

AGENDA
ITEM

16

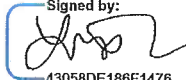


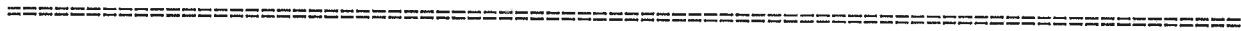
CALEXICO *California*

WHERE CALIFORNIA AND MEXICO MEET

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CITY COUNCIL AGENDA STAFF REPORT

DATE: January 21, 2026
TO: Mayor and City Council
APPROVED BY: Benjamin Martinez, City Manager
PREPARED BY: Councilmember Lisa Tylanda 
SUBJECT: Discussion and Potential Action to Direct the City Manager to Develop a Downtown Business Parking Pass Program Providing Two to Three Free Parking Passes per Business



RECOMMENDATION

That the City Council discuss and provide direction to the City Manager to evaluate and develop a Downtown Business Parking Pass Program that would allow each qualifying downtown business to receive two (2) to three (3) free annual parking passes for use within the downtown parking district, and return to Council with a proposed program framework and procedures.

BACKGROUND & DISCUSSION

The Downtown Calexico business district was historically developed prior to modern parking standards and requirements. Traditional commercial buildings were constructed without on-site parking, and the district has long relied on public right-of-way parking as the primary source of parking access.

When on-street parking later became metered and enforced, downtown businesses began experiencing operational challenges due to limited or no private parking, meter costs, time-limited spaces, ongoing delivery needs, and lack of designated loading zones.

These conditions have created a long-standing economic and operational burden on downtown businesses, many of which are small, locally-owned, and integral to Calexico's economic identity.

PROPOSAL

To support Calexico's small business community, increase economic activity, and acknowledge the historic development constraints of the downtown core, Council Members Tylanda and Nuricumbo propose exploration of a Downtown Business Parking Pass Program with the following features:

- Two (2) to three (3) parking passes issued annually to each qualifying business
- Passes apply to designated meter areas within the downtown district
- Passes exempt the holder from meter payment during posted enforcement hours

- Eligibility requires:

1. A valid and active City of Calexico business license, and
2. Active Republic Services commercial solid waste service.

ALTERNATIVES

1. Provide staff direction consistent with the recommendation above;
2. Modify the program scope, including eligibility or number of passes;
3. Direct staff to explore alternative business parking relief strategies; or
4. Take no action at this time.

CONCLUSION

Given the structural and historical parking deficits within Downtown Calexico, supporting small businesses through targeted relief represents a practical and equitable approach that aligns with economic development and downtown revitalization goals. A limited parking pass program acknowledges long-standing hardships and helps foster a more business-friendly downtown environment.

Fiscal Impact:

None

Coordinated With:

None

Attachment(s):

1. Downtown Business Parking Pass Program Application

ATTACHMENT NO. 1

Downtown Business Parking Pass Program Application

Administered by: City of Calexico Police Department – Traffic Controllers Division

SECTION 1 – BUSINESS INFORMATION

Business Name: _____

Business Address (Downtown Location): _____

City / State / ZIP: _____

Business Phone: _____

Business Email: _____

Business Owner / Authorized Agent Name: _____

Title (Owner/Manager/etc.): _____

SECTION 2 – ELIGIBILITY VERIFICATION

✓ Active Calexico Business License: Attach Copy

License Number: _____

Expiration Date: _____

✓ Active Republic Services Commercial Service: Attach Recent Statement or Confirmation

Account Number: _____

Service Type: _____

SECTION 3 – PASS REQUEST

Number of Parking Passes Requested (select one):

Two (2) Passes

Three (3) Passes

Intended Use (check all that apply):

Owner Parking

Employee Parking

Delivery / Vendor Access

Maintenance / Service Personnel

Other:

SECTION 4 – VEHICLE INFORMATION (If Applicable)

(If not vehicle-specific, leave blank; staff will issue transferable passes)

Driver Name	Vehicle Make/Model	License Plate	Use Type
_____	_____	_____	_____

SECTION 5 – AGREEMENT

By signing below, I certify that:

1. All information provided is true and accurate,
2. The business meets eligibility requirements,
3. Parking passes will not be duplicated or misused,
4. Any misuse may result in revocation and citation,
5. Passes remain property of the City of Calexico.

Applicant Signature: _____

Printed Name: _____

Date: _____

SECTION 6 – FOR CITY USE ONLY

Reviewed By: _____

Date: _____

Eligibility Verified: Yes No _____

Number of Passes Issued: 2 3 _____

Pass ID Numbers: _____

Notes / Conditions: _____

Issuing Staff Name: _____

Division: Calexico PD – Traffic Controllers Division _____