



September 21, 2007

Dear Downtown Business Owner:

Did you know that there are over 4,700 public parking spaces in Downtown? It's true. The secret is that most of them are in parking garages. There are five public parking garages in Downtown containing 2,800 parking spaces.

Even though there's plenty of parking Downtown, you may hear your customers or employees say they think there's a parking problem. They probably need to know about the secret—the public parking garages. A good rule of thumb is that if people plan to be shopping, dining, working, or conducting business in Downtown for more than one hour, they should probably park in a garage to avoid the inconvenience of having to feed a meter, being hindered by time limits, or risk getting a parking ticket. Using garages also leaves the on-street spaces available for people doing quick errands.

Santa Rosa Main Street and the City of Santa Rosa would like to share the following information and ideas with you about the parking garages, so that you can pass this secret on to others and help make the Downtown an even better place to work and visit.

Where do I find the parking garages? All over! Most of Downtown is within a short walk of a parking garage, as shown on the enclosed map. If you need more copies of the map to hand out to your customers, please contact us at parkingpermits@srcity.org or 543-3325.

What are the garages like? Safe and convenient. The garages are well-lit, easy to use, staffed by Parking Operations Aides and patrolled by security guards. The rate is the same as on the street—75 cents per hour. See the enclosed parking update to find out what's new in the garages in Downtown, including public art!

Can I get a deal by parking in a garage? Yes, by buying a permit. Permits are currently available in several garages, and monthly rates begin at \$55, compared to approximately \$150 at the daily rate! If you're looking for a way to reward your employees, why not split the cost of a monthly permit with them? To find out more about the permits, call 543-3325 or visit www.srcity.org>Transit and Parking Department.

Where can I park my scooter? In the public garages and public parking lots in Downtown—scooters and motorcycles park for free!

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How do I encourage customers to park in garages? Consider trying out the parking validation coupons. Coupons come in one- or three-hour increments and can be used in any parking garage. The coupons are great for promotions. Give single coupons away to your best customers! Hold prize drawings for packs of coupons! Give a coupon to your employee of the month. A pack of 40 one-hour coupons is \$30; 20 three-hour coupons costs \$45. Coupons can be purchased at the Department of Transit and Parking, Room 6, City Hall, 100 Santa Rosa Avenue, between 8am and 5pm weekdays. Call 543-3325 or email parkingpermits@srcity.org for more information.

To introduce you to the parking validation coupons, Santa Rosa Main Street is holding a special prize drawing. Return the enclosed postcard by November 2, 2007, and we'll enter you in the drawing to win free coupons.

What about bikes and transit? Riding a bike or transit is the best way to avoid paying for parking Downtown. All CityBuses come through Downtown, and bike parking is located throughout the area. Visit the Transit and Parking webpage at www.srcity.org for more information about alternative forms of transportation in Santa Rosa.


Is there good news for pedestrians, too? Yes! The City is proud to announce the opening this month of Santa Rosa's first Pedestrian Scramble at the intersection of 4th and D Streets. A Pedestrian Scramble is an intersection crossing system with a pedestrian phase that stops all motor vehicle traffic and allows pedestrians to cross in all directions, including diagonally. Pedestrian Scrambles are used in many great cities across the globe, including Paris, San Francisco, Tokyo, San Diego, and London. They are a way to both reduce traffic congestion due to delayed turns, and increase pedestrian safety. Come do the Scramble at 4th and D!

Thank you for being a valued member of the Downtown business community. If you have questions or would like more information about parking, please contact the Department of Transit and Parking at 543-3325 or parkingpermits@srcity.org. For information about Santa Rosa Main Street and how you can get involved in making the Downtown even better, please call 570-0464 or email info@santarosamainstreet.org.

Sincerely,



Chris Messina
Executive Director
Santa Rosa Main Street



Cheryl Woodward
Deputy Director of Parking
City of Santa Rosa



Autumn Buss
Downtown Program
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