



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 12/06/2022

ITEM NO: 12

DATE: November 21, 2022
TO: Mayor and Town Council
FROM: Laurel Prevetti, Town Manager
SUBJECT: Receive an Update on the Downtown Parking Program and Provide Feedback

RECOMMENDATION:

Receive an update on the Downtown Parking Program and provide feedback.

BACKGROUND:

On December 17, 2019, Town Council received the Dixon Resources Downtown Parking Master Plan and approved the [Downtown Parking Roadmap](#). Due to limited staff and funding resources, the Town Council directed staff to move forward with individual pieces of the Roadmap. Specifically, implementing the Downtown Employee Parking Program, updating the Downtown Wayfinding signage starting with parking wayfinding, and moving forward with the “park once” philosophy and the “Pay to Stay” program. In June 2020, a Parking Program Manager [0.25 Full Time Equivalent (FTE)] was hired to begin the roadmap implementation.

In November 2021, work began with Hunt Design on the Downtown Wayfinding Master Plan. Hunt Design conducted an analysis of the existing conditions and started the design process with Employee Parking Signage and ground markings. On March 15, 2022, Town Council received an update on progress toward the Downtown Parking Roadmap. Council directed staff to continue moving forward with the Downtown Employee Parking Program, and the components needed for the Pay to Stay Program. These include implementation of a mobile application to allow users to pay by phone and installation of parking stations in select locations. Council also approved moving forward with Design Style B so Hunt Design could continue to move forward with the Wayfinding Master Plan development.

PREPARED BY: Jim Renelle
Parking Program Manager

Reviewed by: Town Manager, Assistant Town Manager, Town Attorney, Finance Director, and Parks and Public Works Director

DISCUSSION:

Downtown Employee Parking Program

In July 2022, employee parking signs and ground markings were installed in the Downtown municipal parking lots (Lots 1-6, and the Park Avenue, Montebello Street, and Southside Lots) creating 423 employee parking stalls. The remaining spaces are three-hour parking for a total of 838 parking spaces. The Northside Lot and the Miles Avenue Lots remain unchanged and offer free all-day parking. Including the Northside and Miles Avenue Lots, there are a total of 1,095 off-street spaces available in Downtown.

On July 14, 2022, Downtown employees with a permit started using the new employee designated spaces. For several weeks, persons parking in the employee section without a permit were issued warnings and provided information on how to obtain permit. After that grace period, Parking Officers began to issue citations. As of November 2022, over 1,500 Downtown employees have registered for a Downtown employee parking permit. Overall, the designated employee spaces are heavily used during busy periods throughout the week. Regular occupancy surveys of the municipal parking lots have revealed a small excess of employee parking spaces in the southern Downtown Lots. Staff are currently in the process of reallocating 24 employee spaces in Lot 6 and 3 employee spaces in the Park Avenue Lot back to 3-hour public parking spaces to increase available visitor parking throughout the week. Employees who may be impacted by this reallocation will find adequate space in Lot 4. The municipal lots will continue to be monitored and adjustments made to space allocation and signage. See Attachment 1 for an overview of the parking lot occupancy.

A Downtown Employee Satisfaction Survey was emailed out to all registered permit holders. Survey responses are still being analyzed at the time of the writing of this report. The survey results will be used as tool along with space occupancy reports to make periodic space allocation adjustments.

Wayfinding Master Plan

The Wayfinding Project is still in progress. Town staff are working with Hunt Design to review messaging and locations for each sign type. At the conclusion of the staff review, Hunt Design will come to Los Gatos with several full-size Design Style B mockup signs to identify exact locations, sign sizes and mounting requirements. Hunt Design will then prepare a Wayfinding Master Plan report, bid documents, and cost estimates.

DISCUSSION (continued):

Mobile Parking Payment Application

The Mobile Parking Payment Application Request for Proposal (RFPs) was released November 4, 2022. Proposals were due December 1, 2022. Staff is currently reviewing these RFPs, and anticipate a signed contract will be in place by the middle of the first quarter 2023. The Mobile Parking Application will allow Downtown visitors to “Pay to Stay” after the initial free parking period. It will also allow visitors who have paid to extend their time without returning to their vehicle. Per California Vehicle Code 22508(e) the Town may accept but shall not require payment of a parking meter fee by a mobile device.

Pay Stations

The Parking Pay Station Request for Proposal has been prepared for release pending the finalization of pay station quantity and locations. See Attachment 2 for an overview of the proposed pay station locations. The factors used for the initial selection of pay station locations was distance between pay stations, availability of direct sunlight (solar powered) and avoidance of parking stall placement when possible. A combination of credit and cash/credit pay stations are planned to reduce capital and operational costs and to be inclusive of those who are unable to pay by credit card. Town Council may wish to comment on the proposed locations.

Parking Fee Resolution

Prior to fully implementing the Mobile Parking Payment Application and the Pay Stations, the Town is required to establish a parking fee schedule through a resolution. The resolution should contain a parking fee structure that is flexible enough to adjust to changes in parking demand. The resolution should also contain the duration of the initial free parking period. Previous discussions indicated there is interest in maintaining the free three-hours of parking and a starting rate of \$2.00 to \$2.50 per hour after the initial three free hours. Staff will return to the Council with a proposed resolution in 2023, and invites feedback from Council at this time with regard to the length of free parking and parking rates.

Parking Program Staffing

With the adoption of the Downtown Employee Parking Program and the Pay to Stay Program, Downtown Parking is developing into a new Town operation, as predicted in the Downtown Parking Roadmap. The work completed to date has been led by the 0.25 FTE Parking Manager position. This level of staffing will not be adequate for sustained operation of the current and planned programs.

DISCUSSION (continued):

The use of an online permit sales application significantly reduces staff time; however, with the number of employee permits and the high volume of turnover among Downtown retail businesses and restaurants, the function requires constant oversight and customer-staff interaction. The future adoption of a Mobile Parking Payment App and onsite Pay Stations will require additional staff time to maintain vendor accounts, maintain/repair the pay stations,

collect and reconcile cash/credit card activity, and provide the high level of customer service the Los Gatos community expects. The adoption of any further programs or technologies, such as parking guidance/occupancy counting, will also require regular staff oversight. Additionally, staff should routinely inspect the parking facilities for space utilization, cleanliness, and safety. Deficiencies can then be reported to appropriate Town Departments for timely remediation.

If such a position were added, the Current Residential and Employee Permit Programs would transfer to the Parking Manager position and allow the Police Department's Community Outreach Coordinator position to increase focus on community policing activities.

See the chart below for an implementation timeline.

Task	4 th Qtr. 2022	1 st Qtr. 2023	2 nd Qtr. 2023	3 rd Qtr. 2023
Employee Parking Signage	Completed			
Wayfinding Master Plan	In-progress	In-progress	In-progress	Completed
Mobile Payment App RFP	In-progress	Completed		
Pay Station RFP	In-progress	In-progress	Completed	
Occupancy Count RFP	Pending			

CONCLUSION:

Following review of this report, staff is seeking Town Council feedback and direction on:

1. Employee Parking Program,
2. Pay Station Locations,
3. Parking Fee and the free parking period,
4. Staffing for the Parking Program, and
5. Progress and direction of the Parking Roadmap implementation

COORDINATION:

This report was coordinated in collaboration with the Los Gatos-Monte Sereno Police Department, Parks and Public Works Department, Finance Department, Town Manager's Office, Economic Vitality, and Town Attorney.

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FISCAL IMPACT:

There is no fiscal impact associated with this discussion.

ENVIRONMENTAL ASSESSMENT:

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

Attachments:

1. Overview of Employee Parking Space Occupancy
2. Overview of Pay Station Locations