

RESOLUTION NO. RES-2025-180

RESOLUTION OF THE COUNCIL OF THE CITY OF SANTA ROSA APPROVING THE PROPOSED NEW AND REVISED FEE SCHEDULE FOR THE PARKING DISTRICT IMPACTING ALL ON-STREET AND OFF-STREET PARKING.

WHEREAS, Sam Schwartz/TYLin completed a study of the City's Parking Program, and the findings were presented to Council; and

WHEREAS, on September 9, 2025, the Council held a study session on the proposed new and revised fees, at which time public comment was heard including the opportunity to present written comment; and

WHEREAS, staff is proposing new and revised fees for the Parking Division, as set forth in Exhibit A to this Resolution; and

WHEREAS, the proposed fees are consistent with the Consultant recommendations and are designed to improve access to high demand parking areas, provide more options for low wage, and part time employees, support the approval of Multi-family housing, and support the retention, expansion, and attraction of new businesses.

NOW, THEREFORE, BE IT RESOLVED that the Council of the City of Santa Rosa authorizes the Chief Financial Officer to adjust the parking meter fees set forth in Exhibit A as follows:

- Meter Rate increases to \$1.50 in Value Zone and \$2.50 in Premium Zone, remove meters in underutilized areas in the Downtown parking district.
- Lot hourly rate increases to \$1.50 in Value Zone and \$2.00 in Premium Zone in the Downtown district.
- Make Garage hourly rate and paid parking hours consistent across all five facilities at \$1 an hour.
- Make garages free on Sundays and holidays to match on-street parking.
- Raise meter rate to \$2.50 in Railroad Square and Depot Lot.
- Lots 13 and 14 to remain at \$1.00 for long-term parking in Railroad Square and for SMART users.
- Reduce cost of non-reserved permits for employees that work in Downtown and Railroad Square to \$60/month in Garages 1, 3, 9 and 12.
- Expand Low-Wage Parking Permit to employees working downtown to include Garages 3 and 9 and reduce cost to \$25/month.
- Introduce a new Part-Time Employee Permit for employees working flex or part-time schedules for Garages 1, 3, 9, and 12 at \$25/month.
- Pilot of a New Business Account reduced cost permit to encourage businesses to lease downtown.
- Reduce costs of permits in under-utilized lots, \$70/month in Lot 7 and \$25/month in Lots 13/14 and Morgan Street.
- Reduce cost of SMART Commuter permits in Lots 13/14 to \$25/month.

- Add residential permit options in garages for new multi-use developments, a monthly permit zone for 888 4th Street, and a reserved permit in Lot 13 for the Cannery residents.
- Increase the Residential Parking Permit from \$20 a transaction per year to \$30 per vehicle per year.
- Introduce a new Garage Parking Validation program in coordination with the Downtown Action Organization for customers shopping and dining downtown.
- Increase the three lowest cost citations by \$15 each (\$35 citations to \$50, \$40 citations to \$55 and \$50 citations to \$60).

This fee schedule is adopted pursuant to Chapter 11-24 of the Santa Rosa City Code.

IN COUNCIL DULY PASSED this 4th day of November, 2025.

AYES: (6) Mayor Stapp, Council Members Bañuelos, Fleming, MacDonald, Okrepkie, Rogers

NOES: (0)

ABSENT: (1) Vice Mayor Alvarez

ABSTAIN: (0)

RECUSE: (0)

ATTEST: _____ APPROVED: _____
City Clerk Mayor

APPROVED AS TO FORM: _____
Chief Assistant City Attorney

Exhibit A – Schedule of Parking User Fees

Exhibit B – Schedule of Parking Fines and Penalties