



CITY OF
**PALO
ALTO**

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MEMORANDUM**

TO: HONORABLE CITY COUNCIL

FROM: CITY MANAGER

**DEPARTMENT: PLANNING AND
COMMUNITY ENVIRONMENT**

AGENDA DATE: JANUARY 27, 2014

ID#: 4376

SUBJECT: RESIDENTIAL PARKING PERMIT (RPP)

On January 27th the City Council is scheduled to discuss a possible citywide framework for establishment of Residential Permit Parking (RPP) programs in Palo Alto's neighborhoods. This discussion -- focusing on criteria and procedures for prioritizing and adopting RPP districts - - was originally scheduled for December 16th and deferred due to the lateness of the hour. The attached staff report has not been modified since the December 16th meeting, and is being provided in advance of the regular Council packet to allow additional time for public review.

City staff acknowledges the significant community input received on this item, and will address concerns expressed to date in the presentation on January 27th. The presentation and discussion on the 27th is intended as a starting point for constructive dialog that will ultimately lead to implementation of RPP in neighborhoods where this approach makes sense.

Those wishing to provide additional input on citywide criteria and procedures should feel free to email staff at Jessica.sullivan@cityofpaloalto.org, or to submit written or oral comments directly to the City Council.

Coming Attractions

Virtually all of the community input regarding the RPP framework has acknowledged that neighborhood parking restrictions are only one piece of the puzzle, and that the City will need to create additional parking supplies and reduce parking demand by offering alternatives to the private automobile.

In the next 60 days, City staff will be bringing specific parking supply and transportation demand management (TDM) strategies to the City Council for your consideration and direction as part of a larger initiative we're calling *Our Palo Alto: A Community Conversation about our City's Future*.

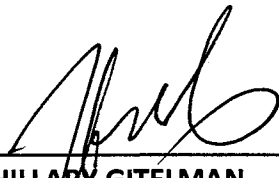
Staff will be seeking Council direction regarding the following parking supply initiatives:

1. The first steps towards financing and constructing a new parking garage in Downtown
2. Award of a contract for a valet parking trial in one of the Downtown parking lots
3. Design of one or more satellite parking areas with shuttle service to Downtown
4. Planning and coordination related to expansion of the University Transit Mall at Urban Lane with a public parking garage element
5. Solicitation of qualifications and ideas from private sector partners interested in constructing parking garages in Downtown and the California Avenue Business District
6. Parking garage access and revenue controls aimed at collecting "real time" data on existing parking garage occupancy


Staff will also be seeking Council direction regarding transit and transportation demand management (TDM) initiatives:

1. Solicitation of proposals to establish a Transportation Management Authority (TMA) for Downtown Palo Alto
2. Solicitation of bids to expand the Palo Alto shuttle service, including new routes and increased frequencies
3. Partnering with car-share providers in Downtown
4. Marketing and evaluation of rideshare applications

Knowing community interest in this matter, for those with questions or comments about the Residential Permit Parking framework or these upcoming initiatives, we know Council will certainly encourage attendance at upcoming City Council meetings.



HILLARY GITELMAN
Director



JAMES KEENE
City Manager

Attachment