

CONSENT CALENDAR  
November 18, 2003

**\*\* UPDATED VERSION \*\***

Date: November 3, 2003  
To: Members of the City Council  
From: Mayor Tom Bates  
Council Member Dona Spring  
Subject: Study of Parking Utilization and Fee Options for the City Garages

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**RECOMMENDATION:**

That the Council direct the City Manager to examine current utilization and alternative pricing options for city-owned garages, including a lower flat rate for periods when usage is lower.

**BACKGROUND:**

In June, the City Council increased parking fees at city-owned parking facilities to help improve turnover and to increase revenue. It is appropriate that the Council review the impact of those changes and examine options for improving the fee structure.

This review is especially warranted given the considerable debate among merchants, city staff, elected officials, and others regarding parking in the downtown core and on Telegraph Avenue. During that discussion, several ideas have been floated to improve on our current fee structure and parking policies, specifically at the City Center and Sather Gate garages.

The YMCA and other downtown merchants have requested the City review the possibility of providing a reduced two-hour flat rate fee during the mid-morning and/or mid-afternoon time periods to encourage patronage of our downtown. Those two time periods generally have lower usage at the Center Street Garage, according to their informal surveys.

Specifically, the YMCA has suggested a \$1.50 flat rate for two hours during the 9 a.m. – 11 a.m. period. Staff should analyze this proposal, as well as other fee options, to see if increased patronage of the garage would make up for the reduced parking rate.

In addition, Telegraph Avenue merchants have requested the City review the evening flat rate parking fee at the Sather Gate garage to see if the flat rate might be able to go into effect at 6 p.m. rather than 8 p.m.

Any changes to the fee structure would be expected to be revenue neutral and not provide a disincentive for people to use alternative transportation options.

A preliminary analysis should be returned to the City Council as soon as possible and no later than January 2004.

FISCAL IMPACTS: None.

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ATTACHMENTS: None.