

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: DEBORAH LAUCHNER, CHIEF FINANCIAL OFFICER, FINANCE
DEPARTMENT
KIM NADEAU, PARKING MANAGER, FINANCE DEPARTMENT
SUBJECT: GARAGE 1 AND GARAGE 12 HOURLY USER FEE REDUCTION
EFFECTIVE DATE CHANGE

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Finance Department that the Council, by resolution, approve a November 24, 2017, effective date for the Garage 1 and Garage 12 hourly rate change.

EXECUTIVE SUMMARY

This item advances Council Goal 1.3 – Implement Parking District Economic Development Initiatives with recommendations to implement progressive parking strategies designed to improve access to parking spaces and maximize use of the parking inventory to promote economic growth in the downtown.

BACKGROUND

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

PRIOR CITY COUNCIL REVIEW

On June 6, 2017, the City Council approved implementation of progressive parking strategies to be effective January 8, 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.

PARKING USER FEES EFFECTIVE DATE

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On May 10, 2016, the City awarded a contract to Nelson/Nygaard Consulting Associates, Inc. to develop a parking management plan for Railroad Square and progressive parking strategies for the entire downtown area.

ANALYSIS

This resolution proposes Garage 1 (521 7th Street) and Garage 12 (555 1st Street) hourly rate reductions, that were approved by Council to go into effect on January 1, 2018, go into effect earlier on November 24, 2017. This rate change will provide the first hour of parking free at these two garages, and will lower the hourly rate thereafter to \$0.50 per hour (from the current \$0.75 per hour). Approval of the effective date change will support the downtown during the holiday shopping season and further the progressive parking strategy goals of improving access to parking.

FISCAL IMPACT

Approval of this resolution is estimated to result in a revenue decrease to the Parking Fund of about \$7,000, from November 24, 2017, through December 31, 2017. 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/Exhibit A Schedule of Parking User Fees

CONTACT

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