

Parking Subcommittee, The Alternatives Report - draft Feb. 17, 2016

Los Altos Parking Management

Three essential elements

- Good management

- Increased supply

- Reduced demand

Good Management - 1

Oversight

- Parking management is an on-going task. “Set it and forget it” is not good policy.
- Establish a Standing Parking Committee with staff support should study and recommend options to reduce parking demand and better manage parking supply, including, but not limited to - pricing for permits, parking time limits, use of parking enforcement technology to evaluate and understand parking demand, encouragement of full implementation of the Bicycle Transportation Plan, valet parking, shuttle parking, shared parking, paid parking, and parking stall sensors.
- The Standing Parking Committee should evaluate the impact of any changes.
- The Standing Parking Committee should be balanced and represent all groups - residents, both near-by and from the community at large, business owners, property owners, and associations such as the Los Altos Village Association and the Chamber of Commerce.

Good Management - 2

Time Limits

- Time limits are a valuable management tool. Good use of available space aims for 85% occupancy at peak demand.
- Shorter time limits will encourage employee parking in remote locations, freeing the premium space for customers.
- A survey in the CDM Smith 2013 Report indicates that most customers need less than 60 minutes.
- Nevertheless, there is concern that shorter time limits will discourage some visitors, so no recommendation is offered.
- Parking meters can effectively manage time limits, but there is concern that this is not consistent with the village charm of Los Altos, so parking meters are not recommended.

Good Management - 3

Permits

- The annual permits are sold out. Since permit space is typically available in remote lots, more permits should be issued. At the recommendation of the Economic Development Manager, City Council on January 26, 2016, increased the supply from 1000 to 1300.
- The cost of permits is too low at \$36/year. The Standing Parking Committee should determine an appropriate increase in the price.
- Protection for low wage employees should be considered. Permits for remote locations could be offered at a discount.
- The new funds generated should go to parking management programs.

Good Management - 4

Enforcement

- Enforcement is an essential tool for parking management.
- Graduated fines should be implemented. At the recommendation of the Economic Development Manager, City Council on January 26, 2016, increased the fines: First and 2nd offense, \$54.50, 3rd or more, \$151.40.
- Modern technology (e.g. license plate readers) should be used for more effective enforcement. At the recommendation of the Economic Development Manager, City Council on January 26, 2016, approved the use iParq, a non-LPR parking enforcement technology.
- Parking enforcement technology should be used to collect the information needed to understand parking demand. For privacy, other than for violators, the information can be erased at the end of the day.

Reducing Demand Bicycle Infrastructure

- Improvements to the bicycle infrastructure encourage bike use, resulting in less demand for car parking.
- Additional bike racks would provide a quick fix, but the Committee encourages implementation of the entire Bicycle Transportation Plan.

Long-Term Goals

- Long-term goals to be evaluated by the Standing Parking Committee.
 - Valet parking has been successfully used during peak holiday seasons, and may work for peak lunch time demand and/or with off-site employee parking.
 - A good shuttle service connecting public transit in Mountain View with downtown Los Altos will take employee cars off the road and reduce parking demand.
 - Shared parking arrangements to make privately held space available to the public will increase the supply at relatively low cost.

Conclusion

Alternative Solutions to the Parking Problem

- Both quick fixes and longer term solutions are offered.

- Quick fixes

Establish a Standing Parking Committee

Consider increasing the price of parking permits

Use parking enforcement technology to better understand parking demand

Encourage implementation of the Bicycle Transportation Plan

- Long-term solutions

Valet parking

Shuttle service

Shared parking