PROGRAMS

RESOLUTION NO. 23960

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA ESTABLISHING A VALIDATION PROGRAM IN THE DOWNTOWN PARKING DISTRICT

WHEREAS, the establishment of a parking validation program has been recommended by the Downtown Task Force; and

WHEREAS, the Council recognizes that the parking needs in the parking district are different; and

WHEREAS, the proposed parking validation program will enhance customer parking in the Downtown Parking District without adversely affecting District revenues.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa establishes a parking validation program in the Downtown Parking District.

BE IT FURTHER RESOLVED that the Council establishes a parking validation program consisting of a one-hour validation coupon good in City-owned parking facilities.

IN COUNCIL DULY PASSED this 4th day of May, 1999.

AYES: (6)Mayor Condron; Councilmembers Martini, Vas Dupre, Rabinowitsh, Runyan, Wright

NOES: (0)

ABSENT: (0)

ABSTAIN: (1)Councilmember Evans

ATTEST: _Claudia Hagen_
                Assistant City Clerk

APPROVED: _Janet Condron_
                        Mayor

APPROVED AS TO FORM:

_____
City Attorney

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL

SUBJECT: DISCOUNTED PARKING VALIDATION PROGRAM

STAFF PRESENTER: CHERYL WOODWARD, DEPUTY DIRECTOR - PARKING
DEPARTMENT OF TRANSIT AND PARKING

AGENDA ACTION: RESOLUTION(S)

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ISSUE(S)

Shall the Council of the City of Santa Rosa approve the proposed Discounted Parking
Validation Program for FY 2008-09?

BACKGROUND

On April 27, 1999, the Council approved a parking validation program that allows
downtown businesses to purchase books of one-hour coupons to provide free parking in
the City's public parking garages for their customers. This program, as recommended
by the Downtown Parking Task Force in place at that time, is on a pay-for-service basis.

During a series of meetings held by Parking staff in spring 2008 with representatives of
Main Street, Downtown businesses and other interested parties, a request was made by
merchants to have the Parking District modify the current validation program to allow
businesses to purchase validation coupons at a discounted price.

ANALYSIS

1. Annual revenue from the sale of parking validation coupons since inception of the
    parking validation program is as follows:

FY 2007-08	$29,624
FY 2006-07	13,600
FY 2005-06	10,280
FY 2004-05	11,706
FY 2003-04	9,000
FY 2002-03	2,750
FY 2001-02	2,369
FY 2000-01	11,384

| | FY 1999-00 | 9,480 |
| | FY 1998-99 | 3,325 |

2. In FY 2007-08, revenue from the sale of parking validation coupons represented 3.7% of the total hourly revenue from the garages. Revenue collected by pay-on-foot machines located within the garages accounted for the balance of the garage hourly revenue.

3. The increase in validation coupon sales in FY 2007-08 is associated with a City program to provide employee parking in the public garages at times when the City Hall lot is at capacity. Parking validation coupon sales for the most recent fiscal year by category of purchaser is as follows:

City of Santa Rosa	$20,005	67.5%
County of Sonoma	4,305	14.5%
Banks / Law Offices / Other Offices	3,165	10.7%
Retail / All Other	2,149	7.3%

4. Downtown merchants have not significantly utilized the current parking validation program. Some merchants have stated that the program would be more beneficial and better supported if the validation coupons were offered at a discounted price.

5. Parking staff has considered how a discounted validation program might be offered to meet the interests of Downtown merchants without negatively impacting the Parking District's revenue stream. The City Attorney's Office advised that a discounted validation program could not be limited to properties or businesses that pay parking assessments; rather, it must be available to anyone who desires to utilize the program. Placement of any restrictions on who may purchase discounted coupons would put the Parking District's rate structure at risk.

6. The Department of Transit and Parking has evaluated the level of discount that can be offered without adversely affecting the current permit rate structure. The following discounted parking validation program is proposed:

Discount:	15%
Unit Quantity:	Bundle of 100 one-hour validation coupons
Unit Price:	$63.75
Expiration:	Coupons expire one (1) year from date of purchase

7. Assuming FY 2008-09 validation coupon sales of $40,000, the net cost to the Parking District from implementing the proposed 15% discount is $6,000.

8. Santa Rosa Main Street has indicated that it may purchase discounted validation coupons and resell them to Downtown merchants at a greater discount as part of a Downtown marketing program.

9. Santa Rosa Main Street's *"Park & Shop"* promotional advertising campaign will kick off with the 2008 Holiday Season helping to promote shopping Downtown. The additional benefit of the *"Park & Shop"* campaign will be to educate both the business community and the consumer about the benefits of parking in the Downtown garages.

10. The discounted validation coupon program will be in effect during FY 2008-09. The results of the program will be reevaluated in July 2009 to determine whether the program is successful and should be recommended for extension.

11. The parking validation program approved by the Council in 1999 will remain in effect and be available to individuals who wish to purchase fewer than 100 validation coupons.

RECOMMENDATION

It is recommended by the Department of Transit and Parking that the Council, by resolution, approve the proposed Discounted Parking Validation Program for FY 2008-09.

Author: Cheryl Woodward

CITY OF SANTA ROSA
CITY COUNCIL

TO:	MAYOR AND CITY COUNCIL
SUBJECT:	DISCOUNTED PARKING VALIDATION PROGRAM EXTENSION
STAFF PRESENTER:	CHERYL WOODWARD, DEPUTY DIRECTOR - PARKING
	DEPARTMENT OF TRANSIT AND PARKING
AGENDA ACTION:	RESOLUTION(S)

ISSUE(S)

Shall the Council of the City of Santa Rosa extend the Discounted Parking Validation Program for one (1) year, through June 30, 2010?

BACKGROUND

During a series of meetings held in spring 2008 with representatives of the Department of Transit and Parking, Santa Rosa Main Street, downtown businesses and other interested parties, a request was made by merchants to have the Parking District modify the current validation program to allow businesses to purchase validation coupons at a discounted price.

On September 30, 2008, the Council approved a Discounted Parking Validation Program for FY 2008-09. This program will terminate on June 30, 2009 unless extended by the Council.

ANALYSIS

1. The Discounted Parking Validation Program allows all interested parties to purchase bundles of one-hour validation coupons for the City's public parking garages at a 15% discount, with coupons subject to expiration one (1) year from date of purchase.

2. Annual revenue from the sale of parking validation coupons for the last two (2) years, before and after implementation of the Program, is as follows:

FY 2008-09 (EST)	$27,612
FY 2007-08	29,624

3. Parking validation coupon sales by category of purchaser is as follows:

	FY 2008-09		FY 2007-08		Change
City of Santa Rosa	$18,110	66%	$20,005	67%	<$1,895>
County of Sonoma	4,204	16%	4,305	15%	<101>
Banks / Law Offices	3,182	12%	3,165	11%	17
Main Street	1,149	3%	N/A	N/A	1,149
Retail / Other	967	3%	2,149	7%	<1,485>
	$27,612		$29,624		<$2,315>

4. During the current fiscal year, Santa Rosa Main Street has purchased discounted validation coupons and made them available to Downtown merchants at a greater discount as part of a Downtown marketing program. Net savings to Downtown businesses is $0.35 per hour of garage parking. Some businesses have incorporated this program as part of their current marketing ads.

5. The data for this nine month period is insufficient to gauge the program's potential. The number of parking hours sold through validation coupons during FY 2008-09 is approximately 37,000. The Department of Transit and Parking and Main Street both feel that additional time is needed to market and assess the effectiveness of the program. The Department has been advised that interest in this program is growing as the business community and consumers become educated regarding the benefits of parking in the garages.

6. In FY 2009-10, Santa Rosa Main Street plans to further market this program by creating promotional packages for business that include decals, signs, and parking vouchers. Their goal is to draw in an additional 20 businesses, bringing to 30 the total number of businesses providing free parking to their customers. The expectation is that 3,000 hours of free parking will be given out over the next few months.

7. The economic impact for the Parking District in continuing this program for an additional year, assuming validation coupon sales of $40,000, is about $6,000.

RECOMMENDATION

It is recommended by the Department of Transit and Parking that the Council, by resolution, extend the Discounted Parking Validation Program for one (1) year, through June 30, 2010.

Author: Marisa Bjork

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL

SUBJECT: DISCOUNTED PARKING VALIDATION PROGRAM
                        CONTINUATION

STAFF PRESENTER: CHERYL WOODWARD, DEPUTY DIRECTOR - PARKING
                        ECONOMIC DEVELOPMENT AND HOUSING

AGENDA ACTION: RESOLUTION(S)

ISSUE(S)

Shall the Council of the City of Santa Rosa approve continuation of the Discounted
Parking Validation Program?

BACKGROUND

On September 30, 2008, the Council approved a Discounted Parking Validation
Program that allows all interested parties to purchase bundles of 100 one-hour parking
validation coupons at a 15% discount. The program was extended in June 2009 for a
period of six (6) months and is currently scheduled to terminate on December 31, 2009.

ANALYSIS

1. Parking staff previously considered how a discounted validation program might
   be offered to meet the interests of Downtown merchants without negatively
   impacting the Parking District's revenue stream. The City Attorney's Office
   advised that any discounted validation program must be made available to
   anyone who desires to utilize the program; the program could not be limited to
   properties or businesses that pay parking assessments. Placement of any
   restrictions on who may purchase discounted coupons would put the Parking
   District's rate structure at risk.

2. No changes are proposed to the current program requirements.

        Discount: 15%
        Unit Quantity: Bundle of 100 one-hour validation coupons
        Expiration: Coupons expire one (1) year from date of purchase

3. There are currently about fifteen (15) businesses participating in the program. Parking validation coupons have become an integral part of various print and radio ads, as well as the "Park & Shop" promotional advertising campaign.

4. Assuming FY 2009-10 validation coupon sales of $25,000, the net cost to the Parking District from continuing the proposed 15% discount will not exceed $3,750.

5. The parking validation program approved by the Council in 1999 will remain in effect and be available to individuals who wish to purchase fewer than 100 validation coupons.

6. The Department is recommending that the program be approved to continue without a termination date. The effectiveness of the program and the program structure will be reviewed by staff annually as part of the budget process.

RECOMMENDATION

This resolution, recommended by the Department of Economic Development and Housing, authorizes continuation of the Discounted Parking Validation Program, allowing all interested parties to purchase bundles of one-hour validation coupons for the City's public parking garages at a 15% discount.

Author: Cheryl Woodward

PARK & SHOP VOUCHER PROGRAM

Do you love being Downtown, but are tired of worrying about metered parking? In an effort to encourage people who will be in the area for an hour or more to park in one of the five public garages, many Downtown merchants have partnered with the City of Santa Rosa on the Park & Shop Voucher Program. Park in any one of the following parking garages, and shop or eat at any of the participating locations, and you'll receive a voucher for one hour of free parking:

- **Third Street at D Street**
- **D Street at Second Street**
- **First Street at Santa Rosa Avenue**
- **Fifth Street at Beaver Street**
- **Seventh Street at Mendocino Avenue**

Look for the blue square "Shop Here, Park Free" or "Eat Here, Park Free" signs in the window of participating merchants:

- **California Luggage Co**. - 609 4th Street
- **Corrick's** - 637 4th Street
- **Cupcake** - 641 4th Street
- **E.R. Sawyer Jewelers** - 638 4th Street
- **Kindred Fair Trade Handcrafts** - 605 4th Street
- **La Vera Pizza** - 629 4th Street
- **Liv Fashion Boutique** - 620 4th Street
- **Lotus Beauty Bar** - 307 D Street
- **Mark Allen Jewelers** - 611 4th Street
- **Mark J. Freed, Attorney at Law** - 50 Courthouse Sq., Suite 401
- **Partnership Health Plan** - 415 Humboldt Street, Suite B
- **Pawn Advantage** - 509 4th Street
- **Pedersen's Furniture** - 707 5th Street
- **The Saxena Clinic** - 633 4th Street, Suite H
- **Secret Sanctuary Spa** - 638 5th Street
- **Skeeter's** - 626 4th Street
- **State Farm Insurance** - 525 Mendocino Avenue
- **Sweet Spot Pub & Lounge** - 619 4th Street
- **Timothy Patrick Jewelers** - 647 4th Street
- **TLC Child & Family Services** - 516 B Street, Suite A
- **Two Women Doing Hair** - 309 D Street
- **UBS Financial Services** - 100 B Street, Suite 300

Park & Shop Garage Validation Program

We're excited to announce that Santa Rosa Main Street, in conjunction with Parking and Transit, has developed a pilot program to test a garage parking validation system.

There is a current misconception that parking in Downtown Santa Rosa is difficult and we need to work together as a business community to change this perception. By offering validated parking in the garages, we're hoping to educate customers who wish to spend longer periods of time in our downtown (dining, shopping, etc.) to park in one of our five covered garages for free, thereby freeing up on-street metered parking for those customers who are just running into a business to pick something up or are in a hurry, as well as eliminating parking tickets for expired meters.

SRMS is offering any business that is interested in participating, books of garage ticket validations for $40.00 per book of 100. That's a savings of $35.00 per book. Each ticket is good for one hour of parking and equates to a reduced rate to the business of $.40 per hour.

SRMS will be distributing window signs or decals to promote that your business is participating. We also suggest that you let your customers know through your customer data base newsletters, print advertising, as well as asking each customer as they come in if they've parked in one of our garages. If they have, give them a ticket (with or without the requirement of a purchase, this will be left up to each individual business) and explain the program so that they know about it next time they come down. If they did not, explain that if they park in a garage the next time they come downtown, they can get a validation from you as well as many other participating businesses. Validations can be combined and used for multiple-hour parking.

If we work together we can change the negative perception about parking downtown and encourage more customers, new and existing, to visit not only our businesses, but stay downtown and visit our neighbors businesses as well!

If you'd like to purchase tickets for your business or have any questions, please contact Chris Messina at 707-570-0464 or e-mail ChrisM@SantaRosaMainStreet.org

The Santa Rosa Main Street "Park & Shop, Free Parking" program had a soft roll out to 10 downtown merchants in November 2008. These first merchants agreed to test this pilot program using their customer base to see if there was interest in such a program. To date Santa Rosa Main Street along with these merchants have provided 2,500 hours of free parking for consumers that have chosen to shop downtown. This pilot program has enabled these merchants to provide their customers with free parking on a return shopping trip to downtown. In addition to free parking these consumers have now been introduced to the benefits and the safety of parking in our downtown garages.

The next phase of this program will be to introduce these benefits to other merchants that haven't taken advantage of this program too date. To help increase the participation level with this program SRMS has developed promotional packages that consist of 20 vouchers, window display decals, counter displays and flyers. These packages will be given out free of charge to merchants that are still not certain that there are benefits to a program like this with the goal of them signing up once there customers embrace it and see the benefits.

The goal of this campaign is to signup another 20 merchants, giving us a combined total of 30 merchants handing out 3,000 hours of free parking over the next few months. Some of the merchants have included this program into their advertising to help change the negative perception of parking in downtown.

Pedersen's	5th & D Streets
Corrick's	637 4th Street
Cupcake	641 4th Street
La Vera Pizza	629 4th Street
California Luggage Co.	609 4th Street
Mark Allen Jewelers	611 4th Street
Timothy Patrick Jewelers	647 4th Street
E.R. Sawyer Jewelers	638 4th Street
Lotus Beauty Bar	307 D Street
Two Women Doing Hair	309 D Street

PARK & SHOP ADVERTISING

The City of Santa Rosa's Parking Division has partnered with the Economic Development Division to promote downtown as a vibrant destination with safe, affordable, and plentiful parking assets. This layered marketing effort focuses on the 5 downtown garages as the best parking option for your shopping, dining, and entertainment needs.

Park and shop posters are seen throughout the downtown in participating merchant windows. Customers receive garage parking validation through vouchers purchased in bulk by businesses at a reduced rate.

In addition, for the past two years, radio ads on ten of Sonoma County's top stations have promoted use of the parking garages in conjunction with downtown special events and activities. Popular with both listeners and businesses, the radio ads have proven to be the most effective and engaging method to highlight downtown amenities while addressing dated misconceptions on what the area has to offer.

Listed below are the local radio stations that Parking and Economic Development have advertised on in the current fiscal year.

Wine Country Radio

- The KRUSH 95.9
- 96.7 BOB FM
- Exitos 98.7
- Y100.9

Maverick Media

- 97.7 The River
- Froggy 92.9
- Mix 104.9
- Hot 101.7
- KSRO 1350

Redwood Empire Stereocasters

- KZST