

Palo Alto Residential Preferential Parking (RPP) Program Meeting Notes

Date: April 28, 2015, 3:00 – 4:30 pm

Location: City Hall, 7th Floor Conference Room, 250 Hamilton Avenue, Palo Alto

Attendees:

Name	Representation
RPP Stakeholder Group	
Michael Hodos	Resident, 944 Bryant (Professorville)
John Guislin	Resident, 225 Middlefield (Crescent Park)
Gabrielle Layton	Resident, 365 Lincoln (Downtown South)
Chop Keenan	Land owner, Keenan Land
Ben Cintz	Cintz Community Property
Will Griffin	Employee, Palantir
Elaine Uang	Resident, 321 Kipling (Downtown North)
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, 784 University
Russ Cohen	Palo Alto BID

Meeting Goals:

1. Overview of Palo Alto Transportation Programs
2. Identify challenges associated with Phase 2

Review of Goals and Agenda

1. Staff provided an overview of the agenda, which focused on a program update and overview of the parking strategy program.
2. Staff noted a City Council study session currently scheduled on June 8 that will provide an update on the comprehensive parking strategy. All programs are interrelated, and staff will be providing an overall update and review.
3. Staff noted that the Meeting Guidelines were posted and to be observed during all Stakeholder Meetings. Comments out of turn are not productive. The Guidelines serve as a reminder to be respectful and productive.

RPP Program Update

1. **Community Meeting and Outreach**

- Staff confirmed that the Community Meeting is scheduled for Thursday, May 7 at 6 pm in City Council Chambers.
- Staff has done direct door-to-door outreach to employers in the Downtown and SOFA business districts, and Stakeholders have assisted with residential outreach.
- Stakeholder inquired if staff had outreached directly to brokerage firms.
 - Staff has not. Staff to send PDF flyers for business outreach to interested stakeholders.
- Staff reported that the Frequently Asked Questions (FAQ) page is now posted, and linked directly from the Downtown RPP website:
www.cityofpaloalto.org/DowntownRPP.

2. Signage

- Staff is approximately 90% complete in marking future signage locations. The signage consultant will begin underground service checks.
- Stakeholder inquired what signage locations look like.
 - Staff noted the locations are marked by white rectangles and the letters 'RP' on the sidewalk, street, and/or planting strip.
- Stakeholder requested that Staff notify residents before marking locations in the future.

3. Online Permit Sales

- Staff noted that the online permit sales contract was awarded on April 13. The contractor expects a 75 day lead time to build the website. The City is currently working on setting up the payment gateway process and to design permits for the program.
- Staff noted that the parking website design process is expected to be initiated in the next week and confirmed that the parking website will be one stop shop for parking programs.
- Stakeholder inquired about the 75 day lead time, i.e. is it 75 days total, or 75 business days?
 - Staff clarified that the schedule allows for 75 business days, and the permit sales platform is expected to be available in early August.
- Stakeholder inquired about the format for permits?
 - Staff clarified that long-term permits are expected to be stickers, while transferable permits will be hangtags.

4. Citations and Enforcement

- Staff updated Stakeholders that the contract enforcement company (Serco, Inc.) signed the contract on 4/28. Council is expected to award the contract on June 1.
- Staff noted that the Serco manager on site will respond to specific citation inquiries.
- Stakeholder inquired as to the nature of enforcement and cost of contract?
 - Staff answered that the contract is for roughly \$500,000 annually, and includes a supervisor on-site, 4 enforcement officers doing chalking and markmoding.

The contractor may try LPR technology if it works but it is not proposed as the best strategy. The enforcement officers will likely employ random enforcement to keep individuals from “gaming” the system.

- Stakeholder asked for explanation of the “markmoding” technique.
 - Staff clarified that this method involves physical entry of license plates into a handheld device that is later uploaded into a database. The data will be identical to what police do currently.
- Stakeholder asked what the three primary contracts are for the RPP program?
 - Staff noted that Contract Enforcement, signage, and the citation processing vendor are the contracts in place at this time.
- Stakeholder inquired if the city will be collecting data just from citations or collecting where people are parking on the street?
 - Staff noted that the City doesn’t collect data on citations, but rather on permits sold and where people are parking. For the upcoming RPP program the City will have weekly operations meetings with the contractor in the field to gather info that will help to guide program. The data collection likely will not be granular to level of “2 cars from Employer X, 3 from Employer Y.”
- Stakeholder inquired if there would be different color permits for residents/employees?
 - Staff confirmed that the permits would look different for both audiences.
- Stakeholder asked if permits will have numbers on them that will be marked down for data collection?
 - Staff confirmed permits are expected to have license plate numbers or bar codes.

Integrated Transportation Strategy Overview and Update

Staff provided an overview of how parking management, parking supply measures, and transportation demand management initiatives come together to form a cohesive and integrated approach

1. Garage/Lot Technology (PARCs/PGS)

- The focus of the Parking Access and Revenue Controls (PARCs) and Parking Guidance System (PGS) project is to give real-time data on parking occupancy and to provide infrastructure for paid parking in garages.
- Council awarded the contract to Walker Parking Consultants. Walker will complete the design specifications for the system, which will then be bid out for construction separately.
- Stakeholder noted that the City should seek input from the downtown parking district on that conversation. There are reservations about gates at garage entrances.
- Stakeholder inquired if this idea is similar to the parking system in Redwood City, i.e. one parks and purchases a permit for the duration of their visit?

- Staff noted that the City doesn't have preconceived ideas of what this system will ultimately look like. The consultant has been brought on board for their strength in designing these systems.
- Stakeholders noted similar systems in Europe that utilize a credit card for ingress/egress.
- Stakeholders inquired regarding timeline for this construction.
 - Staff noted that timeline for completion is unknown. The design will take time, and will then need to go to bid for construction.
- Stakeholder asked if there has been a decision about paid parking for on- and off-street parking?
 - Staff responded that there has not been a decision, but there is funding requested in the FY 16 budget for a paid parking study to explore that conversation.
- Stakeholder inquired if the contract is just for parking?
 - Staff confirmed that the consultant will design for both garages and lots. On-street parking may be added to the contract in the future, but is not currently included.

2. Wayfinding

- Council awarded the contract for parking wayfinding and branding to Hunt Design on March 2. A small subcommittee convened in late March to discuss design themes, with a second meeting in early May scheduled to review early design concepts.
- Stakeholder inquired if Hunt is doing the wayfinding design but not fabrication?
 - Staff confirmed that Hunt is creating design and the City will bid out for construction later.

3. Valet

- Staff noted that Lot R valets are parking an additional 25-50 cars daily, and Staff expects to go to Council June 8 to recommend expansion of valet program to Lot CC and Lot S.
- Stakeholder inquired if valet at Lot CC is for employees or hourly parking?
 - Staff confirmed valet is for permitted spots only.
- Stakeholder asked what the capacity for Lot R is?
 - Staff noted that Lot R has 134 permit spaces. The City is selling 300+ permits, which is not typical. Permits are usually oversold by 20-30%.

4. Paid parking study

- At Council's direction, Staff is developing an RFP for a paid parking study.
- Stakeholders noted the success of the program in Burlingame, and suggested collaboration with the BID.

5. Solar on Parking Garages

- Staff reported that Public Works expects Council approval of the solar lease in June pending continuation of the CLEAN rate program on May 18.

6. TMA

- Staff updated that the TMA is conducting a downtown employee commute survey. The TMA consultants expect data in June that will help inform pilot programs in mid-summer. The preliminary focus of the pilot programs is on shift workers displaced by the Downtown RPP program.
- Staff noted that the TMA has a new website: www.paloaltotma.org
- Stakeholder inquired if the survey will aggregate data from SurveyMonkey and Palantir company surveys?
 - Staff confirmed that the consultants have that data and will combine it with other companies.
- Stakeholder inquired about the status of the GO Pass program at City Hall.
 - Staff noted that employees are now all offered a GO Pass. 120 employees have GO Pass and are using it.
- Stakeholder asked what City resources are involved in the TMA?
 - Staff noted that the Transportation Planning Manager, Parking Operations Lead, Interim Chief Transportation Official, and Assistant City Manager have been involved in the TMA to date.
- Stakeholder inquired when survey data will be available.
 - Staff expects data in June.
- Stakeholder asked when the next TMA meeting is scheduled?
 - Staff confirmed the next scheduled meeting is May 14.

7. Parking garage

- Staff noted that the proposed Downtown parking garage is proposed at Lot D (Waverly/Hamilton) and is part of the FY 2016 budget approval process.
- Stakeholder inquired how many spaces the new garage will hold?
 - Staff answered that the number of spaces haven't been determined. There are 86 spaces in the existing surface lot.
- Stakeholder stated that mechanical parking could be a cost-saving option for the new garage.
- Stakeholder inquired about the satellite parking project.
 - Staff will provide an update on satellite parking at the upcoming Council parking and TDM update.

Phase 2 Discussion

- Stakeholder asked about procedure if a street or block face wants to opt in or out?

- Staff noted that Lincoln is both sides of 300 and 400 blocks. Right now all included streets are both sides of the street.
 - Similar to opting into and out of district, staff would look at petitions to determine if both sides of the street are in the program.
- Stakeholder inquired what the algorithm is for equitably distributing non-residential parking?
 - Staff responded that this has not yet been determined.
- Stakeholder asked how many non-resident parking spaces will be on each street?
 - Staff responded that this has not yet been determined.
- Stakeholder inquired how much will resident permits cost during Phase 2?
 - Staff responded that the first permit is free, then the residents may purchase up to 3 additional for \$50 each.
 - Stakeholder noted the cost is to help cover the cost of enforcement.
- Stakeholder asked if the City has predetermined what data we want to collect?
 - Staff responded that this has not yet been fully determined, but that the City intends to collect data on the number of employees who purchase permits, where the businesses are located, how many reduced-price permits are sold, etc.
- Stakeholder requested clarification regarding employers purchasing permits for employees. Are they able to purchase the reduced-price permits?
 - The reduced-price permits are for individual employees who qualify based on income. \$50 permits/reduced-price permit. Employers are not eligible to purchase reduced-price permits, but they can purchase transferable permits that shift workers may share.
 - Feedback from Whole Foods, Apple, etc. employees helped determine pricing for reduced-price permits to give an option for workers.
- Stakeholder noted that employers will likely either reimburse for reduced-price permit or buy transferrable permits.
- Stakeholder stated that the group needs data on permit purchases before doing algorithm for parking in phase 2.
- Stakeholder noted that the current question is how many of those parking in neighborhood are from Stanford, Caltrain, Town & Country, etc.. Once those parkers are not on the street, we'll know what we're dealing with.
- Stakeholder asked if parking pricing (i.e. having more expensive parking in more desirable locations) be part of the discussion?
 - Staff noted that there will be a paid parking study in the next fiscal year that may address this question.
- Stakeholder inquired if permits will be distributed by block or two blocks, rather than being prescriptive by block face?
 - Staff noted that parking must be optimized. Spaces designated for employees may be by block or block face. There will likely be tweaks after phase 2 is initiated.
- Stakeholders noted that to the extent that what is planned now is flexible, it can be morphed into final program.