



**DOWNTOWN ACTION ORGANIZATION  
BOARD MEETING**  
August 27, 2025, 9:15am

**coLAB – Collaboration Lab**  
427 Mendocino Ave, Santa Rosa, CA 95401

## AGENDA

<b>1.0</b>	<b>CALL TO ORDER</b>	Chair will call the meeting to order at 9:15am
<b>2.0</b>	<b>PUBLIC COMMENTS ON NON-AGENDA ITEMS</b>	Any public requests for future agenda items or comments not related to the agenda are allowed and limited to two minutes each. Comments from the public will be allowed on all agenda items at the time each item is called and limited to two minutes each.
<b>3.0</b>	<b>CONFLICTS OF INTEREST OR ABSTENTIONS</b>	Board members should declare if they have any personal conflicts of interest or need to abstain from participation in any items on the agenda.
<b>4.0</b>	<b>ACTION: CONSENT ITEMS</b>	4.1 July 16, 2025 Meeting Minutes ( <i>Attachment 1</i> ) 4.2 Financial Statements ending July 31, 2025 ( <i>Attachment 2</i> )
<b>5.0</b>	<b>REPORT: EXECUTIVE DIRECTOR</b>	Brief summary of written reports provided on District ( <i>Attachment 3</i> ), street level services ( <i>Attachment 4</i> ) and workplan ( <i>Attachment 5</i> ).
<b>6.0</b>	<b>REPORT: EXECUTIVE COMMITTEE</b>	Chair to report on ongoing items, including park fee expenditure plan.
<b>7.0</b>	<b>ACTION: PARKING DISTRICT CHANGES</b>	DAO Board to determine what action to take related to Parking District's recommended changes ( <i>Attachment 6</i> ) presented by Tanya Cordova, prior Parking District presenting changes to council on September 9.
<b>8.0</b>	<b>DISCUSSION: UNSHELTERED IMPACTS</b>	Board to discuss Executive Committee's recent meeting with Chief Cregan, Sgt. Barrett and Megan Basinger, and potential impacts related to the decrease in outreach services around the Downtown area.

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<b>9.0</b>	<b>FUTURE AGENDA ITEMS</b>	Board members to share any future agenda items they wish to be discussed.
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<b>10.0</b>	<b>ADJOURNMENT</b>	Chair to adjourn the meeting.
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**DAO Board Meeting  
July 16, 2025, 9:15am  
coLAB – Collaboration Lab - 427 Mendocino Ave, Santa Rosa, CA 95401**

Board Members Present: Beau Anderson, Natalie Balfour, Zach Berkowitz, Pauline Block, Britt Cooper, Hugh Futrell, Nicole Gaddis, Danielle Nelson, Gabe Osburn, Don Tomasi, Argo Thompson

Absent: Leeanna Ausiello-Kane, Chris Denny, Caitlin Kurasek, Ken Lafranchi

Staff Present: Cadance Hinkle Allinson

**MINUTES**

**1.0 CALL TO ORDER**

Chair Pauline Block called the meeting to order at 9:19am. She welcomed Gabe Osburn to the DAO board as the City's new representative.

**2.0 PUBLIC COMMENTS ON NON-AGENDA ITEMS (limited to two minutes each)**

There were no public comments at this time.

**3.0 CONFLICTS OF INTEREST OR ABSENTIONS**

There were no conflicts of interest at this time.

**4.0 ACTION: CONSENT ITEMS**

A motion was made by Danielle Nelson to approve consent items 4.1, June 18, 2025 Meeting Minutes, and 4.2, Financial Statements ending June 30, 2025. The motion was seconded by Don Tomasi and unanimously approved.

**5.0 REPORT: EXECUTIVE DIRECTOR**

Cadance shared that she recently stopped by new(ish) businesses Santa Rosa Medical Massage and Kalimera Bar & Grill on 7<sup>th</sup> and B which used to be Grill Santa Rosa. She reminded board members to connect her or Nicole with new businesses if they met them.

She reported that she met with Sonoma Clean Power about their vehicle rebate and she has submitted details to get a \$15,000 grant for a new EV for NexStreet. They would need to make an exception due to the vehicle type, but they have done that previously. Cadance, Matt and Danielle reviewed vehicle options and she will keep everyone updated as that moves forward.

The September board meeting will have a three-year contract renewal with NexStreet.

The nomination window for board seats would open on August 4, but it is now unclear if there will be any open seats.

The instruments in Jeju would be moving to Courthouse Square to make room for an installation that will be part of the City's artwalk.

Cadance thanked those who were present at the recent meeting the DAO held for the Parking District to share their plans went very well and all attendees were receptive to the changes shared. The Parking District continues to move forward with their plans. She let them know that the DAO would continue to help with outreach to the business community and she expects a written proposal from the Parking District for the DAO to act on at a future meeting.

Natalie Balfour arrived at 9:24am.

Michael Hyman, Karen Wise and Nicole Gaddis echoed the positive comments about the Parking meeting and the Parking District's economic development, Downtown friendly focus.

#### **6.0 REPORT: EXECUTIVE COMMITTEE**

Pauline reminded everyone about the attendance policy, with no more than four meetings missed in a calendar year.

She shared that the Executive Committee discussed the City's plans on pedestrianization, which Gabe Osburn will review in a later item. The Parks Working Group is also moving forward and solicited QKA to get their feedback and concepts.

#### **7.0 REPORT: ASSESSMENT CORRECTIONS**

Cadance shared the following:

Two years ago, a review of the data used to calculate assessments for properties in the Downtown District was done and multiple incorrect data points were found. Prior to making corrections, the DAO needed to update their Management District Plan, which was done with a committee of three people: Natalie Balfour, Beau Anderson and Daryel Dunston. After it was approved by the DAO in February, it was submitted to the City at the same time as the 2024 annual report and staff shared that the Management Plan did not need to be approved by Council.

Cadance reviewed the data with City staff starting in May and over several meetings reviewed the parcel data to ensure all data was accurate. Lot size and building square footage were taken from the County Assessor's Office and the linear frontage was calculated using the City's GIS system.

Some of the errors included properties with zero or one square foot listed as their building square footage. Many major inconsistencies were around linear frontage, which is defined as sidewalk or street frontage.

Some properties were also updated and changed and needed corrected numbers based on the changes. She can review any specific property to talk about changes that were made.

Communication was sent via mail to every property owner, asking them to verify their details. So far a few property owners provided corrections, one asked for clarification around linear frontage.

Argo Thompson arrived at 9:36.

She shared that 40 APNs had numbers decrease, 19 remained the same, which were mostly parking and 94 had numbers increase. Of the 94, 21 of those by more than \$500 annually, including 15 by more than \$1,000, 7 over \$2,500 and 2 over \$5,000. Not all of those increases are a result of incorrect numbers, some are from APN changes. The current corrections reflected approximately \$70,000 of added income to the DAO's budget, though the impact of the 420 Mendocino project is an estimate at this point and she anticipates further corrections from property owners. She shared a large portion of the added assessment income was related to a previous erroneous exclusion of Macy's.

Cadance will send the details to the City the first week of August and the City will send them to the County for inclusion on the property tax role.

Zach shared that it might be problematic for new developers to have an immediate "tax" put on their business.

Cadance clarified that the mid-year bills are sent by the DAO once a property is operational, and that if a property is under construction, she adjusts the building square footage to be zero. This policy was approved by the DAO board as part of the updated MDP.

#### **8.0 ACTION: ASSESSMENT INCREASE**

Chair Pauline Block stated that the Executive Committee's recommendation to:

1. Not increase assessments for the 2026 year, and
2. Establish an annual mid-year assessment review at the organization's July meeting.

Pauline shared that establishing an annual review would be helpful to ensure increasing costs are being covered, but this year due to the unintentional increases caused by corrections, the Committee was recommending no increases.

Pauline shared that one public comment that was received via email prior to the meeting, requesting that no increases be made.

Pauline clarified that properties that had been under assessed would not be asked to make up for past underpayments.

Beau stated that annual increases are very common among Community Benefit Districts and the DAO has not typically operated with a regular increase, so having it on the calendar will be helpful.

A motion was made by Beau Anderson to approve the recommendation. The motion was seconded by Danielle Nelson. Gabe Osburn abstained from voting. The motion was unanimously approved by those participating in the action.

#### **9.0 REPORT: PEDESTRIANIZATION PLAN**

Gabe Osburn updated on the City's pedestrianization plan, reminding the board that the exploration stemmed from Council action.

Gabe shared that surveys, which had a high response for a City survey, but represented a small percentage of residents, showed community members generally had a positive response to the concept. The same conversation with businesses on 4<sup>th</sup> Street yielded different response and concern from the business and property owners.

Because of the diverse feedback, staff will not be making a recommendation to council, and will be presenting them with options at a study session on September 9.

Gabe spoke about Ross Street as an option, which has less parking and traffic impacts and general enthusiasm from the businesses. Staff want to present concepts that don't negatively impact businesses and force tenant turnover.

Gabe clarified that staff connected with several other cities where these programs have been established and that increased activation from food and beverage businesses is instrumental.

Gabe shared that an update will be given to the ED Subcommittee, which is another opportunity to have public comment.

#### **10.0 ADJOURNMENT**

Pauline Block asked for any future agenda items.

Zach Berkowitz shared comments about Courthouse Square.

Gabe suggested reviewing the Entertainment District concept as a future agenda item.

Pauline Block adjourned the meeting at 10:03am.

1:18 PM

08/14/25

Accrual Basis

## Downtown Action Organization Incorporated

## Balance Sheet

As of July 31, 2025

	Jul 31, 25
<b>ASSETS</b>	
Current Assets	
Checking/Savings	
1000000 • DAO OPERATING FUNDS	
1000100 • Earmarked Project Cash-Poppy	133,294.33
1001000 • District Funds Savings-Poppy	313,434.62
1010000 • DAO Operating-Poppy	5,863.63
Total 1000000 • DAO OPERATING FUNDS	452,592.58
Total Checking/Savings	452,592.58
Other Current Assets	
1100000 • District Revenue Receivables	404,962.92
Total Other Current Assets	404,962.92
Total Current Assets	857,555.50
<b>TOTAL ASSETS</b>	<b>857,555.50</b>
<b>LIABILITIES &amp; EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 • Accounts Payable	42,447.34
Total Accounts Payable	42,447.34
Other Current Liabilities	
2300000 • Deferred Revenue - District Rev	230,906.33
Total Other Current Liabilities	230,906.33
Total Current Liabilities	273,353.67
<b>Total Liabilities</b>	<b>273,353.67</b>
Equity	
32000 • Unrestricted Net Assets	558,153.24
Net Income	26,048.59
Total Equity	584,201.83
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>857,555.50</b>

		2025 DAO Budget and Cash Flow Projection												Year to Date	YE Projection	Budgeted	\$ From Budget
Income		Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	Dec-25				
Starting cash at 1/1/25	\$	90,235.06															
District Assessments		\$341,453	\$0	\$0	\$0	\$186,103	\$0	\$0	\$0	\$26,619	\$0	\$0	\$0	\$527,556	\$554,175	\$554,175	\$0
Non-District Assessments		\$0	\$0	\$1,250	\$0	\$0	\$1,250	\$0	\$8,295	\$1,250	\$0	\$0	\$1,250	\$2,500	\$4,998	\$4,998	\$0
Interest Income		\$63	\$135	\$134	\$114	\$145	\$148	\$136	\$136	\$0	\$0	\$0	\$250	\$876	\$1,276	\$700	\$576
		\$431,752	\$135	\$1,383	\$114	\$186,248	\$1,398	\$136	\$8,445	\$27,869	\$0	\$0	\$1,500	\$530,932	\$560,449	\$559,873	-\$576
Sub Total		\$431,752	\$389,440	\$348,217	\$305,632	\$448,998	\$407,836	\$361,923	\$327,743	\$298,742	\$251,784	\$200,876	\$146,368				
Cash at Beginning of Month																	
Expense																	
Primary District Services		\$29,114	\$29,114	\$29,114	\$29,114	\$29,114	\$29,114	\$29,114	\$46,219	\$15,892	\$30,592	\$30,592	\$30,592	\$203,798	\$357,683	\$362,928	-\$5,245
Project Maintenance		\$0	\$0	\$0	\$178	\$0	\$3,602	\$178	\$6,289	\$6,233	\$6,233	\$6,233	\$6,233	\$3,779	\$35,000	\$35,000	\$0
Marketing		\$0	\$125	\$0	\$0	\$0	\$0	\$0	\$0	\$500	\$750	\$1,000	\$0	\$125	\$2,375	\$7,750	-\$5,376
Administration & Staffing		\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$13,333	\$93,333	\$160,000	\$160,000	\$0
Insurance/Taxes		\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$2,000	\$0	\$4,750	\$4,750	\$0	\$11,500	\$11,500	\$0
Misc. Direct Expense		\$0	\$35	\$251	\$435	\$112	\$0	\$0	\$30	\$0	\$0	\$100	\$1,500	\$833	\$2,463	\$2,400	\$63
Contingency (3.5% - \$19,601)		\$42,447	\$42,607	\$42,698	\$42,882	\$42,560	\$46,049	\$42,625	\$65,871	\$37,958	\$50,908	\$56,008	\$56,408	\$301,868	\$569,021	\$598,978	-\$19,400
Sub Total		\$42,447	\$42,607	\$42,698	\$42,882	\$42,560	\$46,049	\$42,625	\$65,871	\$37,958	\$50,908	\$56,008	\$56,408	\$301,868	\$569,021	\$598,978	-\$29,957
Cash Balance		\$389,305	\$346,833	\$305,519	\$262,750	\$406,438	\$361,787	\$319,299	\$261,872	\$251,784	\$200,876	\$144,868	\$89,960				



**Downtown Action Organization Incorporated**  
**Profit & Loss Budget Performance**  
**July 2025**

	Jul 25	Budget	\$ Over Budget	% of Budget	Jan - Jul 25	YTD Budget	\$ Over Budget	% of Budget	Annual Budget
Ordinary Income/Expense									
Income									
4100000 • District Assessments	46,181.27	46,181.27	0.00	100.0%	323,268.89	323,268.87	0.02	100.0%	554,175.22
4100001 • Non-District Assessments	0.00	416.52	-416.52	0.0%	2,499.15	2,915.67	-416.52	85.7%	4,998.27
4100002 • Interest Income	136.49	58.33	78.16	234.0%	2,148.58	408.35	1,740.23	526.2%	700.00
Total Income	46,317.76	46,656.12	-338.36	99.3%	327,916.62	326,592.89	1,323.73	100.4%	559,873.49
Gross Profit	46,317.76	46,656.12	-338.36	99.3%	327,916.62	326,592.89	1,323.73	100.4%	559,873.49
Expense									
5100000 • PRIMARY DISTRICT SERVICES									
5100001 • Street Level Services	29,114.01	30,244.00	-1,129.99	96.3%	203,798.07	211,708.00	-7,909.93	96.3%	362,928.00
Total 5100000 • PRIMARY DISTRICT SERVICES	29,114.01	30,244.00	-1,129.99	96.3%	203,798.07	211,708.00	-7,909.93	96.3%	362,928.00
5200000 • DISTRICT IMPROVEMENTS									
5200002 • Project Maintenance	177.50	2,916.67	-2,739.17	6.1%	3,779.30	20,416.65	-16,637.35	18.5%	35,000.00
5200003 • Marketing	0.00	645.83	-645.83	0.0%	124.50	4,520.85	-4,396.35	2.8%	7,750.00
Total 5200000 • DISTRICT IMPROVEMENTS	177.50	3,562.50	-3,385.00	5.0%	3,903.80	24,937.50	-21,033.70	15.7%	42,750.00
5400000 • DISTRICT MANAGEMENT									
5400001 • SR Metro Chamber Contract	13,333.33	13,333.33	0.00	100.0%	93,333.31	93,333.35	-0.04	100.0%	160,000.00
5400003 • Insurance/Taxes	0.00	958.33	-958.33	0.0%	0.00	6,708.35	-6,708.35	0.0%	11,500.00
5400004 • Misc Direct Expenses	0.00	200.00	-200.00	0.0%	832.85	1,400.00	-567.15	59.5%	2,400.00
Total 5400000 • DISTRICT MANAGEMENT	13,333.33	14,491.66	-1,158.33	92.0%	94,166.16	101,441.70	-7,275.54	92.8%	173,900.00
5500000 • CONTINGENCY	0.00	1,616.67	-1,616.67	0.0%	0.00	11,316.65	-11,316.65	0.0%	19,400.00
Total Expense	42,624.84	49,914.83	-7,289.99	85.4%	301,868.03	349,403.85	-47,535.82	86.4%	598,978.00
Net Ordinary Income	3,692.92	-3,258.71	6,951.63	-113.3%	26,048.59	-22,810.96	48,859.55	-114.2%	-39,104.51
Net Income	3,692.92	-3,258.71	6,951.63	-113.3%	26,048.59	-22,810.96	48,859.55	-114.2%	-39,104.51

**Executive Director Report**

**August 2025**

**Prepared by: Cadance Hinkle Allinson**

**Recently Opened Businesses**

Fiber Snob (641 4<sup>th</sup> Street) has officially opened

**DAO Meeting with the Mayor – August 28, 9am at coLAB**

All Downtown business and property owners are encouraged to attend.

**Pedestrianization**

At the September 9 meeting, Planning and Economic Development staff will be presenting Council with options for exploring pedestrianization plans in the Downtown.

**Marketing & Events**

A number of businesses have expressed interest in participating in a Sidewalk Sale in conjunction with the City's Second Sunday Farmer's Markets. Cadance is working with business owners to solicit engagement and the City to iron out requirements.

Fall Fun Fest will take place on October 24 and businesses are encouraged to participate in trick-or-treating from 4:30-5:30pm. The Plaza and Railroad Square will offer earlier trick-or-treating in a progressive model, leading up to the event.

A list of businesses offering a 10% discount to Felix residents is being generated.

**EV Grant**

Sonoma Clean Power awarded the DAO a grant of up to \$15,000 for the purchase of a new electric vehicle. Purchase, insurance and branding details are in process.

### **Assessment Corrections**

Assessment corrections were submitted to the City for inclusion on the 2026 tax role. She noted that corrections were sent for 13 properties and the budget is slated to be just under \$600,000 or around a \$40,000 increase in 2026. She anticipates some property owners might send changes after the fact and the DAO will need to be prepared to reimburse property owners if they provide proof of correct data.

### **Ongoing Tree Work**

Fixing the uprooted street trees on 4<sup>th</sup> is a priority and Cadance is working with Davey tree company to address the issues.

It is anticipated that about 17 trees will be replaced before the end of the year, on E, 3<sup>rd</sup> and 4<sup>th</sup>. The Parking District and Santa Rosa ReLeaf will be supporting the effort.

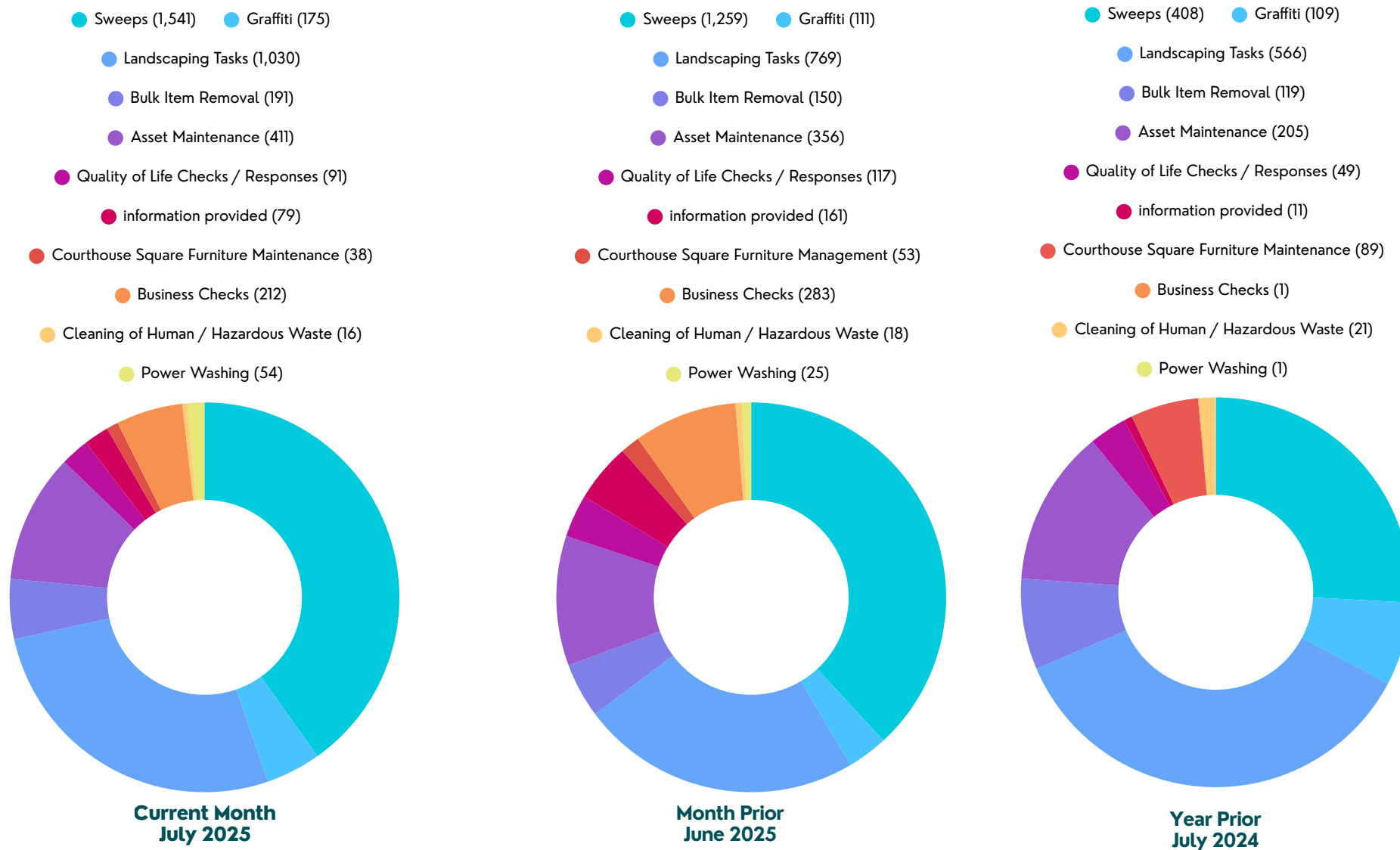
### **Downtown Improvements**

Multiple conversations are ongoing with City staff around consistency in Downtown infrastructure and strategies for improving the physical landscape. There will likely be opportunities for the board to weigh in, in the future.

# Downtown Santa Rosa Monthly Street Level Services Report



Data reflects services conducted within the District in July 2025 and shows past month and same month year prior for comparison.



Data collected via Jia, NexStreet's technology solution that tracks employees in the field, manages tasks, collects data around cleaning, maintenance and outreach tasks and helps predict trends in the District.

## Attachment 5

2025 Downtown Action Organization Workplan - approved Jan. 15, 2025			
ACTION	STATUS	START DATE	NOTES
1. District Management			
1. Advocate for expanded Downtown parking strategy, which could include additional garage incentives, employee parking programs, support around enhanced EV infrastructure and programming and comprehensive understanding of future anticipated occupancy rates	In Process	2023	Hosted Public Meeting for Parking District to share recommended changes. DAO will review and provide comment at August meeting. Will support outreach and engagement until approved by council, then education and awareness prior to changes being effective.
2. Work with SRPD, City Staff, Host, etc. to address negative impacts associated with unsheltered population	In Process	Ongoing	Regular meetings - and discussion at August board meeting
3. Work with City staff to get available park fees spent on projects in Jeju Way and Depot Park	In Process	2024	Conversations with Council around method for expenditure. EC to prepare priorities for board to review.
4. Investigate funding opportunities to address EIFD timing gap	Complete	2025	No longer needed
5. Identify outside funding support for special projects	Not Started	2025	No special projects identified yet.
6. Work with Chamber/VSR/City/Districts to expand Downtown marketing	In Process	2025	Board approved sharing free marketing resources. Outreach conducted to SOFA and RRS. Info Session on 3/31 shared more details. Additional outreach needed.
7. Support City's organization of cohesive effort around business development, vacancy and support for downtown station area	In Process		Chair and ED providing feedback to City staff on Pop-Up Program and Business Concierge. Board provided feedback on pedestrianization and encouraged attendance at the community meetings held by PED. Waiting for further details on pedestrianization proposal and will engage in further board discussion. ED serve on selection committee for Art Walk. Encourage attendance at public meeting on September 9.
8. Review of small infrastructure Downtown and paths for refurbishment or removal (phone booths, bike racks, trash cans, etc.)	In Process		Conversations with company to look at trash enclosures. Phone Booths Removed via City staff. Bike Racks/Trash Cans/Ped Lighting to be surveyed.
2. Special Projects			
1. Coordinate universal window covering to be available to properties with vacant storefronts	Complete	2025	Initial installation complete. Will continue to promote to property owners.
2. Support projects that enhance the physical connection between Railroad Square and Courthouse Square, which could include improvements to the underpass and creek trail or signage	Not Started		Part of Park fee work
3. Support Chamber/VSR efforts to bring more diverse programming, activities and events to Courthouse Square	Not Started		
4. Engage businesses in summer farmers market concept	In Process	2025	Supporting businesses to participate in Second Sunday with Sidewalk Sale
3. District Improvements			
1. Oversee reinstallation of Asawa panels, working with City on casting of panels and installation	In Process	2020	HFC working with City on timeline and budget. Waiting to know final funding gap.
2. Work with City to identify permanent family friendly installations	Not Started		Part of Park fee work
3. Look into E-Charger Expansion Opportunities for bikes and vehicles	Complete		1. approved 6 dual port, level 2 chargers for public use in Lot 10 (RR), 2. 6 dual port level 2 chargers for fleet use in Garage 9 (D Street) - waiting on PGE to determine when they're starting, 3. Contracts in process for Tesla install 16 level 3 DC fast chargers for public use in garage 12 and 16 level 3 fast chargers for public use in garage 1 (7th Street)
4. Board Policy, Culture & Governance			
1. Review and update District Management plan and make assessment corrections	Complete	2024	MDP approved by board, council notified at March 18 meeting. Assessment review completed and shared with Board. Property owners notified.
2. Develop pipeline of Board and Executive Committee members and potential new board members that fill critical experience gaps	In Process		TBD whether any seats will open in 2026.
3. Create ongoing strategy to better engage with business community	In Process	2025	Outreach committee actively engaging and three info sessions held with another two before year end.
Staff: Cadance Hinkle Allinson			

# **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

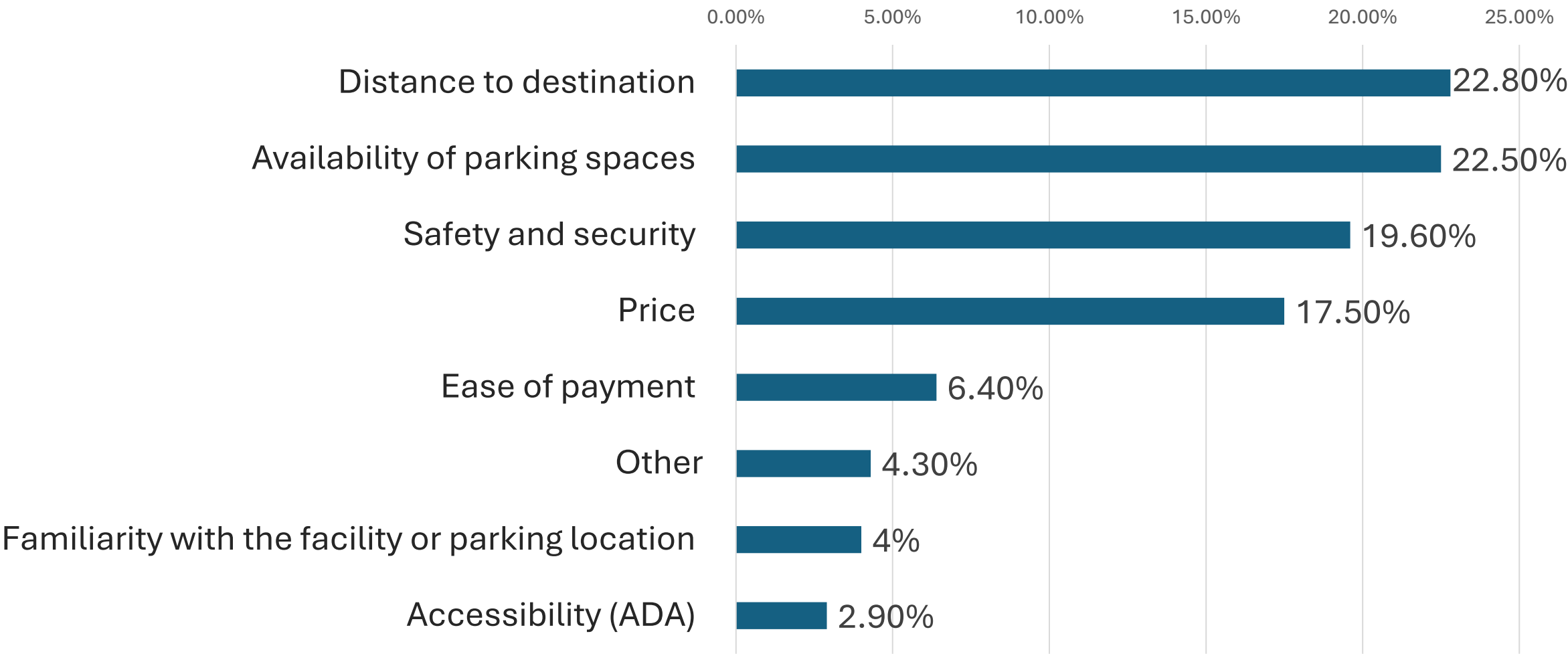
## - MTC Focus Group

### 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

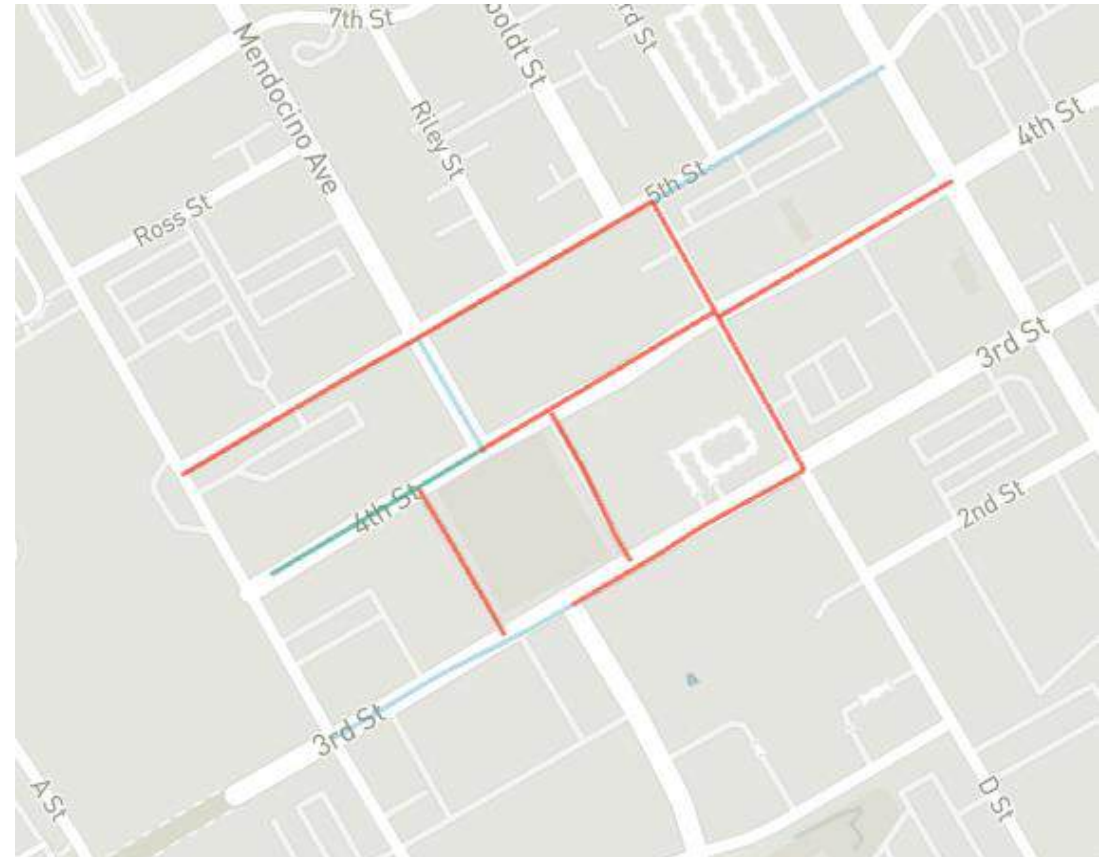
- Keep on-street occupancy around 85%
- Higher rates in busy zones, lower rates in less used areas
- Reduces GH Emissions via circling for spots
- Parking fees invested back into the community for improvements

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 & 1<sup>st</sup> 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 <sup>th</sup> & 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 <sup>rd</sup> and 4 <sup>th</sup> ) 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
<b>Approximate Change in Revenue to Parking Fund – Net Total</b>		<b>\$1,033,039</b>

# 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 1<sup>st</sup> Street
- 600 Block of Sonoma Ave
- 900 Block of 7<sup>th</sup> Street
- 800 Block of 5<sup>th</sup> 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
- 6<sup>th</sup> 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.

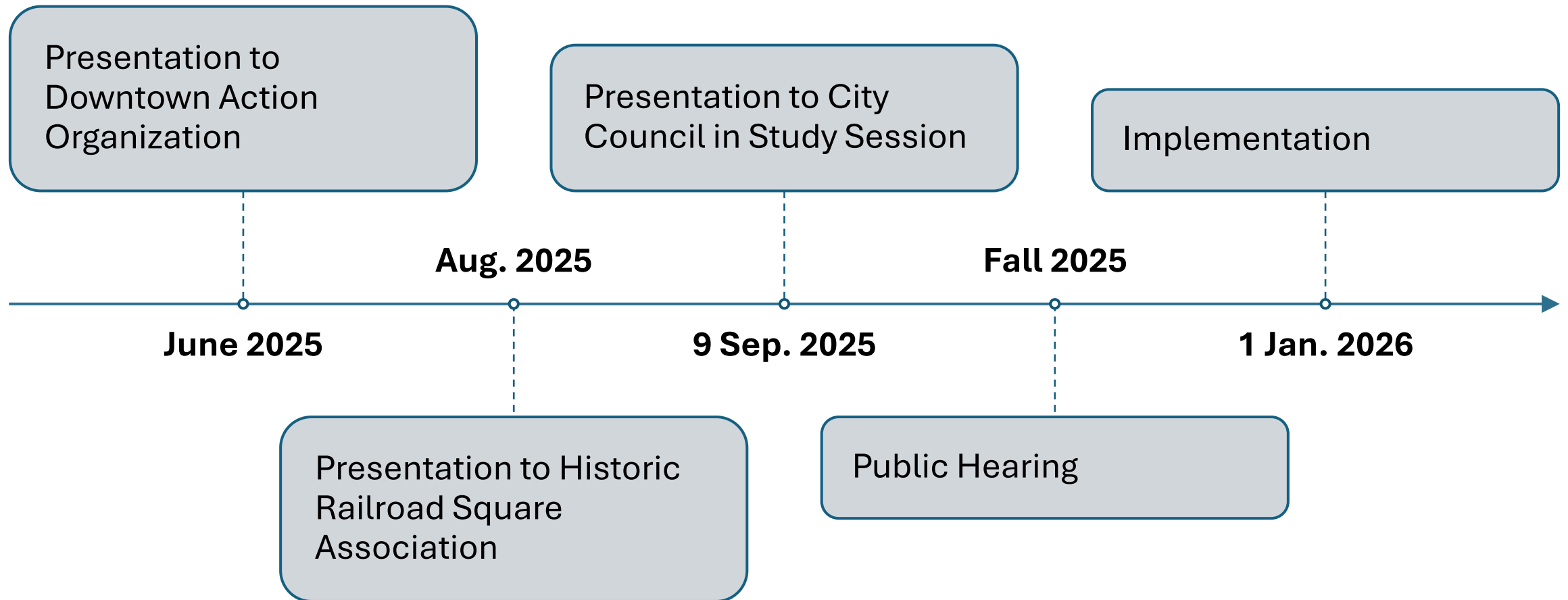
Average Yearly  
Collection Rate

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?