



# PROGRESSIVE PARKING

City Council Meeting  
June 6, 2017

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# What is Progressive Parking?



# PURPOSE

- Improve parking accessibility in high demand areas
- Maximize use of existing parking supply
- Reduce spillover into neighboring residential areas
- Support Santa Rosa's economic vitality
- Reduce congestion, GHG emissions

# PROCESS

- Extensive public outreach:
  - Stakeholder meetings
  - Public meetings
  - Wednesday Night Market
  - Community Advisory Board
  - Intercept and on-line surveys
- Review existing conditions
- Project future demand in Railroad Square
- Review best practices



# FINDINGS

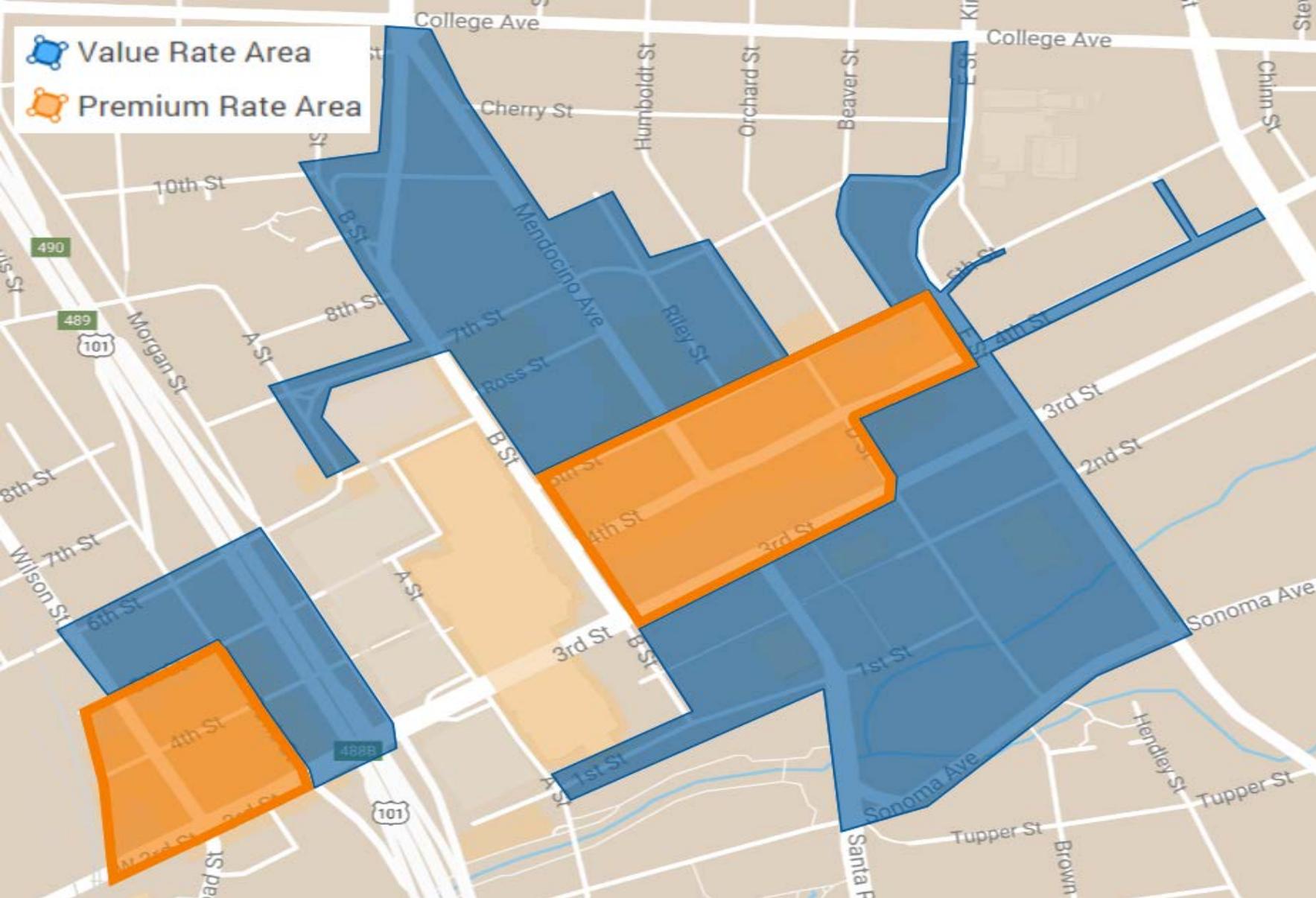
- Overall supply meets demand, however high demand subareas (4<sup>th</sup>, 5<sup>th</sup> Streets) exceed 85% occupancy at peak times
- Employee parking is challenging
- Public input showed ease and convenience are highest priorities to parkers

# RECOMMENDATIONS

## Effective within 90 days

- Establish Premium and Value Rate Areas
  - Premium Rate Area = \$1.50/hour
  - Value Rate Area = \$1.00/hour
- Rate Adjustments
  - No more than once every six months
  - Adjust no greater than \$0.25/hour
  - Adjustment based on occupancy data
    - Rates increase if 85% occupancy exceeded
    - Rates remain same at 70-85%
    - Rates decrease if occupancy less than 70%

-  Value Rate Area
-  Premium Rate Area

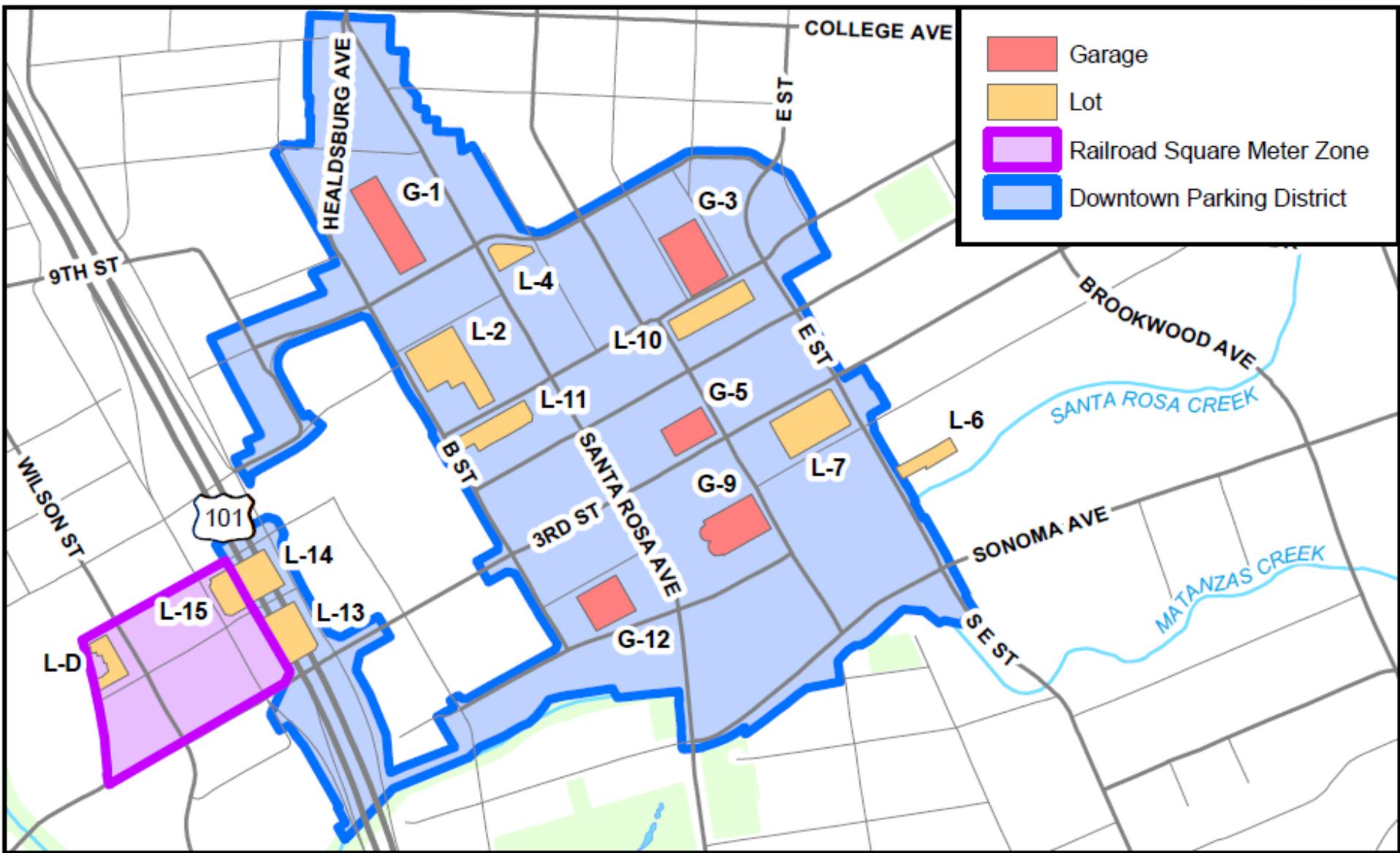


# ENFORCEMENT CHANGES

|                           | Hours of Operation | Time Limits | Hourly Rate |
|---------------------------|--------------------|-------------|-------------|
| <b>Premium Rate Area:</b> |                    |             |             |
| <b>Current</b>            | 8 a.m. – 6 p.m.    | 1-2 hours   | \$1.00      |
| <b>Proposed</b>           | 10 a.m. – 8 p.m.   | 3 hours     | \$1.50      |
| <b>Value Rate Area:</b>   |                    |             |             |
| <b>Current</b>            | 8 a.m. – 6 p.m.    | 1-10 hours  | \$1.00      |
| <b>Proposed</b>           | 10 a.m. – 6 p.m.   | 4-8 hours   | \$1.00      |

# GARAGE HOURLY RATE CHANGES

- FIRST HOUR FREE – At Garage 1 (521 7<sup>th</sup> Street) and Garage 12 (555 1<sup>st</sup> Street)
- NEW HOURLY RATES:
  - Garage 1 and Garage 12 = \$0.50/hour (after first hour free)
  - Garage 3 (735 5<sup>th</sup> Street) and Garage 9 (97 D Street) = \$0.75/hour (no change)
  - Garage 5 (625 3<sup>rd</sup> Street) = \$1.00/hour



# GARAGE PERMIT RATES

- Rates change, consistent with market demand
- Garage 12 (1<sup>st</sup> Street) decrease 27%
- No change at Garage 1 (7<sup>th</sup> Street), Lots 6, 7, Morgan Street
- 10-14% increase at:
  - Garage 3 (5<sup>th</sup> Street)
  - Garage 5 (3<sup>rd</sup> Street)
  - Garage 9 (D Street)
  - Lot 2 (Ross and B)
  - Lot 10 (730 5<sup>th</sup> Street)
  - Lots 13/14 (under Highway 101)
  - Depot Lot

# RECOMMENDATIONS

## Effective July 1, 2017

- Low Wage Employee Parking Permit
  - Available at Garages 1 (7<sup>th</sup> Street) and 12 (1<sup>st</sup> Street)
  - \$31/month - 50% reduction in monthly cost
  - Current wage limit \$17.80/hour
- Meter Reservation Fee
  - Fee remains the same at \$12/day in Value Area
  - Fee increases to \$15/day in Premium Area, consistent with hourly rate changes

# BENEFITS

- Easier to find parking
- Reduces illegal parking
- Provides affordable parking options for low wage employees
- Reduces traffic congestion and GHG emissions
- Maximizes use of existing parking assets

# RECOMMENDATION

It is recommended by the Finance Department that the Council 1) introduce an ordinance amending Sections 11-08.060 and various sections of the Chapter 11-24 Parking – Metered and Unmetered Locations of the Santa Rosa City Code, to implement best practices for managing parking; and 2) by resolution, adopt the Schedule of Parking User Fees, attached as Exhibit A.

# QUESTIONS

