

Palo Alto Residential Preferential Parking (RPP) Program Meeting Notes

Date: February 25, 2015, 3:00 – 4:30 pm

Location: Development Center, 285 Hamilton Avenue, Palo Alto

Attendees:

| Name | Representation |
|---|--|
| RPP Stakeholder Group | |
| Neilson Buchanan | Resident, 155 Bryant (Downtown North) |
| Rob George | District manager, Philz Coffee |
| Michael Hodos | Resident, 944 Bryant (Professorville) |
| Chop Keenan | Land owner, Keenan Land |
| Gabrielle Layton | Resident, 365 Lincoln (Downtown South) |
| John Guislin | Resident, 225 Middlefield (Crescent Park) |
| Susan Nightingale | Business owner, Watercourse Way |
| Simon Cintz | Property owner, Cintz Commercial Properties LP |
| City Staff and Members of the Public | |
| Jessica Sullivan | Transportation Planning Manager, City of Palo Alto |
| Sue-Ellen Atkinson | Parking Operations Lead, City of Palo Alto |
| Mary Dimit | Resident |
| Joe Baldwin | Channing House |
| Michael Chacon | Resident |
| Daniel Becker | SEIU 521 |
| Gabriel Mora | Community Service Officer, City of Palo Alto |

Meeting Goals:

1. Review RPP Implementation Schedule, Phase 1 Milestones.
2. Review Administrative Regulations.
3. Review data collection and permit strategy for Phase 1.
4. Review community outreach strategy.

Review of Meeting/Meeting Agenda

a. Review of Goals and Agenda, Opening Comments

- Jessica provided an overview of the meeting

b. Implementation Plan, Project Schedule

- Staff distributed and reviewed the draft project schedule (see attachments)
- Jessica introduced Sue-Ellen Atkinson, the new Parking Operations Lead with the City of Palo Alto
- Phase 1 is tentatively scheduled to begin July 29, due to length of time for signage fabrication and installation
- Schedule is a draft and is subject to change, pending discussions with SEIU leaders

c. Administrative Regulations and Purpose

- Staff introduced a discussion of the draft Administrative Regulations and their purpose to further define and clarify the RPP Program. Administrative Regulations are meant to be citywide and are not limited to the Downtown RPP.
- Staff requested Group input on low-income employee permit
 - Stakeholder noted that Administrative Guidelines suggest two ways to qualify for low-income permit. Can the Guidelines be amended to offer qualification under either?
 - Stakeholder commented that some employees have high hourly rates but low annual wages.
 - Stakeholders generally supported employee qualification under either low-income standard; e.g. an hourly wage or an annual income Staff will delete option for household income out of the Administrative Regulations.
- Staff requested Group input on a daily or weekly option for employee permits
 - Stakeholders commented that the option would be relevant only for specific downtown businesses, and would not serve service workers
 - Stakeholder asked if the permit would be at full price?
 - Staff noted the permit would be pro-rated, but would be evaluated in the context of garage permit pricing as well
 - Stakeholder asked if this permit would be separate from visitor scratchers?
- Staff requested Group input on neighborhood support for RPP via a survey conducted in Phase 1.
 - Stakeholder noted that if the RPP is “successful”, the neighborhood will be parked up. A survey of the neighborhood during Phase 1 would be biased because nothing has changed.
 - Stakeholder advised having a survey drafted by someone with marketing expertise.
 - Stakeholder suggested eliminating proposed neighborhood survey in Phase 1 and waiting until Phase 2: “surveying imperfection gives imperfection”
 - Staff noted that we need a sense of how the RPP is working.
 - Stakeholders agreed that staff should analyze data to determine program success in Phase 1.
 - Staff agreed to move survey to Phase 2.

d. Data Collection and Permit Strategy – Phase 1

- Stakeholder noted that permit data for employees working in the parking assessment district is important to collect.
- Stakeholder recommended collecting data to determine how many employees from the “Commercial T’s” are parking in the RPP boundaries.
- Stakeholders agreed the city shuttle ridership data should be analyzed as part of RPP data collection. Employees may shift to parking further away and ride the free shuttle downtown.

e. Community Outreach Strategy

- Staff requested Group input on archiving the RPP Stakeholder website and using the RPP Feedback website (www.cityofpaloalto.org/downtownRPP) for program updates

- Group consensus to move forward
- Staff requested Group input on suggested outreach strategies including community meeting, mailing, and video
 - Stakeholder noted that early RPP announcements in 2013 were non-descript, and future notices need to be more specific
- Stakeholders commented regarding transferability of employee permits
 - Stakeholder questioned allocation of permits, and permits being held by companies for long periods of time.
 - Stakeholder commented that sharing permits between shifts would be useful.
 - Staff noted that when an employee leaves a company, the employer can transfer the value from the old permit to a new permit for another employee.
- Stakeholder queried if the new Palo Alto TMA could be a partner on outreach for RPP.
 - Staff noted that this is to be determined by the Steering Committee of the TMA
- Stakeholders requested hangtags for hourly employees.
 - Staff noted that this conflicts with Council direction on transferability.
- Stakeholder commented that there needs to be a conversation about where parking spaces will be located.
- Staff noted that the new Palo Alto Business Registry will have addresses for employers for outreach and communications.
- Staff noted that the website will be updated, and the next Stakeholder Group meeting will be held March 25th, 2015.

f. Members of the Public Comment

- Joe Baldwin commented that if permits are oversold, where will people park?
- Mary Dimit asked how permits will be assigned, i.e. by resident address or block where they reside?
 - Staff noted that there will be no assignment in Phase 1.
- Mary Dimit asked if permits will be bumper stickers?
 - Staff noted that permits may be similar to those already issued by City of Palo Alto.
 - Mary commented that she prefers if people do not know where she lives based on her parking permit.
- Michael Chacon asked how data will be collected and how often.
- Gabriel Mora commented that he is a PSO in Palo Alto, attending on his personal time. He supports the RPP program but is concerned that an enforcement contractor will take over all enforcement activities in the city. He is concerned for his job in the future.
- Daniel Becker commented that he is a representative of SEIU and that they would have liked to be included in the RPP discussions earlier.