

Did you know that..?

- Downtown parking revenue is down \$50,000 in FY 2008 from the previous year.
- Parking cash-out at Texas Instruments in Westside Santa Cruz in 2000 eliminated 16,000 trips
- A 1997 study of eight Southern California sites that implemented parking cash-out programs, found that vehicle trip reduction averaged 11%. Applied to downtown Santa Cruz commuters, this would be a reduction of 532 trips.
- Total estimated trip reduction should the City decide to implement the *transportation demand management* measures in its Master Transportation Study: 3,836.
- Boulder, Co. employees in downtown businesses used transit twice as much in 2000 as they did in 1995 due partly to transit improvements and partly to the EcoPass program (bus pass).

“Our business has entirely changed. We’re seeing people come in to purchase commuting bicycles.” -Wade Hall, Spokesman Bicycles

Take Action

Please contact the City Council before their Sept. 9 meeting and ask that greener, less costly solutions like *Parking Demand Management* be implemented before any decision is made to spend funds on the garage:
citycouncil@ci.santa-cruz.ca.us

Or sign the online petition:
www.sensibletransportation.org

Come to the City Council Candidate Night on Sustainable Transportation, Wed. Sept 3, 7-8:30pm Louden Nelson Center

For a Vibrant Downtown



**Or provide plentiful
customer parking
through less costly and
greener alternatives?**

Option #1 -- Build the Garage

The proposed 5-level garage at Cedar and Cathcart would be an expensive and inefficient way to address shortfalls in parking downtown.

Financing

- \$21 million construction cost for a net gain of 484 spaces
(610 new spaces minus the 126 current spaces in the surface lot)
- Total debt service over 30 years = \$42 million
- = \$2900 per new parking space per year for 30 years

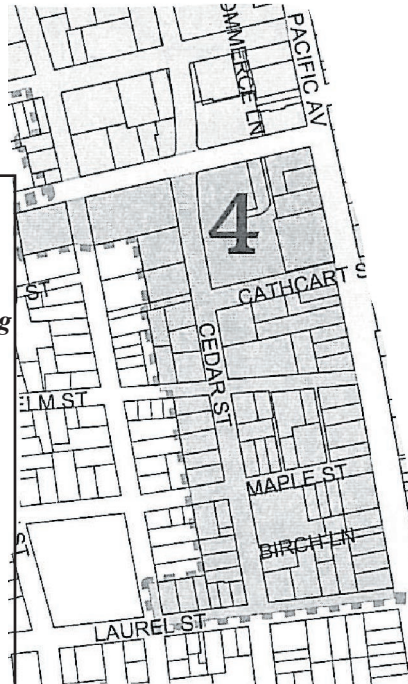
Environmental impact

- Subsidizes auto use rather than alternative transportation
- Contrary to City's General Plan on climate change

Commercial Impact

- Makes Cedar St. the "back alley" of Pacific Ave.
- Commits funds that could be invested in Downtown prosperity
- Requires relocation of the Downtown Farmer's Market

Parking District Zone 4, where a parking deficit is projected.



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Option #2 -- Greener, Less Costly Solutions

e.g., *Parking Demand Management*

A. Prioritize Customer Parking Over All-Day Parking

Prime downtown parking spaces that could be used for customer parking are tied up in long-term use. (monthly permits, 12-hour meters) These spaces account for over 60% of City-operated spaces downtown. The City needs to implement its 2003 Master Transportation Study (MTS) recommendations, known as *Parking Demand Management*, including:

- Move all permit parking from surface lots and meters to the multi-story garages. Replace \$1/day spaces with 2-3 hr. parking. (Frees 19 meters and 127 lot spaces in Zone 4 alone)
- Change parking pricing in City garages and lots to prioritize customer parking (e.g., lowest pricing for 2-3 hour use)

B. Support the Downtown Workforce to Use Alternatives

The MTS recommends that the Downtown workforce be provided with incentives to use alternative transportation. This can be financed through parking revenues at a fraction of the cost to build the garage.

- Bus Passes
- Emergency taxi vouchers
- Credit for car sharing & bikes
- Cash (Called "parking cash-out", it's required at major California employers since 1992)



The Financial Choice:

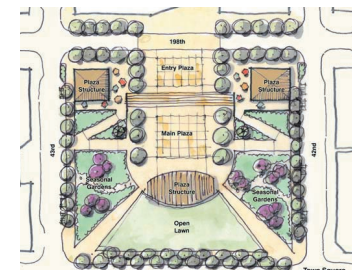
484 new garage parking spaces at \$2900/yr. per space?

Or 484 employees using alternative transit at \$1250/yr per person*

*some combination of cash/bus pass/credit totalling \$5/day for 250 days

C. Develop this Prime Location to Enhance Downtown

- Town Square?
- Farmer's Market Home?
- Other?



Committee for a Vibrant Downtown
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