

# Downtown RPP Implementation



**April 28, 2015**  
**City of Palo Alto**  
**City Hall**  
**3:00 – 4:30**

# Agenda

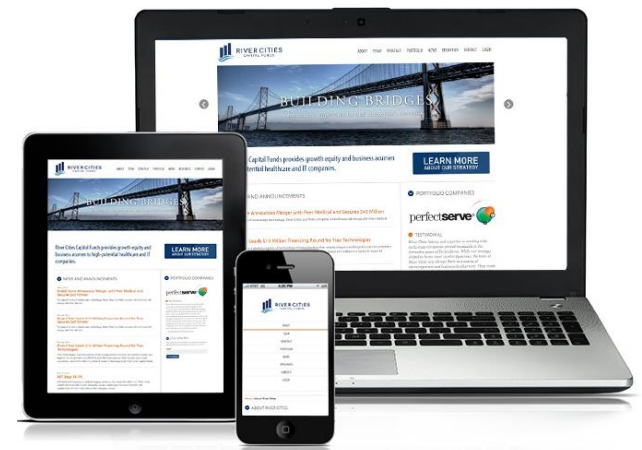
1. Integrated Parking Strategy Program Overview
  - RPP Program Update
  - Parking Management, Parking Supply and TDM
2. Phase 2 Issues Discussion and Brainstorm
3. Members of the Public Comment
4. Wrap Up

# Project Updates

- Community Meeting May 7
  - Council Chambers, 6pm
  - Flyer distribution to residents and employers
  - Thank you for assistance!
- FAQ page now posted
  - Linked from [cityofpaloalto.org/DowntownRPP](http://cityofpaloalto.org/DowntownRPP)
- Signage location marking 90% complete
  - Consultant beginning USA checks this week
  - Signs are in fabrication

# Online Permit Sales

- Contract awarded on April 13; 75 day lead time to build website
- Working with consultant to set up payment gateway process and to design permits for program
- Parking website design process also to be initiated within the next week



# Citations and Enforcement

- Serco, Inc. signed contract 4/28; Council contract award date June 1
- City to have Serco project manager on-site for citation inquiries; location TBD
- Staff working through details on process for citations and collections

## Parking Management

Downtown RPP

Permit Policy

Pricing

Parking Technology

## Parking Supply Measures

Valet Assist Programs

Satellite Parking /  
Temporary Supply

New Garages

## Transportation Demand Management

Transportation  
Management Association

Shuttle Programs

Employee Commute  
Programs

Carshare

Palo Alto's Big Parking Picture

# Garage / Lot Technology

- Contract Award to Walker Parking on May 4
  - City to create stakeholder group to help design technology improvements
  - Parking Facility Management System
  - Occupancy/Permit information
  - Paid Parking Infrastructure



# Garage / Lot Technology

- **Parking Access and Revenue Controls (PARCS)**
  - Gates, AVI or Gateless Entry (LPR)
- **Parking Guidance System (PGS) Technology**





# Garage Wayfinding

- Contract awarded March 2
- Stakeholder group convened March 31 to discuss design themes and constraints
- Second subcommittee meeting May 6 to review design studies and potential themes



# Valet-Assist Program Expansion

- Lot R parking 25-50 cars daily
- Expand existing valet parking program to City Lot CC and Lot S scheduled tentatively for June



# Paid Parking Study

- Study paid hourly parking in downtown business district
- SFPark example – demand responsive pricing in response to occupancy targets
- 8-74% of commercial center traffic results from circling looking for cars (vtpi.org, Shoup)
- Re-invest street parking revenue into local streetscape – Pasadena, Ventura



# Solar on Parking Garages

- City issued RFP to install/maintain PV facilities at five City owned parking structures
- Annual lease payment to go to Parking Districts (University + Cal Ave)
- Palo Alto CLEAN program purchases electricity
- Phased construction to reduce impact on parking
- Staff expects Council approval of lease in June pending continuation of CLEAN rate program rates 5/18



# PALO ALTO TMA STEERING COMMITTEE

## WORK PLAN 2015

QUARTER 1

QUARTER 2

QUARTER 3

QUARTER 4

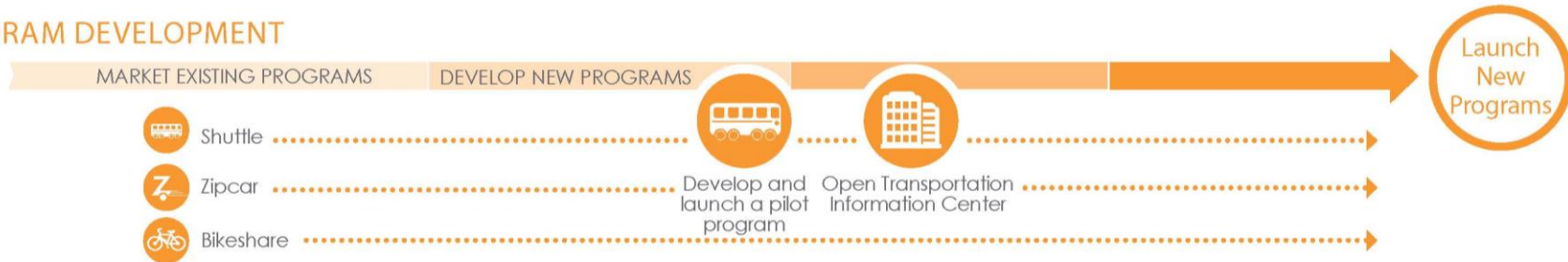
### TMA ORGANIZATIONAL DEVELOPMENT (STEERING COMMITTEE)



### COLLECT DATA



### PROGRAM DEVELOPMENT



### COMMUNICATIONS



CITY OF  
**PALO  
ALTO**

in association with **Our Palo Alto**

# Downtown Parking Garage

- New Downtown parking garage part of FY 2016 budget approval process
- Proposed site is Lot D at Waverly/Hamilton

