

Santa Rosa PROGRESSIVE PARKING POLICIES

Historically, fixed prices for curb parking spaces do not reflect the difficulty in finding a nearby space. Pricing decisions are often made arbitrarily, leading to a poorly managed system. This creates an oversupply of parking in certain neighborhoods and a lack of parking in others, prompting cars to circle until they find an available spot. Circling for parking simultaneously frustrates drivers, exacerbates congestion, pollutes the environment, and endangers pedestrians and bicyclists. In an effort to reverse this trend, cities have begun focusing on better parking demand management through progressive parking policies.

What is a Progressive Parking Policy?

A key component of progressive parking policies is a concept known as demand-responsive pricing (e.g. variable-rate pricing, performance-based pricing, or dynamic pricing). **Demand-responsive pricing charges the lowest possible rate to achieve availability targets**—matching price and demand to ensure there is always an open parking space nearby to someone searching for parking.

Researchers have determined the ideal parking availability rate to be around 15%, which leaves roughly 1-2 spaces available per block. To achieve this, cities use progressive parking strategies to increase the cost of parking in areas with availability rates lower than 15% and decrease the cost of parking in areas with availability rates higher than 15%—achieving a careful balance between parking supply and demand.

Why is Progressive Parking Right for Santa Rosa?

In 2009, UCLA Professor Donald Shoup, the architect of progressive parking policies, visited Santa Rosa to speak to the City Council and local stakeholders about demand-responsive pricing.

At the meeting, attendees expressed concern that parking was unavailable in the areas where it was most needed and overpriced in the areas that it was least in demand. Conditions have not improved. Today, it remains a challenge to find a parking space in downtown Santa Rosa and Railroad Square. But despite the difficulty in finding a space in high demand areas, parking availability overall exceeds 50% throughout the week, even at peak hour. This statistic suggests that **Santa Rosa's parking challenges cannot be solved by only building more parking**. It can instead be addressed through better parking management, making it easier for drivers to find available parking spaces regardless of location or time of day.



Santa Rosa is in the process of shifting to progressive parking. Is this the right approach for Santa Rosa? How can we improve parking policies to maximize access and unlock the full potential of the downtown and Railroad Square? **Let's talk!**

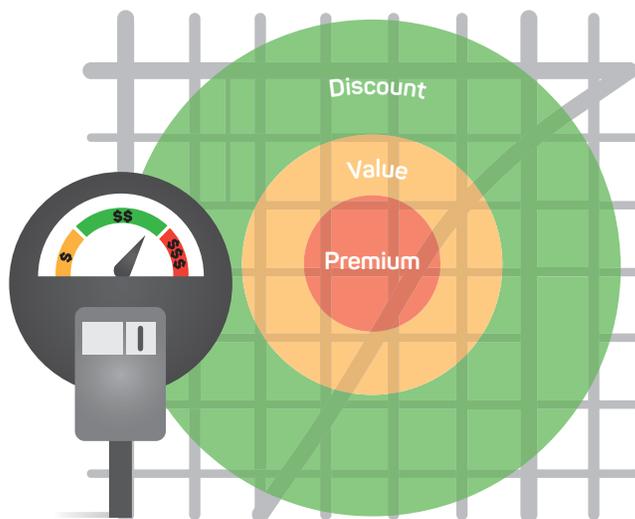
How Would a Progressive Parking Policy Work in Santa Rosa?



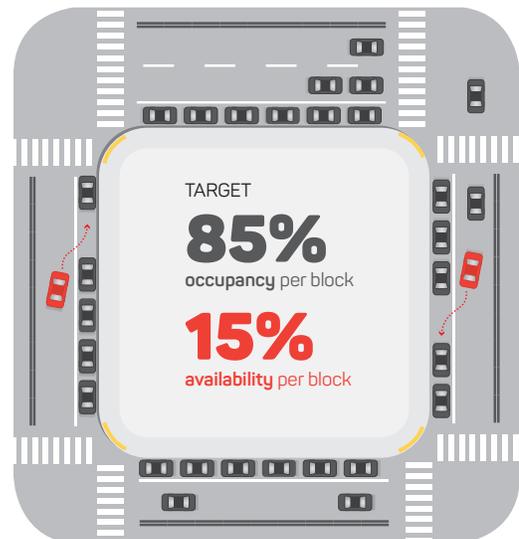
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1 First, zones are created within the downtown area, based on existing demand for parking.



2 Second, pricing in each zone is set to achieve a parking goal of 85% occupancy with 15% availability on every block, at any given time.



Where are Progressive Parking Policies Being Used Today?

Progressive parking policies are efficient, user-friendly and used successfully in business districts and communities throughout the US. Communities using these policies have seen increases in the availability of parking (Berkeley), average meter rate decreases (Seattle and San Francisco), and new businesses opening up (Ventura).

North American cities with successful progressive parking policies include:

- Aspen, Co
- Los Angeles, CA
- Redwood City, CA
- Sacramento, CA
- San Francisco, CA
- San Mateo, CA
- Seattle, WA
- Washington D.C.
- Berkeley, CA
- Calgary, CAN

What are the Benefits of Progressive Parking Policies?

Progressive parking makes it easy to find a parking space. With the existing parking supply geared toward meeting availability targets people will rarely need to circle to find parking or double-park. With the right level of parking availability maintained, everyone benefits.

- Easier for drivers to find a parking spaces
- Supports Santa Rosa's economic vitality
- Lower rate parking options created
- Reduces illegal parking/double parking
- Improved safety for all road users
- Reduced congestion and improved flow
- Better air quality