

Parking District Changes Effective January 1, 2026

Please take a moment to read through the upcoming parking changes and take steps to make the appropriate changes for your business, employees and customers. A few key points and the updated rates are included below.

Please don't hesitate to reach out to Chad Hedge directly (chedge@srcity.org) with any questions.

Ticket prices are increasing and garage permits are decreasing: If you have staff that are currently parking on the street, please take advantage of garage permits to ensure they avoid being ticketed. Nearly all garage permit costs have decreased and a new part-time permit has been added. Permits start as low as \$10 a month for evening employees.

Garage Security: All garages are equipped with security cameras and lighting. There are security patrols 24 hours a day in the parking garages and there are service call buttons on all garage ticket kiosks. Permit holders can call 707-326-1022 to report any issues or concerns.

Keep Parking Free for Customers: With the cost of on street parking increasing and automatic first hour free going away in garages, this is a great opportunity to educate customers about the ease and safety of parking in garages. The cost is \$1 an hour and there is no risk of getting a parking ticket. Also, business owners can choose to validate their customers' garage parking. The Parking District is setting up a new validation program so that all participating businesses will be able to provide 30 hours of free parking directly to customers every month. If you are interested in participating, please [sign up here](#) to reserve time with Tania Cordova to get your business onboarded.

[Click here to see a map of all the City meter zones, lots and garages](#)

Hourly Parking Options

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| Meters – Premium Zones/Depot Lot | \$2.50 per hour (increased from \$1.50) |
| Meters – Value Zones | \$1.50 per hour (increased from \$1) |

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| Lots – Premium 10/11 | \$2 per hour (increased from \$1.50) |
| Lots – Value 2/4/7 | \$1.50 per hour (increased from \$1) |
| Lots – 13/14 | \$1 per hour (no change) |
| Garages | \$1 per hour, \$10 daily max (no first hour free) |

Garage Permit Options

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| New Business Permits | \$25 per month (new permit type) |
| Part-Time Permits (96 hours) | \$25 per month (new permit type) |
| Evening Employees (3pm-1am) | \$10 per month (no change) |
| Low-Wage (under \$30.49/hr) Permit | \$25 per month (no change) |
| Unreserved Permit (3 rd Street) | \$120 per month (no change) |
| Unreserved Permit (all other garages) | \$60 per month (decreased in every garage) |
| Reserved Permit | \$160 per month (no change) |
| Lot 2 | \$95 (no change) |
| Lot 6 | \$62 per month (no change) |
| Lot 7 | \$70 (decreased from \$85) |
| Lots 13/14 | \$25 (decreased from \$50) |

Parking Tickets

The cost of a standard parking ticket for overstaying or not paying a meter will increase from \$35 to \$50.

Validation Program

With the removal of first hour free in garages, the City of Santa Rosa Parking District will be helping businesses set up a validation program to offer free garage parking to their customers. All downtown businesses are eligible to participate and will get \$30 of free garage parking to offer their customers every month. Businesses can then cover any additional parking costs through a simple online account. Interested businesses should contact Cadance to schedule a Validation Orientation with Parking District staff.