

**Date:** March 11, 2025

**To:** **Governing Body**

**Via:** **Mark Scott, City Manager**  
**Regina Wheeler, Public Works Director**

**From:** **Steve Kaspan, Parking Division Director**

**Subject:** **Resolution 2022-63 Downtown Employer Permit Program**

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**PURPOSE:**

To fulfil the requirements of Resolution 2022-63 by reporting on the Downtown Employer Permit Program pilot by the resolution.

**BACKGROUND AND SUMMARY:**

Resolution 2022-63 created a one-year pilot program to encourage and incentivize downtown employers to pay for certain income qualified employees to park in the City's three parking garages (Sandoval, Convention Center, and Railyard). This program was named the Downtown Employer Permit Program (DEPP). Per the resolution:

- 150 permits were allocated at a reduced rate of \$25/month to be purchased on a first-come, first-served basis.
- The monthly permits were to be sold directly to the businesses, issued in the name of the business, and could be shared by employees at the business owner's discretion.
- A limit of ten permits per business was allowed.
- Businesses required to prove that employee beneficiaries of the permits make \$21.71 per hour or less.

The program began on January 9<sup>th</sup>, 2024, and was promoted by the Chamber of Commerce, Hispanic Chamber, the Railyard Community Corporation, and the City.

Summary of Results

Of the 150 permits allocated for the program, 111 were issued. The bulk of the applications occurred in the first three months of the program. No applicant was rejected. Each business was able to provide the required documentation (application and employee income verification). The average of 1000 entry scans per month shows significant permit usage. The responses to the survey questions showed that the program helped to recruit and retain employees, was valuable to the businesses, and that businesses were very likely to renew their permits at the end of the pilot.

The data shows that the one-year pilot has proven the program is useful to businesses and employees, with little to no impact on parking operations. The Parking Director has authority by the Uniform Traffic Ordinance section 12-9-1 to continue the program and plans to do so.

### Downtown Employee Permit Program Pilot Data

The Resolution specifies the following items be reported upon at the end of the pilot program. This data is provided in the tables below.

1. The number of permits purchased per month
2. The number of permits scanned at each of the garages
3. Input from downtown businesses that used the program
4. Other data deemed relevant by the Parking Division

#### Permits Purchased By Month (January-December 2024)

Month	Number of Applications
January	90
February	9
March	1
April	
May	
June	
July	
August	
September	11
October	
November	
December	
<b>Total</b>	<b>111</b>

#### Permit Allocation Between Garages

Garage	Number of Permits
Convention Center	79
Sandoval	16
Railyard	16

#### Garage Entry Scans by Permit Holders

Total Garage Entry Scans by DEPP Permit Holders	11,985
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Input from Downtown Businesses that Used the Program: Survey via email March 7th-16th

Survey Questions	Responses (9 businesses)
What percentage of your total number of employees use the program?	100% (2) 75%, (2) 50% (1) 40% (4)
Has the program helped you recruit or retain employees?	8 responded “Yes”. 1 responded “possibly, but unsure”
If the program continues at the end of the first pilot year, do you plan to:	8 responded “Renew all permits” 1 responded “Renew some of the permits”
Is this program valuable to you?	All responded “Yes”
Would you like to share any other thoughts about the program?	<p>“This program is so wonderful and has been a god send. Thank you, City of Santa Fe, for helping provide affordable, safe options for our staff. We are really grateful for this program and would love to see it continue.”</p> <p>“This is a very helpful incentive to hiring people downtown. By using the Convention Center parking it also helps relieve the use of lots used for visitors.”</p> <p>“The program has been a real benefit to our staff and the team at the parking division has been GREAT to work with! Thank You!”</p> <p>“This program makes it more affordable for our business to allow our employees the benefit of paid parking. We truly love this program and hope that it continues!”</p> <p>“It has been a great hiring incentive so employees do not have to figure out where to park or how much they have to pay to park.”</p> <p>“We'd love to see this program remain intact.”</p> <p>“Please continue this program. Allowing us to purchase permits for employees has gone a LONG way toward retention and has solved an issue that was a huge priority for us. We would likely add permits if the program continues.”</p>

**ATTACHMENTS:**  
Resolution 2022-63