



## **DOWNTOWN ACTION ORGANIZATION**

**Parking Committee Meeting**  
**Monday, August 12, 2019**  
**9:00 – 10:00 am**  
**Santa Rosa Metro Chamber**

Present: Michael Hyman, Bill Hillendall, Sue Kade, Tom Robertson, Bernie Schwartz

### **MINUTES**

#### **1.0 CALL TO ORDER**

Chair Michael Hyman called the meeting to order at 9am.

#### **2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)**

There were no comments from the public at this time.

#### **3.0 CONFLICTS OF INTEREST OR ABSTENTIONS**

There were no conflicts of interest or abstentions.

#### **4.0 CONSENT ITEMS**

There were no consent items presented.

#### **5.0 PARKING VALIDATION UPDATE**

Cadance shared that the DAO is rolling out a newly branded validation program that will include new window clings, language, signage and posters on Courthouse Square and in garages. This was first shared at the Marketing Info Session last week and will be continually pushed out to businesses.

Bernie brought up the need to do a wider publicity push around downtown parking.

A discussion ensued about the inconsistencies and complications around dates, times and rates of public parking in Downtown Santa Rosa.

#### **6.0 6PM PARKING ROLL BACK STRATEGY**

##### **6.1 Current Status Review**

Michael shared a history of parking in Santa Rosa and showed the current rates, times and dates of downtown parking using a spreadsheet and map. He highlighted the premium zones, which is the only street parking enforced until 8pm and the area in which the business owners would like to see time rolled back to 6pm. He shared that

the strategy of the committee would be to put together universal talking points and share them directly with council.

He also reminded the committee that they would be arguing against the data provided by the parking committee, but that council should be encouraged to do what is in the best interest of the businesses rather than the parking district. Bernie pointed out that there would need to be a very strong case for support and that it would be helpful to show damages to businesses. A discussion ensued about restaurants being the hardest hit and that there might be opportunity to use their data to prove the point.

Tom shared that parking tickets rose 20% in 2018.

There was general disquiet around the fact that the 6pm rollback had not already happened as many people believed there had been a deal with the Parking District.

### **6.2 Discussion with Council Members**

The committee talked through various strategies and focused on two primary points for their discussions with city council. First, businesses have been damaged by policy. A letter will be drafted by Cadance and committee will get businesses to sign who support the time change.

Second, the downtown business owners are willing to have the parking adjusted back an hour in the morning, so that the enforceable time is 9am-6pm.

It was also suggested that sharing the DAO's focus on driving visitors into the garages through the validation program followed the Shoup strategy of parking.

Tom suggested the Downtown Subcommittee take field trips to other downtowns without parking meters.

Further discussion was also had about raising rates. Sue shared that the Parking District had the authority to raise rates every six months up to \$3.25. Some believed raising rates was not an issue, others thought it was a bad idea until the downtown community was better established. Michael reminded everyone that they had only proposed to raise rates in the premium area and not in any other area, and that there is nothing upcoming regarding rate changes.

A discussion ensued around who would reach out to which council member.

## **7.0 FUTURE AGENDA ITEMS**

The following were requested as future agenda items:

- Employee parking options
- A better understanding of Shoup's recommendations around parking, specifically garages
- Knowing what parking options are most frequently utilized

- Safety in garages
- How to facilitate better communication with the Parking District
- The potential to audit available information from the Parking District
- Further subsidies around parking validation
- Concerns around Lot 10 and the fact that businesses could be jeopardized with its development
- More uniformity and simplicity within the district

## **8.0 ADJOURNMENT**

The meeting was adjourned at 10am.