



Honorable Mayor and Members of the Hermosa Beach City Council

2025 COMPLIMENTARY HOLIDAY PARKING PROGRAM DATES

(Senior Management Analyst Ken Bales)

Executive Summary:

Consistent with Council direction at its October 14, 2025 meeting, staff will implement a 3-week complimentary holiday parking program starting on December 3, 2025 and ending on December 25, 2025 at 11:59pm, based on the information below.

City Council voted to implement a 3-week complimentary holiday parking program for 2025 and directed staff to reach out to the Hermosa Beach Chamber of Commerce (“Chamber”) to determine the best dates for the start and end of free parking at citywide silver-pole meters. The Chamber declined to select dates for a 3-week program and maintained that the previously approved 4-week program should continue.

Background:

The City prior to the October 14, 2025 City Council meeting had requested data from the Chamber to support the implementation of a complimentary holiday parking program for 2025. Staff did not receive any data to present to the City Council in conjunction with other datasets from parking meters. City Council directed staff to implement a 3-week complimentary holiday parking program and seek input from the Chamber for the start and end of the 2025 program. The Chamber presented staff with an informal poll of businesses that showed the majority of businesses voting for the December 3rd – December 24th program dates.

Past Council Actions

Meeting Date	Description
October 14, 2025	City Council directed staff to reach out to the Hermosa Beach Chamber of Commerce and discuss which dates for a 3-week complimentary holiday parking program would be preferred.

Respectfully Submitted by: Ken Bales, Senior Management Analyst

Concur: Brandon Walker, Administrative Services Director

Approved: Steve Napolitano, Interim City Manager