



MEETING DATE: 10/03/05  
ITEM NO. 11

## COUNCIL AGENDA REPORT

DATE: September 22, 2005

TO: MAYOR AND TOWN COUNCIL

FROM: DEBRA J. FIGONE, TOWN MANAGER

SUBJECT: PARKING MANAGEMENT PROGRAM:

- 1) TRANSITIONS IN THE PARKING DIVISION OF THE POLICE DEPARTMENT
- 2) PROVIDE DIRECTION ON THE CONCEPT OF A DOWNTOWN EMPLOYEE PARKING PERMIT PROGRAM

### RECOMMENDATION:

- 1) Accept status report on the transitions in the parking division of the Police department
- 2) Provide direction on the concept of a downtown employee parking permit program.

### BACKGROUND:

The purpose of this report is to update the Council on the status of transitions in the parking division of the Police Department and to seek Council direction on the concept of a downtown employee parking permit program. The parking division of the Police Department has undergone transitions and downsizing due to budget cuts in recent years. The parking coordinator position and one Parking Control Officer (PCO) position were reduced in last year's budget. The division is now supervised by the Traffic Sergeant with a total of three (3) Parking Control Officers.

The Parking Management Plan (PMP) adopted by Council in December 2001 is a comprehensive plan that was developed to address the adequacy of the commercial parking supply in downtown Los Gatos. The plan, developed by consulting firm KAKU and Associates, provide detailed analysis and recommended measures to address parking deficiencies. The plan included three phases: 1) implementation of a comprehensive Parking Management Plan; 2) expansion and reconfiguration of the Verizon/Post Office lots and Lot #6; and 3) modification of the Town Code to allow certain property owners to lease or rent approved excess parking spaces.

PREPARED BY: SCOTT R. SEAMAN  
Chief of Police

Handwritten signature of Scott R. Seaman.

Reviewed by: PS Assistant Town Manager OK Town Attorney \_\_\_\_\_ Clerk Administrator  
\_\_\_\_\_ Finance \_\_\_\_\_ Community Development Revised: 9/29/05 1:59 pm

PAGE 2  
MAYOR AND TOWN COUNCIL  
SUBJECT:  
*September 22, 2005*

Staff has fully implemented the Olive Zone in the civic center and high school area; added residential permit areas, changed signs and curb markings to achieve consistency; and implemented a way finding plan which has made parking more intuitive for customers coming into Town.

DISCUSSION:

Transition of Parking Division

Effective August 1, 2005, the parking coordinator position and one parking control officer position were reduced. The parking division of the Police Department has been placed under the supervision of the Traffic Sergeant. With the loss of the Parking Coordinator, the Traffic Sergeant will be working along with the Town's Economic Vitality Manager to mitigate the loss of this critical business connection. They will continue to build and maintain business relationships, encourage community input, and work with the Parking and Transportation Commission on parking and traffic issues that affect the community.

Given challenges of PCO reductions, increasing workloads and injuries, enforcement statistics and revenue were lower than expected at the end of FY 04-05. The budgeted revenue for FY 04-05 was \$400,000. The total amount received was \$390,400. In this early stage of the fiscal year, it is unknown what the revenue projections will be for the current year. However, all 3 PCO's are back to work full time and under new supervision, therefore enforcement is expected to increase. Although parking enforcement is the main priority of the parking division, maintaining positive community relationships remains a top concern.

Employee Parking Permit Program

According to the original Parking Management Plan (PMP) adopted on December 12, 2001, the plan's main goal was to establish a framework for managing the downtown's parking resource. Elements of the plan provided for zone concept parking and included employee permit parking throughout the downtown area. The Olive Zone has been implemented in its entirety, and at the direction of Council, implementation of all other zones have been suspended indefinitely.

The employee permit parking concept was approved in the original PMP. Since that time, staff has reviewed this concept and spoken with business owners, employees and Chamber of Commerce representatives. This proposal has also been discussed and recommended in concept by the Parking and Transportation Commission. The concept is to provide employees with parking permits (for a fee) that enable them to park in selected lots for unlimited time.

Preliminary discussions with the Chamber of Commerce indicate that they believe employees and employers would support this concept. Staff has received an increase in calls from businesses requesting the permits in the last six months. The rationale behind the employee permit program is that it would reduce the number of employees taking up parking spaces on the street.

PAGE 3

MAYOR AND TOWN COUNCIL

SUBJECT:

*September 22, 2005*

Moreover, it reduces the number of times that the most affected employees (mostly professional full time office or retail staff) would need to move their vehicles out of timed areas. This concept could be a business retention tool, making it easier for business owners and their employees to operate their business without interruption.

The recommendation for employee permit parking is to start the program on January 1, 2006 and issue no more than 200 permits. These permits would be optional for employees and would have a cost of \$35 a month or \$300 annually (a savings of \$120.00 over month to month purchases). If 200 permits were issued the revenue potential would be \$60,000.00. There would be an off-set of reduced revenue from citations that would have been issued for time violations, so the full revenue potential would probably not be realized. This revenue would flow to the parking management fund, which currently does not cover the full cost of the PMP.

The allocation of employee parking permits can be added or reduced depending upon demand. Employee permits would be issued by the calendar year similar to residential permits which would make it easier to enforce and track permits. The permits would be valid in any space in the municipal lots in the downtown core area. The designated lots would be lots 1-7. (Refer to attachment 1). Allowing random spaces to be available to permit holders would provide maximum utilization of spaces and would eliminate the need to sign individual spaces. Unlimited parking would still be available to the public in the existing locations and current time limits and regulations would not be changed.

Parking capacity has been reviewed by lot counts from specific days in January, February and March of 2005 as well as a few days in September of this year during peak days and times, mostly Wednesday-Friday in the early afternoon. The data shows there is no clear pattern of full capacity for any lot on a regular basis, however Lots 1, 3, 6 and Southside seem to be close to full more than the other lots. Staff believes there is enough parking capacity to support this program.

Next steps would include continued outreach and communication with the business owners and employees. Information about the program would be provided in the downtown business newsletter, and Chamber newsletter, and through fliers distributed directly or mailed. The program would be monitored and re-evaluated after implementation and revised as appropriate.

#### CONCLUSION:

Staff requests direction from the Town Council regarding implementation of the downtown employee parking permit program.

#### ENVIRONMENTAL ASSESSMENT:

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

PAGE 4  
MAYOR AND TOWN COUNCIL  
SUBJECT:  
*September 22, 2005*

FISCAL IMPACT:

Revenue from the employee parking permit program is estimated at \$60,000.00 a year for 200 annual permits sold. This will be offset by approximately \$1,200.00 annually in expenditures for the permits and an unknown off-set of revenue for citations that would not be issued for time violations.

Attachments:

1) Map of downtown core

Distribution:

General

