



Parking District Update

CITY COUNCIL STUDY SESSION
AUGUST 23, 2022

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Parking Utilization Study Update

Parking Enterprise Financial Update

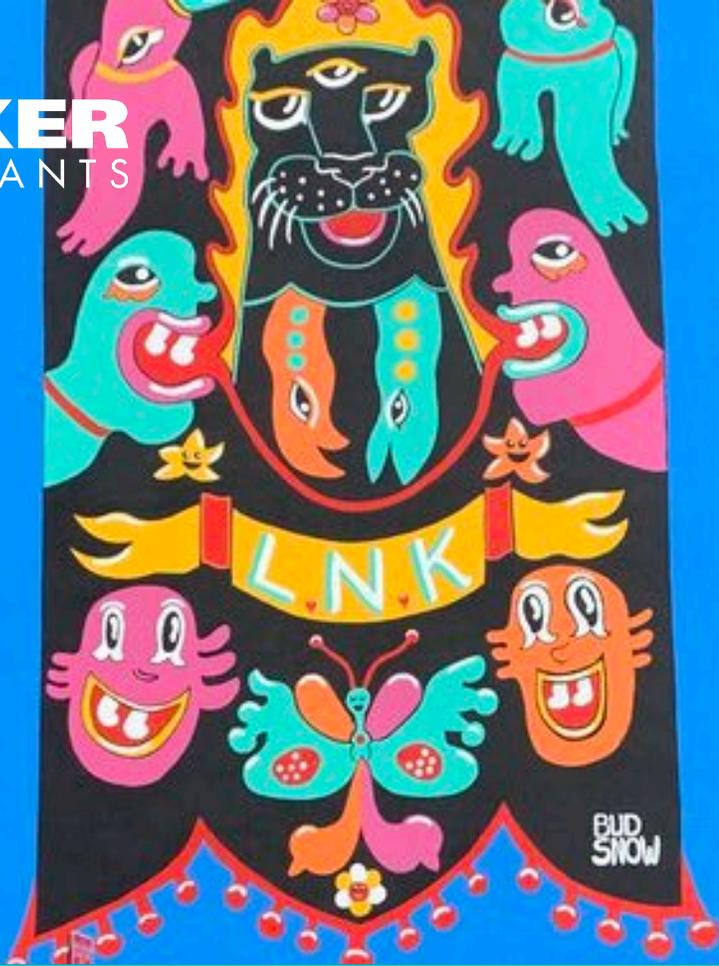
Next Steps

Agenda

Parking District
Update Study
Session



WALKER
CONSULTANTS



City of Santa Rosa 2022 Parking Study

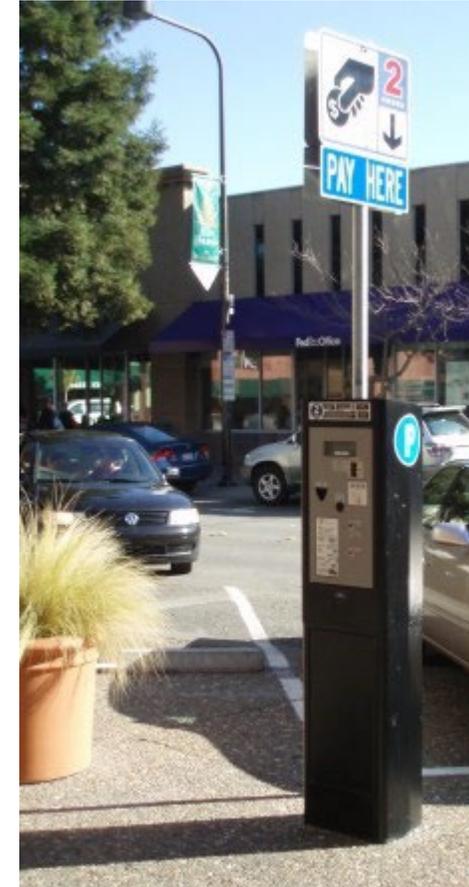
Parking Utilization Summary Findings

August 23, 2022

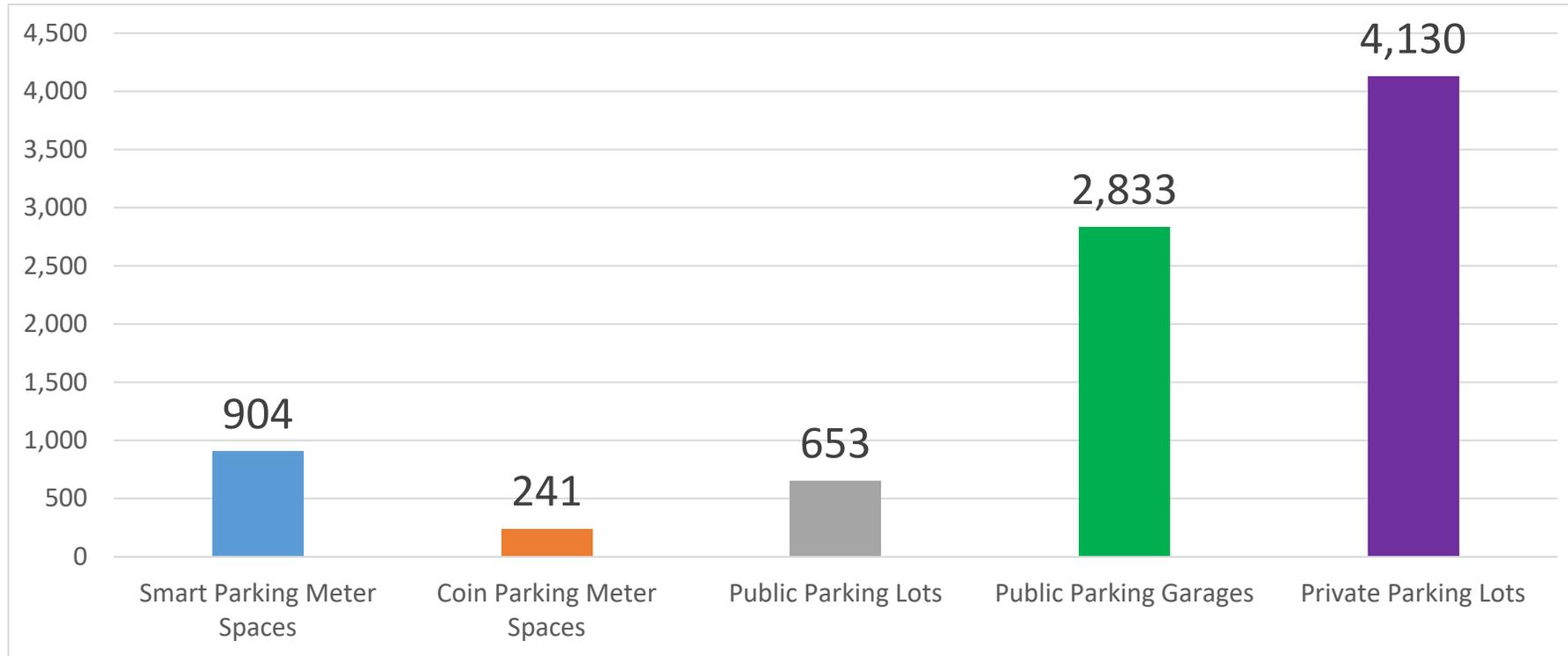
Key Conclusions

Downtown Santa Rosa
has a **general
oversupply** of public
and private parking

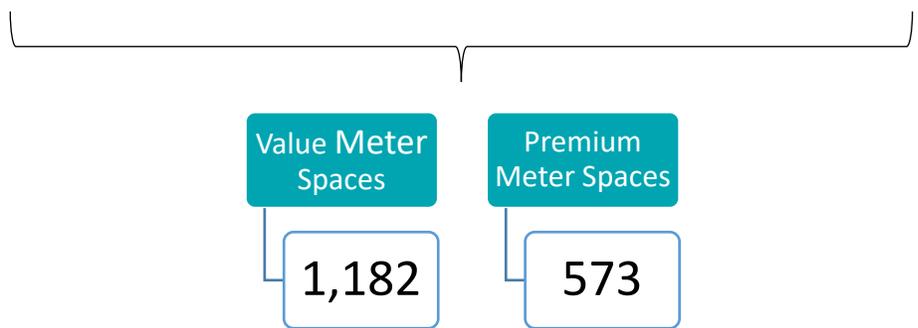
- At “Design Day Peak”: Utilization is low across all public and private parking assets
- “Absolute Peak” just before Christmas had significant vacancy
- Parking utilization from October 2021 through April 2022 has remained relatively flat
- This finding is consistent with Walker’s conclusion in the 2019 study (based on 2018/2019 data)



Parking Supply



- 8,730 total spaces
- 87% are off-street



Parking Supply



- Central “Premium”
- Edge “Value”
- Garages distributed throughout downtown

Design Day Determination

The following criteria was used:

- Outside of the busy holiday shopping season in December;
- Not on a major holiday;
- Not on a day in which a major special event occurred downtown.

Design day determination:

- **Friday 3/11/22, 1pm**, for smart meters and public lots/garages
- **Friday 6/24/22, 1pm**, for public coin meters and private off-street (data was not available for these parking types)



Source: Wikimedia Commons

“Design Day” Parking Utilization Summary

Parking Facility Type	Occupancy %	Unoccupied Spaces
Smart Parking Meters (on-street)	43%	504
Coin Parking Meters	13%	223
Public Parking Lots	35%	427
Public Parking Garages	26%	2,091
Sub-total - Public Parking	30%	3,245
Private Parking Lots	21%	3,218
TOTAL	26%	6,463

- Highest utilization was smart parking meters, which didn't exceed 50% utilized

2018/2019 and 2021/2022 Comparison

Parking Facility Type	Occupancy % 2019 Study	Occupancy % 2022 Study
Smart Parking Meters (on-street)	75%	43%
Coin Parking Meters	31%	13%
Public Parking Lots	68%	35%
Public Parking Garages	53%	26%
Sub-total - Public Parking	57%	30%
Private Parking Lots	27%	21%
TOTAL	42%	26%

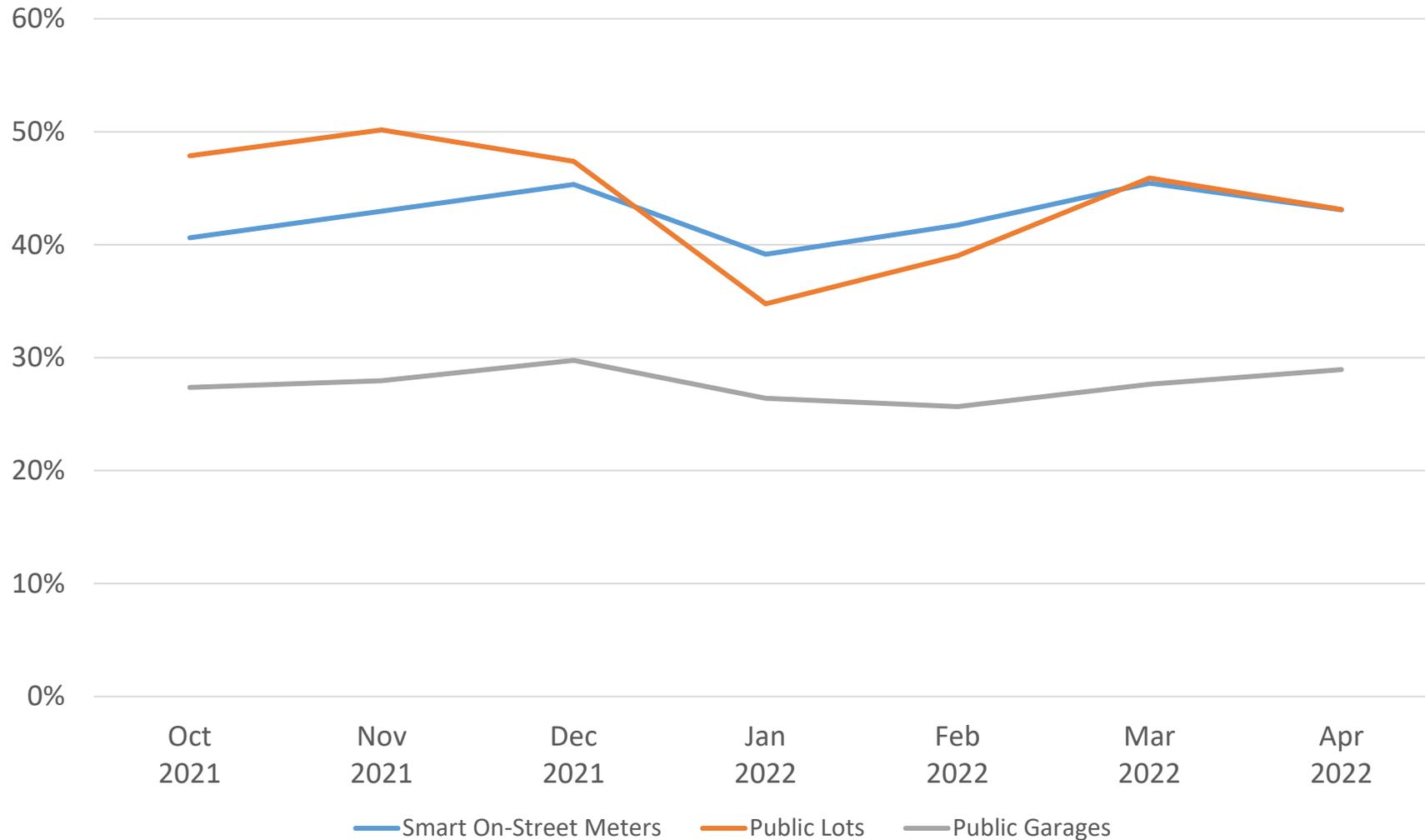
- Significant utilization drop between 2018/2019 and 2021/2022, but still low utilization in 2018/2019

“Design Day” Public Parking Utilization



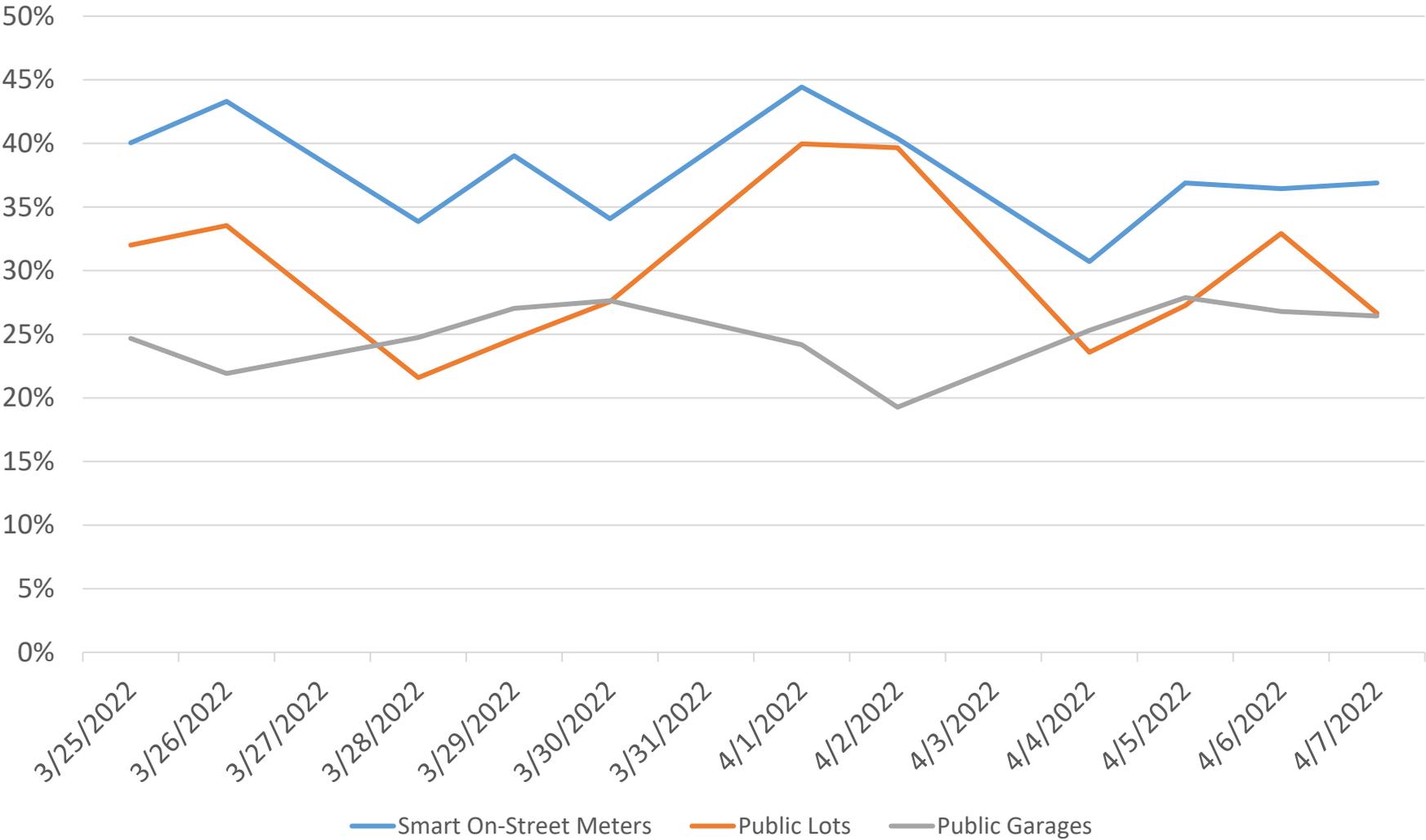
- Higher occupancy observed in select locations in the “core” area

Oct '21 – April '22 Public Monthly Peak Utilization



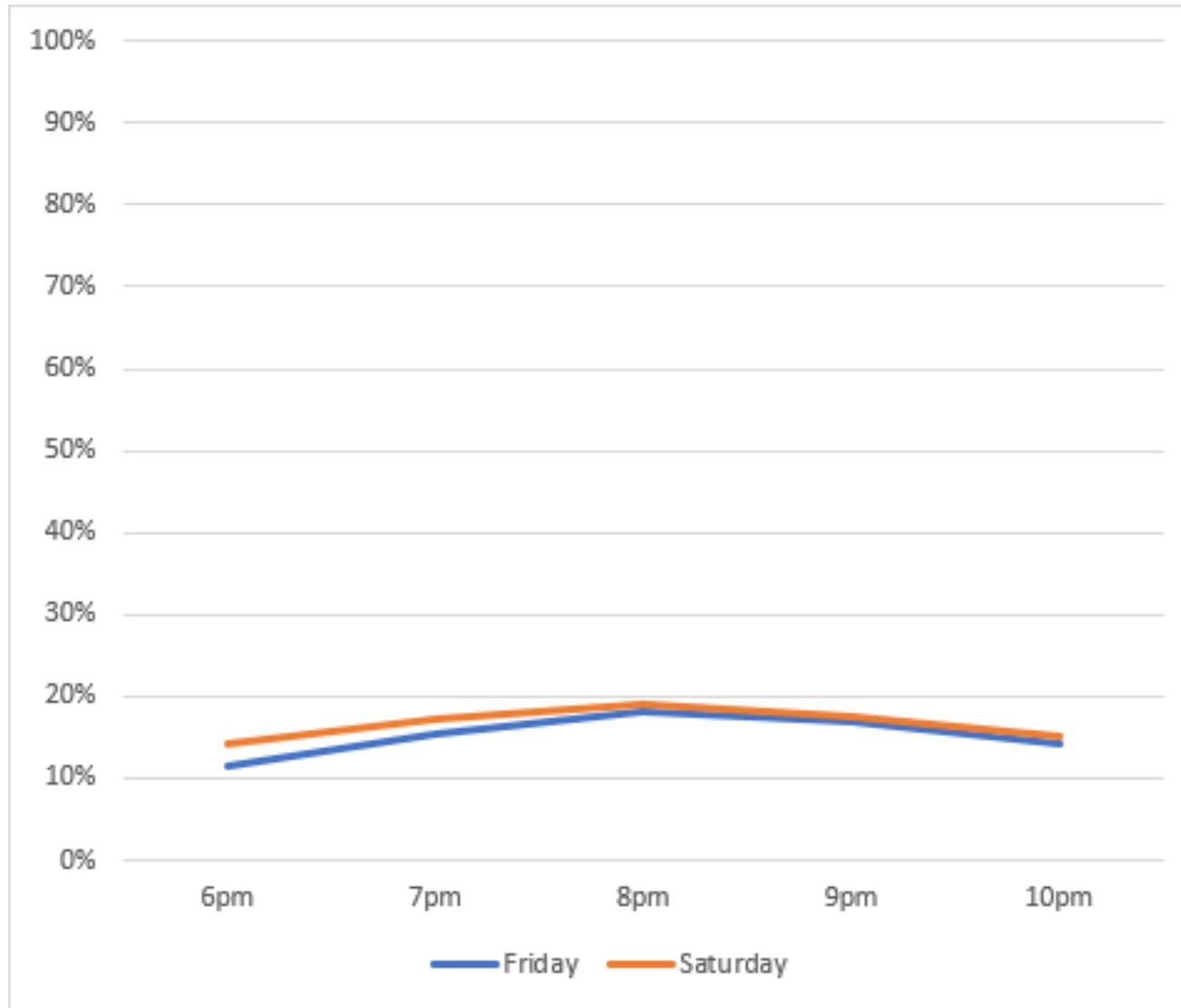
- Very little variation in monthly peak across the seven-month observation period

Pliny the Younger Parking Utilization



- Low utilization even during Pliny the Younger event at Russian River Brewing Company
- Utilization for downtown parking never reaches above 45%

Garage 12 Utilization: Friday and Saturday Evenings



- Analyzed data for every Friday and Saturday evening (6pm to 10pm) from October 2021 – April 2022
- On average, the highest utilization of Garage 12 occurred on Saturdays at 8pm when it was 19% occupied
- The average utilization of each hour from 6pm to 10pm ranges from 11.5% to 19%

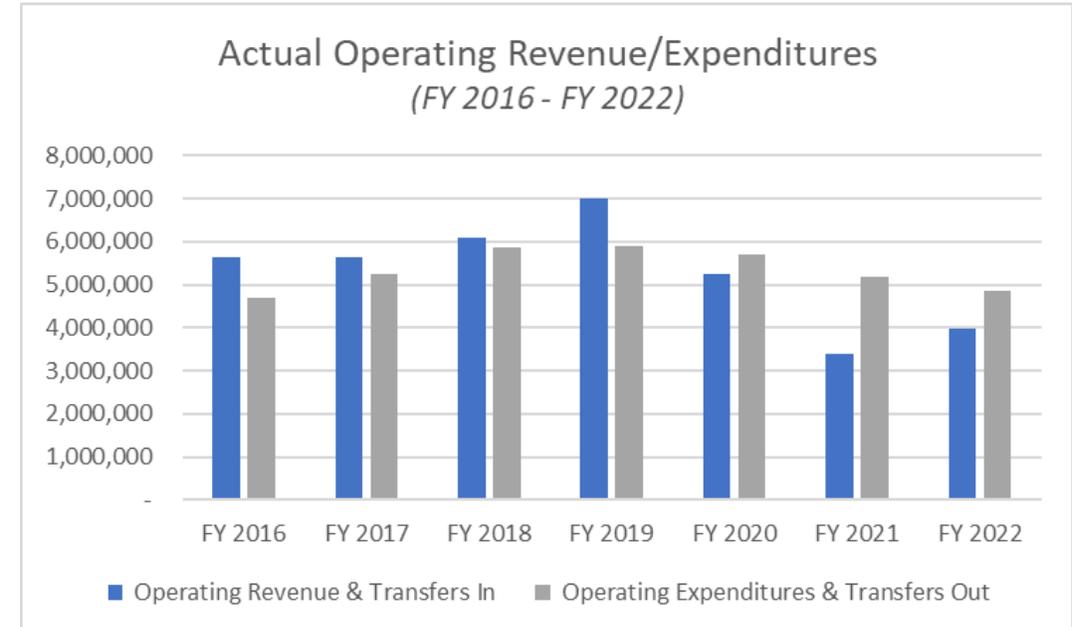
Parking Enterprise Finances

Parking Enterprise Financial Outlook

CRITICAL ISSUES

- Actual operating deficit last three years
 - Budgeted deficit for FY 2022-23
- Continued draw down of reserves to cover deficit
- Defer large capital projects
- Operating Revenue Uncertainty
- Third Street Garage and D Street Garage more than 50 years old, requiring significant investment to extend useful life

OPERATING PERFORMANCE TREND



Priority Infrastructure Needs

- Third Street Garage (Garage 5) Built in 1965, 195 spaces
 - Concrete structure with useful life of 50 years
 - Developed significant water leaks several years ago; provided temporary solutions about 5 years ago which are starting to wear out
 - To adequately prolong life of structure, need to replace top deck
 - Approximately \$4M to \$6M cost for repairs, potential for another 15 to 20 years of useful life
- D Street Garage (Garage 9) Built in 1970, 448 spaces
 - Same type of structure as Garage 5
 - Will also need the top deck replaced to prolong service life
 - Approximately \$6M for repairs/replacement of deck

Next Steps

Next Steps

The goal of this Study Session series is to provide a holistic overview of the opportunities and challenges of intensifying downtown City asset land use by enabling housing and residential mixed-use development, and to identify pathways and receive direction on future downtown asset development.

- Parking District Update sets the stage for upcoming City asset development study sessions

Upcoming Study Sessions

- September 13, 2022: Santa Rosa Civic Center Project Feasibility Analysis Review
- October 11: Surplus Lands Act and its impact development opportunities; direction from Council on next steps

Questions?