

RESOLUTION NO. RES-2018-211

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA AUTHORIZING THE SUSPENSION OF PARKSMART SHUTTLE SERVICES, EFFECTIVE MARCH 1, 2019, AND THE INITIATION OF OTHER PILOT TRANSPORTATION DEMAND MANAGEMENT STRATEGIES TO STRENGTHEN THE LINK BETWEEN THE DOWNTOWN SMART STATION AND DOWNTOWN SANTA ROSA THRU JUNE 30, 2020

WHEREAS, the City of Santa Rosa operates a pilot shuttle service between the Downtown SMART Station and City owned parking garages through an agreement with MV Transportation, Inc.; and

WHEREAS, due to poor utilization and productivity, the shuttle service does not meet the benchmarks set prior to the service, and its productivity is significantly below performance standards; and

WHEREAS, the Downtown SMART Station Area will evolve with the Downtown Station Area Plan and SMART ridership maturation; and

WHEREAS, the piloting of other transportation demand management (TDM) strategies will be tested to link Railroad Square, the Downtown SMART Station, and the Downtown area; and

WHEREAS, the funding needed to market and implement the transportation demand management (TDM) strategies is included in the fiscal year (FY) 2018-19 adopted budget.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa authorizes the Director of Transportation and Public Works to suspend the ParkSMART Shuttle pilot program on March 1, 2019 and to pilot transportation demand management (TDM) strategies to better link Railroad Square, the Downtown SMART Station, and the Downtown area.

IN COUNCIL DULY PASSED this 27th day of November, 2018.

AYES: (7) Mayor Coursey, Vice Mayor Rogers, Council Members Combs, Olivares, Sawyer, Schwedhelm, Tibbetts
NOES: (0)
ABSENT: (0)
ABSTAIN: (0)

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM:

City Attorney