



City of Santa Rosa

Legislation Details

File #: 22-0466 **Version:** 1 **Name:** Parking Fee Schedule Revisions
Type: CC- Report **Status:** Agenda Ready
File created: 5/31/2022 **In control:** City Council
On agenda: 6/21/2022 **Final action:**
Title: REPORT - PARKING FEE SCHEDULE REVISIONS

BACKGROUND: The Parking District currently offers free first hour parking in Garage 1 (7th St.) and Garage 12 (1st St.) and has done so since 2017 to encourage more vehicles to use our underutilized garages. In conversations with the Executive Director of the Downtown Action Organization (DAO), it was suggested that the District consider establishing a more consistent parking fee schedule to make it easier for businesses and the DAO to promote parking in the downtown garages. This includes offering the first hour free in all five parking garages.

The Parking District has offered free weekend parking in the garages during the holidays beginning in 2017. This program has been successful in providing support to downtown merchants during the holiday season by offering ample free parking in the downtown and allowing for continuous of street parking.

Staff plans to work with the DAO on marketing materials to promote these new garage fees and encourage the convenience of garage parking.

RECOMMENDATION: It is recommended by the Finance Department that the Council, by resolution, approve changes to the Parking fee Schedule to provide in the five public parking garages effective July 1, 2022: 1) first hour free parking ; and 2) free weekend parking Saturdays and Sundays from the first Saturday after Thanksgiving through New Year's Day annually.

Sponsors: Finance

Indexes: Not a Project

Code sections: 15378 - Not a Project

Attachments: 1. Staff Report, 2. Resolution, 3. Exhibit A - Addendum #5 to Schedule of Parking User Fees, 4. Late Correspondence (Uploaded 6-21-2022), 5. Presentation

| Date | Ver. | Action By | Action | Result |
|-----------|------|--------------|--|--------|
| 6/21/2022 | 1 | City Council | to waive reading of the text and adopt | Pass |