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ISSUE(S)

Shall the Council of the City of Santa Rosa make changes to Council Policy Number 400-02, Establishing Parking Permit Sale Policy, to 1) allow parking permits to be held jointly by a property owner and his/her tenant(s) and 2) update the policy to reflect operational and organizational changes?

BACKGROUND

Council Policy Number 400-02 was adopted to establish a policy to sell parking permits on a first-come, first-served basis to individuals or firms desiring to purchase parking permits. The policy was last amended on September 27, 1977 to provide existing permit holders a priority in renewing their permits. The policy specifies that an individual or firm’s option to renew their parking permit shall continue as long as the valid permit is renewed prior to expiration. Permits not renewed during the prescribed period shall be made available for sale to the individual or firm at the top of the waiting list or sold on a first-come, first-served basis if there is no waiting list.

The City has received a request from Larry Wasem, a downtown property owner, to amend this policy to allow parking permits to be jointly listed in the name of the tenant and the building owner. The intent of this change is to allow parking permits held by a tenant to be retained by the property owner upon termination of the tenant’s lease. In addition, staff is recommending that references to facilities, purchase location, job titles, and dates be updated to reflect operational and organizational changes that have occurred since 1977.

ANALYSIS

1. The policy to sell parking permits on a first-come, first-served basis is consistent with bond requirements for tax-exempt financing.

2. Waiting lists are currently being administered for reserved permits at Garage 5 (3rd and D Streets), Garage 9 (Plaza Garage on D Street), and Garage 12 (adjacent to the Roxy Theater), and for non-reserved permits at Garage 9. Status of the waiting lists as of May 20, 2005 is as follows:
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<tr>
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<td>2003</td>
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3. The inability of property owners to acquire parking permits as needed, in a garage adjacent to their property, negatively impacts leasing of available space.

4. Airport Business Center has incorporated language into its lease agreements to provide that: “To the extent that Tenant, at any time during the Term of this Lease, acquires or holds Parking Permits, Tenant agrees to acquire or hold such Parking Permits jointly in the name of Tenant and Landlord (subject to City of Santa Rosa approval). Upon termination of this Lease, Tenant agrees to transfer all such Parking Permits to Landlord.”

5. The transfer of parking permits is currently not allowed. Should a permit holder no longer wish to renew the parking permit, the permit reverts to the City and is offered for sale to the individual or firm at the top of the waiting list or on a first-come, first-served basis if there is no waiting list.

6. The request to allow parking permits to be jointly listed in the name of the tenant and the building owner to provide for a transfer upon lease termination is feasible. As the permits were originally acquired on a first-come, first-served basis, no conflict is created with the City's tax-exempt financing.

7. Currently, the permit follows the permit holder continuously until the permit is not renewed. With approval of the proposed policy amendment, a permit holder may enter into an agreement with a landlord that will prohibit the permit holder from taking the permit with him to another location. To avoid any potential misunderstanding, the Department would require a written agreement signed by the permit holder and the landlord before listing the landlord’s name on the account.

8. The Department has revised Council Policy Number 400-02 to allow parking permits to be held jointly by a property owner and his/her tenant(s) and to reflect operational and organizational changes. The revised policy and the adopted policy (with the additional language highlighted and deleted language struck-out) are attached.

**RECOMMENDATION**

It is recommended by the Department of Transit and Parking that the City Council, by motion, make changes to Council Policy Number 400-02, Establishing Parking Permit Sale Policy, to 1) allow parking permits to be held jointly by a property owner and his/her tenant(s) and 2) update the policy to reflect operational and organizational changes.

Author: Cheryl Woodward
Attachments:
- Council Policy 400-02 Revised
- Council Policy 400-02 Adopted Language with Revisions Noted
PURPOSE
The purpose of this policy is to set forth guidelines for the sale, renewal and administration of parking permits. As stated in City Code §11-24.050, “Paid Parking, Parking Permits and Validation Coupons”, the Director of Transit and Parking may establish rules and regulations for use of parking access cards and parking permits. Such rules and regulations shall be made available to the public during normal business hours at the Department of Transit and Parking.

POLICY

A. Parking Facility Space Priority
Priority for use of off-street parking space shall be for customer turnover parking. Parking permits shall be issued on a space available basis. The Director of Transit and Parking shall, when necessary, make adjustments in the number of permits available to provide adequate parking spaces for non-peak hour customer turnover parking.

B. Reserved Space Parking Permits
The number of reserved permits and the facilities where reserved parking shall be available will be determined by the Director of Transit and Parking.

C. Parking Permit Sale
Available parking permits shall be sold on a first-come, first-served basis at rates established by City Council. Permits sold after the 15th day of the month shall be sold at one-half the established monthly rate.

D. Parking Permit Renewal
A permit holder’s option to renew shall continue as long as the valid permit is renewed prior to permit expiration. The option to renew is exercised by payment of the next month’s parking fee not later than the 23rd day of the current month. Permit holders using facilities not controlled by electronic equipment must surrender a valid permit stub at time of renewal. Permits not renewed shall be made available for sale to the customer at the top of the waiting list, commencing at 8:00 a.m. on the first business day of the month. Permits shall be sold on a first-come, first-served basis if there is no waiting list,

E. Waiting List
Customers desiring to purchase permits for locations sold out shall have their names placed on a waiting list and shall be offered the opportunity to purchase permits for that location as they become available. The waiting list shall be maintained on a first-come, first-served basis by the Department of Transit and Parking. To allow for equitable access to permits, customers shall be limited to requests totaling a maximum of three (3) permits per waiting list.
F. Parking Permit Transfer
As a general policy, parking permits are not transferable. However, it shall be permissible for permits controlled by a tenant to be jointly listed in the name of the tenant and building owner to allow for a transfer upon lease termination. A written agreement signed by the tenant and the property owner will be required by the Department of Transit and Parking before listing the property owner’s name on the permit.

G. Parking Permits Lost or Stolen
Permits lost or stolen will be replaced upon presenting the purchaser’s permit receipt to the Department of Transit and Parking and payment of a replacement fee equal to one-half the original purchase price. The Director of Transit and Parking may establish a lesser fee for replacement of electronic access cards.

H. Parking Permit Use
Use and display of the parking permit is subject to rules and regulations established by the Director of Transit and Parking. Such rules shall be made available to the public at time of permit sale and during normal business hours at the Department of Transit and Parking. Failure to comply with permit rules and regulations will result in a parking citation and/or revocation of the permit.

I. Permit Sales for Disabled Persons
Requests by mail for single or multiple month permits will be honored from disabled persons who qualify and have been issued special vehicle license plates and are entitled to special parking privileges under Sections 9105, 22511, and 22511.5 of the California Vehicle Code. Mail requests must include the valid receipt stub for the current month and the vehicle license number and be received by the Department of Transit and Parking no later than 5:00 p.m. on the 23rd of each month.
CITY OF SANTA ROSA PARKING FACILITIES

First Street Garage
555 First Street

- Free parking after 7:00 p.m.
- Free parking all day Saturday and Sunday
- Three hour free theatre parking with validation
- Disabled parking spaces available
- Monthly permit holders have access at all times
- **Free** motorcycle and scooter parking
- Bike lids and bike racks available

Spaces: 720
Levels: 7
Disabled Spaces: 15
Height Clearance: Level One: 8’2” All others: 6’9”
Monthly Rate: $85 non-reserved $140 reserved (Available) (Waiting List)
Maximum Daily Rate: $8.00
Hourly Rate: $0.75

Convenient to:
- Santa Rosa Plaza
- Roxy Movie Theatre
- Prince Memorial Greenway
- Juilliard Park
- Courthouse Square
- City Hall
- Transit Mall

Third Street Garage
Third and D Streets

- Disabled parking spaces available
- Monthly permit holders have access at all times
- **Free** motorcycle and scooter parking
- Bike racks available

Spaces: 204
Levels: 3
Disabled Spaces: 7
Height Clearance: All levels are 7’0”
Monthly Rate: $140 reserved (Waiting List)
Maximum Daily Rate: $8.00
Hourly Rate: $0.75

Convenient to:
- Courthouse Square
- Gourmet Coffee
- Restaurants
- Boutiques
- Bookstores
- Night life
D Street Garage
D and Second Streets

- Disabled parking spaces available
- Monthly permit holders have access at all times
- **Free** motorcycle and scooter parking
- Bike racks available

Spaces: 440
Levels: 4
Disabled Spaces: 9
Height Clearance: 7'0"
Monthly Rate: $85 non-reserved $140 reserved (Available) (Waiting List)
Maximum Daily Rate: $8.00
Hourly Rate: $0.75

Convenient to:
- State Building
- Downtown Library
- City Hall
- Courthouse Square
- Post Office
- Prince Memorial Greenway
- Transit Mall

Fifth Street Garage
735 Fifth Street

- Disabled parking spaces available
- Monthly permit holders have access at all times
- **Free** motorcycle and scooter parking
- Bike racks available

Spaces: 690
Levels: 5
Disabled Spaces: 14
Height Clearance: 6'9"
Monthly Rate: $62 non-reserved $120 (Available) (Waitlist)
Maximum Daily Rate: $8.00
Hourly Rate: $0.75

Convenient to:
- Santa Rosa Library
- Gourmet Coffee
- Restaurants
- Boutiques
- Shopping
**Seventh Street Garage**  
521 Seventh Street

- Disabled parking spaces available
- Monthly permit holders have access at all times
- **Free** motorcycle and scooter parking
- Bike racks available

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Convenient to:
- SRJC Culinary Café
- Mendocino Avenue Shops
- Santa Rosa Plaza
- Sonoma County Museum
- Restaurants
PARKING GARAGE PERMIT AGREEMENT & APPLICATION

Definitions:
This Parking Garage Permit Agreement (“Agreement”) is issued by the City of Santa Rosa (“City”) to the recipient of the Permit (“Permittee”) as holder of an Access Card for parking privileges.

Terms & Conditions:
This Agreement shall continue in force through the last day of the month for which Permittee has paid the monthly Permit fee. Permittee shall provide necessary information upon request by the City, or the City’s employee and/or agent, to confirm Permittee’s personal use of the Access Card. Permittee is responsible for updating all information changes, including name, address, telephone number, and vehicle license plate information. This can be done by email to parkingpermits@srcity.org; fax to (707) 543-3317; or mail to Economic Development and Housing, Parking Division, 90 Santa Rosa Avenue, Santa Rosa, CA 95404. Failure to comply fully with a request for necessary information may result in immediate cancellation of this Permit. Permittee must park on the level authorized by his/her Permit between the hours posted in each garage, regardless of whether he/she uses an Access Card or pays cash.

Initial Application:
Initial application must be made in person at: Economic Development and Housing, Parking Division, 90 Santa Rosa Avenue, Santa Rosa, CA 95404. Persons with disabilities will be allowed to mail in applications for parking Permits as a reasonable accommodation.

Renewal:
This Agreement is renewable by payment of the monthly Permit fee on or before the 23rd day of the month in which the Permit expires. Payment may be made by automatic credit card payment, by mail, or in person at Economic Development and Housing, Parking Division. When the renewal deadline falls on a City holiday, the deadline will be the following business day. Failure to maintain continuous renewal may result in Permit being sold to the next available individual on that Garage’s waiting list.

Termination:
Permittee may terminate this Agreement by returning the Access Card. Failure to remit Permit fees may result in that Access Card being terminated on the first day of the month following non-payment. Access Cards are the property of the City and shall be returned upon termination of the Agreement. The City will not make any refunds or prorations. The City may terminate this Permit by written notice mailed to Permittee or upon published closure of the subject Garage. Permittee acknowledges that the City is not obligated to relocate Permittee upon notice of termination of this Permit or closure of the subject Garage.

Rates & Fees:
Current rate and fee schedules are available for review at Economic Development and Housing, Parking Division, 90 Santa Rosa Avenue, or by calling (707) 543-3325.

Use & Display of Permit:
The Permit is for the sole use of the registered Permittee and is non-transferable. Upon attempted transfer, this Permit may be terminated. This Permit authorizes Permittee to park one (1) passenger vehicle, as listed on the Permittee’s application, in the Garage for which the Permit was issued.

The Access Card must be used to enter AND exit the Garage each time. Taking a ticket from the dispenser shall result in payment of the posted parking fees.

The Permit is specific to Garage and level(s) within the Garage. Each Garage is posted with the location of the Non-Reserved Permit areas. Failure to park in the designated areas may result in the issuance of a parking citation and/or the revocation of the Permit. All parking privileges are subject to the availability of a parking space on a first-come, first-served basis and at the Permittee’s risk.

Acknowledgment:
By accepting the Access Card, Permittee acknowledges that the City of Santa Rosa, as licensor, is not responsible for fire, theft, damage to, or loss of said vehicle or any articles left therein. Only a license is granted hereby and no bailment is created. Permittee has read, understands, and shall comply with the terms and conditions of this Permit. Furthermore, Permittee shall comply with the directives posted in the parking Garages (such as no parking, red curb areas, disabled parking, parking between the lines, small/compact car only, speed limits, directional flow, and stop signs).
DOWNTOWN PARKING FACILITIES
Garage Permit Rates in Relation to Core Area Proximity

Non-Reserved $62
Reserved $120

Non-Reserved $85
Reserved $140
### CITY OF SANTA ROSA
### PARKING DIVISION
### GARAGE SECURITY STATISTICS

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</tr>
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<td>1</td>
<td>4</td>
<td>22</td>
</tr>
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<td>11</td>
<td>3</td>
<td>3</td>
<td>6</td>
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</tr>
</tbody>
</table>
CLOSE TO HOME: In defense of parking system in downtown Santa Rosa

By KEN PEDERSEN

Published: Wednesday, June 17, 2009 at 3:00 a.m.

Gaye LeBaron’s excellent column about the future of the Rose Parade included a reason for many of the problems facing Santa Rosa, including downtown parking. Santa Rosa, she said, is too big to be a small town and too small to be a big city.

Many people view the parking situation in downtown Santa Rosa from a small-town perspective that includes free on-street parking. Unlike the smaller neighboring towns of Healdsburg, Sebastopol and Sonoma, downtown Santa Rosa must provide parking for thousands of government and private sector employees every day.

Unfortunately, managing this need makes free on-street parking an unaffordable luxury. Without the meters and threat of parking tickets, all of the on-street parking would be taken by those working downtown. There would be no turnover of parking spaces.

Numerous parking garages had to be constructed throughout the downtown parking district to accommodate employee parking and other parking needs. These garages are paid for by assessments on downtown property owners and revenue from the parking meters and garages. Revenue from parking tickets goes into the city of Santa Rosa general fund. There is no question that the cost of parking and parking tickets downtown are aggravations for customers and put downtown businesses at a disadvantage. There are several mitigating facts that are often overshadowed by the sting of a parking fine:

Park in any garage and, as long as you avoid reserved and handicap spaces, you will never get a ticket.
Many downtown businesses, including mine, will gladly pay for your parking when you are shopping in their stores or dining in their restaurants.

The distance from a city garage to almost any downtown business is no greater than the distance from a shopping center parking lot to stores in the center.

I believe that all of the above provide a way to park free and conveniently downtown without fear of getting a parking ticket and go a long way to leveling the playing field for downtown businesses.

Downtown Santa Rosa is the multifaceted center of our city, county and all of the North Bay area. Federal, state, county and city offices are located downtown. Most local, regional and national financial institutions are represented downtown. Downtown offers the widest variety and largest concentration of dining, entertainment, retail and professional services. Downtown provides the identity for our community.

Santa Rosa is no longer a small town. Santa Rosa is not yet a big city. Santa Rosa is a little of both, and the downtown parking situation reflects the challenges we face in getting from where we have been to where we are headed.

So when you come downtown, be smart and park in a garage. Do business, have some fun or both. I have been working and playing in downtown Santa Rosa for 62 years without ever getting a parking ticket.

Ken Pedersen is president of Pedersen’s Furniture in downtown Santa Rosa.
Artstart has made a significant impact in our community by creating over 150 benches, 34 murals and many installations. We work in a partnership with governmental agencies, nonprofit organizations, large corporations and small businesses. We provide inspiration to young artists and create a sense of ownership and pride in our community." The Parking Division is proud to display Artwork throughout our facilities.
Do you love being Downtown, but 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 our 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
Number of Parking Spaces in the Parking District and Railroad Square

<table>
<thead>
<tr>
<th>Facility Parking</th>
<th>Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Garage 1</td>
<td>750</td>
</tr>
<tr>
<td>Garage 3</td>
<td>690</td>
</tr>
<tr>
<td>Garage 5</td>
<td>204</td>
</tr>
<tr>
<td>Garage 9</td>
<td>440</td>
</tr>
<tr>
<td>Garage 12</td>
<td>720</td>
</tr>
</tbody>
</table>

Total Facility Spaces: **2804**

<table>
<thead>
<tr>
<th>Open Lot Parking</th>
<th>Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lot D</td>
<td>41</td>
</tr>
<tr>
<td>Lot 2</td>
<td>140</td>
</tr>
<tr>
<td>Lot 4</td>
<td>22</td>
</tr>
<tr>
<td>Lot 6</td>
<td>41</td>
</tr>
<tr>
<td>Lot 7</td>
<td>113</td>
</tr>
<tr>
<td>Lot 10</td>
<td>74</td>
</tr>
<tr>
<td>Lot 11</td>
<td>64</td>
</tr>
<tr>
<td>Lot 13</td>
<td>97</td>
</tr>
<tr>
<td>Lot 14</td>
<td>68</td>
</tr>
<tr>
<td>Lot 15</td>
<td>60</td>
</tr>
</tbody>
</table>

Total Lot Spaces: **720**

<table>
<thead>
<tr>
<th>Street Metered Parking</th>
<th>Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parking District</td>
<td>863</td>
</tr>
<tr>
<td>Railroad Square</td>
<td>182</td>
</tr>
</tbody>
</table>

Total Metered Parking: **1045**

### Summary of Available Parking Spaces

<table>
<thead>
<tr>
<th></th>
<th>Spaces</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facility Parking Spaces</td>
<td>2804</td>
</tr>
<tr>
<td>Open Lot Spaces</td>
<td>720</td>
</tr>
<tr>
<td>Street Metered Parking</td>
<td>1045</td>
</tr>
</tbody>
</table>

Grand Total of Parking Spaces: **4569**
Motorcycle Parking

The City generally does not distinguish between passenger cars and motorcycles when it comes to parking regulations. As such, motorcycles are eligible to park in any parking space that a passenger car is allowed to park in. This includes paid parking spaces (meter or pay station), spaces with time-limit restrictions, and spaces that are unrestricted (but still subject to the citywide 72-hour on-street time limit).

More than one motorcycle may occupy a parking space as long as there is sufficient space and all parking regulations are observed. The City has designated areas in each of the City's public lots and garages to provide free parking for the exclusive use of motorcycles. Designated on-street paid parking for the exclusive use of motorcycles will be installed in areas of downtown as locations are identified that can safely accommodate these spaces without removing other parking.

Some Places Motorcycles May Not Park

All regular parking regulations apply to motorcycles including not parking in front of fire hydrants, within 5 feet of a driveway, in Tow-Away Zones, in loading zones, etc. Additionally, motorcycles may not park:

- in spaces in front of or behind striped parking spaces (as these spaces typically provide maneuvering room that passenger cars need to enter and exit an adjacent striped space),
- along curb bulbs or indentions,
- in alleys, or
- on the sidewalk.

Motorcycles and Parking Meters

Motorcycles may park in any paid parking space, as can passenger cars. If a parking meter controls the space, the meter must be paid as long as there is a vehicle occupying the space. If more than one motorcycle occupies the space, it does not matter which motorcycle operator paid the meter as long as the meter is paid while any of the vehicles are in the space. When the time expires, all motorcycles in the space are subject to a citation.

Motorcycles and Pay Stations

If a parking space is controlled by a pay station, motorcyclists must purchase a receipt at a pay station and display it on the vehicle. As with spaces controlled by parking meters, the space must be paid as long as there is a vehicle occupying the space. While more than one motorcycle may park in the space, at least one of the vehicles must display a valid receipt to avoid a citation. No citation will be issued as long as at least one motorcycle displays a valid receipt.

Although it is possible for a person other than the driver of a motorcycle to remove a pay station receipt that is properly displayed on the motorcycle, it is an unlikely occurrence. Other cities using pay station kiosks have not experienced many incidents of this happening because the amount of time on the receipt may not be exactly what a potential "receipt thief" needs, or because the value of the maximum amount of a receipt is only $2.00 (which is a very small amount to risk arrest or public embarrassment for), or because there are usually other people in the area who may notice the theft and either say something or report it. Some motorcyclists choose to write their license plate number on the receipt to prevent use of the receipt by others.

In the event a problem does occur and a citation is issued, the motorcycle operator may contest the citation by providing a copy of the receipt stub (perforated portion of the receipt dispensed by the pay station, to be separated and retained by the driver) or information as to the time and amount of money that was deposited in the pay station.
CITY OF SANTA ROSA PARKING LOTS

With the exception of Lot 6, the City's surface lots have metered parking either with single space meters or Pay and Display stations. Meters operate Monday through Saturday, 8:00 a.m. – 6:00 p.m. There is free motorcycle and scooter parking available in each of the metered lots listed below.

<table>
<thead>
<tr>
<th>Location</th>
<th>Hourly Rate</th>
<th>Monthly Rate</th>
<th>Time Limit</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lot 2, 521 Fifth Street</td>
<td>$1.00</td>
<td>$140.00</td>
<td>10 hours</td>
</tr>
<tr>
<td>Lot 4, 608 Seventh Street</td>
<td>$1.00</td>
<td>N/A</td>
<td>2 hours</td>
</tr>
<tr>
<td>Lot 6, 4 E Street</td>
<td>N/A</td>
<td>$62.00</td>
<td>Permit Parking Only</td>
</tr>
<tr>
<td>Lot 7, 769 Second Street</td>
<td>$1.00</td>
<td>$85.00</td>
<td>2 and 10 hours</td>
</tr>
<tr>
<td>Lot 10, 730 Fifth Street</td>
<td>$1.00</td>
<td>$140.00</td>
<td>2 hours</td>
</tr>
<tr>
<td>Lot 11, 540 Fifth Street</td>
<td>$1.00</td>
<td>N/A</td>
<td>2 hours</td>
</tr>
<tr>
<td>Lot 13, 200 Fourth Street</td>
<td>$1.00</td>
<td>$45.00</td>
<td>10 hours</td>
</tr>
<tr>
<td>Lot 14, 200 Fifth Street</td>
<td>$1.00</td>
<td>$45.00</td>
<td>10 hours</td>
</tr>
<tr>
<td>Lot 15, 210 Fifth Street</td>
<td>$1.00</td>
<td>N/A</td>
<td>10 hours</td>
</tr>
<tr>
<td>Lot D, 9 Fourth Street</td>
<td>$1.00</td>
<td>N/A</td>
<td>2 hours</td>
</tr>
</tbody>
</table>
Parking Meters

City parking meters operate between the hours of 8:00 a.m. and 6:00 p.m., Monday through Saturday. During these hours, you must put money in the meter that controls the parking space where your vehicle is parked.

A parking meter may be either a single space meter or a parking pay station, which serves 8 - 10 parking spaces depending on the location. Each meter is marked to indicate the rate and maximum amount of time a vehicle may be parked at that location. If you are unsure how long you will be parked, consider putting in a little extra money to avoid receiving an expired meter citation. A vehicle may park for the maximum amount of time allowed, after which, the vehicle must be moved from the block or parking lot.

Santa Rosa City Code (CC 11-24.020) states that it is unlawful to park in a metered space during operating hours if the meter time has expired or is in violation.

Contractors performing work in the Downtown or Railroad Square area may request to reserve a meter or metered space by calling (707) 543-3325. You will need to provide the meter number(s) or location, the dates needed, and the scope of work being performed.

Free Meter Days

All Sundays
New Year’s Day January 1
Martin Luther King Day Third Monday in January
President’s Day Third Monday in February
Memorial Day Last Monday in May
Independence Day July 4
Labor Day First Monday in September
Veteran’s Day November 11
Thanksgiving Day Fourth Thursday in November
Christmas Day December 25

When a designated holiday falls on a Sunday, parking meters will be free on the Monday following that holiday.
[Resolution 22199; May 2, 1995]
Agenda Item # [To be inserted by CMO staff]
For Council Meeting of: April 8, 2008

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL

SUBJECT: PARKING PAY STATION PILOT PROGRAM

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

AGENDA ACTION: INFORMATION ONLY

ISSUE(S)

Staff will make a presentation on the Parking Pay Station Pilot Program that will be conducted by the Department of Transit and Parking in downtown Santa Rosa beginning in June 2008.

BACKGROUND

The Department of Transit and Parking operates and maintains approximately 1,500 parking meters in the Central Parking District and Historic Railroad Square. Meters are located on-street and in seven (7) surface parking lots. The Department has budgeted funds to allow installation of pay station technology to replace its remaining obsolete mechanical meters and provide the added benefits of allowing expanded payment options for the public, elimination of meter pole clutter from the sidewalk area, and operational efficiencies for City staff.

The Department has received an offer from Cale Parking Systems USA, Inc. to furnish and install pay stations for a prescribed test period. During this test period, the Department will evaluate both “pay and display” and “pay by space” technology to understand the relative benefits and public acceptance of each of these parking management approaches.

ANALYSIS

1. Cale Parking Systems USA, Inc. has offered to furnish and install pay stations, at no cost to the City, for a test period not to exceed 120 days. The City’s financial obligation will be limited to a charge of $45 per month per machine (or a total of $1,800 assuming installation of 10 units) for communication costs to authorize credit card payments and monitor status of the equipment.
2. The pilot program will test “pay and display” technology in the 500 block of Fourth Street (between B Street and Mendocino Avenue), and “pay by space” technology in Lot 10 (located at 730 Fifth Street, behind Russian River Brewing Company).

3. “Pay and display” technology requires that the parker pay for parking at a pay station then return to his/her vehicle to display a printed receipt on the vehicle’s dashboard. “Pay by space” technology requires that the parker make note of the space number the vehicle is parked in, and then input that space number into the pay station when paying for parking. There is no need to return to the vehicle when utilizing a pay by space system.

4. Both systems can be configured to offer the convenience of payment by coin, currency, debit and credit cards, and value cards. The software utilized by this vendor allows the possibility for the City to offer a value card that can be accepted at either a Cale meter or at a pay-on-foot machine in one of the City’s public parking garages. In addition, pay by cell phone technology can be considered with pay by space technology, but will not work with pay and display. For purposes of this pilot program, the City intends to configure the pay stations to accept coin, and debit and credit cards with a MasterCard or Visa logo. The minimum payment to use a debit or credit card will be $1.00.

5. Under a pay and display system, one (1) pay station will replace approximately 8 to 10 single space meters. Under a pay by space system, one pay station can cover a greater number of spaces (particularly in a surface parking lot) as the parker does not need to return to the vehicle to display a receipt after paying for parking. Under either system, the streetscape is significantly improved through removal of the single space meters and poles.

6. The pay stations are solar powered through a panel integrated into the top of the unit. In areas with limited sunlight (for example, the two Caltrans lots located under Hwy 101), the units can be physically wired to ensure uninterrupted service. Alternatively, staff can periodically change out and recharge the unit’s batteries following an alarm from the unit that the batteries are beginning to run low.

7. The pay stations are administered through a web based application. Operational efficiencies are created through the ability to schedule collections based on revenue collected by each unit; respond to alarms indicating a specific unit requires attention (coin jam, battery running low, change receipt paper); and program various/changing rate structures.

8. To assist parking patrons to understand the change in how to pay for parking, attention will be given to signage location and language, press releases, outreach to downtown merchants, and use of “Parking Ambassadors” to answer questions and assist parkers during a reasonable transition period.
9. Assuming the pilot program proves successful, the City will pursue purchase of pay stations through an opportunity to “piggy back” onto a contract awarded to Cale by the City of Portland, Oregon. The Purchasing Agent will review the bid document and resulting contract to ensure that such an award is consistent with the City’s purchasing policies.

RECOMMENDATION

No action required; information only.

Author: Cheryl Woodward
ISSUE(S)

Shall the Council of the City of Santa Rosa authorize the cooperative purchase of parking pay station equipment under a contract awarded by the City of Portland, Oregon following a competitive bid process and approve issuance of Blanket Purchase Orders for same to CALE Parking Systems USA, Inc., with total expenditures not to exceed $600,000.00?

BACKGROUND

The Department of Transit and Parking operates and maintains approximately 1,500 single space parking meters in the Central Parking District and Historic Railroad Square. These meters are located on-street and in seven (7) surface parking lots. Of these meters, approximately 220 are mechanical meters, dating back to the 1970’s and for which parts are no longer available, and 100 are older electronic meters for which the rate structure can no longer be changed.

Beginning in FY 2002-03, the Department budgeted funds and received Council authorization to proceed with a 5-year program to replace these obsolete meters. However, the Department subsequently suspended years 4 and 5 of the Meter Replacement Program when the meter rate increase proposed for Railroad Square was not approved for implementation. As no adjustments to the meters were required at that time, the Department determined to continue using the existing obsolete meters in Railroad Square until such time as an approved rate change would require a change to the meter rate structure. With meter rate increases approved and/or proposed in both the Courthouse Square and Railroad Square meter zones during FY 2008-09, the Department must now proceed with replacing the obsolete meters currently in use.

Between June and October of 2008, the Department of Transit and Parking conducted a pilot program to evaluate “pay-and-display” (P&D) and “pay-by-space” (PBS) meter
technology in Downtown Santa Rosa. The pilot program was conducted to give the public, merchants and staff an opportunity to test the operations and maintenance of multi-space equipment, understand the pros and cons of this advanced parking management technology, and receive and evaluate feedback prior to making a recommendation regarding the type of meter to purchase.

ANALYSIS

1. Downtown merchants have requested that the Parking District provide additional payment options to assist the public with paying for metered parking and avoiding parking citations. The current single space meters accept nickels, dimes and quarters. Merchants have reported that many visitors to downtown do not carry enough change to pay for time at a parking meter. They are concerned that as meter rates increase, this problem will become greater. The parking citations that result from expired meter violations contribute to a negative perception of Downtown.

2. Department staff investigated pay station technology offered by various vendors; made site visits to Seattle, Vancouver and Portland (during vacation), Redwood City, Oakland and Berkeley; and spoke with parking counterparts in other cities to learn from their experience.

3. The Department accepted an offer from CALE Parking Systems USA, Inc. to furnish and install pay stations, at no cost, for a prescribed test period. The City’s financial obligation was limited to a charge of $45 per month per machine for communication costs to authorize credit card payments and monitor status of the equipment. The specifics of the pilot program are detailed in the attached staff report that was presented to the Council on April 8, 2008. The only change to the program described in the April 8th report is that the minimum payment to use a debit or credit card was programmed for $0.25, rather than $1.00, as the credit card companies will not allow a different minimum purchase to be established for credit versus cash transactions.

4. Pay station technology offers the following benefits, among others:

- Payment options, including coin, currency, credit/debit, and value cards.
- Receipt to document a business expense or contest a parking citation.
- Ability to allow a grace period before issuing an expired meter violation.
- Ability of the parker to take "extra" time to another pay-and-display zone.
- System notification of equipment problems (coin jam, out of paper, low battery, etc.).
- Reduction in costs and staff time to collect meter revenue.
- Revenue security and audit reports.
- Flexibility to program standard, flat rate or custom rate schedules.
5. The machines were configured to accept payment by coin, debit and credit cards. The software utilized by this vendor allows the possibility for the City to offer a value card that can be accepted at either a CALE meter or at a pay-on-foot machine in one of the City’s public parking garages. The machines can be configured with a bill acceptor; however, research of practices utilized by other communities indicated that bill acceptors are rarely configured in equipment that accepts debit and credit cards. Redwood City is an exception, having elected to provide a bill acceptor in approximately one (1) pay station per block.

6. The pilot program tested pay-and-display technology in the 500 block of Fourth Street (between B Street and Mendocino Avenue), and pay-by-space technology in Lot 10 (located at 730 Fifth Street, behind Russian River Brewing Company).

7. To assist parking patrons in understanding the change in how to pay for parking, attention was given to signage location and language, press releases, outreach to downtown merchants, and use of “Parking Ambassadors” to answer questions and assist parkers during the first eight (8) weeks of the transition period.

8. The feedback received from the public, either through the Parking Ambassadors or calls to the parking office, indicated that the public had a good understanding and acceptance of pay-and-display technology. On the other hand, feedback regarding pay-by-space identified the following issues:

   - Parkers either failed to see or forgot their space number prior to getting to the pay station, resulting in a trip back to their cars.
   - Inexperience or confusion of first-time visitors with operation of the pay station resulted in payment delays for others.
   - Approximately one-third of parkers (based on visual observation) failed to read or understand that they did not need to display their receipt, resulting in an unnecessary trip back to their vehicles.

During the course of the pilot program, staff did not observe any significant change in the utilization of the lot, even with these reported drawbacks.

9. During the pilot program, a total of 56,628 transactions were processed by the pay stations. Of these transactions, 12,336 were processed using a credit or debit card and 44,292 were processed with coin. Overall usage of credit/debit cards increased during the pilot program as follows:

<table>
<thead>
<tr>
<th></th>
<th>4TH Street (P&amp;D)</th>
<th>Lot 10 (PBS)</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun 2008</td>
<td>25.0%</td>
<td>19.1%</td>
<td>20.4%</td>
</tr>
<tr>
<td>Oct 2008</td>
<td>28.2%</td>
<td>20.1%</td>
<td>22.4%</td>
</tr>
</tbody>
</table>
The average credit/debit card transaction exceeded the average coin transaction by 50% in Lot 10 and by 65% on 4th Street. As a result, while credit cards represented 22.4% of the total transactions, they accounted for 31.7% of the revenue collected. This leads us to believe that parkers who have access to and utilize the new credit/debit card payment option are staying Downtown longer. Credit card usage and length of stay were greatest on 4th Street utilizing the pay-and-display technology.

<table>
<thead>
<tr>
<th></th>
<th>4TH Street (P&amp;D)</th>
<th>Lot 10 (PBS)</th>
<th>Combined</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jun 2008</td>
<td>34.9%</td>
<td>25.3%</td>
<td>27.6%</td>
</tr>
<tr>
<td>Oct 2008</td>
<td>40.1%</td>
<td>27.9%</td>
<td>31.7%</td>
</tr>
</tbody>
</table>

A summary of revenue and transactions by location and payment type is attached to this staff report.

10. The Department developed an on-line survey, available on the City’s web site, to facilitate public feedback regarding their experience with the pay stations, preference for type of meter, and whether or not they valued payment options and/or parking receipts. In addition, the survey provided a comment section to allow the public to provide additional information they wished the Department to consider in evaluating the pay station technology. Notification of the survey was done through the City Manager’s weekly e-mail, Main Street’s outreach program, Economic Development’s fourth quarter Downtown Newsletter, a Press Democrat article, notices hand delivered to businesses adjacent to Lot 10, and notices posted on each pay station.

11. The Department received 250 responses during the first four (4) weeks the survey was posted to the City’s web site. The strongest responses were recorded for survey questions related to payment options, receipts and convenience, as follows:

- 73.7% of respondents indicated it is important and/or beneficial to have multiple payment options, such as coins and credit/debit cards. [21.1% - No; 5.2% - No Opinion]
- 66.4% of respondents indicated it is beneficial to receive a receipt that can be used to document a business expense or contest a parking citation. [18.9% - No; 14.7% - No Opinion]
- 65.8% of respondents indicated single space meters were their first choice for convenient meter parking. [Pay-and-Display – 26.2%; Pay-by-Space - 16.0%]
12. Comments received to the survey were categorized as follows:

- Remove all meters; provide free parking (39)
- Keep things they way they are (22)
- Pay stations are inconvenient, confusing and time consuming (14)
- Pay stations are becoming more familiar to people, are convenient and provide payment options (14)
- Never used the system but heard complaints (12)
- Inconvenient in the rain (8)

13. The Press Democrat ran its own 24-hour survey at pressdemocrat.com, starting October 22, 2008 and ending October 23, 2008, to seek feedback to the following question:

“Should Santa Rosa keep its new downtown parking meters that accept money or credit cards or return to the traditional parking meters?”

509 people responded to the survey with the following results:

- Go with the new meters – 38.5%
- Go with the traditional meters – 34.8%
- Neither – 21.0%
- Unsure – 5.7%

It should be noted that the survey began on the same day that the Press Democrat ran a prominent article which inaccurately reported that credit card users were required to pay a minimum of $1.00 (equivalent to 1 hour and 20 minutes) to utilize this payment option. The article went on to state that this minimum requirement was seen as a fatal flaw in the system. The Press Democrat printed a small correction the next day when informed that the minimum payment is $0.25 for debit and credit cards, the same as for coin payments.

14. City Code Section 3.08-160 allows the City to participate in cooperative purchasing programs maintained by state, county or other public agencies when determined to be advantageous to the City. Local government agencies are also permitted to use cooperative purchasing agreements pursuant to California Public Contract Code Section 10298.

15. The City of Portland, Oregon issued a Request for Proposals, RFP No. 105126, on February 14, 2006, for parking pay stations. Following evaluation of proposals received under this RFP, the City of Portland entered into Contract No. 36734, dated June 29, 2006, with CALE Parking Systems USA, Inc. to provide, install and maintain parking pay stations. On January 25, 2008, the term of this contract was extended through June 28, 2009. An additional one (1) year extension, through June 28, 2010, is currently in process. The terms and
conditions of the agreement authorize cooperative purchases by other public agencies at the identical prices and terms for equipment and services.

16. CALE has offered to extend large order pricing, usually reserved for 500+ meter orders, to the City based on the contract that was awarded by Portland, Oregon following its competitive bid process. Under this contract, the cost for an installed pay-and-display meter, configured to accept payment by coin, debit and credit cards, is $7,150 plus tax. The addition of a bill acceptor will increase the cost of the pay station by $1,500. A copy of CALE’s offer is attached to this staff report.

17. Alternatively, the Department could purchase new electronic meter mechanisms, at a cost of $125 per meter, to replace the existing obsolete units. However, this alternative fails to provide the public with additional payment options or create operational efficiencies for City staff. Parking maintenance staff currently collects revenue from meters twice weekly. This task requires approximately 22 hours of staff time per week, at an annual cost of about $40,000. Upon implementation of the approved meter rate increase on January 1, 2009, some meters will require collection three times per week, increasing collection time to approximately 30 hours per week and the annual cost of collection to $54,500. A change to replace single space meters with pay stations will reduce the current collection time and allow staff to be redeployed to other projects within the Parking District.

18. The Department recommends that Council authorize procurement of parking pay stations, in lieu of single space meters, to (1) provide the expanded payment options that the public finds beneficial and (2) create staff efficiencies by reducing the time and effort required to maintain parking meters and collect revenue. The Department proposes to purchase the pay-and-display equipment currently installed in the 500 block of Fourth Street, as well as purchase and install pay-and-display equipment in the area bounded by Fourth, Fifth, B, and E Streets. Meters displaced by these pay stations will be used to replace the obsolete mechanical and electronic meters in Railroad Square. Based on the results of this initial installation and subject to available funding, the Department may consider installation of additional pay stations in other lots and high traffic areas. Meters displaced through this next phase would be maintained as a spare parts inventory. A map depicting the proposed location of pay stations is attached to this staff report.

In addition, the Department is moving forward with plans to reconstruct parking under the freeway after Caltrans returns use of the two (2) lots, located between Third and Fifth Streets, to the City. Parking on these lots will be managed using pay-and-display equipment. These lots have not previously been metered.

19. If approved by Council, the Purchasing Section would issue Blanket Purchase Orders (BPO) to CALE to allow utilization of Portland’s contract pricing for the meter, installation, training, support, warranty and communications fees. All BPO purchases will be managed within the budgetary appropriations approved by the Council in Charge #7411, Meter Replacement, and CIP Project #8806, Railroad
Square Parking. There is currently $500,000 budgeted in the Meter Replacement account and $750,000 budgeted in the Railroad Square Parking account. The budget for the Railroad Square Parking project anticipates that approximately $100,000 of the total budget will be spent on parking equipment.

20. The source of funds for the parking pay station procurement is Parking District reserves. The use of Parking District reserves is restricted to those purposes which provide for parking place improvements.

RECOMMENDATION

It is recommended by the Departments of Transit and Parking and Administrative Services that the Council, by motion, authorize the cooperative purchase of parking pay stations under a contract awarded by the City of Portland, Oregon, following a competitive bid process. It is further recommended by the Departments of Transit and Parking and Administrative Services that the Council, by motion, approve issuance of Blanket Purchase Orders for same to CALE Parking Systems USA, Inc., with total expenditures not to exceed $600,000.00.

Author: Cheryl Woodward

Attachments:

- Staff Report, Parking Pay Station Pilot Program, April 8, 2008
- Pay Station Pilot Program – Revenue and Transaction Summary
- CALE Offer Letter, fax date of March 21, 2008
- Map – Proposed Pay Station Locations
11.3 REPORT – PARKING PAY STATION PROCUREMENT 5:15:59 PM
Councilmember Sawyer recused himself from this item.

Cheryl Woodward, Deputy Director of Transit and Parking, explained that the Department of Transit and Parking operates and maintains approximately 1,500 single space parking meters in the Central Parking District and Historic Railroad Square. Of these meters, approximately 220 are mechanical meters, dating back to the 1970’s and for which parts are no longer available, and 100 are older electronic meters for which the rate structure can no longer be changed. With meter rate increases approved and/or proposed during FY 2008-09, she said the Department must now proceed with replacing the obsolete meters currently in use. Between June and October of 2008, the Department conducted a pilot program to evaluate "pay-and-display" and "pay-by-space" meter technology in Downtown Santa Rosa as an alternative to single space meters. Following conclusion of the pilot program and evaluation of the operations and maintenance of the equipment and public feedback, the Department recommended the purchase of pay-and-display equipment from CALE Parking Systems USA, Inc. through a cooperative purchase/contract awarded by the City of Portland, Oregon.

In response to a question by Councilmember Bender regarding ease of use for disabled drivers, Ms. Woodward noted that those displaying a disabled placard could park at no charge at any space in the City.

PUBLIC COMMENT 5:38:11 PM
Willard Richards supported the fee increase for onstreet parking and the new technology due to the benefits.

Belinda Andrews objected to ticketing cars parked overnight by drivers who take taxis home after consuming alcohol at nightclubs.

MOVED by Councilmember Olivares, seconded by Councilmember Bender, carried 6-0-1 (Councilmember Sawyer abstaining), to adopt and waive reading of the motion for item 11.3 as follows:

MOTION AUTHORIZING THE COOPERATIVE PURCHASE OF PARKING PAY STATIONS UNDER A CONTRACT AWARDED BY THE CITY OF PORTLAND, OREGON, FOLLOWING A COMPETITIVE BID PROCESS. IT IS FURTHER RECOMMENDED BY THE DEPARTMENTS OF TRANSIT AND PARKING AND ADMINISTRATIVE SERVICES THAT THE COUNCIL, BY MOTION, APPROVE ISSUANCE OF BLANKET PURCHASE ORDERS FOR SAME TO CALE PARKING SYSTEMS USA, INC., WITH TOTAL EXPENDITURES NOT TO EXCEED $600,000.00.
MEMORANDUM

DATE: JUNE 25, 2009
TO: MAYOR GORIN AND MEMBERS OF THE COUNCIL
FROM: CHERYL WOODWARD, DEPUTY DIRECTOR - PARKING
SUBJECT: PARKING PAY STATION UPDATE

The Parking Division has now completed implementation of Phase 1 and Phase 2 of the Parking Pay Station Program in the downtown. As you may recall, the Department outlined a phased implementation plan at the time Council authorized procurement of CALE pay-and-display pay stations last December. Phase 1, which included installation of 36 pay stations in the area bounded by Fourth, Fifth, B and E Streets, was completed during the month of February. Phase 2, which included installation of an additional 10 pay stations in the 800 block of Fourth Street and Lot 2 (located at Ross and B Streets), was completed on June 15, 2009. A map depicting the location of the pay stations is attached for your convenience.

While the verbal feedback we receive continues to be mixed, the data indicates that use of the pay stations is strong, averaging in excess of 50,000 transactions per month following the completion of Phase 1. Of these transactions, about 26% are made with a debit or credit card. Debit/credit card revenue accounts for approximately 40% of the revenue collected from the pay stations. This data continues to validate the public feedback that expanded payment options are important for ease of parking at downtown meters. As well, the Department is benefiting from the staff efficiencies created by reducing the time and effort required to maintain parking meters and collect revenue.

Staff is continuing to educate and work with the merchants and the public to assist with their understanding and acceptance of this new technology. Based on our experience with the pay-on-foot machine implementation in the parking garages several years ago, we know that it may take a year before the public fully understands and/or appreciates the benefits that this new technology provides. In the meantime, we will continue our current practice to provide each parker a “one-time warning” or dismissal of the first citation resulting from a failure to understand the requirement to pay at a pay station.

The next phase of the Parking Pay Station Program will occur in Railroad Square. The timing of this phase is linked to plans to reconstruct parking under the freeway after Caltrans returns use of the two (2) lots, located between Third and Fifth Streets, to the City. Negotiations for a lease agreement with Caltrans are currently in process.

Attachments

c. Jeff Kolin, City Manager
Beginning February 2, 2009 and continuing throughout 2010, additional Parking Pay and Display stations will be installed in and around the downtown and Railroad Square areas of the City.

These Pay and Display stations offer the following benefits:

- Expand payment options:
  - Coins (nickels, dimes, quarters, and dollars)
  - Debit and credit cards (Visa and MasterCard);
- Allow patrons to take remaining time to another Pay and Display zone;
- Provide receipts that specify both the amount of time purchased and the expiration time, information that could be used to contest a parking citation or document a business expense;
- Provide a five-minute grace period for expired meter violations;
- Feature a self-monitoring and system notification of equipment problems; and
- Reduce the cost to maintain the equipment and collect revenue.

During the phases of this conversion:

- Personnel will be on-site to answer questions and assist the public as needed;
- Signs and flags will be placed on the new Pay and Display stations to attract the public to the new meter equipment; and
- One-time warnings, rather than citations, will be issued for meter violations for two weeks following the conversion of that block or lot.

Contact Information
City of Santa Rosa - Parking Division
90 Santa Rosa Avenue
Santa Rosa, California 95404
(707) 543-3325 www.srcity.org
### PAY STATION PILOT PROGRAM - REVENUE AND TRANSACTION SUMMARY
#### JUNE 8, 2008 - OCTOBER 20, 2008

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### TOTAL TRANSACTIONS

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### CREDIT CARD TRANSACTIONS

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### AVERAGE TRANSACTION

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### AVERAGE CREDIT CARD

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City of Santa Rosa  
C/o Cheryl K. Woodward  
Deputy Dir – Parking  
Dept. of Transit and Parking  
100 Santa Rosa Ave  
Santa Rosa, CA 95402-1678

RE: CALE METER TEST and “PIGGY BACK OFFER” of Portland, OR contract

Dear Mrs. Woodward,

First I'd like to thank you and everyone else who participated in our discussion this past week. I hope you have the same feeling I did leaving the meeting in that it felt like a great start to a long and happy relationship between CALE and the City of Santa Rosa. As discussed in the meeting I have put together an offer for testing CALE equipment, on your streets and in a lot. After the meeting Ryan and I looked at both the lot and the on-street test location; the following offer is one that we feel extremely confident will provide for positive results and be the impetus for you and the City to be able to move forward with a wide spread multi-space meter program.

CALE METER TEST - The test will be no longer than 120 days, meters will cover the 500 block of 4th street and the lot at 700 block of D street (Lot 10) - free of charge, with the exception of a CWQ fee of $4.5/month. The meters will be set up exactly like Portland’s meters; they will accept coins, credit and debit cards, run off of solar power and come with real-time credit card validation and electronic locks for the coin vault.

Pay by Space for Lot 10 - After further review of Lot 10 CALE recomends that Pay by Space would be the most viable option to control the parking. We propose that four (4) meters be placed in the lot, at various locations, that will allow the patrons to not have to walk more than 4-5 car lengths to purchase time (just as they will be expected to do on-street). The main reason to go with Pay by Space is because when observing the lot people were exiting the lot, on foot, going in one of four directions, for the most part. Strategically placing the meters at these exit points or in line with these exit points will allow the patrons to quickly pay for their parking time and continue towards their ultimate destination. The lot is quite dense with parking spaces but there are available locations, for four meters to be installed, without losing any spaces.

OFFER - Cale is willing to extend large order pricing, usually reserved for 500+ meter orders, to the City of Santa Rosa. Cale will provide Portland contract pricing for the meter, installation, training, support, warranty and communications fees. As a value added benefit, Cale will work with the city to mark all of the locations, on the side walks for where the meters/signage will be installed, we will provide e-copy examples of signage and Press Release literature that has proven its effectiveness. All Pricing is on the following page.

NOTE: CREDIT CARD PROCESSING - During our meeting Mr. Parrish made it clear that the city does not want to use Vital/Visanet as the primary processor. Cale is compatible with most of the major processors, we do work with PaymenTech, First Data and/or First Merchants. If the City can tell Cale what it prefers, if the alternatives are not to your liking, we will then verify compatibility.

Cont’d
METER PRICING – Based upon Portland Meter Pricing

Derived from Portland, OR contract – where presently there are 570 MP 104 multi-space Pay and Display meters installed.

MP104 Multi-Space Meter $7150

Price Includes –
- Solar Power with battery back-up
- 1 Year Parts Warranty
- Coin Acceptance
- Credit & Debit Card Acceptance
- Stainless Steel Construction
- Includes training of Maintenance, Collections, Enforcement and Management
- Standard Black Color with Gray patron interface area
- Credit Card Acceptance and daily data transfer
- CALE Web Office (CWO) Alarm notification / Statistical Reports / Credit Card Date Transfers
- Shipping
- Installation from the prepared ground surface – Cale will provide base anchor hardware
- Meter Layout Report for entire city

Options
Electronic lock option – $350/Ea
- One key and docking station will be included in the price per 250 meters ordered. Additional keys $350 and docking stations sell for $225
- A one time fee of $5000 will be assessed for the accompanying e-lock software; this will cover all meters initially ordered and any future orders.

Pay by Space Enforcement $550/Ea

Operating Costs –
Wireless two way communication $30/Ea/Mo*
*For on-line real-time Credit Card Validation add $15/meter/month

Receipt Paper $30/roll

Local Vendor Support (Extended Warranty)

Our standard warranty included in our meter pricing is 12 months from date of installation or 15 months from ship date. Subsequent to this warranty period, Cale offers the extended warranty period of 4 additional years for $39/meter/month + .01 transaction

This warranty covers all parts that require replacement with the exception of batteries and any parts destroyed due to vandalism and “acts of god”.

Please, at anytime, do not hesitate to call me with any questions regarding this offer, the pending test or anything else.

Sincerely,

George Levey
President
Cale Parking Systems USA, Inc.

Cale Parking Systems USA, Inc.
21925 US Highway 19N, Clearwater, FL 33765
727-724-1800

-2-
CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL

SUBJECT: INCREASED EXPENDITURE LIMIT FOR COOPERATIVE PURCHASE - PARKING PAY STATION EQUIPMENT

STAFF PRESENTER: JIM WRIGHT, PURCHASING AGENT

AGENDA ACTION: MOTION

ISSUE(S)

Shall the Council of the City of Santa Rosa approve an amendment of the Blanket Purchase Order with CALE Parking Systems USA, Inc., Clearwater, FL, for parking pay station equipment and authorize additional expenditures not to exceed $500,000?

BACKGROUND

1. On December 16, 2008, the Council authorized a cooperative purchase of parking pay station equipment under a contract awarded by the City of Portland, Oregon following a competitive bid process and approved issuance of Blanket Purchase Orders (BPO) for same to CALE Parking Systems USA, Inc., Clearwater, FL, with total expenditures not to exceed $600,000.

2. During FY 2008-09, a total of 46 pay stations were installed in the downtown to address merchant and public concerns regarding the need for payment options to avoid parking citations. The pay stations accept debit and credit cards as well as coins; provide payment receipts; allow patrons to take remaining time to another pay-and-display zone; provide a five-minute grace period for expired meter violations; feature self-monitoring and system notification of equipment problems; and reduce the cost to maintain the equipment and collect revenue.

3. On June 17, 2010, during the FY 2010-11 budget hearing, the Council approved a program improvement recommended by the Department of Recreation, Parks and Community Services to install pay stations in Howarth Park. In addition, budget augments were approved for the Parking Division to allow for installation of additional pay stations in the Courthouse Square and Railroad Square districts.
4. Funds required for these expenditures have been allocated in the FY 2010-11 budgets of the Parking Division, Accounts 7411 (Meter Replacement) and 8806 (Railroad Square); and Recreation, Parks and Community Services, Account 3943.

ANALYSIS

1. To date, the Parking Division has spent approximately $421,000 with CALE for the purchase of 46 pay stations ($356,000), operational supplies ($30,500), and monthly credit card authorization and web access fees ($34,500). Approximately $179,000 remains available under the previously authorized BPO.

2. Expenditures planned in FY 2010-11 for equipment purchase, operational supplies and/or credit card authorization and web access fees include:

   **Parking Division:**
   - Phase 1 – 4th/5th/Lots 10 & 11: Fees & Supplies $38,000
   - Phase 2 – 4th/Lot 2: Fees & Supplies $11,000
   - Phase 3 – Railroad Square: 31 units $269,000
   - Phase 4 – Pending: 31 units $269,000

   **Recreation, Parks and Community Services:**
   - Howarth Park: 10 units $87,000

   **Total Planned Expenditures:** $674,000

3. An increase in the BPO limit is required for the departments to move forward with plans to purchase and install additional parking pay stations in the downtown and at Howarth Park.

   Planned FY 2010-11 expenditures $674,000
   Less: Authorization remaining under current BPO (179,000)
   Amount required under extended BPO $495,000

4. City Code Section 3.08-160 allows the City to participate in cooperative purchasing programs maintained by state, county or other public agencies when determined to be advantageous to the City. Local government agencies are also permitted to use cooperative purchasing agreements pursuant to California Public Contract Code Section 10298.

5. The City of Portland, Oregon issued a Request for Proposals, RFP No. 105126, on February 14, 2006, for parking pay stations. Following evaluation of proposals received under this RFP, the City of Portland entered into Contract No. 36734, dated June 29, 2006, with CALE Parking Systems USA, Inc., Clearwater, FL, to provide, install and maintain parking pay stations. The term of this contract has been extended for three (3) additional one (1) year terms.

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Amendment No. 3 extends the term of the contract through June 29, 2011. The terms and conditions of the agreement authorize cooperative purchases by other public agencies at the identical prices and terms for equipment and services.

6. CALE extended large order pricing, usually reserved for 500+ meter orders, to the City based on the contract that was awarded by Portland, Oregon following its competitive bid process. Under this contract, the cost for an installed pay-and-display meter, configured to accept payment by coin, debit and credit cards, is $7,150 plus tax. The addition of a bill acceptor will increase the cost of the pay station by $1,500.

7. If approved by Council, the Purchasing Section would amend the existing Blanket Purchase Order (BPO) to CALE to allow utilization of Portland’s contract pricing through June 29, 2011 for the meter, installation, training, support, warranty and communications fees. All BPO purchases will be managed within the budgetary appropriations approved by the Council.

8. The source of funds for the parking pay station procurement is Parking District reserves (for the Courthouse Square and Railroad Square districts) and Park Development Fees (for Howarth Park). The use of Parking District reserves is restricted to those purposes which provide for parking place improvements.

RECOMMENDATION

This motion, recommended by the Departments of Economic Development and Housing; Recreation, Parks and Community Services, and Finance, authorizes an amendment of the Blanket Purchase Order with CALE Parking Systems USA, Inc., Clearwater, FL, for parking pay station equipment and authorize additional expenditures not to exceed $500,000.

Author: Cheryl Woodward, x3332

Attachments: none
# OF EXPIRED METER CITATIONS WRITTEN

<table>
<thead>
<tr>
<th></th>
<th>FY 2010-11</th>
<th>FY 2009-10</th>
<th>FY 2008-09</th>
<th>FY 2007-08</th>
<th>CHANGE</th>
</tr>
</thead>
</table>
| July   | 2,305      | 2,410      | 2,591      | 2,610      | (305)  
11.7% | |
| August | 2,084      | 2,212      | 3,156      | 2,729      | (645)  
23.6% | |
| September | 1,748   | 2,313      | 3,229      | 2,773      | (1,025)  
37.0% | |
| October | 2,490      | 2,441      | 3,325      | 3,090      | (600)  
19.4% | |
| November | 1,922     | 2,215      | 3,022      | 2,642      | (720)  
27.3% | |
| December | 1,490      | 2,167      | 2,688      | 2,396      | (906)  
37.8% | |
| January | 1,496      | 1,798      | 3,092      | 2,884      | (1,388)  
48.1% | |
| February | 2,130     | 1,813      | 2,532      | 2,273      | (143)  
6.3% | |
| March   | 1,999      | 2,407      | 2,537      | 2,492      | (493)  
19.8% | |
| April   | 2,682      | 2,509      | 2,620      |            |        | |
| May     | 2,581      | 2,341      | 3,185      |            |        | |
| June    | 2,428      | 2,347      | 2,592      |            |        | |
| Average | 1,963      | 2,289      | 2,781      | 2,691      |        | |

## Change vs. 2007-08

<table>
<thead>
<tr>
<th></th>
<th>#</th>
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<td>July</td>
<td>(305)</td>
<td>(11.7%)</td>
</tr>
<tr>
<td>August</td>
<td>(645)</td>
<td>(23.6%)</td>
</tr>
<tr>
<td>September</td>
<td>(1,025)</td>
<td>(37.0%)</td>
</tr>
<tr>
<td>October</td>
<td>(600)</td>
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<tr>
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<tr>
<td>March</td>
<td>(493)</td>
<td>(19.8%)</td>
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<td></td>
<td></td>
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<tr>
<td>June</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Average</td>
<td>(6,225)</td>
<td>(19.3%)</td>
</tr>
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</table>

### Notes:

- **Total # of Units**
  - **9** Pilot Program to test multi-space technology: Pay-and-Display (500 block, Fourth Street) and Pay-by-Space (Lot 10).
  - **6** Reduction due to removal of Pay-by-Space meters (Lot 10).
  - **36** Additional pay stations installed along Fourth and Fifth Streets, between B and E Streets, including Lots 10 and 11.
  - **46** Additional pay stations installed in the 800 block of Fourth Street and in Lot 2.
  - **72** Additional pay stations installed in Railroad Square.
  - **80** Additional pay stations installed on Caltrans lots between Third and Fifth Streets, under Hwy 101 (Lots 13 and 14).

Reduction in number of expired meter violations written since implementation of CALE pay stations, which offer expanded payment options.

Department policy is to dismiss one citation for each motorist who failed to understand the change in how to pay for parking.

A five (5) minute grace period is given before writing an expired meter violation.

Numbers shown reflect the number of citations written. Data for the number of citations dismissed is not readily available.

The 1,999 citations written in March equates to 1.2 citations for each metered space in the downtown.
<table>
<thead>
<tr>
<th>Month</th>
<th># of Units</th>
<th>TRANSACTIONS</th>
<th></th>
<th></th>
<th>REVENUE</th>
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<tr>
<td></td>
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<td>Total</td>
<td>Credit</td>
<td>Coin</td>
<td>Total</td>
<td>Credit</td>
<td>Coin</td>
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<td>Jul-08</td>
<td>9</td>
<td>13,213</td>
<td>2,873</td>
<td>10,340</td>
<td>10,745.95</td>
<td>3,243.95</td>
<td>7,502.00</td>
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<td>Aug-08</td>
<td>9</td>
<td>13,136</td>
<td>2,858</td>
<td>10,278</td>
<td>10,793.20</td>
<td>3,254.00</td>
<td>7,539.20</td>
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<td>Sep-08</td>
<td>9</td>
<td>12,601</td>
<td>2,839</td>
<td>9,762</td>
<td>10,411.80</td>
<td>3,234.40</td>
<td>7,177.40</td>
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<td>9,686</td>
<td>2,284</td>
<td>7,402</td>
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<td>1,278.15</td>
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<td>Nov-08</td>
<td>6</td>
<td>3,281</td>
<td>1,018</td>
<td>2,263</td>
<td>2,936.85</td>
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<td>Dec-08</td>
<td>6</td>
<td>3,632</td>
<td>1,067</td>
<td>2,565</td>
<td>3,292.55</td>
<td>1,337.05</td>
<td>1,955.50</td>
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<td>Jan-09</td>
<td>6</td>
<td>3,759</td>
<td>1,234</td>
<td>2,525</td>
<td>4,046.75</td>
<td>1,933.75</td>
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<td>Feb-09</td>
<td>36</td>
<td>31,646</td>
<td>7,574</td>
<td>24,072</td>
<td>29,150.05</td>
<td>10,839.70</td>
<td>18,310.35</td>
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<td>Mar-09</td>
<td>36</td>
<td>52,987</td>
<td>13,062</td>
<td>39,925</td>
<td>49,784.05</td>
<td>18,866.55</td>
<td>30,917.50</td>
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<td>Apr-09</td>
<td>36</td>
<td>53,589</td>
<td>13,738</td>
<td>39,851</td>
<td>50,945.45</td>
<td>19,942.50</td>
<td>31,002.95</td>
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<td>May-09</td>
<td>36</td>
<td>51,215</td>
<td>13,518</td>
<td>37,697</td>
<td>49,275.70</td>
<td>19,670.20</td>
<td>29,605.50</td>
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<tr>
<td>Jun-09</td>
<td>46</td>
<td>55,596</td>
<td>14,099</td>
<td>41,497</td>
<td>53,949.45</td>
<td>21,073.10</td>
<td>32,876.35</td>
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<tr>
<td>Total</td>
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<td>304,341</td>
<td>76,164</td>
<td>228,177</td>
<td>$283,349.50</td>
<td>$107,324.25</td>
<td>$176,025.25</td>
</tr>
</tbody>
</table>

| Month  | # of Units | CREDIT AND COIN TRANSACTIONS / REVENUE AS % OF TOTAL |        |        |        |
|--------|------------|-----------------------------------------------------|--------|--------|
| Jul-08 | 9          | 21.74% 78.26%                                       | 30.19% | 69.81% |
| Aug-08 | 9          | 21.76% 78.24%                                       | 30.15% | 69.85% |
| Sep-08 | 9          | 22.53% 77.47%                                       | 31.06% | 68.94% |
| Oct-08 | 6          | 23.58% 76.42%                                       | 33.06% | 66.94% |
| Nov-08 | 6          | 31.03% 68.97%                                       | 43.52% | 56.48% |
| Dec-08 | 6          | 29.38% 70.62%                                       | 40.61% | 59.39% |
| Jan-09 | 6          | 32.83% 67.17%                                       | 47.79% | 52.21% |
| Feb-09 | 36         | 23.93% 76.07%                                       | 37.19% | 62.81% |
| Mar-09 | 36         | 24.65% 75.35%                                       | 37.90% | 62.10% |
| Apr-09 | 36         | 25.64% 74.36%                                       | 39.14% | 60.86% |
| May-09 | 36         | 26.39% 73.61%                                       | 39.92% | 60.08% |
| Jun-09 | 46         | 25.36% 74.64%                                       | 39.06% | 60.94% |
| Total  |            | 25.03% 74.97%                                       | 37.88% | 62.12% |

| Month  | # of Units | AVERAGE TRANSACTION |        |        |        |
|--------|------------|---------------------|--------|--------|
| Jul-08 | 9          | 0.81 1.13 0.73      |        |        |
| Aug-08 | 9          | 0.82 1.14 0.73      |        |        |
| Sep-08 | 9          | 0.83 1.14 0.74      |        |        |
| Oct-08 | 6          | 0.83 1.16 0.73      |        |        |
| Nov-08 | 6          | 0.90 1.26 0.73      |        |        |
| Dec-08 | 6          | 0.91 1.25 0.76      |        |        |
| Jan-09 | 6          | 1.08 1.57 0.84      |        |        |
| Feb-09 | 36         | 0.92 1.43 0.76      |        |        |
| Mar-09 | 36         | 0.94 1.44 0.77      |        |        |
| Apr-09 | 36         | 0.95 1.45 0.78      |        |        |
| May-09 | 36         | 0.96 1.46 0.79      |        |        |
| Jun-09 | 46         | 0.97 1.49 0.79      |        |        |
| Total  |            | $0.93 $1.41 $0.77   |        |        |

Notes: Pilot program to test Pay and Display and Pay by Space technology ended October 20, 2008. Meter rate increased from $0.75 to $1.00 per hour effective January 1, 2009.
CITY OF SANTA ROSA  
CITY COUNCIL

TO:          MAYOR AND CITY COUNCIL  
SUBJECT:     PARKING ORDINANCE REVISION  
STAFF PRESENTER:  CHERYL WOODWARD, DEPUTY DIRECTOR - PARKING  
DEPARTMENT OF TRANSIT AND PARKING

AGENDA ACTION:  ORDINANCE

ISSUE(S)

Shall the Council of the City of Santa Rosa amend Section 11-20.020 of Title 11, Vehicles and Traffic, of the City Code to revise yellow zone restrictions?

BACKGROUND

In 1988, the City Council adopted the Parking Ordinance that currently authorizes the City’s parking enforcement program. No revisions have been made to the referenced section since that date. The Department of Transit and Parking is recommending revisions that will allow for proper and efficient use of designated yellow (loading) zones.

ANALYSIS

1. The abuse of yellow zones by unauthorized users leads to the unavailability of such zones for deliveries and promotes traffic congestion where such zones exist.

2. The proper and efficient use of loading zones can best be achieved by additional regulations which restrict use to commercially registered and licensed vehicles, the United States Postal Service, or vehicles with the business name permanently displayed on the sides of the vehicle.

3. The addition of subsection 11-20.020 (B) allows for “shared-use” of yellow zones when authorized signs are in place giving notice of the specific hours of operation for commercial loading and noncommercial parking. The Director of Transit and Parking shall specify the time-limited or metered parking hours, consistent with the meter hours established in City Code Section 11-24.020, for all combined yellow zones where commercial and noncommercial vehicles share the same parking space, but are separated by the hours of operation.
ORDINANCE NO. 3823


THE PEOPLE OF THE CITY OF SANTA ROSA DO ENACT AS FOLLOWS:

Section 1. Section 11-20.020 of the Santa Rosa City Code is amended to read as follows:

"11-20.020 Yellow zones; commercial only or combined.

(A) Except as otherwise set forth in subsection (B) below, no person shall park any vehicle or cause, allow, permit or suffer any vehicle registered in his name or controlled by him to be parked adjacent to a curb painted yellow, at any time between 7:00 a.m. and 6:00 p.m. of any day, except Sundays, for any purpose other than the commercial loading or unloading of freight, and then only for the time actually necessary for the same, but not to exceed in any event a maximum period of 24 consecutive minutes. For purposes of this section, commercial loading or unloading is allowed for those deliveries made by commercially registered and licensed vehicles, the United States Postal Service, or vehicles with the business name permanently displayed on the sides of the vehicle, in, at a minimum, two-inch lettering.

(B) Yellow zones may be combined with time-limited parking or metered parking zones if specifically indicated on adjacent parking meters or signs. Any combined yellow zone shall be properly marked and signed to indicate the specific hours of operation for commercial loading and unloading, as well as the permissible hours of any time-limited or metered parking for noncommercial vehicle parking. In all combined yellow zones where commercial and noncommercial vehicles share the same parking space, but are separated by the hours of operation, the Director of Transit and Parking shall specify the time-limited or metered parking hours consistent with the direction of Section 11-24.020 of this Chapter. The provisions of this section shall be effective when authorized signs are in place giving notice of the specific hours of operation for commercial loading and noncommercial parking within a yellow zone."

Section 2. Environmental Determination. The Council finds that the adoption and implementation of this ordinance are exempt from the provisions of the California Environmental Quality Act in that the Council finds there is no possibility that the implementation of this ordinance may have significant effects on the environment.
4. Attached, as an addendum to this staff report, is a copy of the proposed amended ordinance with deleted language struck out and added language in **bold** type.

**RECOMMENDATION**

It is recommended by the Department of Transit and Parking that City Council introduce the proposed ordinance change to amend Section 11-20.020 of the Santa Rosa City Code.

Author: Cheryl Woodward
Attachments:

- Staff Report Addendum – Parking Ordinance Revision
- Ordinance
STAFF REPORT ADDENDUM
PARKING ORDINANCE REVISION

11-20.020 Yellow curbs zones; commercial only or combined.

(A) Except as otherwise set forth in subsection (B) below, no person shall park any vehicle or cause, allow, permit or suffer any vehicle registered in his name or controlled by him to be parked adjacent to a curb painted yellow, at any time between 7:00 a.m. and 6:00 p.m. of any day, except Sundays, for any purpose other than the commercial of loading or unloading of freight, and then only for the time actually necessary for the same, but not to exceed in any event a maximum period of 24 consecutive minutes, between the hours of eight a.m. and 10 a.m., or four p.m. and six p.m., and 12 minutes between the hours of 10 a.m. and four p.m. For purposes of this section, commercial loading or unloading is allowed for those deliveries made by commercially registered and licensed vehicles, the United States Postal Service, or vehicles with the business name permanently displayed on the sides of the vehicle, in, at a minimum, two-inch lettering.

(B) Yellow zones may be combined with time-limited parking or metered parking zones if specifically indicated on adjacent parking meters or signs. Any combined yellow zone shall be properly marked and signed to indicate the specific hours of operation for commercial loading and unloading, as well as the permissible hours of any time-limited or metered parking for noncommercial vehicle parking. In all combined yellow zones where commercial and noncommercial vehicles share the same parking space, but are separated by the hours of operation, the Director of Transit and Parking shall specify the time-limited or metered parking hours consistent with the direction of Section 11-24.020 of this Chapter. The provisions of this section shall be effective when authorized signs are in place giving notice of the specific hours of operation for commercial loading and noncommercial parking within a yellow zone.
Section 3. Severability. If any section, subsection, sentence, clause, phrase or word of this ordinance is for any reason held to be invalid and/or unconstitutional by a court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance.

Section 4. Effective Date. This ordinance shall take effect on the 31st day following its adoption.

IN COUNCIL DULLY PASSED AND ADOPTED this 27th day of March, 2007.

AYES: (6) Mayor Blanchard; Councilmembers Pierce, Bender, Jacobi, Martini, Sawyer

NOES: (0)

ABSENT: (1) Councilmember Gorin

ABSTAIN: (0)

ATTEST: Susan Stoneman, City Clerk APPROVED: Bob Blanchard, Mayor

APPROVED AS TO FORM:

Brien Farrell, City Attorney
ISSUE(S)

Shall the Council of the City of Santa Rosa (1) amend Section 11-20.020 of Title 11, Vehicles and Traffic, of the City Code to revise yellow zone restrictions, and (2) adopt, by resolution, a Commercial Loading Zone Permit Pilot Program and permit fee for calendar year 2011?

COUNCIL GOALS AND STRATEGIES

Amendment of the City Code to allow commercial loading zone permits will facilitate business access to commercial loading zones and further the Council goal of creating and sustaining a vital downtown.

BACKGROUND

On March 27, 2007, Section 11-20.020 of Title 11, Vehicles and Traffic, was amended by Ordinance 3823 to restrict use of yellow zones to the commercial loading or unloading of freight. For purposes of this section, commercial loading or unloading is allowed for those deliveries made by commercially registered and licensed vehicles, the United States Postal Service, or vehicles with the business name permanently displayed on the sides of the vehicle, in, at a minimum, two-inch lettering.

The ordinance amendment significantly reduced the abuse of yellow zones by unauthorized users and the associated problems of unavailability of the yellow zones for deliveries and traffic congestion. However, these regulations also had the consequence of limiting access for businesses that use personal vehicles for local pick-up and deliveries.

Downtown merchants and restaurant owners have requested modification of the ordinance to facilitate business access to loading zones in situations where use of a vehicle with commercial license plates or business lettering is not practical. Following
discussion with interested business owners, staff is bringing forward a recommendation to amend the City Code to allow the option of a commercial loading zone permit.

ANALYSIS

1. The proper and efficient use of loading zones is necessary to support business activities. Regulation of loading zones is required to promote the availability of such zones for deliveries and reduce traffic congestion.

2. Under current City Code, use of commercial loading zones is limited to:
   - Commercially registered and licensed vehicles;
   - United States Postal Service; and
   - Vehicles with the business name permanently displayed on the sides of the vehicle, in, at a minimum, two-inch lettering.

3. Downtown business owners have expressed that these loading zone requirements are too restrictive and limit their ability to utilize the loading zone for legitimate business purposes.

4. Many cities provide the option for businesses to purchase a loading zone permit as an alternative to (or in some instances, in addition to) complying with the requirement to have either commercial plates or the business name permanently displayed on the sides of the vehicle. Typically, cities require that loading zone permits be specific to a vehicle and be permanently affixed to that vehicle. The requirement to affix a permit to the vehicle allows for ease of administration and enforcement of the policy; any vehicle authorized by Code to park in a commercial loading zone will be clearly identified at all times.

5. On October 4, 2010, City staff met with interested business owners to explore whether modification of the existing code to add language allowing an option for a non-transferrable commercial loading zone permit would address their needs. Business representatives expressed that a permit option is desirable but, to be workable, the business must have the flexibility to transfer the permit between vehicles. Suggestions included that the permit be issued in the name of the business and have use restricted to the commercial loading zone(s) within one (1) block of the business location.

6. Given the difficult economic climate and the fact that many businesses are struggling, staff supports adoption of a one-year pilot program which incorporates the criteria which business owners have identified as being important. The pilot period will be used to assess whether a program with transferrable permits meets the needs of Downtown stakeholders and can be successfully administered. Specifically, the recommended pilot program includes:
a) Applicants for a commercial loading zone permit must possess and provide a copy of a current City of Santa Rosa business tax certificate.

b) The permit will be issued under the name of the business and shall be transferrable and valid for use in vehicles that are currently registered and actively engaged in the loading and unloading of freight for that business.

c) The permit will authorize use of commercial loading zones within one (1) block of the business address subject to the 24-minute time limit of the commercial loading zone.

d) Transferrable permits must be displayed in the lower right-hand corner of the windshield at all times while the vehicle is parked in an authorized commercial loading zone.

e) Permits are valid for one (1) calendar year. The fee for permits issued after July 1st is one-half the annual fee.

f) No permit will be issued if the applicant has any outstanding parking tickets against a license plate registered in his/her name.

7. Staff recommends (1) amendment of the City Code to allow a commercial loading zone permit option, and (2) adoption of a one-year pilot program to establish permit requirements which incorporate the business owners’ expressed interests and suggestions. The fee for an annual commercial loading zone permit is recommended to be $100, with the fee reduced to $50 for any permit sold after July 1st.

8. The results of the pilot program will be evaluated and discussed with the business owners prior to developing a recommendation for the on-going administration of commercial loading zone permits, for calendar years 2012 and beyond. The evaluation will consider feedback from business owners; ease of administration and enforcement; complaints received; availability of commercial loading zones for commercial deliveries; and issues with double parking and/or traffic congestion.

9. Section 11-20.020(B) is being modified to conform with Section 11-08.060, which specifies that duties and responsibilities for yellow zones within the downtown parking district are assigned to the City Parking Manager.

10. Attached, as an addendum to this staff report, is a copy of the proposed amended ordinance with deleted language struck out and added language in bold type.
RECOMMENDATION

It is recommended by the Department of Economic Development and Housing that the City Council (1) introduce the proposed ordinance to amend Section 11-20.020 of the City Code to revise yellow zone restrictions, and (2) adopt, by resolution, a Commercial Loading Zone Permit Pilot Program and permit fee for calendar year 2011.

Author: Cheryl Woodward

Attachments:

- Staff Report Addendum – Parking Ordinance Revision
- Ordinance
- Commercial Loading Zone Permit Pilot Program
11-20.020 Yellow zones – Commercial only or combined.

(A) Except as otherwise set forth in subsection (B) below, no person shall park any vehicle or cause, allow, permit or suffer any vehicle registered in his name or controlled by him to be parked adjacent to a curb painted yellow, at any time between 7:00 a.m. and 6:00 p.m. of any day, except Sundays, for any purpose other than the commercial loading or unloading of freight, and then only for the time actually necessary for the same, but not to exceed in any event a maximum period of 24 consecutive minutes. For purposes of this section, commercial loading or unloading is allowed for those deliveries made by commercially registered and licensed vehicles, the United States Postal Service, or vehicles with the business name permanently displayed on the sides of the vehicle, in, at a minimum, two-inch lettering, or vehicles that display an authorized commercial loading zone permit. The commercial loading zone permit requirements and fee shall be established by resolution.

(B) Yellow zones may be combined with time-limited parking or metered parking zones if specifically indicated on adjacent parking meters or signs. Any combined yellow zone shall be properly marked and signed to indicate the specific hours of operation for commercial loading and unloading, as well as the permissible hours of any time-limited or metered parking for noncommercial vehicle parking. In all combined yellow zones where commercial and noncommercial vehicles share the same parking space, but are separated by the hours of operation, the Director of Transit and Parking City Parking Manager shall specify the time-limited or metered parking hours consistent with the direction of Section 11-24.020 of this chapter. The provisions of this section shall be effective when authorized signs are in place giving notice of the specific hours of operation for commercial loading and noncommercial parking within a yellow zone.
ORDINANCE NO. __________


THE PEOPLE OF THE CITY OF SANTA ROSA DO ENACT AS FOLLOWS:

Section 1. Section 11-20.020 of the Santa Rosa City Code is amended to read as follows:

“11-20.020 Yellow zones; commercial only or combined.

(A) Except as otherwise set forth in subsection (B) below, no person shall park any vehicle or cause, allow, permit or suffer any vehicle registered in his name or controlled by him to be parked adjacent to a curb painted yellow, at any time between 7:00 a.m. and 6:00 p.m. of any day, except Sundays, for any purpose other than the commercial loading or unloading of freight, and then only for the time actually necessary for the same, but not to exceed in any event a maximum period of 24 consecutive minutes. For purposes of this section, commercial loading or unloading is allowed for those deliveries made by commercially registered and licensed vehicles, the United States Postal Service, vehicles with the business name permanently displayed on the sides of the vehicle, in, at a minimum, two-inch lettering, or vehicles that display an authorized commercial loading zone permit. The commercial loading zone permit requirements and fee shall be established by resolution.

(B) Yellow zones may be combined with time-limited parking or metered parking zones if specifically indicated on adjacent parking meters or signs. Any combined yellow zone shall be properly marked and signed to indicate the specific hours of operation for commercial loading and unloading, as well as the permissible hours of any time-limited or metered parking for noncommercial vehicle parking. In all combined yellow zones where commercial and noncommercial vehicles share the same parking space, but are separated by the hours of operation, the City Parking Manager shall specify the time-limited or metered parking hours consistent with the direction of Section 11-24.020 of this Chapter. The provisions of this section shall be effective when authorized signs are in place giving notice of the specific hours of operation for commercial loading and noncommercial parking within a yellow zone.”

Section 2. Environmental Determination. The Council finds that the adoption and implementation of this ordinance are exempt from the provisions of the California Environmental Quality Act in that the Council finds there is no possibility that the implementation of this ordinance may have significant effects on the environment.
Section 3. Severability. If any section, subsection, sentence, clause, phrase or word of this ordinance is for any reason held to be invalid and/or unconstitutional by a court of competent jurisdiction, such decision shall not affect the validity of the remaining portions of this ordinance.

Section 4. Effective Date. This ordinance shall take effect on the 31st day following its adoption.

IN COUNCIL DULY PASSED AND ADOPTED this _____ day of __________, 2010.

AYES:

NOES:

ABSENT:

ABSTAIN:

ATTEST:__________________________ APPROVED:________________________

City Clerk

Mayor

APPROVED AS TO FORM:

__________________________

City Attorney
EXHIBIT A

COMMERCIAL LOADING ZONE PERMIT PILOT PROGRAM
CALENDAR YEAR 2011

INFORMATION & CONDITIONS

Purpose:

The City of Santa Rosa issues Commercial Loading Zone Permits that allow businesses which use personal or non-commercial vehicles to park in designated commercial loading zones while actively loading or unloading freight, subject to the posted time limit.

General Information:

1. Applicants for a commercial loading zone permit must possess and provide a copy of a current City of Santa Rosa business tax certificate.

2. The commercial loading zone permit will be issued under the name of the business and shall be transferrable and valid for use in vehicles that are currently registered and actively engaged in the loading and unloading of freight for that business.

3. The permit authorizes use of commercial loading zones within one (1) block of the business address subject to the 24-minute time limit of the commercial loading zone.

4. Transferrable permits must be displayed in the lower right-hand corner of the windshield at all times while the vehicle is parked in an authorized commercial loading zone.

5. Permits are valid for one (1) calendar year. The annual fee for calendar year 2011 is $100. The fee for permits issued after July 1st is one-half the annual fee.

6. No permit will be issued if the applicant has any outstanding parking tickets against a license plate registered in his/her name.

How to Apply:

Application may be made at:

City of Santa Rosa
Parking Division
90 Santa Rosa Avenue
Santa Rosa, CA  95404
(707) 543-3325