



**TOWN OF LOS GATOS
COMPLETE STREETS &
TRANSPORTATION COMMISSION**

MEETING DATE: 08/14/2025

ITEM NO.: 4.

DATE: August 8, 2025
TO: Complete Streets and Transportation Commission
FROM: Nicolle Burnham, Parks and Public Works Director
SUBJECT: Update on Town Parking Program

RECOMMENDATION:

Receive an Update on the Town's Parking Program

BACKGROUND:

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

After receiving an update and providing input on the study on August 20, 2019, the Town Council received the final Parking Roadmap¹ 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 August 15, 2023, Town Council received a report on Parking Program Implementation and acted on certain 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.

On March 5, 2024, Town Council authorized the Town Manager to execute an agreement with Dixon in the amount of \$168,955 to provide parking management services for the Town of Los Gatos for a period of 17 months in lieu of hiring the limited dated Parking Coordinator. Through

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

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

that agreement Dixon has provided support to the Town for a flat monthly fee and Dixon staff has been serving as an extension of Town staff since April 2024.

On March 4, 2025, Town Council received a report on the progress of the parking initiatives since March 2024 and authorized staff to continue using Dixon's services in lieu of hiring a Parking Coordinator as a Town Employee, and took actions related to timed parking on the Downtown area.

DISCUSSION:

Since the April 2024 inception of this current agreement with Dixon, the parking program has accomplished the following:

1. Begun the transition of parking program management from the Los Gatos Monte Sereno Police Department to the Parks and Public Works Department (with enforcement remaining with the Police Department);
2. Transitioned primary support for parking permit processing to the existing provider, Turbo Data Systems, to enhance the permit application process for residential and employee parking permit holders and reduce the burden on staff;
3. Updated the Town's parking-related web site to clarify and streamline the information being provided;
4. Converted the Downtown employee parking program to an annual permit program;
5. Extended Downtown employee parking permit restrictions to include Saturdays and coordinated the installation of redesigned employee parking signage in all Downtown Parking lots;
6. Supported the installation of the Downtown Wayfinding and Signage project;
7. Assessed parking regulations and related signage throughout Downtown and the Olive Zone and reconciled via Town Council Resolution;
8. Responded to numerous concerns and assessed the business parking impacts in the Olive Zone;
9. Prepared a comparable cities analysis of parking violations, fines, and related fees; and
10. Completed a review of the Town's Residential Parking Permit (RPP) program's policies to prepare for the development of updated policies and regulations to optimize program management and enhance services to the community.

This work has been accomplished as a collaboration between the Los Gatos Monte Sereno Police Department and the Los Gatos Parks and Public Works Department. Significant efforts have been made to relieve the LGMSPD of the management responsibility of parking, but this effort has been slow given the long history of their staff managing residential permits, employee parking permits and other aspects of the program.

Future Work Items

On August 5, 2025 Town Council heard an item that proposed three enhancements to the parking program. These include: 1) Continued use of Dixon as the Town's consultant; 2) Data collection to assess existing parking occupancy; and 3) formalized transition planning of the parking program.

Continued Use of Dixon

Staff recommended the continued use of Dixon to manage the Town's parking program through Fiscal Year 2027/28 (pending future budget authorizations). This will provide for continuity within the program.

Data Collection

Modern parking management policy development is rooted in up-to-date parking utilization data. Data collected in 2019 during development of the Parking Roadmap was completed by manual counts. During and following the COVID pandemic we know that driver and consumer habits have changed considerably, which may have changed parking demand in the Downtown. The data collection task would allow for updated occupancy counts in a study area extending from Broadway in the south to past Blossom Hill Road in the north; and from approximately Tait Avenue to the west and Loma Alta Avenue in the east.

The proposed data collection plan would leverage the Town's existing parking enforcement license plate recognition (LPR) equipment to gather parking utilization data over the course of 30 days. That data collection will be combined with a targeted two-day data collection effort using a secondary mobile LPR device, provided by DIXON. The study would gather parking occupancy, turnover, and length of stay information across the study area, which includes some of the most congested commercial and residential on- and off-street parking areas near downtown Los Gatos.

Vehicle license plate information will be strictly anonymized to maintain privacy, and the data collected will be coupled with aerial imagery, collected by FAA-certified drone operators, to capture a detailed understanding of parking dynamics near downtown. The data collected will be transmitted direction to Dixon for their use in modeling and will not be received or managed by the Town.

The collected information will be modeled to assess parking occupancy and length of stay. This information will then be used to determine parking policies and congestion management strategies, such as time-limited spaces and permit parking policies.

Transition Planning

Town staff have requested that Dixon prepare a parking program management transition and implementation plan. The process of transitioning the parking program management from PD to PPW was started in 2024 and is ongoing. With a series of retirement-related staffing changes anticipated in PD within the next six to 12 months it has become critical to complete the transition of program management to PPW, and staff have requested Dixon's support in this effort.

The transition plan would identify key roles and responsibilities and provide critical dates and milestones to finalize the necessary changes. The plan will provide guidance on multiple facets of the transition, planning for anticipated staff retirements and opportunities to expand and/or enhance contracted services to reduce administrative demands for Town staff. The plan will also include recommendations related to the procurement and implementation of parking technology that can better serve the parking needs of the Los Gatos community.

Building on the data collection work mentioned above updated financial modeling and revenue estimates will be prepared to assist Town staff in exploring parking revenue sources and examining costs and benefits related to the recommended parking technologies and solutions.