

Capitola City Council

Agenda Report



Meeting: October 10, 2024

From: City Manager Department

Subject: 2024 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 28, 2024, through December 25, 2024.

Background: The Capitola Business Improvement Association (BIA) has submitted its annual request to City Council to offer free three-hour parking in the Village during the holiday season. City Council has authorized this program since 2001, with only one exception in 2003.

Discussion: The three-hour parking limit and the paid parking encourage 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.

The Capitola BIA has submitted a letter requesting that the Council authorize suspending parking meter and pay station operation to allow free three-hour parking in the Village from November 28, 2024, through December 25, 2024, to encourage holiday shopping and dining (Attachment 1).

Fiscal Impact: Staff estimates that in 2023, the suspension of the Village parking meters and pay stations reduced parking meter revenue by \$50,000. The Fiscal Year 2024-2025 budget accounts for suspending Village meter and pay station operation for the holiday shopping period.

Attachments:

1. BIA Holiday Parking Request

Report Prepared By: Julia Gautho, City Clerk

Reviewed By: Jim Malberg, Finance Director

Approved By: Jamie Goldstein, City Manager