ATTACHMENT A

City-wide Parking Ad Hoc Committee
Wednesday, July 15, 2015
MEETING MINUTES

DRAFT

Call to Order
Co-chair Mordo opened the meeting at 9:15 a.m.

Roll Call (✔ = Committee members in attendance)

✔	Ronit Bodner	✔	Jean Mordo
✔	Jeannie Bruins	✔	Mark Rogge
✔	Kim Cranston	✔	David Rock
✔	Gary Hedden		Lou Becker
✔	Jack Kelly	✔	Marcia Somers, CM
✔	Bill Maston	✔	James Walgren, CDD
✔	Mike McTighe		

Approve July 1, 2015 meeting minutes
Motion: Rcok/Kelly: Approve the July 1, 2015 meeting minutes. Passed 8-0-3, with Becker, Bodner and McTighe absent.

Sub-committee updates

E. Alternative options to reduce parking demand (G. Hedden/M. McTighe)
Gary Hedden presented a status update for the sub-committee.

B. Parking ratios (D. Rock/M. Rogge)
Mark Rogge and David Rock presented the draft recommendation. The Committee provided feedback on the draft recommendations.

D. Parking in-Lieu program (R. Bodner/K. Cranston/D. Rock/M. Rogge)
Ronit Bodner presented the draft recommendation.

Comments were heard from Abby Ahrens.

Identify future agenda items
No future items were identified.

City Manager Marcia Somers provided an update regarding potential slurry sealing of Downtown parking plazas.

Adjournment
Meeting was adjourned at 10:50 a.m.

Alternatives Report **DRAFT**
August 5, 2015

Background

Good parking management effectively manages parking supply to meet parking demand and is essential to a vibrant and successful business community. The parking "alternatives" subcommittee evaluated options that contribute to effective management as well as some of the many options to reduce demand or increase supply.

Discussion/Recommendations

Parking management. Two of the most effective parking management tools are time limits and pricing.[1] The backbone that makes it all work is enforcement.

- *Time limits.* Time limits set to achieve 85% peak use facilitate good use of the available space and are one of the most important tools for parking management,[2] yet time limits are barely discussed in the CDM Smith 2013 Report.[3] Attachment 1 shows current conditions. Shorter times limits (90 minutes) on Main, State and Plazas 4, 5 and 6 (the Central Plazas) would encourage employee parking in Plazas 1-3 and 7-10, thus freeing up the more desirable spaces for customers. The 90 minute limit at Safeway seems to be working well. Moreover, most customers need less than 60 minutes (65% of those using on-street parking).[4] **Recommended.**
- *Permits.* Permits (white dot program) to move long term parkers (employees) to more distant locations will allow customers better access to close locations. The CDM Smith 2013 Report recommended that the white dot program be expanded[5] and 111 spaces were added to the existing 533, giving a total of 644 spaces.[6] Los Altos sells 1000 annual permits and 100 quarterly permits. The subcommittee discovered that permits are currently "sold out," the second straight year that annual permits have been sold out.[7] This leads some employees to use parking that is better suited for customers. The subcommittee recommends more permits be made available and the price increased from $36/year. Menlo Park charges $592; Palo Alto charges $466. If Los Altos raises the fee to $100, there is the potential of more than $100,000 in funding to support parking programs. **Recommended.**
- *Sensors.* Real time guidance, e.g., sensors + app, allows users to locate available parking spaces. This avoids wasteful and time consuming driving (substantial traffic at peak demand can be due to "cruising," looking for an open spot).[8] The cost to install sensors on Main, State and the Central Plazas (about 400 stalls) can be funded by the

---

[1] Parking Management for Smart Growth, Richard Willson, p. 27
[2] Parking Management for Smart Growth, Richard Willson, p. 37
[3] CDM Smith 2013 Report, p. 68, http://www.losaltosca.gov/community/page/downtown-parking-management-plan
[4] CDM Smith 2013 Report, p. 40, Table 1-16
[5] CDM Smith 2013 Report, p. 60
[6] James Walgren, personal communication
[7] Tuck Younis, personal communication
[8] Parking Management for Smart Growth, Richard Willson, p. 33

dot permits, paid parking and/or in-lieu fees. Sensors allow better enforcement of the time limits. **Recommended.**

- *Smart Meters*. Smart Meters with dynamic pricing allow more spaces to be available when actually needed. Smart Meters are successfully used in many cities, and can be cost effective with as few as 200 meters.[9] The recommended Smart Meter option is to install meters on Main, State and the Central Plaza (400 meters). These should be the most advanced Smart Meters available. Dynamic pricing encourages turn-over as pricing can go up over time. The first 20 minutes can be free, then the rate can be 50 or 75 cents/hour. It is dynamic in that the effect on parking can be measured, and the hourly charge adjusted to achieve the 85% peak use goal. **Recommended.**
- *Enforcement.* Enforcement is an essential tool for parking management, although it has the potential to create considerable ill will. The CDM Smith 2013 Report recommends graduated fines, first citation at $54.50, second at $90.80, third and subsequent at $151.40 with a reset each 12 months.[10] The subcommittee recommends a warning citation with the first offense, second at $54.50, third and subsequent at $90.80. We do not support the $151.40 fine (too extreme). We do support a warning citation with the first offense whenever significant changes are made to the parking management strategy, e.g., the recent start of enforcement on Mondays and Saturdays. **Recommended.**
- *Regular evaluation.* Regular evaluation is a key element of effective parking management. Parking demand changes with time and will change as the recommended options in this report are adopted and take effect. "Set it and forget it" is not a good policy[11] and effective management is critical. **Recommended.**

<u>Reducing demand.</u> Some of the quickest ways to manage parking are options to reduce demand.

- *Bicycle/pedestrian infrastructure.* Bicycle/pedestrian infrastructure enhancements are important. The CDM Smith 2013 Report recommended several changes.[12] The subcommittee recommends one easy change, the addition of more U-shaped bicycle racks along Main and State. The subcommittee also recommends a bike parklet on Main in front of Red Berry to convert the one stall that forces drivers to back up into a cross walk. This also increases visibility to car traffic. **Recommended.**
- *Car share apps.* Car share apps, e.g., GetSafeGo, reduce the number of cars in town. There are a number of appropriate apps that, combined with an education campaign directed primarily at employees, can reduce demand. This is not likely to have a large impact, but the cost is low. **Recommended.**
- *Valet parking.* Valet parking has been used during peak holiday seasons and it could be used during peak lunch time demand. A valet service for employees to encourage parking on Lincoln Ave near the churches would divert many cars from Plaza parking and would be useful with shared parking (see below). Funding can come from dot

---

[9] Richard Willson, Professor and Chair, Urban & Regional Planning, California State Polytechnic University, Pomona, personal communication

[10] CDM Smith 2013 Report, p. 58

[11] Parking Management for Smart Growth, Richard Willson, p. 6

[12] CDM Smith 2013 Report, p. 69

permits, paid parking and/or in-lieu fees, and there may be partners willing to help with the lunch valet option. **Recommended.**

- *Shuttle buses.* Shuttle buses make public transit a more useful option. Shuttle buses are of interest to a large number of employees and would be of immediate and significant value. This is of great interest to employers as well, as it would expand the pool of potential employees. The subcommittee wrote a survey (attachment 2), visited 125 businesses and surveyed 240 employees. The results reveal that 37% of employees would consider using a shuttle between the transit stops (train and bus) in Mountain View and downtown Los Altos. There is a clear distribution by age and geography. Younger workers are more interested and a large number of workers living in Mountain View, Menlo Park, Redwood City and San Jose are interested. Most workers living in Los Altos are not interested (the commute is easy), and most workers in Sunnyvale and very remote locations are not interested (they do not have good access to public transit heading to Mountain View). The Packard Foundation has shown that a shuttle service can be effective.[13] The survey didn't explore a shuttle for the greater Los Altos area or for seniors, but several people have suggested it. A joint program with VTA, Mountain View, Stanford, or Foothill College may be possible. **Recommended.**
- *Autonomous shuttle.* The autonomous shuttle may be a useful option at some point and would reduce the cost of shuttle service and allow better coverage. The possibility of a pilot program in Los Altos is exciting and was recently discussed with Google.[14] **Recommended.**
- *Transit passes.* Transit passes (e.g., VTA Bus, Caltrain, Uber) can make public transit a more viable option for employees, but such a program is likely to require significant staff time to manage. **Not recommended.**

<u>Increasing supply.</u> Creative use of the existing parking supply offers the most attractive options to effectively increase supply.

- *Shared parking.* Shared parking arrangements to make privately held space available to the public increases parking supply and generates revenue for the property owner. The zoning standards for parking need to be considered and a survey of private spaces in the downtown triangle, both commercial and residential (condominiums) conducted, but the potential is signifiant. Converting privately held space to public use must make financial sense to the property owners. A reverse auction can be used to establish fair market value and the program can be funded by dot permits, paid parking and/or in-lieu fees. Making the space available to just one or two businesses with large numbers of employees (e.g., restaurants) might make it more attractive to the property owners. **Recommended.**
- *Internet apps.* Internet apps, e.g., SpotOn Parking, make it possible for privately owned space to be made available to members of the app group and generate revenue to the property owner. Privately held space is available but this approach is less appealing as it is open to a largely uncontrolled group of participants and the revenue stream is uncertain. This option is probably not worth the nuisance to most

---

[13] Curt Riffle, Program Officer, The David and Lucille Packard Foundation, personal communication
[14] Davis White, Manager, Community & Public Affairs, Google, personal communication

property owners, but it could become an important element of a shared parking solution. **Recommended.**

Conclusion

The "alternatives" subcommittee evaluated sixteen options that contribute to effective parking management, including options to reduce demand and increase supply and has recommended thirteen for implementation. The matrix illustrates the options by suggested priority, with the easiest first. All of the recommended options contribute and should be considered as a package.

Two additional options to increase supply were considered and they are included in the matrix, but any recommendations will be made by the full committee.

- *Restriping.* Restriping the plazas is being considered separately. The small diagonal areas that will be created provide good locations for bike lockers.
- *Structured parking.* Structured parking will dramatically increase supply. A 396 stall garage built on Plaza 2 or Plaza 7 with three levels of parking in a two-story above-ground structure has been estimated at $10.5 million.[15] This could be privately financed with the city providing the land, and there are city funds set aside for such a project.[16] This approach will likely take considerable time and it is expensive at $26,500 per stall, and that takes into consideration that the land is provided by the city at no cost.

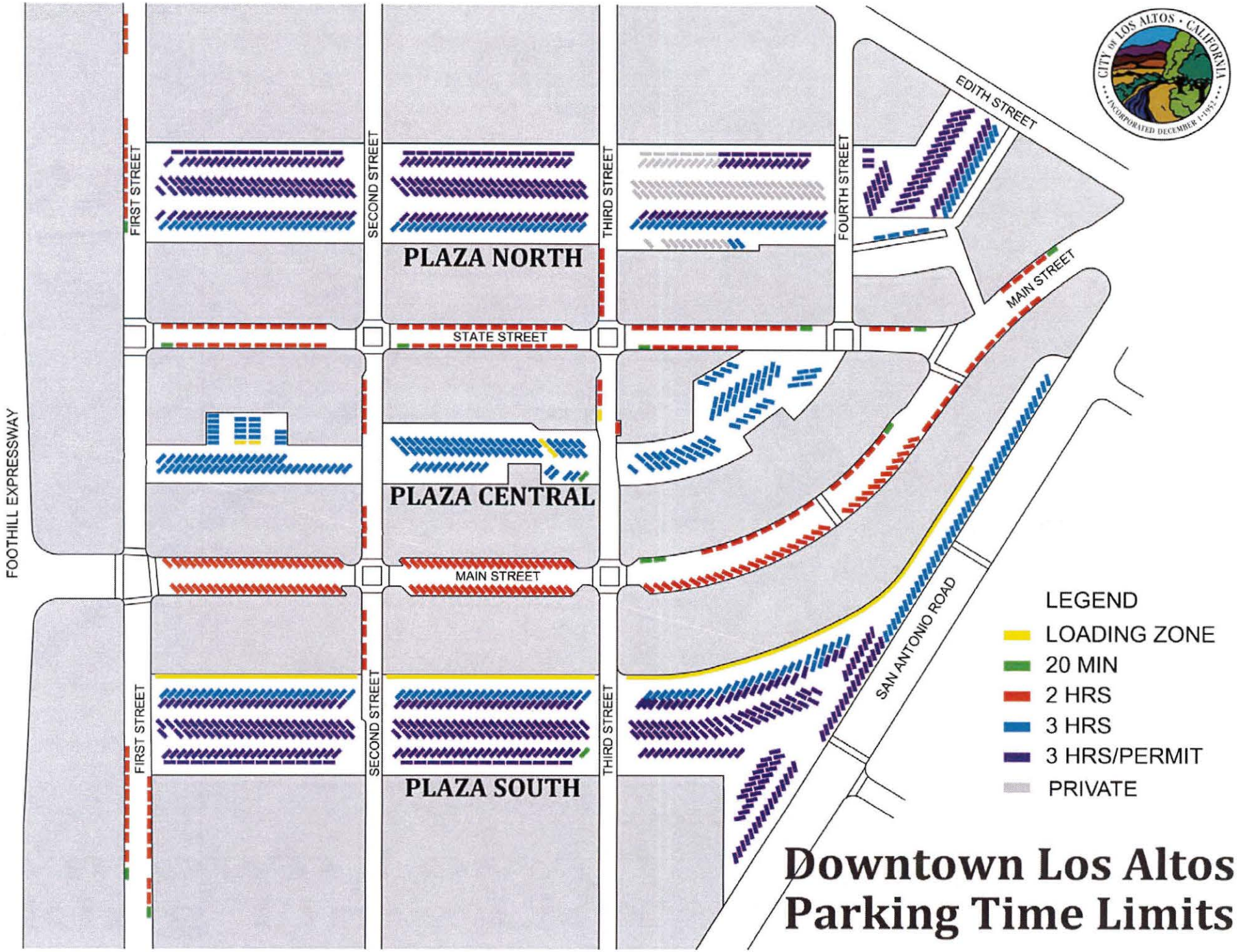
Matrix of most important options
Easiest first with rough estimates on the impact to supply and the cost. The subcommittee strongly recommends that staff be assigned to manage any parking management program.

[15] CDM Smith 2013 Report, p. 94
[16] James Walgren, personal communication

Option	Increased Supply	Cost
Additional Permits	0	low
Changes to Time Limits	0	low
Enforcement	0	low
Car Share Apps	low	low
Bicycle Infrastructure	low	low
Restriping	200	med
Shared Parking	200	med
Valet Parking	100+	med
Sensors	0	med
Smart Meters	0	med
Shuttle Bus	200+	high
Structured Parking	400	very high

Next steps

Receive guidance from the parking committee, follow up on selected options and recommendations, develop a detailed implementation plan.


CITY OF LOS ALTOS • CALIFORNIA
INCORPORATED DECEMBER 1-1952
EDITH STREET
FIRST STREET
SECOND STREET
THIRD STREET
FOURTH STREET
MAIN STREET
PLAZA NORTH
STATE STREET
FOOTHILL EXPRESSWAY
PLAZA CENTRAL
MAIN STREET
SAN ANTONIO ROAD
FIRST STREET
SECOND STREET
THIRD STREET
PLAZA SOUTH
LEGEND
LOADING ZONE
20 MIN
2 HRS
3 HRS
3 HRS/PERMIT
PRIVATE
Downtown Los Altos
Parking Time Limits

The Los Altos City-Wide Parking Committee is measuring employee interest in a shuttle service connecting CalTrain (San Antonio Station) and VTA Bus (San Antonio Transit Center) to downtown Los Altos.

- Where do you live (what city)?.....
- How long is your commute (approximate miles)?.....
- Where do you work?.....
- What are your work hours, days?.....
- How do you get to work? Check your usual option.

Car	Bus/Bike	Bike
Carpool	Train	Walk
Bus	Train/Bike	Other

Would you consider a shuttle that would pick you up at a transit stop at frequent intervals for free, or for a small fee? Yes or No

- Yes. **Why would this be of interest?** Check as many as you like.

No need to drive	No need to park	Helps me use bus or train
No traffic hassle	Saves gas money	Other

- No. **Why not?** Check as many as you like.

My commute is easy	Parking is easy	I may need a car that day
I don't live near transit	I don't want to pay for it	Other

- Don't know. **I need more information.** Check as many as you like.

What are the hours?	Where are the stops?	How long will it take?
How often will it run?	What is the cost?	Other

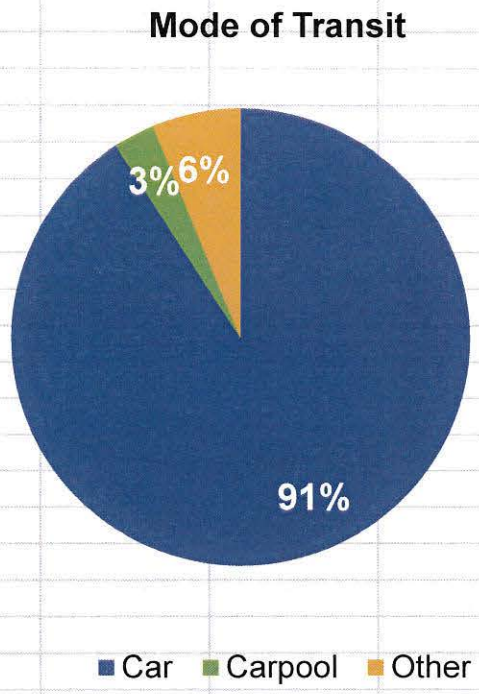
What is your gender? M F

What is your age? Under 25 25-35 36-50 Over 50

Attachment 3

Mode of Transit	Count
Car	218
Carpool	7
Other	15
	240

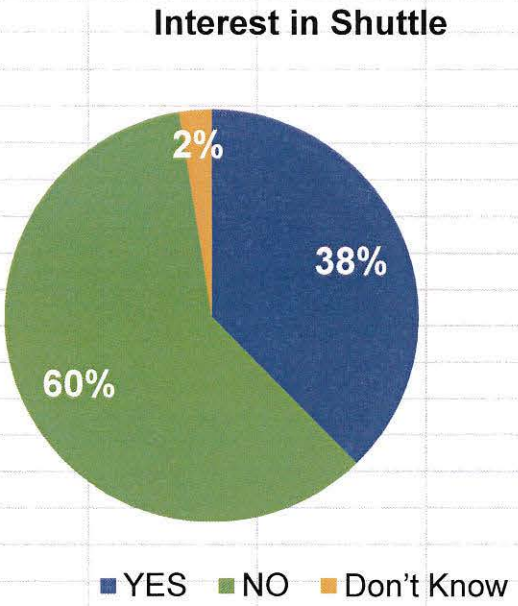
"Other" categories	
Bus	6
Walk	5
Bike	3
Vespa	1



Attachment 4

Interest in Shuttle

YES	NO	Don't Know	Total
90	143	6	239

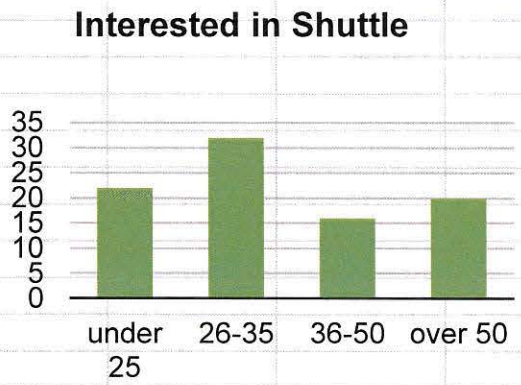


>100% due to rounding

Attachment 5

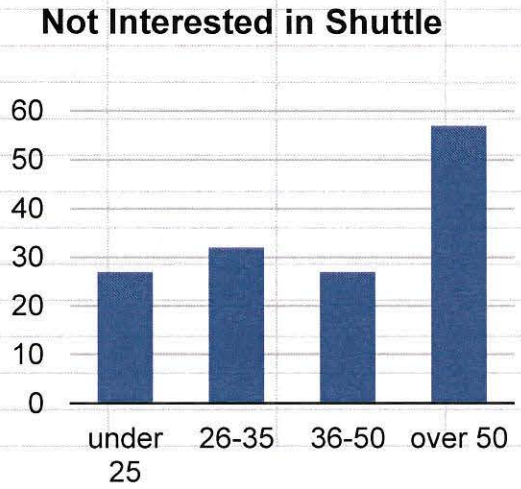
Interested in Shuttle, by Age

By Age	Count
under 25	22
26-35	32
36-50	16
over 50	20
	90

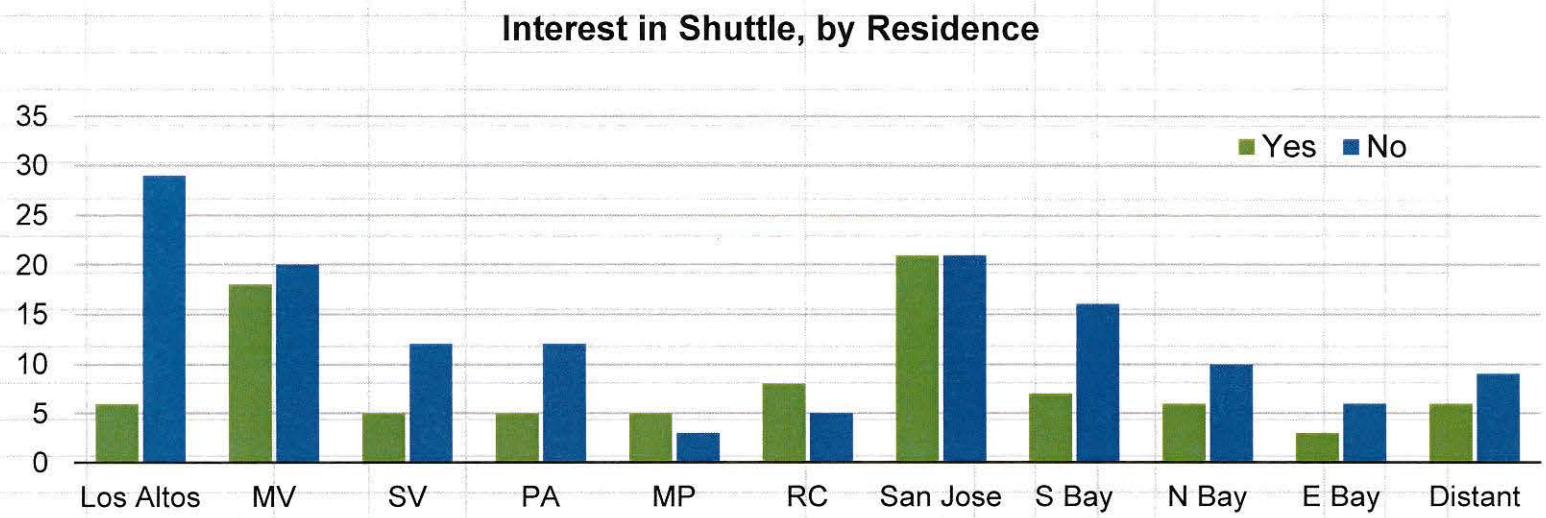


Not Interested in Shuttle, by Age

By Age	Count
under 25	27
26-35	32
36-50	27
over 50	57
	143



Attachment 6



Residence	Yes	No	Total
Los Altos	6	29	35
Mountain View	18	20	38
Sunnyvale	5	12	17
Palo Alto	5	12	17
Menlo Park	5	3	8
Redwood City	8	5	13
San Jose	21	21	42
South Bay	7	16	23
North Bay	6	10	16
East Bay	3	6	9
Distant	6	9	15
total	90	143	233

South Bay	Y	N
Cupertino	0	4
Campbell	2	2
Los Gatos	0	4
Santa Clara	3	5
Saratoga	1	1
Milpitas	1	0

North Bay	Y	N
Belmont	1	2
Foster City	0	1
E. Palo Alto	2	1
Portola Valley	0	2
San Bruno	1	1
San Carlos	0	1
San Mateo	2	1
Woodside	0	1

East Bay	Y	N
Union City	1	0
San Leandro	0	1
Pleasanton	0	1
Newark	0	1
Hayward	0	2
Fremont	3	6

Distant	Y	N
Boulder Creek	1	1
Santa Cruz	1	1
Daly City	0	1
San Francisco	1	4
Morgan Hill	0	1
Gilroy	2	0
Pittsburg	0	1
Stockton	1	0