



## STAFF REPORT

### City Council

**Meeting Date:** 12/6/2016  
**Staff Report Number:** 16-207-CC

**Regular Business:** **Adopt a resolution to maintain the current Downtown Parking Pilot Program with extended free parking time limits**

### Recommendation

Staff recommends that the City Council adopt a resolution (Attachment A) to maintain the extended free parking time limits in the current Downtown Parking Pilot Program, during weekday parking enforcement periods of 9 AM to 6 PM, as follows:

- a. Change all Downtown public off-street Parking Plazas, except Plaza 4, from the previously designated 2-hour limit to the current 3-hour limit. Plaza 4 remains unchanged at 2 hours.
- b. Change all previously designated 1-hour limit Downtown public on-street parking spaces to the current 90-minute limit.

### Policy Issues

The Downtown Parking Pilot Program (Pilot Program) is intended to implement and evaluate parking management strategies that are in line with several policies stated in the 1994 General Plan Circulation Element and the El Camino Real/Downtown Specific Plan. These strategies seek to strengthen the Downtown as a vital and competitive shopping area while encouraging the preservation and enhancement of Downtown's historic atmosphere and character.

### Background

In March 2015, City Council held a study session to review the effectiveness of the downtown parking program and provided direction to address ongoing challenges.

Based on community feedback and Council direction, staff recommended and assembled a number of modifications and follow-up studies as part of the Pilot Program, to be implemented in January 2016. At the November 10, 2015 City Council meeting, Council amended and approved the following Pilot Program:

- Modify free parking time limits in all Parking Plazas from 2 hours to 3 hours, except Plaza 4. Plaza 4 remains unchanged at 2 hours
- Modify free parking time limits for on-street spaces from 1 hour to 90 minutes
- Evaluate the effectiveness of the new policies using pre-determined Measures of Effectiveness (MOEs)
- Evaluate the effectiveness of the existing annual permit program for potential improvements
- Evaluate the cost/benefit of expanding Parking Plaza's pay options and assess parking payment collection technologies

The November 10, 2015 [City Council meeting minutes](#) (Attachments B) and [staff report](#) (Attachment C) are included as attachments.

The on-street and Plaza signs were modified using low-cost and temporary decals to reflect the new time limits starting January 2016.

Since the implementation of the Pilot Program, staff has retained CDM Smith, a full-service engineering and construction firm, to assist with the “after” the Pilot Program data collection and evaluation. CDM Smith has previously assisted the City with analyses, recommendation, and implementation of the Downtown parking program between 2011 and 2015.

The analyses presented below focused on the results of the extended free parking time limit only (i.e., the first three tasks). The last two tasks require more coordination with the Police Department and are currently in progress.

**Analysis**

In November 2015, staff collected “before” Pilot Program data in collaboration with the Police Department to establish baseline values. Data collected included parking occupancy, baseline revenue, number of overtime parking citations for Santa Cruz Avenue, number of plaza permits sold, and description of enforcement staff time.

Two sets of “after” Pilot Program occupancy data were collected for the evaluation. The first set occurred on Thursday, May 5, 2016, and the second set occurred on Thursday June 23, 2016. Concurrently, CDM Smith developed a voluntary survey for Downtown property/business owners to solicit feedback on the Pilot Program. The survey was distributed in July 2016.

A set of quantifiable criteria, also known as MOEs, was developed to evaluate the success of the Pilot Program. The MOEs and results are presented below:

Downtown Parking Pilot Program Measures of Effectiveness to Define Program Success			
Description	Limit	Result	Met?
Parking occupancy for 2 consecutive hours for all on-street facilities and 3 consecutive hours for all Parking Plazas	< 95%	5/7 street segments, 5/7 parking plazas	Met
Percent reduction in annual permit sales	< 20%	4%	Met
Percent reduction in Santa Cruz Avenue citations	> 10%	11%	Met
Percent of surveyed property/business owners that express satisfactory with program	> 67%	55%	Not Met

Since 2011, the eight Downtown Parking Plazas provided long-term (i.e., paid all-day parking) and short-term (i.e., up to 2 free hours) parking options. Long-term options include Plazas 1 and 5, while short-term options include Plazas 2, 3, 4, 6, 7, and 8. On average, the study showed a slight shift in demand from the long-term parking plazas (i.e., Plazas 1 and 5) into some of the short-term plazas (i.e., Plazas 2 and 3) during the morning. However, the available supply in Plazas 1 and 5 were quickly occupied by 1 PM. Short-

term Plazas 6 and 7 experienced reductions throughout almost the entire enforcement period, from 9 AM to 5 PM. Demand for time restricted on-street parking spaces exhibited a slight shift from the 2-hour spaces to the 90-minute spaces after 1 PM.

Evaluation of the Pilot Program using the pre-developed MOEs showed satisfactory results in three of the four criteria. Under the first criteria, two of the seven studied roadways, with extended 90-minute on-street parking restrictions, experienced two consecutive hours of over 95 percent occupancy (i.e., Doyle Street and Santa Cruz Avenue). Two of the seven Parking Plazas, with extended 3-hour restrictions, experienced three consecutive hours of over 95 percent occupancy (i.e., Plazas 2 and 3).

Comparing the first half (i.e., January to June) of 2015 and 2016, the annual plazas permit sales dropped 4%, from 647 to 620, out of a total possible of 685 permits between all eight plazas. Daily temporary permits dropped 34%, from 945 to 626.

Overtime parking violations on Santa Cruz Avenue dropped 11%, from 438 to 390 citations. The decreased in citations may indicate that patrons can now more easily park within the allotted time on Santa Cruz Avenue while visiting downtown.

Surveys soliciting property/business owner feedback on the Pilot Program were sent out in July 2016 to approximately 310 owners and 47 were returned, a 15 percent return rate. Out of the returned surveys, 55 percent expressed satisfaction with the program, which did not meet the goal of at least 67 percent. Many surveys also expressed desire for a parking structure, more lighting at existing plazas, and more on-site surveillance.

Based on the results presented above, the Pilot Program satisfied three of the four MOEs, and over 50 percent of property/business owners expressed satisfaction with the revisions to the program. As a result, staff is recommending to maintain the implementation of the Pilot Program.

In addition, staff recommends an annual parking occupancy survey of the downtown to actively monitor the parking patterns using the same criteria. If needed, staff would bring recommendations to the Council for future consideration based on future survey results. Annual monitoring could also serve as complementary "after" studies for any Downtown projects that could alter the parking supply/demand ratio or behavior. Two such projects currently under study are:

- Oak Grove-Crane-University Bicycle Improvement Project
- Downtown Parking Garage

Qualitative evaluation of the annual permit program and the cost/benefit of expanding the Parking Plaza paid option will be prepared by CDM Smith and City staff in the near future. Staff anticipates bringing the results to the City Council in spring of 2017

### **Impact on City Resources**

The total estimated cost of \$65,000, which includes Pilot Program implementation, data collection, and post-pilot evaluation, was approved at the November 10, 2015 Council meeting and allocated from the Downtown Parking Fund. Annual monitoring, if approved, would cost approximately \$15,000 annually and funded through the Downtown Parking Fund in the City yearly budget. The cost includes data collection, evaluation of results, and staff time.

Revenue for the Downtown Parking Fund comes from two sources: Plaza daily permit sales from kiosks and annual/daily Plaza permit sales from the Police Department. Revenues from parking violation citations are incorporated into the City's General Fund. As a result of this Pilot Program, revenue sources to both the Downtown Parking and General Funds decreased, in the forms of temporary permit sales and citations. Temporary permit sales through Plaza kiosks and the Police Department decreased approximately \$18,560, from \$44,450 to \$25,890. Citation revenue decreased approximately \$1,560, from \$14,240 to \$12,680.

Decreases to the Downtown Parking Fund could delay future improvement projects to downtown parking plazas if there are insufficient funds to complete projects, although near-term impacts are not anticipated at this time.

### **Environmental Review**

The implementation of the timed restriction changes in Downtown Menlo Park is categorically exempt under Class 1 of the current California Environmental Quality Act Guidelines. Class 1 allows for minor alterations of existing facilities, including existing highways and streets, sidewalks, gutters, bicycle and pedestrian access, and similar facilities, as long as there is negligible or no expansion of use.

### **Public Notice**

Public Notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

### **Attachments**

- A. Resolution
- B. [Meeting Minute from November 10, 2015 City Council Meeting](http://menlopark.granicus.com/MinutesViewer.php?view_id=6&clip_id=1409)  
(menlopark.granicus.com/MinutesViewer.php?view\_id=6&clip\_id=1409)
- C. [Staff Report from November 10, 2015 City Council Meeting](http://menlopark.org/DocumentCenter/View/8688)  
(menlopark.org/DocumentCenter/View/8688)

Report prepared by:  
Kevin Chen, P.E., Assistant Engineer

Report reviewed by:  
Kristiann Choy, P.E., Senior Transportation Engineer  
Nicole H. Nagaya, P.E, Transportation Manager

**RESOLUTION NO.**

**ADOPT A RESOLUTION AUTHORIZING MAINTAINING MODIFICATIONS TO  
THE DOWNTOWN MENLO PARK PARKING TIME RESTRICTIONS**

The City of Menlo Park, acting by and through its City Council, having considered and been fully advised in the matter and good cause,

WHEREAS, Downtown patrons/business owner expressed the need for longer parking time limit restrictions to accommodate the typical patronage stays; and,

WHEREAS, extended parking time limits could encourage more downtown patronage and create a vibrant downtown; and,

WHEREAS, a Pilot Program with extended parking time limits was implemented and showed satisfactory results based a set of pre-defined criteria.

NOW, THEREFORE, BE IT RESOLVED, the City Council of Menlo Park does hereby approve the implementation of the on- and off- street parking time restriction in Downtown Menlo Park, illustrated in the attached map, as follows: a) change all Downtown public off-street Parking Plazas, except Plaza 4, from 2-hour free parking limit to 3-hour, b) change all Downtown public on-street parking spaces from 1-hour free parking limit to 90-minute limit.

I, Pamela Aguilar, City Clerk of Menlo Park, do hereby certify that the above and foregoing Council Resolution was duly and regularly passed and adopted at a meeting by said Council on the sixth day of December, 2016, by the following votes:

AYES:

NOES:

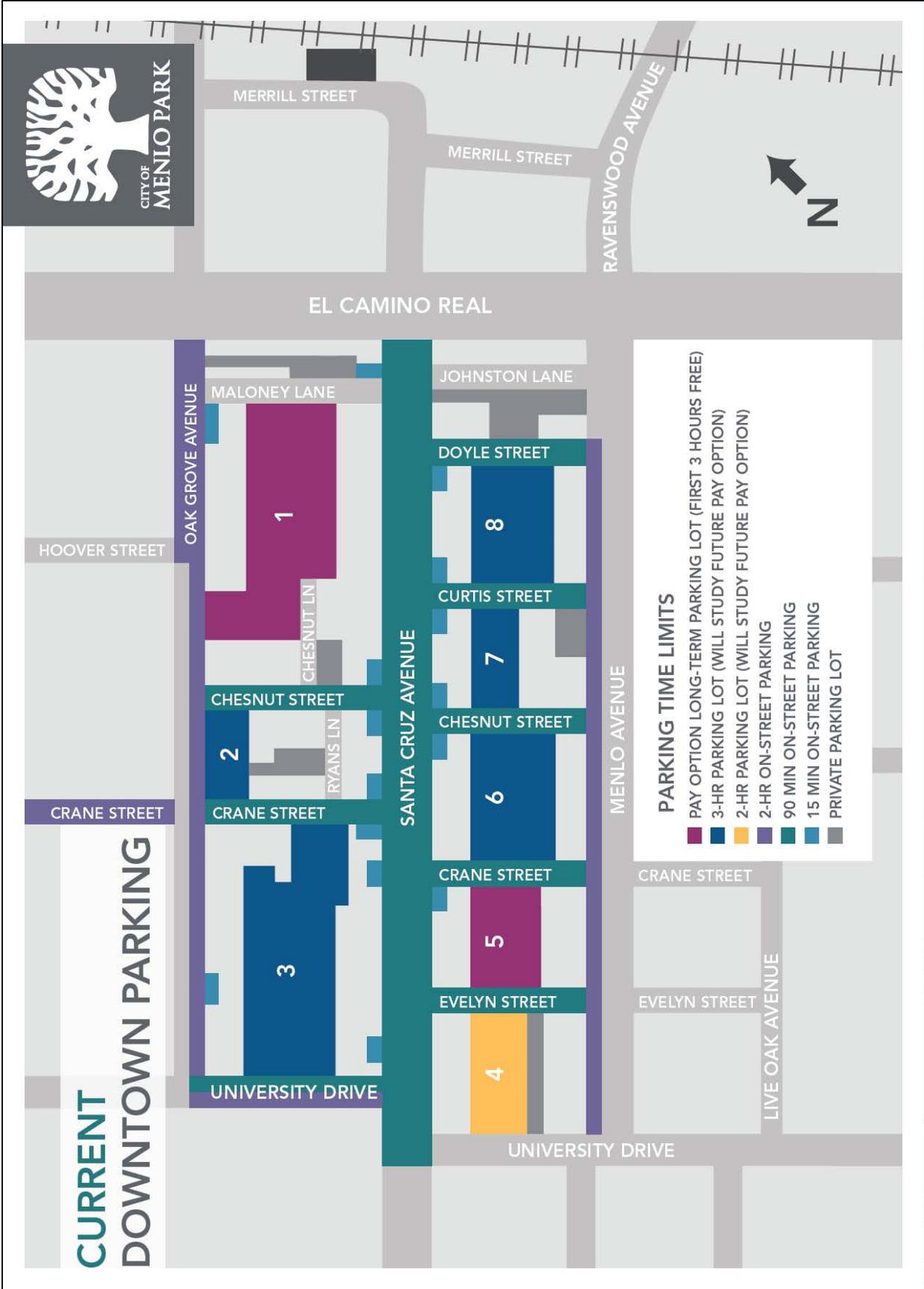
ABSENT:

ABSTAIN:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the Official Seal of said City on this sixth day of December, 2016.

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Pamela Aguilar, CMC  
City Clerk



**SPECIAL MEETING MINUTES**

**Date:** 11/10/2015  
**Time:** 6:00 p.m.  
**City Council Chambers**  
**701 Laurel St., Menlo Park, CA 94025**

**6:00 P.M. Closed Session (City Hall Administration Building, 1<sup>st</sup> floor conference room)**

Mayor Carlton called the Closed Session to order at 6:35 p.m.

**Roll Call**

Present: Carlton, Cline, Mueller, Ohtaki

Absent: Keith

Staff: City Manager Alex McIntyre, Interim Administrative Services Director Nick Pegueros, City Attorney Bill McClure, Interim Human Resources Director Dave Bertini, Labor Counsel Charles Sakai

- CL1. Closed Session pursuant to Government Code Section §54957.6 to confer with labor negotiators regarding labor negotiations with the Police Officers' Association (POA), and Unrepresented Management

**Public Comment**

There was no public comment on this item.

**6:30 P.M. Regular Session****A. Call To Order**

Mayor Carlton called the Regular Session to order at 6:57 p.m.

**B. Roll Call**

Present: Carlton, Cline, Keith, Mueller, Ohtaki

Staff: City Manager Alex McIntyre, City Attorney Bill McClure, City Clerk Pamela Aguilar

**C. Report from Closed Session**

There was no reportable action from Closed Session.

**D. Pledge of Allegiance**

Mayor Carlton led the pledge of allegiance.

**E. Presentations and Proclamations**

- E1. Presentation of Green Business certifications to Ducky's Carwash and Heffernan Insurance ([Attachments](#))

Earl Fuller of Heffernan Insurance was present to accept the certificate.

- E2. Proclamation expressing appreciation to Menlo Park Police Officer Louis Tommei upon his retirement ([Attachment](#))

Retired Officer Lou Tommei was present to accept the proclamation.

- E3. Proclamation recognizing Law Enforcement Records Professionals Day ([Attachment](#))

Chief Jonson, Technical Services Manager Tracy Weber, Ashley Walker and Deborah Calvillo accepted the proclamation.

- E4. Presentation regarding Belle Haven mini grants ([Presentation](#))

Community Services Manager Derek Schweigart introduced Michelle Tate of the Belle Haven Community Development Fund who made a presentation.

**F. Study Session**

- F1. Update on Peninsula Clean Energy, a Community Choice Energy effort sponsored by San Mateo County ([Staff Report# 15-172-CC](#)) ([Presentation](#))([Handout](#))

Environmental Programs Manager Heather Abrams introduced the item and San Mateo County Board Supervisor Dave Pine who introduced the team making the presentation: Seth Baruch of LEAN Energy US, Kirby Dusel of Pacific Energy Advisors, Kathy Meola of the Office of County Counsel, and Gordon Tong of the Office of Sustainability were also present.

Public Comment:

- Janelle London spoke in support of PCE
- Tom Kabut spoke in support of PCE
- Mark Roest spoke regarding battery operated vehicles
- Diane Bailey, Menlo Spark, spoke in support of PCE
- Deb Martin spoke in support of PCE
- Jan Butts spoke in support of PCE

There was consensus by Council to direct staff to pursue a CCE, to join the San Mateo County JPA and enter into an agreement.

## G. Public Comment

- Knute Ream spoke regarding the Nealon dog park relocation and health safety concerns
- Sarah Speakman spoke in opposition of the Nealon dog park relocation
- Kevin Ebrahimi spoke regarding the Applied Materials Annual Turkey Trot
- Mark Roest spoke regarding the use of battery operated vehicles
- Wynn Grcich spoke regarding Round Up and geoengineering ([handout](#))

## H. Consent Calendar

Mayor Carlton pulled item H4, minutes of the October 6<sup>th</sup> Council meeting, and requested the following amendments: Item D2 – list the four Beacon Sustainability Awards that were received; Item H4 – state that a resolution was adopted.

- H1. Award a construction contract for the multiyear sidewalk replacement project to Golden Bay Construction, Inc. and authorize a total construction budget of \$300,000 annually ([Staff Report# 15-166-CC](#))
- H2. Adopt a resolution stating the City Council's support for the concept of expanding the snack bar and storage facility adjacent to the athletic fields at Burgess Park ([Staff Report# 15-173-CC](#))
- H3. Adopt a resolution requesting that the Federal Consumer Financial Protection Bureau, the United States Congress and the California State Legislature take action to protect consumers from usurious payday lenders ([Staff Report# 15-174-CC](#))
- H4. Approve minutes for the City Council meeting of October 20, 2105 ([Attachment](#))

**ACTION:** Motion and second to approve all items on the Consent Calendar, including the amendments to item H4, passes unanimously.

## I. Regular Session

- I1. Adopt a resolution to implement a 6-month pilot program to modify downtown parking time limits and appropriate \$65,000 from the Downtown Parking Fund to implement the recommendations ([Staff Report# 15-175-CC](#))([Presentation](#))

Transportation Manager Nikki Nagaya and Assistant Engineer Kevin Chen introduced the item.

**ACTION:** Motion and second (Ohtaki/Mueller) to amend the proposed resolution to exempt Parking Lot 4 from the trial and collect utilization data during the holiday period passes 4-1 (Mayor Pro Tem Cline dissents).

**ACTION:** Motion and second (Carlton/Ohtaki) to approve the resolution as amended (Mayor Pro Tem Cline and Councilmember Keith dissent).

**ACTION:** Motion and second (Keith/Cline) to adopt staff recommendations (c) prepare a

cost/benefit evaluation study and (d) conduct Post-Pilot Program and Annual Permit Program Evaluation, and approve an appropriation of \$65,000 to implement recommendations passes unanimously.

12. Appropriate \$200,000 from the General Fund reserves; authorize the City Manager to enter into emergency contracts for the City's Storm Preparedness Plan up to \$200,000; enter into an agreement with the City of Palo Alto; and become a party to the San Francisquito Creek Multi-Agency Coordination Agreement and Operational Plan ([Staff Report# 15-171-CC](#))([Presentation](#))

Council waived hearing a staff presentation. Interim Public Works Director Ann Stillman was present to address any Council questions.

**ACTION:** Motion and second (Mueller/Keith) to appropriate \$200,000 from the General Fund reserves; authorize the City Manager to enter into emergency contracts for the City's Storm Preparedness Plan up to \$200,000; enter into an agreement with the City of Palo Alto; and become a party to the San Francisquito Creek Multi-Agency Coordination Agreement and Operational Plan passes unanimously.

13. Consider approval of the terms of an agreement between the City of Menlo Park and the Service Employees International Union, Local 521 ([Staff Report# 15-164-CC](#))([Presentation](#))

Council waived hearing a staff presentation. Interim Human Resources Director Dave Bertini was present to address any Council questions. There was no Public Comment.

**ACTION:** Motion and second (Mueller/Cline) to approve the terms of an agreement between the City of Menlo Park and the Service Employees International Union, Local 521 passes unanimously.

14. Amend the City Council approved salary schedule ([Staff Report# 15-170-CC](#))

Council waived hearing a staff presentation. Interim Administrative Services Director Nick Pegueros was present to address any Council questions.

**ACTION:** Motion and second (Keith/Ohtaki) to amend the City Council approved salary schedule passes unanimously.

## J. Informational Items

Police Commander Tony Dixon was present to respond to Council questions regarding items J1 and J2.

- J1. Quarterly review of Taser Program ([Staff Report# 15-169-CC](#))

- J2. Quarterly review of data captured by Automated License Plate Readers (ALPR) for the period beginning July 1, 2015 through October 1, 2015 ([Staff Report# 15-168-CC](#))

- J3. Update on reporting of consultant contracts and agreements ([Staff Report# 15-165-CC](#))

## K. City Manager's Report - None

**L. Councilmember Reports**

Councilmember Keith stated that the Bicycle Commission would like to make a presentation regarding the Oak Grove/University Drive bike boulevard project at a future Council meeting

Mayor Pro Tem Cline reported that the City of Palo Alto has good data from their Transportation Demand Management (TDM) program regarding impacts and costs and how this can benefit future decisions for Menlo Park.

Mayor Carlton announced that, Lee Hirsch, author of the book “Bully” will be in Menlo Park on December 2<sup>nd</sup> at Hillview Middle School for a showing of the movie and a question & answer session.

**M. Adjournment**

Mayor Carlton adjourned the meeting at 10:15 p.m. in honor of all veterans.



Pamela Aguilar  
City Clerk

These minutes were approved at the City Council meeting of December 15, 2015

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## STAFF REPORT

### City Council

**Meeting Date:** 11/10/2015

**Staff Report Number:** 15-175-CC

**Regular Business:** **Adopt a Resolution to Implement a 6-Month Pilot Program to Modify Downtown Parking Time Limits and Appropriate \$65,000 from the Downtown Parking Fund to Implement the Recommendations**

### Recommendation

Staff recommends that the City Council adopt a resolution (Attachment A) to implement a 6-month pilot program to modify Downtown parking time limits (recommendations “a” and “b”), conduct a cost/benefit evaluation study (recommendation “c”), and conduct program evaluation (recommendation “d”) as follows:

- a. Implement free parking time limit changes to all Downtown public off-street Parking Plazas from the currently designated 2-hour limit to 3-hour limit.
- b. Implement free parking time limit changes to all Downtown public on-street parking spaces from the currently designated 1-hour limit to 90-minute limit.
- c. Prepare a cost/benefit evaluation study to expand pay parking options to the remaining six non-pay Parking Plazas. The study will also assess existing versus newer parking payment collection technologies to be implemented for all eight Parking Plazas, after the initial free 3-hour parking limit as shown on Attachment B.
- d. Conduct Post-Pilot Program and Annual Permit Program Evaluation

Staff also recommends an appropriation of \$65,000 from the Downtown Parking Fund to implement the recommendations. No changes to private parking spaces within the Downtown core area are proposed.

### Policy Issues

Implementation of changes to Downtown parking time restrictions is in line with several policies stated in the 1994 General Plan Circulation Element. These policies seek to strengthen Downtown as a vital and competitive shopping area while encouraging the preservation and enhancement of Downtown’s historic atmosphere and character. The El Camino Real/Downtown Specific Plan included recommendations for parking management strategies and to increase the parking supply, but did not recommend specific changes to the time restrictions for existing parking areas.

### Background

In June 2009, the City Council authorized a detailed Downtown Menlo Park Parking Study (Study). The Study reviewed all previous Downtown parking studies since 1999 and made a set of recommendations. The City implemented the Study recommendations in 2011 and established what would be the current

## Downtown parking Program.

Since the implementation, staff has monitored community feedback related to the parking changes. In March 2015, Council held a study session to review the current parking effectiveness and provided direction to address the Program's ongoing challenges. These challenges include:

- Perception of aggressive enforcement, particularly in 1-hour parking areas
- Need for additional long-term employee parking supply
- Varying parking time limits creates confusion about where to park and for how long

Based on Council's direction, staff recommended specific policy changes at the October 20, 2015 Council meeting (staff report included as Attachment C). Following community feedback and Council discussion, Council approved the following:

- Modify free parking time limits in the Parking Plazas from 2 hours to 3 hours
- Modify free parking time limits for on-street spaces from 1 hour to 90 minutes
- Prepare a cost/benefit evaluation study to expand the Parking Plaza pay options and assess existing versus newer parking payment collection technologies

Additionally, Council directed staff to evaluate strategies to improve other elements of the current Downtown parking program to better serve the Downtown patron and employee population. The main strategies include:

- Develop measures of effectiveness (MOEs) to evaluate the success of the 6-month pilot program
- Consider changing the current annual permit program, including transferrable permits and a tiered pricing system based on income
- Consider changing enforcement start time from 9:00 am to 10:00 am
- Consider developing an independent variable trigger (i.e., population, demand occupancy, etc.) to determine when changes to the parking time limits should be explored to efficiently process changes in the future

Each of these strategies is evaluated in the following Analysis section.

### **Analysis**

In collaboration with the City's Police Department, staff evaluated the potential behavioral and financial effects these strategies could have on Downtown patrons and the City. Each strategy is discussed in detail below:

#### Develop Downtown Parking Pilot Program Measures of Effectiveness (MOEs)

To implement the 6-month pilot program, staff suggests a temporary modification of the on-street and Plaza signs that would take effect in January 2016, following the 2015 holiday season when the City

typically extends free parking time limits in each plaza to 3-hours for holiday parking. Signs would be modified using a low-cost approach, using decals to update the time restrictions during the pilot program.

To evaluate the effectiveness of the proposed pilot program, a set of quantifiable criteria was established. These measures of effectiveness (MOEs) would be used to evaluate the success of the pilot program. The proposed MOEs that would define a successful program are outline below:

Downtown Parking Pilot Program Measures of Effectiveness To Define Program Success	
Parking occupancy for 2 consecutive hours for all on-street facilities and 3 consecutive hours for all Parking Plazas	< 95%
Percent reduction in annual permit sales	< 20%
Percent reduction in Santa Cruz Avenue citations	> 10%
Percent of surveyed business owners that express satisfactory with program	> 67%

To establish a set of baseline values to represent the “before” conditions, the following data would be collected in November 2015 prior to the start of the pilot program: parking occupancy, baseline revenue, number of overtime parking citations for Santa Cruz Avenue, number of permits sold, and description of enforcement staff time.

To establish a set of data values to represent the “after” conditions, the same set of data would be collect during the pilot program. First, parking occupancy data would be collected in March and June 2016. Second, monthly Santa Cruz Avenue overtime parking citation inventory and annual permit sales for the duration of the pilot program would be extracted. Finally, a voluntary survey of Downtown business owners would be developed and sent out in May 2016 to gather feedback on the pilot program.

Analysis of the data would be prepared and the results shared with the City Council in Summer 2016. Staff will also utilize the occupancy data to evaluate the current enforcement time period of 9:00 am to 6:00 pm and determine if a 10:00 am start to enforcement is recommended.

Current Annual Permit Program

The existing Downtown Plaza Annual Parking Permit, which was put into effect in 2004, utilizes a non-transferrable permit system for Downtown business employees with long-term parking demands. To date in 2015, 679 of the 685 available annual permits have been sold at \$592 per permit, for a total of \$402,000 in revenue that is only used for the Downtown parking areas.

Typically, the permit renewal process for the upcoming calendar year begins in the first week of November to provide sufficient time to send renewal notification, process applications, and schedule permit pick-up. A programing format change such as the suggested permit transferability (the implemented system prior to 2004) and a tiered pricing system is anticipated to delay the roll out of the 2016 permit program by approximately 2 months, until March 2016, to allow preparation and review of the placards, advertising of the new program changes and development of policies for enforcement (e.g., placard placement for motorcycle/vehicles, administration, etc.).

In addition, the implementation of modifications to the annual permit program format, in concurrence with the approved 6-month parking time limit extension program, could dilute the findings of the pilot program (for example, if an increase in parking occupancy is observed, is it attributable to the time limit changes or the modifications to the parking permit program?).

To avoid delays to the 2016 permit program, staff recommends first completing an evaluation of the current permit program practices and policies with the following elements:

- Compare the existing program to neighbor cities and establish a price range
- Evaluate the potential impact a transferrable program could have on the Downtown parking supply/demand ratio
- Evaluate a tiered pricing system
- Estimate the difference in program administration due to transferrable permits

Staff plans to use a consultant to prepare the permit evaluation to reduce the demand on staff resources that have already been allocated to other capital projects for the coming months. The same consultant would be responsible for the 6-month pilot post-program evaluation to streamline the effort and maximize available resources.

#### Other Downtown Improvement Projects

While the Downtown parking policy changes could provide immediate relief to on-going existing parking challenges, other long-term projects are programmed into the City's 5-Year Capital Improvement Program that may improve downtown parking. These projects include:

- Downtown Parking Plaza Project – Reconstruct Plaza 7 pavement striping/markings with updated parking space dimensions to reflect latest City standards, add bicycle parking, and other landscaping improvements.
- Citywide Bicycle & Pedestrian Visibility Project – Install new bicycle parking facilities throughout the Downtown Core
- Transportation Management Association – Establish a Transportation Management Association to work with Downtown businesses to identify alternative Transportation Demand Management programs
- Downtown Parking Structure Study – Construct a new parking structure through findings identified in the El Camino Real & Downtown Specific Plan

#### Community Engagement and Notification

Postcards were sent to all Downtown business owners, property owners, and nearby residents within a 300 feet radius of the Downtown area. Social media was also used to share information about potential changes being considered.

#### **Impact on City Resources**

Staff requests Council approve an appropriation as follows to implement the changes:

<b>Appropriate Request Summary</b>	
Pilot Program Implementation and Data Collection	\$24,400
Parking Plaza Pay Option Expansion and Parking Technology Cost/Benefit Evaluation	\$9,000
6-month Pilot Program and Annual Permit Program Evaluation	\$24,000
<i>Subtotal</i>	<i>\$57,400</i>
10% Contingency	\$7,600
<b>Total Cost</b>	<b>\$65,000</b>

Revenue Implications

Revenue for the Downtown Parking Fund comes from two sources: Plaza ticket sales from kiosks and annual Plaza permit sales. Revenues from parking violation citations are incorporated into the City’s General Fund. It is anticipated that with the extended parking time limits, revenue sources to both the Downtown Parking and General Funds would decrease. Decreases to the Downtown Parking Fund may delay future improvement projects to downtown parking plazas if sufficient funds are not available to complete projects. Staff will monitor the revenue implications during the 6-month pilot program and report findings to Council as part of the program evaluation.

**Environmental Review**

The implementation of the timed restriction changes in downtown Menlo Park is categorically exempt under Class 1 of the current California Environmental Quality Act Guidelines. Class 1 allows for minor alterations of existing facilities, including existing highways and streets, sidewalks, gutters, bicycle and pedestrian access, and similar facilities, as long as there is negligible or no expansion of use.

**Public Notice**

Public Notification was achieved by posting the agenda, with the agenda items being listed, at least 72 hours prior to the meeting.

**Attachments**

- A. Draft Resolution to Approve Changes to the Downtown Menlo Park Parking Options and Time Restrictions
- B. Downtown Parking Map
- C. October 20, 2015 Staff Report

Report prepared by:  
Kevin Chen, Assistant Engineer, Transportation

Report reviewed by:  
Nicole H. Nagaya, P.E, Transportation Manager

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