

PARKING DISTRICT STUDY SESSION



October 27, 2015



Santa Rosa INTRODUCTION

Parking District overview – What we've got

Review programs- What we do

Council Goals update – What is coming





Santa Rosa PARKING DISTRICT HISTORY

- Formed in the 1950's to provide off-street parking
- Properties exempt from parking requirements (except residential)
- Property assessments financed improvements



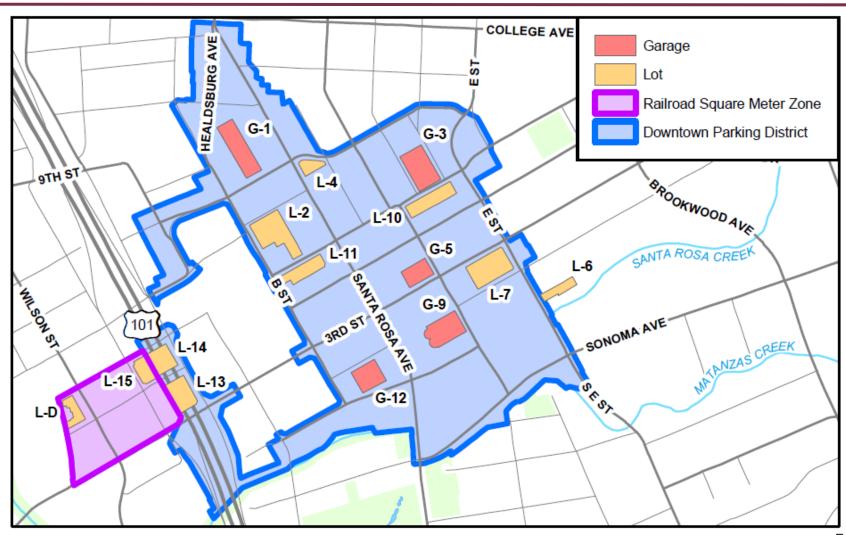


Santa Rosa THE PARKING TRIANGLE





Santa Rosa PARKING DISTRICT MAP



Santa Rosa OFF-STREET PARKING

Parking Garages

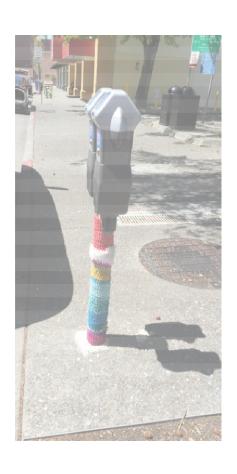
Garage	Location	Year	Spaces	Financed By:
5	Third & D Streets	1965	193	Assessment
9	Second & D Streets	1970	447	Assessment
3	Fifth & Beaver Streets	1982	708	Assessment
12	First Street	1986	727	Cash
1	Seventh Street	1991	757	Assessment
	TOTAL		2,832	

Public Lots

10 surface lots providing 736 spaces



Santa Rosa ON-STREET PARKING



CENTRAL PARKING DISTRICT –

- 553 COIN ONLY SINGLE SPACE METERS
- 215 COIN/CREDIT SINGLE SPACE
- 11 MULTI-SPACE PAY STATIONS

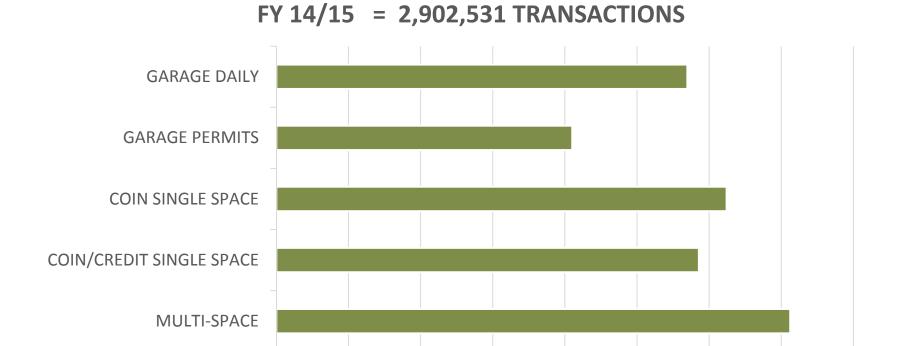
TOTAL SPACES = 849

RAILROAD SQUARE PARKING METER ZONE -

- 38 COIN ONLY SINGLE SPACE METERS
- 89 COIN/CREDIT SINGLE SPACE
- 12 MULTI-SPACE PAY STATIONS

TOTAL SPACES = 168

Santa Rosa PARKING TRANSACTIONS



100,000 200,000 300,000 400,000 500,000 600,000 700,000 800,000



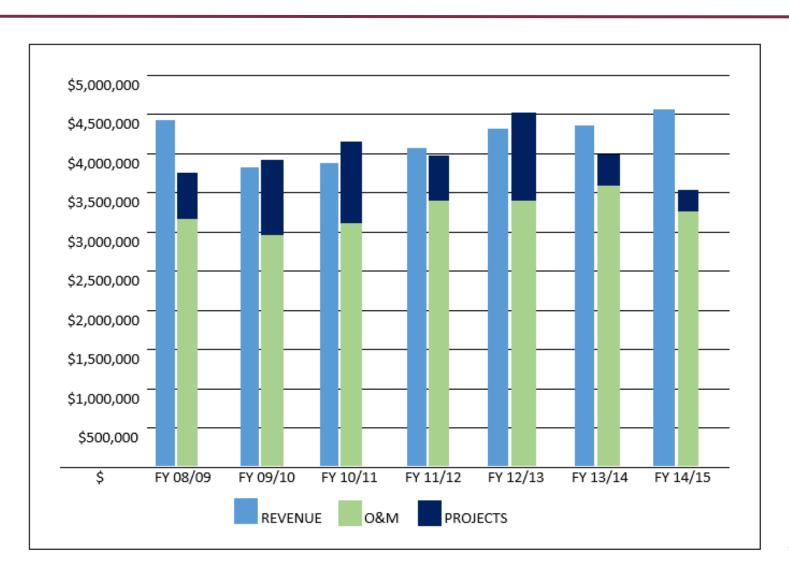
Santa Rosa PARKING PROGRAMS

- VALIDATION VOUCHERS
- MOBILE PAYMENT OPTION
- COMMERCIAL LOADING ZONE PERMITS
- RESIDENTIAL PERMIT ZONES
- PARKING ENFORCEMENT



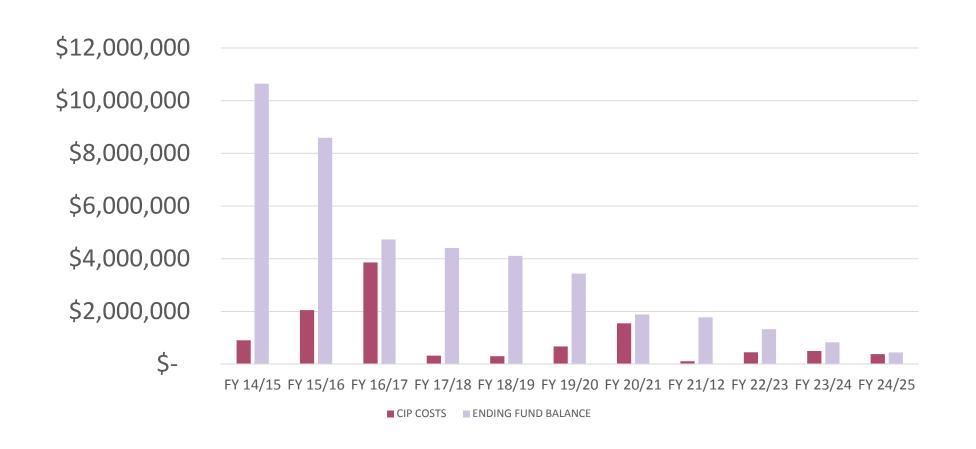


REVENUE AND COSTS





Santa Rosa ASSET MANAGEMENT PLAN





Santa Rosa COUNCIL GOAL UPDATES

Install single space meter technology in Railroad Square





Santa Rosa COUNCIL GOAL UPDATES

Complete structural assessment and install solar panels on parking garage roofs if feasible

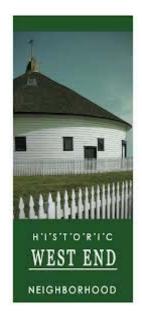




Santa Rosa COUNCIL GOALS UPDATE

 Develop a RRSQ and West End parking management plan in preparation for SMART arrival









Santa Rosa COUNCIL GOALS UPDATE

- Present progressive parking policy options to City Council
 - Market based pricing
 - Elimination of time limits
 - Dynamic pricing
 - Pricing based on time of day
 - Extended enforcement hours
 - First Friday's free parking





Santa Rosa COUNCIL GOALS UPDATE

- Seek market development opportunities for surface lots and Third Street parking garage
 - Lot 2 (5th and B streets)
 - Lot 7-White House site (2nd and E streets)
 - Garage 5 (3rd and D streets)





Santa Rosa COUNCIL WORKPLAN SUMMARY

RRSQ SINGLE SPACE METERS — OCT 2015

SOLAR FEASIBILITY — OCT 2015

RRSQ PARKING MGMT PLAN — MAY 2016

PROGRESSIVE PARKING OPTIONS – MAY 2016

DEVELOPMENT OPPORTUNITIES — JUN 2016



QUESTIONS?





