

Capitola City Council

Agenda Report

Meeting: October 23, 2025

From: City Manager Department

Subject: 2025 Holiday Parking



Recommended Action: Authorize the suspension of parking meter and pay station operation to allow free three-hour parking in the Village Parking Meter Zone A (1) from November 27, 2025, through December 25, 2025.

Background: The Capitola Village and Wharf Business Improvement Association (BIA) has submitted its annual request to the City Council to offer free three-hour parking in the Village from November 27, 2025, through December 25, 2025, to encourage holiday shopping and dining (Attachment 1). City Council has authorized this program since 2001, with only one exception in 2003.

Discussion: The three-hour parking limit encourages parking rotation, which benefits Village businesses. Although the Village is less congested in late-fall through early-winter than in the late-spring through early-fall, the need for time-limited parking still prevails.

Fiscal Impact: Staff estimates that in 2024, the suspension of the Village parking meters and pay stations reduced parking meter revenue by approximately \$26,000. The Fiscal Year 2025-2026 budget accounts for suspending Village meter and pay station operation for the holiday shopping period.

Attachments:

1. BIA Holiday Parking Request

Report Prepared By: Rosie Wyatt, Deputy City Clerk

Reviewed By: Jim Malberg, Administrative Services Director

Approved By: Jamie Goldstein, City Manager