



**TOWN OF LOS GATOS**  
**TRANSPORTATION AND PARKING COMMISSION**  
**REGULAR MEETING**  
**THURSDAY, NOVEMBER 14, 2019**  
**RJ BRYANT SERVICE CENTER**  
**41 MILES AVENUE**  
**LOS GATOS, CA**  
**7:30 A.M.**

*Robert Buxton, Chair*

*Megan Crummett, Vice Chair*

*Peter Hertan, Commissioner*

*Maria Ristow, Commissioner*

*Adam Moore, Primary Youth Commissioner*

*Jake Hakim, Alternate Youth Commissioner*

*Vacant, Commissioner*

*Vacant, Commissioner*

## **MEETING CALLED TO ORDER**

## **ROLL CALL**

**CONSENT ITEMS (TO BE ACTED UPON BY A SINGLE MOTION)** (*Items appearing on the Consent Calendar are considered routine and may be approved by one motion. Unless there are separate discussions and/or actions requested by the Commission, staff, or a member of the public, it is requested that items under the Consent Calendar be acted on simultaneously. Any member of the Commission or public may request to have an item removed from the Consent Calendar for comment and action.*)

1. Approve Transportation & Parking Commission Regular Minutes of October 10, 2019 and the Special Minutes of November 6, 2019.  
Staff Report

**VERBAL COMMUNICATIONS** (*Members of the public are welcome to address the Commission on any matter that is not listed on the agenda. To ensure all agenda items are heard and unless additional time is authorized by the Chair, this portion of the agenda is limited to 30 minutes and no more than three (3) minutes per speaker. In the event additional speakers were not able to be heard during the initial Verbal Communications portion of the agenda, an additional Verbal Communications will be opened prior to adjournment.*)

**OTHER BUSINESS** (*Up to three minutes may be allotted to each speaker on any of the following items.*)

2. Youth Commission Liaison (verbal report)
3. Grants
4. Commission Adopted Priorities 2019
  - A. Bus: Current School Bus Pilot Program (update)

- B. Parking: Review and recommend modifications resulting from the Comprehensive Downtown Parking Study (Town Council Referral)
- 5. Police Department Update
- 6. PPW Director's Report
  - A. Transportation and Parking Projects Update 19/20
    - I. Traffic Signal Upgrade
  - B. Ongoing Projects/ Programs of Interest List (Updates)
    - I. Parklets
    - II. Cut Through Traffic
    - III. Traffic around schools
    - IV. Senior R.Y.D.E. Program
    - V. General Plan Update

- 7. Town BPAC Liaison (verbal report)
- 8. Safe Routes to Schools Liaison (verbal report)
- 9. VTA BPAC Liaison (verbal report)

## **COMMISSIONER REPORTS**

## **ADJOURNMENT**

*IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, PLEASE CONTACT THE CLERK DEPARTMENT AT (408) 354-6834. NOTIFICATION 48 HOURS BEFORE THE MEETING WILL ENABLE THE TOWN TO MAKE REASONABLE ARRANGEMENTS TO ENSURE ACCESSIBILITY TO THIS MEETING [28 CFR §35.102-35.104]*



**TOWN OF LOS GATOS  
TRANSPORTATION AND  
PARKING COMMISSION  
REPORT**

MEETING DATE: 11/14/2019

REGULAR MEETING

ITEM NO: 1

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**REGULAR MINUTES OF THE TRANSPORTATION AND PARKING COMMISSION MEETING**

**October 10, 2019**

The Transportation and Parking Commission of the Town of Los Gatos conducted a Regular Meeting on Thursday, October 10, 2019 at 7:30 a.m.

**MEETING CALLED TO ORDER AT 7:30 a.m.**

**ROLL CALL**

Present: Chair Robert Buxton, Vice Chair Megan Crummett, Commissioners Peter Hertan, Adam Moore and Maria Ristow.

**CONSENT ITEMS (TO BE ACTED UPON BY A SINGLE MOTION)**

1. Approve Transportation and Parking Commission Regular Meeting Minutes of September 12, 2019.

**MOTION:** *Motion by Maria Ristow, Commissioner, to approve Consent Item 1.*  
*Seconded by Peter Hertan, Commissioner.*

**VOTE:** *Motion passed. 5/0.*

**OTHER BUSINESS**

2. Youth Commission Liaison (verbal report)

Adam Moore, Youth Commissioner, verbally reported on the last Youth Commission meeting.

3. Special Meeting – 11/06/2019

Matt Morley, PPW Director, reviewed the time and subject of the upcoming special parking study meeting as Wednesday, November 6, 2019 at 3:30 p.m.

4. Commission Adopted Priorities 2019

A. **Bus:** Current School Bus Pilot Program (Update)

Ying Smith, Transportation and Mobility Manager, verbally reported on this item and presented a first quarter performance report handout. Commission discussed this item and

had a consensus of a strong endorsement of the VTA Express Bus Partnership.

B. **Parking:** Review and recommend modifications resulting from the Comprehensive Downtown Parking Study (Town Council Referral)

No new update.

5. Police Department Update

Greg Borromeo, PD Sergeant, verbally reported on this item.

6. PPW Director's Report

A. Transportation & Parking Projects Update 19/20

- I. Blossom Hill Road
- II. Traffic Signal Upgrade
- III. Paving

Matt Morley, PPW Director, verbally reported on these items.

B. Ongoing Projects/ Programs of Interest List (Updates)

- I. Parklets
- II. Cut Through Traffic
- III. Traffic around Schools
- IV. Senior R.Y.D.E. Program
- V. One-Way Street Pilot
- VI. General Plan Update

Matt Morley, PPW Director, verbally reported on item numbers I., V. & VI. Commission discussed item number V. No new updates on the other item numbers.

7. Town BPAC Liaison (verbal report)

Maria Ristow, Commissioner, verbally reported on this item.

8. Safe Routes to Schools Liaison (verbal report)

Maria Ristow, Commissioner, verbally reported on this item.

9. VTA BPAC Liaison (verbal update)

Peter Hertan, Commissioner, verbally reported on this item.

## **COMMISSIONER REPORTS**

Maria Ristow, Commissioner, verbally reported that she had attended the combined Town Council and Planning meeting on 10/01/2019 and participated in the Bicycle/ Pedestrian counts. She noted that she will be attending the Silicon Valley Bike Coalition Dinner where she will be presenting her biking story.

Robert Buxton, Chair, verbally reported his attendance at the 09/17/2019 Town Council meeting and completed the creek trail counts. He thanked the Town Manager's office for the complimentary letter to the Commission in the annual report, attached. Lastly, he reminded the Commission that the last day to turn in the new Complete Streets and Transportation Commission applications would be 10/25/2019.

## **ADJOURNMENT**

The meeting adjourned at 8:50 a.m.

This is to certify that the foregoing is a true and correct copy of the Regular minutes of the October 10, 2019 meeting as approved by the Transportation and Parking Commission.

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Matt Morley, PPW Director

Prepared by: Natalie Hawkins, Recording Secretary

## School Bus Pilot Program Update to TPC, October 10, 2019

### First Quarterly Performance Report

The Town Council adopted performance metrics for the School Bus Pilot Program at the September 17 meeting. Staff plans to provide quarterly performance reports to the TPC and Council for regular monitoring.

Table 1 - Performance Metrics and Target Milestones

	Year ½ (FY18/19)	Year 2 (FY19/20)	Year 3 (FY20/21)
	Baseline	Target	Target
Subscriptions	59	62	65
Ridership	47%	65%	75%
Other Funding	10%	35%	60%

Table 2 - Performance Report Q1, 8/15 - 9/27

	Route A	Route B	Averages
Subscriptions	47.5	69.5	58.5
Ridership	64%	41%	53%
Other contribution	28%	63%	45%

The pilot program is on track to meet the targets in both subscription and other contribution. However, the ridership metric has not met the target and continues to be a challenge in this program. The Town was awarded a total of \$174,000 in Transportation Fund for Clean Air (TFCA) grant funding for two years of service, which will contribute a significant amount to the program.

Table 3 – Details of Other Funding Contribution

	Route A	Route B	Total
Cost	\$ 142,782	\$ 142,782	\$ 285,563
TFCA	\$ 22,000	\$ 65,000	\$ 87,000
Fare	\$ 17,290	\$ 24,920	\$ 42,210
Other contribution	27.5%	63.0%	45.2%

### VTA Express Bus Partnership Program

VTA is considering an Express Bus Partnership Program that invites third-party funding partnerships to help offset the cost and improve performance standards. Although the program was originally intended to include VTA's existing Express Bus Routes, Town staff suggested VTA broaden the program to engage with municipalities and additional travel markets. The full staff report is available on the October VTA PAC agenda:

[http://santaclaravta.iqm2.com/Citizens/Detail\\_Meeting.aspx?ID=2909](http://santaclaravta.iqm2.com/Citizens/Detail_Meeting.aspx?ID=2909)

Town staff envisions a Town/VTA partnership that could be a sustainable model to continue the Town's School Bus Pilot Program, with these elements:

- VTA operates the school-related service, with service defined by the Town (route design, service schedule and calendar);
- Town contributes a percentage of the total operating cost as determined by VTA;
- The service is open to all;
- Youth 18 and under pay VTA's youth fare, currently at \$1.25 per ride or \$35 for a monthly pass;
- Town may adopt performance metrics to guide future decisions.

A partnership with VTA can potentially address the major risks and challenges identified in the School Bus Business Plan, including cost and revenue, management structure, and contractor availability. In contrast to the existing VTA service, a program sponsor (the Town) will determine the service under this Partnership Program. The Town can design the service in working closely with VTA staff. The fare structure allows more flexibility to customers. One major difference is that the public bus environment is very different from the school bus environment.

### Timeline and Next Steps (Tentative)

November 2019	VTA: Final Express Bus Program Service Plan for review
November 2019	Town: Review with Town Council for approval
December 2019	VTA: Final Express Bus Partnership Program to Board of Directors
Late 2019	Express route service details to be determined with sponsors
Early 2020	VTA: Implementation of new Express Bus service



# TOWN OF LOS GATOS

**OFFICE OF THE TOWN MANAGER**  
(408) 354-6832  
Manager@LosGatosCA.gov

Civic Center  
110 E. Main Street  
Los Gatos, CA 95030

September 30, 2019

**Re: Fiscal Year 2018/19 Annual Report**

Dear Town of Los Gatos Board, Commission, and Committee Members:

The Town is pleased to present the Annual Report for Fiscal Year 2018/19. The report highlights the Town's services and accomplishments in many areas, including but not limited to: community character, public safety, transportation and infrastructure, fiscal responsibility, and community engagement. This year's Report identifies the unique contributions of the Town's Commissions, Committees, and Boards. Fiscal year 2018/19 brought both continued work toward ongoing Town priorities as well as opportunities to try out fresh ideas.

As a Board, Commission, or Committee member, you make a difference through your service and dedication to the Town. Your ideas, input, and enthusiasm have resulted in many improvements for the community. The Town appreciates and thanks you for your time, talent, and expertise. We hope you find the Annual Report useful in your work with the Town.

We look forward to another great year in 2019/20.

Sincerely,

**LAUREL PREVETTI**  
Town Manager

LP:hz



**TOWN OF LOS GATOS  
TRANSPORTATION AND  
PARKING COMMISSION  
REPORT**

MEETING DATE: 11/14/2019

REGULAR MEETING

ITEM NO: 1

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**SPECIAL MINUTES OF THE TRANSPORTATION AND PARKING COMMISSION MEETING**

**November 6, 2019**

The Transportation and Parking Commission of the Town of Los Gatos conducted a Special Meeting on Wednesday, November 6, 2019 at 3:30 p.m.

**MEETING CALLED TO ORDER AT 3:30 p.m.**

**ROLL CALL**

Present: Chair Robert Buxton, Commissioners Peter Hertan, and Maria Ristow.

Absent: Vice Chair Megan Crummett and Youth Commissioner Adam Moore

**OTHER BUSINESS**

1. Parking Study (Discuss preliminary recommendations)

Julie Dixon, from Dixon Resources, presented their preliminary recommendations via a power point presentation.

**COMMISSIONER REPORTS**

Bob Buxton, Chair, congratulated the commissioners on being re-appointed to the new Complete Streets and Transportation Commission.

**ADJOURNMENT**

The meeting adjourned at 5:03 p.m.

This is to certify that the foregoing is a true and correct copy of the Special minutes of the November 6, 2019 meeting as approved by the Transportation and Parking Commission.

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/s/ Matt Morley, PPW Director

Prepared by: Natalie Hawkins, Recording Secretary

# Town of Los Gatos Parking Roadmap

November 6, 2019

1

DIXON  
RESOURCES UNLIMITED



# Project Background: Stakeholder Outreach

- May 1-2, 2019
  - Police Department
  - Town Hall
- Chamber of Commerce
- Town Manager, Community Development Director, Planning Director
  - June – August, 2019
    - Online survey
- June 5, 2019
  - Los Gatos High School
- August 20-21, 2019
  - Transportation and Parking Commission
  - Town Council Meeting
  - Chamber of Commerce

# Parking Data Collection

Round	Dates	9AM	12PM	3PM	6PM	7PM
1	Wednesday, May 1	✓	✓	✓	✓	✓
	Friday, May 3	✓	✓	✓	✓	✓
	Saturday, May 11	✓	✓	✓	✓	✓
2	Wednesday, May 22	✓	✓	✓	✓	✓
	Friday, May 24	✓	✓	✓	✓	✓
3	Wednesday, June 26	✓	✓	✓	✓	✓
	Friday, June 28	✓	✓	✓	✓	✓
	Saturday, June 29	✓	✓	✓	✓	✓
4	Wednesday, July 31	✓	✓	✓	✓	✓
	Friday, August 2	✓	✓	✓	✓	✓
	Saturday, June 29	✓	✓	✓	✓	✓
5	Wednesday, August 21	✓	✓	✓	✓	✓
	Friday, August 23	✓	✓	✓	✓	✓
6	Wednesday, September 11	✓	✓	✓	✓	✓
	Friday, September 13	✓	✓	✓	✓	✓

# On-Street Occupancy by Time of Day

## Downtown Commercial

Name	9AM	12PM	3PM	6PM	Daily
Almendra Ave	39%	55%	32%	41%	42%
Bachman Ave	27%	56%	48%	47%	45%
Bean Ave	30%	75%	66%	83%	64%
Broadway	64%	73%	60%	66%	66%
Elm St	50%	93%	82%	100%	81%
Grays Ln	23%	78%	66%	79%	62%
Lyndon Ave	32%	78%	49%	40%	50%
Main St	69%	83%	68%	83%	76%
Miles Ave	35%	37%	32%	6%	27%
Montebello Way	76%	77%	64%	81%	75%
Mullen Ave	33%	77%	54%	64%	57%
Nicholson Ave	25%	35%	33%	47%	35%
Petticoat Ln	72%	83%	71%	77%	76%
Royce St	41%	78%	67%	68%	64%
Santa Cruz Ave	45%	82%	68%	78%	68%
University Ave	38%	53%	44%	48%	46%
Village Ln	40%	62%	51%	55%	52%
Wood Rd	30%	33%	23%	10%	24%

## Downtown Residential

Name	9AM	12PM	3PM	6PM	Daily
Almendra Ave	32%	54%	30%	37%	38%
Bachman Ave	51%	58%	55%	67%	58%
Bean Ave	38%	46%	52%	47%	46%
Bentley Ave	41%	36%	38%	50%	41%
Boyer Ln	43%	40%	39%	52%	44%
Broadway	44%	53%	49%	50%	49%
Edelen Ave	36%	33%	34%	34%	34%
Los Gatos Heights	59%	51%	55%	67%	58%
Main St	22%	64%	50%	30%	42%
Miles Ave	34%	37%	36%	39%	36%
Tait Ave	34%	33%	33%	32%	33%
University Ave	61%	54%	43%	62%	55%
Wilder Ave	33%	34%	34%	35%	34%

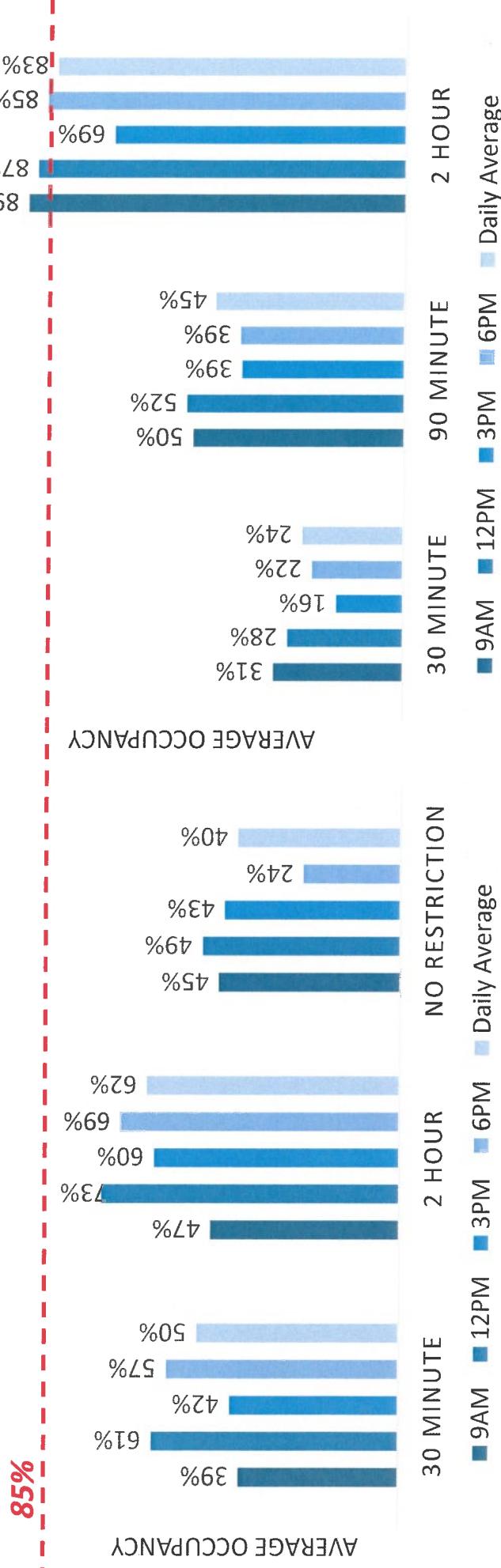
## Civic Center

# On-Street Occupancy by Restriction

Downtown:

85%

Civic Center:



- What if parking supply is provided to High School students?
- What if on-street parking is removed from a Downtown streetscape project?

# Off-Street Occupancy by Time of Day

## Downtown:

Name	9AM	12PM	3PM	6PM	Daily
Lot 1	55%	74%	65%	69%	66%
Lot 2	55%	89%	78%	81%	76%
Lot 3	57%	94%	83%	88%	81%
Lot 4 Top Side	8%	68%	48%	65%	47%
Lot 4 Underground	65%	91%	89%	62%	77%
Lot 5	47%	90%	76%	89%	75%
Lot 6	48%	88%	67%	80%	71%
Lot 12	51%	43%	35%	26%	39%
Miles Avenue Lot	52%	53%	39%	18%	41%
Montebello Lot	78%	88%	75%	52%	73%
North Side Lot	30%	42%	34%	30%	34%
Park Avenue Lot	93%	96%	79%	75%	86%
South Side Lot	78%	91%	79%	63%	78%

## Civic Center:

Name	9AM	12PM	3PM	6PM	Daily
Lot 7		40%	60%	45%	33%
Lot 8		59%	45%	27%	29%
Lot 9		63%	67%	65%	39%
Lot 10		34%	72%	73%	28%
Lot 11		69%	52%	33%	36%
Lot 13		38%	62%	72%	27%

# The Parking Roadmap

- Includes an assessment of the current operation
- Recommended strategies
  - Near-, mid-, and long-term
- Based upon data collection, stakeholder feedback, industry best practices, and case studies.



# Goals

1. Develop a parking program that can grow and **adapt over time** while maintaining the **small-town charm**.
2. Achieve a **balance** between parking and loading options to support diverse needs of business owners, employees, customers, residents, and visitors.
3. Develop a **sustainable** parking solution for employees that supports downtown businesses while providing a **customer-friendly** parking experience.
4. Support downtown **vitality** through parking policies that improve **access and safety**.
5. Provide ongoing management and **oversight** to track performance and optimize the operation.

# Initial Priorities

- Improve parking guidance
- Implement a Downtown Employee Permit Parking Program
  - Lot 4 (Underground)
  - North Side Lot
  - Other permit parking locations as needed
- No re-parking ordinance (150 ft)
- Ensure consistent enforcement coverage
  - License plate recognition (LPR)
- Monitor utilization of permit parking areas
  - Evaluate potential next steps
- Address residential parking and High School parking spillover

# Parking Demand Management

## Near-Term

- No re-parking ordinance (150 ft)
- Promote “Park Once” motto
- Ongoing data collection
- Evaluate potential Parklets, sidewalk expansions, and other supply impacts

## Mid-Term

- Paid parking: Pay by Plate pay stations and mobile payment
- Merchant validation and incentives
- Maintenance and collections
- Expand valet

## Long-Term

- Adjust rates as needed
- Consider constructing a parking garage



Location	Hourly Rate
On-Street	Hour 1 Free
	Hour 2 Free
	Hours 3+ \$2.00
	Daily Max \$18.00
Off-Street	Hour 1 Free
	Hour 2 Free
	Hours 3+ \$1.00
	Daily Max \$9.00

# Paid Parking Revenue Considerations

*If paid parking is implemented:*

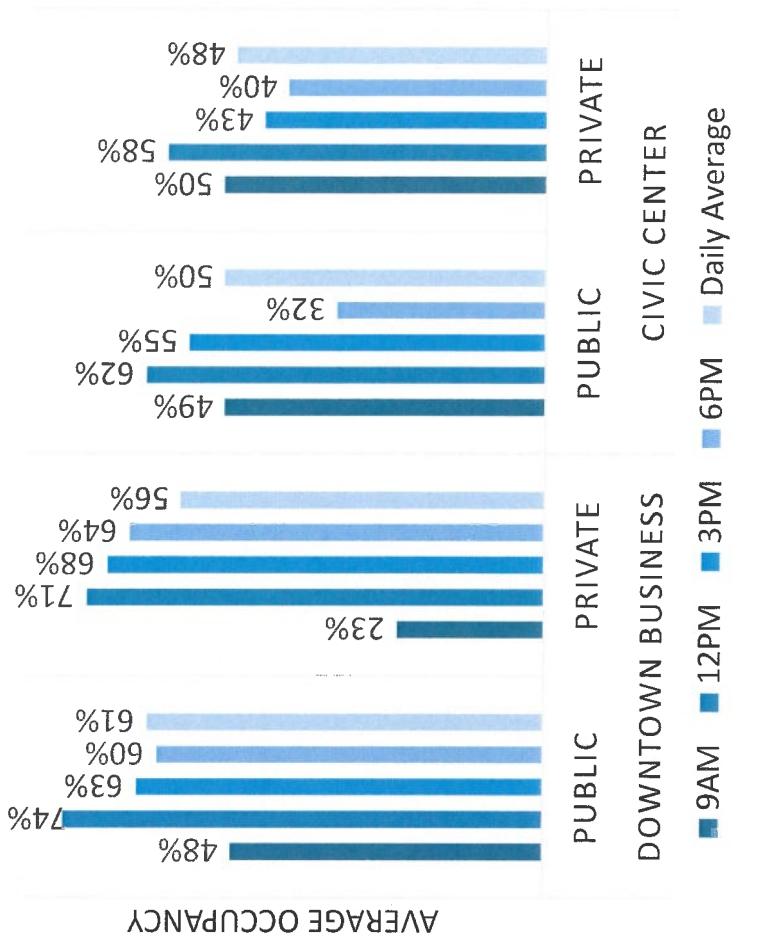
- Goal is program **sustainability**
  - Ongoing operation and management
  - Parking program investments
- Predefined revenue allocations
- Opportunities to fund unmet needs such as:
  - Facility maintenance
  - Aesthetics (i.e. landscaping, planters, etc.)
  - PBD



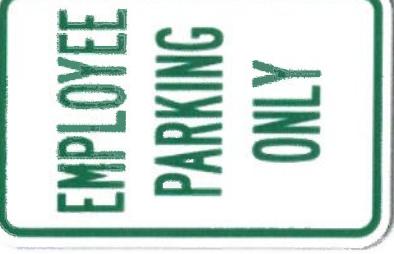
# Shared Parking

There are 15 private parking lots (480 spaces) located Downtown

- Private lots were often underutilized throughout the day
- Actively pursue **mutually beneficial** agreements to optimize use of existing resources
- Considerations:
  - Operations
  - Signage
  - Enforcement and Security
  - Insurance and indemnification
  - Lease costs
  - Utilities and taxes
  - Termination



# Employee Parking



## Near-Term

- Maintain Olive Zone permit program
- Develop Downtown Employee Permit Program
  - Phased approach
  - Education and outreach: initial wait list and incentives
    - Overall and careful monitoring
    - \$20-30/month
  - Automated permit management system with digital permits
  - Carpool and transit incentives
  - Low-income permit rate: \$10-15/month

## Phase 1

- Lot 4 (underground)
- North Side Lot

## Phase 2

- Lot 4 (underground)
- North Side Lot
- Portion of Lots 1, 2, 3, 5
- Southside Parking Lot
- Other locations as needed

## Mid-Term

- Adjust supply and pricing as needed based on demand
- Shared parking

## Long-Term

- Consider remote parking supported by a shuttle

# Residential Parking

## Near-Term

- Transition to the use of digital permits
- Allow residents to establish new districts through a petitioning process
- Permit holders exempt from time limits
- Adjust rate structure and policies
- Short-term guest permits only: valid for 1-30 days, \$2/day

## Mid-Term

- Establish a car sharing program

## Long-Term

- Update residential parking permit program as needed

## Recommended Rates:

Vehicle	Annual Cost
1 <sup>st</sup>	\$40
2 <sup>nd</sup>	\$80
3 <sup>rd</sup>	\$160
4 <sup>th</sup>	\$320

- Safeguard resident parking from outside impacts
- Address spillover parking impacts
- Consider High School student parking

# High School Area Parking

- Consider shared parking opportunities
- Limit student permit eligibility based upon proximity
- High School has limited budget
  - Cannot limit student enrollment
- Roadway capacities cannot accommodate increased supply on campus
  - Consider nearby sites
  - Access by pedestrian or vehicle overpass
- Mitigate spillover parking impacts

Near-Term	
Mid-Term	<ul style="list-style-type: none"><li>• Commute gamification program</li><li>• Improve walkability around the High School</li></ul>
Long-Term	<ul style="list-style-type: none"><li>• Consider nearby parking opportunities in the Downtown and Civic Center</li></ul>



# Enforcement

## Near-Term

- Utilize license plate recognition (LPR) technology
- Integration with citation and permit management systems
- Compliance-based Parking Ambassador (PA) model
- Gap management

## Mid-Term

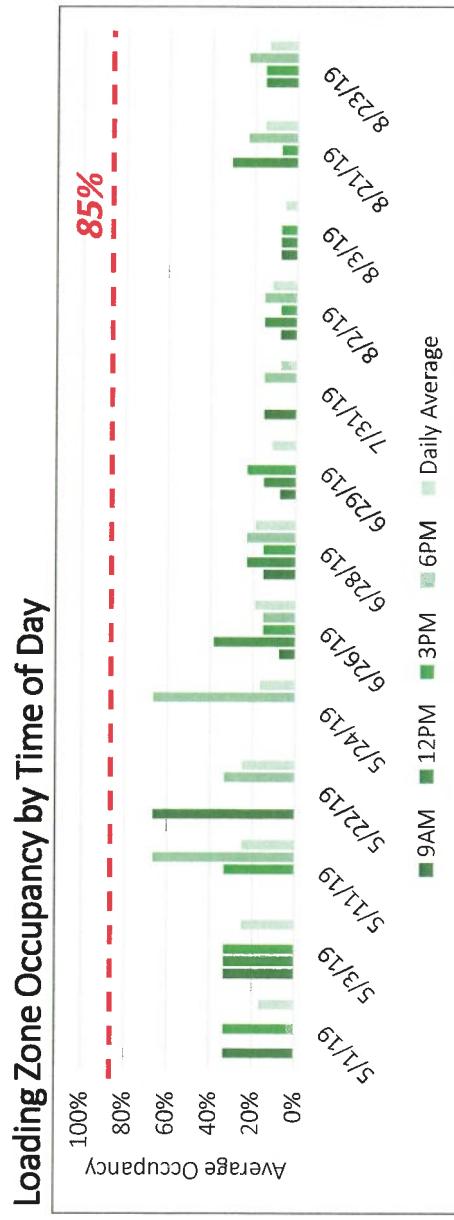
- Hire additional PAs
- Integrate LPR with paid parking systems

Goal of the Parking Ambassador model is **compliance**



# Loading Zones

- Near-Term**
  - Require “active” loading
- Mid-Term**
  - Restrict commercial loading before 10AM
  - Dual-purpose loading zones if paid parking is implemented



# Electric Vehicle Charging

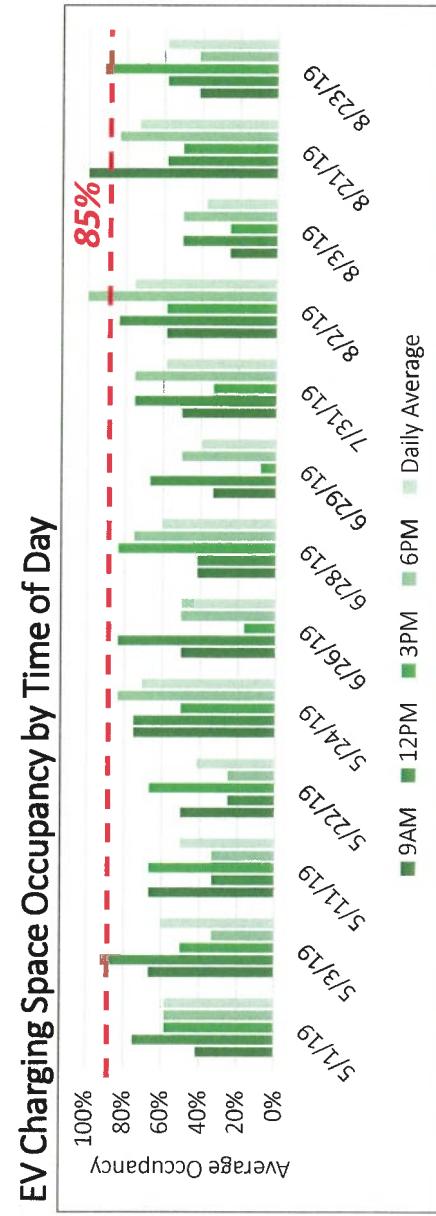


## Near-Term

- Consider cost to Tesla to lease parking spaces
  - Additional SuperCharger stations

Mid-Term

- Charge a public parking rate in all EV stalls



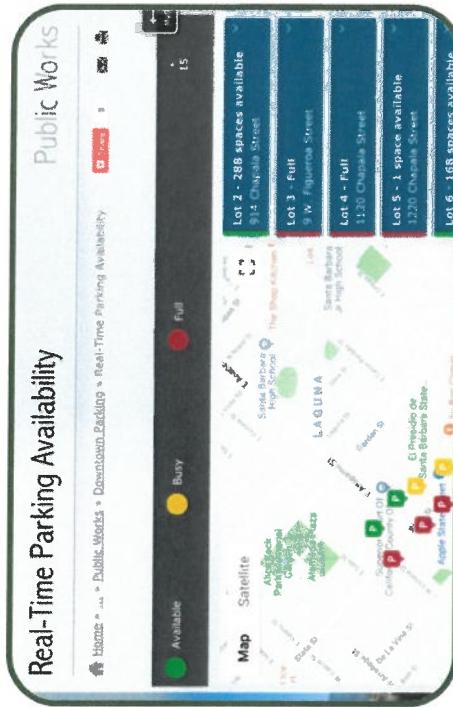
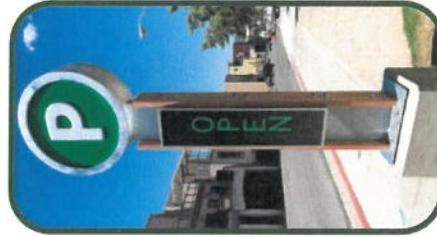
# Wayfinding and Parking Guidance

## Near-Term

- Develop a public parking brand
- Install a Parking Guidance System in Downtown lots

Mid-Term

- Design and install signage to encourage walking (i.e. # of steps)



# Parking Program Management

- Create a Parking Manager or Parking Coordinator position
  - Funded by paid parking / permit parking revenue
- Responsibilities include:
  - Policy development,
  - Equipment and technology procurement and implementation,
  - Shared parking agreement negotiations,
  - Vendor management,
  - Parking enforcement gap management,
  - Ongoing parking occupancy and turnover data analysis,
  - Permit parking program oversight and analysis.

# Transportation Demand Management

## Near-Term

- Adopt shared mobility device policies

## Mid-Term

- Expand secure bike storage
- Offer on-demand or fixed route shuttle program



## Next Steps

- Revise Parking Roadmap based on stakeholder and staff input
- December 17 Council presentation

Dixon Resources Unlimited

**Julie Dixon**

[info@dixonresourcesunlimited.com](mailto:info@dixonresourcesunlimited.com)

