



# Safe Parking Pilot Program

City Council  
June 22, 2021

Kelli Kuykendall  
City Manager's Office

# Study Session Purpose

Review safe parking program models and receive direction on the implementation of a safe parking pilot program (Program) including issuance of a Request for Proposals (RFP) for a program operator and the preferred City-owned location for the Program.

# Study Session Overview

- Background
- Scale of Issue
- Safe Parking Program Models
- Council Direction
- Next Steps

# Background

## City Council

- 2015 to present
- January 2020 direction
- July 2020 & February 2021

# Scale of Issue

2020 Homeless Count

Sonoma County – 2,745 total

Santa Rosa

- 1,524 total – 56%
- 798 sheltered – 77%
- 726 unsheltered – 43%

## 2020 Sheltered/ Unsheltered Population

**38%**  
Sheltered  
n=1,043



**62%**  
Unsheltered  
n=1,702

# Scale of Issue



**28%**  
Vehicles



**21%**  
On the  
Street



**11%**  
Tents



**1%**  
Abandoned  
Buildings



**28%**  
Emergency  
Shelter



**11%**  
Transitional  
Housing

- Countywide – 800 in vehicles/RVs
- Santa Rosa – 500 in vehicles/RVs
- HEAP survey – 300 RVs/vehicles

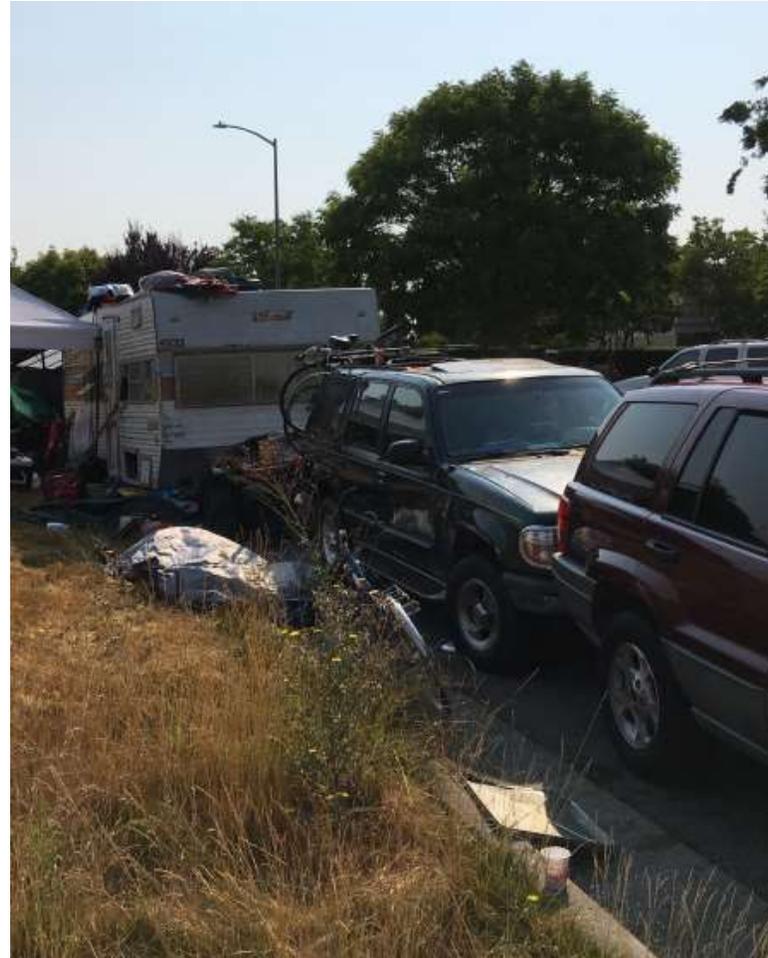
# January 2020

## Council Direction

- 7 Council Districts
- Scaled Program

## Assumptions

- Overnight, scattered site, up to 100 spots
- Size subject to site(s)
- Request for Proposals



# July 2020

## Review of Homeless Services Programming

- Strategy, Operating Parameters
- Programs - Existing & COVID Response
- Workplan Priorities
- Safe Parking Program Models

# February 2021

- Continue with **Existing Programs**
- Continue with **COVID Response**
- Explore & seek funding for **Tier 2** efforts?
  - ❑ SJH/Sprung Structure – Phase 2
    - \$3 million one-time capital expense
    - \$1 million/year for operations
  - ❑ Safe Parking - RFP
    - \$165k - \$530k/year for operations
  - ❑ Alternative Shelter - RFP
    - \$1.8M/year for operations + capital expense
  - ❑ RV Parking Ordinance
    - \$100k/year for enforcement + \$15k for signs

# Program Models

Program	Services	Estimated Cost
Basic	No program operator or liability insurance Sanitary facilities Private security	\$165,000
Program Operator	No private security Sanitary facilities Intake/placement Lot monitor/hotline Linkage to services Liability Insurance	\$315,000
Housing Focused Program	Program operator model plus intensive services – specialized housing staff, case management	\$530,000

# City Property

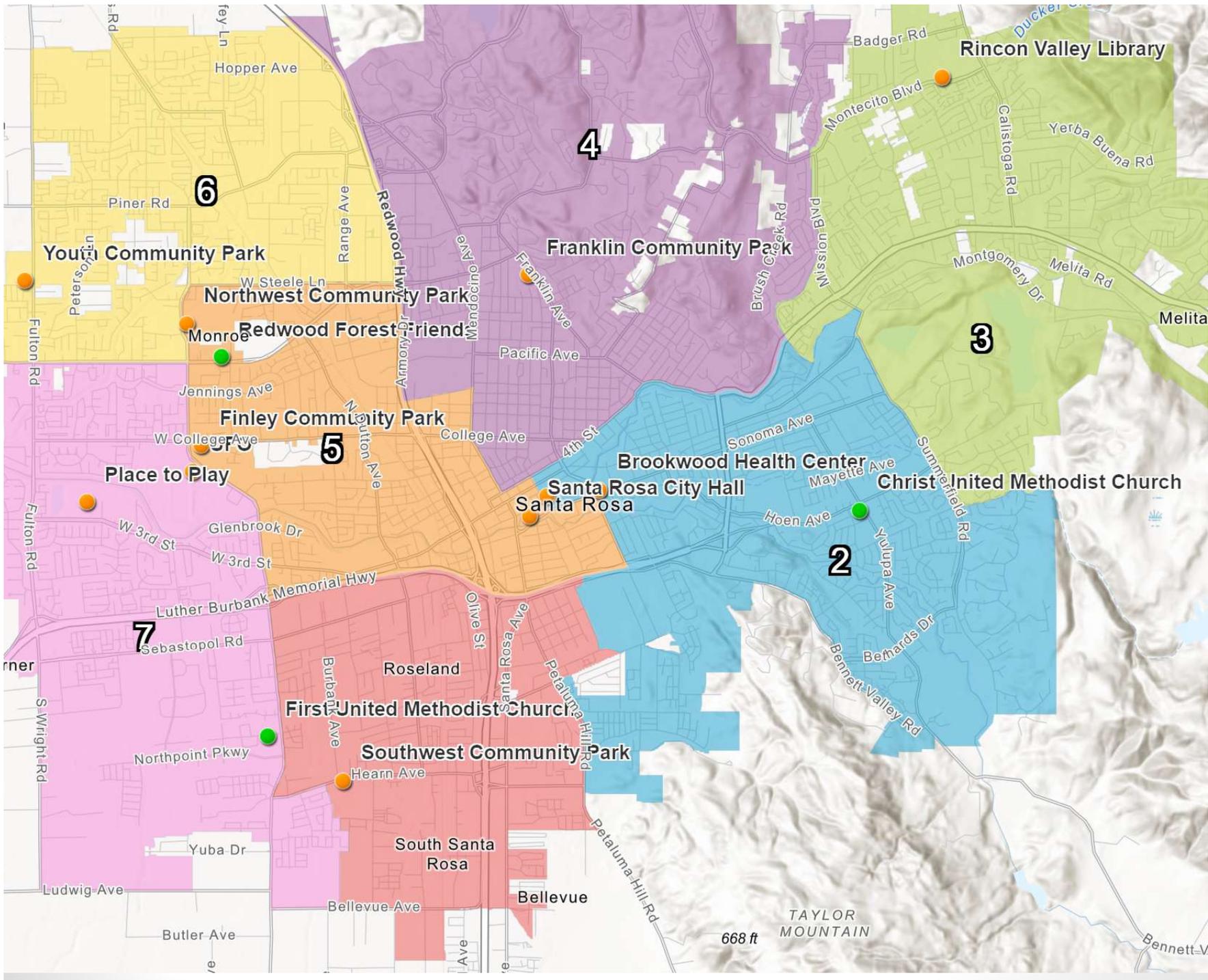
- Evaluation
  - 100 City-owned properties
  - Parks, facilities, parking district
  - Criteria – # of spaces, hours of operation, prox. to neighborhoods, schools/childcare, lighting/visibility, accomm. large vehicles, environmental, community benefit, fire risk, proximity to services, geographic distribution
  - Former/existing Safe Parking sites

# Potential Locations – July 2020

Council District	Location
1	Former Bennett Valley Senior Center
2	Brookwood Health Center
3 & 4	No sites identified – seek private partner
5	City Hall Campus/West America Building Lot 7 – Whitehouse lot
6	No sites identified – seek private partner
7	Sam Jones Hall Utilities Field Office

# Potential Locations – Feb. 2021

Council District	Location
1	Southwest Community Park
2	Brookwood Health Center, E St Lot 6
3	Rincon Valley Library
4	Franklin Community Park
5	Finley Community Park, Northwest Community Park, City Hall
6	Youth Community Park
7	Place to Play, Utilities Field Office



# Safe Parking Pilot Program

- Single Site/Location
  - City Property
- Overnight Program
- Program Operator
- One-year Pilot
- Evaluate scaling up/other options, longer term solutions

# Safe Parking Pilot Program

## Overnight Program

- Pros
  - Affordable option v. 24/7 safe parking
  - Safe, overnight shelter w/linkage to services
  - Managed v. unmanaged
- Cons
  - Preliminary Injunction – “adequate shelter”
  - Potential barrier – daytime exit

# Pilot Program Models

## Single Site

Program	Services	Estimated Cost
Program Operator	Private security/ Program staff Sanitary facilities Intake/placement Lot monitor/hotline Linkage to services Liability Insurance	25-50 parking spots: \$395,000 - \$410,000
Housing Focused Program	Program operator model plus intensive services – specialized housing staff, case management	25 parking spots: \$520,000  50 parking spots: \$660,000

# Pilot Program Location

## Municipal Services Center South

- Pros/cons
- 7pm to 7am
- 25 spaces
- Services
- Site improvements



# Other Considerations

- Public/Private
  - Community Homeless Assistance Program (CHAP)
- 24/7 Safe Parking
  - Safe Social Distancing Program/Finley model
  - Daytime exit ≠ barrier to entry
  - Costly option - \$1million+/year operations + site/capital

# Next Steps – Safe Parking

- Council Direction
  - Program Models
  - Location(s)
  - RFP
- Evaluate Joint Program w/County
- Staff
  - Identify Funding Sources
  - Issue RFP
  - Return to Council with recc. for Program Operator/Design

# Next Steps – Homeless Services

- Housing & Homeless Ad-Hoc
  - Workplan Priorities
    - SJH Annex – Phase II Capital Improvements
    - Alternative Shelter
  - Strategy
  - Homeless Services Request for Proposals FY 22/23
  - Encampment Policy