



Planning & Transportation Commission

Staff Report (ID # 14013)

Report Type:	Study Session	Meeting Date: 5/25/2022
Summary Title:	Parking Program Update	
Title:	Receive and Provide Feedback on Parking Program Update	
From:	Philip Kamhi	

Recommendation

Staff recommends the Planning and Transportation Commission (PTC) review this Parking Programs Update: Parking Action Plan / Work Plan Implementation and provide staff with feedback.

Parking Programs Update: Parking Action Plan / Work Plan Implementation

The City of Palo Alto [Parking Action Plan](#)¹ & [Work Plan](#)² present the City's current and recommended strategies for developing parking policies and programs in the City of Palo Alto, coordinated by the Office of Transportation. This “Roadmap” summarizes parking program actions taken, in progress, and recommended, to advance City Council approved parking policy direction.

With this approach, staff aim to increase transparency, further a data-driven approach to policy development, center customer and stakeholder experiences of parking and transportation issues, and prioritize sustainability (see Parking Action Plan Vision and Goals below). In “operational-izing” City Council adopted parking policies and direction, the City’s parking programs preserve parking availability for residents, visitors, and employees. In addition, with the development of the City’s [S/CAP goals](#)³ and [draft work plan](#),⁴ Parking and Transportation Demand Management (TDM) programs will be increasingly important tools for influencing travel behavior.

Parking Action Plan Vision and Goals

¹ <https://www.cityofpaloalto.org/Departments/Transportation/Parking/Palo-Alto-Parking-Action-Plan>

² <https://www.cityofpaloalto.org/Departments/Transportation/Parking/Palo-Alto-Parking-Action-Plan/Parking-Work-Plan>

³ <https://www.cityofpaloalto.org/City-Hall/Sustainability/SCAP>

⁴ <https://www.cityofpaloalto.org/files/assets/public/sustainability/policies-and-plans/draft-scap-3-year-work-plan.pdf>

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Transparency

Parking management strategies will be implemented incrementally through a transparent process, with an emphasis on incorporating feedback from community stakeholders across all user types, to ensure that solutions are tailored to meet the needs of residents, business owners, employees, and visitors equitably.

Sustainability

Both financial and environmental sustainability are important elements of the City's parking programs. Staff will align pricing incentives with desired programmatic and environmental goals. Strategic and cost-effective investments in parking technology, deployed with sound parking demand management strategies, will be utilized to achieve the City's programmatic and environmental parking goals.

Data Driven

Policies and operational practices will be periodically reviewed and compared to parking industry standards. Data driven decisions will allow the City to optimize parking operations and make strategic investments, to operate the City's parking programs in alignment with the City's highest priorities.

Customer Centric

Since the parking experience can be the first and last impression that someone has in Palo Alto, it is important to implement strategies that enhance this experience with options that are easy, reliable, accessible, safe, and affordable.

Parking Action Plan & Work Plan Implementation**Actions Accomplished Since Last PTC Update**

- Launched online permit portals for all 6 Residential Preferential Permit (RPP) sales cycles.
- Installed license plate reader (LPR) devices on contract RPP enforcement vehicles.
- Began LPR enforcement in 4 RPP districts.
- Updated Palo Alto Municipal Code for flexibility to provide virtual permits.
- Adjusted RPP employee permit pricing to encourage parking in commercial garages and lots instead of residential on-street spaces. On-street employee parking permits are now more expensive than public parking garages and public parking lots.
- Expanded low-income parking benefits to allow qualified low-income commuters to park in public parking garages and public parking lots. The discount is 75% off the regular permit price for qualified workers.

FY 2022 - Strategies Currently Underway

The strategies below are currently in progress. Office of Transportation staff are working diligently towards completion of these projects. The staff oral presentation for the PTC will focus on these items.

Education and Outreach

- Update City parking webpages. Report out permit sales and parking occupancy data on a quarterly basis.

Parking Demand Management

- Develop a data-driven policy framework.
- Publish a Request for Information (RFI) to pilot parking technology approaches to improving customer parking experiences.

Permits

- Continue to implement Automated License Plate Reader enforcement and begin virtual permitting in select RPP districts.
- Collect and establish initial parking availability data.
- Establish a recommended approach to RPP guest & commercial permitting through consensus building community engagement.

Enforcement, Maintenance, and Collections

- Install and utilize LPR devices on contract enforcement vehicles for RPP zones.

Wayfinding and Parking Guidance

- Procure and install APGS systems in select garages.

Transportation Demand Management

- Adopt/coordinate tie-ins as possible with VTA funded City micro-transit pilot project.

Future Policy & Action Items

The following items will be undertaken after the above items have been accomplished. Staff are including these items for PTC's general awareness. Clearly, the items in the above section require staff time and attention to be complete. Once completed, staff hope to advance the items below. If PTC members have questions or feedback regarding these items, staff will look forward to hearing the feedback.

PTC will review these specific actions as they are undertaken, providing more specific feedback and recommendations to Council as needed. Staff are providing this list of future items to begin building PTC and the public's awareness of future work.

FY 2022 – 2023: Near Term Recommendations

Education and Outreach

- Expand parking presence on City's social media pages.

Parking Demand Management

- Develop an ongoing Data Collection Plan.

- Proactively encourage curb management best practices.

Permits

- Update municipal code to support digital permitting.
- Draft data collection plan for permit parking areas.
- Consolidate residential RPP permit program policies.
- Manage guest permits through a mobile payment vendor.
- Modify employee RPP permit programs.
- Transition physical RPP permits to plate-based digital permits.
- Offer flexible permit options for commercial district employees.

Shared Parking

- Develop a Shared Use Agreement template.

Enforcement, Maintenance, and Collections

- Consider procuring additional LPR units for paid parking zone enforcement.
- Train enforcement staff for paid parking implementation and adjust hours and days of enforcement to ensure coverage during peak demand periods.
- Utilize Gap Management to monitor officer effectiveness.
- Develop a Parking Ambassador approach to parking.

Wayfinding and Parking Guidance

- Establish a new City parking brand.
- Update static wayfinding signage as needed.
- APGS maintenance and operations as required.

FY 2023 – 2025:Mid-Term Recommendations

Education and Outreach

- Draft a comprehensive education and outreach program to inform the public about upcoming program changes.

Parking Demand Management

- Eliminate the color zones and implement a dynamic, data-driven paid parking program.
- Establish initial parking rates.
- Adopt a “Park Once” motto for parking management.
- Define framework for adjusting paid parking rates.
- Establish the protocol for paid parking collections and revenue reconciliation.

Permits

- Adjust permit parking supply and pricing over time as needed.

Shared Parking

- Develop a Shared Use Agreement template.

- Explore shared parking opportunities.

Enforcement, Maintenance, and Collections

- Consider fixed LPR at all garage locations.
- Consider unifying parking enforcement under one department.
- Hire and train staff for pay station maintenance and revenue.

Wayfinding and Parking Guidance

- Integrate parking data with parking applications.
- Consider APGS systems in all garages.

Transportation Demand Management

- Use a designated portion of paid parking revenue to invest in TDM strategies.

FY 2025 and Beyond: Long-Term Recommendations

Education and Outreach

- Ongoing proactive communication and active engagement with the public.

Permits

- Assess opportunities for remote employee parking supported by shuttle services.

Enforcement, Maintenance, and Collections

- Consider any necessary adjustments to enforcement staffing and hours of operation to meet the City's parking occupancy goals.
- Adjust revenue collections schedule as needed based on demand patterns.

Wayfinding and Parking Guidance

- Continue to integrate the City's occupancy data with publicly available sources such as Google Maps and Waze.

Transportation Demand Management

- Continue to promote transit program benefits to employees and visitors through outreach campaigns.

Environmental Review

This report is an update only; any specific project requiring review under the California Environmental Quality Act (CEQA) will be agendized as appropriate.

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