

**Presentations from the**

**June 25, 2018**

**City Council Meeting**



# Downtown RPP Resolution

June 25, 2018



# Downtown RPP Resolution Background

- **February 26, 2018: Downtown RPP Status Update as Action Item**  
Council directed staff to return with a resolution that reduces number of Employee Parking Permits from 1,500 to 1,000 (with 100 held in reserve)
- **April 2, 2018: Downtown RPP Resolution on Consent Calendar**  
Resolution implementing Council direction from February 26 pulled from Consent to be heard at a later date
- **June 25, 2018: Downtown RPP Resolution as Action Item**
  - Clarifies re-parking restriction (need Council direction on signage)
  - Permit fees established by the Municipal Fee Schedule
  - Reduces total inventory of Employee Parking Permits to 1,000
  - Holds additional 100 Employee Parking Permits in reserve
  - Permit reductions in Zones 8, 9, and 10 (Zone 8 inventory since revised)

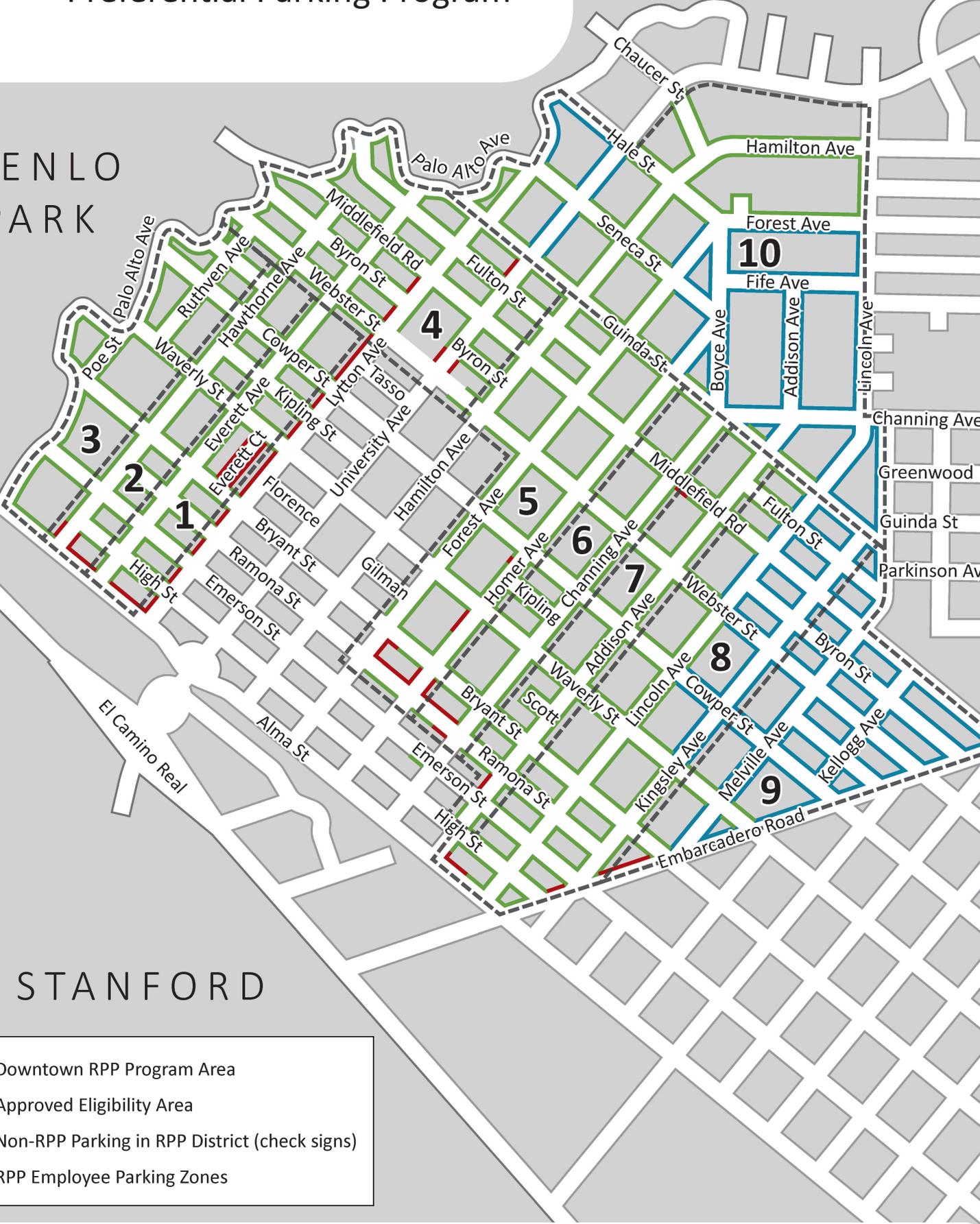
# Downtown RPP Employee Parking Permit Sales

Zone	Decals Sold	Hang Tags Sold	Total Sold	Total Inventory (Available)
1	59	10	69	69 (0)
2	95	16	111	111 (0)
3	63	31	94	168 (74)
4	73	26	99	136 (37)
5	138	24	162	162 (0)
6	79	13	92	92 (0)
7	97	28	125	125 (0)
8	29	49	78	137 (59)
9	0	0	0	0 (0)
10	0	0	0	0 (0)
<b>All Zones</b>	<b>633</b>	<b>197</b>	<b>830</b>	<b>1,000 (170)</b>
<b>Reserve</b>				<b>100 (100)</b>

City of Palo Alto, Office of Transportation, June 21, 2018

# Downtown Residential Preferential Parking Program

MENLO  
PARK



STANFORD

-  Downtown RPP Program Area
-  Approved Eligibility Area
-  Non-RPP Parking in RPP District (check signs)
-  RPP Employee Parking Zones

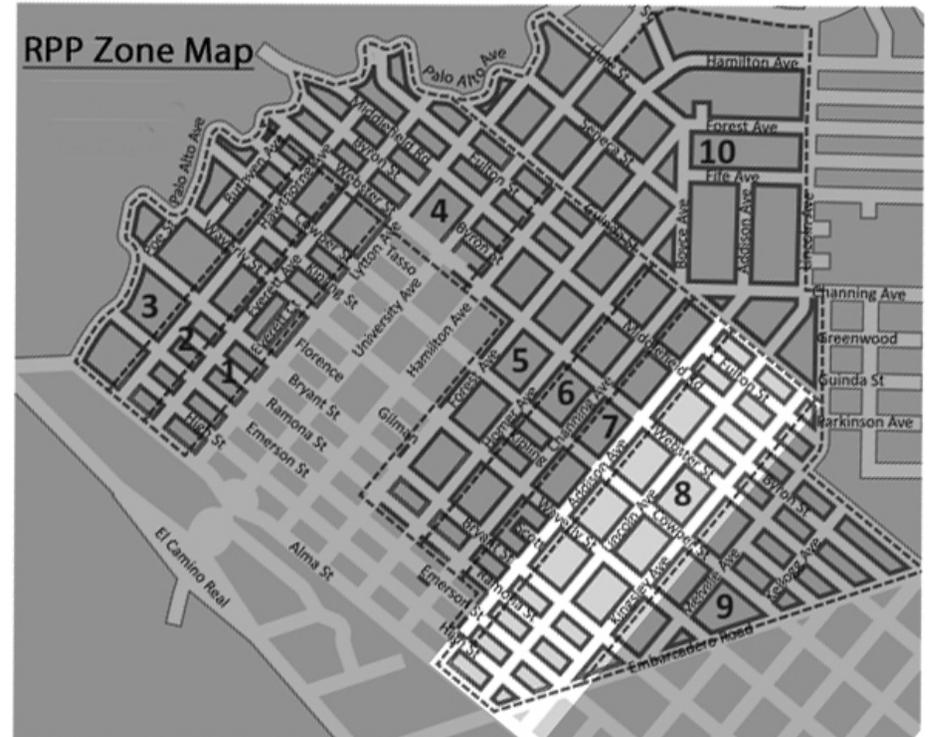
Visit <http://palto.parkingguide.com/parking-program/downtown-residential-preferential-parking-program/> for additional information or contact 650-329-2520.

## Zone 8 permit sales

“Subsequent to April 17, staff has begun reassigning some available employee parking permits from Employee Parking Zones 3 and 4 to Employee Parking Zone 8.”

- 6/25/18 Staff Report (page 3)

# BUT ...



Zone 8 employee permit cap cut from 337 to 59 (83% cut) during March 2018 sales period. All zones (except 3 & 4) permits sold out within days.

## No public announcement of additional zone 8 permits until the very end of May:

- SP+ emails sent to “active accounts” (i.e., primarily to employees who already have permits)
- No outreach to business owners/managers - City failed to use Business Registry to communicate

 **Hur, Mark**  
to Joshua, me ▾ Wed, Jun 20, 5:14 AM (1 day ago) ☆ ↶ ⋮

Simon,

1. SP+ sent a memo to RPP accounts at the end of May and earlier this week. Customers with active RPP accounts received the memo, not members of the business registry.
2. As of 6/19/18

Zone	Employee Decals	Employee Hang Tags	Total Permits
1	59	10	69
2	95	16	111
3	63	31	94
4	73	26	99
5	138	24	162
6	79	13	92
7	97	28	125
8	29	49	78
9	-	-	-
10	-	-	-
	633	197	830



“1. SP+ sent a memo to RPP accounts at the end of May and earlier this week. Customers with active RPP accounts received the memo, not members of the business registry.”



**Mark Hur | Parking Operations Lead**

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# There is no easy way to check online if permits are available.

- RPP system is only visible to those with RPP accounts
- Opening an employee RPP is a lengthy process
- Employee can only see **IF** permits are available **AFTER** completing the entire registration process.

## Palo Alto's Online RPP Guide for Employees & Employers – 30 pages

The image displays a 30-page online RPP guide and a payment confirmation page. The guide pages are numbered 1 through 30, with page 15 highlighted. A blue arrow points from page 15 to the 'Pay Now' button on the payment confirmation page. A red arrow points to the 'Pay Now' button with the text 'Confirm information and click "Pay Now"'. The payment confirmation page shows the following information:

**Important Permit Information**  
[read announcement](#)

**Payment Confirmation**  
Review the information below and click Next to proceed or Back to go back and correct your submission.

Card Number: \*\*\*\*\*1111  
Total: \$50.00  
Expiration Date: 11/2020  
Full Name: Card Tester  
Street Address: 7635 Woodland Dr., Suite 250  
City: Indianapolis  
State/Province: CALIFORNIA  
Postal Code: 46276  
Phone: 317-524-5500

Pressing the "Submit Payment" button more than once could result in your credit card being double-billed.  
Please be patient. Your transaction could take a few moments to process.  
Do not use the back button on your web browser during this time!  
If you find that your credit card has been double-billed, please contact the Parking Office at 688-555-1212. Contacting your credit card company may take longer to refund your money.

[Back](#) [Pay Now](#)

Downtown RPP - Employee Parking Permit Purchase Guide



Recorded May 16, 2018

## Who gets hurt when no permits are available within a reasonable walking distance?

### Hakan

- Co-owner of Taverna Restaurant
- 800 Emerson (across from Whole Foods)
- New restaurant – opened mid-April 2018
- Building built in 1925. No onsite parking.
- No RPP permits available except in zones 3 and 4 (near San Francisquito Creek)



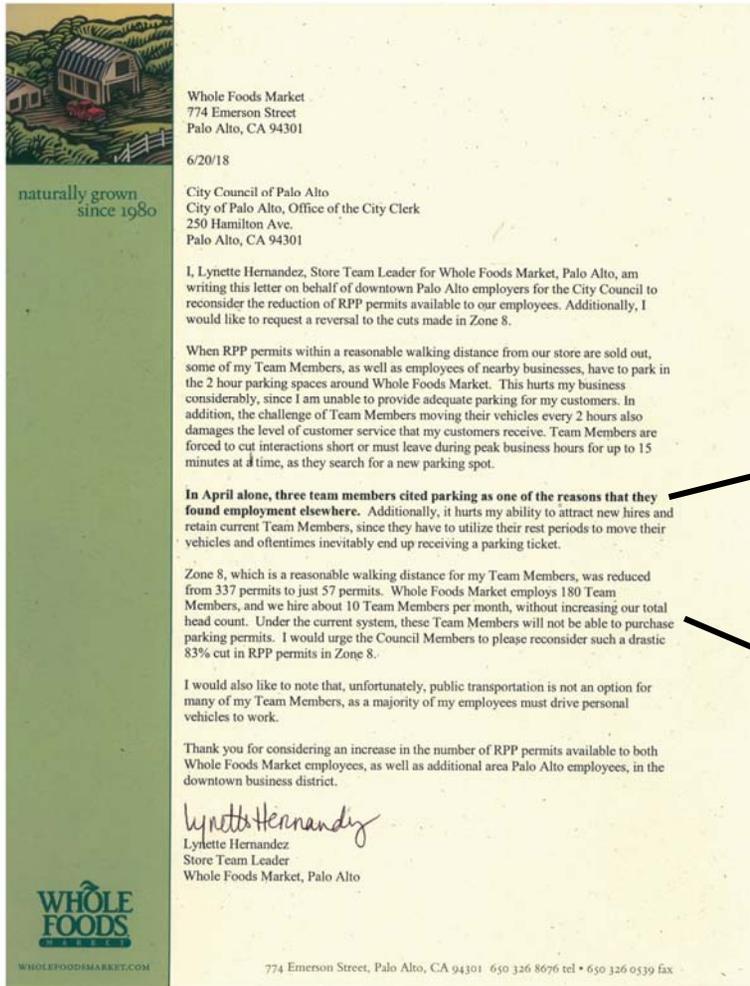
Recorded June 19, 2018

## Who do you help when you make Permits available?

### Suzi

- Message Therapist
- Watercourse Way
- 165 Channing Ave
- Just recently got her zone 8 permit due to allocation of more permits to zone 8 by Transportation Staff

## Whole Foods letter to City Council



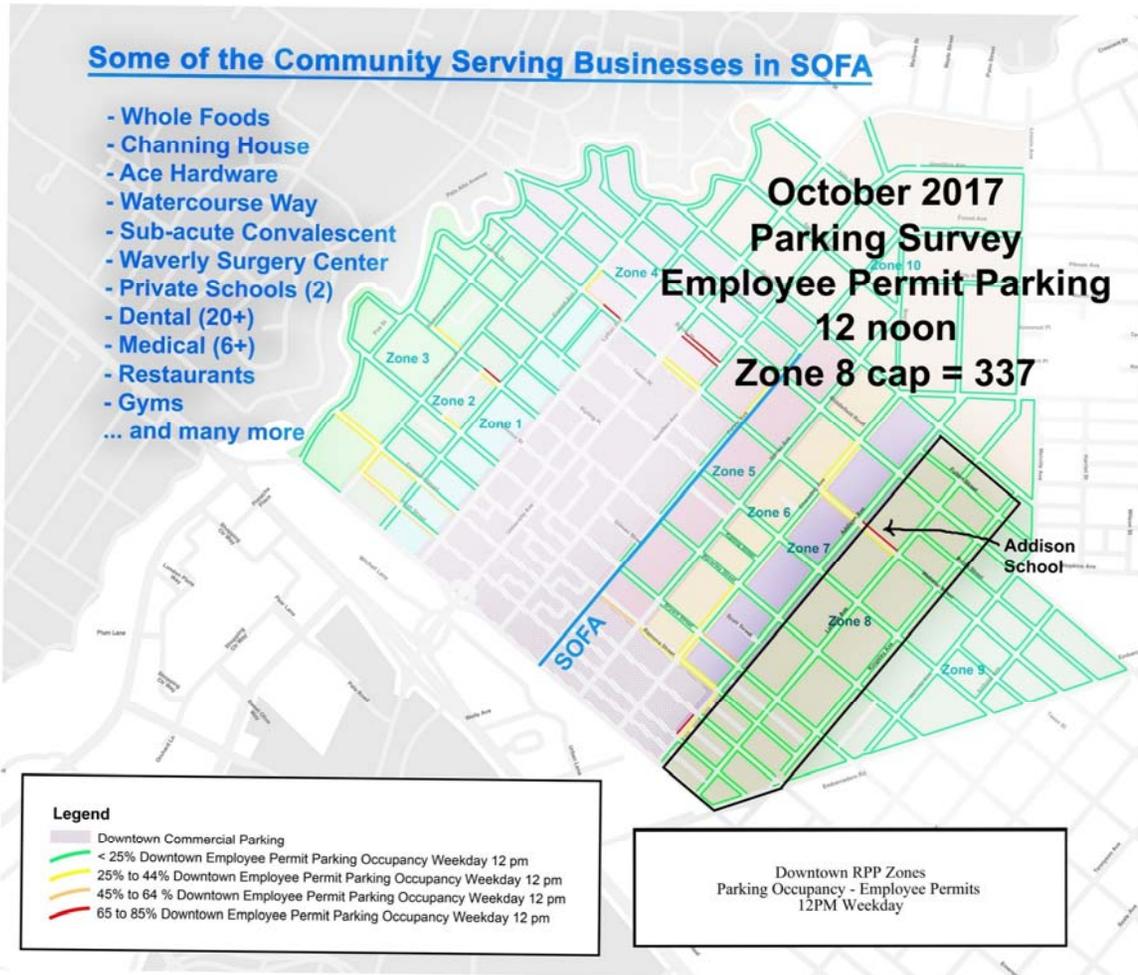
**“In April alone, three team members cited parking as one of the reasons that they found employment elsewhere.”**

**“... we hire about 10 Team Members per month, without increasing our total head count. Under the current system, these Team Members will not be able to purchase parking permits.” (emphasis added)**

**Some of the Community Serving Businesses in SOFA**

- Whole Foods
- Channing House
- Ace Hardware
- Watercourse Way
- Sub-acute Convalescent
- Waverly Surgery Center
- Private Schools (2)
- Dental (20+)
- Medical (6+)
- Restaurants
- Gyms
- ... and many more

**October 2017  
Parking Survey  
Employee Permit Parking  
12 noon  
Zone 8 cap = 337**



- ***Where is the business employee OVERPARKING In zone 8?***
- ***What problem was solved by cutting zone 8 from 337 permits to 59 permits? (83% cut)***

## **Let's HELP our Downtown Businesses/Employees, not HURT them.**

### **Please reverse the harmful cuts made on 2/26/2018**

- Implement Staff's Recommendation of 2/26/2018 – no cuts at this time
  - Reverse cuts to zones 8 & 10. (Note: zone 9 was not used by employees)
  - Restore permits recently moved from zones 3 & 4
- Direct Staff to “fix” the RPP employee permitting system.
- If reallocations are necessary, make them semi-annually to match 6 month sales cycles.

### **Staff Recommendation from 2/26/2018 Downtown RPP Report:**

“Overall, staff believes the Downtown RPP program has been generally successful and recommends that the City Council wait before making further adjustments until decisions can be made about management actions proposed for the commercial core, such as possible implementation of a reduced price garage permit for low income workers (similar to the reduced price permit offered in the RPP program).” (page 1, **emphasis** added)

### **Employee RPP System needs to be fixed before making cuts:**

- Make ALL employee permits transferable
- Prorate price of permits bought mid-term
- Raise earnings ceiling from \$50K/year for reduced price permits
- Streamline/simplify permit purchasing process
- Actively Promote RPP to employees and thereby reduce the re-parking problem

# ALL City Garages & Lots are FULL

AS OF JUNE 8, 2018		
Lot	Current W/L	Available
CaI	96	WL
CC	85	WL
CW	WL	WL
EG	9	WL
KT	8	WL
Q	93	WL
R	90	WL
S	38	WL
X	4	WL
High	15	WL

From Revenue Collections Service Desk  
Ground Floor Lobby – City Hall  
6/20/2018