



Memorandum

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Councilmember Sam Liccardo

SUBJECT: SEE BELOW

DATE: 6/14/11

Approved *Sam Liccardo RH*

Date *6-14-11*

SUBJECT: MASTER PARKING RATE SCHEDULE

RECOMMENDATION

1. Approve staff recommendations, but defer approval of item 3.7 (c) downtown parking fees and charges for one week, to return to Council on June 21st for consideration of the staff recommendation with the following modifications:

- a. Preserve free parking at daytime on Saturdays and Sundays in the Market Street Garage until July 1, 2012, and on Sundays at the 2nd and San Carlos, 3rd Street and 4th and San Fernando Garages until July 1, 2012;
- b. Accelerate rate increase for evening parking fees from \$4 to \$5 from January 1, 2012 to July 1, 2011, with continued use of validation for all customers of participating restaurants and retail;
- c. Increase the rate on Arena event nights at the Market Street Garage from \$5 to \$7.

BACKGROUND

Concerns by faith congregations and retail have spurred analysis of alternatives that can maintain free parking on weekends. The proposal above, explored with the assistance of DOT officials, will enable us to obtain that goal without negatively impacting either the Parking Fund or the General Fund. The free parking on Sundays for one year can be "paid for" by accelerating the planned increase in evening rates, and moving to a flat \$5 bill minimizes inconvenience relating to making change. At the Market Street Garage, by increasing parking fees on Arena event nights, we can pay for a free Saturday for one year, which will greatly assist the survival of nearby retail, such as the Urban Market, Ross Dress-For-Less, Walgreens, and arts organizations such as Tabard Theater and its non-profit partners (who rely on Saturday parking for rehearsals and performances). Arena customers pay a much higher rate at nearby private lots, and up to \$25 at the Arena lot for major events, so the City's \$7 rate at Market Street Garage remains a bargain.