



**TOWN OF LOS GATOS**  
**COMPLETE STREETS AND**  
**TRANSPORTATION COMMISSION**  
**REPORT**

MEETING DATE: 02/13/2025

ITEM NO: 4

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DATE: February 7, 2025  
TO: Complete Streets and Transportation Commission  
FROM: Nicolle Burnham, Parks and Public Works Director  
SUBJECT: Review and Discuss Recommended Parking Program Work Plan Items for 2025

**RECOMMENDATION:**

Review and discuss recommended parking program Work Plan items for 2025.

**BACKGROUND:**

A parking steering committee, consisting of Town staff from Parks and Public Works, Economic Vitality, and LGMSPD, has been collaborating with the Town's parking consultant, Dixon Resources Unlimited (DIXON), to implement recommendations from the [Parking Roadmap](#)<sup>1</sup> (Roadmap) and improve parking management in Los Gatos.

For 2025, several recommended Parking Program Work Plan Items have been identified including:

- Evaluating the benefits of a full-time Parking Analyst position versus contracted services for daily parking program management.
- Updating the Town's Residential Parking Permit (RPP) and employee parking programs and policies.
- Expanding time-limited parking in Downtown municipal lots to include Saturdays.
- Reinstating paid parking at Oak Meadow.
- Utilizing the Town's License Plate Recognition (LPR) technology for parking occupancy data collection and analysis.

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

**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

DISCUSSION:

Parking is often a visitor's first impression of Los Gatos, making an efficient wayfinding and parking program is essential to fostering a positive experience and supporting economic and community vitality. On December 17, 2019, the Town Council accepted the Parking Roadmap developed by DIXON, a multi-phase guide to improving parking management in Los Gatos.

The Roadmap emphasizes the need for significant resources to create a consistent and positive parking experience. When the report was accepted, the Council highlighted the importance of an effective wayfinding program, enforcing timed parking, developing an employee parking permit program, and supporting other key initiatives. It was also acknowledged that successful implementation would require additional staffing.

Since 2019, implementing the Parking Roadmap has been a key Council priority. However, Staff capacity has been stretched too thin to effectively manage existing parking programs while also developing new services. Despite these challenges, progress has been made, including:

- Contracting with Hunt Design to update Downtown wayfinding signage.
- Developing and launching an employee parking program.
- Exploring a "park once" philosophy and the "Pay to Stay" program with the Council.

**Staffing**

On March 19, 2019, the Town Council approved the agreement with DIXON for a Comprehensive Downtown Parking Study, which resulted in the development of the Roadmap. In June 2020, the first amendment to the Consultant Services Agreement was executed, extending the contract from June 30, 2020, to June 30, 2022, to support the implementation of Roadmap recommendations. A part-time Parking Program Manager (0.25 Full-Time Equivalent, FTE) was hired within the Police Department to assist with implementation. However, this temporary position expired in June 2023, and its funding was not renewed. In June 2022, the Council approved a Second Amendment to the Agreement, extending DIXON's contract through June 30, 2023, to continue providing implementation guidance.

On December 6, 2022, the Town Council received an update on the parking program, which highlighted:

- Hunt Design's progress on the wayfinding and signage program.
- Implementation of the Downtown employee parking program.
- Hiring of a part-time (0.25 FTE) Parking Manager.
- Efforts to introduce a form of paid parking Downtown.

At that meeting, the Town Council provided direction on the next steps for the program.

DISCUSSION (continued):

On August 15, 2023, the Town Council received a report on Parking Program Implementation and approved several key actions, including:

- Adjusting residential permit parking program charges.
- Eliminating employee parking permit fees for the Olive Zone.
- Allocating up to \$200,000 to fund a one-year limited-term Parking Coordinator position to continue implementing the Downtown Parking Program.

However, hiring the Parking Coordinator proved to be difficult and on February 29, 2024, the Town Council approved staff recommendations to:

- Reduce the previously allocated budget in Program 5101 (PPW Administration) from \$200,000 to \$168,955.
- Transfer \$168,955 from Program 5101 (PPW Administration) to the Parking Program Implementation Project (CIP No. 411-813-0242).
- Authorize the Town Manager to execute a new agreement with DIXON for Parking Program Management in the amount of \$168,955 for approximately 17 months (until August 31, 2025), with options to extend on a month-to-month basis.

DIXON was tasked with supporting the Town in developing a classification for a Parking Analyst position. The classification was developed and Staff are currently evaluating the fully burdened costs of hiring a full-time (1 FTE) Parking Analyst to manage parking program and continue to support the implementation of Parking Roadmap recommendations, as compared to the costs of continuing to contracting those services to a parking consultant on an ongoing basis

**Updating RPP and Employee Permit Parking Policies and Fees**

At the August 15, 2023, Town Council meeting, the Council unanimously voted to:

- Eliminate the fee for employee parking in the Olive Zone (previously \$248) with the condition that paid parking will apply universally when it is implemented.
- Adjust the RPP fee schedule to be \$52 per year for the first vehicle and \$72, \$92, and \$112 per year for the second, third, and fourth vehicles, respectively.
- Implement annual fee adjustments based on the Consumer Price Index (CPI).

Staff presented the RPP fee schedule recommendations at the September 9, 2023, Town Council meeting, which were approved by Council and the rates took effect on January 1, 2024.

DISCUSSION (continued):

Staff are exploring options to reintroduce a nominal fee for employee parking permits to achieve cost recovery for program management, application processing, and fulfillment. These services are included in a Consultant Services Agreement with Turbo Data Inc. which includes both citation and permit processing services. Staff are also exploring ways to streamline parking permit program management and reduce staff workload, working closely with DIXON to evaluate policy and code adjustments for both the Residential Parking Permit (RPP) and employee parking programs.

**Saturday Time Limits**

Time-limited parking in downtown Los Gatos has been a long-standing concern, particularly during highly attended weekend events. On October 10, 2018, the Transportation and Parking Commission reviewed five scenarios for adjusting Saturday parking limits:

- No enforcement of Saturday time limits on weekends during downtown events at the request of the event organizer.
- No enforcement of Saturday time limits on weekends only in municipal lots during events, while maintaining and enforcing on-street limits.
- Eliminate Saturday time limits in municipal lots completely, while continuing to enforce them on-street.
- Eliminate all Saturday parking time limits downtown year-round.
- Maintain the status quo, enforcing Saturday time limits both on- and off-street downtown.

The matter was referred to the Policy Committee, which reviewed it on October 18, 2018. Both the Transportation and Parking Commission and the Policy Committee supported Option 3, removing Saturday time limits in municipal lots while keeping on-street restrictions. The Town Council approved this recommendation on October 30, 2018. At the time, an estimated \$30,000 in annual citation revenue was attributed to enforcing Saturday time limits in municipal lots.

On August 16, 2023, the Council directed staff to extend employee permit parking restrictions to Saturdays, with updated signage taking effect in January 2024. Existing signage was updated in mid-2024, and redesigned signage is included in the ongoing wayfinding and signage improvement project, set for installation by late February 2025.

As a result of this change, downtown employee permit holders and visitors can park all day on Saturdays in public parking spaces in downtown municipal lots, while designated employee permit parking only spaces remain restricted. To address potential abuse and promote parking turnover, Staff are considering a recommendation to the Council to reinstate time limits in

DISCUSSION (continued):

Downtown municipal lots on Saturdays, aligning with the expanded employee permit parking restrictions.

**Oak Meadow Parking Fee**

The Town of Los Gatos authorizes a parking fee of \$6.00 per vehicle at Oak Meadow Park, under the current Park Use fee schedule. The Parks and Public Works Department manages parking at Oak Meadow Park and fee collection has traditionally been handled by Park Services staff using a booth located on-site. During COVID, the fee was temporarily waived to encourage outdoor activity, and the fee continues to not be collected due to staffing constraints.

In recent planning discussions, the City Manager has expressed interest in reinstating the parking fee at Oak Meadow Park and has directed staff to begin evaluating options for implementing paid parking there. This evaluation will explore ways to limit the demand on staff and will focus on paid parking technologies and services, such as pay-on-foot kiosks and mobile payment solutions, to streamline fee collection and integration with parking enforcement.

**LPR and Parking Occupancy**

In 2019, the Town procured fixed-mount license plate recognition (LPR) hardware and services from Tannery Creek Systems Inc. through a sole-source contract to optimize and enhance parking enforcement activities. This LPR-based enforcement system enables the Los Gatos-Monte Sereno Police Department to monitor parking time limits and verify license plate-based virtual permits in both residential and employee permit parking areas. The LPR hardware installed on enforcement vehicles collects data as officers patrol the town.

Staff have been actively discussing ways to promote data-driven policy development, leveraging the Town's existing information and tools in a more efficient manner to better inform parking management decision making. DIXON has offered to facilitate an integration of Tannery Creek's LPR data into the DIXON Data Suite's Rapid LPR Tool to analyze the LPR data collected and provide parking utilization information.

The DIXON Rapid LPR Tool has been used in many other municipal organizations throughout the Bay Area to ingest, anonymize and analyze LPR data. This integration offers an additional layer of analysis and insight into parking utilization trends such as occupancy, turnover, and length of stay. Staff are exploring this option and recommend a data collection pilot, leveraging an integration with Tannery Creek and the Rapid LPR Tool to assess real-time parking conditions in downtown, the Olive Zone, and permit parking areas. DIXON has agreed to facilitate this pilot under the terms of the current Consultant Services Agreement, with no additional cost to the Town.

FISCAL IMPACT:

As noted in the Staff Report from the Town Council meeting on October 18, 2018, extending and enforcing time-limited parking on Saturdays in downtown municipal parking lots could generate approximately \$30,000 in additional annual parking citation revenue for the Town.

The costs of procuring and installing paid parking equipment for Oak Meadow Park are currently unknown and will be assessed as staff continue their research. In 2023 DIXON projected revenue of \$125,875 per year could be generated from paid parking at Oak Meadow.

The costs of integrating Tannery Creek LPR data into the DIXON Rapid LPR Tool Suite will be covered under the current Agreement with DIXON, and no additional costs are expected for the duration of the Agreement.

All other proposed actions are policy considerations and have no revenue implications until additional direction is provided.