



Mountain View Coalition for Sustainable Planning  
817 Montgomery Street  
Mountain View, CA 94041

March 18, 2019

Mountain View City Council  
City Hall, 500 Castro Street  
PO Box 7540  
Mountain View, CA 94039-7540

Re: 9.1 Downtown Paid Parking Study

Dear Mayor Matichak and Members of the City Council:

The Mountain Coalition for Sustainable Planning (MVCSP) has several comments we would like the City Council to consider for the Downtown Paid Parking Study.


1. **The Downtown Parking Action Plan by Dixon Resources is excellent and provides sage guidance on technology, rate structures, administration, enforcement, and funding of alternative transportation in downtown Mountain View.** MVCSP was impressed by the thoughtful discussion, analysis, and recommendations provided by the consulting team.
2. **MVCSP agrees with the Dixon report roadmap to implement paid parking.** We concur with the summary of the benefits of a paid parking program that is worth restating here: "An effective paid parking program that prices spaces accordingly based on the variations in demand can help user find more parking spaces more easily and closer to their intended destination(s); increase turnover of parking spaces so that more visitors can access an area for business and boost economic activity; reduce traffic congestion; and conserve fuel and reduce vehicle emission by reducing the search for parking." MVCSP would like to add our emphasis for investing revenues into both transportation alternatives, which are designed to reduce greenhouse gas emissions and infrastructure improvements that facilitate a pedestrian and bike friendly environment.
3. **The paid parking recommendations are consistent and support implementation of the recommendations of the June 2018 Environmental Sustainability Task Force (ESTF-2).** Paid parking and utilizing revenue to support transportation alternatives that reduce greenhouse gas emissions was a major recommendation of ESTF-2, and the paid parking program would enable

such investment in an array of transportation alternatives also recommended by ESTF-2. A key sentence in the ESTF-2 T6 recommendation is that “Parking fees would encourage travelers to switch to other modes and would also raise funds to underwrite shared rides, bike infrastructure, electric vehicle (EV) charging and other measures that will transform the GHG intensity of transportation.”

4. **MVCSP supports the consultant recommended zone-based/ tiered parking rate model combined with time limits.** Offering a lower rate in fringe areas and higher rate in higher demand areas will encourage more efficient utilization of parking resources and facilitate increased turnover, increasing the parking availability during peak times.
5. **We support a centralized approach to management, maintenance, and enforcement.** This approach would provide the needed revenue for technology and personnel necessary for an effective parking enforcement program. The parking ambassador approach make good sense, and parking enforcement will be less draconian as a result.
6. **Creation of a Parking Benefit District that would fund management and maintenance but also bolster TDM programs.** After utilizing revenues to effectively manage and enforce the paid parking programs, the first priority for the additional revenues should be promoting alternatives to driving to downtown Mountain View. This includes bicycle, pedestrian, and electric vehicle charging infrastructure improvements.
7. **The revenue could be utilized to help fund the transportation management association (TMA) efforts in downtown Mountain View.** The details of the Dixon Resources Action Plan suggest subsidies for Caltrain and VTA, for example. These subsidies have been highly effective in downtown Palo Alto.
8. **MVCSP supports the creation of a service worker permit parking rate.** The Dixon report states the following (which we agree with): “It is critical for the success of a downtown that low-income employees have an affordable option for parking..” The City should establish an income threshold, with verification, that would enable service workers to have a discounted permit rate.

Thank for your consideration.

Sincerely



Cliff Chambers

On behalf of the Mountain View Coalition of Sustainable Planning

cc:

Dan Rich, City Manager

Tiffany Chew, Business Development Specialist

Wayne Chen, Assistant Community Development Director

Aarti Shrivastava, Community Development Director

Lisa Natusch, City Clerk

**About Mountain View Coalition for Sustainable Planning**

The Mountain View Coalition for Sustainable Planning is a group of local volunteers dedicated to making Mountain View as beautiful, economically healthy, transit, bicycle, and pedestrian accessible, and affordable as possible. MVCSP member interest and expertise covers areas such as housing, transportation, the environment, the economy, and beyond!

For more information, see <http://www.mvcsp.org>.

To contact us, send email to [mvcsp.info@gmail.com](mailto:mvcsp.info@gmail.com).