



FOR IMMEDIATE RELEASE

**CONTACT: Ann Hancock, Climate Protection Campaign, (707) 525-1665, x112
Cheryl Woodward, City of Santa Rosa, (707) 543-3332**

Santa Rosa to Host International Parking Expert

-- Donald Shoup, PhD, examines benefits of changing parking policies --

July 27, 2009 – On August 11, 2009 at 2:00 p.m., Donald Shoup, PhD, will present his research on parking policies to interested members of the community, including the Santa Rosa City Council and Planning Commission. The session will be held at the Santa Rosa City Council Chamber, 100 Santa Rosa Avenue, and is open to the public. Shoup is a Yale-trained economist and professor of Urban Planning at UCLA. He is the author of the award-winning book *The High Cost of Free Parking* and has made a career of analyzing how cities can best address parking concerns throughout a community.

“Evidence from other communities shows that correctly priced parking produces benefits such as increased funding for downtown improvements and reduced congestion and greenhouse gas emissions,” explained Ann Hancock, executive director of the Climate Protection Campaign. “Although it may seem counter-intuitive, getting the price right for parking makes it easier on shoppers and other downtown visitors. Dr. Shoup will show how adjusting parking prices can benefit both drivers and downtown merchants.

“In addition, Dr. Shoup has analyzed the common municipal practice of setting minimum parking requirements for new developments. Because the required parking supply is often determined based on peak demand, the result can be excessive parking spaces, which raises developers’ costs and has a negative impact on the environment,” Hancock concluded.

“The City is excited to help bring Dr. Shoup to Santa Rosa,” said Mayor Susan Gorin. “While we have implemented some of his techniques already, we are interested in hearing more about his tool kit of ideas that we can then evaluate to improve parking in our downtown for our merchants and visitors.”

Shoup will provide details about his research on these parking issues at the August 11, 2009, event. The presentation is free and open to the public and is sponsored by the City of Santa Rosa, Climate Protection Campaign, Santa Rosa Main Street, Friends of SMART, Leadership Institute for Ecology and the Economy, Sierra Club Sonoma Group and Willard Richards.

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*The mission of the Climate Protection Campaign is to create a positive future for our children and all life by inspiring action in response to the climate crisis. The CPC advances practical, science-based solutions for achieving significant greenhouse gas reductions. The CPC has produced the **Sonoma County Community Climate Action Plan**, a public works project to meet Sonoma County's bold goal for reducing greenhouse gas emissions 25% below 1990 levels by the year 2015. Online at www.climateprotectioncampaign.org.*

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