



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

MEETING DATE: 11/14/2019
REGULAR MEETING
ITEM NO: 1

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.

A handwritten signature in black ink, appearing to read "Matt Morley", written over a horizontal line.

Matt Morley, PPW Director

Prepared by: Natalie Hawkins, Recording Secretary

Town of Los Gatos Parking Roadmap

November 6, 2019



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 5, 2019
 - Los Gatos High School
- August 20-21, 2019
 - Transportation and Parking Commission
 - Town Council Meeting
 - Chamber of Commerce
- June, 2019
 - Employee surveys
- June – August, 2019
 - Online survey

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

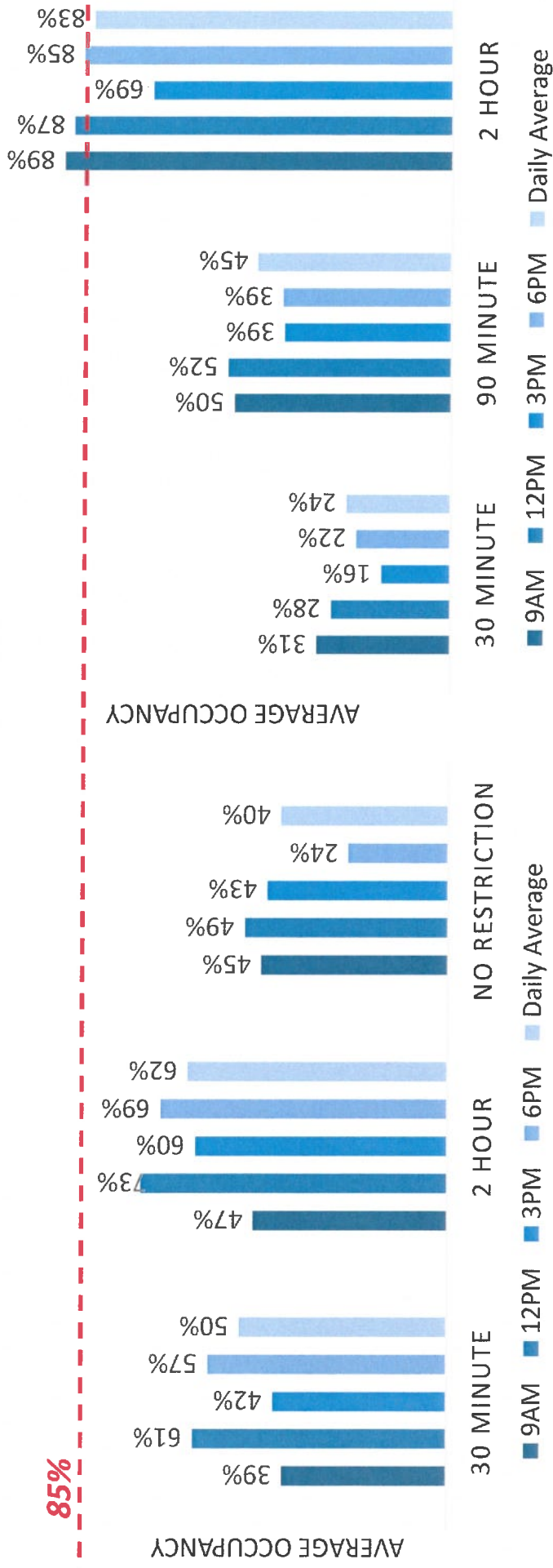
Name	9AM	12PM	3PM	6PM	Daily
Church St	56%	54%	32%	41%	46%
College Ave	86%	85%	65%	85%	80%
High School Ct	61%	53%	36%	21%	43%
Main St	52%	53%	39%	49%	48%
Maple Place	100%	110%	90%	90%	98%
Pageant Way	51%	52%	35%	48%	47%
Villa Ave	48%	55%	51%	37%	48%

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%	44%
Lot 8	59%	45%	27%	29%	40%
Lot 9	63%	67%	65%	39%	59%
Lot 10	34%	72%	73%	28%	52%
Lot 11	69%	52%	33%	36%	48%
Lot 13	38%	62%	72%	27%	50%

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

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.)
 - PBID

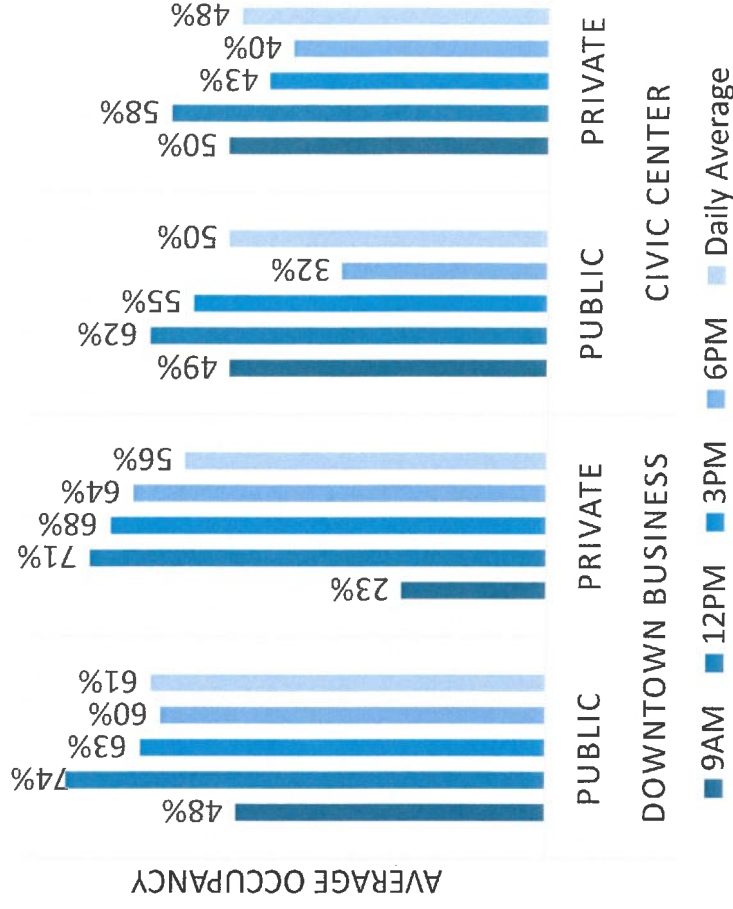
Parking Lot 4:



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:
 - Term and extension
 - Use of facilities
 - Maintenance
 - Lease costs
 - Utilities and taxes
- Operations
- Signage
- Enforcement and security
- Insurance and indemnification
- 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
 - Oversell and careful monitoring
 - \$20-30/month
- Automated permit management system with digital permits
- Carpool and transit incentives
- Low-income permit rate: \$10-15/month

Mid-Term

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

Long-Term

- Consider remote parking supported by a shuttle

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



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 st	\$40
2 nd	\$80
3 rd	\$160
4 th	\$320

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

High School Area Parking

Near-Term

- Consider shared parking opportunities
- Limit student permit eligibility based upon proximity

Mid-Term

- Commute gamification program
- Improve walkability around the High School

Long-Term

- Consider nearby parking opportunities in the Downtown and Civic Center

- 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



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

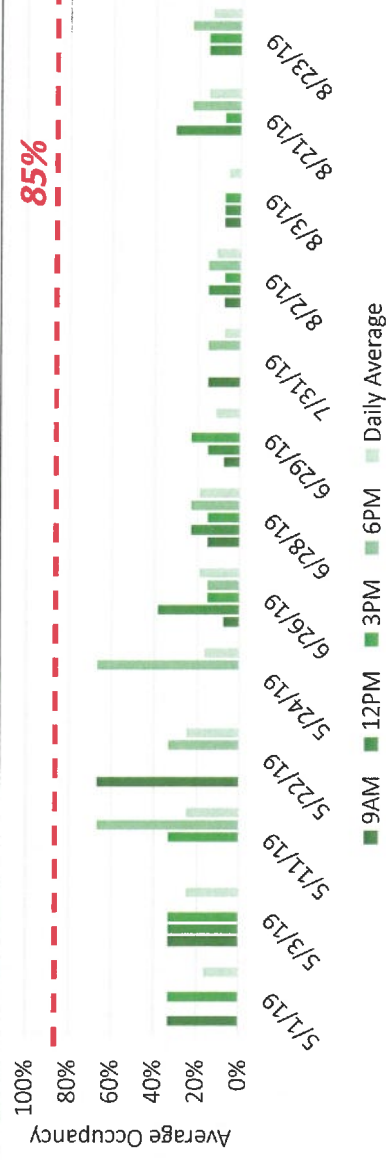
Near-Term

- Require “active” loading

Mid-Term

- Restrict commercial loading before 10AM
- Dual-purpose loading zones if paid parking is implemented

Loading Zone Occupancy by Time of Day



Electric Vehicle Charging

Near-Term

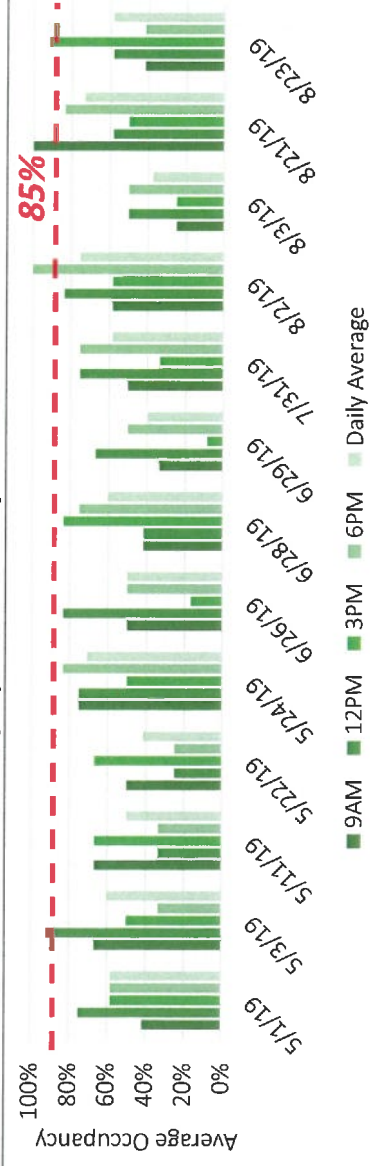
- Consider cost to Tesla to lease parking spaces
- Additional SuperCharger stations

Mid-Term

- Charge a public parking rate in all EV stalls



EV Charging Space Occupancy by Time of Day



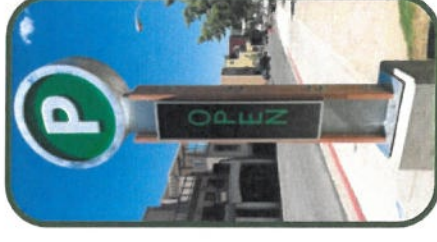
Wayfinding and Parking Guidance

Near-Term

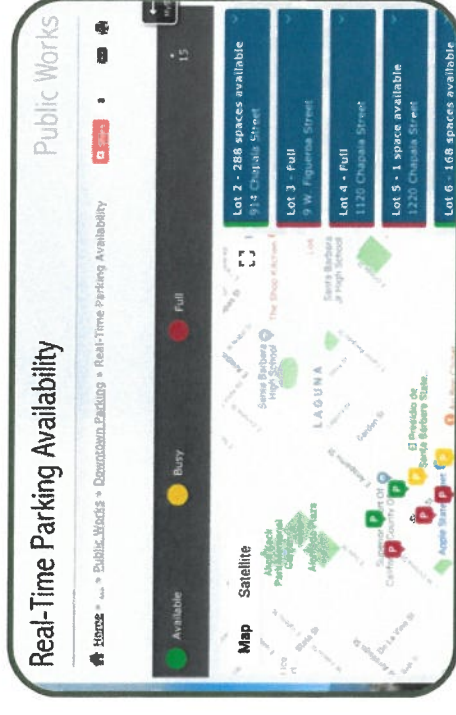
- Develop a public parking brand
- Install a Parking Guidance System in Downtown lots

Mid-Term

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



- Consider design and aesthetics
- Integration with mobile and online parking guidance applications
- Ongoing data collection: loop sensors, LPR, predictive analytics



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