



CITY OF CARMEL-BY-THE-SEA

Valet Parking Pilot Program and Downtown Parking/Congestion

City Council Meeting

July 1, 2025



Report and Council Direction

- Valet Parking Pilot Program
 - Report on research over last month
 - “Yes/no” direction on proceeding with pilot program
 - Includes exploring other related opportunities
- AB 413 and Downtown Parking Spaces
 - Consider approaches to compliance with AB 413
 - Provide direction to staff



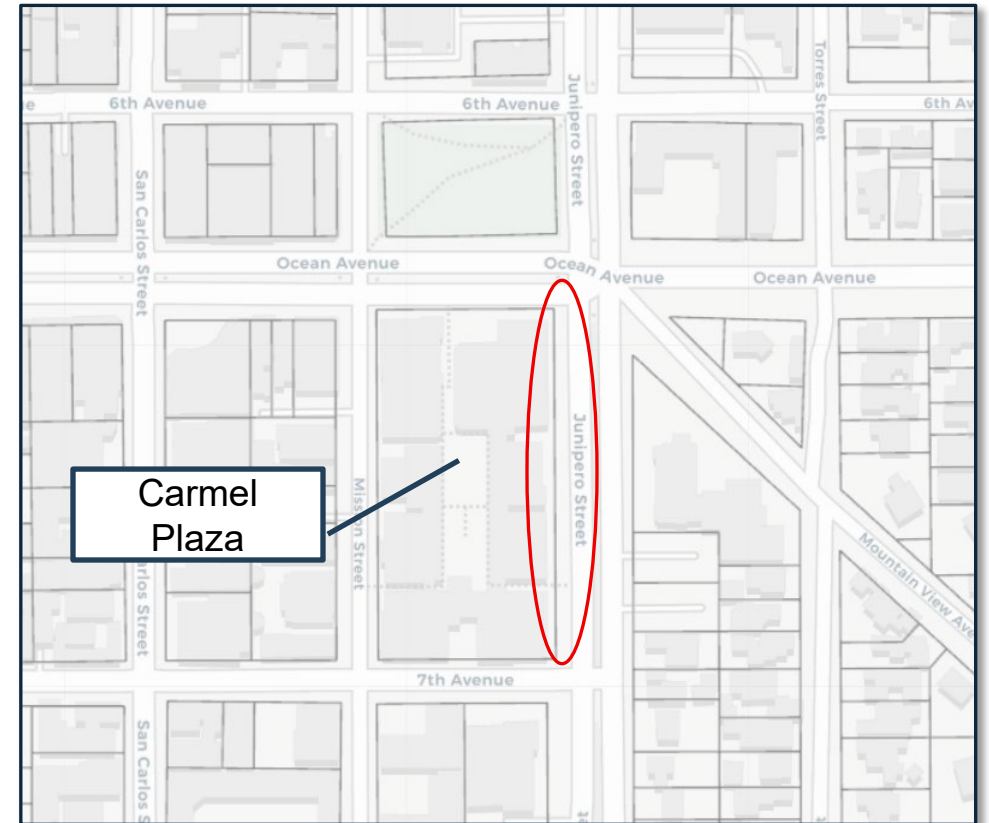
Background

- June 2025 City Council meeting
- “All-in” parking and traffic conversation
 - Valet parking, AB 413, Paid parking, etc.
- Direction to explore valet pilot program
 - Council questions – Insurance, zoning, fees, etc.
 - Mayor’s working group
 - Mayor Byrne, Kati Enea, Brandon Swanson, Jack Norman
- Returning with answers to Council questions
 - Seeking direction (red light/green light)



Valet Pilot Program Concept Overview

- Staged at top of Ocean Ave
 - Plaza bus parking area
- Vehicles parked around downtown core
 - Public and private lots
- Dynamic use of lots when underutilized
 - E.G.: Churches, PW lot, Sunset Center
- Operated by professional valet service
- Maximize space by up to 25% more
- Keeps cars from entering the “loop” of downtown core





Council Questions – Liability

- Spoke with City's Broker and Attorney
- Risk mitigated with proper vendor insurance requirements
 - \$2 million Commercial General Liability / \$4 million aggregate
 - \$1 million Garagekeepers Legal Liability
 - \$1 million Workers' Compensation and Employer's Liability
 - Optional Crime Insurance (if vendor collects funds)
- All requirements would be part of an RFP
- **Conclusion:** Minimal liability with insurance mitigations



Council Questions – Zoning

- Analysis completed by City's Planning Department
- Zoning Code - No prohibition on valet parking
- General Plan – Appears to support creative parking solutions
 - **Objective: O2-4** Recognize that it is not practical to provide sufficient parking that meets total demand at every location; but that it is desirable to provide, where practical, alternate parking where it could be removed from public view and in a scale appropriate to Carmel. (LUP)
 - Several other supportive GP policies
- **Conclusion:** Pilot Program consistent with Zoning and General Plan



Council Questions – Fee Collection

- Discussions with City Finance Manager
- Spoke with other jurisdictions
- Valet and paid parking programs carry high accounting risks
- Best practice = City Collection
- City currently has technology needed to
- **Conclusion:** City should collect fees and pay valet service directly



Further Research – Other Cities

- Not a new or unproven concept
- Four cities contacted
 - Mountainview, CA
 - Lockport, IL
 - Palo Alto, CA
 - San Juan Capistrano, CA
- Year-round programs
- Limited to no public opposition
- 3 of 4 cities did not charge
- All used professional valet service
- Mostly public lots, minimal private property
- No major accidents and no liability reported

Topic	Mountain View, CA	Lockport, IL	San Juan Capistrano, CA	Palo Alto, CA
Cost Structure and Amount	No charge. City incurred costs of \$76,000 in the first year and \$105,000 in year two.	No charge. Provided at an annual cost of \$100,000 to the city.	\$12 for first three hours, with \$5 per hour thereafter. Maximum daily charge of \$32.	No charge. Costs are borne by the city, amounting to \$100,000 per year per garage. Garage parking permit sales offset a majority of the cost.
Parking Property Type (Public vs. Private)	Utilizes 12 public lots within the downtown area, with a primary focus on the largest lot.	The program appears to be concentrated within public parking facilities.	Both private property, specifically a vacant parcel, and a public parking lot.	Public parking garages.
Presence of Community Opposition	No community opposition was reported.	No community opposition was reported.	No community opposition was reported.	No community opposition was reported.
Presence of Business Opposition	No business opposition was reported.	No business opposition was reported.	Limited opposition was noted, including the placement of signs and restrictions on lots, which resulted in a few complaints.	No business opposition was reported.
Occurrence of Accidents or Major Claims	No accidents were reported.	No accidents were reported.	No accidents were reported, and no major incidents occurred.	Minor incidents occurred, but none were major. The city incurred no liability and was not required to compensate for minor incidents.
Program Duration	Operational from 2018 to 2020. Suspended during the COVID pandemic. Intended as a temporary measure pending the construction of additional parking spaces.	The program commenced in March 2021and is ongoing.	The program was initially proposed on November 12, 2024 and in ongoing.	The program has been in operation since about 2018. Discontinued during COVID and then intermittently active over the past three years.
Operational Period	Year-round, from Thursday through Saturday, from 11 am to 2 pm and 5 pm to midnight.	Year-round. Valet services are available on Friday from 5 PM to 11 PM and Saturday from 4 PM to 11 PM.	Year-round. Valet services are available on Friday from 11 AM to 10 PM, Saturday from 9 AM to 10 PM, and Sunday from 10 AM to 8 PM.	Year-round on weekdays, with adjustments based on demand.
Primary Customer Base	Not explicitly defined but appeared to largely comprise visitors to the downtown area.	Not explicitly defined but appeared to largely comprise visitors to the downtown area.	Includes both visitors and employees.	Residents and employees
Service Provider (Contractor vs. In-House)	Managed through a contract with Parking Company of America.	Managed through a contract with VIP Valet Services.	Managed through a contract with HowElite Parking Solutions valet.	Managed through a contract with SP Plus valet services.



Other Opportunities

- Interested in opportunities adjacent to valet pilot program
- Employee parking and shuttle program
 - Utilize Chamber Partnership
- Intelligent parking tracker
 - Test technology to communicate availability



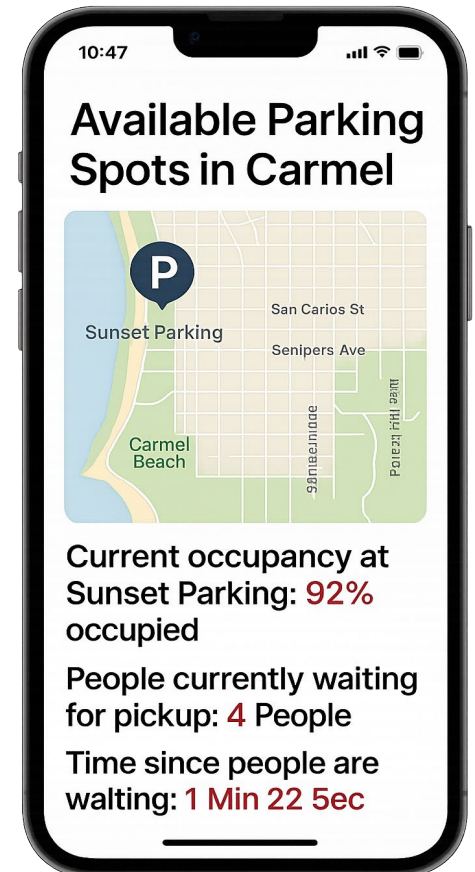
Opportunity – Chamber Partnership

- Multiple meetings with Chamber of Commerce
 - Discuss downtown business involvement
- Part of overall solution
 - Employee parking outside downtown core
- Survey out to Chamber members
- Potential to run an employee shuttle through valet service
 - Early idea – 6 passenger golf cart style shuttle for real-time pickup
- More research and discussions needed



Opportunity – Intelligent Parking

- Experiment with Sunset Center Lot during pilot program
- Count cars entering and exiting parking lot location
- **Calculate real-time availability** of ordinary parking and EV charging spaces
- Recognizes visitors waiting and **alert city shuttle service** in real time for pick up
- Provide **real-time parking data feed** for use on the city website
- **Importantly, the intelligent system:**
 - Does **not** use facial recognition
 - Does **not** record or store license plate data
 - Does **not** issue virtual citations or identify individuals
 - Not intended to enforce compliance





AB 413 Alternate Approach

- State law allows for alternate approach to compliance
- Early research on potential measures -
 - Reduce downtown speed limit
 - Reconfigure size of corner spaces to be 'compact'
 - Clearing sight lines at corners
 - Additional stop signs
 - Adjusting oversized spaces
- Requires professional Traffic Engineer
 - Traffic study draws conclusion based on measures taken
- Could create additional parking spaces downtown



Council Direction

- **Valet Parking Pilot Program**
 - “Red light / green light”?
 - Launch RFP?
 - Explore Other Opportunities?
 - Employee shuttle program
 - Intelligent parking tracker
- **AB 413 Alternate Approach**
 - Proceed with RFP for Traffic Engineer?
- **Return to Council on a regular basis with updates**



Questions