



City of Santa Rosa

Legislation Details

File #:	18-0871	Version:	1	Name:	Suspend Parksmart Shuttle Pilot And Transportation Demand Management Strategies Connecting Downtown SMART Station and Railroad Square With Downtown and City Parking Garages
Type:	CC- Report	Status:			Agenda Ready
File created:	11/6/2018	In control:			City Council
On agenda:	11/27/2018	Final action:			
Title:	REPORT - SUSPEND PARKSMART SHUTTLE PILOT ON MARCH 1, 2019 AND USE TRANSPORTATION DEMAND MANAGEMENT STRATEGIES TO CONNECTING DOWNTOWN SMART STATION AND RAILROAD SQUARE WITH DOWNTOWN AND CITY PARKING GARAGES				

BACKGROUND: In preparation for initiation of SMART rail service in 2017, the City Council directed staff to implement a pilot shuttle service to provide a connection between the Santa Rosa Downtown SMART Station and parking garages in the downtown area. The shuttle service was implemented on December 13, 2017. Staff now seeks Council approval to discontinue the pilot shuttle service due to poor unitization and productivity but expand the ParkSMART program to pilot other transportation strategies to strengthen connections between the Downtown SMART Station, parking facilities, and the Downtown area.

RECOMMENDATION: It is recommended by the Finance Department and the Transportation and Public Works Department that the Council, by Resolution, direct staff to, 1) suspend the pilot ParkSMART shuttle service effective March 1, 2019; and 2) further develop a ParkSMART Transportation Demand Management (TDM) program to pilot TDM strategies strengthening the link between Railroad Square, the Downtown SMART Station, and the Downtown area.

Sponsors: Transit

Indexes: Not a Project

Code sections:

Attachments: 1. Staff Report, 2. Resolution, 3. Presentation

Date	Ver.	Action By	Action	Result
11/27/2018	1	City Council	to waive reading of the text and adopt	Pass