

STS – Parking rates increase 26/27

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STS parking rates were compared to the following airports:

### Regional peer airports

- Monterey Regional Airport (MRY)
- San Luis Obispo County Airport (SBP)
- Santa Barbara Airport (SBA)
- California Redwood Coast–Humboldt County Airport (ACV)

### Major Bay Area airports

- San Francisco International Airport (SFO)
- Oakland International Airport (OAK)
- San Jose Mineta International Airport (SJC)

### Summary of Daily Parking Rates

Airport	Short-Term Daily Max	Long-Term Daily Rate	Lowest On-Airport Rate
Sonoma County (STS)	\$25	\$20	\$18 (reserved)
Monterey (MRY)	\$30	\$18	\$18
San Luis Obispo (SBP)	\$25	\$25	\$25
Santa Barbara (SBA)	~\$27–\$30	~\$18–\$21	~\$15 (economy)
Eureka / Arcata (ACV)	\$16	\$16	\$16
San Francisco (SFO)	\$36–\$40	\$25	~\$21 (prebook)
Oakland (OAK)	~\$32–\$40	~\$24	~\$18
San Jose (SJC)	~\$30–\$38	~\$18–\$24	~\$18

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### Relative Market Position of STS

- Overall, STS pricing remains competitive within the broader Bay Area aviation market.
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### Demand Management Rationale for Pricing Adjustments

Parking rate adjustments at STS were implemented in 2025 primarily as a demand-management strategy rather than a revenue-driven initiative.

Outcomes:

1. **Encouragement of Alternative Transportation**
  - Travelers increasingly utilized alternative modes such as ride-share, carpooling, and drop-off/pick-up options.
  - This shift reduced peak-period pressure on on-airport parking inventory.
2. **Improved Parking Availability**
  - Increased space availability improved access for travelers with last-minute travel needs.
  - The Airport experienced fewer instances of near-capacity conditions during peak demand periods.
3. **No Loss of Parking Revenue**
  - Despite changes in user behavior, overall parking revenue remained stable.
  - This indicates that pricing adjustments effectively balanced demand without negatively impacting financial performance.

These outcomes suggest that moderate, incremental pricing adjustments can be an effective tool to optimize parking utilization, improve customer experience, and maintain operational efficiency without imposing undue financial burden on travelers.

## Summary

Passenger volumes at STS are projected to increase by approximately 30 percent, beginning in May 2026 with the introduction of Southwest Airlines service.

To address anticipated demand, the Airport proposes to continue incremental parking rate adjustments that will still fall within a reasonable market range as a capacity management tool.

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