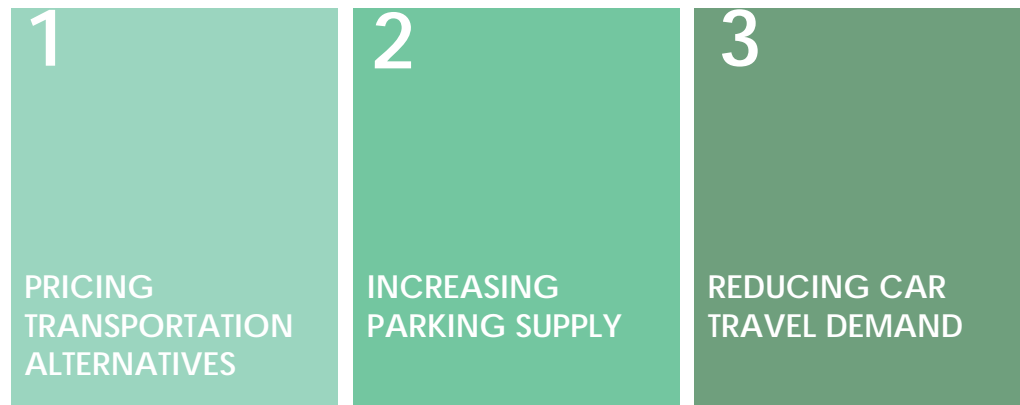


## PALO ALTO : TRANSPORTATION MANAGEMENT STRATEGY



Palo Alto has been blessed for the last 15-20 years as a highly desirable place to live, work and play. While the resident population is 60,000, the day time population swells to almost 120,000, due to commuters who work here and visitors who frequent the city's retail, restaurants, and other services. Until 2013, little attention was paid to the impacts of recent development, specifically transportation, traffic and parking. Last year, City Council and staff have begun to shape policies to mitigate those impacts, and create better future transportation planning solutions. 2014 will be a significant year for action for the city's three pronged Transportation Management Strategy:

### 1. PRICING TRANSPORTATION ALTERNATIVES

Free parking on Palo Alto streets has contributed to a parking crunch, increased traffic, and reduced neighborhood quality/safety. Meanwhile, garages sit empty. Current transportation pricing for Palo Alto looks like:

- Street Parking - \$0/year
- Garage Parking - \$466/year
- CalTrain (2 zone) - \$1512/year
- VTA 522 - \$1618/year

The best way to incent less driving/reduce traffic is to make transit and other transportation options cheaper and convenient. On January 27, City Council took a step to balance pricing by approving a Residential Parking Permit framework. Pricing the street will also encourage use of the garages (which are currently not full), and free up street spaces to improve neighborhood quality of life and safety.

### 2. INCREASING PARKING SUPPLY

Improving the incentives to use transit will be a longer term solution and in the interim, improving the parking supply is important to serve existing businesses. Current garage spaces are underutilized and better processes & technologies can help visitors and workers gain access to these

spaces. Council is also considering future parking garages, although those projects are several years away from realization.

### 3. REDUCING DEMAND FOR CAR TRAVEL (Feb 24)

On Monday, February 24, Council will consider a package of measures to reduce demand for car travel. Most important is development of a non-profit Transportation Management Association (TMA). TMAs have been used in Emeryville, Contra Costa County, SF and San Mateo to create transportation benefits (reduced transit passes, car share, ride share, parking cashout) that significantly decreases single occupancy vehicle ridership. Additional Transportation Demand Management (TDM) elements include expansion of the Palo Alto shuttle routes, creation of car share services and evaluate of ride-share tools.

The success of these three strategies will rely on good data. The February 24 council meeting will also consider a memo for a Business Registry, This registry could provide a TMA with information on where workers live, how they get to PA and design better transportation services or programs. The city will also take advantage of the CalTrain GoPass program for city employees. Caltrain denied a proposal to extend this benefit to downtown Palo Alto businesses & residents, and more advocacy efforts will be required.

### NEXT STEP: FEB 24 COUNCIL MEETING

The Agenda and staff reports for the TDM/TMA item, Business Registry and GoPass item can be found at:

<http://www.cityofpaloalto.org/civicax/filebank/documents/39131>

Share your thoughts by attending the meeting or writing in to:  
[city.council@cityofpaloalto.org](mailto:city.council@cityofpaloalto.org)

### RESOURCES: Palo Alto Transportation Resources

<http://www.cityofpaloalto.org/gov/depts/pln/transit/default.asp>

#### Residential Parking Permit (Jan 27)

<http://www.cityofpaloalto.org/civicax/filebank/documents/38383>

#### Parking Supply (Feb 10)

<https://www.cityofpaloalto.org/civicax/filebank/documents/38942>

#### Reduced Demand - TDM/TMA (Feb 24)

<https://www.cityofpaloalto.org/civicax/filebank/documents/39106>

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