



Memorandum

TO: RULES COMMITTEE

FROM: Ed Shikada

SUBJECT: SEE BELOW

DATE: 05/09/07

Approved

Date

5/10/07

SUBJECT: Request for Transportation & Environment Committee Workplan Addition and Special Meeting for the Downtown Parking Management Plan Update

RECOMMENDATION

Rules Committee approval to add the Downtown Parking Management Plan Update to the Transportation & Environment Committee Workplan, and set a special meeting for Tuesday, May 29, 2007 at 1:30 pm.

ANALYSIS

The update to the Downtown Parking Management Plan (PMP Update) is nearing completion, and will be ready for review by the Transportation and Environment Committee at the proposed May 29, 2007 special committee meeting. The Downtown Parking Board and various Downtown and community stakeholders have reviewed the PMP Update extensively over the past year and half, and are anxious to advance the PMP Update for approval.

The goal from a timing standpoint is to complete review by the Downtown Parking Board at its May 16, 2007 meeting. Subsequently, staff would present the PMP Update to the Transportation and Environment Committee at the proposed May 29 special meeting. The goal from that point would be to forward the PMP Update to the full City Council for its June 12, 2007 meeting. The rationale behind the schedule is to ensure that the City Council can take action far enough in advance of July 1 to allow the necessary lead time to implement certain recommendations immediately, including:

- Parking incentive programs to attract business to Downtown in the Software and Environmental Incubators, and the US Market Access Center
- Discounted monthly parking rates for new businesses
- Long term parking lease program for office buildings to help reduce office vacancy rates
- Possibly charging for late night parking, or some alternative, to address security issues.

Given the complexity of the PMP Update, a Committee hearing would allow the members to address any outstanding questions and provide recommendations to the full Council.

RULES COMMITTEE

5-09-07

Subject: Presentation of Downtown Parking Management Plan Update to T & E Committee

Page 2

Among the actions the Committee/City Council would be asked to consider are:

- Re-prioritizing parking development site priorities
- Initiating the process of purchasing the Greyhound site for a future mixed-use development that would include a significant public parking component
- Modifying the free parking program to support enhanced security and future development
- Establishing parking incentive programs to expand Downtown businesses
- Developing a parking valet pilot program before the holidays

Given the Committee's heavy meeting agendas in May and June, staff recommends a special meeting to consider this issue. A meeting on May 29th would enable Committee recommendations to advance to the City Council by June 12, 2007.



Ed Shikada
Deputy City Manager

For questions, please contact Jim Ortbal, Assistant Director of Transportation at 535-3845 or Abi Maghamfar, Redevelopment Agency Director of Parking and Administration at 795-1891.