

CITY OF SANTA ROSA
CITY COUNCIL

TO: MAYOR AND CITY COUNCIL
FROM: JOHN E. SNETSINGER, LIEUTENANT
SUBJECT: GRANT OF TOW FRANCHISES TO TWO TOW VENDORS FOR
POLICE-GENERATED TOW OPERATIONS

AGENDA ACTION: RESOLUTION

RECOMMENDATION

It is recommended by the Police Department that the Council, by resolution, grant tow franchises to tow operators Ace Towing Inc. and Extreme Towing pursuant to Chapter 6-84 of the Santa Rosa City Code for police-generated tow operations.

EXECUTIVE SUMMARY

The Police Department recommends the grant of tow franchise and approval of the following two additional tow companies to the rotational tow vendor franchisee for police-generated tow operations:

- Ace Towing Incorporated
- Robert John Perry Cream, Jr. and Ryan Greene dba Extreme Towing

BACKGROUND

1. Prior to 2004, the City contracted with local tow vendors under a Master Tow Agreement to provide tow services to remove stopped, standing, parked and hazardous vehicles from public streets, roads and private property on a rotating basis. They also provide qualified storage facilities.
2. On July 13, 2004, the City of Santa Rosa adopted Ordinance No. 3674 of the Santa Rosa City Code authorizing the City Council to grant franchises to one or more tow operators for police generated tow services. A \$30,000 total franchise fee was set at the time and split between 11 franchisees, resulting in a fee of \$2,727.
3. On August 30, 2017, Resolution No. 28850 granted vehicle tow franchises and authorized franchise agreements with various two vendors, and changed the franchise fee to a \$300 per tow vendor.

GRANTING TOW FRANCHISES TO TWO TOW VENDORS FOR POLICE-
GENERATED TOW OPERATIONS
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PRIOR CITY COUNCIL REVIEW

July 13, 2004 – Resolution No. 26019 adopting City Ordinance No. 3674 authorizing the Council to grant franchises to one or more tow operators for police-generated tows.

July 13, 2004 – Resolution No. 26020 established a fee in connection with the award of franchises for towing vehicles for the City of Santa Rosa. The fee for Fiscal Year 2004/2005 was \$30,000 per annum divided by the number of franchises in effect September 1, 2004.

June 16, 2005 – Resolution No. 26291 amended the fee to \$50,000 in connection with the award of franchises for towing vehicles for the City of Santa Rosa, divided by the number of tow franchises in effect on September 1, 2005.

October 10, 2006 – Resolution No. 26681 approved a second amendment to the tow franchise agreement increasing the tow operators' flat rate tow fee from \$160 to \$175.

August 26, 2008 – Resolution No. 27190 approved a third amendment to the tow franchise agreement increasing the tow operators' flat rate tow fee from \$175 to \$190.

August 18, 2009 – Resolution No. 27458 approved the extension of the Franchise Agreement for vehicle tow services for the City of Santa Rosa, and that the Franchise fee may be adjusted hereafter by Council effective July 1 of each year.

August 14, 2012 – Resolution No. 28178 approved an amendment to the tow franchise agreement increasing the tow operators' flat rate tow fee from \$190 to \$200.

August 27, 2013 – Resolution No. 28337 granted vehicle tow franchises and authorized franchise agreements with various tow vendors. It also authorized the Chief of Police or designee to approve amendments to the Franchise Agreements, subject to requirements of Chapter 6-84 of the Santa Rosa City Code.

August 30, 2017 – Resolution No. 28850 granted vehicle tow franchises and authorized franchise agreements with various two vendors, and changed the franchise fee to a \$300 per tow vendor.

ANALYSIS

1. Two local tow companies have approached the City, wishing to be added to the rotational tow franchise list used by the City for various tow services. Their franchise agreements have been reviewed and approved.
2. The addition of more tow companies to the rotational list will provide a wider base of businesses to draw from when the need for tow services arises.

FISCAL IMPACT

None.

ENVIRONMENTAL IMPACT

This action is exempt from the California Environmental Quality Act (CEQA) because it is not a project which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment, pursuant to CEQA Guideline section 15378.

BOARD/COMMISSION/COMMITTEE REVIEW AND RECOMMENDATIONS

Not applicable.

NOTIFICATION

Not applicable.

ATTACHMENTS

- Resolution/Exhibit A

CONTACT

Jodi Frost, ASO (707) 543-3555