

to the FORUM
TOWN OF LOS GATOS
COUNCIL AGENDA REPORT

COUNCIL AGENDA
DATE: 6/6/94
ITEM NO. 23

DATE: June 2, 1994
TO: MAYOR AND TOWN COUNCIL
FROM: TOWN MANAGER *DBK*
SUBJECT: ACCEPT REPORT ON DOWNTOWN PARKING CONTROL AND REVENUE POTENTIAL

RECOMMENDATION:

Accept report on Downtown parking control and revenue potential. Provide direction to staff as appropriate.

BACKGROUND:

At this year's joint Town Council/Parking Commission Study Session, Council requested that staff investigate controlling weekend night time parking in the highest demand areas and collecting a parking fee. The Town provides ongoing maintenance for the Municipal Parking Lots at considerable expense. The Council has expressed concern that recent budget cutbacks have made it more difficult to maintain the municipal parking lots from the General Fund. The annual cost to provide lighting, water and maintain landscaping, sweep and empty trash receptacles, pavement maintenance, and striping has been calculated by Parks, Forestry, and Maintenance at \$59,000 annually. Currently there is no dedicated revenue source to off-set these costs. If approved and Council decides to collect fees for parking, these revenues could be used to pay parking lot expenses.

DISCUSSION:

Staff has evaluated parking demand (Attachment 1) and the logistics of lot control. If the Council elects to collect parking fees, staff recommends charging at Lots #4 and #6 because they are close to Downtown restaurants, have relatively high number of parking spaces (over 400) controlled, and are easier to control, requiring fewer attendants.

Ampco System Parking has provided the attached parking control and revenue information. Ampco provides parking control for special events at Villa Montalvo and the San Jose Arena. Lots #4 & #6 are contiguous along Elm Street. By closing off lot access at Main Street, closing Elm Street at Santa Cruz Avenue, and the lower level Lot #4 access on Grays Lane, all movements in and out of the two lots can be controlled with two attendant stations (Attachment 2). Barricades and signs would be placed to inform and direct motorists to the attendant locations. Ampco also provided a "proforma" (Attachment 3) of estimated revenues and expenses. The proposal would control parking from 5 PM to 10 PM on Friday and Saturday nights with a fee. Ampco would provide: cash management and distribution, all personnel, office materials, traffic control devices, and signs. Ampco expenses and overhead are included in the proforma. Since payment is received in advance, "lot" parking enforcement is not necessary.

Attachments: See Page 2 for List of Attachments
Distribution: See Page 2 for Distribution List

PREPARED BY: SCOTT R. BAKER *SRB*
Director of Building and Engineering Services

SRB:ms
N:\B&E\SCOTT\PARKING.TCR

6/2/94 4:21 pm

Reviewed by: *J* Attorney Clerk *SRB* Finance Treasurer

COUNCIL ACTION/ACTION DIRECTED TO:

DISCUSSION: (Cont.)

TABLE 1

ANNUAL FORECAST OF REVENUES AND EXPENDITURES			
	Revenues	Expenditures*	Net Revenue
\$3.00 Fee	\$35,568	\$29,205	\$6,363
\$4.00 Fee	\$47,424	\$29,205	\$18,219
\$5.00 Fee	\$59,280	\$29,205	\$30,075

*If the Town opted to hire and manage parking staff, expenditures could be reduced by approximately 20%

Staff believes that parking patrons would be willing to pay between \$3.00 to \$5.00 for parking, as this rate compares favorably to event parking in the area. Table 1 assumes that parking demand will not be deterred by increasing the price to park i.e. that just as many patrons will use the lots at \$3.00 as \$5.00. Actual behavior could be difficult to predict without empirical information. Persons that pay \$3.00 may not park as long as persons paying \$5.00. For simplicity a straight line projection has been used. It should be noted that even at the \$5.00 rate only a little more than half of the annual maintenance costs are recovered.

The Ampco proposal also includes an on-site supervisor to monitor space availability and provide added security. There are some potential negative aspects to this proposal. No doubt when given the option, free parking will be preferred. There may be a greater requirement especially for the Police Department to enforce parking in neighborhoods. Also, close by parking lots Old Town Lot #5 (private) and Lot #3 (part private/part public) would have a substantial parking influx. The Old Town management group may decide to control parking. If the program is acceptable in concept, additional meetings should be scheduled with the Parking Commission, Town staff, Ampco, local business operators, and area residents to work out program details.

ENVIRONMENTAL ASSESSMENT

None

CONCLUSION:

The "users" of the parking facilities should be expected to pay for maintenance and ongoing expenses related to the municipal parking lots. Staff recommends for further consideration of this matter.

FISCAL IMPACT:

None at this time.

ATTACHMENTS:

1. Ampco letter/survey
2. Map
3. Ampco Proforma

PAGE 2

MAYOR AND TOWN COUNCIL

SUBJECT: ACCEPT REPORT ON DOWNTOWN PARKING CONTROL AND REVENUE POTENTIAL
JUNE 2, 1994

DISTRIBUTION:

Chamber of Commerce, P. O. Box 1820, Los Gatos, CA 95031
Los Gatos Downtown Association, P.O. Box 291, Los Gatos, CA 95031
Downtown Area Businesses
Parking Commission

**AMPCO
SYSTEM
PARKING**

500 Howard Street, Suite 200
San Francisco, CA 94105
Tel: (415) 247-9500
Fax: (415) 247-9599

Julie De Gregorio
Director of Business Development

April 6, 1994

Scott Baker, CBO
Director of Building
and Engineering Services
Civic Center
110 E. Main St.
P.O. Box 949
Los Gatos, CA 95032

Dear Scott:

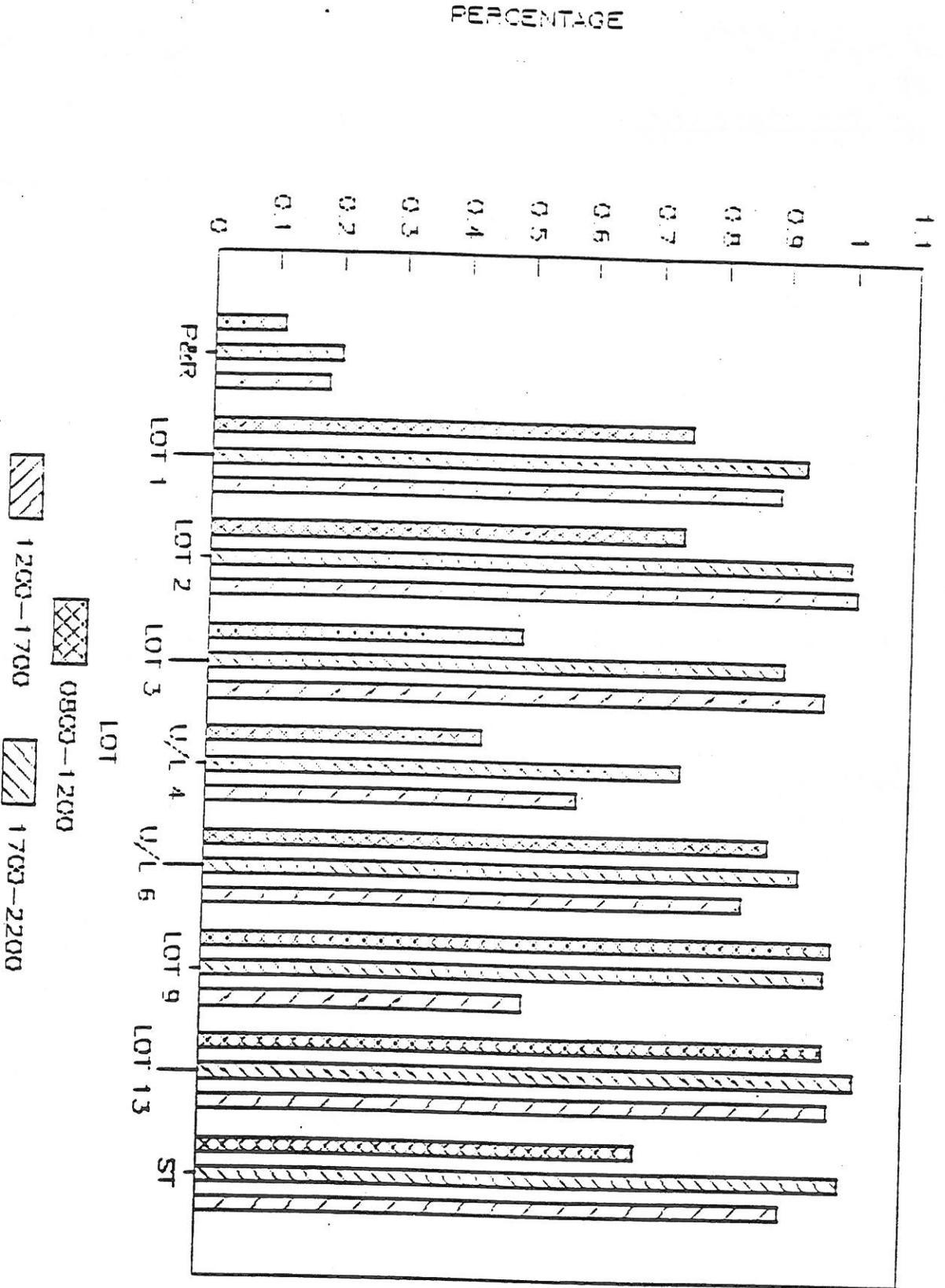
Enclosed is the survey that we did at your lots. Please call me if you need further information.

Sincerely,

J. DeGregorio
Julie DeGregorio

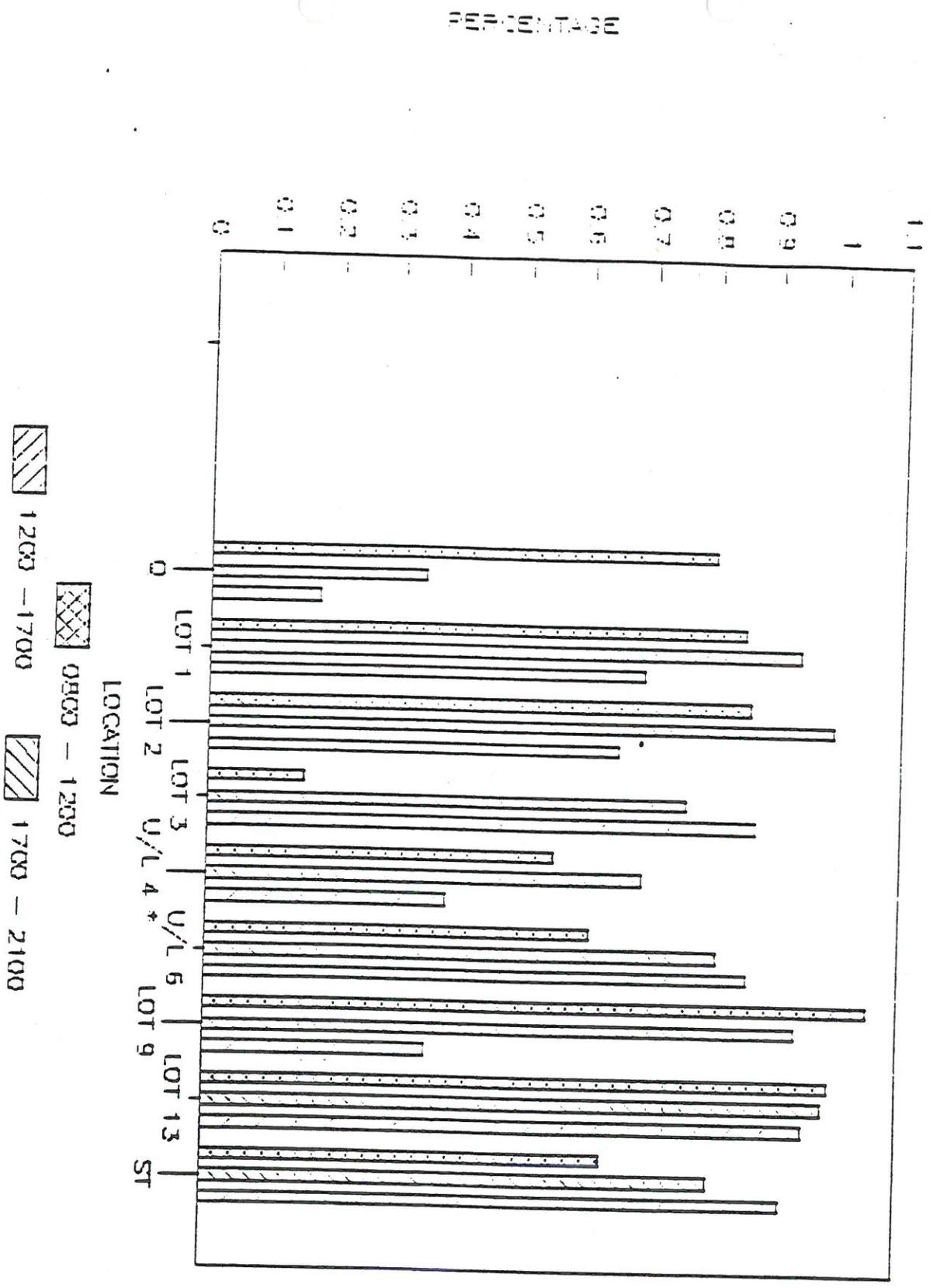
% OF OCCUPANCY

F-SA-SU



% OF OCCUPANCY

HOLIDAY - THURSDAY



% OF OCCUPANCY
F-SA-SU

	8 AM-12 PM	12 PM-5 PM	5 PM-9 PM
P&R	0.11	0.2	0.18
LOT 1	0.75	0.93	0.89
LOT 2	0.74	1	1.01
LOT 3	0.49	0.9	0.96
U/L 4	0.43	0.74	0.58
U/L 6	0.88	0.93	0.84
LOT 9	0.98	0.97	0.5
LOT 13	0.97	1.02	0.98
ST	0.68	1	0.91

% OF OCCUPANCY

MONDAY - THURSDAY

	8 AM - 12 PM	12 PM - 5 PM	5 PM - 9 PM
P&R	0.8	0.34	0.17
LOT 1	0.85	0.94	0.69
LOT 2	0.86	0.99	0.65
LOT 3	0.15	0.76	0.87
U/L 4 *	0.55	0.69	0.38
U/L 6	0.61	0.81	0.86
LOT 9	1.05	0.94	0.35
LOT 13	0.99	0.98	0.95
ST	0.63	0.8	0.92

LOWER LOT 4
 LOT 13A
 LOT 9

SELL MONTHLIES
 " " " "
 " " " "

RD 9LD-634100

NORTHERN CALIF.

SOUTH BAY

SOUTH BAY

04152 TOWN OF LOS CATOS

LOT BUDGET FORECAST REPORT

RUN DATE: 3/06/96

FISCAL YEAR: 1996

PAGE: 2

NOTES/COMMENTS FOR G/L ACCOUNTS

VISITOR PARKING

76 AVAILABLE SPACES AT TURNOVER OF 1.5 EQUALS
114 SPACES TOTAL @ \$5 EACH = \$70 PER DAY = \$1140
PER WEEKEND. \$4940 PER MO.

WAGES

SCHEDULE 9:00 PM - 10:00 PM (5 HOURS)
2 CASHIERS 287.00 PER HOUR
1 SUPERVISOR 2810 PER HOUR

SIGNS

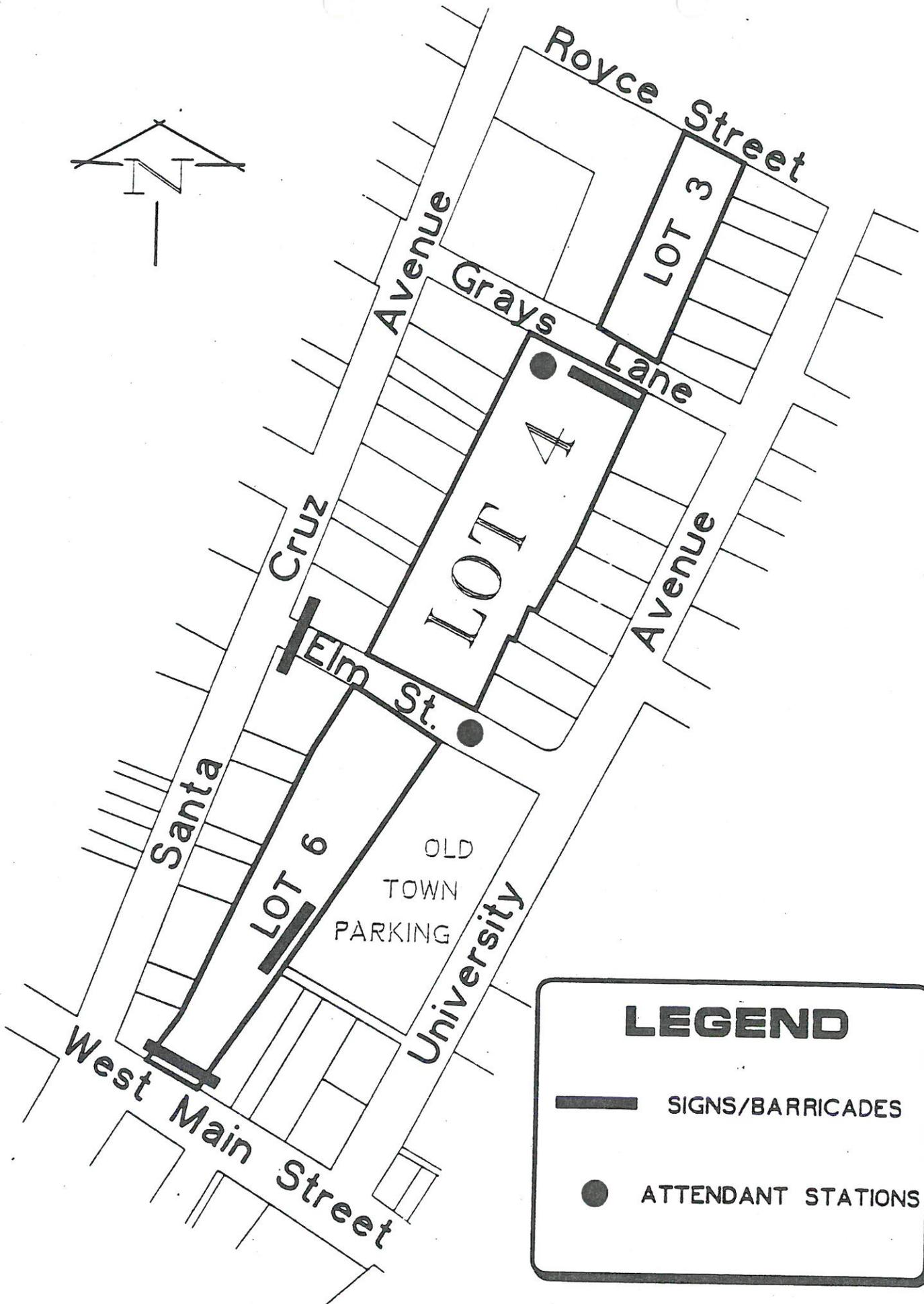
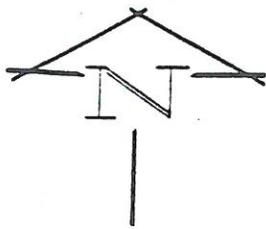
6 DIRECTIONAL SIGNS

MATERIALS AND SUPPLIES

TICKETS, FLASHLIGHTS, WANDS, TRAFFIC CONES, ETC.

FORMS & PRINTING

CASHIER REPORTS, DEPOSIT BANK FORMS, BANK BAGS,
DOLLAR WRAPPERS

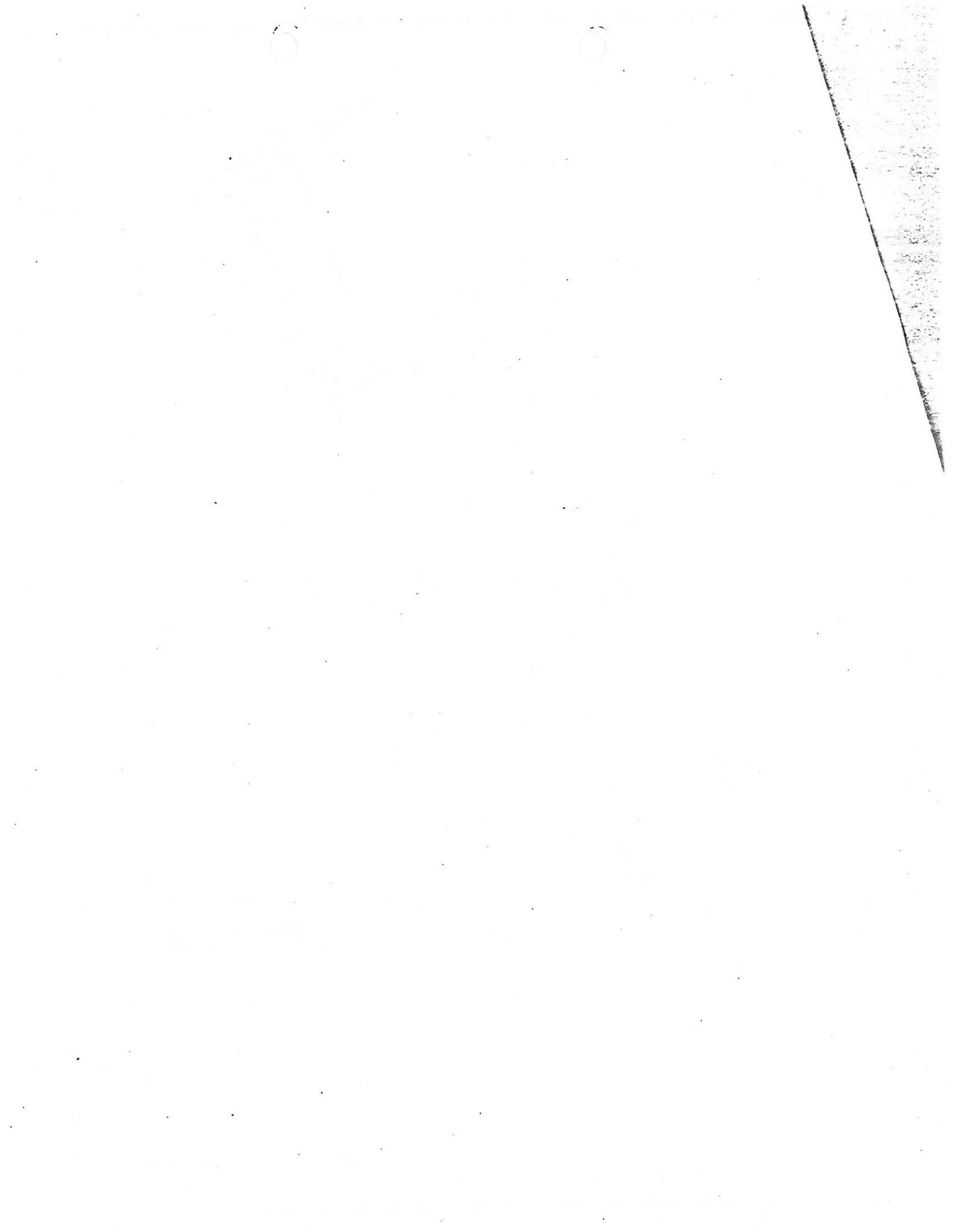


LEGEND

— SIGNS/BARRICADES

● ATTENDANT STATIONS

EDWG SK 05/10/04





95 S. Market Street, Suite 460
San Jose, CA 95113
Tel: (408) 294-2335
Fax: (408) 294-2251

May 10, 1994

Fax: 354-8431

Scott Baker, C.B.O.
Director of Building &
Engineering Services
Civic Center
110 E. Main Street
Los Gatos, CA 95032

Dear Scott,

Enclosed is a revenue and expense budget forecast for the parking operation for the Town of Los Gatos Lots 4 and 6. The budget represents a basic forecast not seasonally adjusted only representing an average.

AMPCO SYSTEM Parking is prepared and committed to the success of the Town of Los Gatos. As we have discussed previously, we will consult on every aspect of the operation and provide recommendation that will allow the Town of Los Gatos the finest of parking service.

The benefits of controlled parking should be to eliminate long term parking in the close proximity and make parking spaces available for visitors and patrons of local businesses. We would recommend that the parking operations be controlled from the opening of daytime parking operation to closing which will provide the greatest amount of revenue to the Town of Los Gatos.

We have been a part of many downtown communities for over 25 years and have successfully recognized how sensitive parking can impact the success to any project. Our commitment is to communicate with all levels of management and local businesses to ensure a positive parking experience.

Should you need additional information, please call me at 294-2335.

Sincerely,


Annette Aguilar
Branch Manager

