

Downtown Parking District  
Parking Validation Program Policies and Procedures



City of Salinas Parking Programs  
Public Works Department

200 Lincoln Avenue  
Salinas, CA 93901

## **Downtown Parking Validation Program Policies and Procedures**

The Downtown Parking Validation Program will be open to businesses located in the Downtown Parking District (see Exhibit A). Only businesses located in the highlighted areas will be eligible to participate in this program. Parking validation only applies to parking at the Monterey Street Parking Garage although the program may be expanded to other parking locations in the future.

Parking Validation Coupons: Validation coupons are available to businesses and offer 1-hour of free parking. Businesses can purchase these coupons in minimum quantities of 100 per month.

During the Main Street Streetscape Project, validation coupons that offer 90-minutes free parking will be available to businesses located on the 100, 200 and 300 blocks of Main Street that experience a loss of on-street frontage parking during the Project. This will be provided at no cost to businesses requesting them under the City's validation program. An initial maximum quantity of 200/merchant/month will be allocated to requesting businesses. The maximum quantities will be adjusted in the future using data showing actual use by customers.

Customers parking longer than the validated period will be charged for parking at the current rates.

- a. Businesses will sign a copy of this program policies and procedures agreement affirming that they agree to comply with this document's requirements. The agreement shall be returned to the cashier's office at the Monterey Street Garage, 20 East Market Street, Monday-Friday from 8:00 am to 4:00 pm.
- b. Businesses can purchase and pick up validation coupons at the cashier office at the Monterey Street Garage, Monday-Friday, from 8:00 a.m. to 4:00 p.m. Businesses should call (831) 296 - 9411, 24 hours in advance of picking up validations, to give the parking manager time to prepare their order.
- c. Businesses agree that these coupons shall only be used to validate customer parking; and that validating business owner or employee parking costs is a violation of the program policies.

Validation programs' terms and discounts are established by City Council resolution and will change from time-to-time. The City will give program participants 30-days written notice of changes in the program.

I have read these policies and procedures and agree to abide by them while participating in the Downtown Parking Validation program. Failure to comply with

these programs and policies could result in partial or permanent exclusion from further participation in the program.

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Signature

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Date

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Print Name

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Email

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Position

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Telephone

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Business Name

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Address

EXHIBIT A- DOWNTOWN PARKING DISTRICT

