



City of Palo Alto

City Council Staff Report

(ID # 5148)

Report Type: Consent Calendar

Meeting Date: 11/10/2014

Summary Title: Caltrain Go Pass Program Update

Title: Approval of Extension of the Trial Caltrain Go Pass Program for City Employees and Adoption of a Budget Amendment Ordinance in the Amount of \$80,280 for the 2015 Go Pass program

From: City Manager

Lead Department: Planning and Community Environment

Recommendation:

Staff recommends that City Council authorize the City Manager to sign an agreement with the Peninsula Corridor Joint Powers Board for continuation of the Caltrain Go Pass program for City employees for the 2015 calendar year, and approve a Budget Amendment Ordinance in the amount of \$80,280 in the General Benefits Fund.

Executive Summary:

In order to address parking and traffic concerns in Palo Alto's Downtown, the City has initiated a number of programs aimed at reducing overall traffic demand, more effectively utilizing existing parking resources, and encouraging alternative modes of transit. Although many employees of Downtown businesses already use Caltrain for their commute, the City wanted to offer an incentive for City employees working at the Downtown Civic Center locations (City Hall, Main Library and Development Center) to ride the train and free up more parking spaces in the Civic Center garage. The requested action would continue the 2014 Go Pass trial program for City employees for another year with a modification aimed at increasing Caltrain ridership by City employees.

Background:

On February 24, 2014, Council directed staff to move forward with several Transportation, Demand Management (TDM) initiatives, including the following: (1) solicit proposals to establish a non-profit Transportation Management Authority (TMA), (2) solicit proposals to provide car share services at city-owned lots, (3) Evaluate Rideshare Tools, Including a Trial of the "Twogo" Rideshare App, for Coordination and Marketing By The TMA; and (4) to authorize the City Manager to enter into an Agreement with the Peninsula Corridor Joint Powers Board to

participate in the Caltrain Go Pass Program for a 9-month trial. Figure 1 provides an update on the other components of the motion:

Figure 1: Update on Current Transportation Demand Management Initiatives	
TMA Formation	The City engaged with MIG consultants in August 2014 to launch the TMA. The consultants provided an update to the Planning and Transportation Commission on October 29 and are in the process of engaging the steering committee for the TMA.
Carshare	The City entered into a contract with Zipcar in August 2014 and Zipcar currently provides ten cars for use in Downtown lots and garages; utilization is between 7% - 40% so far depending on the location. The City is working with Zipcar to monitor the program and increase utilization of the vehicles.
Rideshare Tools Evaluation	Staff also marketed the TwoGo mobile app to city employees and employees of Downtown businesses during the spring and summer of 2014.
Caltrain Go Pass	City engaged with the Joint Powers Board (JPB) to provide Caltrain Go Passes to all regularly-benefited Downtown City employees beginning in April 2014.

Summary of Key Issues:

One of the key reasons for implementing the Go Pass program at City Hall was to incentivize City employees to give up their parking passes so that their permits could be made available to non-City employees. Another was for city employees to “lead by example,” using public transportation for their commute and forgoing the City-provided benefit of free parking. As of October 2014, 50 Civic Center employees had rescinded their city-issued parking permit in favor of a Go Pass and have been riding the train for their commute. The City has also been able to raise the permit cap on the Civic Center parking garage from 820 to 875 permits since the inception of the Go Pass program, meaning that in addition to the 50 parking permits made available to non-City employees by the program, another 55 permits have been offered to non-City employees. The City continues to monitor occupancy and permit sales at the Downtown garages as maximizing the usage of parking supply is a top priority.

In order to further assess how the implementation of the Go Pass program has impacted employee commuting habits, and to inform the direction of future City-sponsored transportation programs, Staff conducted a short commute-focused survey of Civic Center

employees. Based on the survey responses received at the writing of this report, about 50% of the City employee Go Pass participants had already been riding the train prior to the City's participation, but the other 50% had switched to riding it more regularly or had never ridden Caltrain before.

Of the respondents who did not choose to give up their parking permit and participate in the program, 29% stated that they lived too far from a Caltrain station to participate, 24% felt reluctant to give up their parking pass because their schedule was too sporadic, and 20% said that they had to run additional errands either to or from work. The survey also asked non-participants whether, if they didn't need to give up their parking permit, would they participate in the program and ride the train at least occasionally; 70% of the non-participants stated that they would ride the train at least one day per week if this option were available, with 26% stating they would ride it 3 days or more per week.

The Go Pass program received a 100% satisfaction report from all participants who responded to the survey, and elicited success stories from some. For example, one city employee used to drive from San Francisco and now takes the train, saving hundreds of gallons of gas per year.

Staff recommends continuing the trial for another year, and modifying the trial to provide the Go Pass to all eligible City employees working in the Civic Center. Offering a GoPass to all eligible employees at Civic Center would not cost the city any extra money because the cost of the program is based on the number of eligible employees, not the number who actually use it. Making permits available to all employees with no requirement to turn in a parking permit will allow staff to determine whether there is an additional mode shift towards transit over single-occupant trips if more employees ride the train some of the time (i.e. rather than having a smaller number of employees ride the train all of the time). Although staff doesn't anticipate a shift to transit every day for all employees, employees may choose to take transit on multiple days.

As a condition of receiving the Go Pass, employees would have to agree to report on how many times they use the pass each month. Staff would review ridership patterns and determine at the end of the calendar year whether the calendar year 2015 trial or the calendar year 2014 trial yielded more mode shift. The City could then decide to proceed with the program in the same way or go back to the original program design (requiring employees to give up their parking passes in order to receive a Go Pass). Regardless of the strategy, as part of the Fiscal Year 2016 budget process, staff will evaluate providing ongoing funding to the Go Pass program.

Policy Implications:

Supporting TDM policies is consistent with the following Comprehensive Plan Goals:

Policy T-2: Consider economic, environmental and social cost issues in local transportation decisions;

Policy T-3: Support the development and expansion of comprehensive, effective programs to reduce auto use at both local and regional levels;

Program T-8: Create a long-term education program to change the travel habits of residents, visitors and workers by informing them about transportation alternatives, incentives and impacts...

The implementation of the Go Pass program also aligns with the TMA's objective of reducing single-occupant-vehicle use by 30% in three years.

Resource Impact:

For calendar year 2014, the cost of the Go Pass program was 124.50 per eligible employee (i.e. full time regularly-benefitted employees working at downtown locations such as the Civic Center) for a nine-month period because the City initiated the program in April. The annual cost would have been \$165. The cost of the program (\$58,017) was funded through the City's General Benefits Fund.

Caltrain has raised the prices per employee for the Go Pass program in 2015; the cost to participate in the 2015 Go Pass program is now \$180 per employee. Based on the City's current staffing at the downtown location (446 eligible employees), the renewal cost to the City will be \$80,280. Staff is requesting Council approval of a Budget Amendment Ordinance (Attachment A) for additional funding in the amount of \$80,280 in the General Benefits Fund to cover the cost of the 2015 Go Pass program offset with a reduction in the General Benefits Fund ending fund balance.

As part of the development of the FY 2016 Proposed Budget, staff will evaluate providing ongoing funding for the Go Pass program.

Timeline:

Caltrain will make Go Passes available to City employees for the 2015 calendar year available for use by December 1, 2014 if the program is approved. The passes will also be eligible for the month of December and the entire calendar year of 2015. Attachment B includes a copy of the agreement with Caltrain and the invoice for the 2015 calendar year.

Attachments:

- Attachment A: Budget Amendment Ordinance XXXX - GoPass (DOCX)
- Attachment B: Caltrain Agreement and 2015 Invoice (PDF)

ORDINANCE NO. XXXX

ORDINANCE OF THE COUNCIL OF THE CITY OF PALO ALTO
AMENDING THE BUDGET FOR FISCAL YEAR 2015 TO
PROVIDE ADDITIONAL APPROPRIATION OF \$80,280 IN
THE GENERAL BENEFITS FUND FOR THE TRIAL CALTRAIN
GO PASS PROGRAM FOR CALENDAR YEAR 2015

The Council of the City of Palo Alto does ordain as follows:

SECTION 1. The Council of the City of Palo Alto finds and determines as follows:

A. Pursuant to the provisions of Section 12 of Article III of the Charter of the City of Palo Alto, the Council on June 16, 2014 did adopt a budget for Fiscal Year 2015; and

B. On February 10, 2014 the City Council authorized the City Manager to enter into an Agreement with the Peninsula Joint Powers Board to participate in the Caltrain Go Pass Program for City of Palo Alto employees as a pilot program.

C. The Caltrain Go Pass Program provides City funded train passes to City of Palo Alto employees working in the downtown core as an incentive to ride public transit in order to reduce automobile trips and free up parking in the Civic Center Garage.

D. As part of the pilot 50 City employees signed up for the Caltrain Go Pass Program freeing up 50 parking passes in the Civic Center Garage.

E. The City intends to continue the pilot for calendar year 2015.

SECTION 2. Therefore, the sum of Eighty Thousand Two Hundred Eighty Dollars (\$80,280) is hereby appropriated in the General Benefits Fund for the Caltrain Go Pass Program and the ending fund balance in the General Benefits Fund is

decreased by Eighty Thousand Two Hundred Eighty Dollars (\$80,280).

SECTION 3. As provided in Section 2.04.330 of the Palo Alto Municipal Code, this ordinance shall become effective upon adoption.

SECTION 4. The Council of the City of Palo Alto hereby finds that this is not a project under the California Environmental Quality Act and, therefore, no environmental impact assessment is necessary.

INTRODUCED AND PASSED:

AYES:

NOES:

ABSTENTIONS:

ABSENT:

ATTEST:

APPROVED:

City Clerk

Mayor

APPROVED AS TO FORM:

City Manager

City Attorney

Director of Planning &
Community Environment

Director of Administrative
Services

PENINSULA CORRIDOR JOINT POWERS BOARD
2015 CALTRAIN GO PASS AGREEMENT

Participant Name: City of Palo Alto

Address: 250 Hamilton Avenue, Palo Alto, CA 94301

Billing/Notice Address (if different from above): _____

Contact Person: Jessica Sullivan

Email: jessica.sullivan@cityofpaloalto.org

Phone: 650.329.2453

Fax: _____

Total Payment: \$80,280.00

Number of Participating Sites: 1

Number of Go Pass Users as defined below: 446

Go Pass Eligibility

Business

All staff working more than 20 hours per week, excluding temporary employees, interns, contractors and consultants, are considered "Go Pass Users" for the purpose of this Agreement. Temporary employees, interns, contractors and consultants are not eligible to participate in the Go Pass Program. Notwithstanding the foregoing, if one or both of the Options offered below is selected, employees working less than 20 hours per week and/or interns will be considered "Go Pass Users" under this Agreement.

Options

Include staff working less than 20 hours per week: 0

Include interns: 0

Residential

All residents five years old and older are considered "Go Pass Users" for the purpose of this Agreement. Employees of residential developments are excluded from the Go Pass Program.

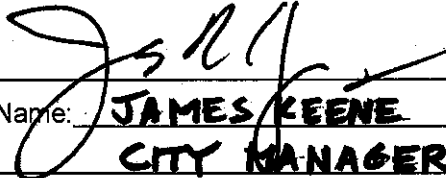
Educational

All students per selected group (i.e. Part-time, Full-time, Post graduates) are considered "Go Pass Users" for the purpose of this Agreement.

Agreement Term: January 1, 2015 through December 31, 2015

Participant agrees to the attached terms and conditions

CITY OF PALO ALTO *

By: 

Print Name: JAMES KEENE

Its: CITY MANAGER

PENINSULA CORRIDOR JOINT POWERS BOARD

By: _____

Print Name: Rita P. Haskin

Its: Executive Officer, Customer Service and Marketing

By: _____

Print Name: _____

Its: _____

* If Participant is a corporation or limited liability company, two corporate officers must sign on behalf of the corporation as follows: 1) the chairman of the board, president or vice-president; and 2) the secretary, assistant secretary, chief financial officer, or assistant treasurer. In the alternative, this Agreement may be executed by a single officer or a person other than an officer provided that evidence satisfactory to the JPB is provided demonstrating that such individual is authorized to bind the corporation (e.g. a copy of a certified resolution from the corporation's board or a copy of the corporation's bylaws).

As part of completing the survey, the Go Pass User will be required to acknowledge that he or she understands the proper use of the Go Pass. The surveys may be used to analyze the success of the Program and develop ridership projections for the Program. However, the surveys are subject to disclosure under requests made pursuant to the California Public Records Act. Prior to disclosing surveys, any identifying information concerning the Participant and/or the Go Pass User shall be redacted.

8. PROGRAM ANALYSIS AND AUDIT: JPB reserves the right to audit Participant's Go Pass Program at any point during the Program year with five (5) working days' notice. The purpose of the audit is to ensure that appropriate accounting, sticker distribution and security procedures are in place. JPB has the right to audit any internal Participant Go Pass-associated records, including Participant's Go Pass File. A current list of qualifying Users shall be provided to the JPB upon request. Within 10 working days of receipt of any audit report from the JPB, Participant must, in conjunction with JPB staff, develop a mutually agreeable action plan to satisfy any audit findings. If no mutually agreeable plan can be developed, JPB may terminate the Program upon 10-days' notice pursuant to the terms of Section 12, Termination.

9. PARKING PERMITS: Monthly parking permits for Caltrain lots may be purchased through any Caltrain station Ticket Vending Machine (TVM). Go Pass holders will be required to complete an application for an access code in order to purchase the permit through the TVM.

10. LOST, STOLEN, DAMAGED AND REPLACEMENT GO PASSES: For lost or stolen Go Passes, JPB will charge a \$180 first-time replacement fee. Participant must submit to the JPB documentation including the Go Pass User name and Go Pass serial number. For stolen Go Passes, the JPB will replace the Go Pass at no additional charge provided that a police report is supplied to the JPB which describes the Go Pass as stolen. If the same Go Pass User loses the Go Pass or has the Go Pass stolen a second time, the replacement fee will be \$250 regardless of whether a police report is provided to the JPB. If a replacement Go Pass is issued and then the original is found, JPB will not provide a refund. Participant may not resell the Go Passes to Users at a rate higher than the replacement fee. A Go Pass will not be issued as a replacement for lost or stolen Go Passes a third time.

For Damaged Go Passes: If the Participant or a Go Pass User damages a Participant-issued ID card and thus renders the Go Pass sticker unusable, or if the sticker itself is damaged, a replacement Go Pass sticker may be issued to the Go Pass User or taken from the Participant's Go Pass inventory, provided that the Participant documents that the Go Pass sticker has been taken out of circulation in its Go Pass File. Participant must retain the damaged ID card or Go Pass sticker in its Go Pass File. If no additional stickers remain in the Participant inventory, the Participant shall return damaged Go Pass stickers or ID cards, or a photocopy, with complete documentation to the JPB prior to the JPB issuing a replacement Go Pass sticker to Participant at no charge. This courtesy will be extended no more than two times per Go Pass User per calendar year, after which the replacement cost for a damaged Go Pass sticker will be \$180.

For Separated Users: If the Go Pass User separates with the Participant, Participant shall retain the separated Go Pass User ID card or Go Pass sticker in its Go Pass File and document that the Go Pass sticker has been taken out of circulation in its Go Pass Log (See Section 6 above). If no additional stickers remain in the Participant inventory, the Participant shall return separated Go Pass stickers or ID cards, or a photocopy, prior to the JPB issuing a replacement Go Pass sticker to Participant at no charge.

For Missing Go Passes: Participant shall be responsible for safeguarding the Go Pass stickers prior to distribution to Users and shall be liable for any loss of Go Pass stickers. Replacement Go Pass stickers shall be issued under the lost terms above.

11. QUARTERLY REPORTING: Participant must submit a quarterly report to JPB by 3/1/15, 6/1/15, 9/1/15 and 12/1/15. The quarterly report must list all lost, stolen, damaged and replacement Go Passes issued and separated Users. It must include the reason for replacement, if applicable, Go Pass User name and corresponding Go Pass serial number and the current number of Users working at the work site(s) /residing in the development enrolled in the program. Participant may submit its Go Pass Log (See Section 6 above) in lieu of the quarterly report.

12. TERMINATION: Either party may terminate this Agreement by giving the other party written notice at least 90 days prior to the desired termination date, which shall be the last day of a calendar month. If either party terminates the Agreement pursuant to this provision, JPB shall refund to Participant a pro-rata portion of Participant's total payment in accordance with the Proration Schedule attached to and incorporated in this Agreement as Exhibit A, less the Administration Fee, as listed on Page 1, within 30 days of the termination date, provided that within 10 working days of the effective termination date: (a) all undistributed Go Passes issued to Participant are returned to JPB and (b) Participant verifies in writing that it has made every Good faith effort to collect or destroy all Go Passes that have been distributed to Users. In the event Participant fails to comply with the terms of this Agreement, JPB may terminate this Agreement with 15 days' notice. Non-compliance by

**Exhibit A
Proration Schedule**

New Participants

Effective Date (falling in month)	Portion of Total Fee per Go Pass Less than Minimum (includes administration fee)	Portion of Total Fee per Go Pass More than Minimum (includes administration fee)
February	\$165.25	\$13,881.00
March	\$150.50	\$12,642.00
April	\$135.75	\$11,403.00
May	\$121.00	\$10,164.00
June	\$106.25	\$8,925.00
July	\$91.50	\$7,686.00
August	\$76.75	\$6,447.00
September	\$62.00	\$5,208.00
October	\$47.25	\$3,969.00
November	\$32.50	\$2,730.00
December	\$17.75	\$1,491.00

Terminating Participants

Effective Termination Date (falling in month)	Portion of Total Fee Returned per Go Pass Less than Minimum (less administration fees)	Portion of Total Fee Returned per Go Pass More than Minimum (less administration fees)
February	\$162.25	\$13,629.00
March	\$147.50	\$12,390.00
April	\$132.75	\$11,151.00
May	\$118.00	\$9,912.00
June	\$103.25	\$8,673.00
July	\$88.50	\$7,434.00
August	\$73.75	\$6,195.00
September	\$59.00	\$4,956.00
October	\$44.25	\$3,717.00
November	\$29.50	\$2,478.00
December	\$14.75	\$1,239.00