



COUNTY OF SONOMA

575 ADMINISTRATION
DRIVE, ROOM 102A
SANTA ROSA, CA 95403

SUMMARY REPORT

Agenda Date: 4/28/2026

To: Board of Supervisors

Department or Agency Name(s): Sonoma County Public Infrastructure

Staff Name and Phone Number: Johannes J. Hoevertsz, 707-565-2550

Vote Requirement: Majority

Supervisorial District(s): Countywide

Title:

Charles M. Schulz-Sonoma County Airport Agreement for Parking Management Services

Recommended Action:

- A. Approve and authorize the Director of Public Infrastructure to execute an Agreement with SP Plus, LLC. for Parking Management Services at the Charles M. Schulz- Sonoma County Airport for a term of five (5) years, with a management fee of \$337,956 for the first year of service increasing annually by 3% to be paid out of gross parking revenue.
- B. Authorize the Director of Public Infrastructure to approve and execute amendments for specified scope of services, term, budget, and option years up to a total not to exceed \$200,000 per fiscal year in addition to current management fee.

Executive Summary:

Paid public parking at the Charles M. Schulz-Sonoma County Airport is a critical component of Airport operations and a primary source of non-airline revenue. Parking services have historically been provided through a contracted operator, with Republic Parking Services managing Airport parking facilities for approximately nineteen (19) years prior to the current six (6) year contract term with SP Plus, LLC which commenced in 2019.

This item requests Board approval to authorize the Director of Public Infrastructure to execute a new, five-year Agreement with SP Plus, LLC for parking management services at the Airport. The Agreement includes a fixed management fee of \$337,956 for the first year of service, increasing annually by three percent (3%), to be paid from gross parking revenues.

In addition, this Item also requests Board authorization for the Director of Public Infrastructure to approve and execute amendments, within specified limits, for additional or modified services during the term of the Agreement. These services may include enhanced customer amenities commonly offered at peer airports, such as valet parking, vehicle cleaning services, grocery delivery, dry cleaning drop-off and pick-up, and other current or future value-added services. Such services are intended to enhance the passenger experience while generating additional revenue for the Airport.

Discussion:

The Airport operates multiple paid public parking facilities serving terminal passengers, visitors, and rental car operations. Parking rates are established through the Airport's annually adopted Master Fee Schedule of Airport Rates and Charges, which is approved by the Board of Supervisors and posted publicly. All parking facilities are managed as a single, integrated parking system for operational and revenue purposes.

In August 2025, the Airport initiated a competitive Request for Proposals (RFP) for parking management services. Following evaluation of written proposals, interviews, and references, SP Plus Corporation (SP+) was selected based on a combination of qualifications, experience, pricing, and proposed value-added services. SP Plus, LLC has managed Charles M. Schulz-Sonoma County Airport parking operations for the past six (6) years.

SP Plus operates more than 4,500 locations, processing over 18 million vehicles per month, and has extensive experience managing parking operations at California airports and major municipal facilities, including San Diego International Airport, San Jose Mineta International Airport, Fresno Yosemite International Airport, Oakland International Airport, Hollywood Burbank Airport, and San Francisco International Airport.

The proposed Agreement provides for a five-year term and facilitates the Airport's transition to a modern, ticketless parking system utilizing License Plate Recognition (LPR) technology. In addition to day-to-day management of Airport parking facilities, SP Plus will support parking operations through staffing, reporting, customer service, and operational oversight consistent with the Scope of Services summarized above.

Under the proposed Agreement, SP Plus, LLC will provide comprehensive parking management services for all paid public parking facilities at the Airport, including:

- Collection and accounting of public parking fees and charges
- Day-to-day operation and oversight of parking facilities in compliance with applicable federal, state, and local requirements
- Provision of on-site management, staffing during Airport hours of operation, and 24-hour emergency response capability
- Operation and support of the Airport's parking management technology platform, including License Plate Recognition (LPR) systems, reporting, and monitoring of parking utilization and demand
- Routine maintenance and coordination related to parking equipment and systems
- Parking and traffic control support when Airport-contracted security is not on duty
- Management of luggage cart removal and return within parking facilities

The proposed management fee is a fixed monthly amount, escalating annually by three percent (3%), and will be paid from gross parking revenues. Parking rates and fees remain under Airport control and may not be modified without written Airport authorization.

Optional customer-focused services may be incorporated into the Agreement in the future through amendments authorized by the Director of Public Infrastructure, consistent with the authority requested from the Board. These services may include vehicle cleaning services, grocery delivery, dry cleaning pickup and

delivery, and other amenities commonly offered at peer airports. Such services are intended to enhance the customer experience while generating additional revenue for the Airport.

To support safe and efficient parking operations, SP Plus requires a vehicle for on-site management and response. Consistent with County policy to reduce greenhouse gas emissions, the Airport has requested that SP Plus utilize an electric vehicle. Under the proposed Agreement, SP Plus will procure an electric vehicle and amortize the cost through parking facility charges. Ownership of the vehicle will revert to the Airport at the conclusion of the Agreement term.

Net revenue generated from Airport parking activities provides general operating income for the Airport Enterprise Fund (Fund 41301). Parking revenue is not tied to a specific department or activity within the Fund but is a key source of funding supporting Airport operations, staffing, and services.

The table below reflects historical net parking revenue received by the Airport Enterprise Fund after deduction of parking management fees. These figures are provided for informational purposes only and will be updated as necessary.

Calendar Year	2025	2024	2023	2022	2021
Net Revenue	\$4,024,403	\$3,527,678	\$2,655,804	\$2,387,885	\$1,467,013

Under the Agreement, SP Plus, LLC may only charge parking rates and fees that are authorized and posted by the Airport. Any additional charges or services proposed during the term of the Agreement are subject to Airport review and approval.

Strategic Plan:

N/A

Racial Equity:

Was this item identified as an opportunity to apply the Racial Equity Toolkit?

No

Prior Board Actions:

- 12/10/2019 - SP Plus Parking Management Agreement
- 08/07/2012 - Republic Parking System Agreement Second Amendment
- 04/04/2006 - Airport Parking Management Agreement (First Amendment)
- 09/27/2005 - Paid Parking Facility at Charles M. Schulz - Sonoma County Airport
- 05/02/2000 - Paid Parking Facility at Charles M. Schulz - Sonoma County Airport.

FISCAL SUMMARY

Expenditures	FY26-27 Recommended	FY27-28 Projected	FY28-29 Projected
Budgeted Expenses	\$337,956	\$348,095	\$358,538
Additional Appropriation Requested			
Total Expenditures	\$337,956	\$348,095	\$358,538
Funding Sources			
General Fund/WA GF			
State/Federal			
Fees/Other	\$337,956	\$348,095	\$358,538
Use of Fund Balance			
General Fund Contingencies			
Total Sources	\$337,956	\$348,095	\$358,538

Narrative Explanation of Fiscal Impacts:

Appropriations associated with this agreement will be included in the Airport, Non-Aeronautical Operations (41301-34030102) recommended fiscal year 26-2027 and future projected annual budgets. Under terms of the Agreement, SP Plus collects gross parking revenue for the Airport, deducts their management fee plus any approved expenses and submits the net proceeds to the Airport on a monthly basis. The management fee is a flat annual fee which increases by 3% each year after fiscal year 2027.

Narrative Explanation of Staffing Impacts (If Required):

None

Attachments:

STS Parking Management Agreement

Related Items "On File" with the Clerk of the Board:

Photo and Model of Parking Equipment System