



**TOWN OF LOS GATOS  
COUNCIL AGENDA REPORT**

MEETING DATE: 03/05/2024

ITEM NO: 11

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DATE: February 29, 2024  
TO: Mayor and Town Council  
FROM: Laurel Prevetti, Town Manager  
SUBJECT: Parking Program (CIP No. 813-0242):  
a. Authorize an Expenditure Budget Decrease Adjustment of Previously Allocated Funds in Program 5101 (PPW Administration) from \$200,000 to \$168,955;  
b. Authorize a Budget Transfer of \$168,955 from the Previously Allocated Funds from Program 5101 (PPW Administration) to the Parking Program Implementation Project (CIP No. 411-813-0242); and  
c. Authorize the Town Manager to Execute an Agreement with Dixon Resources Unlimited for Parking Program Management in the Amount of \$168,955.

**RECOMMENDATION:**

**Parking Program (CIP No. 813-0242):**

- a. Authorize an Expenditure Budget Decrease Adjustment of Previously Allocated Funds in Program 5101 (PPW Administration) from \$200,000 to \$168,955;
- b. Authorize a Budget Transfer of \$168,955 from the Previously Allocated Funds from Program 5101 (PPW Administration) to the Parking Program Implementation Project (CIP No. 411-813-0242); and
- c. Authorize the Town Manager to execute an agreement with Dixon Resources Unlimited for Parking Program Management in the amount of \$168,955 (Attachment 1).

**BACKGROUND:**

On March 19, 2019 Town Council approved an agreement with Dixon Resources Unlimited (Dixon) for a Comprehensive Downtown Parking Study.

**PREPARED BY:** Nicolle Burnham  
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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SUBJECT: Authorize an Agreement for Consultant Services for Downtown Parking Program Management

DATE: February 29, 2024

BACKGROUND (continued):

After receiving an update and providing input on the study on August 20, 2019, the Town Council received the final Parking Roadmap<sup>1</sup> on December 17, 2019. Implementation of the Roadmap has been ongoing since that time and addressing concerns related to Downtown parking remains a Town Council priority.

On December 6, 2022 Town Council received an updated on the parking program implementation that highlighted: Hunt Design's work to develop the wayfinding and signage program; implementation of the downtown employee parking program, the hiring of a part-time (0.25 FTE) parking manager; and efforts to implement some form of paid parking downtown. At that meeting, Town Council provided direction on next steps for the program.

On August 15, 2023, 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 parking program charges, eliminating employee parking permit fees for the Olive Zone, and allocating up to \$200,000 for to fund a limited-term (one-year) Parking Coordinator position to continue implementing the Downtown Parking Program.

DISCUSSION:

Staff has been working to add the Parking Coordinator position to the Town's schedule of positions. Adding this position requires budget adjustments to execute the Council direction, developing a job description to define the roles and responsibilities, setting the appropriate compensation for the position, and coordinating the new role with the Town labor union (the Town Employees Association).

With the vacancy of the Transportation and Mobility Manager, current staff do not have extensive experience in managing parking programs or parking personnel. This has created challenges in finalizing the job description and it has become apparent that a job description could more effectively be crafted once the parking program has been implemented to confirm the expertise that is actually needed. In addition, without dedicated parking staff, important changes like expanding employee parking to Saturdays and clarifying the parking signage are lagging. Staff recognizes that the Downtown Parking Program is important to residents, businesses, and visitors, and that its implementation cannot continue to be delayed. Therefore, it is recommended that the Town contract out the management of the parking program for the initial implementation.

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

SUBJECT: Authorize an Agreement for Consultant Services for Downtown Parking Program Management

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DISCUSSION (continued):

Having been guiding the Town’s Downtown Parking Program since 2019, Dixon is uniquely qualified to support the Town as staff finishes developing the Parking Coordinator position and moves forward in implementing changes previously decided by Town Council. If Town Council authorizes this contracting approach, the funds that were allocated in August 2023 to the staff position would be repurposed to this contract. Future funding of a Parking Coordinator position can then be addressed through the 2025/2026 Operating Budget process.

CONCLUSION:

Contracting the management of the Downtown Parking Program will provide staffing support in the most expedient manner. It will also provide expertise beyond a single staff member and is expected to accelerate necessary improvements that Town Council has requested staff to make.

COORDINATION:

This report was coordinated with the Police Department, the Economic Vitality Manager, the Town Manager’s Office, and Finance Department.

FISCAL IMPACT:

Approval of the recommendation will provide sufficient funds to move forward with the contract management of the Downtown Parking Program.

Parking Program Implemenation CIP No. 813-0242		
	Budget	Costs
GFAR	\$ 598,500	
Budget Increase Requested with this Staff Report	\$ 168,955	
<b>Total Budget</b>	<b>\$ 767,455</b>	
		Costs
Advertising		\$ 384
Misc. Project Costs		\$ 892
Consultant Services		\$ 147,364
Consultant Services Agreement with Dixon Resources Unlimited (Requested with this Staff Report)		\$ 168,955
Project Constuction		\$ 128,056
Temp Staff Salary Costs		\$ 1,934
<b>Total Costs</b>		<b>\$ 447,584</b>
<b>Available Balance</b>		<b>\$ 319,871</b>

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Management

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ENVIRONMENTAL ASSESSMENT:

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

Attachments:

1. Agreement for Consultant Services with Dixon Resources Unlimited, including Exhibit A,  
Scope of Services