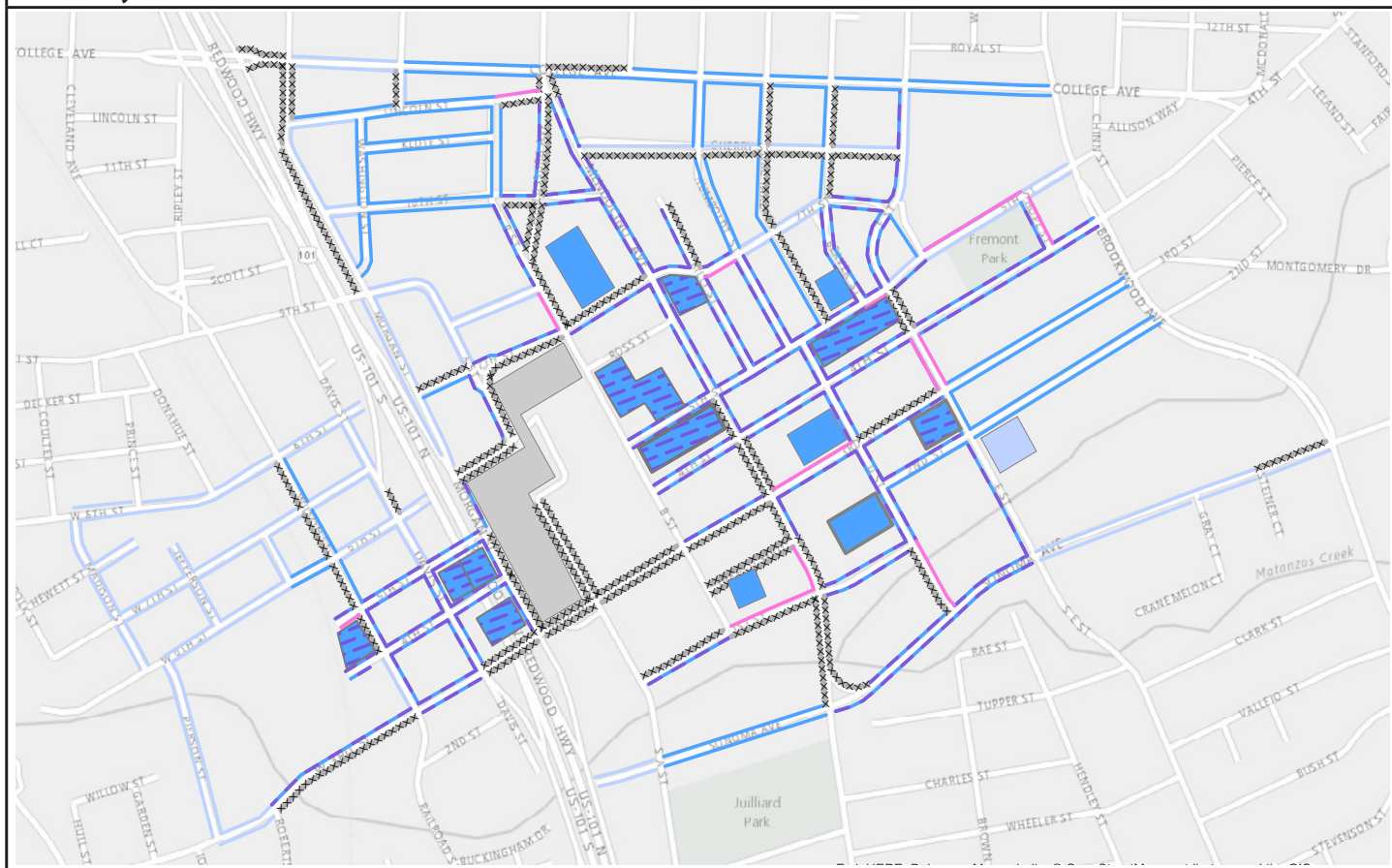


Inventory



Legend

Inventory

Types of pricing and/or restrictions on space at any time

- No Parking
- Pricing restrictions
- Time restrictions
- Loading/Unloading Only
- No Pricing
- Data not available

Note: restrictions are for the most common restriction type per block or facility (priced, time restricted only, no restrictions, or loading/unloading). No parking includes blocks or facilities with less than 2 spaces.

Occupancy

Percent of total spaces with vehicles occupying spaces

- Less than 50%
- 50% - 75%
- 75% - 85%
- 85% - 95%
- More than 95%

Santa Rosa, CA - Downtown, Railroad Square, and Surrounding Areas

Collection dates: 8/9/2014 and 8/12/2014

Total spaces: 6,645

- on-street: 3,128
- off-street: 3,517

Metering: On-street and off-street

Price description: \$1/hour

Time restrictions: On-street and off-street

Typical restriction hours: 8AM-6PM Mon-Sat

In the Downtown Santa Rosa Area, occupancy is relatively low overall but there is a hot spot of high occupancy centered around 4th Street between B Street and D Street where many restaurants are located. Comparing occupancy trends to time restrictions and pricing, it appears that the price regulated but non-time restricted areas near major shopping centers serve their purpose in capturing a large pool of drivers coming into the area. Enforcement ends at 6PM, despite high occupancy during the evening nearby popular restaurants.

Strategies to address these issues:

- Increase parking fees in areas of highest demand
- Implement variable pricing rates, with higher rates for areas of highest demand
- Extend hours of enforcement until 8PM and throughout the weekend in areas of highest demand
- Improve way-finding directing parkers towards off-street facilities



Legend

Occupancy
Percent of total spaces with vehicles occupying spaces

Less than 50%

50% - 75%

75% - 85%

85% - 95%

More than 95%

Peak Period

Peak off-street: 47%
(Weekday 12PM)

Peak on-street: 43%
(Weekend 8PM)

Total peak: 46%
(Weekday 12PM)