

Downtown Santa Rosa Parking and Rate Adjustments Study Session

September 9, 2025

City of Santa Rosa
Finance Department, Parking Division

Current Issues Facing Parking Enterprise Fund

- First-Hour-Free Parking has not incentivized garage use over street parking while showing increases loitering and safety issues in the garage
- Voucher use at all time low/Validation program low use
- Safety concerns require funds and staffing to address
- Revenues have not returned to pre-covid levels, although expenditures continue to rise.
- Requests for residential development permit options
- Increase in requests for enforcement in residential permit program zones with staffing limitations

Summary of Parking Issues

MTC Focus Group

*Downtown Parking
Management Study
Engagement Summary Report
2025*

Employee Parking

- Limited affordable long-term options
- Some employees park far from work
- Employers pay high parking costs

Garage Safety

- Concerns about poor lighting, car break-ins, and loitering
- Nighttime safety issues reported frequently

Summary of Parking Issues - MTC Focus Group

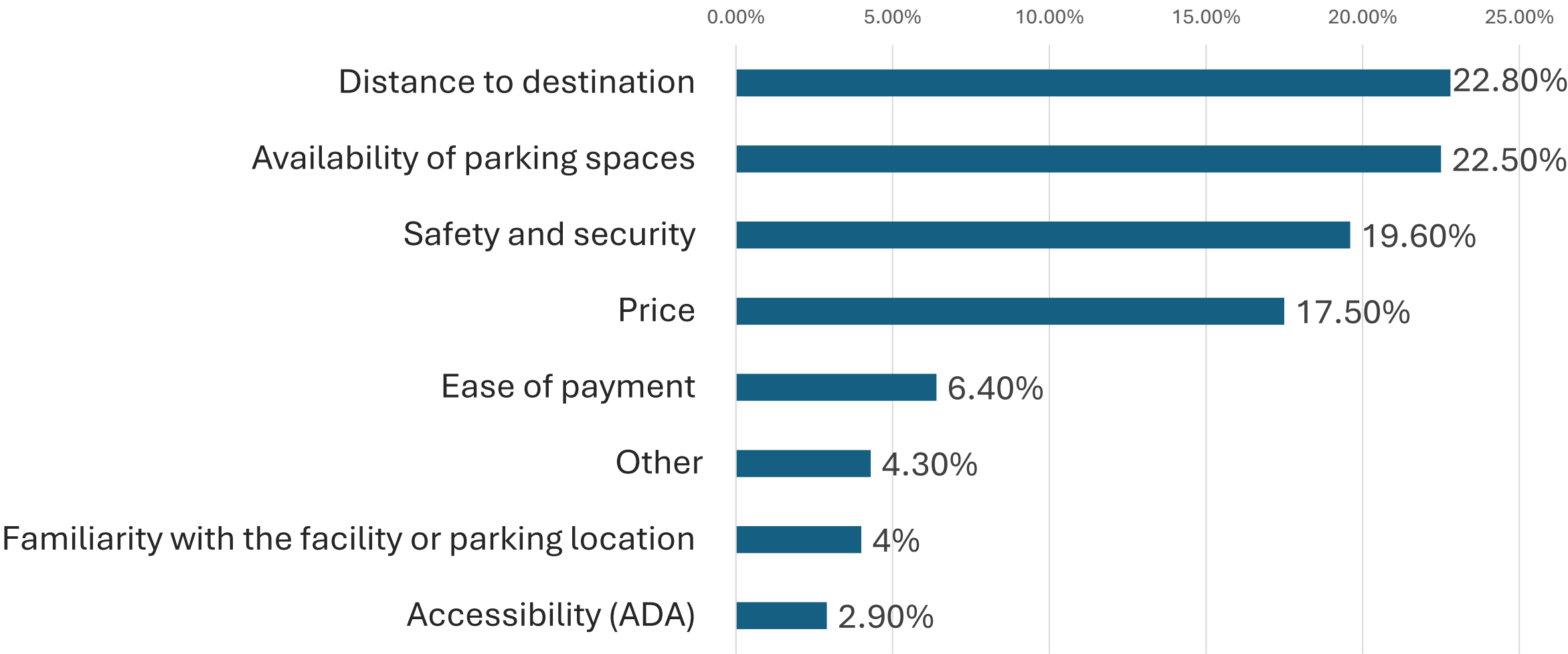
*Downtown Parking
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Other Concerns

- Parking availability, especially in peak hours and construction zones
- Inconsistency across zones, hours, and incentives
- High cost for long stays
- Clear signage
- Few businesses offer parking validation

SURVEY: What is your main priority when it comes to parking?

Total responses: 1572



Study Recommendations

1. Revised public parking fee structure
2. New residential fee schedule
3. Construction management planning amendments
4. Wayfinding
5. Garage space allocation for employees working in downtown and railroad square

Other Parking Division Priorities

6. Curb Management – identifying shared parking spaces for delivery drivers and rideshare

7. EV implementation

Parking Meter Fees

Santa Rosa Progressive Parking Model

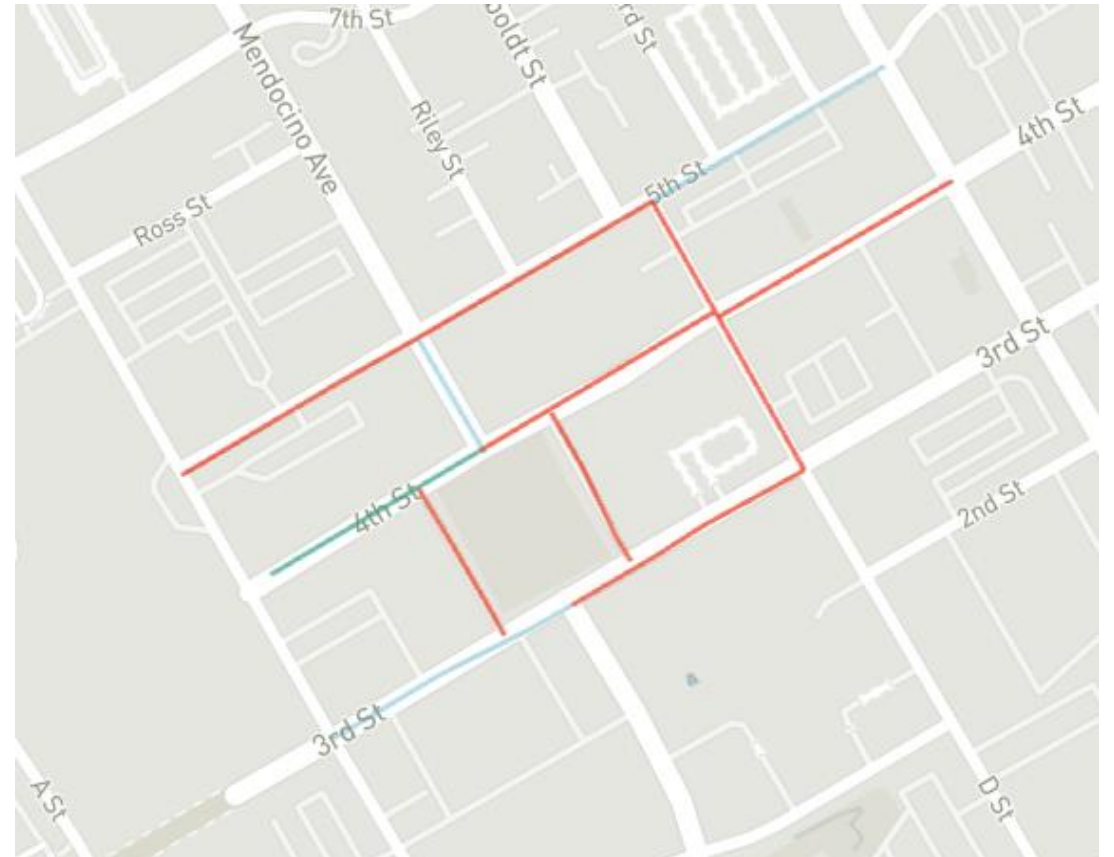
- Keep on-street occupancy around 85%
- Higher rates in busy zones, lower rates in less used areas
- Reduces GH Emissions via circling for spots
- Parking fees invested back into the community for improvements

Current meter rates were last adjusted when the Progressive Parking Model was adopted in 2017.

Railroad Square – Reaches
Peak Occupancy (over 95%)
1pm through dinner, Thur-Sat



Central Parking – Reaches
Peak Occupancy (over 95%)
2pm through Dinner, Mon-Sat



Proposed Hourly Fee Changes

Parking Availability & Pricing			Rates			
			Capacity	Current	Capacity	Proposed Pricing (Hr)
On-Street (Visitor)		Premium & Depot Lot	449	\$1.50	520	\$2.50
		Value	718	\$1.00	531	\$1.50
		Free**		n/a	187	\$0.00
Off-Street (Visitor)	Lots	Premium Lots (Lots 10 & 11)	187	\$1.50	138	\$2.00
		Value Lots (Lots 2, 4, 7)	278	\$1.00	278	\$1.50
		Economy Lots 13 & 14 in RRSQ	155	\$1.00	155	\$1.00
	Garage	Value	2834	\$.70*	2834	\$1.00

*Adjusted for variable prices in each garage (.50 to 1.00)

** 158 Meters in outer Value Zone have been identified to move to timed parking, including Sonoma & 1st St

Proposed Garage Permit Fee Changes

Type	Current Fee (Monthly)	Proposed Fee (Monthly)
Evening Employees (3pm to 1am)	\$10	\$10
Discount for New Business Accounts (terms in development)	N/A	\$25
Low-wage Permits – All Garages (Currently in G1 and G12)	\$31	\$25
Part-Time Permits – All Garages monthly garage use capped at 96 hours	N/A	\$25
Unreserved Permit G's 1, 3, 9, 12	\$62-\$95	\$60
Unreserved Permit G5	\$120	\$120
Reserved Permit All Garages	\$135 - \$160	\$160

Proposed Lot Permit Fees

Type of Permit	Current Fee (Monthly)	Proposed Fee (Monthly)
Lot 2	\$95	\$95
Lot 6 (Permit Only)	\$62	\$62
Lot 7	\$85	\$70
<i>Lot 13/14 is near capacity in evenings and shared use needed for residential permits for Stewart Cannery Apts, New Residential Permit for Cannery added on Next Slide</i>		
Lots 13 and 14 (under Hwy 101)	\$50	\$25
SMART Commuter L14	\$31	\$25

Proposed New Permit Fees & Changes to RPP

Type of Permit	Current Fee (Monthly)	Proposed Fee (Monthly)
Permit Spaces for 800 Block of 4 th & Hope St for 888 Apts	n/a	\$80
Residential Unreserved Garage permits for new developments	n/a	\$60
Residential Reserved Downtown Garages*	n/a	\$120
Lot 13 (Between 3 rd and 4 th) Residential Reserved Spaces in Lot 13 for the Stewart Cannery	n/a	\$50
<i>*None currently planned, but anticipating need for upcoming developments near Garage 3</i>		
Residential Permit Program change from transaction to vehicle fee	\$20 per transaction	\$30 per vehicle
Approximate Change in Revenue to Parking Fund – Net Total		\$1,033,039

Free Parking Options

In all meters,
lots and
garages

- **Free Sundays, Free City/State/Federal Holidays**
- Currently there is a mix of locations that offer free Sundays

Removing
meters

- 600 Block of 1st Street
- 600 Block of Sonoma Ave
- 900 Block of 7th Street
- 800 Block of 5th Street
- 200, 300 and 400 Blocks of Morgan St

Meters
already
removed

- 400 Block of Riley Street for developments
- A Street in front of Caritas House
- 6th Street in RRSQ

Proposed Validation Program Incentive

- Replace First Hour free with a targeted incentive for people coming to stores, restaurants and businesses downtown.
- City will offer \$30 of free validations a month to businesses using the validation system.
- DAO considering options for additional funds and how to support (outreach/onboarding).
- Cost of program to the Parking Enterprise Fund appx. \$5400 a year

Parking Citation Fines

- Citation Fines were last increased in 2012
- Citation processing costs the City \$93,000 each year
- A **\$12.50** surcharge is paid to the **County of Sonoma and State of California** for every citation (regardless of fine amount) – average \$300,000 each year (GC 76000(c)), (GC 76100), (GC 76101), (GC 70372(b)), (GC 70372(b)), (GC 76000.3)

Citation Revenue and Expenses

Revenue	21/22	22/23	23/24
Gross Citation Revenue	\$1,164,004	\$1,583,423	\$1,446,734
County/State Surcharge Fees	(\$253,663)	(\$306,800)	(\$322,038)
Refunds/Adjudication	(\$19,495)	(\$31,102)	(\$25,673)
Returned Checks	(\$320)	(\$355)	(\$690)
Revenue	\$890,526	\$1,245,167	\$1,098,334
Expenses	21/22	22/23	23/24
Salaries and Benefits	\$623,939	\$768,344	\$836,475
Citation Processing Contract	\$92,022	\$104,493	\$82,210
Enforcement Operational Costs (uniforms, equipment, supplies)	\$137,031	\$141,375	\$145,696
Total Expenses	\$852,992	\$1,014,212	\$1,064,380
Net Revenue	\$37,534.49	\$230,955	\$33,953

Proposed Fine Increases

Violation	Current Fine Amount	Avg. Annual Citations	Estimated Revenue	Proposed Fine Amount	Estimated Revenue
Expired Meters	\$35	21,871	\$765,473	\$50	\$1,093,533
Overtime Parking	\$40	3,375	\$135,013	\$55	\$185,643
Not within Designated Space	\$40	403	\$16,107	\$55	\$22,147
Parallel Parking & Vehicle Facing Wrong Way	\$40	269	\$10,760	\$55	\$13,450
Permit Use Violation	\$40	107	\$4,293	\$55	\$5,903
Unattended Vehicle w/ Motor Running	\$40	28	\$1,120	\$55	\$1,540
Parking over 72 hrs – Facility	\$40	23	\$907	\$55	\$1,247
Yellow Curb/Loading Zone	\$50	739	\$36,933	\$65	\$48,013
Unpaid Fee at Attended Facility	\$50	278	\$13,917	\$65	\$18,091
White Curb/Passenger Loading	\$50	87	\$4,350	\$65	\$5,655

Proposed Fine Increases

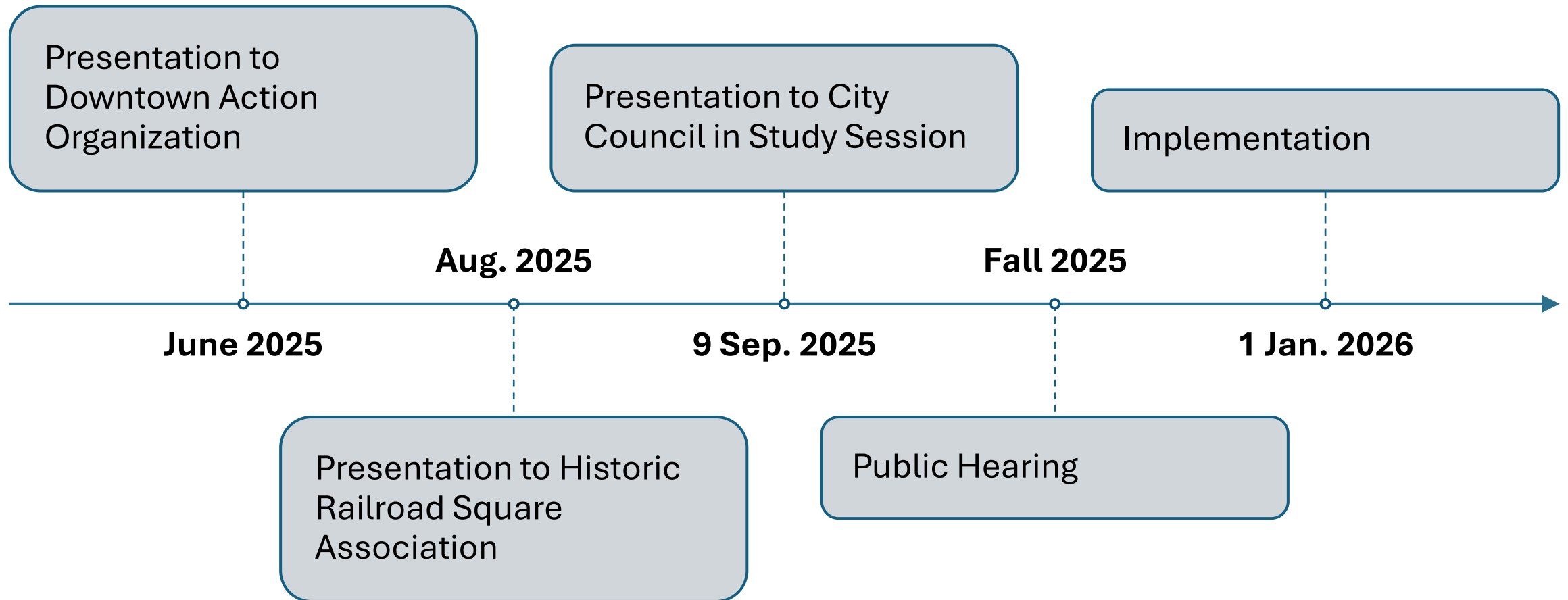
Note: Processing Costs and Surcharge Fees are dependent on number of citations issued and not dependent on citation fees. Number of citations issued are dependent on staffing and can vary due to vacancies and turn-over.

Average Yearly
Collection Rate

86%

Current Revenue Estimate	\$1,324,069
Projected Revenue (\$15 increase on citations \$35-\$50)	\$1,674,687
Additional Revenue to General Fund	\$350,618

Rate Adjustment Schedule





Questions?