

From: [Santa Rosa](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] Parking Incentives
Date: Friday, June 18, 2021 2:59:57 PM

As a small business with several employees that all work here downtown, we would very much like to see all parking incentives to continue through at least the end of year. We would be open to making a parking pass available to all downtown employees. It only seems fair, since we are the draw to the downtown area and making us pay for parking seems more like a punishment than a service.

Thank you.

On behalf of all of Savory Spice Shop employees,

Ian Weiss
Santa Rosa Store, Shop Manager
Savory Spice, LLC
317 D Street | Santa Rosa, CA 95404
707-284-1310
www.savoryspiceshop.com/santarosa



From: [Stevan Stankovich](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] Downtown Parking
Date: Friday, June 18, 2021 3:50:00 PM

Hello City Council,

As a Downtown property owner hosting many businesses and as a citizen of Santa Rosa, I would strongly urge city council to continue all current parking incentives through the end of the calendar year to show your support of the ongoing economic recovery of businesses Downtown. The mall will be continuing free parking through at least the remainder of the year to help our businesses. We would urge the city to do the same to help businesses and property owners around downtown rebound from the hardship the covid restrictions have put on many of our businesses.

Sincerely,

Stevan Stankovich
Area General Manager
Santa Rosa Plaza &
Petaluma Village Premium Outlets



1071 Santa Rosa Plaza
Santa Rosa, CA 95401
T 707.575.0115 M 703.220.8197
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stevan.stankovich@simon.com

SIMON.COM

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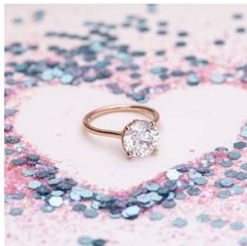
From: [Ame](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] Parking
Date: Saturday, June 19, 2021 4:55:27 PM

Santa Rosa City Council and Team~

We own 2 businesses in Downtown Santa Rosa which are directly impacted by parking decisions. One is E.R. Sawyer Jewelers, that has been downtown for 142 years and counting, and The Store Next Door that opened the day after Thanksgiving 2020. The feedback from our clients has clearly been in favor of the “free hour parking” and “weekends free”. It is bringing them downtown when many of them have stated that they either haven’t been downtown in forever or don’t come downtown because of the parking. We have personally noticed that the “free after 5pm” has really filled the garages with people eating and drinking downtown, which is great for everyone!

We are completely in favor of keeping the parking incentives as they are through the end of the year to support Summer shopping and eating, as well as for the upcoming holidays.

Sincerely – Ame and Doug Van Dyke



EST. 1879
E.R. SAWYER JEWELERS
the i love you store
DOWNTOWN SANTA ROSA | MAIN STREET SAINT HELENA

AME VAN DYKE
OWNER AND
DIRECTOR OF COMMUNITY SERVICE
638 4TH STREET
SANTA ROSA, CA 95404
PH. 707.546.0372
1343 MAIN STREET
SAINT HELENA, CA 95474
PH. 707.963.0239

From: [Gray Rollin](#)
To: [City Council Public Comments](#)
Subject: [EXTERNAL] Downtown parking
Date: Monday, June 21, 2021 11:42:08 AM

My name is Gray Rolin the owner of Belly left kitchen on fourth Street in Santa Rosa. I think drawing people to downtown and utilizing all our parking structures is a must. Whatever it takes to bring people downtown and direct them to the giant parking structures that we have all over the city. 90% of people that I talk to are very intimidated by these parking structures and parking rules in Santa Rosa. Santa Rosa has been through a lot in the last six years and the more people we can draw to downtown businesses will help everyone. So many people tell me the reason why they go to Petaluma, Cotati, Windsor, RFP ect is because there's free parking and they're tired of getting tickets and spending so much on parking. This has been a major red flag for the city for so long. I truly understand why so many Northbay residents don't come downtown or go to other cities but Santa Rosa. Santa Rosa is the largest city in Sonoma County we need to be the forefront the leaders of the area around us. When it comes to parking we need to do the complete opposite of what we've been doing and think outside the box . Let's let the business visitors win. I hope this email finds you well.

Gray / Belly

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Gray B Rollin
Owner of Left Coast Kitchen and Tap Room
Linkin Park Personal Chef

From: noreply@granicusideas.com
To: [City Council Public Comments](#)
Subject: [EXTERNAL] New eComment for City Council
Date: Monday, June 21, 2021 12:26:38 PM

[SpeakUp](#)

New eComment for City Council

Cadance Hinkle Allinson submitted a new eComment.

Meeting: City Council

Item: *14.2 REPORT - COVID-19 RELATED PARKING USER FEE REDUCTIONS

BACKGROUND: As part of the State's response to address the global COVID-19 outbreak, Governor Gavin Newsom declared a State of Emergency on March 4, 2020 to formalize emergency actions across multiple state agencies and departments. The declaration required all residents within the State to immediately heed the State public health directives and shelter at their place of residence except as needed to maintain continuity of operations of the federal critical infrastructure sectors. Since March 2020, the County of Sonoma Health Officer has issued a series of health orders that in part limit business operations. This has resulted in reduced indoor operations, a collapse in revenue streams and reduced workforce hours. On April 14, 2020, the City suspended parking fees. On June 16, 2020, the City Council approved resumption of paid parking and a variety of parking fee reductions and waivers intended to encourage activity and support the downtown economy. Specific waivers were implemented to remove the meter reservation fees associated with the placement of outdoor seating or parklets within existing areas designed as paid street parking. Council extended most of the parking fee reductions on December 15, 2020 to the earlier date of June 30, 2021 or when the County reaches the Yellow Tier of the State's COVID-19 restriction levels, whichever comes first. On April 27, 2021, Council approved extending the fee reductions to June 30, 2021, regardless of when the Yellow Tier was achieved. RECOMMENDATION: It is recommended by the Finance Department that the Council: 1) by motion, find good cause, under the Early Agenda Policy and the Open Government Ordinance, to consider this item, notwithstanding that the item did not appear on the preliminary agenda; and 2) by resolution, authorize an extension through December 31, 2021 of (a) the first hour free at the 3rd Street, 5th Street and D Street garages through December 31, 2021 (first hour is already free at the 1st and 7th Street garages), (b) one free metered parking session using the Passport mobile payment application, up to \$3.15 in value, to a maximum of \$31,500.00 since inception on July 1, 2020, and (c) A waiver of meter reservation fees for temporary parklets, outdoor seating and retail to expand business footprint to meet physical distancing requirements related to the COVID-19 health order.

eComment: On behalf of business owners in the Downtown area, the Downtown Action Organization expresses sincere gratitude for the work that Kim Nadeau and the Parking District

have done over the past year to support businesses. While we appreciate the willingness to continue the first hour free in City garages, we urge council to keep all the current garage parking incentives in place through the end of the year: free parking after 5pm, free first hour of parking and free weekends. These have been instrumental to businesses that continue to operate under very challenging circumstances. Many Downtown businesses will need much more time to recover financially from the losses they have sustained. These parking incentives have been very helpful to begin bringing the community out again and to encourage residents to come Downtown to shop and dine. For those who have been able to keep their doors open over the past year, the last two quarters of 2021 will be critical for their survival. An extension of the garage parking incentives through December 31, 2021 will show support for small businesses and the community as recovery continues. Thank you, Natalie Balfour Chair, Downtown Action Organization

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From: [California Luggage](#)
To: [City Council Public Comments](#)
Cc: [Cadance H. Allinson](#)
Subject: [EXTERNAL] Please Extend garage incentives
Date: Monday, June 21, 2021 2:06:10 PM

Dear Mayor Rogers and Council Members -

I'm respectfully requesting that Council extend the garage parking incentives to the end of the year, that were generously put in place last year by Council, and Kim at the Parking District. The three incentives, (first hour free, free after 5pm, and free on weekends) were an attempt to mitigate the desperate times faced by all of us last year. As the business community starts to emerge from those challenges, it's important to note that the recovery has only just started; established businesses that somehow survived are just beginning to see customers return. And brand new businesses and restaurants are facing not only the usual challenges of establishing themselves, but are starting up when our visitorship (and employee base) is still is still climbing out of a deep hole. It would be a huge benefit to our downtown to continue these garage incentives through the holidays; more than ever, new businesses and old, all need the upcoming season to be as successful as possible. Additionally, another 6 months of promoting downtown garage use can continue to help establish good parking habits for our visitors- more important than ever with the decreased street parking due to our popular parklets. While we all recognize the need for our Parking District to remain healthy, continuing the garage incentives for just another 6 months would be a boost to our recovery just when we need it, as well as an important welcome sign to our visitors. It might also help promote and ease in the new operating equipment that is currently being changed out in our garages.

Than you for your consideration!

Sincerely,
Bernie Schwartz
California Luggage

Sent from my iPhone

From: [Michael Hyman](#)
To: [Rogers, Chris](#)
Cc: [City Council Public Comments](#)
Subject: [EXTERNAL] Extended Free Parking for Downtown
Date: Monday, June 21, 2021 3:18:21 PM
Attachments: [image001.png](#)

Hi Mayor Rogers,

I am emailing you today in support of extending the incentives regarding parking in the downtown in order to help the retailers and the many restaurants that have struggled through the pandemic, fires, protest, (insert other disruptions). Business owners have had a very difficult time over the last few years, so whatever the city can do to help them would be much appreciated. Downtown businesses as you know, are at somewhat of a disadvantage in that customers are charged for parking while other shopping centers do not charge.

I am asking that you continue through the end of the year the incentives offered in the parking garages which include free parking after 5pm, free first hour of parking and free weekends.

I thank you so much for your consideration,

Michael Hyman, Parking DAO



**“Getting Insurance Right...
Because it Matters”**



Michael Hyman

Vice President

Independent Insurance Broker

Fulcrum Point Insurance & Bonding Agency, Inc

O: 707-800-6054 x1

C: 707-484-0067

License#: 0K55482

509 1/2 4th Street

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