



## ITEM 11

City of Palo Alto  
MEMORANDUM

To: City Council

Date: November 1, 2021

SUBJECT: CONSENT ITEM #11: PARKING MANAGEMENT AND PRICING POLICY ADJUSTMENTS & BUDGET ADJUSTMENT

---

Staff met with several California Avenue area business representatives last week to clarify and answer questions regarding agenda item #11. This memorandum provides an update and overview of next steps related to employee permit parking.

Staff previously organized stakeholder meetings to review the parking workplan, but the representatives on this call were unaware of this item. Many of these business representatives had been invited to meet to discuss the parking workplan earlier in the year, however it is understandable that the individuals were not able to participate previously. In meetings last week, Business stakeholders reiterated concerns about parking permit availability for service workers and opposition to the recommendation to eliminate employee permits in zones A-F in the Evergreen Park-Mayfield Residential Preferential Parking (EPM RPP) program. The concerns heard from this group of representatives were similar to the concerns heard from other businesses, however are in sharp contrast to those heard from residents.

In summary, staff emphasized the following key points about the overall recommendation:

- Available parking permits for employees in the California Ave. area will increase by 27% from pre-COVID-19 conditions, from 875 to 1115.
- Valet services will be provided should parking utilization increase significantly beyond expectations.
- Staff will work with Caltrans to expand the employee only RPP section of El Camino Real, allowing additional employee permits.
- Where commercial parking in the garages and lots have not previously provided discounted permits, the recommendation includes a 75% off discount to qualifying low income earners.
- The intent to decrease and/or eliminate employee permit parking in the surrounding EPM RPP zones (except for Zone G, in which staff will seek to expand capacity and permit availability) has been high level priority for the Office of Transportation since the inception of the employee RPP permit, and is supported by the Comprehensive Plan and the mission of the Office of Transportation.

- With changing parking demands and commute patterns, staff will need to have ongoing review and modifications to the parking programs.
  - Staff is committed to making certain that there are parking options available for employees and will make recommendations for adjustments including the re-allocation of employee permits in the RPP zones, should they be necessary.
  - Staff wants to continue the dialogue with this group of stakeholders and will seek their feedback monthly.
  - Staff will be using new data collection methods to significantly increase information about parking demand and impacts and will be able to utilize this data to make recommendations for adjustments.
  - Staff continues to review the impact of eligibility of garage use for employee permit parking.

Further, staff will continue to review how this program operates, seek additional feedback and will report back to Council no later than June 2022, including recommended program changes if applicable, when the modified program has operated for six months.

Philip Kamhi  
Chief Transportation Official

DocuSigned by:  
*Philip Kamhi*  
3F3C2586AD494B6...

Ed Shikada  
City Manager

DocuSigned by:  
*Ed Shikada*  
F2DCA19CCC8D4F9...