



**TOWN OF LOS GATOS
COUNCIL AGENDA REPORT**

MEETING DATE: 12/17/2019

ITEM NO: 19

DATE: December 11, 2019
TO: Mayor and Town Council
FROM: Laurel Prevetti, Town Manager
SUBJECT: Receive the Comprehensive Downtown Parking Report – “Parking Roadmap” and Provide Direction for Next Steps

RECOMMENDATION:

Receive the Comprehensive Downtown Parking Report- “Parking Roadmap” (Attachment 1) and provide direction for next steps.

BACKGROUND:

On March 19, 2019 the Town Council approved an agreement with Dixon Resources Unlimited (DIXON) for a Comprehensive Downtown Parking Study. The study scope includes a full review of existing conditions, past parking discussions and policies, outreach to stakeholders, data collection and analysis, and suggested strategies for managing parking in the future.

At the August 20, 2019 Town Council meeting, the Council received an update on the progress of the Study and provided additional input on areas of interest. These have been grouped into several categories:

- Provide for and Manage Employee Parking
- Review Neighborhood Permit Program
- Identify High School Parking Impacts on the Town
- Provide information on Transportation Demand Management Opportunities Like Shuttles
- Explore Public-Private Shared Parking
- Identify the Parking Supply and Deficiencies
- Recommend Ways to Efficiently Utilize Existing Supply
- Include Outreach in Residential and Business Areas

PREPARED BY: Matt Morley
Parks and Public Works Director

Reviewed by: Town Manager, Assistant Town Manager, and Town Attorney.

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DISCUSSION:

The results of the Parking Study have been provided in a document titled “Parking Roadmap” (Attachment 1). This document and the appendices are available on the Town’s website at: <https://www.losgatosca.gov/2509/Downtown-Parking>. The Study provides a series of recommendations to guide the Town towards effectively managing parking supply. The implementation of these recommendations is set up over several years to allow for demonstrated effectiveness in early implementations prior to embarking on subsequent efforts. Through review of the Study results, the Council should provide guidance to staff on which recommendations to pursue, the elements which need more information, and the elements to leave out of the program. Staff will use this guidance and return to the Council with plans for future implementation of each recommendation.

As reflected in the report provided to the Town Council on August 20, 2019, stakeholder outreach has been a significant part of this Study. In addition to all of the outreach highlighted in that report, the Study has included follow up with the Chamber of Commerce and the Transportation and Parking Commission on preliminary review of recommendations. In addition, a follow up survey was distributed. The goal of this survey was to gain insight on the recommendations and provide additional notification to residents. With that in mind, the survey link was distributed to every residential parking permit holder via email to ensure broad outreach to impacted residents. The survey will close on December 12 and results will be provided as an addendum to this report.

The Parking Roadmap highlights opportunities for adjustment in several areas in a phased sequence over several years. Some of these are highlighted below, with more in-depth discussion contained in the report.

Managing Demand - Through extensive data collection, it became apparent that parking supply often exists in downtown, even in the busiest of times. The recommendations from the Parking Roadmap highlight strategies for actively managing the demand. Solutions include ensuring downtown employees have designated spaces for parking and encouraging use of those spaces. A “Park Once” mantra can grow from this recommendation, for employees and visitors alike, ultimately leading to a no re-parking regulation to provide support to the goal. Within a second phase, a paid parking model that supports shorter visits and allows longer stays through “pay to stay” pricing will also aid in effectively managing demand.

Based on the data, the Parking Roadmap leaves consideration of a parking garage for later phases and future evaluation. Most importantly, ensuring that vehicles can find a garage and that those spaces can be effectively managed are key first steps. In addition, the expense of a garage makes effective use of existing supply through wayfinding, public-private partnerships, etc., a more pressing and fiscally responsible direction.

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DISCUSSION (continued):

Resident Area Parking - The data collection also identified underutilized spaces throughout the downtown. This includes spaces in private parking lots and in residential areas where permits are issued. Allowing for a limited number of Downtown employees to park by permit in residential areas could take advantage of underutilized capacity. The Parking Roadmap also calls for re-establishing the petitioning process for new residential permit zones.

Enforcement – The Town has implemented automated License Plate Recognition (LPR) that allows for efficiently enforcing all aspects of the parking program for both existing and future features, including permit parking, time limits, and paid parking. The key to enforcement is ensuring ongoing consistency to achieve compliance without being too heavy handed. This may include the use of warnings to address education and understanding of the rules proactively. Warnings as well as citations can be tracked to ensure repeat offender issues are addressed. Current limited staffing levels in parking enforcement combined with ancillary duties assigned to staff can lead to inconsistent enforcement which can be confusing to end users.

Wayfinding – Branding and getting visitors to vacant spaces may be the single most effective means of better utilization of current spaces. Utilizing technology to point to vacant parking spaces can reduce the stress of parking and improve traffic by reducing the number of cars browsing for spaces. Parking guidance can be implemented in a way that takes advantage of a customized look and feel for Los Gatos, avoiding signage that is utilitarian and unattractive.

Transportation Demand Management – Providing opportunities for local visitors to enjoy the downtown without driving may provide additional capacity. Ideas include providing for a local shuttle, improved bicycle facilities, and the consideration of shared mobility devices.

CONCLUSION:

The Parking Study has resulted in the identification of a number of areas where the Town can effectively manage parking and thereby increase the effective supply and enhance the user experience. These are not one-time efforts, but rather ongoing programs that require resources by way of staffing and capital projects. Implementation will take a number of years, as highlighted in the Roadmap, with constant adjustments to align with lessons learned at each stage.

The Council may wish to provide direction to staff on the areas of the report where there is the greatest interest and which areas not to pursue. Attachment 2 portrays all of the recommendations in progressive order on one graphic.

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CONCLUSION (continued):

As each stop on the Parking Roadmap moves forward, the Council, businesses, and residents will have the opportunity to review that topic, provide feedback, and shape it to the needs of the Town.

FISCAL IMPACT:

There is no fiscal impact as a result of this report. Based on Town Council input, staff will develop future budget proposals to advance implementation of goals identified through the Parking Roadmap. Through the typical budget process, funding would be available in July and would allow for work to begin later next fiscal year. Depending on the amount and complexity of work that the Council desires to pursue, an early step may be the addition of a staff position to lead this effort.

ENVIRONMENTAL ASSESSMENT:

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

ATTACHMENTS:

1. Comprehensive Downtown Parking Report- “Parking Roadmap”
2. Parking Roadmap Graphic