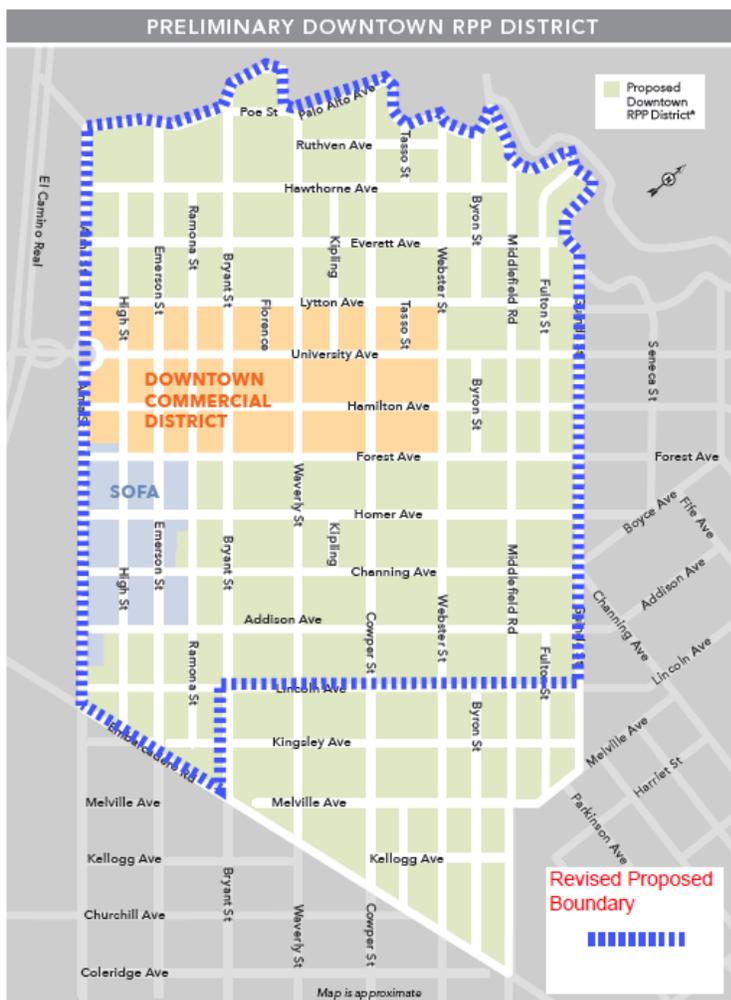


WHY RPP?

In January of 2014, City Council directed Staff to engage a stakeholder group of residents and business leaders who would help staff design a Residential Preferential Parking (RPP) district for Palo Alto’s Downtown neighborhoods. Primary reasons for the development of a new RPP district included the following:

Neighborhood Quality of Life	Underutilized Parking Resources	Benefits of Parking Management
<ul style="list-style-type: none"> • Non-resident parking in residential neighborhoods • Over-saturated parking during the day 	<ul style="list-style-type: none"> • Downtown garages and lots underutilized • Lack of incentive to park in garages because street parking is free 	<ul style="list-style-type: none"> • Regulating parking supply can encourage commuters to use alternatives to driving alone



As part of the 8-month stakeholder design process, the City surveyed approximately 4500 residents on the proposed RPP program and received a 32% response rate, with nearly equal numbers being in favor of an RPP program and against it. The City made several refinements to the program based on the survey results and feedback from Downtown and SOFA business leaders, including an adjustment of the District boundary. The revised boundary, eliminating the area south of Lincoln Avenue and East of Bryant, resulted in 643-Yes, 571-No vote; Figure 1 shows the original and proposed RPP district boundaries.

Figure 1: Original and Revised RPP District Boundaries

THE PROPOSED PROGRAM

Phase One: 6 Months

- During the 6-month first phase, the City will allow unlimited permit sales to employees, and collect data on the number of employees purchasing permits as well as the resulting parking occupancy within the neighborhoods.
- The City would not allow permit purchase for individuals who do not live or work Downtown.
- Both residents and employees with valid permits could park anywhere within the proposed District boundary during this phase; residents would get permits for free.
- Low-income employees could purchase employee permits for \$50 for the 6 month period, while the standard employee permit would be equivalent to the cost of a Downtown garage permit (\$233 for the 6 months).

Phase Two: 12+ Months

- The City would monitor and make changes to the program design based on data collected in Phase 1, including limiting employee permit sales.
- The City would sell up to 4 permits per residential address, with the first one at no cost and additional permits at \$50 each.
- Permits for Downtown employees would be dedicated to specific blocks during Phase 2.
- Low-income employees could purchase employee permits for \$100 annually, while the standard employee permit would be equivalent to the cost of a Downtown garage permit (\$466 annually).
- As parking supplies in the Downtown core increase and commuters shift to other modes of transportation, the City will sell fewer permits to Downtown employees.

The proposed approach allows the City to be flexible in managing permit sales and responsive to occupancy conditions in the neighborhoods while additional parking supply and transportation solutions are being developed.

TIMELINE

- November 12: Planning and Transportation Commission Review, Public Hearing
- December 1: City Council Review and Public Hearing
- December 8 and December 15: City Council Contract Award dates for RPP-related programs
- January 2015: City begins program launch activities (signage installation, online permit sales, enforcement training)
- March 2015: City notices to residents and businesses that permits are available
- April 2015: Launch of Phase 1