

CITY OF SANTA ROSA  
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL  
FROM: KIM NADEAU, PARKING MANAGER  
FINANCE DEPARTMENT  
SUBJECT: DISCOUNTED EVENING EMPLOYEE GARAGE PERMIT

AGENDA ACTION: RESOLUTION

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RECOMMENDATION

It is recommended by the Finance Department that the Council, by resolution, 1) approve a discounted evening employee garage permit; and 2) approve a revised Schedule of Parking User Fees, attached as Exhibit A.

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EXECUTIVE SUMMARY

This item proposes a significantly discounted garage permit available to employees who work in the evening downtown and advances the Council Goal of fostering a strong downtown where people live and work.

BACKGROUND

On December 3, 2019, metered parking hours were changed to stop at 6 p.m. in the Premium Zone (downtown core). Prior to that metered parking hours had extended to 8 p.m. Downtown merchants have expressed interest in a low cost garage permit for downtown employees working evening shifts, to encourage those employees to park in off-street facilities.

PRIOR CITY COUNCIL REVIEW

On August 8, 2017, the City Council approved a discounted garage permit for low wage employees.

ANALYSIS

With on-street metered parking ending at 6 p.m. there is a concern that employees will park on the street, removing those highly desirable on-street parking spaces from availability for customers. In order to provide an incentive to employees and their employers to utilize the off-street public parking supply, it is proposed to offer a steeply discounted permit to employees at \$10/month. The permit would be available at all five public garages, and would be valid between the hours of 3 p.m. and 3 a.m.

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On-street metered parking in the Premium Zone has a three-hour time limit. Therefore, it is proposed that the discounted employee permit begin at 3 p.m., to discourage employees from parking in a metered space at, or after, 3 p.m. and leaving their vehicle in the prime on-street parking space until the end of their shift which could be after midnight.

FISCAL IMPACT

A nominal fiscal impact to the Parking Fund is expected from implementation of a discounted evening employee garage permit. If 100 permits are issued to employees for this discounted permit, it would generate \$12,000 in revenue to the Parking Fund. 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

On March 5, 2020, the discounted evening employee garage permit was reviewed at the Downtown Subcommittee meeting.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A Schedule of Parking User Fees

CONTACT

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