

Chad Hedge

Parking Division Manager

City of Santa Rosa

Chad Hedge is a Finance Manager with the City of Santa Rosa and oversees the Parking Division. This unique role allows Chad to see how changes to his budget regarding staff, equipment, capital improvements, or special events could have a direct impact on the community that is served. Because of his role you will regularly see him at Council Meetings, Community Board Meetings, Committee meetings, and even just walking downtown, meeting with business owners and various other stakeholders. Within the City Chad has built relationships among staff to ensure that as they are working towards Climate Plans, Specific Action Plans, or working through budget concerns, the city can have robust conversations to ensure they are all taking steps to reach that common goal.

In Santa Rosa he has created partnerships with PG&E and Tesla to bring in level 2 and 3 chargers, he has coordinated with Traffic Engineering to support the growth of the bicycle and pedestrian routes throughout the city, he has supported Parklets and validation programs, and he regularly meets with local boards and business owners to ensure that the parking program supports the Economic Development goals of the city.

Chad earned his bachelor's degree from Western Governors University and is currently an Adjunct Professor with Santa Rosa Junior College.