



**TOWN OF LOS GATOS  
COUNCIL AGENDA REPORT**

MEETING DATE: 03/04/2025

ITEM NO: 8

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DATE: February 27, 2025  
TO: Mayor and Town Council  
FROM: Chris Constantin, Town Manager  
SUBJECT: Adopt a Resolution Defining Timed Parking in Downtown Parking Lots and Streets and Authorize Town Staff to Continue Contracting for Ongoing Parking Management Support Services

**RECOMMENDATION:**

Take the following actions in support of the Town's Parking Program:

- a. Authorize staff to contract ongoing parking management support services; and
- b. Adopt a resolution defining timed parking in Downtown parking lots and streets.

**BACKGROUND:**

*Parking Program Staffing*

On March 19, 2019, the Town Council approved an agreement with Dixon Resources Unlimited (DIXON) for a Comprehensive Downtown Parking Study, which led to the development of the [Parking Roadmap](#)<sup>1</sup> (Roadmap) that was adopted on December 17, 2019. Implementation of the roadmap has been ongoing since that time.

On December 6, 2022, the Town Council received an update on the parking program, which covered: progress on the wayfinding and signage program; implementation of the Downtown employee parking program; parking program staffing; and efforts to introduce paid parking Downtown.

On August 15, 2023, the Town Council received a report on Parking Program Implementation and took action on a number of items. Those items included changes to the residential permit

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<sup>1</sup> <https://www.losgatosca.gov/DocumentCenter/View/23807/Los-Gatos-Parking-Roadmap>

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Parks and Public Works Director

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Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, and Finance Director

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parking program charges, eliminating employee parking permit fees for the Olive Zone, and allocating up to \$200,000 to fund a limited-term (one-year) Parking Coordinator position to continue implementing the Downtown Parking Program.

On March 5, 2024, the Town Council authorized the Town Manager to enter into an agreement with Dixon Resources Unlimited (DIXON) to serve as the Town's Parking Coordinator. This action was taken because a job description could more effectively be crafted once the parking program had been implemented to confirm the expertise needed. DIXON has been implementing the parking program and supporting staff in various ways since 2019.

### *Parking Program Progress*

Since contracting with DIXON in spring 2024, staff has been evaluating various aspects of the parking program. Shifting the management of this program to Parks and Public Works (PPW) from the Los Gatos Monte Sereno Police Department (LGMSPD) has been fundamental to the current parking program. With this change, LGMSPD work focuses on enforcement, and all parking related permitting, policy, signage, and striping are completed by PPW. This change in roles has provided clear roles for implementing the parking program.

Work completed since spring 2024 has included: 1) adding employee parking signs to the wayfinding program; 2) implementing the wayfinding program that had been in development for a number of years; 3) implementing a second automatic license plate reader and associated vehicle to enhance enforcement; 4) developing and executing a communication program regarding Assembly Bill 314 regarding daylighting at crosswalks; and 5) evaluating and updating various policies and procedures related to parking.

The Parking Work Plan for 2025 includes: 1) restoring paid parking at Oak Meadow Park; 2) analyzing the ongoing use of contract services for parking management versus adding a new town staff; 3) refining and re-issuing guidance and recommendations with regard to residential Permit Parking areas; and 4) refining the timed parking program in Downtown parking lots and streets. Work on each of these items is ongoing and each will be brought forward to the Town Council at appropriate times.

### *Timed Parking in Downtown Parking Lots and Streets*

As noted above, staff is evaluating the current timed spaces throughout the Downtown (and Olive Zone). In this evaluation, it was noted that the Town has not consistently adopted or amended parking zones and time limits by Resolution of the Town Council pursuant to California Vehicle Code Section 22507 and as required by Town Ordinance Section 15.40.015.

On December 17, 2001, the Town Council adopted Resolution No. 2001-145 (Attachment 1) which formally approved the Downtown Parking Management Plan (Plan). The Plan provided

direction on the development of a zone-based enforcement approach to on- and off-street public parking restrictions in downtown commercial areas and near the high school. Plan recommendations included time limits, exemptions, and days and hours of enforcement as well as suggested resident and employee permit programs and fees.

Various adjustments to the Plan recommendations have occurred over the years. Including the elimination of Saturday time limits for public parking spaces in off-street municipal parking lots downtown, which the Town Council authorized at its November 6, 2018 meeting. Later, on August 15, 2023, the Town Council approved an expansion of the downtown employee permit parking program to include Saturdays, restricting parking in designated spaces 6 days per week.

DISCUSSION:

*Parking Program Staffing*

Through the course of their contract work, DIXON assisted the Town in developing a classification for a Parking Analyst position. On December 17, 2024, the Town Council authorized the creation of a Project Analyst position and staff recommends using that position if a parking manager were added to Town staffing for the parking program. Table 1 compares the cost of this position (including benefits) to continuing contracted services via DIXON.

**Table 1. Cost Comparison – Town of Los Gatos Full-Time Project Analyst vs Ongoing DIXON Contract**

<b>Staffing Type</b>	<b>Project Analyst 1 (Step 1)</b>	<b>Project Analyst 2 (Step 6)</b>	<b>DIXON</b>
Annual Staffing for FY 2025-26, including benefits	\$163,768	\$218,588	\$96,000

Aside from cost, staff has also considered the quality of service provided to the parking program. Since April 2024 DIXON has provided excellent service to the Town in support of staff. The DIXON team coordinates seamlessly with Town staff and provides meaningful leadership to the parking program. As such, staff is comfortable with this service model.

Based on the cost and quality of service provided, staff is recommending the ongoing use of DIXON to provide parking program management and not adding Town staffing to the program at this time. If Town Council agrees with this recommendation staff will propose the necessary funding to the Fiscal Year 2025/2026 Operating Budget to extend the DIXON agreement and return to Council with a proposed contract extension at the appropriate time.

The costs noted in Table 1 covers the cost for DIXON to provide the base level of parking program management that would otherwise be provided by a Town staff. It is possible that as a

result of ongoing program management, additional consulting services could be needed that are outside of the scope of program management services. If that need arises, staff would determine the most appropriate method for delivering those services (be it via Dixon or another consultant) and make that recommendation to the Town Council as needed.

*Timed Parking in Downtown Parking Lots and Streets*

DIXON created a supporting resolution (Attachment 2) and developed an approximate map of the current Downtown and Olive Zone parking restrictions (Exhibit A to Attachment 2) to affirm the parking regulations currently in effect. In the coming months, staff may expand this map to include additional regulations and recommend refinements to dates and hours of enforcement, time limits, and exceptions, but this current resolution offers a baseline that is consistent with current conditions.

CONCLUSION:

Continuing the use of consulting services to support the Parking Program in lieu of adding Town staff will provide the experience and skills necessary to support the parking program at the lowest cost. Adopting the proposed resolution to update the parking regulations across the Town's preferential parking zones will ensure consistency and compliance with both local and state requirements.

COORDINATION:

This report was coordinated with the Town Manager, Town Attorney, Finance Director, DIXON Resources Unlimited, and the Los Gatos Monte Sereno Police Chief.

FISCAL IMPACT:

There are no fiscal impacts in the current fiscal year FY 2024-25 for this action. If Town Council agrees with the staff recommendation, staff will propose the necessary funding to the Fiscal Year 2025-2026 Operating Budget to extend the DIXON agreement (currently residing on CIP Project 813-0242), as an ongoing operating expense in Program 5201, and return to Council with a proposed contract extension.

ENVIRONMENTAL ASSESSMENT:

This is not a project defined under CEQA, and no further action is required.

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SUBJECT: Paid Parking Models and Strategies and Other Recommendations

DATE: February 27, 2025

Attachments:

1. Resolution 2001-145
2. Draft Resolution with Exhibit A – Current Downtown and Olive Zone Parking Restrictions