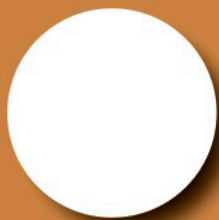


SUPPORT DOWNTOWN LOS ALTOS, BUY A PARKING PERMIT!



WHAT ARE THE WHITE DOTS FOR?

- SMALL WHITE DOTS ARE STENCILED ON CERTAIN PARKING SPACES IN DOWNTOWN'S PARKING PLAZAS (SEE MAP ON BACK FOR DETAILS)
- PARKING PERMIT HOLDERS CAN PARK IN ANY WHITE-DOT-MARKED SPACE ALL DAY
- PERFECT FOR EMPLOYEES WHO WORK DOWNTOWN!
- ELIMINATES THE NEED TO RE-PARK YOUR CAR EVERY TWO TO THREE HOURS TO AVOID A PARKING TICKET

WHO SHOULD BUY A PERMIT?

ALL DOWNTOWN BUSINESS OWNERS AND EMPLOYEES SHOULD PARTICIPATE, FOR THE BENEFIT OF OUR CUSTOMERS AND THE LOS ALTOS COMMUNITY. CONVENIENT CUSTOMER PARKING MEANS SALES! PERMITS ARE TRANSFERABLE.

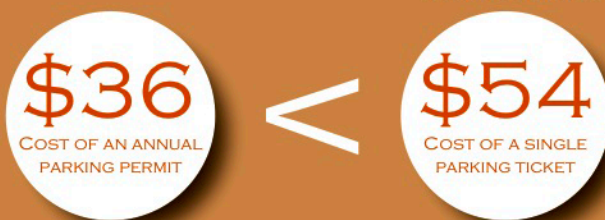
WHY SHOULD I PARTICIPATE?

IT BENEFITS EMPLOYEES AND BUSINESS OWNERS!

- AN ANNUAL PERMIT IS CHEAPER THAN A SINGLE PARKING TICKET! (\$36 vs. \$54)
- WHEN WORKING DOWNTOWN, NO NEED TO MOVE YOUR CAR SEVERAL TIMES A DAY TO AVOID A TICKET
- YOUR CUSTOMERS WILL APPRECIATE YOUR UN-DIVIDED ATTENTION!

IT BENEFITS DOWNTOWN LOS ALTOS!

- OPTIMIZES EXISTING DOWNTOWN PARKING
- KEEPS PRIME CUSTOMER PARKING AVAILABLE IN FRONT AND BACK OF BUSINESSES
- ALLEVIATES PERCEIVED CONGESTION CREATED BY EMPLOYEES SHUFFLING CARS THROUGHOUT THE DAY



HOW DO I BUY ONE (OR SEVERAL)?

FOR DOWNTOWN BUSINESS OWNERS: BRING YOUR BUSINESS LICENSE AND \$36*
FOR DOWNTOWN EMPLOYEES: BRING A SIGNED APPLICATION FROM YOUR EMPLOYER AND \$36*
TO THE POLICE STATION AT 1 N. SAN ANTONIO ROAD (BEHIND CITY HALL).
LEARN MORE AT: WWW.CI.LOS-ALTOS.CA.US/POLICE/PERMITS/PARKING.HTML
OR BY CALLING 650.947.2770. *PERMITS ARE \$36 ANNUALLY OR \$12 QUARTERLY

**LET'S KEEP DOWNTOWN LOS ALTOS ATTRACTIVE TO SHOPPERS
BY GIVING THEM CONVENIENT PLACES TO PARK!**