

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: CHUCK MCBRIDE, CHIEF FINANCIAL OFFICER
KIM NADEAU, PARKING MANAGER
FINANCE DEPARTMENT

SUBJECT: FREE HOLIDAY PARKING IN PUBLIC GARAGES AND FREE
SUNDAY PARKING AT THE 5TH STREET GARAGE AND THE D
STREET GARAGE

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Finance Department that the Council, by resolution, approve free holiday parking in the City's five public garages, approve free Sunday parking at the 5th Street Garage and the D Street Garage, and adopt the Schedule of Parking User Fees attached as Exhibit A.

EXECUTIVE SUMMARY

This item recommends offering free parking in the five public garages on City recognized holidays, and free Sunday parking in the 5th Street and D Street garages to maximize use of the existing parking inventory to foster a strong downtown and promote economic growth downtown.

BACKGROUND

The Parking program has responsibility to develop, maintain, and operate public parking facilities and carry out an effective and self-sustaining parking program. The Parking District currently owns and operates five (5) parking garages, and six (6) surface parking lots. In addition, the Parking program also operates the Depot Lot, two (2) surface parking lots on leased property in Railroad Square and maintains approximately 1,100 on-street metered parking spaces.

The program is funded through parking user fees, which includes meter fees, monthly permit fees and hourly fees charged in the garages. The parking user fees were last revised in January 2018 as part of the implementation of progressive parking strategies, and in November 2017 Council approved the first hour free at the 1st Street and 7th Street garages and lowered the hourly rate thereafter to \$0.50 per hour.

PROGRESSIVE PARKING RATE CHANGES

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PRIOR CITY COUNCIL REVIEW

On January 29, 2019, the City Council established a discounted Transit Commuter Permit available effective February 1, 2019.

On November 14, 2017, the City Council approved a revised Schedule of Parking User Fees, making the first hour free at the 1st Street and 7th Street garages and lowering the rate thereafter to \$0.50/hour effective November 24, 2017.

On August 8, 2017, the City Council established a discounted Low Wage Employee Permit available effective September 1, 2017.

ANALYSIS

- Free holidays at the garages.

Staff has evaluated the benefit of operating the garages on holidays, which incurs additional over-time costs. Metered parking is free on City recognized holidays: New Year's Day (January 1st), Martin Luther King Day (3rd Monday in January), President's Day (3rd Monday in February), Memorial Day (last Monday in May), Independence Day (July 4th), Labor Day (1st Monday in September), Veteran's Day (November 11), Thanksgiving Day (4th Thursday in November) and Christmas Day (December 25). Approximately \$12,000 would be saved by not staffing the garages on holidays, raising the garage gates, and offering free parking between the hours of 3 a.m. and midnight.

Over-time costs for holiday operations = \$24,457

Garage holiday revenue 2018 = \$12,081

RECOMMENDATION: Offer free garage parking on City recognized holidays.

- Free Sunday parking at Garage 3 (735 5th Street) and Garage 9 (97 D Street).

The question has been raised as to why metered parking is free on Sunday and is not free in the garages. As shown below, some of the garages are active on Sunday and benefit from staff presence to assist patrons and provide security patrols. Notably Garage 12 (555 1st Street), which serves the Roxy Theatre is the busiest garage on Sunday. Based on the activity at the garages, staff recommends that Garages 3 (5th Street) and 9 (D Street), which have the least demand, offer free parking on Sunday. On-street occupancy data has not been studied to determine if paid parking on Sunday would benefit the downtown. It is estimated free parking on Sunday at these two garages would reduce revenue by about \$15,000.

PROGRESSIVE PARKING RATE CHANGES

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SUNDAY 2018		
	REVENUE	TRANSACTIONS
Garage 1 (521 7 th St)	\$ 10,530	13,496
Garage 3 (735 5 th St)	\$ 5,795	1,954
Garage 5 (625 3 rd St)	\$ 32,099	12,010
Garage 9 (97 D St)	\$ 8,905	4,303
Garage 12 (555 1 st St)	\$ 17,274	27,522
	\$ 74,603	59,285

RECOMMENDATION: Raise the rates and provide free parking on Sundays (3 a.m. – midnight) at Garage 3 (735 5th Street) and Garage 9 (97 D Street).

FISCAL IMPACT

It is anticipated that adoption of these recommended Parking User Fees will result in revenue reduction of about \$27,000 which would be offset by the salary savings from reduced holiday overtime costs. 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 February 7, 2019, a review of the recommended garage fee changes was presented to the Downtown subcommittee.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A-Schedule of Parking User Fees

CONTACT

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