

DOWNTOWN PARKING MARKETING INITIATIVE



SAN RAFAEL



**PARKING
SERVICES**

**SHIFTING PERCEPTIONS AND BRINGING
AWARENESS TO PARKING OPTIONS IN
DOWNTOWN SAN RAFAEL**

WHAT'S COMING...

WHAT'S COMING!

- *Tentative August 2018*: 6-month pilot w/ evaluation @ 3-months: "PARK WEEKENDS A ST & C ST GARAGES FOR FREE"
- *July 2018*: Purchase merchant validations online
- Distribution of new parking postcard map/info to merchants



- Intercept survey post 3-month pilot of "PARK WEEKENDS A ST & C ST GARAGES FOR FREE"
- 2019: Art at/near garages (Cultural Arts District)
- Digital package to merchants for use on their websites + social channels:

FREE PARKING ON WEEKENDS @ A St & C St GARAGES!

For a limited time, parking is free at A St & C St garages in Downtown SR on the weekends.

G Parking Garages
\$1.00/hr
Park here all day or by the hour

E Electric Vehicle Charging Stations

SAN RAFAEL PARKING SERVICES

FOR A CHANGE, TRY A GARAGE!

A ST GARAGE

A ST PARKING

C ST GARAGE

This is a new pilot program, so check out the garages for free while you can!

- For a limited time only
- Free parking on weekends!!
- A St & C St Garages
- Guaranteed spaces
- All day or short-term parking

Visit www.cityofsanrafael.org/parking for more info.

Regularly: cost is \$1/hr, Mon-Fri, 6am-11pm

