

# Palo Alto Residential Preferential Parking (RPP) Program Meeting Notes rev.072315

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**Date:** June 24, 2015, 3:00 – 4:30 pm

**Location:** City Hall, Community Meeting Room, 250 Hamilton Avenue, Palo Alto

**Attendees:**

Name	Representation
<b>RPP Stakeholder Group</b>	
Rob George	District manager, Philz Coffee
Will Griffin	Employee, Palantir
Elaine Uang	Resident, 321 Kipling (Downtown North)
Ben Cintz	Cintz Commercial Properties
Gabrielle Layton	Resident, 365 Lincoln (Downtown South)
Sue Nightingale	Business owner, Watercourse Way
Michael Hodos	Resident, 944 Bryant (Professorville)
<b>City Staff and Members of the Public</b>	
Jessica Sullivan	Transportation Planning Manager, City of Palo Alto
Sue-Ellen Atkinson	Parking Operations Lead, City of Palo Alto
Elizabeth Maier	Epiphany Hotel
Mary Dimit	Resident, 784 University
Joe Baldwin	Resident, Channing House
Wynne Furth	Resident
Ellen Uhrbrock	Resident

**Meeting Goals:**

1. Current status of RPP implementation for Phase 1
2. Review communications and outreach strategy for Phase 1

**Review of Agenda and Meeting Guidelines**

1. Staff provided an overview of the agenda, which focused on a program update and overview of the communications strategy for the upcoming RPP launch.

**Current Status of RPP Implementation**

1. **Signage**
  - Staff noted that the signage contractor, McGuire Pacific Contractors, was on-site and conducting utility checks for proposed signage locations.
  - Staff confirmed that signage installation was beginning this week, and was expected to continue over a period of 5 weeks.

- Installation is beginning in Downtown North and progressing south through the RPP district.
- Staff noted that the signs will remain covered until the RPP program begins on September 15.

## 2. Online Permit Sales

- Staff noted that the online permit sales consultant is working to build out the website.
- Staff expects to receive examples of potential data reports shortly, and will share as possible with stakeholders for feedback.
- Staff updated stakeholders that permit design is complete, with three types of permits expected:
  - Adhesive long-term decals
  - Transferable hangtags
  - Temporary scratchers
- Staff described permit eligibility process for stakeholders, and requested feedback and comments:
  - Residents will be eligible for adhesive long-term permits, long-term transferable visitor hangtags, and daily scratcher permits. Residents will be asked for a photo ID and a separate document to confirm residential address if the photo ID is not current.
  - Employers will be eligible for long-term transferable hangtags, daily scratchers, and 5-day scratcher permits. Employers will need to provide documentation confirming registration with the Palo Alto Business Registry. Staff requested clarification from stakeholders regarding available documents to confirm employer location and identity.
  - Employees will be eligible for adhesive long-term permits, daily scratchers, and 5-day scratcher permits. Employees will be asked to provide photo ID and documentation of work location, such as a paystub. Employees wishing to show qualification for the reduced-price permit will be required to show proof of income via a paystub.
- Stakeholder noted that residents may not receive a utility bill via mail, or that the utilities may be included in their monthly rent.
  - Staff noted that the system could offer different options for proof of residency, such as a credit card statement or other certified piece of mail.
- Stakeholders offered options for proof of eligibility for employers, including a business license, lease document, or EIN.
- Stakeholder asked how someone working out of their home could get a permit.
  - Staff noted that they would be a resident, and could apply for resident permits.
- Stakeholder commented that companies in a shared space likely have utilities rolled in, so utility bill would not be feasible for all companies to provide.

- Stakeholder noted that some employers did not want to provide information to the Palo Alto Business Registry. Limiting permits to employers who have registered may be difficult.
- Stakeholder inquired how long shipping for permits will be?
  - Staff will inquire with vendor for lead time on permits. Permit holders will be able to print a temporary permit online for the interim time.
- Stakeholder inquired if interested stakeholders could review the online permit sales application prior to launch.
  - Staff noted that the website will be vetted by consultants and City staff, and there likely will not be time in the schedule for testing by other parties.

### **3. Contract Enforcement**

- Staff confirmed that the Council date for the Serco enforcement contract award was set for June 29.
- Serco will have a project manager on-site for citation inquiries and first level appeals of citations. The location for the project manager is to be determined.
- The City is working through the citation processing details with the contractors.
- Stakeholder inquired if data regarding specific parking locations and where employees are parking will be made public?
  - Staff will collate data and release reports as possible. Raw data will not be made public.
- Stakeholder noted that it is important to know who is purchasing parking permits and where they work.
- Stakeholder noted that having different color permits based on work location would be useful.
  - Staff commented that permit design is complete for Phase 1. Different colors can be explored for Phase 2.
- Stakeholder asked if the enforcement officers would be scanning bar codes and offering GIS mapping of parking locations.
  - Staff noted that this is not expected.
- Stakeholder noted that construction and remodeling is frequent in Palo Alto and these activities/vehicles need to be accounted for in the parking occupancy data.

### **4. Parking Website**

- Staff is working with a consultant on the complementary parking website, which will house all information related to parking and RPP.
- Staff has reserved a vanity URL for the parking website: [www.cityofpaloalto.org/parking](http://www.cityofpaloalto.org/parking). Staff noted there is a placeholder on that site until the parking website is ready to go.
- Staff shared drafts of the parking website homepage for stakeholders, noting that the design is based on user audiences (residents, employees, and visitors).

## **Communications and Outreach for Phase 1**

- Staff is planning a community meeting, currently scheduled for Tuesday, August 4 in the evening in City Council Chambers.
- Information about the community meeting and RPP launch will be shared via Nextdoor, press releases, and the City website.
- Community meeting will provide information about program updates and a “how-to” for purchasing permits and navigating the new program.
- Staff will work with the Chief Communications Officer and her staff on publicity for community meeting and program launch.

## **Members of the Public Comment**

- Elizabeth Maier asked if employers need to register before employees can purchase permits?
  - No, employers only need to create an account for parking permits if they plan to purchase permits.
- Elizabeth asked if the employer address on the paystub is the corporate headquarters, how can employees show proof of workplace address?
  - Staff noted that they will determine a procedure.
- Joe Baldwin inquired for people who don't have a smart phone or computer, how can they register or upload documents?
  - Staff agreed that there are individuals in the community who will need assistance with registration and computer access.
  - Ellen Urhbrock offered to help with registration sessions at Avenidas for the senior community.
- Mary Dimit asked about the lack of signs on sections of Guinda
  - Staff noted that where possible, signs are being placed on existing poles and thus locations are not marked.
- Mary Dimit noted that the senior population likely will not be the only population interested in getting permits off-line.
- Mary asked how to handle turnover mid-year for tenants with regards to permits
  - Staff will need to discuss with the online permit sale consultant
- Mary inquired if permits would be assigned by block during Phase 2?
  - Staff noted that Phase 2 has not yet been determined but block assignment is a possibility
- Wynne Furth noted that those with handicapped placards can park in any permit zone and suggested that Staff publicize that information.
- Elizabeth Maier inquired if the color zone was being eliminated with this program?
  - Staff noted that existing parking regulations will remain in place at this time.
- Mary Dimit suggested using neighborhood mailing lists for further publicity about the program.