

**Progressive Parking Study &
Railroad Square Parking Management Plan
Final Community Meeting**

City Council Chambers
100 Santa Rosa Ave
Tuesday, October 25
8:00 – 9:15AM


AGENDA:

- Project Overview
- Community Outreach Feedback
- Policy Options
- Q & A
- Input

WEIGHING PARKING STRATEGY OPTIONS

The way parking spaces are managed is critical to shaping Santa Rosa’s transportation system. This exercise helps us determine which parking policies to implement. These options focus in on key policy questions that we are reviewing.

Please take 5 sticky dots and indicate your preference for each policy option.



OPTION 1		OR	OPTION 2	
OPERATING METERS WHEN MOST NEEDED				
Adjust the hours of operation by block or zone, so the meters run only when needed		OR	Adjust the hours of operation, but have the same hours of operation for all meters to be consistent	
RELAXING TIME LIMITS AT METERS				
Increase time limits to four hours or have no time limit, and rely on meter pricing to achieve occupancy targets - “I don’t care how long someone stays as long as there is an open space”		OR	Increase time limits but have “length-of-stay” price tiers, so that rates go up the longer you park to encourage turnover	
EMPLOYEE PARKING PROGRAMS FOR LOW WAGE WORKERS				
Establish a program in which <u>employees</u> apply for and purchase monthly parking permit to access reduced rates at some garages		OR	Establish a program in which <u>employers</u> apply for and purchase monthly parking permits to distribute to employees	
PARKING BENEFIT DISTRICT				
Implement PBD now and give neighborhood level control over where to invest parking revenues		OR	Keep parking revenue budgets at cost recovery and focus on the key investments prioritized by city with community input	
ADDING WEST END RESIDENTIAL PARKING PERMITS (MUST BE CITIZEN-DRIVEN)				
Residents petition to have residential parking permits for the West End neighborhood <u>now</u> to avoid parking problems when the SMART station opens		OR	Residents wait a few months until after the SMART station has opened to see if Residential Parking Permits are necessary	
STATION AREA COMMUTER PARKING				
Establish time limits that effectively prohibit commuters from parking on all streets near the SMART Station		OR	Establish relaxed time limits at meters on a few streets to allow some commuters to park near the SMART station	

PARKING STRATEGY FEEDBACK

What do you think? We need your input!



Please use the **yellow sticky notes** to post any comments, questions you want us to research, or other feedback.



STRATEGIES

PROGRESSIVE PRICING

- Set two tiers of parking rates - Premium and Value
- Relax time limits. Key question: should we implement length of stay pricing?
- Adjust rates biannually or annually based on parking occupancy data goals to achieve 85% target occupancy
- Tailor meter hours of operation to match evening demand, with later start time

EMPLOYEE PARKING

- City-operated employee parking permit system
- Employees apply for an annual permit or a pre-loaded discount parking card, showing proof of employment
- Permit allows for discounted hourly rates at some garages

RAILROAD SQUARE PARKING

- Explore partnership options in siting new parking facility
- Invest in multimodal station and transportation options to help reduce long-term parking demand
- Add meters and Residential Permits (citizen-driven) to nearby streets
- Monitor SMART ridership developments
- Key question: are commuter parkers (via paid, no-time limit parking) welcome on a few streets?

OTHER STRATEGIES

Parking Benefit District

- Use parking revenues to fund streetscape, safety, and downtown Travel Demand Management (TDM) program.

User Information & Marketing

- Improve branding, communications, and parking wayfinding to make parking easier to find and use

More Efficient Parking Technologies

- Ensure parking codes accommodate future, advanced parking technologies
- I.e. automated and stacked parking, automated vehicles, shared vehicles

Shared Parking Incentives

- Encourage businesses to share parking facilities
- Lease private parking garages or lots for public use

Flexible Parking Requirements

- Remove minimum requirements on parking supply built by new buildings (already done for retail)
- Unbundle parking to discourage overuse of leased parking spaces