



# City of Palo Alto

## City Council Staff Report

(ID # 10247)

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**Report Type: Action Items**

**Meeting Date: 5/13/2019**

**Council Priority: Transportation and Traffic**

**Summary Title: Evaluation of the Residential Preferential Parking (RPP) Program**

**Title: Acceptance of the City of Palo Alto Residential Preferential Parking (RPP) Program Study Report and Direction to Staff on Workplans, Outreach, Stakeholder Process, and Prioritization of Programs Including Proposed RPP Programs for Old Palo Alto and Green Acres**

**From: City Manager**

**Lead Department: Transportation**

### **Recommendation**

Staff recommends that the City Council:

1. Accept the *City of Palo Alto Residential Preferential Parking (RPP) Program Review Report (Attachment A)* by the City's consultant, Municipal Resource Group (MRG), and direct staff to return to City Council with a workplan to address the items in the report;
2. Identify the preferred forum for resident and business community engagement in evaluating the recommendations of the MRG report;
3. Direct staff to continue the proposed RPP district outreach and stakeholder process for Old Palo Alto and Green Acres, in accordance with the Planning and Transportation Commission's recommended prioritization; and,
4. Confirm that modifications to existing RPP districts (e.g., number of permits, etc.) will be put on hold until potential overall program changes are considered.

### **Background**

In 2018 the City of Palo Alto engaged the consulting firm, MRG, to provide transportation support services. One of the services to be provided was to review and recommend modifications to the City's Residential Preferential Parking (RPP) Program. RPP programs are used by cities throughout California to address negative impacts associated with non-resident

parkers in residential neighborhoods. Residents of households within an RPP district are issued permits by a city that exempts the permit holder from specified parking regulations.

The scope of the MRG Report is to review the City's RPP Program and recommend changes to the City's parking services which would result in a more effective, sustainable, and efficient program. While the review focused on the RPP Program, recommendations extend to other services and issues that impact parking availability.

#### Palo Alto RPP History in Brief:

Palo Alto first utilized the RPP program more than 10 years ago in the College Terrace neighborhood in response to the spillover of employee parking from the Stanford Business Park, located in the unincorporated area to the north of College Terrace. The RPP exempts the residents from the two-hour parking time limits that curtail employee and other nonresident parking.

The Crescent Park neighborhood was the second RPP. It was established in response to the intrusion of overnight parking by residents located outside of the Crescent Park neighborhood. The RPP exempts Crescent Park residents from the on-street no parking regulation between 2:00 am and 5:00 am. The provisions of both of these districts are relatively straightforward and are generally effective.

About five years ago, in 2014, the City Council adopted an ordinance establishing a process that allows any neighborhood within the City to petition for a new RPP district. Unlike the two previously adopted RPP districts, the new program allowed for preferential parking privileges to residents and employees of businesses within an RPP district, by exempting them from on-street parking regulations. At the same time, the City also expanded the RPP program to the neighborhoods surrounding the Downtown and California Avenue commercial areas to exempt residents and employees from parking time limits. That action also spread out the distribution of employee parking in the neighborhoods through a combination of zones within each district and a limitation on the number of permits within each zone. In the Downtown, the practice has been to reduce the total number of employee permits if the permits were not used.

In total, the City has established five (5) RPP districts over the past 10 years. Each district is tailored to meet the unique circumstances of that area. The districts include College Terrace, Crescent Park, Downtown, Evergreen Park-Mayfield, and Southgate. A map of each of the above districts is included as attachments in the MRG report. Two additional areas, Old Palo Alto and Green Acres, have initiated the process to establish an RPP district. Collectively, the five (5) existing districts encompass 28% of the City's 27,600 households. The Downtown District is the largest district, with 5,154 households. The smallest district is Southgate, with 220 households.

## Discussion

The City's cumulative actions to establish Residential Preferential Parking districts have resulted in a relatively complex parking management system. While many users have become accustomed to the system, it is challenging to navigate for a new resident, employer, employee or a visitor to Palo Alto. For residents who still find their street occupied by parked vehicles, the system seems ineffective. For employees unable to obtain permits, the system seems flawed. For visitors who are not familiar with the City's zones, the system is perplexing. And for the staff responsible for the administration of parking services, the workload of the RPP Program is, at times, overwhelming. The City Manager suggested a review of the RPP program primarily to address staff sustainability and retention related to parking services. Due to the complex nature of the program and the high demands for constituent relations, this staff position is very vulnerable to burnout and frustration.

The *City of Palo Alto Residential Preferential Parking Program Review* provides analyses and recommendations aimed at (1) providing an overview of the limitations of the established parking programs, (2) better managing of the limited parking supply of the City, (3) identifying areas for improvements and resources needed to execute parking initiatives, and (4) encouraging participants to use alternatives to the single-occupant vehicles wherever possible.

### Report Recommendations:

The 35 recommendations in the attached MRG report (**Attachment A**), *Residential Preferential Parking Program Review*, are intended to assist the City in addressing the above shortcomings. The recommendations also recognize the importance that the City places on the engagement of the community on services that directly affect residential neighborhoods.

The recommendations are arranged in the three categories described below, reflecting the level of debate likely involved in each. Although listed in these categories, the City Council could determine that recommendations be handled in a variety of ways.

#### 1. Action by City Council

Three of the five recommendations will be formally considered by the City Council in future City Council meetings in the form of contracts for service or the Proposed Operating Budget. A fourth recommendation is to add a question to the Annual National Citizen Survey to obtain the opinion of residents affected by the RPP program. The other recommendation relates to the engagement of the community including, as an option, the establishment of a working group with representation from both residents and employers.

#### 2. Actions by City Manager and Return to City Council as Needed

There are a total of 21 recommendations referred directly to the City Manager. Many of these items will require Council direction or action and others are purely administrative in nature. The actions that have policy and/or fiscal implications will return to the City Council for consideration and staff will include them in the parking workplan which will be brought back to City Council.

### 3. Obtain Community Input and Return to City Council with Recommendations

The MRG report recommends direct community input on nine (9) items that relate to policy. The input would be consolidated by staff and return to the City Council with an assessment of the City Manager.

Staff recognizes parking programs are complex and of great interest to the City Council and the community. Action on the 35 recommendations would result in noticeable changes for residents, employees, and visitors to Palo Alto, as well as changes to the City's internal processes and organization. In order to implement these changes in the most effective way, staff recommends returning to the City Council with a parking workplan that reflects City Council direction on the 35 recommendations as well as an evaluation and implementation timeline. The requested resources in the Fiscal Year (FY 2020) budget will be helpful in the implementation of a parking workplan.

Recognizing the level of community interest in this topic, staff recommends that a public forum be used to solicit public input before recommendations return to the City Council for consideration. This could logically be either the Planning and Transportation Commission or an independent group. If the latter, an informal working group could be convened by the City Manager to receive input and advise the City Manager regarding the issues identified in the report. Ideally, this forum would include a mix of participants and interest to support a balanced and sustainable program. If City Council prefers to create a working group through City Council action, the group would be subject to the requirements of the Brown Act and potentially State conflict of interest rules unless the group is purely advisory as defined in the FPPC regulations.<sup>1</sup>

#### Pending RPP Petitions

On March 27, 2019, the Planning and Transportation Commission (PTC) prioritized two neighborhoods that petitioned for RPP parking programs, Old Palo Alto and Green Acres. The Commission made a recommendation for staff to initiate an RPP process for several blocks of

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<sup>1</sup> To qualify as purely advisory, the body cannot (i) "make a final governmental decision", (ii) "compel or prevent a governmental decision", or (iii) make "substantive recommendations" that are "regularly approved without significant amendment or modification" by a City public official or City Council "over an extended period of time." (FPPC Regulations 18700(c)(2)(A)).

the Old Palo Alto neighborhood east of the California Avenue Caltrain Station. The Green Acres neighborhood, adjacent to Gunn High School, was given the second priority due to the fact that it already has a time-of-day parking restriction. The PTC specifically recommended that staff develop a program “without extensive RPP study” to solve what the PTC posited is a “much more narrow problem” for that neighborhood.

With the City Council affirmation of the PTC’s direction, staff intends to address the first priority RPP petition but is uncertain whether sufficient resources would be available to complete the Green Acres program this calendar year as the work that would be needed to develop any parking program for Green Acres would be almost equivalent to that needed for a standard RPP district. In order to bring a recommendation to the City Council to launch an RPP program in Old Palo Alto in fall 2019, staff is collecting parking occupancy data in the affected area before the end of the current school year and will begin stakeholder outreach this summer.

As noted in the RPP report, additional resources requested in the FY 2020 Operating Budget will help parking staff address community needs sooner. With additional resources, a Green Acres program could be evaluated in addition to other parking priorities that will be identified as part of the parking workplan.

## **Policy Implications**

Regulating parking is consistent with the City’s approach to reduce traffic and parking demand and to manage parking. The Study would address the following existing Comprehensive Plan policies, goals and programs:

- Goal T5: Encourage attractive, convenient, efficient and innovative parking solutions for all users.
- Policy T5.1.2: Consider reducing parking requirements for retail and restaurant uses as a way to encourage new businesses and the use of alternative modes.
- Policy T5.1.3: Work with stakeholders in each commercial center and employment district to monitor conditions and determine the appropriate timing for revisions to parking requirements
- Policy T5.2: Continue to implement a comprehensive program of parking supply and demand management strategies citywide to optimize the use of existing parking spaces.
- Policy T5.2.2: Study and implement pricing strategies for public parking in commercial districts, taking into consideration both employee parking demand and the needs of retailers and customers. Use pricing to encourage short term parking on street, long

term parking in parking garages and the use of alternative modes of transportation.

- Policy T-5.5: Minimize the need for employees to park in and adjacent to commercial centers, employment districts and schools.
- Policy T-5.11: Work to protect residential areas from parking impacts of nearby businesses and uses, recognizing that fully addressing some existing intrusions may take time.
- Policy T5.11.1: Coordinate with neighborhood groups and local businesses and other stakeholders to evaluate the need for a residential parking permit program in areas without existing programs.

### **Resource Impact**

Implementing the staff recommendation would involve the use of current staff resources in FY 2019 for community engagement and development of a parking workplan. The FY 2020 Proposed Operating Budget includes the addition of a Parking Manager (Transportation Programs Manager) that will be funded by the appropriate parking funds.

Though it will take time to reorganize and scale all of the parking activities that will come in a parking workplan as a result of this report, the benefits to staff, customer service, public relations and the sustainability of the City's parking programs will be very significant.

### **Environmental Review**

The proposed actions are not a project under the California Environmental Quality Act (CEQA).

#### **Attachments:**

**Attachment A: MRG RPP Report 5.1.19 (PDF)**

# CITY OF PALO ALTO

## RESIDENTIAL PREFERENTIAL PARKING PROGRAM REVIEW

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May 2019



*Prepared by:*

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May 1, 2019

## TABLE OF CONTENTS

	Page
I. EXECUTIVE SUMMARY .....	1
A. City Council – Action by City Council .....	1
B. City Manager – Action by City Manager and Return to City Council as Needed.....	2
C. Community Engagement – Obtain Community Input and Return to City Council with Recommendations .....	4
II. INTRODUCTION.....	6
A. Background .....	6
B. Project Scope .....	6
C. Methodology.....	6
III. BACKGROUND.....	7
A. Overview of the Palo Alto Residential Permit Parking Program.....	7
B. RPP Programs in Other Cities.....	8
IV. EVALUATION .....	10
A. Balancing Quality of Life and Business Necessity .....	10
B. Downtown RPP District Boundaries.....	10
C. RPP District Parking Availability Standard .....	11
D. Reducing Number of RPP Employee Permits .....	12
E. New Developments.....	13
F. Employee Parking in Residential Neighborhoods.....	13
G. Employee Parking in City Garages and Lots.....	14
H. RPP Employee Parking Permits.....	14
I. RPP Reduced Price (Low-Income) Employee Permits.....	15
J. Neighborhood Serving Businesses.....	16
K. Blocked from Parking in a Garage.....	16
L. No Need to Park – Transportation Demand Management .....	16
M. Short-Term Parking Puzzle .....	17
N. Improving User Interface .....	18
O. Integrity of RPP Program .....	18
P. Inconsistences Between Districts .....	19
Q. Creating New RPP Districts .....	19
R. Annexing to Existing RPP Districts .....	21
S. Modifications to Existing RPP Districts .....	21

T.	Enforcement of RPP Regulations .....	22
U.	Downtown Parking Plan.....	22
V.	Interim Action Plan .....	22
W.	Paid Parking.....	23
X.	Sustainability.....	24
Y.	Funding .....	24
Z.	Community Engagement .....	25
V.	RECOMMENDATIONS .....	26
A.	City Council – Action by City Council .....	26
B.	City Manager – Action by City Manager and Return to City Council as Needed.....	27
C.	Community Engagement – Obtain Community Input and Return to City Council with Recommendations .....	29
VI.	APPENDICES .....	31
A.	College Terrace RPP District Map	
B.	Crescent Park RPP District Map	
C.	Downtown RPP District Map	
D.	Evergreen Park – Mayfield/California RPP District Map	
E.	Southgate RPP District Map	
F.	Chapter 10.50 PAMC Residential Preferential Permit Parking Districts	
G.	Residential Permit Parking Administrative Guidelines	

## I. EXECUTIVE SUMMARY

The City of Palo Alto is committed to preserving the quality of life in its residential neighborhoods. In 2014, the City Council adopted a policy which allows any neighborhood within the City to petition for a Residential Preferential Parking (RPP) Program. The Program provides preferential parking privileges to residents and employees of businesses within an RPP district, by exempting them from on-street parking regulations. The exemption is managed through the issuance of permits. The intent is to restore and enhance the quality of life in residential neighborhoods by reducing the impact of parking associated with nearby businesses, institutions and other uses.

The City has established five RPP districts including College Terrace, Crescent Park, Downtown, Evergreen Park-Mayfield, and Southgate. Collectively, these districts encompass 28% of the City's 27,600 households. The Downtown District is the largest, with 5,154 households. The smallest district is Southgate, with 220 households.

A unique characteristic of the Palo Alto RPP Program is that it accommodates a significant amount of non-residential parking in some of the districts. The implementation of this policy has created a relatively complex parking services system. While many users have become accustomed to the system, it is challenging to navigate for a new resident, employer, employee or visitor to Palo Alto. For residents who still find their street occupied by parked vehicles, the system seems ineffective. For employees unable to obtain permits, the system seems flawed. For visitors who are not familiar with the City's zones, the system is perplexing. And for the staff responsible for the administration of parking services, the workload of the RPP Program is, at times, overwhelming.

The following recommendations are intended to assist the City in addressing the above shortcomings. The recommendations are arranged in categories to suggest the next steps in the process of improving the RPP Program.

### A. City Council – Action by City Council

1. Improve Parking Permit Management System – A contract should be approved to develop, implement, support and maintain a new comprehensive parking permit and citation management system. This contract is expected to be presented to the City Council in FY 2018-19.
2. Conduct Downtown Parking Operational Study – A contract (amendment) should be approved that provides the information and specific steps needed to move the City forward from a parking program built around a rigid system of pre-paid permits to a program built around the dynamic monitoring of usage and the application of pricing. It would also provide a roadmap to build community support for this effort. This contract is expected to be presented to the City Council in FY 2018-19.
3. Engage the Community in Modifications to the Residential Preferential Parking Program – The engagement of the community in making modifications to the Program is imperative

and could occur through the Planning and Transportation Commission or, as the City did five years ago, through a working group. To be effective, the City Council should be clear on the effort's purpose, scope of work, parameters, and schedule. There are nine recommendations in this report that are identified to be referred to the Commission/Group. If a working group is selected, the membership should not exceed 12 individuals.

4. Increase Staff Resources – The City should add a Parking Manager to the Office of Transportation to meet the existing workload and to manage the improvements needed to move parking services forward. This proposal is expected to be presented to the City Council as part of the Proposed Operating Budget for FY 2019-20.
5. Amend the National Citizen Survey – To measure the long-term effectiveness of the RPP Program, consider adding a question to the annual National Citizen Survey (Palo Alto Community Survey Supplement) to obtain the opinion of the City's households (28% of all households) about the Residential Preferential Parking Program

**B. City Manager – Action by City Manager and Return to City Council as Needed**

6. Update Codes and Guidelines – The following regulations should be updated to reflect the changes in staff authority and responsibility with the establishment of the Office of Transportation (a) Chapter 10.50 of the Palo Alto Municipal Code, and (b) the Residential Permit Parking Administrative Guidelines.
7. Clarify the Downtown Residential Permit Parking District Boundary – Remove the ambiguity in the Resolution that adopted the boundary of the Downtown Residential Permit Parking District that does not appear to include the Downtown commercial area.
8. Communicate Availability of Employee Parking Spaces – The availability of employee parking permits in underutilized RPP zones should be communicated to employees who have been denied spaces in their preferred zone.
9. Communicate Available Downtown Reserved Parking Spaces – The availability of reserved spaces in the Downtown garages and lots should be communicated to employees who have been denied spaces in their preferred garages or lots.
10. Improve Parking Website – The City of Palo Alto parking website should be updated to ensure it is complete, user-friendly and intuitive.
11. Evaluate “Neighborhood Serving Businesses” – Giving “neighborhood serving businesses” a preference in obtaining employee parking permits should be reviewed by the City Administration to determine its policy, administrative, and legal implications.
12. Examine Purchase of Reserved Parking Spaces by Businesses Located Outside of a Business District – The City Administration should determine the ability of employees of a business located outside of a business district that helped to fund a garage, to purchase reserved parking spaces in that garage.

13. Measure the Performance of Transportation Demand Management Initiatives – The efforts of the Transportation Management Association and the City’s Shuttle Service should ultimately result in a reduction in the number of employees and business patrons who would otherwise need parking spaces. Outcome-based performance measures should be designed and utilized to determine the effectiveness of these efforts and to guide the direction of these services.
14. Evaluate Impact of Shared Rides – Evaluate the existing and potential use of services like Uber and Lyft to reduce the demand for parking as well as the impact on traffic.
15. Determine Best Reparking Regulation – Re-evaluate the value of trying to explain to motorists the meaning of the term “Initial” as it relates to the reparking of a vehicle versus the confusion created by the attempt to explain the term, and consider alternatives, such as “No same day reparking.”
16. Improve Process to Purchase Daily Permits – In the near-term, until a paid hourly system is implemented, the purchase of daily permits should be improved in terms of communications with the public, access to pay-on-foot, and multi-day permits.
17. Consider Paid Hourly Parking – A plan should be developed to initiate a paid parking program in the City’s garages and lots. A paid parking program could retain the initial three hours’ parking in garages to be free and set a reasonable fee above that time, versus the current jump to \$25 after three hours. This recommendation could be incorporated with recommendation #2, above.
18. Change Payment Schedule for Reserved Parking in Garages and Lots – The 3-, 6-, and 12-month pay in advance permit system should be replaced with a monthly payment system that would be more amendable to the parker, and eliminate the accounting associated with the reimbursement of early termination.
19. Institute a Performance-Driven System – A performance metric should be established that measures the user’s perception of the quality of service to identify areas where corrective actions are needed, and which is used to take appropriate actions.
20. Maintain Integrity of Program – The City should routinely check the qualifications of permittees and the uses of permits.
21. Process Applications for New Residential Permit Parking Districts – Processing the proposals by the Old Palo Alto Neighborhood and the Green Acre Neighborhood should move forward pursuant to the schedule identified in Chapter 10.50 of the Palo Alto Municipal Code, subject to the availability of adequate resources.
22. Treat Requests for Annexations Like Other Requests for Service – The request to annex an area on the west side of El Camino between Stanford Avenue and Park Boulevard into the Evergreen Park-Mayfield RPP District should follow the provisions in the RPP Ordinance and

the RPP Administrative Guidelines and should be placed into the backlog of work to be performed by parking services.

23. Minor Modifications to a Residential Permit Parking District – Because all changes in an RPP district may have unintended consequences and therefore warrant an appropriate level of evaluation, requests for modifications to an RPP district should be placed into the backlog of work to be performed by parking services. Two examples of this type of request include extending the days that parking time limits apply in the Evergreen Park-Mayfield RPP District to include those days games and other major events are held at Stanford University; and extending the duration of the parking time limits in the Downtown RPP zones near the commercial areas to curtail non-permitted employee parking.
24. Evaluate Consolidation of Parking Compliance Functions – The consolidation of the parking compliance functions in the Police Department and the Office of Transportation should be evaluated.
25. Review Parking Citation Fees – The fee schedule for parking infractions should be reviewed on a regular basis as part of the Master Fee schedule.
26. Review the Level of Funding Subsidy of the Residential Permit Parking Program – A review of the expenditures and revenues for the Residential Permit Parking Fund should be performed to ensure the level of support from the General Fund is appropriate.

**C. Community Engagement – Obtain Community Input and Return to City Council with Recommendations**

27. Establish “Parking Availability Standards” – Parking availability standards should be established for the Downtown, Evergreen Park-Mayfield, and Southgate Residential Permit Parking Districts considering the residents’ perceptions of the impact of parking availability on their quality of life. Changes in the number of employee permits and boundaries of existing RPP districts should be deferred until parking availability standards are approved by the City Council.
28. Establish Approach to Reduce Employee Parking Permits – Develop a “quid-pro-quo” approach to reduce RPP employee permits where the addition of “employee spaces” in garages and lots triggers the reduction of RPP employee parking permits.
29. Provide Automatic Renewal for Employee Parking Permits – To avoid the mad dash to obtain a permit at the twice-a-year sale event, the City should consider providing for the automatic renewal of employee parking permits and the ability of applicants to be on a wait list.
30. Change Payment Schedule for Employee Parking Permits – The six-month pay in advance permit system should be replaced with a monthly payment system that would be more amendable to the parker and provide greater equity for employees whose duration of employment is less than six months.

31. Increase Cost of Employee Parking Permits – Consideration should be given to increase the cost of an RPP employee parking permit so that it is greater than the cost of a reserved space in a garage or lot, in order to incentivize parkers to choose off-street parking over on-street parking.
32. Standardize Cost of Employee Parking Permits – The cost of employee parking permits between the RPP districts should be the same, unless there are extenuating circumstances. The cost of a six-month employee parking permit is \$74.50 in the Southgate District; \$187.50 in the Evergreen Park-Mayfield District; and \$375.00 in the Downtown District.
33. Change Payment Schedule and Increase Cost of Reduced-Price Parking Permits – The reduced-price parking permit is designed to support low-income employees (e.g. \$50,000 or less annual income). When a monthly payment system is available, the cost of the permit should be at least \$15.00 per month, which is less than \$1 per day for a full-time employee. This amount is less than an outlay of \$50 for the current six-month permit, and for some employees may be preferable.
34. Remove Inconsistencies Between Districts – Inconsistencies between Residential Preferential Permit Parking districts should be eliminated, unless there are extenuating circumstances. The inconsistencies include, but are not necessarily limited to, the number of resident permits, the cost of resident permits, and the number of single-day permits.
35. Review Renewal Dates – The renewal dates for residential and employee permits should be reviewed to determine the most efficient schedule for the City to administer that is still convenient for users.

## **II. INTRODUCTION**

### **A. Background**

In 2018 the City of Palo Alto engaged the consulting firm, Municipal Resource Group, LLC (MRG), to provide transportation support services. One of the services to be provided was to review and recommend modifications to the City's Residential Preferential Parking (RPP) Program. The Palo Alto RPP Program provides preferential parking privileges to residents and employees of businesses within an RPP district, by exempting them from on-street parking regulations. The exemption is managed through the issuance of permits. The intent is to restore and enhance the quality of life in residential neighborhoods by reducing the impact of parking associated with nearby businesses, institutions and other uses.

During the review, it became clear that the City's RPP Program is an interdependent component of the City's overall parking strategy. This study recognizes that the same staff resources are involved in all components of the parking strategy, including the RPP Program, the management of non-permit on-street parking spaces, the management of public off-street parking facilities, the addition of more public parking spaces, and the diversion of single occupant vehicle trips to other modes and methods of travel.

### **B. Project Scope**

The scope of the project is to review the City's RPP Program and recommend changes to the City's parking services that result in a more effective and sustainable program. While the review focused on the RPP Program, recommendations encompass other parking services.

### **C. Methodology**

Available documents relating to the RPP Program were reviewed. Some of the material reviewed included the formation and administration of the RPP districts; the Palo Alto Municipal Code; the RPP Administrative Guidelines; the California Vehicle Code; previous parking services studies; parking services contracts; City financial documents; parking inventory and performance data; service delivery responsibilities; and the parking websites of Palo Alto and other cities.

City staff were interviewed to augment the above information about parking services and to assist MRG in understanding the level of community engagement in the creation of the RPP districts and the evolution of the RPP Program. The set of stakeholder meetings reported in the 2017 Downtown Parking Management Study were reviewed. The input from representatives of the most complex RPP districts, Downtown and Evergreen Park-Mayfield, was received and considered.

### III. BACKGROUND

#### A. Overview of the Palo Alto Residential Permit Parking Program

The City of Palo Alto is committed to preserving the quality of life in its residential neighborhoods. In 2014, the City Council adopted a City-wide Residential Preferential Parking (RPP) Ordinance, which allows any neighborhood within the City to petition for initiation of an RPP Program. Three documents govern the creation of an RPP Program:

1. Chapter 10.50 of the Palo Alto Municipal Code outlines the criteria that must be met and the process that must be undertaken for a residential neighborhood to initiate an RPP Program;
2. A neighborhood-specific resolution must be adopted by the City Council that outlines the specific characteristics of the individual RPP Program; and
3. The Residential Preferential Parking Administrative Guidelines provide additional detail on RPP policies and procedures. The Residential Preferential Parking Administrative Guidelines may be modified by the Planning and Community Environment Director. With the reorganization of the Office of Transportation, all references to the Director of Planning and Community Environment should be revised to reference the City Manager or designee.

The City has established five RPP districts over the past 10 years. Each district is tailored to meet the unique circumstances of that area. The year each district was permanently established is shown below:

- 2009 College Terrace
- 2016 Crescent Park
- 2017 Downtown
- 2018 Evergreen Park-Mayfield
- 2019 Southgate (projected adoption)

A map of each of the above districts is included in **Appendices A through E** of this report.

Collectively, the above districts encompass 28% of the City's 27,600 households. The number and percentage of households within each RPP district is shown in the following chart. The Downtown District is the largest, with 5,154 households. The smallest district is Southgate, with 220 households.

PALO ALTO RPP DISTRICTS AND HOUSEHOLDS		
District	Number of Households	Percent of RPP Households
Downtown	5,154	66%
Evergreen Park-Mayfield	1,068	14%
College Terrace	676	9%
Crescent Park	616	8%
Southgate	220	3%
Total	7,734	100%

The College Terrace neighborhood was the first RPP district established by the City. It was in response to the spillover of employee parking from the Stanford Business Park, located in the unincorporated area to the north of College Terrace. The RPP exempts the residents from the on-street weekday two-hour parking time limits. The provisions for this district are relatively straight-forward and generally effective.

The Crescent Park neighborhood was the second RPP district. It was established in response to the intrusion of overnight parking by residents located outside of the Crescent Park neighborhood. The RPP exempts the residents of Crescent Park from the on-street “no parking” regulation between 2:00 am and 5:00 am. The provisions of this district are relatively straightforward and generally effective.

In the City’s next application of the RPP Program, the “degree of difficulty” increased significantly. The City desired to balance the competing interests of residents to curb parking within their neighborhood, and of businesses located in adjacent commercial areas to provide parking for their customers and employees. To provide structure to the Program, in 2014 the City adopted general RPP regulations that are codified in Chapter 10.50 of the Palo Alto Municipal Code (see **Appendix F**). The processes, procedures, and additional details of implementing the Program are included in the Residential Preferential Parking Administrative Guidelines, promulgated by the City Administration, last updated on March 1, 2017 (see **Appendix G**).

It appears that with the passage of time, the users of the RPP districts have become accustomed to the City’s processes and procedures. Concerns, however, remain. For residents who still find their street occupied by parked vehicles, the system seems ineffective. For employees unable to obtain permits, the system seems flawed. For visitors who are not familiar with the City’s zones, the system is perplexing. And for the staff responsible for the administration of parking services, the workload of the RPP Program is, at times, overwhelming.

## **B. RPP Programs in Other Cities**

The RPP programs in other cities reflect the policy decisions and dynamics of those communities. As part of the 2017 Palo Alto Downtown Parking Management Study, the parking programs of 13 California cities were identified by the City for review. Based on the initial responses and available data provided by these cities, the pool of cities was narrowed down to eight. The cities from that pool that currently have RPP programs (7 cities) and the Cities of San Jose and San Francisco were reviewed. The latter two cities were added because of the relative complexities of their RPP programs, which are more like the RPP Program in Palo Alto. The following chart provides a highlight of the RPP programs in the City of Palo Alto and the nine other cities.

CITY RPP PROGRAM	
City	Highlight
Berkeley	Uniform set of RPP provisions for the whole city with ability for residents to opt in the RPP program; permits for residents, their visitors and in-home care providers; limited merchant permits for businesses located within a specified address range in an RPP district
Monterey	Uniform set of provisions for RPP districts; preferential permits for residents only
Mountain View	Uniform set of provisions for RPP districts; preferential permits for residents and their guests, visitors, and contractors
<b>Palo Alto</b>	<b><i>Provisions of RPP districts vary; preferential permits for residents and guests and non-residential (employees) for businesses located within an RPP district; coordination in issuance of parking permits in public garages and parking lots</i></b>
Pasadena	For all streets with parking time limits, residents may request a permit to exempt them from the regulation through an annual overnight on-street parking permit and an annual daytime on-street parking permit
San Mateo	Uniform set of provisions for RPP districts; preferential permits for residents only
Santa Monica	Uniform set of provisions for RPP districts; preferential permits for residents and their guests and caregivers
Sausalito	For selected streets, residents may request a permit to be exempted from parking time limits
San Jose	Uniform set of provisions for RPP districts; preferential permits for residents and their visitors and businesses that reside within an RPP district
San Francisco	Uniform set of provisions for the RPP districts; preferential permits for residents and their visitors and in-home caregivers, businesses, goods delivery, schools, foreign consulates, active military, and full-time college students that reside within an RPP district

The Palo Alto RPP Program exempts utility, government, emergency responder, delivery, and disabled vehicles from the parking regulations. An additional exemption is provided for vehicles parked for the purpose of attending or participating in an event taking place at a school within the Palo Alto Unified School District, provided that the vehicle is parked within two blocks of the venue, the venue received approval from the City, the venue distributes notices to all addresses within a two-block radius of the venue, and the resolution establishing the RPP district included the venue and falls within the number of permitted events per year.

Palo Alto also excepts vehicles owned by a resident’s employer, vehicles that are being leased, and vehicles owned by live-in caregivers.

There are three aspects of the Palo Alto RPP Program that are unique. The first is that the general provisions between districts vary, such as the number and cost of permits available for residents. The second aspect is the boundaries of the Downtown and Evergreen Park-Mayfield Districts. In other cities, the boundaries of an RPP district generally coincide with the boundaries of one or more residential neighborhoods. The boundaries of the Downtown and Evergreen Park-Mayfield Districts, however, include the adjoining major commercial areas. The third aspect is the creation and use of zones within a district to manage the location of the on-street parking of employees. Each of the above aspects is described in more detail in this report.

## IV. EVALUATION

### A. Balancing Quality of Life and Business Necessity

The RPP districts for the Downtown, Evergreen Park-Mayfield, and Southgate areas are designed to reduce the intrusion of non-residential parkers into the residential neighborhoods and to provide limited parking for the patrons and employees of businesses.

The provision of limited employee parking in residential neighborhoods is a part of the City's strategy to address the demand for employee parking, as shown below:

1. Increase the number of new off-street parking spaces;
2. Encourage the use of other modes and methods of travel; and
3. Manage limited employee parking on residential streets.

The relationships of the parking exemptions for the residential permit parking districts and the adjoining commercial districts are shown in the following chart. Residents are eligible to obtain permits for themselves, their guests and visitors through a personal account with the City. Employees may obtain permits through a personal account with the City. Employers may create a corporate account and obtain up to 10 employee permits and a finite number of daily permits. In addition, the public can purchase daily permits that exempt them from the parking time limits at selected locations. The relative complexity of the RPP parking districts ranges from low for Crescent Park and College Terrace, to moderate for Southgate, and high for Evergreen Park-Mayfield and Downtown.

PARKING EXEMPTIONS BY DISTRICTS				
District	Location	Eligible for Parking Exemptions		
		Residents	Employees	*Public
Crescent Park RPP	On-street	X		
College Terrace RPP	On-street	X		
Southgate RPP	On-street	X	X	
Evergreen Park - Mayfield RPP Residential Zones	On-street	X	X	
California Commercial	On-Street			
	Garages & Lots		X	X
Downtown RPP Residential Zones	On-street	X	X	
Downtown Commercial	On-Street			
	Garages & Lots		X	X

\* Daily permits may be used by customers of businesses, residents, employees and others

### B. Downtown RPP District Boundaries

California Vehicle Code Section 22507 authorizes the establishment, by city council action, of permit parking programs in residential neighborhoods for residents and other categories of parkers. It delegates the authority to local authorities to, “. . . designate streets upon which preferential parking privileges are given to residents and merchants adjacent to the streets for their use and the use of their guests, under which the residents and merchants may be issued a

permit or permits that exempt them from the parking prohibition or restriction.” The City of Palo Alto adopted Ordinance Number 5294, adding Chapter 10.50 to Title 10 of the Palo Alto Municipal Code (PAMC). This Chapter establishes a City-wide procedure for RPP districts. In PAMC Section 10.50.020(g), an RPP district is defined as a geographical area in which the City Council has established a preferential parking permit system pursuant to California Vehicle Code Section 22507.

On June 25, 2018, the City Council adopted Resolution number 9782 that restated the provisions of the Downtown RPP District Program. Section 3 of the resolution describes the Downtown RPP Program Area to be the streets in an exhibit. That exhibit is replicated and shown in **Appendix C**. The map, however, does not include the Downtown commercial area in the RPP District. This is obviously counter to the intent of the City Council and could be remediated by amending the exhibit to include the commercial area inside the boundaries of the RPP District.

### C. RPP District Parking Availability Standard

Palo Alto Municipal Code Section 10.50.010 states that, “Residential preferential parking districts should be designed to accommodate non-residential parking when this can be done while meeting the parking availability standards determined by the City to be appropriate for the district in question.”

For two of the RPP districts, a parking availability standard is unnecessary. In the College Terrace RPP District, the Program effectively curtails long-term employee parking during weekdays. In the Crescent Park RPP District, the Program effectively curtails overnight parking by non-residents. For the remaining RPP districts, the development of a standard is needed.

Parking occupancy data by zone in the Evergreen Park-Mayfield and Downtown RPP Districts is shown in the following chart. The parkers include short-term parkers and parkers with resident or employee permits. The one-day snapshot was taken during the peak parking period. The data shows that for the zones in the Evergreen Park-Mayfield RPP District, between 33% to 81% of on-street parking spaces are available during the weekday peak parking period; and in the Downtown RPP District, between 39% and 79% of the spaces are available during the peak parking period. This type of usage, combined with the perception of residents, could lead to a consensus-based parking availability standard. A companion issue to be addressed is the size of the area to be measured, such as a district, a zone, or a block.

PARKING OCCUPANCY AND AVAILABILITY					
Area	Zones	Available	Occupied	% Occupied	% Available
Evergreen Park-Mayfield RPP Employee Zones	A	112	73	65%	35%
	B	228	75	33%	67%
	C	208	40	19%	81%
	D	176	95	54%	46%
	E	145	96	66%	33%
	F	81	32	40%	60%
	G	NA	NA	NA	NA
Downtown RPP Employee Zones	1	352	213	61%	39%
	2	374	147	39%	61%
	3	566	146	26%	74%
	4	685	272	40%	60%
	5	636	355	56%	44%
	6	337	192	57%	43%
	7	347	172	50%	50%
	8	1102	373	34%	66%
	9	790	168	21%	79%
	10	1554	385	25%	75%

#### D. Reducing Number of RPP Employee Permits

To achieve the parking availability standards, the number of employee parking permits may need to be reduced. Three approaches are identified. One is based upon the creation of new reserved spaces in the garages and lots (Quid Pro Quo). The second is based on the prior year’s usage of employee permits (Use It or Lose it). The last is to simply reduce the number of permits (Just Do It). A description of the approaches follows.

##### Quid Pro Quo

For each new space created in the garages and lots, an appropriate number of RPP employee permits would be reduced. The appropriate number should reflect the showrate for long-term parkers. For example, for a showrate of 50%, or the percentage of permittees who park during the peak parking period versus total permits issued, two permits could be reduced for each new parking space provided. New parking spaces include reserved spaces designated in a new garage or lot, and additional spaces made available through the valet program. The “true-up” of new spaces versus available permits could be done annually or bi-annually.

##### Use It or Lose It

This approach would formalize the past practice of the City in the Downtown RPP District. The number of available employee permits has been reduced from an initial allotment of 1,500 in 2015 to the allotment of 1,000 in 2018. The number of permits issued by late-2018 was approximately 850 permits. Some residents of the Downtown RPP District have suggested that; (a) the City annually reduce the number of available employee permits, starting from a base of the actual number of the permits issued in 2018; (b) the City Manager would be authorized to issue a maximum of 100 permits above this amount after consultation with stakeholders and approval by City Council; and (c) this process would be done by January of each year so that adjustments are approved by the City Council before permits go on sale for that year.

## Just Do It

Some residents of the Evergreen Park-Mayfield RPP District have suggested that the City simply reduce the total number of non-residential permits from 290 to 165. It is noted that approximately 250 permits were issued in 2018, and beginning with the construction of the new California Avenue Garage, there will be a temporary displacement of parkers through the fall of 2020.

### **E. New Developments**

The parking impacts of new commercial and/or residential developments is outside of the scope of this project. It is noted that new developments, reuse of existing facilities, and intensification of existing uses could create more long-term parkers.

### **F. Employee Parking in Residential Neighborhoods**

The City manages the distribution of employee parking in residential districts through the sale of permits by zones. In the Southgate RPP District there are 2 zones, in the Evergreen Park-Mayfield RPP District there are 7 zones, and in the Downtown RPP District there are 10 zones. The configurations of the zones are shown in **Appendices C, D, and E**.

The duration of employee permits is for six months and these permits are sold on a first-come basis. In some zones, the available long-term permits are sold out within 24 hours after the sale begins. It is not uncommon for employees and/or employers to express concerns when they cannot obtain permits in the zones that they prefer. The following charts show that in the Downtown RPP District, 4 of the 10 zones were entirely or almost sold out in 2018. Out of a total of 1000 permits available, roughly 15% were not used. In the Evergreen Park-Mayfield RPP District, 4 of the 7 zones were entirely or almost sold out in 2018. Out of a total of 290 permits available, roughly 13% were not used. Based on the showrate experienced in the City's garages and lots, the number of employees parking in the residential area during the peak parking period is estimated to be one-half of the number of permits issued.

<b>DOWNTOWN RPP DISTRICT</b>					
<b>Zone</b>	<b>Employee Decals Sold</b>	<b>Employer Hang- Tags Sold</b>	<b>Total Permits Sold</b>	<b>Total Permit Inventory</b>	<b>Permits Available</b>
1	46	22	68	69	1
2	71	37	108	111	3
3	57	69	126	208	82
4	64	52	116	176	60
5	98	49	147	162	15
6	59	33	92	92	0
7	73	41	114	125	11
8	38	19	57	57	0
9	-	-	-	-	0
10	-	-	-	-	0
Total	506	322	828	1000	172

EVERGREEN PARK-MAYFIELD RPP DISTRICT					
Zone	Employee Decals Sold	Employer Hang-Tags Sold	Total Permits Sold	Total Permit Inventory	Permits Available
A	8	6	14	20	6
B	25	30	55	55	0
C	10	16	26	30	4
D	7	13	20	20	0
E	28	50	78	80	2
F	2	18	20	45	25
G	13	26	39	40	1
Total	93	159	252	290	38

### G. Employee Parking in City Garages and Lots

An employee may purchase a parking permit that exempts him/her from the parking time limits in the City’s garages and lots. In theory, the permits are available throughout the year. In fact, the permits in many facilities are sold out before the end of the year. Applicants have the option of being placed on a wait list. The permits are available in increments of 3 months, 6 months, and 12 months.

In the California Avenue area there is a total of 879 parking spaces in the City’s garages and lots. None of the spaces are reserved. In 2018, 100% of the 980 permits available for employee parking (exempts permittee from parking time limits) were issued. Based on a showrate of 50%, about 540 employees were parked during the peak parking period, leaving 340 spaces for the public.

In the Downtown area there is a total of 3,092 parking spaces in the City’s garages and lots. Approximately 1,700 of those spaces are designated as “reserved” and accommodate both employee permit parking and some of the daily permit parkers. Based on a showrate of 50%, the number of available employee permits is set at 3,250. The average number of active permits issued in 2018 was approximately 3,050. Approximately 200 permits were therefore available. Interestingly there is also a wait list to purchase permits at selected facilities, which probably reflects the employees’ preferences in facility parking.

It is projected that 225 additional spaces may materialize through the City’s expanded Valet Parking Program, recently reapproved by the City Council. Assuming a showrate of 50%, hundreds of additional employees could park in the existing off-street parking facilities.

### H. RPP Employee Parking Permits

Employees who work within an RPP district have the option of purchasing an employee parking permit for that district. The cost of an employee RPP permit is the same as permit parking in a garage or lot. There are, however, subtle differences between an employee on-street permit and a permit in an off-street facility, such as the garage/lot permit is available in increments of 3 months, 6 months, or 12 months versus 6 months for the RPP permit. The garage/lot permit is valid for a specified period from the time of purchase; the RPP permit is valid up to 6 months, with a specific end date that coincides with the twice a year sale cycle, regardless of when the

permit is purchased. There is a wait list for off-street parking facilities that secures a “place in line.” For RPP zones that reach the employee permit limits, there is no wait list.

An employer can purchase a daily parking permit hangtag for employees or visitors that are one-day scratch-off permits. Contractors performing work in an RPP district may purchase one-week or one-month permits.

The permit costs and related information for garage/lot spaces and RPP employee permits are shown in the below chart. A glaring difference is the cost of permits between districts. For example, the cost of a 6-month employee permit is \$74.50 in the Southgate District; \$187.50 in the Evergreen Park-Mayfield District; and \$375.00 in the Downtown District. It is noted that the Southgate District fee will be increased to \$187.50 when the District is approved as a permanent District.

EMPLOYEE PARKING PERMITS: RPP AND GARAGE/LOTS				
Area	Employee	Renewal	Sale	Employer
Southgate				
Southgate RPP	\$74.50 regular	6 Months	April & October	\$25/Day 4 Permits/Month
Evergreen Park-Mayfield				
Evergreen RPP	\$187.50 regular	6 Months	March & Sept.	\$25/Day 4 Permits/Month
City Garages & Lots	\$187.50 regular	6 months	NA	\$25/Day
Downtown				
Downtown RPP	\$375 regular	6 Months	March & Sept	\$25/Day 4 Permits/Month
Color Zone – Garages & Lots	\$375	6 months	NA	\$25/Day

Some community members have proposed that the cost of an employee RPP permit be increased to twice the amount of a permit parking space in a City garage. The objective is to discourage employees from parking on residential streets and to encourage them instead to park in garages and lots. The actual disposition of employees and the impact on employers is unknown. The proposers felt that low-income permits should be raised, but at a more moderate increase.

### I. RPP Reduced Price (Low-Income) Employee Permits

Recognizing the economic constraints of low wage earners, the City reduced the cost of parking permits in the RPP zones for qualified individuals. An individual qualifies as low-income if total annual income is equal to or less than \$50,000, or if he/she earns a pre-tax hourly wage equal to or less than double the greater of the City or State minimum wage. An applicant must provide proof of income. There is no cap on the number of low-income permits that are issued. There is a one-week advance sale of low-income permits before regular permits go on sale. There is no guarantee that an applicant will obtain a permit to park in his/her preferred RPP zone. But, as shown earlier in this report, parking spaces are available in the majority of the zones in the Downtown RPP District and in the Evergreen Park-Mayfield RPP District. In 2018, approximately 40% of the 850 employee permits issued in the Downtown RPP District were to low-income employees.

An employer suggested that existing low-income employee permit holders be given a grace period in which to renew that permit before it is sold to someone else, and in effect give low-income employees a preference over other employees. It was also suggested that the City better communicate the details and schedule of the RPP Program to its users. Currently, two weeks before the sale of permits begins, notifications are sent to all active accounts, details are posted on the City's parking website, and postcard memos are mailed to all residents and employers within the RPP districts.

The cost of a low-income employee permit is very low. The cost for a 6-month permit is \$50, or less than \$2 per week. This fee does nothing to promote other modes of travel, like transit or bicycling. Doubling the annual price of a permit, but reducing the duration of an individual permit, would have multiple benefits. Employees could be enticed to seek an alternate method of travel that eliminates the need for parking. Some employees whose work tenure is shorter than 6 months would also realize a savings.

#### **J. Neighborhood- Serving Businesses**

Some residents in the Downtown and Evergreen Park-Mayfield RPP Districts suggested that businesses that are primarily focused on serving residents be given a preference in the allocation of employer/employee parking permits. The so-called "neighborhood serving businesses" may include medical, dental, and senior care facilities. At the opposite end of the spectrum are businesses that require a regional customer base, like a major department store. The concept may have merit, but its execution would be very difficult and would need legal review. The City is in the process of evaluating this proposal.

#### **K. Blocked from Parking in a Garage**

The employees of businesses located outside of the California Avenue Business District and the Downtown Business District were denied parking permit spaces in the garages. The issue is whether a property that did not contribute to the construction of a garage should be able to secure a reserved parking space in the garage. The businesses are not seeking special treatment in obtaining the permit, price, or terms. The City is in the process of evaluating this situation.

One business reported that some of its employees obtained RPP employee permits and are parking in the residential neighborhood because they were denied access to the garage.

#### **L. No Need to Park – Transportation Demand Management**

Reducing the number of trips by automobiles, and especially single-occupant vehicles, has a direct impact on the demand for parking. Over the past two fiscal years the City allocated \$960,000 from the University Avenue Parking Permit Fund (aka Downtown Parking Fund) to the Transportation Management Association for travel demand management (TDM) activities. The objective of TDM is to decrease single occupant automobile trips by increasing the use of other modes of travel. From a parking perspective, a successful TDM program should decrease the demand for parking. The effectiveness of TDM activities could be determined with an appropriate set of outcome-based performance metrics, such as increases in transit usage,

bicycling, pedestrian traffic, and carpooling. The City’s shuttle system is a part of the transit system.

In addition, shared rides through services such as Uber and Lyft occur in the commercial areas of Palo Alto and could potentially reduce the demand for parking. An evaluation of the existing and potential effects of shared rides in the Downtown and the California commercial areas is not available.

### M. Short-Term Parking Puzzle

Most of the RPP districts accommodate short-term parkers through on-street parking time limits. In addition, short-term parking is provided in the City’s garages and lots, also through parking time limits. During the peak parking periods, the Downtown garages and lots are heavily utilized, with occupancy rates between 79% and 100%. The on-street spaces within the Downtown commercial area are heavily utilized too, with occupancy rates between 74% and 94%. All short-term parking is free. The following chart provides more information about the short-term parking regulations by RPP districts, areas, and zones.

SHORT-TERM PARKING INFORMATION						
RPP District	Area	Number of Zones	Parking Regulation	Duration	Resident Exemptions	Employee Exemptions
Crescent Park	Crescent Park	NA	No Parking	7 Days 2-5a	Yes	No
College Terrace	College Terrace	NA	2-hour time limit	M-F 8-5p	Yes	No
Southgate	Southgate	2 zones	2-hour time limit	M-F 8-5p	Yes	Yes
Evergreen Park-Mayfield	EPM Residential	7 zones	2-hour time limit	M-F 8-6p	Yes	Yes
	EPM Commercial	1 zone	2-hour time limit	M-F 8-6p	No	No
		Parking lots	2-hour time limit	M-F 8-5p	No	Yes
		Parking garages	3-hour time limit	M-F 8-5p	No	Yes
Downtown	Downtown Residential	10 zones	2-hour time limit	M-F 8-6p	Yes	Yes
	Downtown Commercial	4 on-street color zones	2-hour time limit	M-F 8-5p	No	No
		4 parking lot color zones	2-hour time limit	M-F 8-5p	No	Yes
		4 parking garage color zones	3-hour time limit	M-F 8-5p	No	Yes
		SOFA on-street zone	2-hour time limit	M-F 8-5p	No	No

A parker may attempt to circumvent a parking time limit by moving his or her vehicle to a nearby vacant space several times a day. The City has attempted to counter this move by adding that a motorist is prohibited from reparking within the same zone for the remainder of the day during the duration of the time limit (e.g. between 8 am and 5 pm). There are, however, a total of 24 zones within the Downtown, Evergreen Park-Mayfield and Southgate Residential Permit Parking Districts. The boundaries of the zones are not intuitive and are attempted to be conveyed to the parker through signage.

The City has attempted to remove ambiguity for the short-term parker and the abuser of the regulations through signage as shown in the photo. The explanation of the sign can be found on the City's website.

*You park in a 2-hour space on the street in the Lime Zone at noon. (You may repark within the Lime Zone only during your initial two hours should you need to.) However, if you leave before the 2 hours are up, you cannot repark later that same day. Your car must leave the Lime Zone by 2 p.m. You may park in any other Color Zone except the Lime Zone, which you are now leaving.*



The above explanation is not clear or concise. An alternative is to state the regulation as, “No same day reparking.”

Daily parking permits are available in the garages and lots for individuals who plan on parking longer than the time limits. Some businesses provide these permits to their visitors. However, for those who attempt to obtain a permit for themselves, the effort can be challenging. There is a shortage of signs to explain the system, the available signage is confusing, and the locations where a user can purchase a permit are not convenient. Moreover, the cost of a permit is \$25. Anecdotally, an applicant for a job with the City of Palo Alto needed to stay four hours to complete a set of tests, one hour beyond the 3-hour free period. He found it absurd to have to pay \$25 for parking one hour and indicated he was instead going to pass on the job.

On the other hand, there are visitors who need to park several days in a row. These individuals are required to purchase a daily permit on each of the days that they park. There is an option to allow the purchase of several daily permits, but it is not activated.

#### **N. Improving User Interface**

The existing system of issuing RPP permits has evolved as the RPP Program has expanded. In response to the complaints of permittees, adjustments have been made within the limitations of the existing operating system. City staff have been diligently working on a contract to develop, implement, support and maintain a new comprehensive parking permit and citation management system. This contract will be considered by the City Council in FY 2018-19. Prospective and current permittees will be able to access the system through an on-line portal at their convenience. An updated parking website will replace the existing collection of websites. The new system will also provide the data for enhanced user security, complete and immediate information for the City, and the capture of information for auditing and reporting purposes. As the system comes on-line, its effectiveness should be measured so the concerns of permittees are quickly identified, and appropriate adjustments are made. The performance measures should include timeliness, cost, and customer satisfaction.

#### **O. Integrity of RPP Program**

A resident suggested that the eligibility of employees who obtain regular and low-income employee parking permits be audited. While no evidence of misuse was provided, there is the potential that permits are not being used for their intended purpose. Misuse, if it is occurring,

would have a negative impact on all the users of the RPP system who are adhering to the rules. An audit would be beneficial and should cover all permittees, including employees, employers and residents.

**P. Inconsistencies Between Districts**

The sale of residential parking permits is done annually. Residents have the discretion to obtain annual permits up to a specified maximum. In some districts, residents can acquire transferrable permits to be used for guests and visitors, such as a nanny, baby-sitter, caregiver, household employee, or other regular visitor to the property. Daily permits are available and are valid for a single day to be used for events or gatherings at a household.

The details in the application of the above provisions differ between districts. The differences give the impression that City residents do not receive equitable treatment. For example, the number of resident permits available per household varies from two in Crescent Park, to three in Southgate, and to four each in Evergreen Park-Mayfield and Downtown. In the College Terrace District, one permit is available for each vehicle owned. The cost of each permit is the same at \$50, but in three of the five districts, the first permit is free. The cost of single day permits is the same, at \$5 each, but the number of available permits ranges from 50 per year to 20 per quarter (maximum of 80 per year). These differences are shown in the following chart.

COMPARISON OF RESIDENTIAL PROVISIONS BETWEEN RPP DISTRICTS			
RPP District	Resident	Additional	Daily
Crescent Park RPP	\$50 /household-2 max	NA	\$5/Day
College Terrace RPP	\$50/vehicle	\$50/renter-2 max	\$5/20/quarter
Southgate RPP	\$0 - \$50/household-3 max	\$50/household-2 max	\$5/50/year
Evergreen RPP	\$0-\$50/household-4 max	\$50/household-2 max	\$5/50/year
Downtown RPP	\$0-\$50/vehicle-4 max	\$50/household -2 max	\$5/50/year

The annual renewal date for 80% of the households in the RPP districts is in the month of March. The renewal dates for the other districts occur during the fall months, as shown in the chart below. When the new permit management system is installed, the renewal schedule should be evaluated to determine the best balance between convenience to the permittee and efficiency for the City.

RENEWAL DATES FOR RPP DISTRICTS			
Renewal	RPP District	Number of Households	% of Households
March	Downtown	6,222	80%
	Evergreen Park		
August	College Terrace	676	9%
September	Crescent Park	616	8%
October	Southgate	220	3%
		7,734	100%

**Q. Creating New RPP Districts**

The designation of an RPP District is based upon the following criteria:

- a) That non-resident vehicles do, or may, substantially interfere with the use of on-street or alley parking spaces by neighborhood residents;

- b) That the interference by the non-resident vehicle occurs at regular and frequent intervals, either daily or weekly;
- c) That the non-resident vehicles parked in the proposed district create traffic congestion, noise, or other disruption (including shortage of parking spaces for residents and their visitors) that disrupts neighborhood life; and
- d) Other alternative parking strategies are not feasible or practical.

An evaluation is performed pursuant to the above criteria that includes an assessment conducted by the City. Parking occupancy studies are performed at various hours of the day and days of the week to determine percentages of occupancy by block face. In addition, the experiences and perspective of residents are considered such as:

- Nature of the overflow parking problem, including the location and frequency;
- Cause(s) of the overflow;
- Boundaries of an RPP district; and
- Neighborhood support.

If it is determined that accommodations will be provided for employees who park within the residential neighborhood, the boundaries of the RPP district need to be designed to include the applicable businesses. Other items that need to be determined are the number of employee permits to be made available, if low-income permits will be provided, and the number and configuration of zones within the RPP district to ensure employees do not bunch up on the streets closest to businesses.

The creation of a new RPP district can be initiated by direction of the City Council or by a petition from the affected neighborhood. Neighborhood requests are considered once a year and prioritized by the Planning and Transportation Commission. City staff will work with residents to determine if the City's criteria are satisfied and to develop the details of the RPP district. The City may conduct a survey of households within an RPP district to ascertain the support for the RPP program. The recommended threshold of support is 70% of the returned surveys. The elements of a proposed district are memorialized in the City Council's adoption of a resolution. The creation of a new district normally includes a trial period used to gather information to determine if the new district achieves its intended purpose and to address unintended consequences.

Since the establishment of the above process, the City has engaged in three new RPP districts including Downtown, Evergreen Park-Mayfield, and Southgate. In 2019, there were three requests to form new RPP districts. The requests are moving through the RPP Program process.

Under ideal conditions, the establishment of a new RPP district takes about one year from the beginning of the process with affected residents to the approval of a permanent district. City staff estimate that the resources required to process a new RPP district is a minimum of .15 full-time equivalent position and could be more than twice that amount of staff resources if the project becomes controversial. An alternative to the use of City staff is to contract for this

service. This is problematic due to a consultant's limited institutional knowledge and the fact that City staff are still required to manage the contract.

The demand for parking services is much greater than the Office of Transportation's ability to meet those expectations. The processing of new requests for RPP districts is one of many work activities in a queue. It is expected that the City Council will consider this situation as part of its deliberation of the FY 2019-20 Budget.

#### **R. Annexing to Existing RPP Districts**

The residents of any block may petition the City Administration for annexation into a contiguous RPP District. If the petition meets the provisions in the RPP Ordinance and the RPP Administrative Guidelines, a resolution annexing that block to the RPP District shall be prepared by the City Attorney and submitted to the City Council, together with staff's recommendation on the proposed annexation. The City Council may approve, deny, or modify the annexation. Some residents of the Evergreen Park-Mayfield RPP have requested that the District annex an area on the west side of El Camino between Stanford Avenue and Park Blvd to add 30-40 more spaces that could be used for employee permit parking. This request would need to follow the provisions established in the Administrative Guidelines as shown in **Appendix G**. Included in the provisions is the requirement that the City conduct parking occupancy surveys to ensure that a parking problem exists, that unintended consequences are understood and addressed, and that the affected property owners are involved.

#### **S. Modifications to Existing RPP Districts**

Modifications to a district are to be expected. An example is the recent request received by the City from representatives of the Evergreen Park-Mayfield RPP District regarding the negative impacts of parking associated with games and other major events at Stanford University. The request is to extend and enforce the parking time limits to include days when there are games and major events at Stanford University. A precedent is the regulation that exists in the Southgate RPP District. The request would be studied to ensure that a parking problem exists, that unintended consequences are understood and addressed, and that the affected property owners are involved.

Another example is a staff-initiated request regarding the utilization of on-street parking spaces in the Downtown RPP District during the late afternoon just prior to the end of the parking-time limits. It appears that employees without RPP permits begin parking in these spaces, knowing they will not be cited before the expiration of the parking time limit at 6:00 pm. To ensure priority parking for customers, it is proposed that the duration of the parking time limits be extended. This situation would be studied to determine the severity of the problem, that unintended consequences are understood and addressed, and that the affected property owners are involved.

## **T. Enforcement of RPP Regulations**

The responsibility for the enforcement of parking regulations is split between the Office of Transportation and the Police Department. Parking regulations in the residential neighborhood portion of the Downtown, Evergreen Park-Mayfield, and Southgate RPP Districts is the responsibility of the Office of Transportation. The delivery of services is done through a contractor. The Police Department provides parking enforcement services outside of the RPP residential neighborhoods through non-sworn personnel. In addition, all aspects of parking enforcement in the College Terrace and Crescent Park RPP Districts are the responsibility of the Police Department. The collective efforts of the two groups are critical to the effectiveness of the RPP districts. The split in service responsibilities, however, creates some inefficiencies that should be reviewed to determine if a better model exists.

## **U. Downtown Parking Plan**

The 2017 Downtown Parking Management Study recommended a set of actions that collectively would result in the best use of the available parking spaces in the commercial area. A direct benefit of the recommendations would be the creation of more spaces for employee parking, and the indirect benefit would be less spillover parking in the residential neighborhood. The recommendations covered paid parking, parking permits at off-street facilities, parking guidance and wayfinding, enforcement technology, and others.

In April 2017, the City Council received the results of the Study. Council directed staff to conduct public outreach and work with the Planning and Transportation Commission and the Finance Committee to refine the recommendations and return with phasing, finance, and implementation plans for the Council's consideration; and directed staff to coordinate paid parking in the Downtown with the RPP Program, garage permit pricing, and lot permit pricing.

In October 2017, the Planning and Transportation Commission received public testimony on the Downtown Parking Management Study. Following considerable deliberation, the Commission unanimously voted to reject the recommendations of the study, and decided that the Commission instead would work interactively with local retailers, retail employees and staff to develop an alternative. It was the intent of the City staff to bring this matter back to the City Council, but it did not occur due to the departure of key transportation staff and the demands of other City priorities.

## **V. Interim Action Plan**

Before the Chief Transportation Official left the City, he created an Interim Action Plan consistent with the October 2017 direction of the City Council to coordinate paid parking in the Downtown with the RPP Program and garage and lot permit pricing. The achievement of the plan has been hindered by staff turnover and vacancies. Beginning in 2018, the City has augmented the resources in the Office of Transportation with the temporary assignment of staff in the City Manager's Office and limited contractor support. On a temporary basis, other staff in the Office of Transportation have also provided support. The cumulative efforts resulted in the progress as shown below:

#### FY 2018-19

- Parking wayfinding – Started but suspended; expect to restart in FY 2019-20;
- Parking expanded valet (ambassador) program – Contract approved in April 2019;
- Comprehensive permit and citation system – Prepared performance specifications, evaluated proposals, and recommended vendor. Expect to present the award of contract in FY 2018-19;
- Automated parking guidance system – Defer to FY 2019-20; and
- Parking operational study – Expect to present award of contract in FY 2018-19.

#### FY 2019-2020

- Low-income garage and lot permits;
- License plate recognition and enforcement and virtual permitting; and
- New Downtown garage – Project on hold pending further direction from Council.

#### FY 2021-2022

- Transition to on-street paid parking;
- Garage and lot security cameras; and
- California Avenue Parking Study.

#### W. **Paid Parking**

As described earlier in this report, the City Council directed staff to coordinate paid parking in the Downtown with the RPP Program, garage permit pricing, and lot permit pricing. Pursuant to that direction, a parking operation study was included in the above Interim Action Plan. The study will provide the information and specific steps needed to move the City forward from a program built around a rigid system of pre-paid permits to a program built around the dynamic monitoring of usage and the application of pricing. It would also provide a roadmap to build community support for the new program.

Some of the topics in this study include the following tasks:

- Ongoing education and outreach plan to continually solicit stakeholder feedback and ensure that the community is adequately informed;
- Infrastructure and technology plan including equipment, estimated costs (including installation and ongoing costs), and proposed installation locations;
- Financial modeling workbook with recommended rate structure(s) for a short-, mid-, and long-term implementation schedule;
- Parking enforcement staffing, beats/routes, policies, and technologies;
- Maintenance, collections, and adjudication requirements;
- Adjustments to the Parking Districts; and

- Revenue management plan.

## **X. Sustainability**

The delivery of RPP services is a City-wide effort. The Administrative Services Department issues parking permits and collects parking citation revenues. The City Clerk's Office coordinates adjudication. The Police Department shares with the Office of Transportation the enforcement of parking regulations. The Public Works Department maintains the RPP signage. At the center of these services is the Office of Transportation. It is responsible for the coordination of all activities, the evaluation and follow-up to concerns about the existing program, expansion in districts, the fabrication and installation of new signage, and enhancements in the delivery of parking services through multiple contracts.

There is one full-time position in the Office of Transportation dedicated to services that include the RPP Program and City-wide on-street and off-street parking facilities. The amount and complexity of the RPP Program alone is more than one person can effectively manage. This workload is compounded by the need to invest in initiatives that increase the availability and use of parking spaces in the commercial areas. While these initiatives will be developed by contractors, the contracts must still be managed by City staff. As mentioned earlier in this report, other City staff and consultant support have been temporarily assigned to augment the existing staff resources. This is an ad hoc arrangement and not a viable alternative for the long-term sustainability of parking services.

The workload and challenging environment contributed to the departure of City staff. If not addressed, this situation may continue to impact the stability of the City's workforce. To meet the existing demands for services and to move the programmed and planned initiatives forward, a Parking Manager position is needed in the Office of Transportation. The position would be funded through the appropriate parking funds.

## **Y. Funding**

The FY 2019 adopted budget for the Residential Preferential Parking Permit Fund shows a deficit of approximately \$710,000. The actual deficit could be higher due to a drop-off in the collection of parking citation fines. Preliminary estimates for FY 2020 indicate that the deficit will increase unless modifications are made. The shortfall in revenues in the RPP Program are made up by the General Fund.

A major revenue source for the RPP Permit Fund is the sale of on-street resident and employee parking permits. The annual fee for residential permits ranges from \$0 to \$50. The annualized fee for employee permits ranges from \$149 to \$750, and a discounted fee of \$50 to \$100 for qualified low-income employees. The relatively low cost of permits is consistent with the City's policy that the cost of the RPP Program should be shared by the City, the affected residents and the other users of the Program.

From an expenditure side, the cost to operate, manage, and maintain the Palo Alto Residential Preferential Permit Parking Program is high, and reflects the complexity of the existing system.

The FY 2018-19 budget shows expenditures of \$1.8 million for a program that affects approximately 7,700 residential households and more than 1,300 employees.

## **Z. Community Engagement**

The creation of the Palo Alto RPP Program and the establishment of the RPP districts involved the engagement of the affected residents and other impacted parties. In 2014, a stakeholder group was convened to provide its input on the RPP Program. Over a period of nine months, City staff met with the stakeholder group to develop the structure for the Program. The incorporation of the different perspectives of many individuals resulted in a relatively complex system, not duplicated anywhere else.

Representatives of the RPP districts and the businesses affected by the RPP Program have expressed an interest in participating in the evaluation of changes in the current parking system. If a workgroup were established, it would provide the community an opportunity to again work in concert with City staff. The goal would be the development of recommendations by consensus. To balance efficiency with inclusiveness, the size of the group should not exceed 12 individuals, and should include diverse perspectives. The following list is provided for illustration:

- City staff;
- Residents representing RPP neighborhoods; and
- Representatives of employers/employees.

Another approach is to refer the nine recommendations in this report to the Planning and Transportation Commission (PTC). Through the public hearing process, the Commission would solicit the input of the community, and then after deliberation would provide its recommendations to the City Council. Based on the recommendations of the last parking item referred to the PTC by the City Council, the Downtown Parking Management Study, the City Council should ensure that the parameters of the referral are very clear.

## V. RECOMMENDATIONS

The City's policy to accommodate non-residential parking in Residential Preferential Parking districts has resulted in a relatively complex parking management system. While many users have become accustomed to the system, it is challenging to navigate for a new resident, employer, employee or a visitor to Palo Alto. For residents who still find their street occupied by parked vehicles, the system seems ineffective. For employees unable to obtain permits, the system seems flawed. For visitors who are not familiar with the City's zones, the system is perplexing. And for the staff responsible for the administration of parking services, the workload of the RPP Program is, at times, overwhelming.

The following recommendations are intended to assist the City in addressing the above shortcomings. The recommendations are arranged in three categories to suggest the next steps to move the recommendations forward.

### A. City Council – Action by City Council

1. Improve Parking Permit Management System – A contract should be approved to develop, implement, support and maintain a new comprehensive parking permit and citation management system. This contract is expected to be presented to the City Council in FY 2018-19.
2. Conduct Downtown Parking Operational Study – A contract (amendment) should be approved that provides the information and specific steps to move the City forward from a parking program built around a rigid system of pre-paid permits to a program built around the dynamic monitoring of usage and the application of pricing. It would also provide a roadmap to build community support for this effort. This contract is expected to be presented to the City Council in FY 2018-19.
3. Engage the Community in Modifications to the Residential Preferential Permit Parking Program – The engagement of the community in making modifications to the Program is imperative, and could occur through the Planning and Transportation Commission or, as the City did five years ago, through a working group. To be effective, the City Council should be clear on the effort's purpose, scope of work, parameters, and schedule. There are nine recommendations in this report identified to be referred to the Commission/Group. If a working group is selected, the membership should not exceed 12 individuals.
4. Increase Staff Resources – The City should add a Parking Manager to the Office of Transportation to meet the existing workload and to manage the improvements needed to move parking services forward. This proposal is expected to be presented to the City Council as part of the Recommended Operating Budget for FY 2019-20.
5. Amend the National Citizen Survey – To measure the long-term effectiveness of the RPP Program, consider adding a question to the annual National Citizen Survey (Palo Alto Community Survey Supplement) to obtain the opinion of the City's households (28% of all households) about the Residential Preferential Permit Parking Program.

## **B. City Manager – Action by City Manager and Return to City Council as Needed**

6. Update Codes and Guidelines – The following regulations should be updated to reflect the changes in staff authority and responsibility with the establishment of the Office of Transportation (a) Chapter 10.50 of the Palo Alto Municipal Code, and (b) the Residential Preferential Permit Parking Administrative Guidelines
7. Clarify the Downtown Residential Preferential Permit Parking District Boundary – Remove the ambiguity in the resolution that adopted the boundary of the Downtown Residential Preferential Permit Parking District that does not appear to include the Downtown commercial area.
8. Communicate Availability of Employee Parking Spaces – The availability of employee parking permits in underutilized RPP program zones should be communicated to employees who have been denied spaces in their preferred zone.
9. Communicate Available Downtown Reserve Parking Spaces – The availability of reserve spaces in Downtown garages and lots should be communicated to employees who have been denied spaces in their preferred garage or lot.
10. Improve Parking Website – The City of Palo Alto parking website should be updated to ensure it is complete, user-friendly and intuitive.
11. Evaluate “Neighborhood Serving Businesses” – Giving “neighborhood serving businesses” a preference in obtaining employee parking permits should be reviewed by the City Administration to determine its policy, administrative, and the legal implications.
12. Examine Purchase of Reserved Parking Spaces by Businesses Located Outside of a Business District – The City Administration should determine the ability of employees of a business located outside of a business district that helped to fund a garage, to purchase reserve parking spaces in that garage.
13. Measure the Performance of Transportation Demand Management Initiatives – The efforts of the Transportation Management Association and the City’s Shuttle Service should ultimately result in a reduction in the number of employees and business patrons who would otherwise need parking spaces. Outcome-based performance measures should be designed and utilized to determine the effectiveness of these efforts and to guide the direction of these services.
14. Evaluate Impact of Shared Rides – Evaluate the existing and potential use of services like Uber and Lyft to reduce the demand for parking as well as the impact on traffic.
15. Determine Best Reparking Regulation – Re-evaluate the value of trying to explain to motorists the meaning of the term “Initial” as it relates to the reparking of a vehicle, versus the confusion created by the attempt, and consider alternatives, such as “No same day reparking.”

16. Improve Process to Purchase Daily Permits – In the near-term, until a paid hourly system is implemented, the purchase of daily permits should be improved in terms of communications with the public, access to pay-on-foot, and multi-day permits.
17. Consider Paid Hourly Parking – A plan should be developed to initiate a paid parking program in the City’s garages and lots. A paid parking program could retain the initial three hours of parking in garages to be free and set a reasonable fee above that time, versus the current jump to \$25 after 3 hours. This recommendation could be incorporated with recommendation #2, above.
18. Change Payment Schedule for Reserved Parking in Garages and Lots - The 3, 6, and 12-month pay in advance permit system should be replaced with a monthly payment system that would be more amendable to the parker, and eliminate the accounting associated with the reimbursement of early termination.
19. Institute a Performance Driven System – A performance metric should be established that measures the user’s perception of the quality of services, in order to identify areas where corrective actions are needed, and which is used to take appropriate actions.
20. Maintain Integrity of Program – The City should routinely check the qualifications of permittees and the uses of permits.
21. Process Applications for New Residential Permit Parking Districts – Processing the proposals by the Old Palo Alto Neighborhood and the Green Acre Neighborhood should move forward pursuant to the schedule identified in Chapter 10.50 of the Palo Alto Municipal Code, subject to the availability of adequate resources.
22. Treat Requests for Annexations Like Other Requests for Service – The request to annex an area on the west side of El Camino between Stanford Avenue and Park Boulevard into the Evergreen Park-Mayfield RPP District should follow the provisions in the RPP Ordinance and the RPP Administrative Guidelines and should be placed into the backlog of work to be performed by parking services.
23. Minor Modifications to a Residential Permit Parking District – Because all changes in an RPP district may have unintended consequences and therefore warrant an appropriate level of evaluation, requests for modifications to an RPP district should be placed into the backlog of work to be performed by parking services. Two examples of this type of request include extending the days that parking time limits apply in the Evergreen Park-Mayfield RPP District to include those days games and other major events are held at Stanford University; and extending the duration of the parking time limits in the Downtown RPP zones near the commercial areas to curtail non-permitted employee parking.
24. Evaluate Consolidation of Parking Compliance Functions – The consolidation of the parking compliance functions in the Police Department and the Office of Transportation should be evaluated.

25. Review Parking Citation Fees – The fee schedule for parking infractions should be reviewed on a regular basis as part of the Master Fee schedule.
26. Review the Level of Funding Subsidy of the Residential Permit Parking Program – A review of the expenditures and revenues for the Residential Permit Parking Fund should be performed to ensure the level of support from the General Fund is appropriate.

**C. Community Engagement – Obtain Community Input and Return to City Council with Recommendations**

27. Establish “Parking Availability Standards” – Parking availability standards should be established for the Downtown, Evergreen Park-Mayfield, and Southgate Residential Permit Parking Districts considering the residents’ perceptions of the impact of parking availability on their quality of life. Changes in the number of employee permits and boundaries of existing RPP districts should be deferred until parking availability standards are approved by the City Council.
28. Establish Approach to Reduce Employee Parking Permits –Develop a “quid-pro-quo” approach to reduce RPP employee permits where the addition of “employee spaces” in garages and lots triggers the reduction of RPP employee parking permits.
29. Provide Automatic Renewal for Employee Parking Permits – To avoid the mad dash to obtain a permit at the twice-a-year sale event the City should consider providing for the automatic renewal of employee parking permits and the ability of applicants to be on a wait list.
30. Change Payment Schedule for Employee Parking Permits – The six-month pay in advance permit system should be replaced with a monthly payment system that would be more amendable to the parker and provide greater equity for employees whose duration of employment is less than six months.
31. Increase Cost of Employee Parking Permits – Consideration should be given to increase the cost of an RPP employee parking permit so that it is greater than the cost of a reserved space in a garage or lot, in order to incentivize parkers to choose off-street parking over on-street parking.
32. Standardize Cost of Employee Parking Permits – The cost of employee parking permits between the RPP districts should be the same, unless there are extenuating circumstances. The cost of a six-month employee parking permit is \$74.50 in the Southgate District; \$187.50 in the Evergreen Park-Mayfield District; and \$375.00 in the Downtown District.
33. Change Payment Schedule and Increase Cost of Reduced-Price Parking Permits – The reduced-price parking permit is designed to support low-income employees (e.g. \$50,000 or less annual income). When a monthly payment system is available, the cost of the permit should be at least \$15.00 per month, which is less than \$1 per day for a full-time employee. This amount is less than an outlay of \$50 for the current six-month permit, and for some employees may be preferable.

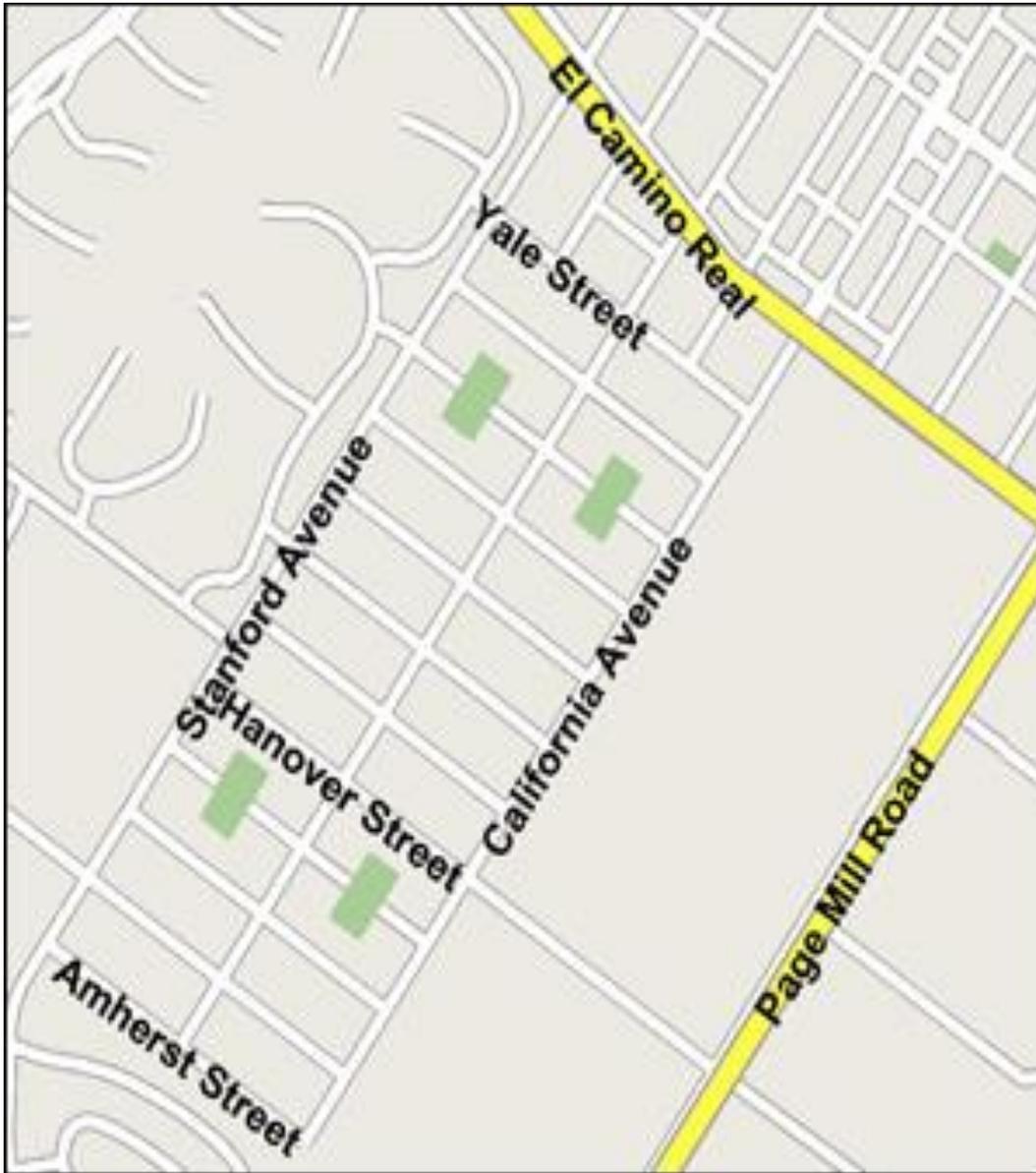
34. Remove Inconsistencies Between Districts - Inconsistencies between Residential Preferential Permit Parking districts should be eliminated, unless there are extenuating circumstances. The inconsistencies include but are not necessarily limited to, the number of resident permits, the cost of resident permits, and the number of single-day permits.
35. Review Renewal Dates – The renewal dates for residential and employee permits should be reviewed to determine the most efficient schedule for the City to administer that is still convenient for users.

## **VI. APPENDICES**

- A. College Terrace RPP District Map
- B. Crescent Park RPP District Map
- C. Downtown RPP District Map
- D. Evergreen Park – Mayfield/California RPP District Map
- E. Southgate RPP District Map
- F. Chapter 10.50 PAMC Residential Preferential Permit Parking Districts
- G. Residential Permit Parking Administrative Guidelines

**APPENDIX A**  
**COLLEGE TERRACE**  
**RESIDENTIAL PREFERENTIAL PARKING DISTRICT**

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# APPENDIX B CRESCENT PARK RESIDENTIAL PREFERENTIAL PARKING DISTRICT

Crescent Park - No Overnight Parking Program Area Map

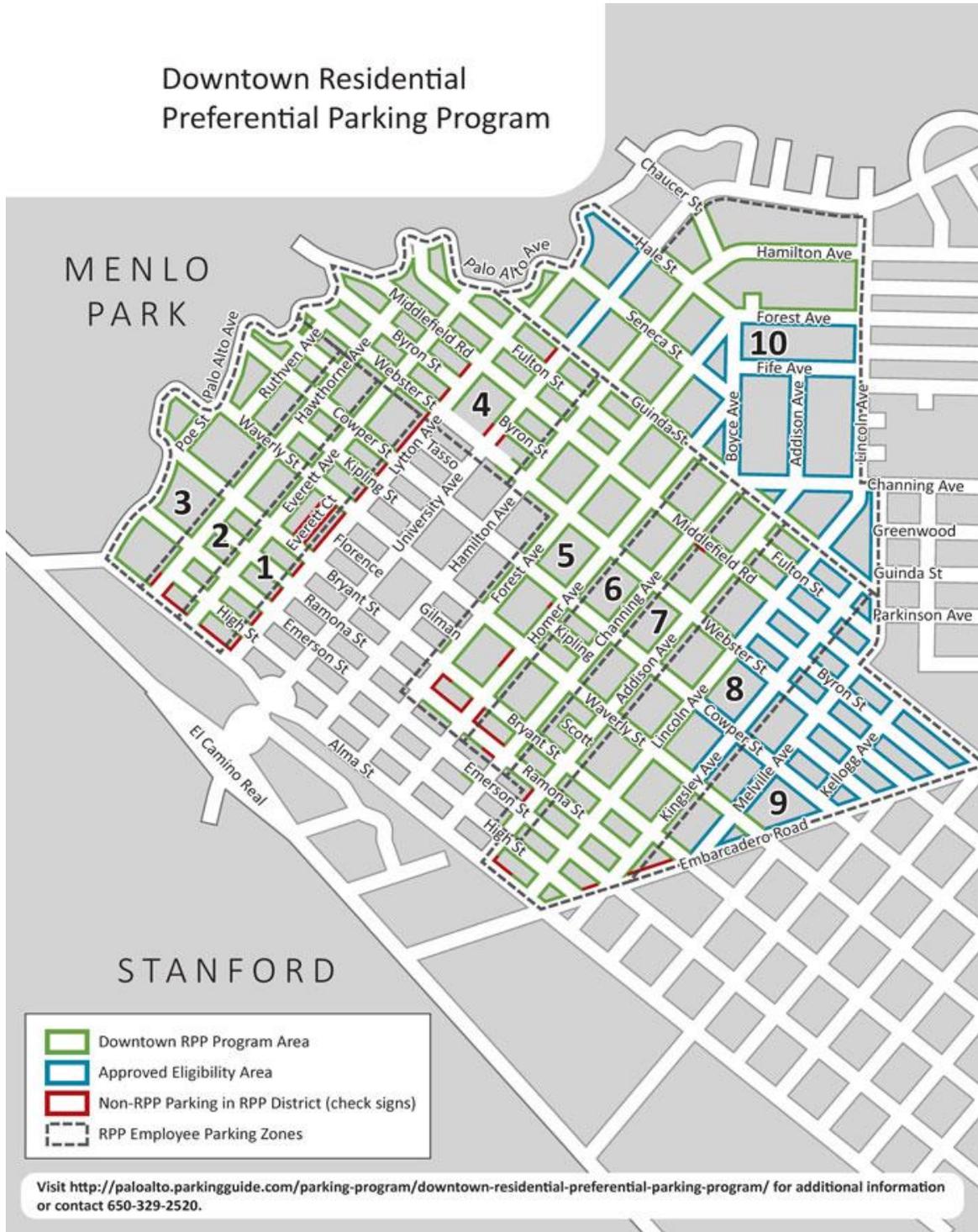


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# APPENDIX C

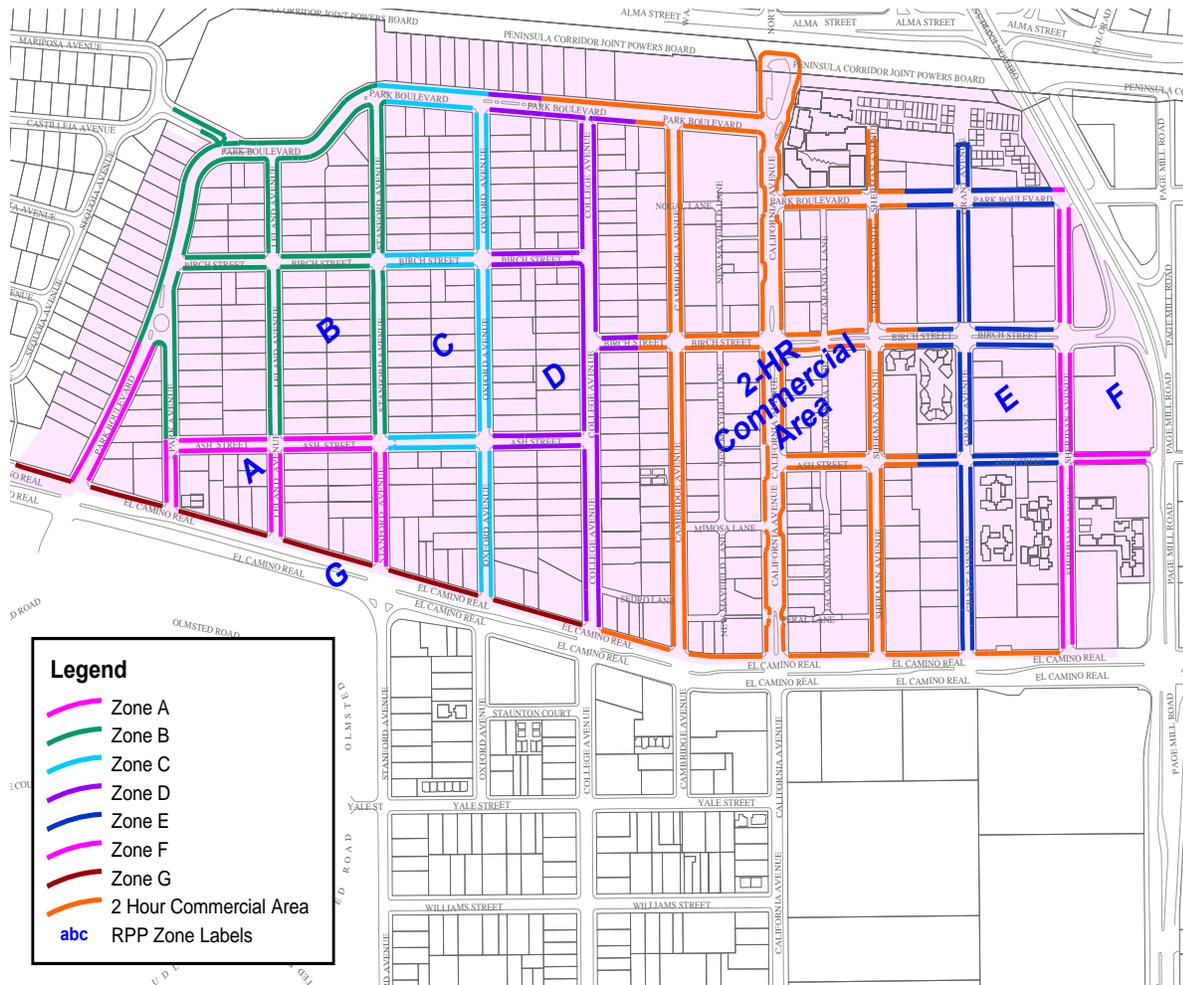
## DOWNTOWN

### RESIDENTIAL PREFERENTIAL PARKING DISTRICT



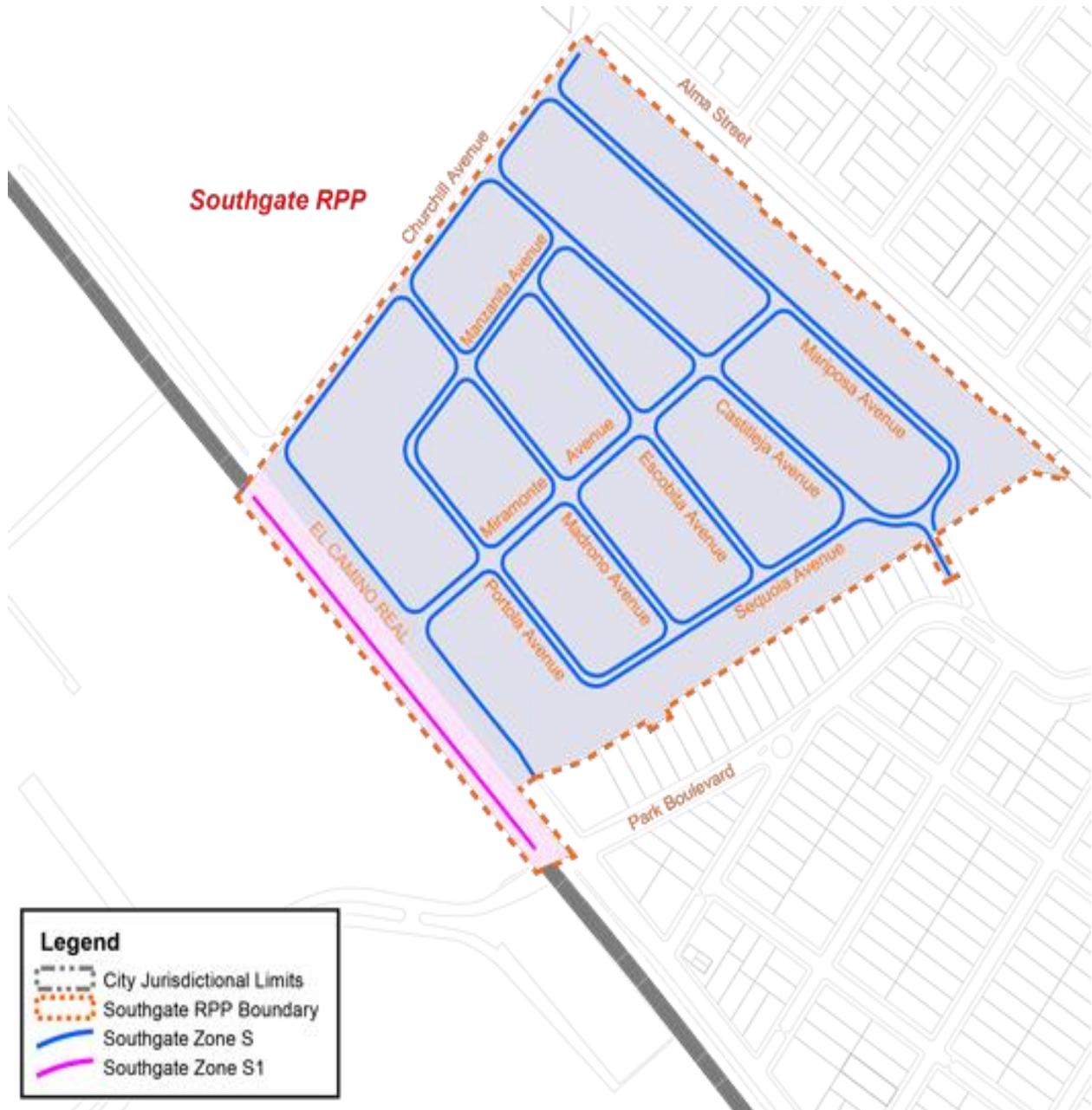
# APPENDIX D

## EVERGREEN PARK – MAYFIELD RESIDENTIAL PREFERENTIAL PARKING DISTRICT



**APPENDIX E**  
**SOUTHGATE**  
**RESIDENTIAL PREFERENTIAL PARKING DISTRICT**

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**APPENDIX F**  
**CHAPTER 10.50 PALO ALTO MUNICIPAL CODE**  
**RESIDENTIAL PREFERENTIAL PARKING DISTRICTS**

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Sections:

- 10.50.010 Purpose.
- 10.50.020 Definitions.
- 10.50.030 RFP designation criteria.
- 10.50.040 Initiation by City Council.
- 10.50.050 Initiation by neighborhood petition.
- 10.50.060 Establishment of residential preferential parking districts.
- 10.50.070 Administration of districts.
- 10.50.080 Annexation of new areas to existing districts.
- 10.50.085 Eligibility areas.
- 10.50.090 Modification or termination of districts.
- 10.50.100 Violations and penalties.

**10.50.010 Purpose.**

Residential preferential parking districts are intended to restore and enhance the quality of life in residential neighborhoods by reducing the impact of parking associated with nearby businesses and institutional uses. The procedures and standards in this chapter are intended to provide flexibility so that the city council may adopt, after consultation with residents and neighboring businesses and institutions, parking programs that appropriately protect each neighborhood's unique characteristics. Residential preferential parking districts should be designed to accommodate non-residential parking when this can be done while meeting the parking availability standards determined by the city to be appropriate for the district in question. Residential preferential parking programs may be designed to reduce non-residential parking over time to give non-residential parkers time to find other modes of transportation or parking locations.

(Ord. 5294 § 1 (part), 2015)

**10.50.020 Definitions.**

The following words and phrases shall have the following meanings:

- (a) "Director" shall mean the director of planning and community environment.
- (b) "Dwelling unit" shall mean a self-contained house, apartment, stock cooperative unit, or condominium unit occupied by a single household exclusively for residential purposes. These residential purposes may include lawful home occupations.
- (c) "Employee permit" shall mean a permit issued to an employee working at a business located within an RPP District or as defined in an RPP district specific resolution.
- (d) "Guest permit" shall mean a permit issued to a resident on an annual basis for use by a person visiting a residence in an RPP District or for workers providing services such as caregiving, gardening, repair maintenance and construction, to the resident. The number of guest permits issued to residents shall be specified in administrative regulations adopted by the director.

(e) "Non-resident vehicle" shall mean a vehicle operated by a person whose destination is not to a residence within the Residential Preferential Parking District.

(f) "Resident" shall mean a natural person living in a dwelling unit in an RPP District.

(g) "Residential Preferential Parking District" or "RPP District" shall mean a geographical area in which the city council has established a preferential parking permit system pursuant to California Vehicle Code section 22507.

(h) "Visitor permit" shall mean a temporary 24-hour permit issued to a resident for use by a person visiting a residence in an RPP District.

(Ord. 5294 § 1 (part), 2015)

#### **10.50.030 RPP designation criteria.**

The council may designate an area as a Residential Preferential Parking District based upon the following criteria:

(a) That non-resident vehicles do, or may, substantially interfere with the use of on-street or alley parking spaces by neighborhood residents;

(b) That the interference by the non-resident vehicles occurs at regular and frequent intervals, either daily or weekly;

(c) That the non-resident vehicles parked in the area of the proposed district create traffic congestion, noise, or other disruption (including shortage of parking spaces for residents and their visitors) that disrupts neighborhood life;

(d) Other alternative parking strategies are not feasible or practical.

(Ord. 5294 § 1 (part), 2015)

#### **10.50.040 Initiation by city council.**

The city council may, by motion, initiate consideration of a RPP District by directing staff to undertake the analysis and outreach process set forth in Section 10.50.050(d) and (e).

(Ord. 5294 § 1 (part), 2015)

#### **10.50.050 Initiation by neighborhood petition.**

Residents may request the formation of an RPP District in their neighborhood. The request shall be made, and considered, in the following manner:

(a) Form of Application.

(1) The director shall establish a standard form for the application for the formation of a new RPP District, as well as a list of submittal requirements for use by interested residents. These requirements shall include a narrative describing the nature and perceived source of non-residential parking impact, as well as suggested district boundaries. The director shall also approve a standard form for use in demonstrating resident support for the application.

(2) Residents shall initiate a request for establishment of an RPP District by neighborhood petition by completing the official application form.

(3) Residents are encouraged to consult with the employers and employees thought to be the source of the parking impact as they develop their proposals.

(b) Timing and Review of Applications. Each calendar year, the director of planning and community environment shall review all applications received prior to March 31st of that year to determine whether the RPP District criteria established in this Chapter are met.

(c) Prioritization of Applications. Applications determined by the director to meet the criteria in paragraph (b) above shall be presented to the planning and transportation commission. The commission shall review the requests and recommend to the director which proposal or proposals should be given priority for review and possible implementation in the current calendar year. In making its recommendations, the commission shall consider the severity of non-residential parking impact, the demonstrated level of neighborhood support, and the staff resources needed to process requests.

(d) Staff Review of Applications and Community Outreach. Once an application has been selected for council consideration during the current calendar year, staff shall promptly review the application, gather additional information and conduct a community outreach program. At a minimum the review process shall include the following:

(1) The city shall complete parking occupancy studies to quantify the nature of the problem identified in the petition. Data shall be collected when schools in the Palo Alto Unified School District and Stanford University are in session, unless these institutions are irrelevant to the problem to be addressed.

(2) Upon completion of the consultation and outreach process, the city attorney shall prepare a draft resolution containing the proposed boundaries and hours of enforcement. Staff shall undertake a survey of resident support within the RPP District. The results of this survey shall be included in and reported to the planning and transportation commission and the city council.

(e) Planning and Transportation Commission Review. Staff shall bring the proposed RPP District to the planning and transportation commission no later than September of the calendar year in which consideration began. The commission shall review the draft resolution at a noticed public hearing and make a recommendation to the city council regarding the RPP District. This recommendation may include proposed modifications of the boundaries. The commission's recommendation shall be forwarded to the city council no later than September 30th.

(Ord. 5294 § 1 (part), 2015)

#### **10.50.060 Establishment of Residential Preferential Parking Districts.**

(a) Adoption of Resolution Establishing District. Following the completion of the procedures described in Section 10.50.050, the City Council shall hold a public hearing on a proposed resolution to establish the Residential Preferential Parking District. The resolution may specify a trial period of up to two years. Any such trial period shall begin running after the signs have been posted and permits issued. The council may adopt, modify, or reject the proposed resolution.

(b) Resolution. The resolution shall specify:

(1) The findings that the criteria set forth in Section 10.50.030 have been met.

(2) The term of the trial period, if applicable.

(3) The boundaries and name of the residential preferential parking district. The boundary map may also define areas which will become subject to the regulations of the Residential Preferential Parking District in the future if the council approves a resident petition for annexation as provided in Section 10.50.080 below.

(4) Hours and days of enforcement of parking regulations and other restrictions that shall be in effect for non-permit holders, such as two-hour parking limits, overnight parking limits, or "no re-parking" zones.

(5) The number of permits, if any, to be issued to merchants or other non-residential users, which number may be scheduled to reduce over time.

(6) Resident permit rates which are set by city council policy will be uniform across each district.

(7) Such other matters as the council may deem necessary and desirable, including but not limited to fee rates and whether nonresidential parking permits are allowed to be issued and transferred.

(c) Permanent Adoption. Before the expiration of the trial period, if applicable, the city council shall hold a noticed public hearing and determine whether the RPP District should be made permanent as originally adopted, modified or terminated. The council's action shall be in the form of a resolution.

(Ord. 5294 § 1 (part), 2015)

#### **10.50.070 Administration of districts.**

(a) Issuance and Fees.

(1) No permit will be issued to any applicant until that applicant has paid all of his or her outstanding parking citations, including all civil penalties and related fees.

(2) A residential parking permit may be issued for a motor vehicle if the following requirements are met:

(A) The applicant demonstrates that he or she is currently a resident of the area for which the permit is to be issued.

(B) The applicant demonstrates that he or she has ownership or continuing custody of the motor vehicle for which the permit is to be issued.

(C) Any motor vehicle to be issued a permit must have a vehicle registration indicating registration within the area for which the permit is to be issued.

(3) Visitor or guest parking permits may be issued for those vehicles or to those individuals or households that qualify for those permits under the resolution establishing the RPP District.

(4) Employee parking permits may be issued to those individuals and for those vehicles that qualify for such permits under the resolution establishing the RPP District.

(b) No Guarantee of Availability of Parking. A parking permit shall not guarantee or reserve to the permit holder an on-street parking space within the designated residential preferential parking zone.

(c) Restrictions and Conditions. Each permit issued pursuant to this Section shall be subject to each and every condition and restriction set forth in this Chapter and as provided for in the resolution establishing the specific RPP District, as may be amended from time to time. The issuance of such permit shall not be construed to waive compliance with any other applicable parking law, regulation or ordinance.

(d) Exemptions. The following vehicles are exempt from RPP District parking restrictions in this Chapter:

(1) A vehicle owned or operated by a public or private utility, when used in the course of business.

- (2) A vehicle owned or operated by a governmental agency, when used in the course of official government business.
  - (3) A vehicle for which an authorized emergency vehicle permit has been issued by the Commissioner of the California Highway Patrol, when used in the course of business.
  - (4) A vehicle parked or standing while actively delivering materials or freight.
  - (5) A vehicle displaying an authorized exemption permit issued by the City of Palo Alto.
  - (6) A vehicle displaying a State of California or military-issued disabled person placard or license plates.
  - (7) A vehicle parked for the purpose of attending or participating in an event taking place at a school within the Palo Alto Unified School District or another event venue within the RPP District, provided that the vehicle is parked within two blocks of the venue, the venue has requested and received approval from the city at least fourteen days before the event date, and the venue distributes notices to all addresses within a two-block radius of the venue. The RPP District resolution shall specify the covered venues and number of permitted events per year.
  - (8) All vehicles are exempt from parking restrictions pursuant to this Chapter on the following holidays: January 1, July 4, Thanksgiving Day, and December 25.
- (e) Authority of Staff.
    - (a) The director is authorized to adopt administrative regulations that are consistent with the purposes of this Chapter. Prior to adoption the director shall conduct a noticed public meeting soliciting input on such guidelines.
    - (b) The police department or private parking enforcement contractor as approved by the chief of police shall have the authority to enforce the administrative regulations established pursuant to this Chapter.
- (Ord. 5294 § 1 (part), 2015)

#### **10.50.080 Annexation of new areas to existing districts.**

Residents of any block may petition the director for annexation into a contiguous RPP District. The petition shall be on forms provided by the department. If the petition meets the criteria established in administrative regulations adopted by the director, a resolution annexing it to the RPP District shall be prepared by the city attorney and submitted to the city council, together with the director's recommendation on the proposed annexation. The city council may approve, deny, or modify the annexation. (Ord. 5294 § 1 (part), 2015)

#### **10.50.085 Eligibility areas.**

(a) When it is determined that particular areas may experience spill-over from previously designated RPP Districts, the Council may designate by resolution those areas as an Eligibility Area.

(b) Designated Eligibility Areas may petition the director for annexation into an existing RPP District. The petition shall be on forms provided by the department. If the petition meets the criteria established in the administrative guidelines adopted by the director, the director shall approve the Eligibility Area for annexation.

(Ord. 5380 § 2, 2016)

**10.50.090 Modification or termination of districts.**

(a) Opting out. After final adoption of an RPP District, Residents may file an application with the director to opt out of the RPP District. The minimum number of blocks and percentage of units supporting the opt-out shall be specified by the director in the administrative guidelines. Applications for opting out shall be made in the form and manner prescribed by the director and shall be acted up on by the director.

(b) Timing and Review of Opt Out Applications. Each calendar year, the director of planning and community environment shall review all opt out applications received prior to March 31st of the year to determine whether the opt out criteria established in the administrative guidelines are met.

(c) Dissolution. The city council following a noticed public hearing may adopt a resolution dissolving the RPP District:

(1) Upon receipt and verification of a petition signed by 50% or more of all the households within an approved RPP District boundary; or

(2) Upon findings by the city council that the criteria for designating the RPP District are no longer satisfied. (

Ord. 5380 § 3, 2016: Ord. 5294 § 1 (part), 2015)

**10.50.100 Violations and Penalties.**

(a) No person shall park a vehicle adjacent to any curb in a residential preferential parking zone in violation of any posted or noticed prohibition or restriction, unless the person has a valid and current residential preferential parking permit, visitor permit, guest permit or employee permit for that vehicle, or is otherwise exempt. Violations of this subsection shall be punishable by a civil penalty under Chapter 10.60.010.

(b) No person shall sell, rent, or lease, or cause to be sold, rented, or leased for any value or consideration any RPP District parking permit, visitor permit or guest permit. Upon violation of this subsection, all permits issued to for the benefit of the dwelling unit or business establishment for which the sold, rented, or leased permit was authorized shall be void.

Violation of this subsection (b) shall be punishable as an infraction.

(c) No person shall buy or otherwise acquire for value or use any RPP District parking permit, guest permit or visitor permit except as provided for in this chapter. Violation of this subsection (c) shall be punishable as an infraction.

(Ord. 5294 § 1 (part), 2015)

**APPENDIX G**  
**CITY OF PALO ALTO**  
**RESIDENTIAL PREFERENTIAL PARKING ADMINISTRATIVE GUIDELINES**  
Revised and Approved March 1, 2017

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**PURPOSE**

The City of Palo Alto is committed to preserving the quality of life of its residential neighborhoods. On December 2, 2014, City Council adopted a City-wide Residential Preferential Parking (RPP) Ordinance which allows any neighborhood within the City to petition for an RPP Program, where neighborhood parking is regulated for non-permit holders. Three documents govern the creation of an RPP Program in the City of Palo Alto:

1. Chapter 10.50 of the Palo Alto Municipal Code, which outlines the criteria which must be met and the process which must be taken for a residential neighborhood to initiate an RPP Program;
2. A neighborhood-specific Resolution, which must be adopted by the City Council and outlines the specific characteristics of the individual RPP Program;
3. The document within, “Residential Preferential Parking (RPP) Administrative Guidelines,” which provides additional detail on RPP Program implementation. The Residential Preferential Parking (RPP) Administrative Guidelines (Administrative Guidelines) may be modified by the Planning and Community Environment Director and provide detail on policies and procedures related to RPP Programs.

All three documents work in concert to govern the development and operation of the City’s RPP Programs, and all should be reviewed prior to an RPP Program’s initiation.

**PARKING PERMIT POLICIES**

**Parking Permit Sales**

RPP Program parking permits are sold online at [www.cityofpaloalto.org/parking](http://www.cityofpaloalto.org/parking).

**Resident Parking Permit Eligibility**

The requirements to obtain a Resident Parking Permit are:

- A completed application form (online) in the residents’ name and address.
- A current DMV motor vehicle registration for each motor vehicle for which the applicant is requesting a Resident Parking Permit.
- Proof of residency/ownership in the resident’s/owner’s name reflecting the permit address in the RPP Program area. Acceptable proof of residency shall be a driver’s license, the vehicle registration, a utility bill, car insurance policy, lease agreement or a preprinted personal check with the resident’s name and address.

## **Resident Parking Permit Types**

The types of Resident Parking Permits available in an RPP Program are outlined in the specific RPP Program Resolution. All Resident Parking Permit types may be used anywhere in the RPP Program area noted on the parking permit itself. Use of a Resident Parking Permit outside of the designated RPP Program area may result in a citation.

1. Annual Resident Parking Permit Stickers can be purchased by RPP Program area residents. These are decals affixed to a specific motor vehicle and are not transferable between motor vehicles.  
Annual Resident Parking Permit Stickers are intended for use by the residents of a specific property within the RPP Program area.
2. Annual Resident Parking Permit Hangtags can be purchased by RPP Program area residents for guests. These are annual permits hung from the rear-view mirror that may be used for a nanny, baby-sitter, caregiver, household employee, or other regular visitor to the property. Annual Resident Parking Permit Hangtags must be purchased by the resident of the property and may be transferred between motor vehicles.
3. Daily Resident Parking Permit Hangtags can be purchased by RPP Program area residents for visitors. These are one-day permits hung from the rear-view mirror that may be used for events or gatherings at a household. Daily permits must be purchased by a resident of the household and are only valid for a single day use.

## **Employee Parking Permit Eligibility**

All employees who work at a registered, code-compliant business within an RPP Program area are eligible to purchase Employee Parking Permits, unless otherwise restricted by the RPP Program Resolution. The City may immediately revoke all permits issued to businesses and employees at businesses that are unregistered and/or operating in violation of the Palo Alto Municipal Code and/or state and federal regulations.

The requirements to obtain a parking permit as an employee are:

- Employed at a business within the RPP Program area and;
- A completed application form (online) with the employee's name and address;
- A current DMV vehicle registration for each vehicle for which the applicant is requesting a parking permit; and
- Proof of employment at a business registered with the Palo Alto Business Registry in the employee's name, which includes an address within the RPP Program area. Acceptable proof of employment shall be a paystub, W-2 or letter from the employer.

## **Employee Parking Permit Types**

The types of Employee Parking Permits available in an RPP Program are outlined in the specific RPP Program Resolution. All Employee Parking Permit types may only be used in the Employee Parking Zone noted on the parking permit itself. Use of an Employee Parking Permit outside of the designated Employee Parking Zone may result in a citation.

1. Annual Employee Parking Permit Stickers are decals affixed to a specific motor vehicle and are not transferable between motor vehicles.

2. Six-month Employee Parking Permit Stickers are decals affixed to a specific motor vehicle and are not transferable between motor vehicles.
3. Annual Employee Parking Permit Hangtags can be purchased for employees. These are annual permits hung from the rear-view mirror that may be transferred between motor vehicles.
4. Six-month Employee Parking Permit Hangtags can be purchased for employees. These are six-month permits hung from the rear-view mirror that may be transferred between motor vehicles.
5. Daily Employee Parking Permit Hangtags can be purchased for employees or visitors. These are one-day scratch-off permits hung from the rear-view mirror that may be transferred between motor vehicles.
6. Contractor Permit Cards can be purchased by contractors working in the RPP Program area at the Development Center. These are one-week or one-month permits placed on the passenger-side dashboard that are not transferable between motor vehicles.

### **Reduced Price Employee Parking Permits**

Certain employees may be eligible for a reduced-price permit if they meet either of the income requirements listed below. Proof of income must be provided at the time of purchase, and information may be audited at any time by the City.

1. Option A: Employees who earn an annual income which is exactly or less than \$50,000. The City will evaluate this limit annually and adjust for inflation.
2. Option B: Employees who earn a pre-tax hourly wage which is equal to or less than double the governing city or state minimum wage (whichever is greater).

Submittal requirements provided for proof of income include: tax return, two consecutive wage statements and/or a letter from employer.

### **Prorated Parking Permit Cost and Refunds**

Annual and Six-month Resident and Employee Parking Permit fees may be pro-rated for purchase midway through the permit period (i.e. 50% discount). Refunds will only be granted within the first half of the permit period. The permit holder must remove the current RPP parking permit and return it to Revenue Collections in order to qualify for a refund. If an employee with an Annual or Six-month Employee Parking Permit is terminated, the employer may transfer the remaining balance of the unused permit to another employee by returning the original permit and transferring the balance of time to a new one. The new permit will expire on the same date as the original permit.

### **Other Policies**

1. The City of Palo Alto is not responsible for the loss of or damage to any vehicle or its contents.

2. Parking a motor vehicle unmoved longer than 72 consecutive hours on any City street is in violation of PAMC 10.60.07(d). Parking permits shall not exempt motorists from this requirement.
3. Resident Parking Permits may be issued only for passenger non-commercial and passenger commercial (i.e., SUVs, small pick-up trucks, etc.) vehicles registered to residents residing within the RPP program area. Vehicles defined as oversized by the City's Oversized Vehicle Parking ordinance, such as commercial trucks, boat trailers, RVs (camping trailers, motor homes, etc.), trailers and work-type commercial vehicles, including taxis and limousines, are not eligible for Resident Parking Permits.
4. Temporary RPP parking permits can be printed online once an applicant has submitted payment for a permit. The temporary RPP parking permit must be displayed on the front dashboard of the motor vehicle.
5. The permit must be affixed on the outside of the rear windshield driver's side lower left corner, or left side of the bumper. Do not place your permit in any other location. Placing your permit in another location or behind tinted windows shall invalidate your parking exemption.
6. RPP parking permits are not valid in any City parking garage or lot, and City-issued garage or lot permits are not valid in RPP program areas. RPP parking permits are only valid for the RPP program area for which they are issued.
7. Possession of an RPP parking permit does not guarantee a parking space. It is understood that a greater amount of parking permits may be issued than there are available on-street parking spaces. This may create an environment of natural competition for on-street parking between neighborhood residents and other permit holders.
8. When obtaining a new motor vehicle, the permit holder must surrender the current valid RPP parking permit to Revenue Collections in order to receive a new permit for the new vehicle. If the permit does not come off intact, pieces will be accepted.
9. There is an RPP parking permit replacement fee of \$10.00 for permits reissued for any reason prior to the normal renewal period.
10. Any attempt to alter an RPP parking permit shall immediately render the permit invalid.

### **Exceptions for a Parking Permit Sticker**

Company Cars – A Resident Parking Permit Sticker may be issued for residents who use company cars for their primary motor vehicle. To obtain a permit, the person must be a legal resident within the RPP program area who has a motor vehicle for his/her exclusive use and under his/her control where said motor vehicle is registered to his/her employer and he/she presents a valid employee identification card or other proof of employment that is approved by the Planning and Community Environment Director.

Leased Cars – A Resident Parking Permit Sticker may be issued for a resident who has a leased car. To obtain a permit, the person must be a legal resident within the residential permit parking area who has a motor vehicle registered to a vehicle-leasing company and/or leased to

the resident's employer, providing said vehicle is for the resident's exclusive use and provides proof or the lease agreement which is approved by the Planning and Community Environment Director.

The requirements to obtain a Resident Parking Permit Sticker for a company or leased car are:

- A completed application form in the resident's name and address.
- A current DMV vehicle registration for each vehicle for which the applicant is requesting a
- parking permit.
- Proof of residency/ownership in the resident's/owner's name reflecting the permit address in
- the permit area. Acceptable proof of residency shall be a driver's license, the vehicle registration, a utility bill, car insurance policy, lease agreement or a preprinted personal check with the resident's name and address.

Caregivers – Caregivers may be issued a Resident Parking Permit Sticker the address of the resident receiving the care is within the RPP program area. The requirements to obtain a Resident Parking Permit Sticker for a caregiver are:

- A completed application form in both the resident's and caregiver's name and address.
- A current DMV vehicle registration for each vehicle for which the applicant is requesting a
- parking permit.
- Proof of residency/ownership in the resident's/owner's name reflecting the permit address in
- the permit area. Acceptable proof of residency shall be a utility bill, car insurance policy, lease
- agreement or a preprinted personal check with the resident's name and address.
- A letter from the resident identifying the permit applicant as the caregiver.

### **Fine for Violations**

The fine for violation of Chapter 10.50 of the Palo Alto Municipal Code is set within the City's Comprehensive Fee Schedule.

### **Misuse of RPP Parking Permits**

Any person selling, fraudulently using, reproducing or mutilating an RPP parking permit shall be guilty of an infraction and shall be subject to a citation for each offense and the forfeiture of all parking permits in conflict, or such other fine or penalty as the City Council may set by ordinance.

### **Neighborhood Support for RPP District Implementation**

As outlined in the ordinance, the Planning and Community Environment Director may choose to conduct a survey of a proposed neighborhood to determine whether support exists for the creation of a new RPP program. The survey may be conducted either prior to the recommendation of a new RPP program to Council, or during a trial period of the program, but before final implementation. The survey shall be conducted electronically or by mail via USPS.

Each residential unit with a separate mailing address will be allowed one (1) vote either in favor or against the creation of a new RPP program. The recommended threshold for the creation of a new RPP program is a vote of 70% of the returned surveys in favor of the program, however the Planning and Community Environment Director may seek direction from City Council regardless of the vote results.

### **Eligibility Areas**

As outlined in the ordinance, the City Council may adopt a resolution identifying particular areas as RPP Program Eligibility Areas. Following the identification of the RPP Program Eligibility Areas, residents within these areas may petition the Planning and Community Environment Director to be annexed into an existing RPP program. The petition must include the following:

- A completed application form (online) including the residents' names and addresses.
- A current DMV vehicle registration of each vehicle for which any RPP District parking permit had previously been approved in the applicants' names.

Upon the receipt of a petition that includes the above information for a simple majority, or 50%+1 of the identified segment's residential units, the Planning and Community Environment Director may choose to conduct a survey of the proposed neighborhood to determine whether additional support exists for annexation into the existing RPP District. The survey shall be conducted electronically or by mail via USPS. Each residential unit with a separate mailing address will be allowed one (1) vote either in favor or against the creation of a new RPP program. The recommended threshold for the creation of a new RPP program is a vote of 70% of the returned surveys in favor of the program, however the Planning and Community Environment Director may seek direction from City Council regardless of the vote results. Approval of annexation for RPP Program Eligibility Areas may take effect without Council action.

### **Opt Out Procedures**

Current residents in an existing RPP program area that no longer wish to participate in the RPP program may petition to opt out between January 1<sup>st</sup> and March 31<sup>st</sup> of each year. The petition will be approved at the discretion of the Planning and Community Environment Director. The petition is available as a standard form online, and must include the following:

- A description of or map showing the proposed opt-out area.
- A completed application form (online) including the petitioners' names and addresses.
- A current DMV vehicle registration of each vehicle for which any RPP program parking permit had previously been issued in the petitioners' names.

Upon the receipt of a petition that includes the above information for a simple majority, or 50%+1 of the opt-out area's residential units, the Planning and Community Environment Director may choose to conduct a survey of the proposed opt-out area residential units to determine whether the required support exists for opting out of the RPP program. The survey shall be conducted electronically or by mail

via USPS. Each residential unit with a separate mailing address will be allowed one (1) vote either in favor or against the creation of a new RPP program. The recommended threshold for opting out of an existing RPP program is a vote of 70% of the returned surveys in favor of opting out, however the Planning and Community Environment Director may seek direction from City Council regardless of the vote results.

Effective upon approval of the opt-out petition, residential units within the opt-out area will no longer be entitled to obtain Resident Parking Permits for the respective RPP program. Approval of an opt-out petition does not exempt residents of the opt-out area from RPP program parking regulations or any other parking regulations. Also, upon approval of the opt-out petition, the Planning and Community Environment Director shall provide written notice electronically or via USPS to all residential units impacted by the opt-out, including the effective date of the opt-out, the expiration date of any remaining valid parking permits, and contact information for further inquiries or concerns.

#### **Parking Occupancy Study Requirements**

During the course of new RPP program initiation, the Planning and Community Environment Director will conduct parking occupancy studies for the proposed RPP program area and adjacent areas. These studies will be conducted at various hours of the day and days of the week and be compared to an inventory calculation to show percentages of occupancy by block face. Weekday studies will not be conducted on Mondays, Fridays or holidays.

## Neighborhood Petition Form

### City of Palo Alto Residential Parking Permit Program Request Form

The purpose of this form is to enable neighborhoods to request to be annexed to an existing Residential Preferential Parking area or initiate a new Residential Preferential Parking Program in accordance with the City of Palo Alto's adopted Residential Parking Permit Program Policy and Procedures. This form must be filled out in its entirety and submitted with any request to:

City of Palo Alto Transportation Division  
250 Hamilton Avenue, Floor 5 Palo Alto, CA 94301

Feel free to attach additional sheets containing pictures, occupancy maps, additional testimony or additional text if the space provided is insufficient.

#### 1. Requesting Individual's Contact Information

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

#### 2. Please describe the nature of the overflow parking problem in your neighborhood.

1. What streets in your neighborhood do you feel are affected by overflow parking?
2. How often does the overflow occur?
3. Does the impact vary from month to month, or season to season?

#### 3. Can you identify a parking impact generator that is the cause of overflow parking in the neighborhood? Are there any facilities (churches, schools, shopping centers, etc.) near this location that generate a high concentration of vehicle and pedestrian traffic? Please list your understanding of the causes:

4. Please describe how a Residential Parking Permit Program will be able to eliminate or reduce overflow parking impacting the neighborhood. Please include your suggestion for the boundary of the program:
5. Is there neighborhood support for submittal of this Residential Parking Permit Program application? Have you contacted your HOA/Neighborhood Association? Neighborhood Petition Form (Street by Street Basis)

THE UNDERSIGNED BELOW AGREE TO THE FOLLOWING:

1. All persons signing this petition do hereby certify that they reside on the following street, which is being considered for residential preferential parking: \_\_\_\_\_

2. All persons signing this petition do hereby agree that the following contact person(s) represent the neighborhood as facilitator(s) between the neighborhood residents and City of Palo Alto staff in matters pertaining to this request:

Name: \_\_\_\_\_ Address: \_\_\_\_\_ Phone #: \_\_\_\_\_

Name: \_\_\_\_\_ Address: \_\_\_\_\_ Phone #: \_\_\_\_\_

Name: \_\_\_\_\_ Address: \_\_\_\_\_ Phone #: \_\_\_\_\_

**ONLY ONE SIGNATURE PER HOUSEHOLD**

Name (Please Print)	Address	Phone Number	Signature
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____
5.	_____	_____	_____
6.	_____	_____	_____
7.	_____	_____	_____
8.	_____	_____	_____
9.	_____	_____	_____
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18.	_____	_____	_____
19.	_____	_____	_____