



City of Palo Alto

City Council Staff Report

(ID # 5516)

Report Type: Consent Calendar

Meeting Date: 3/9/2015

Summary Title: Contract Award to Hunt Design for Parking Wayfinding

Title: Approval of Contract to Hunt Design for \$104,600 for Design of Downtown Parking Wayfinding and Signage and Development of a Parking Brand, and Approve a Budget Amendment Ordinance in the Amount of \$104,600 Transferring Funds from the University Avenue Parking Permit Fund to CIP PL-15004, Parking Wayfinding Project

From: City Manager

Lead Department: Planning and Community Environment

Recommendation

Staff recommends that Council:

1. Authorize the City Manager or designee to award a contract in the amount of \$104,600 to Hunt Design for design of parking wayfinding and signage serving the Downtown commercial core, and for development of a parking brand which would be used on all city notices, websites and information related to public parking.
2. Approve the attached Budget Amendment Ordinance (BAO) to transfer \$104,600 from the University Avenue Parking Permit Fund to Capital Improvement Project (CIP) PL-15004, Parking Wayfinding Project.

Executive Summary

To address parking and traffic challenges with the Downtown area, the City has been working on a multi-pronged parking strategy since early 2014. The strategy includes projects which increase the amount and availability of parking (parking supply measures), improving how existing parking is managed and controlled (parking management strategies) and strategies which reduce traffic demand (transportation demand management strategies). Parking wayfinding, a parking management strategy which helps direct customers and visitors to parking locations using clear directional cues and easy-to-follow parking signage, emerged as a top concern in 2014 as Staff investigated ways to encourage parking in Downtown garages and lots. Staff released an RFP for design of improved parking wayfinding in late 2014 and received 5 proposals as a result of the solicitation; a summary of the proposals and costs received is provided in Figure 1.

Figure 1: Wayfinding Proposals Received

Name of Firm	Proposal Cost
Merje Design	(\$86,900.00)
Hunt Design	(\$104,600.00)
GNU	(\$95,450.00)
Shannon Leigh	(\$271,040.00)
Sussman Prejza and Company	(\$53,140.00)

Staff interviewed all 5 firms and found that Hunt Design emerged as the most qualified consultant based on an evaluation of relevant experience, proposed staffing approach, cost and design aesthetic.

In addition to parking wayfinding, additional parking management strategies underway in 2015 include the implementation of PARCs (Parking Access and Revenue Control equipment) and PGS (Parking Guidance Systems) in Downtown garages and lots. The City has posted a Request for Proposals (RFP) for design of these systems, which would provide the infrastructure to charge for parking, monitor garage and lot parking occupancy and provide information to a central database on how many spaces are available at any particular time. It is envisioned that Hunt Design will coordinate with the consultant who is selected for the PARCs and PGS design to ensure that signage and technology are appropriately integrated. Staff will also expect to conduct a study on paid parking for the on-street parking spaces in the Downtown commercial core during 2015 as part of a continued parking policy discussion.

Background

As part of an exercise to look globally at parking challenges within the Downtown core and potential solutions, the City engaged with SP Plus, the parking management firm responsible for the Lot R valet-assist program, to provide some consulting services on potential parking solutions which could help regulate Downtown parking more effectively. SP Plus met with city staff and members of the parking committee in April and May of 2014 to discuss parking challenges in the Downtown core and potential solutions, and developed a final report with several recommendations. The report was shared with Council on August 18, 2014 (see Attachment A for staff report 4972).

Improved parking wayfinding emerged as a top concern as part of the analysis, as existing parking signage is not consistent between parking facilities and parking wayfinding signs are often not at eye level and difficult for drivers to locate. In addition, it was noted that the existing signs lacked consistency and there was no “parking brand” for the City that could help visitors easily identify public parking facilities or parking information. Given that maximizing the utilization of existing parking facilities is a top priority, Council directed staff to move forward

with a solicitation for Parking Wayfinding.

In response to the SP Plus report and also following Council direction, staff initiated several other RFPs in addition to wayfinding, including services for the development of a new public parking website, online permit sales for the approved Downtown RPP program and the solicitation for PARCs and PGS equipment. The RFP for wayfinding also included the development of a recognizable parking brand that could be integrated into garage and lot signage, the new parking website and any other public parking elements. The RFP, found in Attachment B of this report, includes services for design and construction administration of the new wayfinding signage and branding only; the project will be bid out competitively once design and specifications are completed.

Discussion

As part of the wayfinding scope of work, Hunt Design will evaluate the existing parking signage in Downtown, develop a map outlining recommendation signage locations and type, create a parking brand for the city and develop a signage typology and design guidelines which can be used to create future parking signage. Hunt will also coordinate with the selected designer of the PARCs and PGS equipment, specifically for the joint development of dynamic message signage which will provide real-time occupancy data for permit and hourly spots in garages and lots. Additionally, Hunt will provide cost estimates of proposed signage and mockups of signage in proposed locations as part of the design process. The project will be subject to ARB review prior to City Council approval of a final design and staff anticipates community outreach as part of the work.

Timeline

Staff anticipates that the design work will take at least 6-9 months to complete from contract award, with the schedule depending on the number of ARB and design review sessions. Staff's goal is to complete the work in 2015 so that the construction of the project can occur early in 2016.

Resource Impact

The design contract with Hunt Design amounts to \$104,600. The implementation of signage itself and the construction associated will depend on the final design and quantities of signage, but is estimated that cost at least \$250,000. Staff requests Council approval of the attached BAO, transferring \$104,600 from the University Avenue Parking Permit Fund and appropriating it to CIP PL-15004, Parking Wayfinding Project.

Policy Implications

Improvement of wayfinding signage is consistent with the City's multi-pronged parking approach which has been endorsed by Council on several occasions, and the following comprehensive plan policies:

Goal T-8: Attractive, Convenient Public and Private Parking Facilities

Policy T-45: Provide sufficient parking in the University Avenue/Downtown and California Avenue business districts to address long-range needs

Environmental Review

Staff anticipates the project will replace and adjust existing signage and may be exempt from environmental review; however, if environmental review is required based on the wayfinding design and recommendations, staff will perform this review concurrent with the Hunt Design scope.

Attachments:

- Attachment A: Staff Report August 18 Garage Technology (PDF)
- Attachment B: Contract with Hunt Design Associates (PDF)
- Attachment C: Wayfinding RFP (PDF)
- Attachment D: Budget Amendment Ordinance xxxx - Wayfinding Design Contract (DOCX)



City of Palo Alto

City Council Staff Report

Attachment A

(ID # 4972)

Report Type: Action Items

Meeting Date: 8/18/2014

Summary Title: Garage Technology Implementation Plan

Title: Status Report on Parking Garage Technologies That Can be Used to Manage Parking Supplies and Council Direction Regarding Implementation of Parking Guidance Systems

From: City Manager

Lead Department: Planning and Community Environment

Recommendation

Staff recommends that the City Council receive a presentation on the status of implementing parking garage technologies recommended in the attached report (Attachment B), and provide staff direction to solicit proposals for immediate implementation of Parking Guidance Systems (PGS), or for the combined implementation of integrated Parking Guidance Systems and Revenue and Access Control equipment.

Executive Summary

Working with the consultant, SP Plus, and downtown stakeholders, staff has explored a number of improvements that could improve occupancies in City-owned parking garages and plans to proceed with implementation of the following recommendations via requests for proposals this month:

- Improved way-finding signs, most likely consisting of static signage complemented by dynamic signs (“parking guidance systems”) directing drivers to garages with available capacity (Report Recommendation 1)
- Improvements to the City’s website for parking permits and information (Report Recommendation 2)
- Enabling online permit sales (Report Recommendation 4)
- Enhancing on street parking enforcement through the use of contractors when RPP is implemented (Report Recommendation 9).

The following additional recommendations can be considered for implementation after these initial recommendations are implemented:

- Development of a downtown parking App (Report Recommendation 3)
- Revising the three hour time limit in garages to match the two hour limit in parking lots (Report Recommendation 5)
- Offer more pricing options to increase the use of permit parking (Report Recommendation 6)
- Consider elimination of the color zones used to regulate short term parking on street and in parking lots (Report Recommendation 7)

There is one technology-related question requiring further Council direction. Report Recommendation 8 would implement garage access and revenue controls to enable drivers to pay to park beyond three hours in garages. Staff is seeking Council direction whether to move forward with parking guidance systems immediately, or whether to take some additional time and integrate parking guidance systems with deployment of access and revenue controls. See the Discussion section, below, for more information.

Background

As part of a set of integrated strategies aimed at maximizing the utilization of existing Downtown parking supply, on February 10, 2014 Council directed staff to issue an RFP for garage access and revenue controls aimed at collecting “real time” data on parking occupancy, introducing flexibility for transferable permits between employees, and supporting payment options for downtown visitors who park longer than three hours. The Action Minutes from the February 10 meeting are included as Attachment A.

The following initiatives were included as part of the motion:

Table 1: Parking Supply Initiatives Update

Council Direction	Status
Direct staff to return with additional information and three possible recommendations for the location of a new parking garage downtown, as well as updated information about the number of additional spaces required.	Staff is scheduled to provide recommendations and information concurrent with Council’s review of potential Public-Private partnerships (see below)
Solicit Statements of Interest/Qualifications for Public-Private Partnerships to increase Parking Supplies on City-owned lots for discussion and direction in August	The City initiated a Request for Information (RFI) process for Public-Private partnerships and proposals will bring a recommendation to the Council in September
Solicit Proposals for Design & Environmental Review of spaces of Satellite Parking for discussion & possible award in June	Contract award was removed from consent in June and approved on August 11.
Authorize permit sales to SOFA Employees at Lot CC – Civic Center and lot CW – Cowper/Webster immediately	City has opened permit sales to SOFA employees for Lot CC and Lot CW. Approximately 33 SOFA employees have

	purchased permits to-date. The City anticipates a larger permit demand from SOFA employees as RPP strategies are developed.
Solicit Proposals For Parking Technology – Access & Revenue Control Equipment and Parking Guidance System for discussion and possible award in August	Subject of this report
Direct staff to conduct monthly monitoring of permit parking	See below for a discussion of monthly monitoring.
Palo Alto Planning & Community Environment, August 2014	

In May 2014, Staff issued a report on parking garage occupancy and an update on the activity of the Lot R valet assist program (see Attachment B). The report indicated that during March and April, the Downtown garage occupancy levels were around 70% occupied, both for permitted and hourly spots.

Staff has continued to collect occupancy data in May, June and July. The average occupancy for this period was 68% for the permit spaces, and 70% for hourly spaces. Occupancy levels tend to fluctuate in the summer due to vacation schedules and irregular work patterns, but the overall trend showed that the permit space occupancies are creeping higher as the summer months go by, from 56% occupancy in May, to 65% occupancy in June, to 81% occupancy in July.

Staff has not changed the permit caps at any of the garages (maximum number of permits sold for a garage) since March, as the occupancies over the summer are often too irregular to detect a true pattern, but generally the occupancies have increased at the CW (Cowper Webster) garage and decreased at the CC (Civic Center) and S/L (Bryant) Garage. Currently, Staff is holding off on issuing permits to park at the CW garage as it has been reaching capacity over the month of July, possibly due to a large number of day permits which were recently sold. Staff will continue to monitor the occupancy of the garages through the fall and winter months, and make adjustments to the permit caps as necessary. Staff has also requested a proposal for valet implementation at the CC garage for consideration later in the year.

During the same period, Staff has been making progress on the design and development of the Downtown RPP program, which is scheduled to be brought for Council consideration in November. A survey is being distributed between August and September to residents in the Downtown neighborhoods to solicit feedback on the design of the program before developing the final program recommendation. Concurrently, Staff is releasing RFPs for contract enforcement and online permit sales to support the anticipated new District. In addition, Staff is moving forward with the implementation of a pilot program with Zipcar and the launch of a Transportation Management Association (TMA) initiative, set for Council approval on August 11.

Discussion

To help craft the request for proposals (RFP) for garage technologies requested by the City Council on February 10, 2014, staff worked with SP Plus, the City's consultant and operator of the Lot R (High Street) attendant parking program, to outline possible technologies and their recommendations for implementation.

SP Plus' scope of work included engaging with Downtown businesses and SP Plus facilitated meetings on April 16th and May 15th with a group of representatives from local businesses and downtown property owners. The discussions included a visioning session around macro-level parking challenges within the community, and narrowed-in on specific policy improvements and recommend technology upgrades that could help address key goals. The stakeholders discussed several challenges, including the following:

1. Under-utilization of garages due to lack of pricing incentives and free parking in residential areas, despite over-selling of permits at all garages
2. Over-parking in residential areas due to employee parking
3. Inability to transfer parking permits between employees of one business
4. Lack of data about who was using the garages and when
5. Lack of centralized information on parking for visitors and residents
6. "Gaming" the existing color zone system
7. Lack of parking options for hourly and low-income workers

The group also noted that maintaining Palo Alto's character and business-friendly environment was a high priority, and that any implemented parking controls should reflect that necessity.

SP Plus synthesized the stakeholder comments based on their technical expertise and brought forth a series of recommendations, some related to garage policy and some related to infrastructure improvements. The recommendations are summarized below, along with the status of each, and the full report is included as Attachment C.

Recommendation No. 1: Improved Branding Program and Standardized Sign Installation for Parking Lots and Garages and Parking Guidance Systems

SP Plus noted weaknesses in the existing parking signage as well as parking branding inconsistency, and suggested that improved signage would help visitor access to parking. Parking Guidance Systems (PGS) would also enhance visitor ability to find available parking, especially if signage could be integrated at key Downtown intersections as well as garage and lot entries. Staff is developing an RFP for improved branding and "wayfinding" to be released in August 2014 which will include provisions for architectural design (look and feel) of Parking Guidance Systems.

Recommendation No. 2: Enhance City (Parking) Website

SP Plus recommended that there should be a dedicated parking website for visitors and local businesses which could serve as a first-stop information source for parking in the community. Currently there are many places on the City's website which have information on parking, and so visitors may need to look on multiple sites for information on citations, permits and parking garage locations. Staff plans to integrate parking website design into an RFP for online permit sales that would be released in August or September.

Recommendation No. 3: Develop a Downtown Palo Alto Parking App.

SP Plus recommended a parking app that could provide information on local parking facilities and permit purchase. Parking occupancy data is required for an application to function properly. The City has an active pilot project with VIMOC Technologies of Mountain View, CA to deploy on-street parking space sensors on Hamilton Avenue and Ramona Street. If the pilot project is successful the City will release a Request for Proposals to allow for a complete Downtown deployment. VIMOC Technologies is developing a mobile app and online tool to support its sensors. The City also has an active Traffic Signal Management System upgrade project scheduled for council consideration of award in September. The new Traffic Signal Management System will include online tools to push real time traffic signal data to the public, including parking information, dependent on sensor data. The Traffic Signal Management System developer, Trafficware of Sugar Land, TX will partner with VIMOC Technologies to integrate parking sensor data into the system. The signal system will then push the data online as part of an open data source platform for other parking application developers to use and include on multiple applications.

Recommendation No. 4: Develop Online Permit Sales

Online permit sales would streamline permit purchase process for all permit programs. Staff is working on an RFP for online permit sales related to the anticipated Downtown RPP District. As part of the solicitation, Staff will also request costs for online sale of other parking permits.

Recommendation No. 5: Revise Parking Time Limits

SP Plus recommended changing all three hour spots in garages to two hour spots to be consistent with existing lots and streets. Shortening the time period would encourage parking turnover; also, occupancy data from several mid-peninsula cities shows that most parkers do not stay for two hours, let alone three. Staff plans to consider this strategy at a later date, once the City can gather additional (timed) occupancy data.

Recommendation No. 6: Expand Permit Pricing Options

SP Plus noted that Palo Alto's limited permit options did not support different types of workers

(e.g. professional, hourly, temp, etc.). They recommended adding ranges of permit pricing to support lower-wage workers, as well as additional options for monthly and daily permits. Staff plans to bring forward related analyses and recommendations following implementation of online permit sales and other technologies.

Recommendation No. 7: Eliminate the Downtown Color Zone

SP Plus noted that many customers simply move their car between the color zones downtown, rendering the program ineffective. Staff is currently piloting a new on-street parking occupancy system with a local business, VIMOC, which will allow staff to collect real-time parking occupancy and duration data. Verifying parking turnover will help provide the data needed to support color zone elimination. Staff plans to bring forward related analyses and recommendations once additional (timed) occupancy data is available and other technologies are put in place.

Recommendation No. 8: Introduce Off-Street Paid Parking options through Implementation of Access and Revenue Controls

According to SP Plus, providing customers and visitors the ability to pay to park beyond a certain time limit by implementing revenue and access controls to the garages would have a number of benefits, including potentially providing for permit transferability, increasing parking turnover and gathering data on the garage and lot occupancy. Staff is seeking Council direction regarding implementation of this recommendation.

Recommendation No. 9: Enhancement of On-Street Parking Enforcement

According to SP Plus, current enforcement operations rely on outdated technology, and introducing advanced License Plate Recognition equipment could provide more efficient enforcement. Staff plans to release an RFP for private-sector parking enforcement of future RPP Districts, including the use of LPR technology.

Overview of Parking Guidance Systems & Access and Revenue Controls

Parking Guidance Systems

Parking Guidance Systems (PGS) include two elements: 1) Vehicle-counting equipment at garage and lot entries to track vehicle occupancy, and 2) Dynamic signs placed at garage and lot entries to provide immediate notice of parking space availability. Dynamic signs can also be placed at gateway entry points in business districts to help efficiently guide motorists to parking facilities. Feedback from the stakeholder group suggested that the implementation of Parking Guidance Systems would help maximize the utilization of Downtown lots and garages, and reduce time that drivers spend hunting for a parking spot.

PGS equipment may work in several ways. One type of technology utilizes the installation of

sensors in individual parking bays. The sensors provide real time updates to a central server that then pushes the data to all signage locations. A less expensive option is to track the availability of spaces via loop detectors at each garage entry point and managed areas of the garages. As vehicles enter and leave the garage the movement adds or subtracts from the total available parking space supply of the site. All vehicles are managed including accessible-need vehicles, motorcycles, and pool vehicles. Microwave detectors are another option and are placed on the ceiling of the garages, again at either just the entry or also at managed parking areas.

PGS signs can be designed to identify available Visitor “hourly” parking spaces and Employee “permit” parking spaces. When permit spaces convert to hourly spaces in the evenings after 5:00PM and on weekends, the total available parking spaces in the garages are added to the Visitor space counts and no Employee space data is provided.

SP Plus recommends that the design of PGS equipment be coordinated with improved parking branding and wayfinding signage at garage entries and Downtown gateway locations (Recommendation 1, above). Location of the gateway entry PGS signs will require design consideration; this process will include soliciting input from the Architectural Review Board (ARB).

Access and Revenue Controls

Access and Revenue controls introduce time-stamping of vehicles entering the garages and lots, and can also control access to managed parking spaces such as Employee permit parking spaces. This equipment can feed data to PGS dynamic signs and also integrate with parking occupancy data to provide real-time parking data to motorists.

Several equipment options are provided in Table 2, including gated facility operations, gateless facility operations, and simple metered parking spaces. The traditional method of tracking vehicle exit and entry to garages and lots is through the use of barrier gates. However, the stakeholder committee had some concern that the aesthetic of gates in garages could detract from a “business-friendly” Downtown, so LPR (License Plate Recognition) technology was included as an option that does not require physical gates.

LPR technology counts the number of cars entering a parking facility, connects this information with PGS equipment, and reads license plates to identify permit holders automatically. It can either be implemented using a “passive” or “active” enforcement strategy; in the former setup, the entire operation eliminates the need for enforcement officers to provide citations by processing whether or not a customer has paid for their parking and sending them an invoice in the mail. In an “active” enforcement operation, the equipment alerts the enforcement officers when a citation should be issued for a customer who has stayed past the allotted time allowance. However, LPR technology is currently a developing market and detection accuracy is still improving.

**Table 2:
Potential Options for Revenue and Access Control
(To be Determined by Vendors in Response to Request for Proposals)**

	Option #1: Gated Facility Operations	Option #2: Gateless Facility Operation with Active Enforcement	Option #3: Gateless Facility Operation with Passive Enforcement	Option #4: Gateless Entry and Gated Exit	Option # 4: Meters at each spot
Equipment Description	<p>Entry: Gates.</p> <p>Detection: loops or microwave sensors</p> <p>Pay stations: Visitors pull tickets or tokens. Pay Stations with business valet options.</p> <p>Employees receive RFI “Fast Trak”-like units to auto open gates.</p>	<p>Entry: LPR (license plate recognition) technology.</p> <p>Detection: Video license plates read for Visitors and Employees.</p> <p>Pay stations: Visitors pay at Pay Stations via phone/tablet devices via app download.</p> <p>Employee permit holders are stored in a database and are verified through detection equipment.</p>	<p>Entry: LPR (license plate recognition) technology.</p> <p>Detection: Video license plates read for Visitors and Employees.</p> <p>Visitors pay at Pay Stations via phone/tablet devices via app download or receive invoice in the mail.</p> <p>Employee permit holders are stored in a database and are verified through detection equipment.</p>	<p>Entry: LPR (license plate recognition) technology.</p> <p>Detection: Video license plates read for Visitors and Employees.</p> <p>Pay Stations: Visitors pull tickets or tokens. Pay Stations with business valet options.</p> <p>Employees receive RFI “Fast Trak”-like units to auto open gates.</p>	<p>Standalone parking meters at each parking spot, could also have mobile access.</p>
Payment Option	<p>Either in a pay station or at the gate, or mobile phone app. Drivers cannot leave</p>	<p>If the driver does not have a valid permit they can pay for parking via an onsite pay station or parking</p>	<p>If the driver does not have a valid permit they can pay for parking via an onsite pay</p>	<p>If the driver does not have a valid permit they can pay for parking via</p>	<p>At the meter. This option would not impact the current enforcement</p>

	the garage without paying. Credit card payment option at egress gate for convenience.	app. The system will alert enforcement offices if there is a driver who has not paid for additional time spent in the garage. However, if driver leaves before being cited they face no penalty.	station or parking app. If they drive out of the garage without paying for the additional time, they will receive an invoice in the mail for the additional time spent in the garage (this option is costly due to the citation processing required)	an onsite pay station or parking app. They cannot leave the garage without paying.	operations of the garages, which require regular patrol by enforcement officers.
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Rather than specify desired equipment as part of a solicitation, Staff recommends providing the City’s overall requirements in an RFP and allow the vendors to recommend the best solution based on those requirements. Staff requires Council direction, however, on whether to proceed with Parking Guidance Systems in advance of Access and Revenue Controls, or whether to implement them simultaneously. Here are the two options:

Option 1: Immediately Issue RFP for Parking Guidance Systems for Downtown Lots and Garages

Staff can solicit proposals from vendors for the design/build and placement of parking guidance systems at the entrances of garages, and have the vendor specify the most cost-effective and appropriate technology solution to support that signage. This option provides PGS solutions ahead of Access and Revenue equipment. Detection equipment provided immediately as part of this option may no longer be needed at the time Access and Revenue control solutions are provided.

Staff estimates that PGS solutions can be implemented concurrent with RPP in Quarter 1 of 2015 via this option, however the system may need to be traded-out or modified when access and revenue controls are later implemented.

Option 2: Issue a Combined Solicitation for Parking Guidance Systems and Access and Revenue Controls

In addition to PGS, the installation of revenue and access controls within the garages introduce options to both meter visitors parking beyond the current 3-Hour Free Parking period and

introduces the ability to transfer permits between employees for businesses. Access and Revenue controls may also help streamline parking enforcement for the garages depending on access controls used.

This option includes soliciting proposals for immediate implementation of PGS and Access and Revenue Controls combined. This approach would allow the systems to be part of a full-integrated platform, avoiding multiple systems with overlapping capabilities. Combining the two solicitations into one RFP aligns with SP Plus's recommendation that initiatives requiring vendor support should be integrated in one cohesive RFP. However, it will also delay the issuance of an RFP by several months.

Timeline

As noted in the Discussion section, above, staff is proceeding with a number of technology solutions aimed at improving utilization of downtown garages and collecting data about garage occupancy on a continuous basis. There is one outstanding question as to whether Parking Guidance System should be implemented in advance of Access and Revenue Controls, or whether they should be implemented concurrently (See Option 1 and 2, above).

With Option 1, staff would issue a solicitation for PGS equipment in August or September of 2014, and then issue a subsequent solicitation for the Revenue and Access control equipment. Option 2 would delay the issue of a combined solicitation for a few months while staff determines the appropriate requirements for revenue and access controls, and potentially implements some of the other policy direction initiatives suggested by SP Plus.

Resource Impact

The City has allocated \$2.0 million in CIP PL-12000 (Parking & Transportation Improvements) for the implementation of Access and Revenue Controls (\$1.6 million) and Parking Guidance System Technology (\$0.4 million). Revenues gained from newly introduced metering options from the access and revenue control equipment can be used to pay back the CIP Program, while the \$0.4 million for Parking Guidance System Technology is supported by parking permit revenue in the University Avenue Parking Permit Fund. Cost estimates and revenue generation estimates will be further refined as part of the RFP process.

Policy Implications

The implementation of parking garage technologies, including Parking Guidance Systems and Revenue Access Controls, is consistent with the following Comprehensive Plan goals and policies and would allow the City to better manage existing parking supplies:

- Goal T-8: Attractive, Convenient Public and Private Parking Facilities
- The 13-Point Parking Program, including the following points:
 - o Consider valet and/or paid parking on one or more appropriate Downtown lots
 - o Implement a new graphics program to provide signs, maps and other graphics about Downtown parking facilities for shoppers, employers and employees
 - o Create and educational flyer about where parking is, how much is available and

- how much it costs each time an employee moves his or her car
- Policy T-45: Provide sufficient parking in the University Avenue/Downtown business districts to address long-range needs

Environmental Review

This project is exempt from the California Environmental Quality Act under Section 15061(b)(3) of the Guidelines.

Attachments:

- Attachment A: City Council Minutes dated 2-10-14 (PDF)
- Attachment B: City Council Staff Report dated 5-12-14 (PDF)
- Attachment C: Parking Improvement Report (7-31-14) (PDF)



**CITY OF PALO ALTO
CITY COUNCIL**

Attachment A

Special Meeting
February 10, 2014

The City Council of the City of Palo Alto met on this date in the Council Chambers at 6:07 P.M.

Present: Berman, Burt, Holman, Klein, Kniss, Price, Scharff,
Schmid, Shepherd

Absent:

STUDY SESSION

1. Measure E Update: The Energy/Compost Facility Request for Proposals (E/CF RFP) Identified Pricing for Privately-Funded Projects and Technologies to Jointly Handle Food Scraps, Yard Trimmings and Biosolids and Considered Processing at the Regional Water Quality Control Plant (RWQCP) and/or Using the 10-Acre Measure E Site as Well as Export Options. A Summary of the E/CF RFP Proposals, Integration with the Biosolids Facility Plan and a Proposed Organics Plan are Included in this Staff Report.

No Action Taken

AGENDA CHANGES, ADDITIONS AND DELETIONS

City Manager Keene pulled Agenda Item Numbers 4 and 6 to be heard at a later date. He noted that Agenda Item Number 2 was continued to February 24, 2014 at Staff's request.

MINUTES APPROVAL

MOTION: Council Member Berman moved, seconded by Council Member Price to approve the minutes of January 6, 2014.

MOTION PASSED: 9-0

CONSENT CALENDAR

MOTION: Council Member Berman, Council Member Burt, and Council Member Scharff moved to remove Agenda Item No. 5 from the Consent Calendar to become Agenda Item Number 9a.

MOTION: Council Member Price moved, seconded by Council Member Kniss to approve Agenda Item Numbers 3, and 7-8.

2. Approval of Contract with Standard Parking Corporation in the Amount of \$120,000 for Operation of the Lot R Parking Garage Attendant Program and Adoption of a Budget Amendment Ordinance Amending the Fiscal Year 2014 University Avenue Parking Permit Fund Operating Budget to Provide Additional Appropriations of \$120,000 (Staff request this item be continued to February 24, 2014).
3. Resolution 9396 entitled "Resolution of the Council of the City of Palo Alto Determining that a Target for the City of Palo Alto Utilities to Procure Energy Storage Systems is Not Appropriate Due to Lack of Cost-effective Options."
4. ~~Approval of Nine On Call Planning and Environmental Consulting Services Contracts for the Department of Planning and Community Environment to Support Current Planning, Special Projects, Advance Planning, and Environmental Review as Follows: Planning Services – 1) Dudek, 2) Arnold Mammarella, Architecture and Consulting, 3) The Planning Center/DC&E, 4) Metropolitan Planning Group; Environmental Services – 5) Dudek, 6) URS Corporation, 7) ICF International, 8) Turnstone Consulting, and 9) David J Powers & Associates in Amounts Not to Exceed \$930,000.~~
5. Staff Recommends that City Council Authorize the City Manager to Enter into an Agreement with the Peninsula Corridor Joint Powers Board to Introduce the Caltrain Go Pass into the Civic Center Transportation Demand Management Program.
6. ~~Development Impact Fees: List of Public Facilities Capital Needs.~~
7. Approval of a Contract With Spenco Construction, Inc. in The Amount of \$2,170,412 for The FY 2014 Sidewalk, Curb and Gutter Repairs Project.
8. Approval of Amendment No. 1 to Contract with MV Transportation to Extend the Term Until June 30, 2014 and Add \$75,000 for Provision of Regular Shuttle Services for Crosstown Route and Additional Shuttle Service During the Construction of California Avenue Streetscape Project.

MOTION PASSED for Agenda Item Numbers 3, 7-8: 9-0

ACTION ITEMS

9. Parking Supply Recommendations. Staff recommends that Council accept the Final Report on the Downtown Parking Garage Study and authorize staff to take the following actions aimed at increasing the parking supply in the University Avenue and California Avenue Business Districts: 1. Authorize staff to begin design and environmental review of a new parking garage (240 car capacity) on Lot G located on Gilman Avenue 2. Authorize staff to solicit qualification statements for public-private partnerships to increase parking supplies on at least one existing surface parking lot in the University Avenue area and one in the California Avenue Business District 3. Authorize staff to pursue planning grants and begin planning work for a new transit mall expansion with a 478-space parking garage on Urban Lane, in partnership with the property owner and the Joint Powers Authority 4. Authorize staff to begin design and environmental review of a 200-space satellite parking facility along Embarcadero Road – East of Geng Road-Faber Place and in the Bay Lands Athletic Center parking lot or a comparable alternate location(s), with supporting shuttle service to the University Avenue Business District 5. Authorize staff to expand parking permit sales to South of Forest Avenue (SOFA) Business District Employees at the Lot CC – Civic Center and Lot CW – Cowper Street/Webster Street parking garages 6. Authorize staff to solicit proposals for the installation of parking garage access and revenue controls aimed at collecting “real time” data on parking lot and garage occupancy, introducing flexibility for transferable permits between employees, and to support payment options for downtown visitors who park longer than three hours.

MOTION: Council Member Scharff moved, seconded by Vice Mayor Kniss to direct staff to: 1) Solicit Proposals for Design & Environmental Review of a Garage on Lot D for discussion & possible award in June, 2) Solicit Statements of Interest/Qualifications for Public-Private Partnerships to increase Parking Supplies on City-owned lots for discussion and direction in August, 3) Solicit Proposals for Design & Environmental Review of 200-spaces of Satellite Parking for discussion & possible award in June, 4) Authorize permit sales to SOFA Employees at Lot CC – Civic Center immediately, 5) Solicit Proposals For Parking Technology – Access & Revenue Control Equipment and Parking Guidance System for discussion and possible award in August, and 6) Direct Staff to conduct monthly monitoring of permit parking.

AMENDMENT: Council Member Klein moved, seconded by Council Member Price to divide the Motion into separate Motions.

AMENDMENT PASSED: 7-2 Kniss, Shepherd no

MOTION #1: Council Member Scharff moved, seconded by Vice Mayor Kniss to solicit proposals for design & environmental review of a garage on Lot D for discussion & possible award in June.

SUBSTITUTE MOTION: Council Member Holman moved, seconded by Council Member XXX to not pursue a downtown parking garage at this time.

SUBSTITUTE MOTION FAILED DUE TO THE LACK OF A SECOND

SUBSTITUTE MOTION: Council Member Burt moved, seconded by Council Member Klein to direct Staff to return with additional reviewed information on the choices based on Council input tonight, provide a narrowing to three finalists for recommendations to consider as well as consideration of the updated information on the need of how many additional spaces are required.

CALL THE QUESTION: Council Member Price moved, seconded by Council Member Klein to call the question.

CALL THE QUESTION PASSED: 6-3 Scharff, Schmid, Shepherd no

SUBSTITUTE MOTION PASSED: 8-1 Shepherd no

SUBSTITUTE MOTION: Council Member Holman moved, seconded by Council Member Schmid to not take action on Staff Recommendation Number 2 based upon the Substitute Motion that just passed.

SUBSTITUTE MOTION FAILED: 2-7 Holman, Schmid yes

MOTION #2: Council Member Scharff moved, seconded by Vice Mayor Kniss to Solicit Statements of Interest/Qualifications for Public-Private Partnerships to increase Parking Supplies on City-owned lots for discussion and direction in August.

SUBSTITUTE MOTION: Council Member Holman moved, seconded by Council Member Schmid to not take any action on #2 at this time.

SUBSTITUTE MOTION FAILED: 2-7 Holman, Schmid yes

MOTION PASSED: 7-2 Holman, Schmid no

MOTION #3: Council Member Scharff moved, seconded by Vice Mayor Kniss to solicit proposals for design & environmental review of spaces of satellite parking for discussion & possible award in June.

MOTION PASSED: 7-2 Holman, Schmid no

MOTION #4: Council Member Scharff moved, seconded by Vice Mayor Kniss to authorize permit sales to SOFA Employees at Lot CC – Civic Center immediately.

MOTION PASSED: 9-0

MOTION #5: Council Member Scharff moved, seconded by Vice Mayor Kniss to solicit proposals for parking technology – access & revenue control equipment and parking guidance system for discussion and possible award in August.

MOTION PASSED: 9-0

MOTION #6: Council Member Scharff moved, seconded by Vice Mayor Kniss to direct Staff to conduct monthly monitoring of permit parking.

MOTION PASSED: 9-0

MOTION: Council Member Scharff moved, seconded by Vice Mayor Kniss to direct Staff to have the ability to pursue planning grants for Stanford/Caltrain Urban Lane Transit Mall and Parking Garage, then return in a study session or action item if a grant is obtained.

MOTION WITHDRAWN BY THE MAKER

MOTION: Council Member Berman moved, seconded by Council Member Price to direct Staff to authorize permit sales to (South of Forest Avenue) SOFA Employees at Lot CW-Cowper/Webster immediately.

MOTION PASSED: 7-0-2 Scharff, Shepherd not participating

ADJOURNMENT: Meeting adjourned at 12:00 A.M.



City of Palo Alto City Council Staff Report

(ID # 4717)

Report Type: Informational Report

Meeting Date: 5/12/2014

Summary Title: Parking Data and Lot R Update

Title: Informational Report: Spring 2014 Off-street and On-street Downtown Parking Occupancy/Inventory Data and the status of the Lot R Valet-Assist Program

From: City Manager

Lead Department: Planning and Community Environment

Recommendation

This is an informational report regarding Spring 2014 Downtown Parking Occupancy/Inventory Data and the Lot R Valet-Assist Program. No action is recommended.

Executive Summary

Since 2011, Staff has been actively monitoring Downtown parking activity and occupancy data to better manage existing parking supplies and to inform future planning efforts. Data collected and analyzed in the last few weeks (Spring 2014) illustrates that:

- Residential neighborhoods surrounding downtown continue to experience parking intrusions, with occupancies on some streets exceeding 100% during peak hours;
- Despite releasing 110 additional permits (74 at Lot R and 36 at other garages) since January 1, permit spaces in the City's Downtown garages remain somewhat underutilized (average occupancy of 72% for hourly spots and 70% for permit spots) except at infrequent, peak times.

On February 24, 2014, the City Council approved a one-year trial valet-assist program at the Lot R – Alma/High Street Garage to determine if parking attendants (valets) could be used as a cost effective way to increase utilization of existing garages. The program:

- has allowed the City to issue more permits for Lot R than might otherwise be issued;
- is usually parking between 15 and 30 cars on a daily basis; and
- can be considered for expansion or relocation to Lot CC (Civic Center Garage) in the future to help increase the utilization of that garage.

In addition, the program offering Go Passes to City employees in exchange for giving up parking permits began on April 1 and so far has 44 participants. This program and the results of the most recent occupancy surveys have allowed the City to release 30 additional permits for Civic Center Garage to non-City employees in the last week of April.

The data suggests that the Lot R program has been an effective tool for addressing the parking demand at Lot R and increasing the number of cars parked there; however, the program could still handle additional vehicles and result in more permit sales in the Downtown. Staff will continue to collect data on occupancy and the valet-assist program to the CC garage as well, and will return in August with further recommendations on permit management and the valet assist program. Data collection for Off-Street parking and permit wait list management occurs twice monthly, while data collection for On-Street parking is collected seasonally.

Background

Despite Staff efforts to significantly over-sell the number of parking permits for permit spaces in the Downtown garages, the upper floors of many of the garages have historically not been full, and yet these garages regularly have wait-lists for permits. Residents have shared concern about Downtown employees parking on residential streets rather than in the garages, as in some cases parking in the neighborhoods is not only cheaper but more convenient for downtown workers. As a result of Council direction, and in order to better understand the distribution and demand for parking in the Downtown, Staff has engaged in several related efforts:

1. Continue to regularly gather data on the parking utilization of the Downtown lots and Garages as well as the on-street spaces in the residential areas outside the Downtown commercial core;
2. Allow SOFA employees to purchase parking permits in the Downtown Garages at Lot CC - Civic Center and Lot CW – Cowper/Webster and monitor permit sales and permit caps at all Downtown garages and try to maximize sales; and
3. Implement the Valet-Assist Parking Program at Lot R – Alma/High Street Garage to help maximize the utilization of this garage.

Staff is also moving forward the process of developing a downtown Residential Preferential Parking (RPP) program, the implementation of which would potentially encourage existing employees to park in Downtown garages and lots rather than neighborhoods and help align parking supply and demand. This staff report does not cover the RPP process, but focuses on the data collection and permit management efforts which have taken place in response to Council direction in February.

Discussion

On-Street and Off-Street Parking Occupancy Data

Attachment A, Off-street Parking Data, shows three data sets for parking occupancy for the Downtown parking lots and garages, gathered on March 12, 2014, April 2-3, 2014 and April 25,

2014. While there are some spikes in garage utilization, in most cases the garages are still underutilized. The table below shows the average occupancies of the main Downtown garages (S, CC, CW and R) for the three days surveyed (excluding the midnight data for April 2):

Table 1: Average Occupancies for Garages CW, R, CC and S

	March 12, 2014	April 2, 2014	April 25, 2014 (Friday)
Hourly Average	80%	72%	66%
Permit Average	82%	64%	65%

The data indicates that despite significant efforts to oversell the number of permits available, many visitors and workers are still parking in the residential streets, which correlates with the On-Street data shown in Attachment B.

Attachment B, On-Street Occupancy Data, shows parking counts in the residential neighborhoods at 8:00am-10:00, 12:00pm-2:00, 7:00pm-9:00 and 12:00am-2:00am for April 3, 2014. Generally the data shows that streets are emptiest in the midnight hours and busiest during the lunch hour. The neighborhoods north of Lytton Avenue are heavily impacted earlier in the mornings before 10:00am, while during the lunch hour much of Downtown is saturated with cars (above an 85% occupancy level, shown in red). The only streets that show a generally consistent occupancy trend of lower than 50% are east of Waverley and south of Addison (the southeast corner of Downtown).

Downtown Garage Permit Management

Figures 1, 2 and 3 illustrate the permit caps and waitlists at garages S, CC and CW. The areas shaded underneath the waitlist curves illustrate times when permits were available for purchase at these garages (and that there is no permit waitlist if permits are available).

Figure 1: Lot S Permit Management

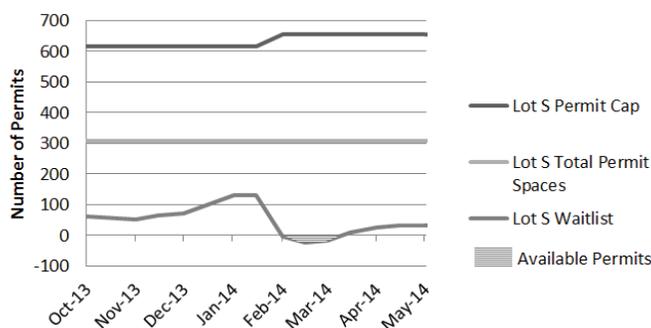


Figure 2: Lot CC Permit Management

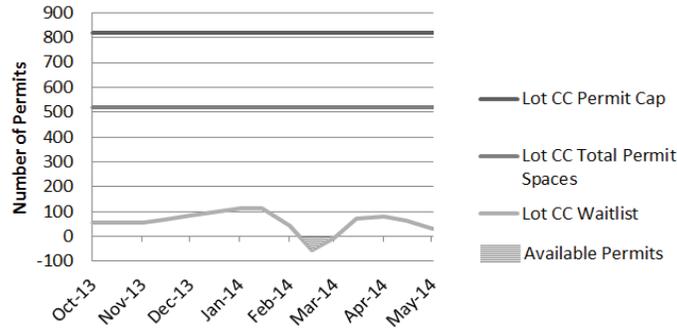
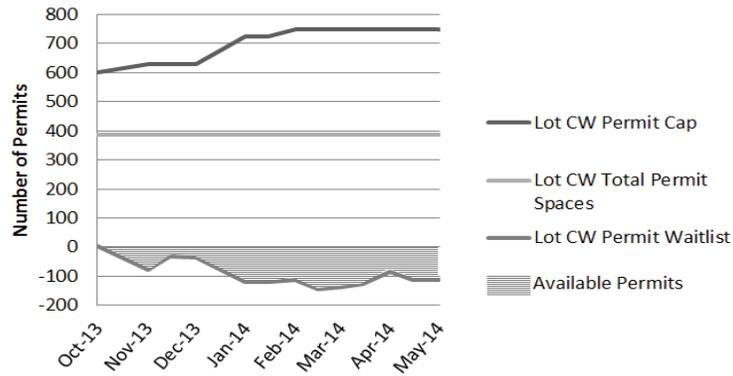


Figure 3: Lot CW Permit Management



As illustrated by the graphs, between November 2013 and April 2014 Staff raised the permit threshold of Lot S from six hundred fifteen (615) to six hundred fifty-five (655), and the threshold of Lot CW from six hundred (600) to seven hundred fifty (750). Figure 4 shows the shaded area under the waitlist curve for the CW garage, which illustrates that the garage has had permits available for sale for the past several months. Staff has aggressively attempted to sell more permits at this garage (including sales of permits to SOFA employees as directed by Council) and offering permits to waitlist members at other garages, since so many are available. 22 SOFA employees have purchased permits at Lot CW but most waitlist members have preferred to wait until permits at their preferred location became available.

At Lot S, although the waitlist has trended downward slightly, raising the permit cap did not make a significant dent in the waitlist across the six-month period. Lot S currently has a permit waitlist of 20.

The only garage where the permit cap was not raised over the study period was Lot CC - Civic Center, which has consistently had a waitlist. After reviewing the most recent occupancy data, Staff has increased the permit threshold at CC garage by 30, which brings the waitlist at the writing of this report at CC garage to 5. All members of that waitlist are City employees that already have a permit at another garage.

Lot R Valet Assist Update

Council approved a one-year trial “Valet-Assist” program at Lot R with SP Plus on February 24, 2014 to help increase garage utilization. The program includes valets guiding motorists to park within drive aisles of the garage and motorists providing their keys to a valet operator. Vehicles are parking in regular parking spaces through daily parking turnover and motorists can claim their vehicles back at the end of each day, before 6PM. Valet parking takes place on permit levels only (floors three through five). Because the program allows drive aisles to be used for parking vehicles, it has the potential to increase the total number of cars that can be parked in the garage while not requiring any additional infrastructure (e.g. new lots or garages). Staff estimates that up to 45 additional vehicles can be parked in Lot R through the Valet-Assist program. Lot R has historically had the highest demand for permits as it is close to the University Avenue Caltrain station and many technology and venture capital companies. Lot R was chosen for a trial program, which, if successful, could be implemented at other Downtown garages. (See staff report 4375 for detail on the Lot R Valet-Assist procurement and selection process).

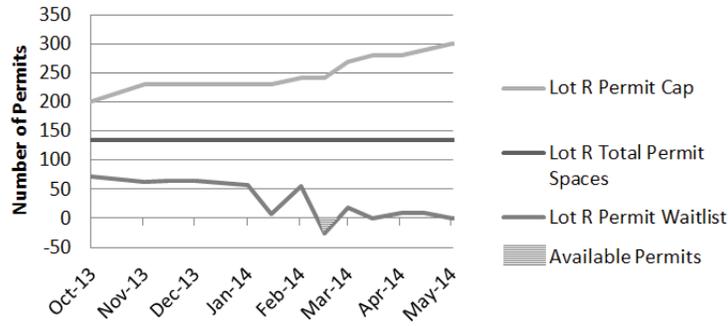
The program was initially staffed Monday through Friday, 8:00am to 6:00pm. In order to monitor the effectiveness of the program, Staff tracked the number of cars taken by the valet over time beginning on March 3, 2014, the first day of Valet-Assist operations.

During the first week of the program, the permit floors were rarely full and only one car was taken by the valets. Staff gradually began to increase the number of permits sold at the garage to give the valets more cars to park, which initially eliminated the permit waitlist. The number of cars per day that were taken by the valet on any given day ranged from 0 (meaning that the lot never became full) to 36. There were large variations within any given week, sometimes due to weather or other events – generally the lots were fuller when it was raining, and less full in sunny weather. On average, the number of cars taken in per day has ranged from 20-30.

Over the course of the first forty-five days of the program, Staff has increased the permit threshold of Lot R from 241 to 300, a jump of 25%. There are a total of 134 marked permit spaces available for Lot R increasing the permit-to-parking space ratio to 223%. As of the writing of this report, there are 4 people on the waitlist at Lot R.

Figure 4 shows the increase of the Lot R permit cap over time plotted against the total number of permit spaces at the garage, as well as the trend of the waitlist. Permits for all Downtown garages are released monthly are managed in waves, so waitlist numbers can fluctuate daily, but overall the trend of the waitlist has done down since the start of the Valet-Assist program at Lot R. Not surprisingly, the general upward trend of the number of cars taken into the valet roughly corresponds with downward trend in the Lot R waitlist.

Figure 4: Lot R Permit Management



Other Lot R Parking Trends

Staff also tracked the time of day when the valets took in cars as a way of tracking when the garage demand periods. If the valets took in cars at all, it usually would not be until 10am or 11am, consistent with Staff findings regarding general travel times by employees based on the 2013 Citywide Transportation Survey. Generally most workers left by 6:00pm, although in some cases the valets would need to wait for some workers after hours. To address this, Staff changed the hours of the program so that the first valet works 9am-5:30pm and the second works from 10am – 6:30pm. This distribution better mirrored the patterns of downtown workers.

Staff also began collecting data on the number of daily hangtag-style permits seen at Lot R; a daily parking permit, which is valid at any of the Downtown garages and allows a motorist to park either in a permit space or an hourly space and was a factor that was not previously considered in parking occupancy studies. So far, no more than four daily permits were seen on any one day in the permit spaces and hourly spaces at Lot R.

When the Valet-Assist Program was initially communicated to existing permit holders, some motorists expressed concerns regarding impacts to convenience of garage use or concerns regarding valets moving their personal vehicles. Since the start of the program, no concerns regarding valet operations have been received.

Lot R Valet-Assist Program Cost

The primary objective of the valet-assist trial program is to determine whether the use of valets is a cost effective way to increase parking capacity downtown, either now, or when Residential Preferential Parking (RPP) is implemented in nearby neighborhoods. The Lot R Valet-Assist Program is funded through the Downtown Permit Fund and based on the total number of permits sold in the Downtown (3,160), each permit is subsidizing the Lot R Valet-Assist Program by approximately \$33 per permit.

Lot R Valet-Assist Program Cost: Program Cost / Total Permit Sales
 \$104,420 (SP Plus Valet Services) / 3,160
 Approximately \$33 per permit

The effectiveness and cost of the program will have to be evaluated further as the City moves towards implementation of Residential Preferential Parking (RPP) and considers investments in capital improvements such as new parking structures.

Attachments:

- Attachment A: Off-Street Occupancy Data - Spring 2014 (PDF)
- Attachment B: Downtown Parking Occupancy Data - Spring 2014 (PDF)

Attachment A: Off-Street Parking Occupancy Studies

Off-Street Parking Occupancy - 3/12/2014

Lot R		
Hourly	Permit	Total
77	134	211

Period	Wednesday, 3/12/14			
	Hourly	%	Permit	%
10AM	72	94%	120	90%
Noon	77	100%	134	100%
4PM	73	95%	141	105%

Lot Q		
Hourly	Permit	Total
0	134	134

Period	Wednesday, 3/12/14			
	Hourly	%	Permit	%
10AM	0	0%	91	68%
Noon	0	0%	117	87%
4PM	0	0%	108	81%

Lot S/L		
Hourly	Permit	Total
294	394	688

Period	Wednesday, 3/12/14			
	Hourly	%	Permit	%
10AM	256	87%	289	73%
Noon	269	91%	322	82%
4PM	211	72%	340	86%

CW		
Hourly	Permit	Total
201	388	589

Period				
	Hourly	%	Permit	%
10AM		0%		0%
Noon	138	69%	314	81%
4PM	73	36%	343	88%

CC		
Hourly	Permit	Total
187	519	706

Period				
	Hourly	%	Permit	%
10AM	102	55%	290	56%
Noon	174	93%	350	67%
4PM	177	95%	415	80%

Lot B		
Hourly	Permit	Total
63		63

Period				
	Hourly	%	Permit	%
10AM	41	53%		0%
Noon	50	65%		0%
4PM	53	69%		0%

800 High		
Hourly	Permit	Total
10	53	63

Period				
	Hourly	%	Permit	%
10AM	5	50%	24	45%
Noon	7	70%	35	66%
4PM		0%		0%

Lot O Emerson High		
Hourly	Permit	Total
78	0	78

Period				
	Hourly	%	Permit	%
10AM	25	32%		0%
Noon	76	97%		0%
4PM	77	99%		0%

Lot A Emerson Lytton		
Hourly	Permit	Total
68	0	68

Period				
	Hourly	%	Permit	%
10AM	15	22%		0%
Noon	66	97%		0%
4PM	64	94%		0%

Lot C		
Hourly	Permit	Total
25	27	52

Period				
	Hourly	%	Permit	%
10AM	25	100%	24	89%
Noon	25	100%	27	100%
4PM	23	92%	8	30%

Lot F		
Hourly	Permit	Total
46	0	46

Period				
	Hourly	%	Permit	%
10AM	30	65%		0%
Noon	45	98%		0%
4PM	31	67%		0%

Lot H		
Hourly	Permit	Total
90	0	90

Period				
	Hourly	%	Permit	%
10AM	56	62%		0%
Noon	60	67%		0%
4PM	47	52%		0%

Lot K		
Hourly	Permit	Total
15	41	56

Period	Wednesday, 3/12/14			
	Hourly	%	Permit	%
10AM	7	47%	38	93%
Noon	11	73%	39	95%
4PM	4	27%	36	88%

Lot D Hamilton Waverley		
Hourly	Permit	Total
86	0	86

Period	Wednesday, 3/12/14			
	Hourly	%	Permit	%
10AM	34	40%		0%
Noon	56	65%		0%
4PM	62	72%		0%

Lot P High Hamilton		
Hourly	Permit	Total
51	0	51

Period				
	Hourly	%	Permit	%
10AM	23	45%		0%
Noon	51	100%		0%
4PM	50	98%		0%

Lot N - Emerson Ramona		
Hourly	Permit	Total
48	0	48

Period				
	Hourly	%	Permit	%
10AM	34	71%		0%
Noon	48	100%		0%
4PM	48	100%		0%

Lot X- Sheraton		
Hourly	Permit	Total
0	36	36

Period				
	Hourly	%	Permit	%
10AM		0%	12	33%
Noon		0%	23	64%
4PM		0%	22	61%

Lot E - Gilman Bryant		
Hourly	Permit	Total
0	34	34

Period				
	Hourly	%	Permit	%
10AM	n/a	0%	30	88%
Noon	n/a	0%	26	76%
4PM	n/a	0%	25	74%

Lot G- Emerson Ramona		
Hourly	Permit	Total
0	53	53

Period				
	Hourly	%	Permit	%
10AM		0%	32	60%
Noon		0%	34	64%
4PM		0%	30	57%

Lot T		
Hourly	Permit	Total
28	24	52

Period				
	Hourly	%	Permit	%
10AM	19	68%	10	42%
Noon	27	96%	11	46%
4PM	21	75%	8	33%

Off-Street Parking Occupancy - 4/02-4/03, 2014

Lot R			
Hourly	Permit	Total	
77	134	211	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	17	22%	70	52%
Noon - 2 pm	76	99%	145	108%
7 pm - 9 pm	77	100%	126	94%
Midnight - 2 am	9	12%	20	15%

Note: Valet parking at this location; cars were being double-parked.

WC			
Hourly	Permit	Total	
201	388	589	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	51	25%	191	49%
Noon - 2 pm	182	91%	292	75%
7 pm - 9 pm	156	78%	80	21%
Midnight - 2 am	27	13%	15	4%

Lot C			
Hourly	Permit	Total	
25	27	52	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	11	44%	6	22%
Noon - 2 pm	25	100%	26	96%
7 pm - 9 pm	25	100%	22	81%
Midnight - 2 am	5	20%	2	7%

Lot K			
Hourly	Permit	Total	
15	41	56	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	2	13%	26	63%
Noon - 2 pm	8	53%	39	95%
7 pm - 9 pm	14	93%	21	51%
Midnight - 2 am	0	0%	2	5%

Lot N - Emerson Ramona			
Hourly	Permit	Total	
48	-	48	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	24	50%	-	NA
Noon - 2 pm	46	96%	-	NA
7 pm - 9 pm	48	100%	-	NA
Midnight - 2 am	10	21%	-	NA

Lot G - Emerson Ramona			
Hourly	Permit	Total	
0	53	53	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	-	NA	25	47%
Noon - 2 pm	-	NA	37	70%
7 pm - 9 pm	-	NA	25	47%
Midnight - 2 am	-	NA	7	13%

Lot T			
Hourly	Permit	Total	
28	24	52	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	1	4%	4	17%
Noon - 2 pm	27	96%	14	58%
7 pm - 9 pm	26	93%	20	83%
Midnight - 2 am	0	0%	2	8%

Lot Q			
Hourly	Permit	Total	
-	134	134	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	-	NA	48	36%
Noon - 2 pm	-	NA	115	86%
7 pm - 9 pm	-	NA	67	50%
Midnight - 2 am	0	NA	18	13%

CC			
Hourly	Permit	Total	
187	519	706	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	182	97%	117	23%
Noon - 2 pm	186	99%	365	70%
7 pm - 9 pm	174	93%	349	67%
Midnight - 2 am	22	12%	77	15%

Lot O Emerson High			
Hourly	Permit	Total	
78	-	78	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	16	21%	-	NA
Noon - 2 pm	68	87%	-	NA
7 pm - 9 pm	78	100%	-	NA
Midnight - 2 am	17	22%	-	NA

Lot F			
Hourly	Permit	Total	
46	-	46	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	5	11%	-	NA
Noon - 2 pm	45	98%	-	NA
7 pm - 9 pm	45	98%	-	NA
Midnight - 2 am	0	0%	-	NA

Lot D Hamilton Waverley			
Hourly	Permit	Total	
86	-	86	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	24	28%	-	NA
Noon - 2 pm	67	78%	-	NA
7 pm - 9 pm	84	98%	-	NA
Midnight - 2 am	4	5%	-	NA

Lot M			
Hourly	Permit	Total	
NA	NA	NA	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	0	NA	NA	NA
Noon - 2 pm	15	NA	NA	NA
7 pm - 9 pm	14	NA	NA	NA
Midnight - 2 am	1	NA	NA	NA

Lot S/L			
Hourly	Permit	Total	
294	394	688	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	82	28%	-	NA
Noon - 2 pm	292	99%	-	NA
7 pm - 9 pm	297	101%	-	NA
Midnight - 2 am	12	4%	-	NA

Lot B			
Hourly	Permit	Total	
63	-	63	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	27	43%	-	NA
Noon - 2 pm	55	87%	-	NA
7 pm - 9 pm	63	100%	-	NA
Midnight - 2 am	15	24%	-	NA

Lot A Emerson Lytton			
Hourly	Permit	Total	
68	-	68	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	7	10%	-	NA
Noon - 2 pm	58	85%	-	NA
7 pm - 9 pm	51	75%	-	NA
Midnight - 2 am	11	16%	-	NA

Lot H			
Hourly	Permit	Total	
90	-	90	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	31	34%	-	NA
Noon - 2 pm	63	70%	-	NA
7 pm - 9 pm	86	96%	-	NA
Midnight - 2 am	4	4%	-	NA

Lot P High Hamilton			
Hourly	Permit	Total	
51	-	51	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	11	22%	-	NA
Noon - 2 pm	47	92%	-	NA
7 pm - 9 pm	51	100%	-	NA
Midnight - 2 am	9	18%	-	NA

Lot E - Gillman Bryant			
Hourly	Permit	Total	
-	34	34	

Period	Wed/Thur, 4/02-4/03, 2014			
	Hourly	%	Permit	%
8 am - 10 am	-	NA	-	NA
Noon - 2 pm	-	NA	-	NA
7 pm - 9 pm	-	NA	-	NA
Midnight - 2 am	-	NA	-	NA

Off-Street Parking Occupancy - 4/25, 2014

Lot R			
Hourly	Permit	Total	
77	134	211	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	33	43%	89	66%
Noon - 2 pm	69	90%	99	74%
4 pm - 6 pm	75	97%	76	57%

WC			
Hourly	Permit	Total	
201	388	589	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	41	20%	289	74%
Noon - 2 pm	90	45%	321	83%
4 pm - 6 pm	105	52%	360	93%

Lot C			
Hourly	Permit	Total	
25	27	52	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	18	72%	10	37%
Noon - 2 pm	24	96%	27	100%
4 pm - 6 pm	24	96%	24	89%

Lot K			
Hourly	Permit	Total	
15	41	56	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	10	67%	28	68%
Noon - 2 pm	13	87%	32	78%
4 pm - 6 pm	14	93%	36	88%

Lot N - Emerson Ramona			
Hourly	Permit	Total	
48	-	48	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	6	13%	-	NA
Noon - 2 pm	41	85%	-	NA
4 pm - 6 pm	39	81%	-	NA

Lot G - Emerson Ramona			
Hourly	Permit	Total	
0	53	53	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	-	NA	23	43%
Noon - 2 pm	-	NA	26	49%
4 pm - 6 pm	-	NA	24	45%

Lot T			
Hourly	Permit	Total	
28	24	52	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	22	79%	18	75%
Noon - 2 pm	18	64%	19	79%
4 pm - 6 pm	15	54%	20	83%

Lot Q			
Hourly	Permit	Total	
-	134	134	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	N/A	NA	48	36%
Noon - 2 pm	N/A	NA	115	86%
4 pm - 6 pm	N/A	NA	67	50%

CC			
Hourly	Permit	Total	
187	519	706	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	146	78%	124	24%
Noon - 2 pm	175	94%	287	55%
4 pm - 6 pm	180	96%	239	46%

Lot O Emerson High			
Hourly	Permit	Total	
78	-	78	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	45	58%	-	NA
Noon - 2 pm	66	85%	-	NA
4 pm - 6 pm	78	100%	-	NA

Lot F			
Hourly	Permit	Total	
46	-	46	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	42	91%	-	NA
Noon - 2 pm	34	74%	-	NA
4 pm - 6 pm	35	76%	-	NA

Lot D Hamilton Waverley			
Hourly	Permit	Total	
86	-	86	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	68	79%	-	NA
Noon - 2 pm	80	93%	-	NA
4 pm - 6 pm	78	91%	-	NA

Lot X - Sheraton			
Hourly	Permit	Total	
NA	36	36	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	N/A	NA	23	64%
Noon - 2 pm	N/A	NA	27	75%
4 pm - 6 pm	N/A	NA	14	39%

Lot S/L			
Hourly	Permit	Total	
381	307	688	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	169	44%	-	NA
Noon - 2 pm	174	46%	-	NA
4 pm - 6 pm	302	79%	-	NA

Lot B			
Hourly	Permit	Total	
63	-	63	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	12	19%	-	NA
Noon - 2 pm	45	71%	-	NA
4 pm - 6 pm	39	62%	-	NA

Lot A Emerson Lytton			
Hourly	Permit	Total	
68	-	68	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	44	65%	-	NA
Noon - 2 pm	42	62%	-	NA
4 pm - 6 pm	61	90%	-	NA

Lot H			
Hourly	Permit	Total	
90	-	90	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	67	74%	-	NA
Noon - 2 pm	69	77%	-	NA
4 pm - 6 pm	85	94%	-	NA

Lot P High Hamilton			
Hourly	Permit	Total	
51	-	51	

Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	34	67%	-	NA
Noon - 2 pm	39	76%	-	NA
4 pm - 6 pm	17	33%	-	NA

Lot E - Gilman Bryant			
Hourly	Permit	Total	
-	34	34	

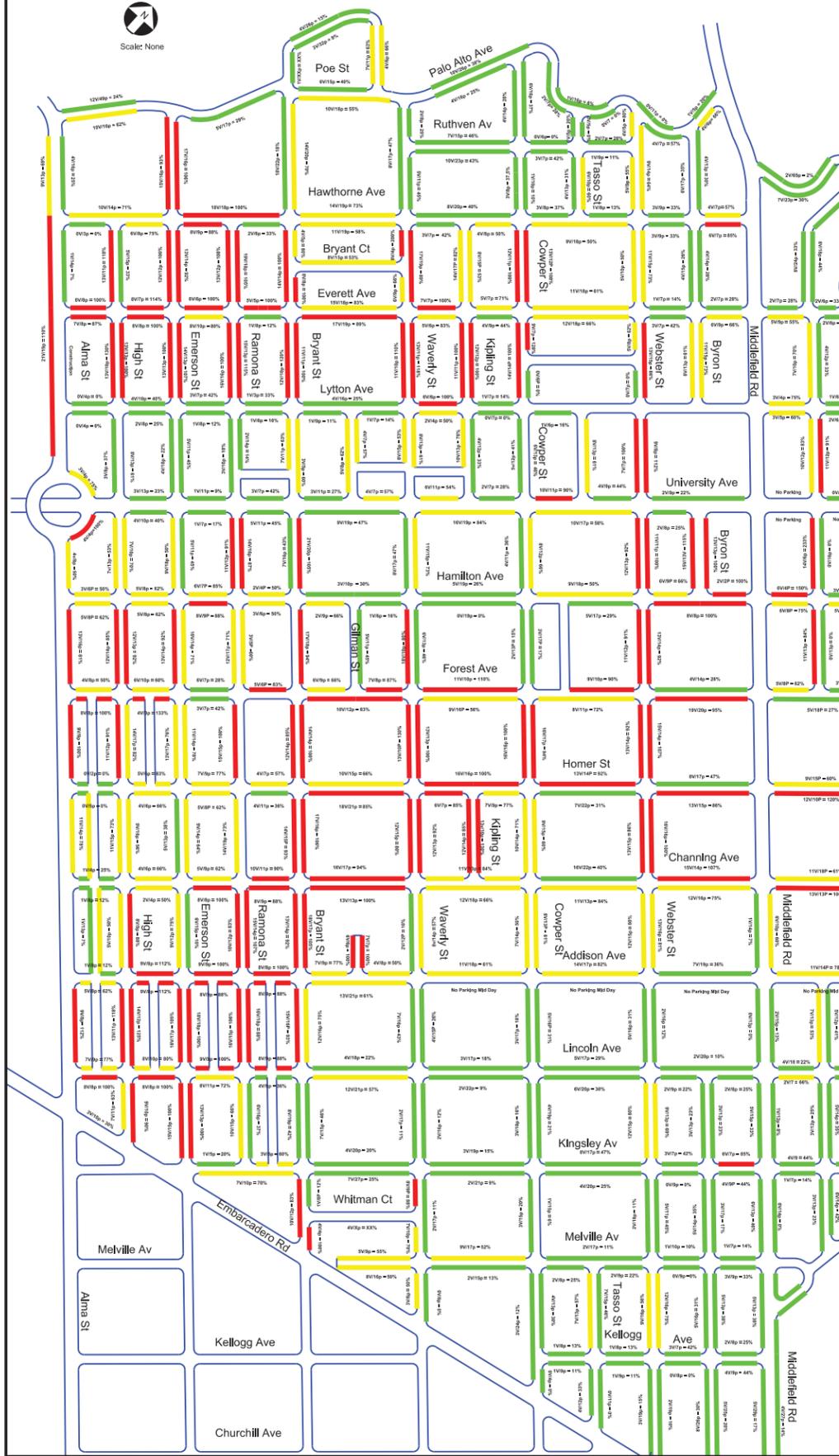
Period	Friday, April 25			
	Hourly	%	Permit	%
8 am - 10 am	-	NA	-	NA
Noon - 2 pm	-	NA	-	NA
4 pm - 6 pm	-	NA	-	NA

City of Palo Alto Downtown Parking Survey 8:00AM - 10:00AM April 2, 2014

- Legend
- 0% - 49% Parking Occupancy
 - 50% - 84% Parking Occupancy
 - 85% - 100% Parking Occupancy



Scale: None



City of Palo Alto Downtown Parking Survey 12:00PM - 2:00PM April 2, 2014

- Legend
- 0% - 49% Parking Occupancy
 - 50% - 84% Parking Occupancy
 - 85% - 100%+ Parking Occupancy



Scale: None



City of Palo Alto Downtown Parking Survey 7:00 - 9:00PM April 2, 2014

- 0% - 49% Parking Occupancy
- 50% - 84% Parking Occupancy
- 85% - 100%+ Parking Occupancy



Scale: None



City of Palo Alto Downtown Parking Survey 12:00AM - 2:00AM April 3, 2014

- Legend
- 0% - 49% Parking Occupancy
 - 50% - 84% Parking Occupancy
 - 85% - 100%+ Parking Occupancy



Scale: None





City of Palo Alto Parking Improvement Report



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Executive Summary

The City of Palo Alto has hired SP+ to evaluate Downtown parking and make recommendations to improve ease of use, improve controls, and relieve congestion while supporting the goals of the City and community stakeholders. SP+ met with City of Palo Alto Staff and Downtown parking stakeholders on April 16, 2014 and May 15, 2014 to review current parking challenges within Downtown. The group shared “issues” in Palo Alto related to parking and had a high-level discussion about potential solutions parking management and technology strategies for off-street and on-street parking. This report provides a summary of the goals identified at the meeting and SP+’s recommendations on potential solutions.

Goals

Improve Parking Controls: Prioritize Parking in the Commercial Core to Downtown Businesses & Prioritize parking on residential streets to Residents.

It is estimated that the current Visitor parking supply in the Downtown Core is sufficient to support retail operations but is impacted by commuter employee activities due to the current parking strategies. As the City plans for Residential Priority Parking (RPP) programs, improved controls are needed to restrict parking for retail operations while making permit parking more flexible.

Make Parking Easier for Visitors and Businesses

Palo Alto’s parking program needs to provide comprehensive parking information in a clear and concise manner. The current parking program provides some challenges to visitors and businesses that are new to the area due to a lack of clear parking guidance. The existing signage which highlights routes to parking facilities, although robust, lacks driver attention making it difficult for visitors to make easy decisions regarding parking availability. The current employee parking permit process also provides some challenges. The permit management process could be improved to improve awareness and ease of use for current employee permits and future residential permits.

Develop Solutions with Minimal Impact on Downtown Charm

Part of the charm of downtown Palo Alto is the curb appeal of the business which appear welcoming to everyone that drives by. Branding of signage can contribute to the downtown experience and better guide motorists to parking facilities. Innovations in revenue and access controls, without gate controls, would be preferred by many stakeholders.

Recommendations

We recommend improvements to the signage, communication, and operation controls. This will allow the city to address each item as promptly as possible.

Signage

Improve Way Finding Signage

Improved signage and permit processing will greatly enhance the parking experience for visitors and businesses. The current signage program that utilizes industry-standard parking guidance signage has several shortcomings:

- **Visibility of Guide Signs:** Standard white text on green background guide signs wash away in the background of drivers. In addition, many of the city's existing signs are mounted high on electrical standards or are blocked by mature trees.



- **Visibility of Parking Restriction Signs:** The city's color zone system parking restriction signs are installed parallel to street curbs making it difficult for motorists to see them until after they have parked, if they are noticed by motorists at all. Industry standard practice is to mount signs either perpendicular or slightly angled compared to the street curb face to help improve visibility.



- **Sign Color:** The pastel colors used on the city’s downtown color zone system are difficult to read, especially on older signs that have worn due to sun exposure. In addition, the use of smaller text on these signs (designed to educate motorists on legal parking duration) make them difficult to read. Many motorists whom have been cited for parking longer than the allowable color zone system have noted to the city that they did not understand the system. This may have a long-term impact to retail operations of the downtown.



Palo Alto Garage Entrance Signage



San Jose Garage Entrance Signage

- **Parking Guidance System (PGS):** Customers currently have to drive through City parking facilities to determine the availability of parking and at peak demand periods some of these customers need to drive through more than one facility before finding a parking space. PGS programs utilize vehicle count systems installed at facilities to communicate parking availability to customers through strategically placed street signage. These systems typically require either metal detection equipment (called loops) or optical count sensors to be installed in the entrance and exit lanes. This count equipment would be connected to a server with software that would track occupancy and send count information to dynamic PGS signs that would be installed at key traffic intersections. Following is an example of a PGS sign in San Jose. Additional examples of PGS signs from other California municipalities are included in Attachment A.



The City has developed a comprehensive list of the guidance signs throughout Downtown which can be utilized to expedite the process for upgrading the signs. Successful past signage programs such as the Parking Banner program should be integrated with any system wide updates.

Recommendation No. 1 – Branding Program & Standardized Sign Installation

Implementing a new branding program for downtown parking that clearly identifies the parking facilities would address all of the City's goals. Concepts of innovative parking branding signs are provided in Attachment A. The development of a branding program also introduces an opportunity for public engagement and creates opportunities to highlight additional parking features such as Electric Vehicle, Accessible, and Bicycle Parking, all of which are already available Downtown. The new branding program should consist of high contrast sign colors that are consistent throughout the city with simplified instructions. Way finding signs should be placed at key intersections and facility entrances should be clearly identified with curbside or building mounted signage. Dynamic way finding signage, typically a strategy of more robust Parking Guidance Systems (PGS) can complement static way finding signage. Examples of PGS signs from other California municipalities are included in Attachment A.

Existing sign installations should be manually surveyed and signs that are mounted parallel to the street curb should be rotated to help improve motorist's visibility.

Communication

Enhance City Website & Internet Presence

The City website currently has limited parking information available for visitors, employees, and residents, and, the City does not have an Application (App) to assist customers.

An all-inclusive online tool could be created to streamline the application process and the distribution of permits to various groups. This could eliminate the need for permit holders to enter city hall to procure permits even to renew permits.

Once some of these features are added to the City's website, businesses can link their sites to the City's site to help communicate parking options to their customers and employees. Business outreach programs could also be developed to advise business where to have their visitors and employees park.

Recommendation No. 2 – Enhance City Website

The City should expand the functionality of its website and offer more internet based services for their customers which could support the City's goals to Make Parking Easier, and, Improve Parking Controls. The website could be expanded to include information about parking programs, maps to identify the location of parking facilities, and information about local events and businesses.

An all-inclusive online tool could be created to streamline the application process and the distribution of permits to various groups. This could eliminate the need for permit holders to enter city hall to procure permits even to renew permits.

Once some of these features are added to the City's website, businesses can link their sites to the City's site to help communicate parking options to their customers and employees. Business outreach programs could also be developed to advise business where to have their

visitors and employees park. The City's website should also be designed to optimize its view on mobile devices.

The following is an example of a city website with a direct link to parking data from the visitor tab. Examples of municipal website parking landing pages from the City of Haverhill, Massachusetts, www.ci.haverhill.ma.us and, the City of Montclair, New Jersey www.montclairnjsa.org are provided in Attachment A. The City of Haverhill site has detailed parking information including a map of available parking facilities. The City of Montclair site has information about parking rates and a link to purchase parking online.



Recommendation No. 3 – Develop a Downtown Palo Alto Parking App

A Downtown Palo Alto App for mobile devices could also be developed and would support the City's goal of Making Parking Easier. The App should be developed once the City's website has been expanded to include more parking information. The App would direct customers to convenient parking facilities, provide parking time limit and rate information and provide parking payment options. This can be combined with effective branding signage to help advertise the app availability for visitors entering downtown for the first time. The App can be further promoted through partnerships with local organizations such as the Chamber of Commerce and be made available as part of the city's roll-out of its new business registry.

Recommendation No. 4 – Develop Online Permit Sales

We recommend the implementation of an online permit sales program to address all of the City’s parking permit needs and streamline permit administration. Functionality to support online permit sales should be included in any permit related RFPs.



Operation Policies & Controls

Off-Street Operations

The garages currently have the first floors reserved for three hour short term customers with the upper floors reserved for monthly permit customers. Full day visitor daily permits are also available through the City but require the customers to obtain a permit at City Hall. Parking is provided at no charge for the short term customers and monthly permits are sold by the City. The separate parking zones in the garages are controlled somewhat loosely through enforcement patrols by the Police Department during limited hours throughout the week.

The current permit costs for long term and daily parking should be evaluated to help determine if opportunities exist to help encourage behavior change in the parking practices of employees. The current rates provide few options to users of varying income levels due to the high upfront cost to obtain a permit. Long term parking permits which are sold as annual passes for \$466 would be more accessible if they were sold at a monthly rate.

The daily permit rate of \$17.50 is very expensive for a market where the effective long term parking rate per day is only \$2.00 (based on the commuter permit rate) and with nearby CalTrain commuter parking at only \$5.00 per day. Local municipal parking rate details are included in the Rate Survey in Attachment A.

Recommendation No. 5 – Revise Time Limit

We recommend that the City revise the three hour time limit in the garages to be consistent with the two hour time limit for the City's surface lot operations. This would support the City's goals of Making Parking Easier, and, Improving Parking Controls. It is also consistent with the average visitor length of stay data that is available for two other South Bay & Peninsula cities. The City of San Jose experiences average lengths of stay at non-convention facilities of 1 hour and 40 minutes or less. The City of San Mateo experiences average visitor length of stays under two hours. Local municipal parking rate details are included in the Rate Survey in Attachment A.

Recommendation No. 6 – Offer More Permit Pricing Options

We recommend offering a larger variety of permit pricing options to include monthly permits, employee permits, and daily permits. This would support the City's goal to Make Parking Easier.

- Monthly Permits: We recommend offering a monthly rate and a discounted annual rate.
- Employee Permits: Long term parking permits could be assigned to specific facilities or on-street parking zones. The City can explore the option of tiered parking permits so that lower-cost permits are available only to park upper floors of garages where permit occupancy is lower than other floors or at parking facilities farther from the downtown core. Formalizing temporary permits for Construction Worker permits could be provided at discounted rates with an authentication process.
- Daily Permits: We recommend offering daily parking permits for visitors, low wage workers, and construction workers online through a custom permit processing system, or, on-site through the use of an access control system, at rates that are more appropriate. Local municipal parking rate details are included in the Rate Survey in Attachment A.

Recommendation No. 7 – Eliminate Color Coded Zones

The distribution of parking between short term and long term users should also be evaluated at this time to support all of the City's goals. We recommend eliminating the colored zones which were intended to restrict long term use but are regularly used by long term customers who get around the requirements by moving their vehicles or taking calculated risks of citation based on the perception of loose enforcement. We recommend establishing some visitor-only facilities and possibly some long term only facilities. Pricing differences can also be utilized to incentivize the public to take advantage of lower cost options in less utilized facilities. This should be included with an RFP to address the other signage recommendations in this report.

Recommendation No. 8 – Implement Onsite Off-Street Paid Parking Options

We recommend that the City develop a program that would enable visitors to more easily obtain and pay for daily access beyond the time limit and tighten controls to improve compliance with the City's intended policies. We recommend that the City pursue both gated and gateless operation options to determine the most viable and cost effective solution. With either type of paid parking operation, the City may have increased operational costs associated with

administration of the paid parking system, monitoring equipment, auditing revenue collections, and coordinating parking needs with local stakeholders. This would support the City's goals to Make Parking Easier, and, Improve Parking Controls. Local municipal parking rate details are included in the Rate Survey in Attachment A.

- **Gated Garage Operations:** Gated operations are the traditional method for controlling access and collecting parking fees. These operations use equipment technology that is readily available and proven in the industry. While this type of equipment would support the City's goals to Improve Parking Controls, and, Make Parking Easier for Visitors and Businesses, some stakeholders believe it would have a negative impact on the Downtown Charm.

Implementation of gated garage operations would require the installation of barrier gates in the entrance and exit lanes. The entrance lanes would also have a machine that would read monthly parking access cards and dispense visitor tickets. The exit lanes would have machines that would read monthly parking access cards and process prepaid visitor tickets or accept credit card payments. Pay station machine(s) to enable visitors to pay before they exit would be placed in elevator lobbies or other primary pedestrian entry and exit point(s). With this type of system, visitors would pull into the garage, take a ticket from the machine which would trigger the gate to open, and then pull into the garage and park. Signage in the entrance lanes and throughout the garage would instruct visitors to take their tickets with them and prepay before exiting. When visitors return to the garage, signage will direct them to pay for their parking at the pay station before exiting, and, once they reach the exit lane they will enter their ticket into the machine which will open the gate if there are no outstanding fees due, or, will instruct them to pay with a credit card.



Gated Garage Equipment Example

Since the gates will control access and compel customers to comply with parking rates, parking enforcement would not be needed. Therefore, we estimate that the City could somewhat reduce its enforcement costs if the this type of operation is implemented.

- **Gateless Garage Operations:** The use of gateless equipment would meet all of the City's goals but is not as readily available and could have higher ongoing operating costs. There are two types of License Plate Recognition (LPR) gateless operations that could be considered. With these types of operations, customers would have the option of paying to

park longer than the free period by using an onsite pay station or a parking application (App).

- Static LPR Operation with Active Enforcement: Static LPR would meet all of the City's goals but would maintain or increase the City's recurring operating costs for enforcement.

This operation would use license plate scanning equipment in the entrance and exit lanes and would require enforcement staff. The scanning equipment would be connected to a server with software that would track vehicle length of stay and payment information. Pay station machine(s) would be placed in elevator lobbies or other primary pedestrian entry and exit point(s) to enable visitors to pay for parking. A remote payment App for smart phones would also be implemented to enable customers to process payments directly from their phones.

Enforcement staff would be notified by the system when a vehicle has exceeded the free or paid parking limit and enforcement staff would need to be dispatched to the facility to issue a ticket.

With this type of system, visitors would simply pull into the garage and park. Signage in the entrance lanes and throughout the garage would instruct visitors to make note of their license plate and that they must process a payment at the pay station or through the remote payment App if they exceed the time limit for free parking.

- Static LPR Operation with Passive Enforcement: An LPR operation with passive enforcement would meet all of the City's goals and would have low recurring operating costs. However, it would require higher parking rates to recoup the cost of citation processing, and, it would rely on technology that is relatively new to the market and may not be immediately available.

This operation would use license plate scanning equipment in the entrance and exit lanes and payment options that are the same as the equipment described above for the LPR operation with active enforcement. However, with this type of operation, enforcement staff would not be required.

Access would be controlled through the distribution of parking fee invoices that would be automatically mailed to customers that the system observed entering and exiting without processing a payment. This technology would utilize the Department of Motor Vehicles to enforce payment of parking invoices by restricting vehicle registration for customers that have not paid their parking fees.

The processing costs to mail invoices to customers that exit without paying onsite or online for parking will be approximately \$5.00 for each invoice. These processing costs would need to be added to the City's target revenue per transaction and would likely require higher parking rates.

Since parking invoices will be automatically distributed to customers that do not pay before exiting, parking enforcement would not be needed. Therefore, we estimate

that the City could somewhat reduce its enforcement costs if the this type of operation is implemented.

- Gateless Surface Lot Operations: We recommend that the City install pay station machines on the surface lots to enable customers to pay to extend their parking beyond the free period. With this type of operation one or two pay station machines would be strategically placed on each surface lot.

With this type of operation, visitors would simply pull into the lot and park. Signage in the entrance lanes and throughout the lot would instruct visitors to make note of their license plate and that they must process a payment at the pay station or through the remote payment App if they exceed the time limit for free parking.

Enforcement for this type of operation would require regular patrols to issue citations to vehicles that have exceeded the free period without processing a payment. This is similar to the current enforcement requirements and is not expected to have an impact on enforcement costs.

- Equipment and Operating Cost Analysis for Gated & Gateless Operations:

Type of Operation	Estimated Equipment Investment and New Annual Operating Costs			
	Equipment	Administrative*	Enforcement**	Total Operation
Gated Garages - Gateless Pay & Display Lots w/ Active Enforcement	\$1,100,000	\$150,000	(\$35,000)	\$115,000
Gateless Garages w/ Static LPR - Gateless Pay & Display Lots				
Active Enforcement	\$600,000	\$150,000	\$0	\$150,000
Passive Enforcement	\$500,000	\$150,000	(\$35,000)	\$115,000

On-Street Operations

Current enforcement efforts are hindered by manual processes and complex parking zone rules which have resulted in relatively low compliance. Additionally, the presence of enforcement officers is viewed by businesses and customers as a somewhat stern presence in the downtown area.

Recommendation No. 9 – Enhance On-Street Parking Enforcement

The current enforcement operation is relying on outdated technology. Advanced LPR equipment could be utilized to expedite patrols and facilitate more visitor support from the enforcement staff. We recommend improving the enforcement technology to reduce enforcement costs. This would support all of the City's goals.

On-Street Residential Operations

The City is developing a RPP policy that may help to normalize parking fluctuation in and around downtown for downtown visitors and employees. The evaluation of RPP is not within the scope of this study but is being referenced as an active parking strategy currently under development. The implementation of RPP and the recommendations in this report will provide the City with a basis on which to formulate a coordinated parking management plan for the downtown and vicinity.

Conclusion

Working with the City and local stakeholders, we have identified three goals to improve the parking in Downtown Palo Alto. The goals are to Improve Parking Controls, Make Parking Easier, and Develop Solutions with Minimal Impact on Downtown Charm. The recommendations outlined in this report will address all of the City's goals by improving Signage, Communication, and Operations. We recommend that the City pursue one RFP for all of these categories to ensure that one successful bidder is responsible for delivering a comprehensive and cohesive solution to the City's parking needs.

Attachment A

Sample branding signage from California cities:



The City of San Jose



City of Walnut Creek

Sample Parking Guidance System (PGS) signage from other cities:



The City of San Jose



The City of San Francisco

Sample municipal landing page (1 of 2):

Departments
Residents
Visitors
Government
Forms
Calendar
FAQ'S

Search here

Parking Services

Home » Visitors » Parking Services

City of Haverhill Parking Services Division

[Small](#) [Print](#)

The goal of the Parking Services Division in the City of Haverhill is to provide you with a clean, safe, and customer friendly parking environment.

The City is responsible for the overall management of nearly 1,000 City owned parking spaces in the Central Business District with on-street parking, 11 parking lots, the Herbert H. Goecke Parking garage and the back-in-angle parking area on Bailey Boulevard. Paid parking operations are run by **SP Plus Municipal Services**, a private parking contractor.

The MVRTA is responsible for the **Parking lot and Garage on Granite Street adjacent to Haverhill Station as well as the parking lot adjacent to Bradford Station.** <http://www.mvrta.com/>



The map shows the parking lots in downtown Haverhill.

For a detailed map Haverhill's parking facilities - [click here](#) to download a copy.

The Central Business District (CBD) parking plan provides many important benefits:

- promotes parking turnover in the CBD
- assists with relieving traffic congestion throughout the downtown which stimulates residential and business opportunities
- provides funding through the paid parking program to offset parking expenses.

To ensure the compliance with the latest restrictions, always be sure to follow the posted signs.

Paid Parking in the Haverhill Central Business District (Downtown)

In City owned parking lots (see list), the Herbert H. Goecke Parking Deck **there is a charge of \$.50 per hour for parking** from 8 am to 8 pm Monday to Friday. Parking is free on Saturday and Sunday. Parking earlier than 8am and after 8pm is free.

On-street parking on Washington Street, Essex Street, Granite Street, Locust Street, and Wingate Street is \$.50 per hour from 3 pm to 8 pm and is strictly limited to two hours.

Parking at the MVRTA garage on Granite Street is \$1.00 per hour. Monthly parking is available.

Downtown parking permits

Sample municipal landing page (2 of 2):

7/14/2014

Parking Permits



ABOUT MONTCLAIR RESIDENTS VISITORS BUSINESSES SERVICES A-Z CONTACT US

I WANT TO...

- [FILE AN OPRA REQUEST](#)
- [REPORT STREET LIGHT OUT](#)
- [FIND AN ORDINANCE](#)
- [RENEW A PARKING PERMIT](#)
- [BUY A PARKING PERMIT](#)
- [PAY TAX/UTILITY BILL](#)
- [NONE](#)

WHAT'S NEW

- [Council Meeting Agenda](#)
- [Nishuane Well Project](#)
- [Unified Land Use and Circulation Plan](#)
- [Montclair Gateway Redevelopment Plan](#)
- [2013 Water Quality Report](#)
- [Monthly Refuse Schedule](#)
- [Township 2014 Holidays](#)

GOVERNMENT

- [Mayor and Council](#)
- [Township Manager](#)
- [Boards and Commissions](#)
- [Advisory Committees](#)
- [Montclair's Form of Government](#)
- [Council Meeting Minutes](#)
- [Council Meeting Agendas](#)
- [Volunteer Form](#)

DEPARTMENTS & SERVICES

- [Affordable Housing](#)
- [Animal Shelter](#)
- [Code Enforcement](#)
- [Community Services \(Public Works & Parks\)](#)
- [Employment, Human Resources](#)
- [Engineering Bureau](#)
- [Environmental Affairs](#)
- [Finances & Taxes](#)
- [Health & Human Services](#)
- [Fire](#)
- [Legal Department](#)
- [Municipal Clerk](#)
- [Parking Utility](#)
- [Planning, Zoning,](#)

Parking Permits

Township of Montclair Municipal Building
205 Claremont Avenue
Third Floor
Montclair, NJ 07042

Tina Iordamila
Finance Manager
973-509-4997
tiordamila@montclairnjusa.org

Main Number: 973-509-4997

Hours: Monday - Friday, 8:30 a.m. - 4:30 p.m.

The Crescent Deck at Montclair Center
Operated by Propark America

Crescent Deck Number: 973-744-6010

The Montclair Parking Utility is responsible for the oversight of parking operations within the the Township and is continuously working to improve parking conditions throughout Montclair.



Single-Use Parking Permits Now Available Online

Single-use parking permits may now be purchased online on Montclair's Click and Park website.



Single Use Parking Permit: visitors/guests/friends/family of Montclair residents who display this permit may park in a municipal parking lot marked "Permit Parking Only" or in front of the resident's home until 9:00 a.m. the following morning. The single-use visitor parking permits may be purchased online and printed at home at a daily rate of \$5.

[PURCHASE SINGLE-USE PARKING PERMIT](#)

Parking Rates

Montclair Parking Utility rates are listed below:

Site-Month Permits

Permit	Cost
Bay Street Station Parking Permits:	\$360.00
Central Business District (daytime)	\$300.00
Grove Street lot (daytime)	\$300.00
Walnut Station Parking Permits:	\$360.00

Watchung Station Parking Permits:	\$360.00
Upper Montclair Train Station Parking Permits:	\$360.00
Mountain Avenue Station Parking Permits:	\$300.00
Montclair Heights Station Parking Permits:	\$300.00
Overnight On-Street Parking Permits:	\$270.00
Overnight Off-Street Parking Permits:	\$270.00

All train station parking permits are now valid 24 hours a day, 7 days a week. Permit holders will now be allowed to park overnight in all transit lots without needing to purchase an additional overnight permit.

Overnight permit hours have been extended to cover 5:00 p.m.-9:00 a.m. This is an increase in one hour in the evening and one hour in the morning to better accommodate parking needs.

Non-transit daytime parking rates are not anticipated to be increased until 2013.

Crescent Deck at Montclair Center Permits
Daytime Permits: \$70.00 per month
Overnight Permits: \$60.00 per month
24/7 Permits: \$130.00 per month

Daily Parking at Bay Street Station
Daily Space Parking: \$7.00 per day

Attachment B

CITY OF PALO ALTO CONTRACT NO. C15156400

AGREEMENT BETWEEN THE CITY OF PALO ALTO AND HUNT DESIGN, INC.

FOR PROFESSIONAL SERVICES

This Agreement is entered into on this 9th day of February, 2015, (“Agreement”) by and between the CITY OF PALO ALTO, a California chartered municipal corporation (“CITY”), and **HUNT DESIGN, INC.**, a California corporation, located at 25 N. Mentor Avenue, Pasadena, California, 91106, Telephone (626)793-7847 (“CONSULTANT”).

RECITALS

The following recitals are a substantive portion of this Agreement.

A. CITY intends to develop a new parking wayfinding system and new parking signage at garage entrances (“Project”) and desires to engage a consultant to provide services in connection with the Project (“Services”).

B. CONSULTANT has represented that it has the necessary professional expertise, qualifications, and capability, and all required licenses and/or certifications to provide the Services.

C. CITY in reliance on these representations desires to engage CONSULTANT to provide the Services as more fully described in Exhibit “A”, attached to and made a part of this Agreement.

NOW, THEREFORE, in consideration of the recitals, covenants, terms, and conditions, in this Agreement, the parties agree:

AGREEMENT

SECTION 1. SCOPE OF SERVICES. CONSULTANT shall perform the Services described in Exhibit “A” in accordance with the terms and conditions contained in this Agreement. The performance of all Services shall be to the reasonable satisfaction of CITY.

SECTION 2. TERM.

The term of this Agreement shall be from the date of its full execution through February 8, 2016 unless terminated earlier pursuant to Section 19 of this Agreement.

SECTION 3. SCHEDULE OF PERFORMANCE. Time is of the essence in the performance of Services under this Agreement. CONSULTANT shall complete the Services within the term of this Agreement and in accordance with the schedule set forth in Exhibit “B”, attached to and made a part of this Agreement. Any Services for which times for performance are not specified in this Agreement shall be commenced and completed by CONSULTANT in a reasonably prompt and timely manner based upon the circumstances and direction communicated to the CONSULTANT. CITY’s agreement to extend the term or the schedule for performance shall not preclude recovery of damages for delay if the extension is required due to the fault of

CONSULTANT.

SECTION 4. NOT TO EXCEED COMPENSATION. The compensation to be paid to CONSULTANT for performance of the Services described in Exhibit “A”, including both payment for professional services and reimbursable expenses, shall not exceed One Hundred Ten Thousand Dollars (\$110,000.00). The applicable rates and schedule of payment are set out in Exhibit “C-1”, entitled “HOURLY RATE SCHEDULE,” which is attached to and made a part of this Agreement.

Additional Services, if any, shall be authorized in accordance with and subject to the provisions of Exhibit “C”. CONSULTANT shall not receive any compensation for Additional Services performed without the prior written authorization of CITY. Additional Services shall mean any work that is determined by CITY to be necessary for the proper completion of the Project, but which is not included within the Scope of Services described in Exhibit “A”.

SECTION 5. INVOICES. In order to request payment, CONSULTANT shall submit monthly invoices to the CITY describing the services performed and the applicable charges (including an identification of personnel who performed the services, hours worked, hourly rates, and reimbursable expenses), based upon the CONSULTANT’s billing rates (set forth in Exhibit “C-1”). If applicable, the invoice shall also describe the percentage of completion of each task. The information in CONSULTANT’s payment requests shall be subject to verification by CITY. CONSULTANT shall send all invoices to the City’s project manager at the address specified in Section 13 below. The City will generally process and pay invoices within thirty (30) days of receipt.

SECTION 6. QUALIFICATIONS/STANDARD OF CARE. All of the Services shall be performed by CONSULTANT or under CONSULTANT’s supervision. CONSULTANT represents that it possesses the professional and technical personnel necessary to perform the Services required by this Agreement and that the personnel have sufficient skill and experience to perform the Services assigned to them. CONSULTANT represents that it, its employees and subconsultants, if permitted, have and shall maintain during the term of this Agreement all licenses, permits, qualifications, insurance and approvals of whatever nature that are legally required to perform the Services.

All of the services to be furnished by CONSULTANT under this agreement shall meet the professional standard and quality that prevail among professionals in the same discipline and of similar knowledge and skill engaged in related work throughout California under the same or similar circumstances.

SECTION 7. COMPLIANCE WITH LAWS. CONSULTANT shall keep itself informed of and in compliance with all federal, state and local laws, ordinances, regulations, and orders that may affect in any manner the Project or the performance of the Services or those engaged to perform Services under this Agreement. CONSULTANT shall procure all permits and licenses, pay all charges and fees, and give all notices required by law in the performance of the Services.

SECTION 8. ERRORS/OMISSIONS. CONSULTANT shall correct, at no cost to CITY, any and all errors, omissions, or ambiguities in the work product submitted to CITY, provided CITY

gives notice to CONSULTANT. If CONSULTANT has prepared plans and specifications or other design documents to construct the Project, CONSULTANT shall be obligated to correct any and all errors, omissions or ambiguities discovered prior to and during the course of construction of the Project. This obligation shall survive termination of the Agreement.

SECTION 9. COST ESTIMATES. If this Agreement pertains to the design of a public works project, CONSULTANT shall submit estimates of probable construction costs at each phase of design submittal. If the total estimated construction cost at any submittal exceeds ten percent (10%) of the CITY's stated construction budget, CONSULTANT shall make recommendations to the CITY for aligning the PROJECT design with the budget, incorporate CITY approved recommendations, and revise the design to meet the Project budget, at no additional cost to CITY.

SECTION 10. INDEPENDENT CONTRACTOR. It is understood and agreed that in performing the Services under this Agreement CONSULTANT, and any person employed by or contracted with CONSULTANT to furnish labor and/or materials under this Agreement, shall act as and be an independent contractor and not an agent or employee of the CITY.

SECTION 11. ASSIGNMENT. The parties agree that the expertise and experience of CONSULTANT are material considerations for this Agreement. CONSULTANT shall not assign or transfer any interest in this Agreement nor the performance of any of CONSULTANT's obligations hereunder without the prior written consent of the city manager. Consent to one assignment will not be deemed to be consent to any subsequent assignment. Any assignment made without the approval of the city manager will be void.

SECTION 12. SUBCONTRACTING. CONSULTANT shall not subcontract any portion of the work to be performed under this Agreement without the prior written authorization of the city manager or designee.

CONSULTANT shall be responsible for directing the work of any subconsultants and for any compensation due to subconsultants. CITY assumes no responsibility whatsoever concerning compensation. CONSULTANT shall be fully responsible to CITY for all acts and omissions of a subconsultant. CONSULTANT shall change or add subconsultants only with the prior approval of the city manager or his designee.

SECTION 13. PROJECT MANAGEMENT. CONSULTANT will assign Wayne Hunt as the project manager to have supervisory responsibility for the performance, progress, and execution of the Services and Jennifer Bressler as the project Designer to represent CONSULTANT during the day-to-day work on the Project. If circumstances cause the substitution of the project director, project coordinator, or any other key personnel for any reason, the appointment of a substitute project director and the assignment of any key new or replacement personnel will be subject to the prior written approval of the CITY's project manager. CONSULTANT, at CITY's request, shall promptly remove personnel who CITY finds do not perform the Services in an acceptable manner, are uncooperative, or present a threat to the adequate or timely completion of the Project or a threat to the safety of persons or property.

The City's project manager is Jessica Sullivan, Planning & Community Environment

Department, Transportation Division, 250 Hamilton Avenue, Palo Alto, CA 94303, Telephone (650) 329-2453. The project manager will be CONSULTANT's point of contact with respect to performance, progress and execution of the Services. The CITY may designate an alternate project manager from time to time.

SECTION 14. OWNERSHIP OF MATERIALS. Upon delivery, all work product, including without limitation, all writings, drawings, plans, reports, specifications, calculations, documents, other materials and copyright interests developed under this Agreement shall be and remain the exclusive property of CITY without restriction or limitation upon their use. CONSULTANT agrees that all copyrights which arise from creation of the work pursuant to this Agreement shall be vested in CITY, and CONSULTANT waives and relinquishes all claims to copyright or other intellectual property rights in favor of the CITY. Neither CONSULTANT nor its contractors, if any, shall make any of such materials available to any individual or organization without the prior written approval of the City Manager or designee. CONSULTANT makes no representation of the suitability of the work product for use in or application to circumstances not contemplated by the scope of work.

SECTION 15. AUDITS. CONSULTANT will permit CITY to audit, at any reasonable time during the term of this Agreement and for three (3) years thereafter, CONSULTANT's records pertaining to matters covered by this Agreement. CONSULTANT further agrees to maintain and retain such records for at least three (3) years after the expiration or earlier termination of this Agreement.

SECTION 16. INDEMNITY.

16.1. To the fullest extent permitted by law, CONSULTANT shall protect, indemnify, defend and hold harmless CITY, its Council members, officers, employees and agents (each an "Indemnified Party") from and against any and all demands, claims, or liability of any nature, including death or injury to any person, property damage or any other loss, including all costs and expenses of whatever nature including attorneys fees, experts fees, court costs and disbursements ("Claims") resulting from, arising out of or in any manner related to performance or nonperformance by CONSULTANT, its officers, employees, agents or contractors under this Agreement, regardless of whether or not it is caused in part by an Indemnified Party.

16.2. Notwithstanding the above, nothing in this Section 16 shall be construed to require CONSULTANT to indemnify an Indemnified Party from Claims arising from the active negligence, sole negligence or willful misconduct of an Indemnified Party.

16.3. The acceptance of CONSULTANT's services and duties by CITY shall not operate as a waiver of the right of indemnification. The provisions of this Section 16 shall survive the expiration or early termination of this Agreement.

SECTION 17. WAIVERS. The waiver by either party of any breach or violation of any covenant, term, condition or provision of this Agreement, or of the provisions of any ordinance or law, will not be deemed to be a waiver of any other term, covenant, condition, provisions, ordinance or law, or of any subsequent breach or violation of the same or of any other term,

covenant, condition, provision, ordinance or law.

SECTION 18. INSURANCE.

18.1. CONSULTANT, at its sole cost and expense, shall obtain and maintain, in full force and effect during the term of this Agreement, the insurance coverage described in Exhibit "D". CONSULTANT and its contractors, if any, shall obtain a policy endorsement naming CITY as an additional insured under any general liability or automobile policy or policies.

18.2. All insurance coverage required hereunder shall be provided through carriers with AM Best's Key Rating Guide ratings of A-VII or higher which are licensed or authorized to transact insurance business in the State of California. Any and all contractors of CONSULTANT retained to perform Services under this Agreement will obtain and maintain, in full force and effect during the term of this Agreement, identical insurance coverage, naming CITY as an additional insured under such policies as required above.

18.3. Certificates evidencing such insurance shall be filed with CITY concurrently with the execution of this Agreement. The certificates will be subject to the approval of CITY's Risk Manager and will contain an endorsement stating that the insurance is primary coverage and will not be canceled, or materially reduced in coverage or limits, by the insurer except after filing with the Purchasing Manager thirty (30) days' prior written notice of the cancellation or modification. If the insurer cancels or modifies the insurance and provides less than thirty (30) days' notice to CONSULTANT, CONSULTANT shall provide the Purchasing Manager written notice of the cancellation or modification within two (2) business days of the CONSULTANT's receipt of such notice. CONSULTANT shall be responsible for ensuring that current certificates evidencing the insurance are provided to CITY's Purchasing Manager during the entire term of this Agreement.

18.4. The procuring of such required policy or policies of insurance will not be construed to limit CONSULTANT's liability hereunder nor to fulfill the indemnification provisions of this Agreement. Notwithstanding the policy or policies of insurance, CONSULTANT will be obligated for the full and total amount of any damage, injury, or loss caused by or directly arising as a result of the Services performed under this Agreement, including such damage, injury, or loss arising after the Agreement is terminated or the term has expired.

SECTION 19. TERMINATION OR SUSPENSION OF AGREEMENT OR SERVICES.

19.1. The City Manager may suspend the performance of the Services, in whole or in part, or terminate this Agreement, with or without cause, by giving ten (10) days prior written notice thereof to CONSULTANT. Upon receipt of such notice, CONSULTANT will immediately discontinue its performance of the Services.

19.2. CONSULTANT may terminate this Agreement or suspend its performance of the Services by giving thirty (30) days prior written notice thereof to CITY, but only in the event of a substantial failure of performance by CITY.

19.3. Upon such suspension or termination, CONSULTANT shall deliver to the City Manager immediately any and all copies of studies, sketches, drawings, computations, and other data, whether or not completed, prepared by CONSULTANT or its contractors, if any, or given to CONSULTANT or its contractors, if any, in connection with this Agreement. Such materials will become the property of CITY.

19.4. Upon such suspension or termination by CITY, CONSULTANT will be paid for the Services rendered or materials delivered to CITY in accordance with the scope of services on or before the effective date (i.e., 10 days after giving notice) of suspension or termination; provided, however, if this Agreement is suspended or terminated on account of a default by CONSULTANT, CITY will be obligated to compensate CONSULTANT only for that portion of CONSULTANT's services which are of direct and immediate benefit to CITY as such determination may be made by the City Manager acting in the reasonable exercise of his/her discretion. The following Sections will survive any expiration or termination of this Agreement: 14, 15, 16, 19.4, 20, and 25.

19.5. No payment, partial payment, acceptance, or partial acceptance by CITY will operate as a waiver on the part of CITY of any of its rights under this Agreement.

SECTION 20. NOTICES.

All notices hereunder will be given in writing and mailed, postage prepaid, by certified mail, addressed as follows:

To CITY: Office of the City Clerk
City of Palo Alto
Post Office Box 10250
Palo Alto, CA 94303

With a copy to the Purchasing Manager

To CONSULTANT: Attention of the project director
at the address of CONSULTANT recited above

SECTION 21. CONFLICT OF INTEREST.

21.1. In accepting this Agreement, CONSULTANT covenants that it presently has no interest, and will not acquire any interest, direct or indirect, financial or otherwise, which would conflict in any manner or degree with the performance of the Services.

21.2. CONSULTANT further covenants that, in the performance of this Agreement, it will not employ subconsultants, contractors or persons having such an interest. CONSULTANT certifies that no person who has or will have any financial interest under this Agreement is an officer or employee of CITY; this provision will be interpreted in accordance with the applicable provisions of the Palo Alto Municipal Code and the Government Code of the

State of California.

21.3. If the Project Manager determines that CONSULTANT is a “Consultant” as that term is defined by the Regulations of the Fair Political Practices Commission, CONSULTANT shall be required and agrees to file the appropriate financial disclosure documents required by the Palo Alto Municipal Code and the Political Reform Act.

SECTION 22. NONDISCRIMINATION. As set forth in Palo Alto Municipal Code section 2.30.510, CONSULTANT certifies that in the performance of this Agreement, it shall not discriminate in the employment of any person because of the race, skin color, gender, age, religion, disability, national origin, ancestry, sexual orientation, housing status, marital status, familial status, weight or height of such person. CONSULTANT acknowledges that it has read and understands the provisions of Section 2.30.510 of the Palo Alto Municipal Code relating to Nondiscrimination Requirements and the penalties for violation thereof, and agrees to meet all requirements of Section 2.30.510 pertaining to nondiscrimination in employment.

SECTION 23. ENVIRONMENTALLY PREFERRED PURCHASING AND ZERO WASTE REQUIREMENTS. CONSULTANT shall comply with the City’s Environmentally Preferred Purchasing policies which are available at the City’s Purchasing Department, incorporated by reference and may be amended from time to time. CONSULTANT shall comply with waste reduction, reuse, recycling and disposal requirements of the City’s Zero Waste Program. Zero Waste best practices include first minimizing and reducing waste; second, reusing waste and third, recycling or composting waste. In particular, Consultant shall comply with the following zero waste requirements:

- All printed materials provided by Consultant to City generated from a personal computer and printer including but not limited to, proposals, quotes, invoices, reports, and public education materials, shall be double-sided and printed on a minimum of 30% or greater post-consumer content paper, unless otherwise approved by the City’s Project Manager. Any submitted materials printed by a professional printing company shall be a minimum of 30% or greater post-consumer material and printed with vegetable based inks.
- Goods purchased by Consultant on behalf of the City shall be purchased in accordance with the City’s Environmental Purchasing Policy including but not limited to Extended Producer Responsibility requirements for products and packaging. A copy of this policy is on file at the Purchasing Office.
- Reusable/returnable pallets shall be taken back by the Consultant, at no additional cost to the City, for reuse or recycling. Consultant shall provide documentation from the facility accepting the pallets to verify that pallets are not being disposed.

SECTION 24. NON-APPROPRIATION

24.1. This Agreement is subject to the fiscal provisions of the Charter of the City of Palo Alto and the Palo Alto Municipal Code. This Agreement will terminate without any penalty (a) at the end of any fiscal year in the event that funds are not appropriated for the following fiscal year, or (b) at any time within a fiscal year in the event that funds are only appropriated for a portion of the fiscal year and funds for this Agreement are no longer available. This section shall take precedence in the event of a conflict with any other covenant, term,

condition, or provision of this Agreement.

SECTION 25. MISCELLANEOUS PROVISIONS.

25.1. This Agreement will be governed by the laws of the State of California.

25.2. In the event that an action is brought, the parties agree that trial of such action will be vested exclusively in the state courts of California in the County of Santa Clara, State of California.

25.3. The prevailing party in any action brought to enforce the provisions of this Agreement may recover its reasonable costs and attorneys' fees expended in connection with that action. The prevailing party shall be entitled to recover an amount equal to the fair market value of legal services provided by attorneys employed by it as well as any attorneys' fees paid to third parties.

25.4. This document represents the entire and integrated agreement between the parties and supersedes all prior negotiations, representations, and contracts, either written or oral. This document may be amended only by a written instrument, which is signed by the parties.

25.5. The covenants, terms, conditions and provisions of this Agreement will apply to, and will bind, the heirs, successors, executors, administrators, assignees, and consultants of the parties.

25.6. If a court of competent jurisdiction finds or rules that any provision of this Agreement or any amendment thereto is void or unenforceable, the unaffected provisions of this Agreement and any amendments thereto will remain in full force and effect.

25.7. All exhibits referred to in this Agreement and any addenda, appendices, attachments, and schedules to this Agreement which, from time to time, may be referred to in any duly executed amendment hereto are by such reference incorporated in this Agreement and will be deemed to be a part of this Agreement.

25.8 If, pursuant to this contract with CONSULTANT, City shares with CONSULTANT personal information as defined in California Civil Code section 1798.81.5(d) about a California resident ("Personal Information"), CONSULTANT shall maintain reasonable and appropriate security procedures to protect that Personal Information, and shall inform City immediately upon learning that there has been a breach in the security of the system or in the security of the Personal Information. CONSULTANT shall not use Personal Information for direct marketing purposes without City's express written consent.

25.9 All unchecked boxes do not apply to this agreement.

25.10 The individuals executing this Agreement represent and warrant that they have the legal capacity and authority to do so on behalf of their respective legal entities.

25.11 This Agreement may be signed in multiple counterparts, which shall, when executed by all the parties, constitute a single binding agreement

IN WITNESS WHEREOF, the parties hereto have by their duly authorized representatives executed this Agreement on the date first above written.

CITY OF PALO ALTO

HUNT DESIGN, INC.

DocuSigned by:
T. Wayne Hunt
225D974824CC4CB...

Principal

APPROVED AS TO FORM:

Attachments:

EXHIBIT "A": SCOPE OF WORK
EXHIBIT "B": SCHEDULE OF PERFORMANCE
EXHIBIT "C": COMPENSATION
EXHIBIT "C-1": SCHEDULE OF RATES
EXHIBIT "D": INSURANCE REQUIREMENTS

EXHIBIT “A” SCOPE OF SERVICES

CITY is contracting with CONSULTANT for the development of a new parking wayfinding system and new parking signage at garage entrances. The project includes the following elements and services:

Elements:

The following elements will be studied and addressed:

- Vehicular directional signage, bicycle-related parking signage
- Major identification signs for six garages, bicycle-related parking signage
- Major identification signs for twelve surface lots
- Bicycle-related parking signage
- EV charging/parking signage
- Parking directional signage

Services:

1. Evaluation and gap analysis of existing signage
2. Design of a new City of Palo Alto parking brand that will be used on CITY parking notices and material, mobile apps and website
3. Design of new and replacement parking wayfinding signage that will integrate with new CITY logo
4. Development of mock-up signage
5. Construction bid reviews
6. Construction administration for the installation of the new signage

Scope of Work

Phase 1 – Inventory, Analysis and City Orientation

1. CONSULTANT will conduct a kick-off meeting with CITY staff and stakeholders to help clarify the goals of the program, identify likely issues, challenges and schedule.
2. CONSULTANT shall review and develop a working knowledge of community history, culture, arts and commerce within CITY, and become familiar with other branding in use by CITY.
3. CONSULTANT shall conduct an inventory of representative existing parking-related signage and evaluate practicality of reuse of portions existing signage infrastructure – poles, hardware, etc.
4. CONSULTANT shall identify primary circulation routes, intersections and decision points leading to parking resources.
5. CONSULTANT shall identify different user groups and specific wayfinding needs including accessibility, first-time visitors, senior citizens, employees, residents and others.

6. CONSULTANT shall evolve a wayfinding logic and strategy, including a ‘family’ of signage types.
7. CONSULTANT shall prepare a preliminary Sign Location/Wayfinding Plan.
8. CONSULTANT shall work from industry sources and survey parking signage and brands in other communities to build a state-of-the-art context for the new Palo Alto parking brand design.
9. CONSULTANT shall summarize work and results in a written report.

Phase 1 Work Products: Wayfinding Analysis and Recommendations; Survey of existing signage; Preliminary Sign Location Plan; Sign types definition; Written report.

Phase 2 - System Design Development

1. CONSULTANT shall develop design concepts to express a Palo Alto parking brand and wayfinding strategy, using images and themes from local and environmental sources, colors, visual icons and other resources. CONSULTANT shall develop design themes for visual form for each sign type. Included will be studies of size, scale, typeface, color, material, sequence, and relationship to architecture, landscape and streetscape elements. CONSULTANT shall present at least three signage system concept options for review.
2. CONSULTANT shall refine designs based on feedback from CITY staff and stakeholders, and develop best of conceptual designs into recommended design theme. CONSULTANT shall prepare scale models of selected designs.
3. CONSULTANT shall assist CITY in facilitating public review, including any required meetings with CITY Council and/or the Planning and Transportation Commission.
4. CONSULTANT shall assist CITY in presentation and interaction with design review agencies, including the Architectural Review Board (ARB).
5. CONSULTANT shall refine preferred concept design theme into final design recommendation.
6. CONSULTANT shall refine preferred concept design theme into final, detailed designs, including the addition of secondary sign types (Design Development).
7. CONSULTANT shall assist in procurement of selected full-size mock-ups for review.
8. CONSULTANT shall prepare final draft signage/wayfinding plan.
9. CONSULTANT shall prepare project preliminary cost estimate for new signage fabrication and construction.

Phase 2 Work Products: Presentations of designs; Scale models of potential sign types and concepts; Statement of Probable Cost for fabrication, installation and maintenance of the system; Final draft signage/wayfinding plan.

Phase 3 - Pre-Construction Services

1. CONSULTANT shall prepare design-intent fabrication and installation drawings including details, sections and elevations.

2. CONSULTANT shall prepare final Sign Location Plans.
3. CONSULTANT shall prepare technical fabrication and performance Specifications.
4. CONSULTANT shall prepare artwork for multi-media application.
5. CONSULTANT shall develop phasing plan options.
6. CONSULTANT shall revise cost estimate as necessary and present full program to CITY Council for approval, if required.
7. CONSULTANT shall assist in combining documents with CITY procurement information to form Construction Bid Documents necessary to solicit bids and select sign vendor.

Phase 3 Work products: Design-intent drawings, (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards) with written statement regarding rationale for design choices, materials, method of fabrication, and how systems can be modified over time; Sign location plans; Sign messages; Specifications.

Phase 4 - Construction Administration

1. CONSULTANT shall respond to questions from bidders/sign contractors.
2. CONSULTANT shall assist in reviewing bids from sign contractors for adherence to scope of work, and review any suggested alternates.
3. CONSULTANT shall review shop drawings, color and materials samples and mock-ups provided by sign contractors.
4. CONSULTANT shall conduct shop visits to inspect work in progress.
5. CONSULTANT shall assist in administration and inspection for installation of typical signage elements.
6. CONSULTANT shall prepare a “punch list” of items requiring post-installation attention by sign contractor.
7. CONSULTANT shall prepare an Palo Alto Parking Signage Reference Manual documenting the program and defining procedures for program reordering, expansion and maintenance, as well as design guidelines for future signage projects.

Phase 4 Work products: Punch lists and Palo Alto Parking Signage Reference Manual, which should include a system summary, a map of sign locations and content (in both GIS map and spreadsheet format), prioritization of sign installation, shop drawings of each type of sign, rules of thumb regarding sign placement, method of updating/replacing signs, and roles and responsibilities of all parties involved in project (tracking, maintenance, ordering, etc.)

**EXHIBIT “B”
SCHEDULE OF PERFORMANCE**

CONSULTANT shall perform the Services so as to complete each milestone within the number of days/weeks specified below. The time to complete each milestone may be increased or decreased by mutual written agreement of the project managers for CONSULTANT and CITY so long as all work is completed within the term of the Agreement. CONSULTANT shall provide a detailed schedule of work consistent with the schedule below within 2 weeks of receipt of the notice to proceed.

Milestone	Completion No. of Days/Weeks From NTP
1. PHASE 1 (Inventory, Analysis and City Orientation)	4 Weeks
2. PHASE 2 (System Design Development)	5 Weeks
3. PHASE 3 (Pre-Construction Services)	5 Weeks
4. PHASE 4 (Construction Administration)	TBD

**EXHIBIT “C”
COMPENSATION**

The CITY agrees to compensate the CONSULTANT for professional services performed in accordance with the terms and conditions of this Agreement, and as set forth in the budget schedule below. Compensation shall be calculated based on the hourly rate schedule attached as exhibit C-1 up to the not to exceed budget amount for each task set forth below.

The compensation to be paid to CONSULTANT under this Agreement for all services described in Exhibit “A” (“Basic Services”) and reimbursable expenses shall not exceed \$110,000.00. CONSULTANT agrees to complete all Basic Services, including reimbursable expenses, within this amount. Any work performed or expenses incurred for which payment would result in a total exceeding the maximum amount of compensation set forth herein shall be at no cost to the CITY.

CONSULTANT shall perform the tasks and categories of work as outlined and budgeted below. The CITY’s Project Manager may approve in writing the transfer of budget amounts between any of the tasks or categories listed below provided the total compensation for Basic Services, including reimbursable expenses, does not exceed \$110,000.00.

BUDGET SCHEDULE	NOT TO EXCEED AMOUNT
Task 1 (Inventory, Analysis and City Orientation)	\$27,400.00
Task 2 (System Design)	\$31,100.00
Task 3 (Pre-Construction Services)	\$32,800.00
Task 4 (Construction Administration)	\$13,300.00
 Sub-total Basic Services	 \$104,600.00
Reimbursable Expenses	\$5,400.00
 Total Basic Services and Reimbursable expenses	 \$110,000.00
 Maximum Total Compensation	 \$110,000.00

REIMBURSABLE EXPENSES

The administrative, overhead, secretarial time or secretarial overtime, word processing, photocopying, in-house printing, insurance and other ordinary business expenses are included within the scope of payment for services and are not reimbursable expenses. CITY shall reimburse CONSULTANT for the following reimbursable expenses at cost. Expenses for which CONSULTANT shall be reimbursed are:

A. Travel outside the San Francisco Bay area, including transportation and meals, will be reimbursed at actual cost subject to the City of Palo Alto's policy for reimbursement of travel and meal expenses for City of Palo Alto employees.

B. Blueprints, computer imagery and other normal reproduction charges.

All requests for payment of expenses shall be accompanied by appropriate backup information. Any expense anticipated to be more than \$2,500.00 shall be approved in advance by the CITY's project manager.

ADDITIONAL SERVICES

The CONSULTANT shall provide additional services only by advanced, written authorization from the CITY. The CONSULTANT, at the CITY's project manager's request, shall submit a detailed written proposal including a description of the scope of services, schedule, level of effort, and CONSULTANT's proposed maximum compensation, including reimbursable expense, for such services based on the rates set forth in Exhibit C-1. The additional services scope, schedule and maximum compensation shall be negotiated and agreed to in writing by the CITY's Project Manager and CONSULTANT prior to commencement of the services. Payment for additional services is subject to all requirements and restrictions in this Agreement

EXHIBIT "C-1"
HOURLY RATE SCHEDULE

Scope	Labor Categories	Est. Hours	Hourly Rates	Extended Rate
Phase 1	Principal	65.00	\$ 160.00	\$ 10,400.00
Analysis & Program Development	Sign Programmer/Designer	100.00	\$ 130.00	\$ 13,000.00
	CADtech	40.00	\$ 100.00	\$ 4,000.00
TOTAL NOT TO EXCEED, TASK 1				\$ 27,400.00
Phase 2	Principal	70.00	\$ 160.00	\$ 11,200.00
System Design	Sign Programmer/Designer	130.00	\$ 130.00	\$ 16,900.00
	CADtech	30.00	\$ 100.00	\$ 3,000.00
TOTAL NOT TO EXCEED, TASK 2				\$ 31,100.00
Phase 3	Principal	40.00	\$ 160.00	\$ 6,400.00
Pre--Construction Services	Sign Programmer/Designer	80.00	\$ 130.00	\$ 10,400.00
	CADtech	160.00	\$ 100.00	\$ 16,000.00
TOTAL NOT TO EXCEED, TASK 3				\$ 32,800.00
Phase 4	Principal	15.00	\$ 160.00	\$ 2,400.00
Construction Administration	Sign Programmer/Designer	30.00	\$ 130.00	\$ 3,900.00
	CADtech	70.00	\$ 100.00	\$ 7,000.00
TOTAL NOT TO EXCEED, TASK 4				\$ 13,300.00

TOTAL NOT TO EXCEED (TASKS1--- 4)
--

\$104,600.00

REIMBURSABLES (NTE)

In addition to the above fees, CONSULTANT is to be reimbursed for standard expenses incurred in connection with this project at cost. Such expenses include: travel, blueprints, computer imagery, mileage and other normal reproduction charges. In-house color printing will be charged at \$2 per page up to 11"x17"; larger format will be billed at \$3 per square foot. Excluded are multiple copies of documents for distribution.

\$5,400.00

Maximum Total Compensation

\$110,000.00

EXHIBIT "D" INSURANCE REQUIREMENTS

CONTRACTORS TO THE CITY OF PALO ALTO (CITY), AT THEIR SOLE EXPENSE, SHALL FOR THE TERM OF THE CONTRACT OBTAIN AND MAINTAIN INSURANCE IN THE AMOUNTS FOR THE COVERAGE SPECIFIED BELOW, **AFFORDED BY COMPANIES WITH AM BEST'S KEY RATING OF A-VII, OR HIGHER, LICENSED OR AUTHORIZED TO TRANSACT INSURANCE BUSINESS IN THE STATE OF CALIFORNIA.**

AWARD IS CONTINGENT ON COMPLIANCE WITH CITY'S INSURANCE REQUIREMENTS, AS SPECIFIED, BELOW:

REQUIRE D	TYPE OF COVERAGE	REQUIREMENT	MINIMUM LIMITS	
			EACH OCCURRENCE	AGGREGATE
YES YES	WORKER'S COMPENSATION EMPLOYER'S LIABILITY	STATUTORY STATUTORY		
YES	GENERAL LIABILITY, INCLUDING PERSONAL INJURY, BROAD FORM PROPERTY DAMAGE BLANKET CONTRACTUAL, AND FIRE LEGAL LIABILITY	BODILY INJURY	\$1,000,000	\$1,000,000
		PROPERTY DAMAGE	\$1,000,000	\$1,000,000
		BODILY INJURY & PROPERTY DAMAGE COMBINED.	\$1,000,000	\$1,000,000
YES	AUTOMOBILE LIABILITY, INCLUDING ALL OWNED, HIRED, NON-OWNED	BODILY INJURY	\$1,000,000	\$1,000,000
		- EACH PERSON	\$1,000,000	\$1,000,000
		- EACH OCCURRENCE	\$1,000,000	\$1,000,000
		PROPERTY DAMAGE	\$1,000,000	\$1,000,000
		BODILY INJURY AND PROPERTY DAMAGE, COMBINED	\$1,000,000	\$1,000,000
YES	PROFESSIONAL LIABILITY, INCLUDING, ERRORS AND OMISSIONS, MALPRACTICE (WHEN APPLICABLE), AND NEGLIGENT PERFORMANCE	ALL DAMAGES	\$1,000,000	
YES	THE CITY OF PALO ALTO IS TO BE NAMED AS AN ADDITIONAL INSURED: CONTRACTOR, AT ITS SOLE COST AND EXPENSE, SHALL OBTAIN AND MAINTAIN, IN FULL FORCE AND EFFECT THROUGHOUT THE ENTIRE TERM OF ANY RESULTANT AGREEMENT, THE INSURANCE COVERAGE HEREIN DESCRIBED, INSURING NOT ONLY CONTRACTOR AND ITS SUBCONSULTANTS, IF ANY, BUT ALSO, WITH THE EXCEPTION OF WORKERS' COMPENSATION, EMPLOYER'S LIABILITY AND PROFESSIONAL INSURANCE, NAMING AS ADDITIONAL INSURED CITY, ITS COUNCIL MEMBERS, OFFICERS, AGENTS, AND EMPLOYEES.			

I. INSURANCE COVERAGE MUST INCLUDE:

- A. A PROVISION FOR A WRITTEN THIRTY (30) DAY ADVANCE NOTICE TO CITY OF CHANGE IN COVERAGE OR OF COVERAGE CANCELLATION; AND
- B. A CONTRACTUAL LIABILITY ENDORSEMENT PROVIDING INSURANCE COVERAGE FOR CONTRACTOR'S AGREEMENT TO INDEMNIFY CITY.
- C. DEDUCTIBLE AMOUNTS IN EXCESS OF \$5,000 REQUIRE CITY'S PRIOR APPROVAL.

II. CONTACTOR MUST SUBMIT CERTIFICATES(S) OF INSURANCE EVIDENCING REQUIRED COVERAGE.

III. ENDORSEMENT PROVISIONS, WITH RESPECT TO THE INSURANCE AFFORDED TO "ADDITIONAL INSURED"

A. PRIMARY COVERAGE

WITH RESPECT TO CLAIMS ARISING OUT OF THE OPERATIONS OF THE NAMED INSURED, INSURANCE AS AFFORDED BY THIS POLICY IS PRIMARY AND IS NOT ADDITIONAL TO OR CONTRIBUTING WITH ANY OTHER INSURANCE CARRIED BY OR FOR THE BENEFIT OF THE ADDITIONAL INSURED.

B. CROSS LIABILITY

THE NAMING OF MORE THAN ONE PERSON, FIRM, OR CORPORATION AS INSURED UNDER THE POLICY SHALL NOT, FOR THAT REASON ALONE, EXTINGUISH ANY RIGHTS OF THE INSURED AGAINST ANOTHER, BUT THIS ENDORSEMENT, AND THE NAMING OF MULTIPLE INSURED, SHALL NOT INCREASE THE TOTAL LIABILITY OF THE COMPANY UNDER THIS POLICY.

C. NOTICE OF CANCELLATION

1. IF THE POLICY IS CANCELED BEFORE ITS EXPIRATION DATE FOR ANY REASON OTHER THAN THE NON-PAYMENT OF PREMIUM, THE CONSULTANT SHALL PROVIDE CITY AT LEAST A THIRTY (30) DAY WRITTEN NOTICE BEFORE THE EFFECTIVE DATE OF CANCELLATION.
2. IF THE POLICY IS CANCELED BEFORE ITS EXPIRATION DATE FOR THE NON-PAYMENT OF PREMIUM, THE CONSULTANT SHALL PROVIDE CITY AT LEAST A TEN (10) DAY WRITTEN NOTICE BEFORE THE EFFECTIVE DATE OF CANCELLATION.

NOTICES SHALL BE EMAILED OR MAILED TO:

EMAIL: InsuranceCerts@CityofPaloAlto.org

**PURCHASING AND CONTRACT
ADMINISTRATION
CITY OF PALO ALTO
P.O. BOX 10250
PALO ALTO, CA 94303.**

Introduction

The City of Palo Alto is launching integrated programs to reduce traffic and parking demand in the Downtown core, and is also seeking to more effectively optimize and manage its existing parking supply. Important City goals include providing improved access to information on parking and transportation within the Downtown, and helping motorists to find available parking quickly and efficiently.

To help meet these goals, the City is accepting proposals from qualified design teams for design of improved branding and wayfinding signage for all Downtown/University Avenue Lots and Garages. The intent of the program is to improve visibility and utilization of the existing garages and lots by helping to guide visitors to available parking, making clear the distinction between public lots and private lots, and improving the customer experience for Downtown with clear, directional cues.

Background

In early 2014, City Staff received direction from Council to move forward on a number of parking-related initiatives for the Downtown core, including an assessment of parking garage and lot policies and the implementation of garage technology. Goals for potential technology platforms included the following:

1. Improved parking permit management
2. Improving utilization and visibility of garages
3. Improving visitor access to information on parking and parking facilities
4. Better vehicle counting infrastructure and parking controls in garages

Implicit in these goals was also the need to improve the experience of customer coming to Downtown. The City determined that improved parking signage and branding, in addition to parking guidance systems (PGS) equipment, would be a crucial initial step to boosting the utilization of the garages and visibility of parking facilities. The branding associated with new signage could also be carried through into improved parking website design and parking-related mobile applications as they are developed.

Project Scope and Approach

The project will include the following components:

1. Identifying location of new wayfinding and garage/lot signage to guide motorists to parking facilities in the Downtown area. The wayfinding and signage should replace and/or supplement existing signage and banners in the Downtown area, depending on the consultant recommendation. Wayfinding and signage should also include potential locations for dynamic Parking Guidance (PGS) signs for future deployment, and suggested look and feel of these signs.
2. Design of signage for all locations, including the lots and garages themselves as well as wayfinding (directional) signs. While the technology solution to provide the parking guidance

system information is not part of this RFP, the responsive proposal should incorporate design for signage for parking lots and garages to enable near-term implementation of this component.

3. Development of an identifiable Palo Alto parking brand that can be incorporated in signage, website design and mobile parking applications. The City is also interested in expanding wayfinding for specialty parking facilities such as bicycle parking, electric vehicle charging stations, accessible parking, and car sharing (Zipcar) facilities.

The successful respondent should be prepared to address the following issues:

1. There is currently limited directional signage identifying where to find parking facilities
2. Signage at the surface lots has colors which are hard to read
3. Signage at surface lots is parallel rather than perpendicular to the street, making the surface lots easy to miss
4. Some signage and banners are above eye level, making it difficult to spot for motorists
5. Branding of all of the parking garages is inconsistent

Examples of some of the existing parking signage and banners are included in Appendix A.

The proposed signage and wayfinding system should be consistent, providing the city with branding for its parking structures and lots. The consultant is urged to consider signage concepts that deliver a brand identity, and propose three specific signage schemes for parking wayfinding that work within the larger concept framework.

Phase 1: Analysis and Program Development

- A. Conduct kickoff meeting with City stakeholders (Parking, Facilities, Operations) and establish project schedule, milestones and any required community input
- B. Inventory parking signage and locations. Evaluate feasibility of reusing existing locations, poles, hardware on an individual location basis, and identify areas where sign clutter is a concern.
- C. Identify the user(s) and their specific needs relating to parking.
- D. Examine traffic patterns to determine potential identification and decision points and map recommended gateways and entrances to Downtown that should include parking signage. In addition, identify preferred locations for signage and Parking Guidance Systems at parking garages and lots.
- E. Determine what sign types and wayfinding elements will be needed.

Deliverables – Phase I: Analysis and Program Development

- A. Provide a Wayfinding Analysis and Recommendations. The analysis should include an evaluation of the existing parking wayfinding and signage system and a map of recommended wayfinding

locations.

- B. Detailed map showing the proposed types of signs and their locations. The map will indicate existing locations that will be reused (if any), existing locations that will not be re-used, and new signage locations.

Phase 2: System Design Development

- A. Analyze architectural elements, materials, themes, existing plans, and the vision for Downtown in order to develop an appropriate graphic identity for the system. Include research on other successful branding/wayfinding programs and/or other local examples.
- B. Prepare detailed designs for select sign types, including distinct prototypes to be determined.
- C. Present three (3) initial design concepts to staff for review, and consideration.
- D. Conduct on-site public meeting to coordinate, and invite stakeholder groups and general public to review design options. May also include a preliminary review by the City Council and/or appointed governmental bodies, such as the Architectural Review Board (ARB).
- E. Complete up to two rounds of refinements of preferred design concept selected by the City, based on stakeholder and public input.

Deliverables - Phase 2: System Design Development

- A. Final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards) with written statement regarding rationale for design choices, materials, method of fabrication, and how systems can be modified over time.
- B. Scaled mock-ups of potential sign types and concepts.
- C. Statement of Probable Cost for the fabrication, installation, and maintenance of the system, including number of various sign types, and locations.

Phase 3: Pre-Construction

- A. Add detailed specifications to the final Design Intent Drawings (exact dimensions, letter heights, materials, mounting details, color specifications, and material performance standards).
- B. Prepare Sign Location Plans and submit to City for review, and revise as needed to City's satisfaction.
- C. Develop Bid Documents for a competitive bid.
- D. Verify the Statement of Probable Cost for signage fabrication and installation, and develop a phasing plan for implementation throughout the City and major pedestrian, bicycle, and vehicular corridors.
- E. Prepare the necessary artwork for sign fabrication, and multi-media applications.

Deliverables - Phase 3: Pre-Construction

- A. Final Bid Documents necessary for a competitive bid.
- B. Prepare final sign location plan.
- C. Prepare the necessary artwork for sign fabrication.
- D. Verification of the Statement of Probable Cost.
- E. Implementation Phasing Plan that includes priorities in terms of sites, and sign location. The plan should include details for location, such as distance from a point of interest, or conflicts with existing signage and infrastructure.

Phase 4: Construction Administration

- A. Assist the City in evaluation of the bids as necessary, and review sign samples for compliance with the Bid Documents.
- B. Review shop drawings, and color samples as necessary; consult with the City and fabricator during fabrication and installation.
- C. Conduct a final inspection at the completion of the installation to ensure appropriate installation, location and quality of installation.
- D. Document punch list items and submit to fabricator. Coordinate any required modifications.
- E. Provide a Wayfinding and Signage Reference Manual that serves as a guide for reordering signage, and maintaining the new wayfinding system. The manual should include:
 - a. System summary
 - b. Map of sign locations and content (in both GIS map and spreadsheet format)
 - c. Prioritization of sign installation
 - d. Shop drawings of each type of sign
 - e. Rules of thumb regarding sign placement, method of updating/replacing signs, and roles and responsibilities of all parties involved in project (tracking, maintenance, ordering, etc.)

Manual should be submitted in both hardcopy, and electronically. The electronic document should be in an editable format approved by the City.

Qualifications and Proposal Submittal Requirements

It is anticipated that the selected team shall establish a clear and consistent communication framework for the duration of the project. The proposed scope of work should include an effective project management structure that includes regular project updates and coordination between consultant team members. If this proposal involves a team of consultants, the lead firm and designated project manager shall be clearly identified.

The consultant should be prepared to submit the following:

1. Firm Description: Provide a brief description of the firm including firm size and area of specialization.
2. Project Team: Provide names and resumes of key staff who will be assigned to the project. Each team member's education and qualifications shall be listed. The project manager shall be clearly identified. If different consultants will be teaming together, indicate the lead consultant.
3. Project Understanding: Provide a statement summarizing how the consultant and/or project team is particularly qualified for this project.
4. Scope of Services: Describe the consultant's approach and technical plan for accomplishing the work listed herein. The Consultant is encouraged to elaborate and improve on the tasks listed in the RFP; however, the consultant shall not delete any requested scope tasks unless specifically noted.
5. Project Schedule: The Consultant shall submit a schedule, itemized by task, for completing the scope of work.
6. Project Budget: The Consultant shall submit a proposed project budget itemized by task and total project cost stated as a firm fixed fee. Labor and direct costs should be identified by task. Hourly rates for project staff shall also be provided.
7. Comparable Projects: Description of related, recent project experience and role of key staff.
8. References: Three (3) references, including current contact name and phone number for similar projects.

Evaluation Criteria

Proposals will be evaluated according to the following:

1. Qualifications of firm and project team members
2. Previous related work and references
3. Responsiveness to required project work
4. Proposal price

Appendix A: Examples of Downtown Palo Alto Parking Signage



A



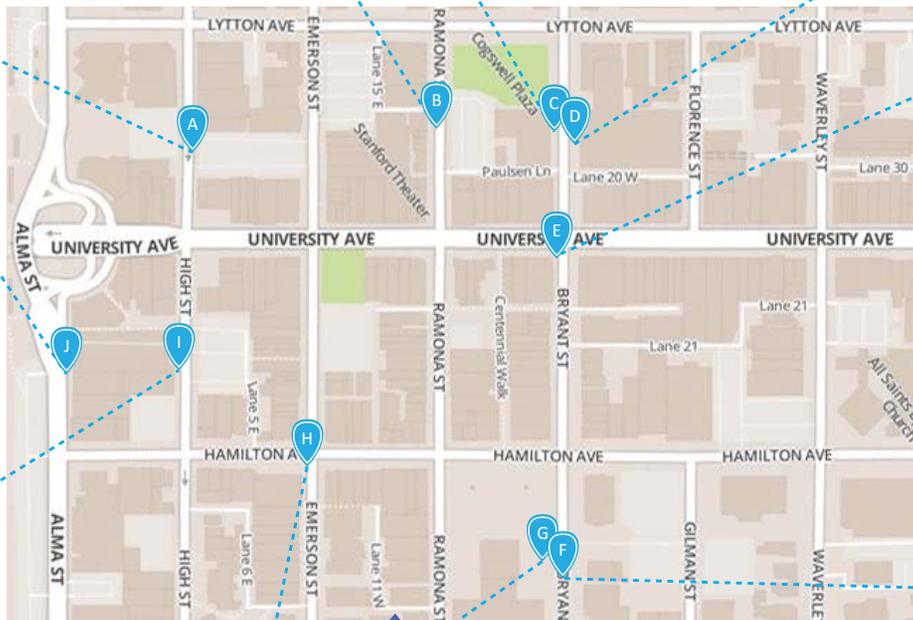
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F

ORDINANCE NO. xxxx

ORDINANCE OF THE COUNCIL OF THE CITY OF PALO ALTO AMENDING THE BUDGET FOR FISCAL YEAR 2015 TO PROVIDE ADDITIONAL APPROPRIATION OF \$104,600 IN THE UNIVERSITY AVENUE PARKING PERMIT FUND AND TRANSFER THAT AMOUNT TO THE CAPITAL IMPROVEMENT FUND FOR THE CAPITAL IMPROVEMENT PROJECT PARKING WAYFINDING (PL-15004) TO FUND A PARKING WAYFINDING DESIGN CONTRACT FOR THE DOWNTOWN COMMERCIAL CORE.

The Council of the City of Palo Alto does ordain as follows:

SECTION 1. The Council of the City of Palo Alto finds and determines as follows:

A. Pursuant to the provisions of Section 12 of Article III of the Charter of the City of Palo Alto, the Council on June 16, 2014 did adopt a budget for Fiscal Year 2015; and

B. To alleviate downtown congestion, improving parking wayfinding emerged as a key strategy; and

C. In late 2014, staff issued a Request for Proposal for parking wayfinding design services; and

D. The proposal from Hunt Design in the amount of \$104,600 is the most advantageous proposal for this service.

SECTION 2. Therefore, the sum of One Hundred and Four Thousand and Six Hundred Dollars (\$104,600) is hereby appropriated and transferred from the University Avenue Parking Permit Fund to the Capital Improvement Fund for the Parking Wayfinding Project (PL- 15004) to fund the parking wayfinding design contract for the downtown commercial core.

SECTION 3. As provided in Section 2.04.330 of the Palo Alto Municipal Code, this ordinance shall become effective upon adoption.

SECTION 4. The Council of the City of Palo Alto hereby finds that this is not a project under the California Environmental Quality Act and, therefore, no environmental impact assessment is necessary.

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INTRODUCED AND PASSED: Enter Date Here

AYES:

NOES:

ABSENT:

ABSTENTIONS:

NOT PARTICIPATING:

ATTEST:

City Clerk

APPROVED AS TO FORM:

Senior Assistant City Attorney

Mayor

APPROVED:

City Manager

Director of Administrative Services

Director of Planning and Community
Services