJECT: HOLIDAY SHOPPING GARAGE USER FEE REDUCTION

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Planning and Economic Development Department and the Finance Department that the Council, by resolution, approve free parking in the five public garages between the hours of 6:00 p.m. and 8:00 p.m. from November 23, 2018 through December 31, 2018.

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EXECUTIVE SUMMARY

This item advances the Council Goal to foster a strong downtown and overall economic development of the community through the recommendation to implement progressive parking strategies designed to improve access to parking spaces and maximize 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 in the evening, during the holiday shopping season, to promote retail activity in the downtown.

In August 2017, the City Council approved implementation of progressive parking strategies to be effective January 1, 2018. Part of those strategies included shifting the hours of metered parking from 8:00 a.m.–6:00 p.m. to 10:00 a.m.–8:00 p.m. in the high demand core (Premium Zone) of downtown to improve turnover and access to parking to support downtown businesses. The more vehicles turnover at the curb, the more customers are provided easy access to the businesses adjacent to the curb to shop and dine, which spurs downtown economic vitality. The strategies are also designed to encourage and change habits regarding long term parking in off-street facilities by

offering longer time limits and lower hourly rates in garages and lots with parking capacity.

### PRIOR CITY COUNCIL REVIEW

On November 14, 2017, the City Council approved making the first hour free in Garages 1 and 12 and lowering the hourly rate thereafter to \$0.50 per hour, effective November 24, 2017.

On August 8, 2017, the City Council approved a Schedule of Parking User Fees, to be effective January 1, 2018, based on recommendations from the parking study completed by Nelson/Nygaard Consulting Associates, Inc. regarding progressive parking strategies.

On June 6, 2017, the City Council approved implementation of progressive parking strategies to be effective January 1, 2018.

On March 14, 2017, the City Council conducted a Study Session to review findings and recommendations of the study completed by Nelson/Nygaard Consulting Associates, Inc. regarding progressive parking strategies and a Railroad Square parking management plan.

### ANALYSIS

The City implemented progressive parking strategies effective January 1, 2018 to improve access to parking in the highest demand areas, provide more price options for parking patrons, more effectively distribute parking throughout all of the parking facilities, reduce congestion and circling for parking, and reduce greenhouse gas emissions. The overarching goal is to set parking prices at the lowest rate to achieve 85% occupancy (or one empty space per block) during peak hours in high demand areas.

Occupancy in the garages is typically highest during the day, between 8:00 a.m. and 6:00 p.m. Offering free parking in the garages from 6:00 p.m. to 8:00 p.m. will encourage parkers to utilize the garages, which 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.

Based on feedback from downtown business and property owners, and occupancy data that shows occupancy continues to be high in the Premium area at peak times (noon and 6:00 p.m.) it is recommended that free parking be offered in the five public garages between 6:00 p.m. and 8:00 p.m. Offering free parking during this time frame is consistent with the progressive parking methodology of lowering the rates where occupancy is below 70% and encouraging parkers to use off-street parking which has less demand than on-street parking in the evening hours.

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 \$25,000, from November 23, 2018 through December 31, 2018. 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 Guideline section 15378.

#### BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

None

#### NOTIFICATION

Not applicable.

#### ATTACHMENTS

- Resolution

#### CONTACT

Raissa De La Rosa, Economic Development Manager, Planning and Economic Development Department, 707-543-3059  
Kim Nadeau, Parking Manager, Finance Department, [knadeau@srcity.org](mailto:knadeau@srcity.org), 707-543-3464