



**MEMORANDUM**

Community Development Department

**DATE:** January 26, 2022

**TO:** Bicycle/Pedestrian Advisory Committee

**FROM:** Tiffany Chew, Business Development Specialist  
John Lang, Economic Vitality Manager

**SUBJECT:** Downtown Parking Strategy

---

**RECOMMENDATION**

Receive information about the Downtown Parking Strategy.

**BACKGROUND**

The Downtown Parking Strategy looks at the greater downtown area, bounded by Shoreline Boulevard to Evelyn Avenue to Calderon Avenue to El Camino Real, to address parking challenges in the busiest parts of the commercial core on Castro Street. Over the years, the City has taken various steps to facilitate and manage the demand for public parking through individual and separate solutions resulting from the popularity of downtown.

In November 2021, the City Council approved a comprehensive and coordinated Downtown Parking Strategy to manage current and future parking demand and provide direction for ongoing and future policies and projects. Staff worked with Nelson\Nygaard Consultants Associates, Inc., a leading transportation planning firm with experience in developing parking strategies, to develop the Mountain View Downtown Parking Strategy (Attachment 1).

The Downtown Parking Strategy builds on recent and ongoing downtown plans and studies as well as data collection and analysis to articulate and support the future for parking. The Downtown Parking Strategy:

1. Documents existing conditions, feedback, and key findings in a series of existing conditions fact sheets which serve as a basis for finalizing the strategy;

2. Outlines the strategy framework through goals and key principles to guide development of policies and programs and the deployment of parking resources; and
3. Develops an implementation roadmap for the City to advance the strategies in a coordinated, phased, and feasible manner. The strategy is focuses on four strategy types: management, supply, zoning and regulation, and access and mobility. Within these four types, there are 82 implementation items across 18 strategies.

### **Council Actions**

On May 11, 2021, the City Council discussed the development of a Parking Strategy (Attachment 2). The Study Session Memorandum outlined the strategy framework and options to address current and future parking demand in the downtown area. Council agreed with the proposed framework principles and solutions and recommended the multi-faceted approach to address the current and near-term public parking shortfalls. The item returned to the City Council for adoption on November 9, 2021 (Attachment 3).

### **NEXT STEPS**

Staff is preparing to return to the City Council with a near-term implementation plan focusing the downtown parking permit program, communications plan, and staffing.

TC-JL/BW/6/CDD  
822-01-26-22M

- Attachments:
1. [2021 Parking Strategy](#)
  2. [May 11, 2021 City Council Study Session Memo](#)
  3. [November 9, 2021 City Council Report](#)