



CLIMATE ACTION SUBCOMMITTEE

PARKING/EV IMPLEMENTATION UPDATES

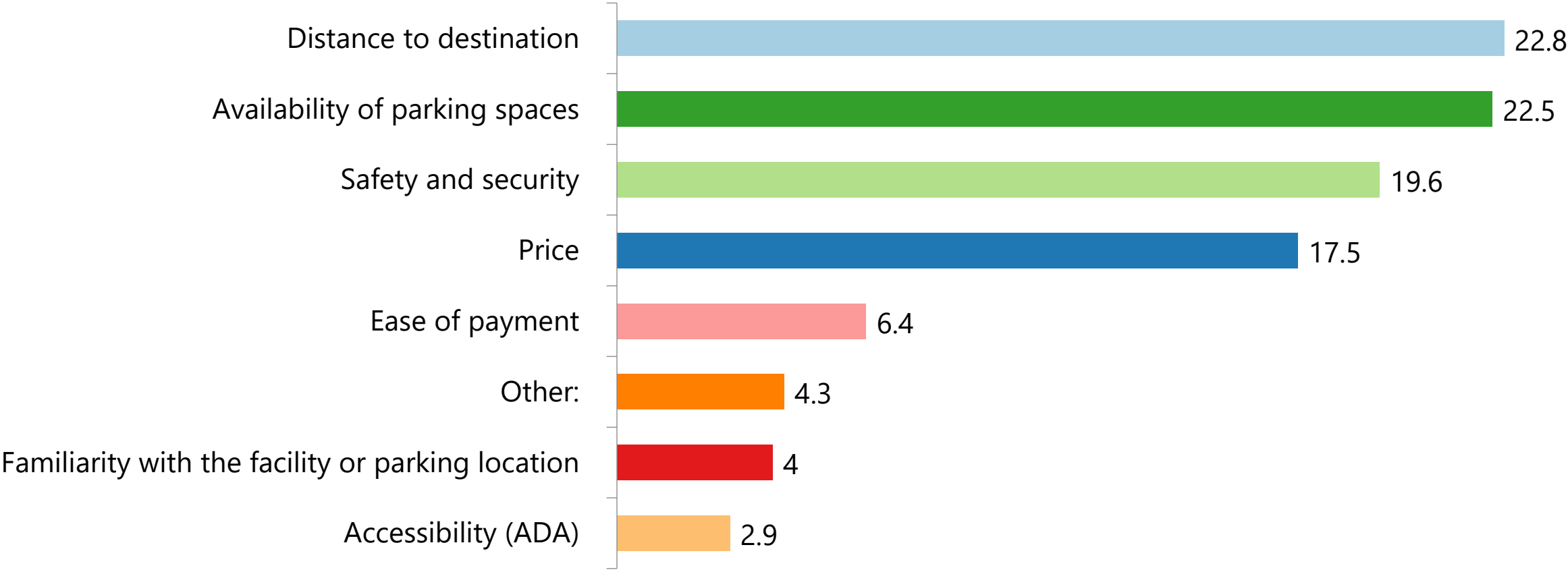
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Parking Manager Parking Division

April 2, 2025

Parking Study Updates

Spring of 2024 MTC Study began
Survey received more that 1500 responses



Parking Study Updates (cont.)



Current parking revenues are not supporting the program.



First Hour Free, Free Holiday Weekends, Free Parklets (parking fees), Roxy Validation Program, and Free Sundays have not increased occupancy.



AB 413, Riley Street two-way, and new loading zones for developments have impacted street parking in high use areas.

Parking/PED TOC Planning Grants 2025

Will expand the current MTC parking study and will look at the North Area SMART and identify needs to support growth through a Transit Oriented Community lens.

The initial parking study will feed into this to create a comprehensive strategy to support all areas of potential growth.



Benefits

Intended outcomes for MTC funded study



Follow framework established with the Plan Bay Area 2050 Study (MTC), the City's CAP, and Downtown Station Area Specific Plan creating a more sustainable, equitable and productive future for Santa Rosa.

- Better utilization of existing spaces
- Reduce GHG's and VMT
- Ensure the implementation of EV chargers for public and fleet use
- Utilize technology to have real time data collection so we can be fluid as the demand changes
- Support the City's partnerships with PGE and Tesla to install EV chargers in parking garages
- Better utilize our existing facilities for the benefit of business and visitors
- Streamlined operations for improvements to aging facilities, better wayfinding and equipment, additional oversight in facilities to provide a safe and enjoyable experience to encourage more visits
- Community outreach with stakeholders to identify changes that would benefit all those impacted by parking in Santa Rosa

PGE EV Fleet and Rule 29 Infrastructure Upgrades



D Street Garage “Garage 9”

- Qualified for the PGE EV Fleet program – Infrastructure installed TTM and BTM at no cost to parking
- Project begins Summer 2025
- Chargers funded by Community in Charge Grant
- As part of the PGE project the infrastructure will be upgraded creating additional amperage availability in current panel for future upgrades.
- This project will have EV chargers installed and ready for when funds are available to replace current parking fleet with EV.

PGE EV Fleet and Rule 29 Infrastructure Upgrades



5th and D Street Lot – “Lot 10”

- Qualified under Rule 29 – PGE will provide infrastructure for up to 8 dual port chargers
- Project delayed/changed to now include 8 Level II, Dual Port Chargers and 2 Level III DC Fast Chargers.
- Chargers funded by Communities in Charge Grant
- Original plans from 2019 for Lot Reconstruction did not include any EV chargers and did not have a PGE assessment of available power and costs kept increasing.
- Parking re-evaluated the project and will focus on EV installation, landscape improvements and asphalt repairs that will last for many years.

1st Street Garage – “Garage 12”



- Parking is working with Tesla to install 18 Level III DC Fast Chargers in G12 and G1.
- Tesla chargers will be NACS (North American Charging Standard) compliant and can be used by numerous auto makers,
- Tesla will fund the entire project to include all infrastructure upgrades required by PG&E.



Parking and the Climate Action Plan

GHG REDUCTION STRATEGIES IN THE CAP

Steps to reduce VMTs

Goal 3

3.4 Parking Supply Limits

Limit the amount of free parking in high traffic areas

Action Items:

3.4.1 – Price on street parking relative to congestion

3.4.2 – Implement the City's residential parking permit program near high traffic areas to avoid spillover parking

3.4.3 – Evaluate zoning code for amendments to reduce parking requirement where alternative transportation is available or planned

Goal 5

5.1 Electric and Hybrid-Electric Vehicles

Facilitate the purchase and convenient use of electric and hybrid vehicles in Santa Rosa

DEVELOPMENT IMPACTS

998 current permit requests to support developments.

Creating agreement for contractors and subs to avoid impact on businesses.

Working with Planning to develop procedure to ensure developers coordinate parking needs before construction begins.

Working with Economic Development to determine procedure to support business growth and expansion.





Arts in public places/economic development updates

- Redwood Empire Chinese Association has applied for a permit to install mural at G9 @ D street.
- Working with Economic Development to create rotating art exhibits, concert venue, community event in garages to support economic growth.
- In talks with transportation organizations to create a park and ride space in garages.

REQUESTED FEEDBACK

What do you see as a concern regarding parking?

What discussions have you had with guests and business owners?

Where do you rank the need to install more EV chargers and infrastructure upgrades?

What is required for your support?



DISCUSSION & QUESTIONS

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