



September 2014

Zipcar Revs Up Car Sharing in Palo Alto



With parking and traffic on the minds of many these days, there seems to be no better time for the arrival of Zipcar, the world's largest car share company, that launched in Palo Alto on Aug. 28. In a partnership with the City, there will be 10 Zipcars available at four downtown lots, including the Civic Center Garage, Lot H (corner of Cowper and Hamilton), Lot K (at Lytton and Waverly), and in Lot N (on Emerson between University and Hamilton).

"Car sharing services like Zipcar are an important component of the City's overall efforts to address the increasing traffic and parking issues in the area," said Mayor Nancy Shepherd. "If we can scale up the number of Zipcars in Palo Alto, that impact could really be felt in terms

Calendar of Events

Leadership Group Meeting

Sept. 16, 5 p.m.

Alma Community Room
3441 Alma St., Palo Alto

Appointed to work with City staff on the community engagement aspect of the Comprehensive Plan update, the Leadership Group meets monthly to discuss ideas and give feedback to staff. The meetings are open to the public and all are welcome. For more information, click [here](#).

Influence the future of your community

Do you want to have your voice heard while making a difference and helping to improve your community in the process? The City of Palo Alto is currently recruiting new members to its boards and commissions. Current open positions:

-Architectural Review Board
-Historic Resources Board
-Planning and Transportation Commission

To apply, contact the City Clerk's Office at (650) 329-2571 or

email david.carnahan@cityofpaloalto.org

The deadline to apply is Sept. 22 at 5:30 p.m.



War Comes Home

The Palo Alto Library has been awarded a 2014 Cal Humanities community reads grant on the theme of **War Comes Home**. This fall, the library will focus on the experience of veterans, aiming to

of traffic improvement.”

Each Zipcar takes up to 15 personally owned vehicles off the road, will help to alleviate traffic congestion in a small but significant way, and is affordable, convenient and environmentally sustainable. The City entered into a three-year agreement with Zipcar following a competitive bid process for car share services.

“Increasingly, in this new shared economy, car sharing, and Zipcar as the leader in this space, is really what will be the norm for the future,” said City Manager Jim Keene. “We anticipate there will be lots of demand for Palo Alto’s Zipcars since we had people reserving the cars before we had even launched the program.”

Along with the new Zipcars, the City is also looking to technology to help alleviate some of the parking problems downtown, and is soliciting proposals on two new parking technologies that could improve occupancies in City-owned parking garages. The goal is to make more spots available, and reduce the number of times drivers have to circle the block looking for a place to park. Technologies under consideration include software that counts cars as they enter a garage, flashing signs at the entrance if there is a free space, and a time stamp system that tracks whether a customer has paid for their parking or not.

Have you signed up for [Zipcar](#) yet? [Tweet us](#) how you use the car service & your favorite things about it. Use [#lesscarsPaloAlto](#)



“Come Together” on Sept. 27

Come Together on Saturday, Sept. 27 as the City celebrates the 50th anniversary of The Beatles’ “British Invasion” of the Bay Area with a “sneak peek” of the new Mitchell Park Library and Community Center and a concert by Beatles cover band, The Sun Kings. The day begins at 3:30 p.m. with mini guided tours of the new facility, along with a mixer on the basketball court. The community is then invited to “Come Together” to listen to the concert

increase community understanding for those who have served their country and to engage in dialogue on how to support reincorporating veterans into the fabric of civilian life. Events include book discussions, a film screening, author talks, photo exhibits and much more. For more information, go to www.cityofpaloalto.org/library.



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beginning at 6 p.m. at the mini Candlestick Park (otherwise known as the Palo Alto Little League Field). All of the events are free, but tours and seating is limited. Bring the entire family and be sure and mark your calendars for **Dec. 6**, which is the Grand Opening for the new Mitchell Park Library and Community Center. For more information, click [here](#).



City's Traffic Signals Get Upgrade

With 100 interconnected signalized intersections around town, the City is working to upgrade its traffic signal system to improve pedestrian, bicycle and vehicle flow around the City.

The new system will include a web interface to provide real-time congestion data, a parking spot finder with sensors, 25 new traffic cameras with real-time online video feeds to help travelers plan their trips, and a Smart Vehicle Data system to interface with smart car data feeds.

One of the City's busier pedestrian and bicycle intersections at Lytton and Alma recently had new bicycle traffic signals installed. With a high-tech, state-of-the-art video camera, the signals can detect bicyclists and give them more time to get through the intersection before cars begin to move.

The City is always working to create a safer environment for bicyclists and pedestrians and these new signals, along with planned future improvements, are a major step toward that goal. To learn more about the new bicycle signals and see them in action, click [here](#) to watch a short video.

Got Data?

Want to know what today's traffic looks like or what the

current trends are in housing? Data on these topics and others (14 in all) is posted [here](#). This data is an important part of the environmental review process, a requirement as the City's [Comprehensive Plan](#)—its blueprint for the future—is updated. Your input on these critical issues will continue to inform the process and we encourage you to take a look and send in your comments on the draft reports. And as the Comprehensive Plan update continues to move forward, stay tuned for more opportunities to participate and share your views.



What's Tweeting?

Are you following us on Twitter yet? [Connect with us](#) and tell us what's on your mind. This is what we heard from you this month:

@PaloAltoEduAsc [@cityofpaloalto](#) We've noticed some great work being done around bicycle safety around town as well! Less cars, safe & healthy kids!

@paloaltoweekly [@ZipcarSFBay](#) pulls up in [#PaloAlto](#), 10-car fleet now available:
<http://www.paloaltoonline.com/news/2014/08/28/zipcar-pulls-up-in-downtown-palo-alto>

@typaldos [@cityofpaloalto](#) Doggies & I love little native plant park with no name off Loma Verde between Maddux & W. Bayshore!

@bikearc A path for peds and bikers only that runs along the Caltrain route in bike-friendly [@cityofpaloalto](#).
[#SmartGrowth](#) pic.twitter.com/YOCWZGGyPq

To find out how you can get involved, or more information about Our Palo Alto, go to: www.ourpaloalto.org