

# Resolution 2022-63

## Downtown Employer Permit Program Pilot

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# Downtown Employer Permit Program

## **Purpose:**

- To fulfil the requirements of Resolution 2022-63 by reporting on the pilot program created by the resolution.

## **Background:**

- 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:



# Downtown Employer Permit Program

## Background (cont.):

- One hundred and fifty permits are allocated at a reduced monthly rate of \$25 to be purchased on a first-come, first-serve basis.
- The monthly permits are sold directly to the businesses, issued in the name of the business, and may be shared by employees at the business owner's discretion.
- A limit of ten permits per business is allowed.
- Businesses are required to prove that employee beneficiaries of the permits make \$21.71 per hour or less.



# Promotion

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.

An informational flyer was provided for outreach.

Informational flyers were also distributed to downtown businesses by Parking Staff.

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## Downtown Employer Permit Program



Discounted parking passes are available for the City of Santa Fe's Sandoval, Railyard, and Convention Center parking garages for downtown businesses with income-qualified employees!

### What is it?

The Downtown Employer Permit Program (DEPP) is a one-year pilot program to assist qualifying downtown employees with affordable parking. **Businesses may purchase up to 10 parking permits for employees at the Sandoval, Railyard, or Convention Center parking garages for a cost of \$25/month (plus applicable, one-time new permit fees).**

### Who is eligible?

Businesses must be located within the Paseo de Peralta perimeter in downtown Santa Fe. Qualifying employees must earn less than \$21.71/hour including tips.

### How do businesses participate in the pilot?

Scan the QR code (below) or visit [santafenm.gov/public-works/parking](https://santafenm.gov/public-works/parking) for instructions on how to apply for passes for your employees.

*Pass sales are first-come, first-served. A total of 150 passes are available through the pilot program.*



[santafenm.gov](https://santafenm.gov)



# Downtown Employer Permit Program

## Reporting:

The information requested by the Governing Body in the Resolution includes:

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



# Reporting:

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

## Permit applications per month

- 111 of the 150 total permit allocation was utilized, with the bulk of the applications occurring in the first month of 2024.
- No applicant was rejected.
- Each business was able to provide the required documentation (application and employee income verification) for a permit.



# Downtown Employer Permit Program

## Reporting:

### Number of permits scanned

Total Garage Entry Scans Over 12 Months	11,985
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Garage	Permit Allocation
Convention Center	79
Sandoval	16
Railyard	16

- The average of approximately 1000 entry scans per month shows significant permit usage.
- Permits were allocated to garages based on preference and availability.



# Downtown Employer Permit Program

## Reporting:

### Input from downtown businesses that used the program

Survey Questions and Responses (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"



# Downtown Employer Permit Program

## Reporting:

### Input from downtown businesses that used the program (cont'd)

Survey Question: Would you like to share any other thoughts about the program?

“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.”

“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.”

“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!”



# Downtown Employer Permit Program

## Reporting:

### Input from downtown businesses that used the program (cont'd)

“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!”

“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. ”

“We'd love to see this program remain intact.”

“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.”



# Downtown Employer Permit Program

## Conclusion:

- 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, including summer events.
- The Parking Director has the authority by the Uniform Traffic Ordinance section 12-9-1 to continue the program and plans to do so.

