



# Tow Vendor Franchisee List and Franchise Fee

City Council Meeting  
August 30, 2016

Lieutenant John E. Snetsinger  
Santa Rosa Police Department

# BACKGROUND

- City Ordinance No. 3674 authorizes Council to grant franchises for police-generated tows.
- Current franchise fees were set in 2005
  - \$50,000 Franchise Fee was to be split among franchised vendors.
  - The Fee was based on 2005 tow policies.
  - 70% fewer vehicles towed between 2010 – 2015.
  - Policies have changed – the Department tows/ impounds less vehicles.

# PROPOSED

- The Police Department proposes the authorization of agreements with the tow vendors on the tow vendor franchisee list.
- The Department proposes the franchise fee be revised to a per vendor fee of \$300 per year effective September 1, 2016.

# RATIONALE

- Because of the current high franchise fee, only 7 vendors currently participate in the tow program.
  - Results in longer wait times for officers and the public.
- Because the Department tows 70% less vehicles, police costs have reduced significantly.

# BENEFIT

- The fee change will encourage more tow vendors to participate in the program, thereby benefiting the public.
  - More tow vendors means less waiting for officers and members of the public.
  - Roads are cleared faster.
- The revised per vendor fees will be more in line with the actual cost of managing the tow program.

# RECOMMENDATION

- Approval of the tow vendor franchisee list.
- Approval of the revision of the franchise fee to \$300 per vendor per year.
- Questions?