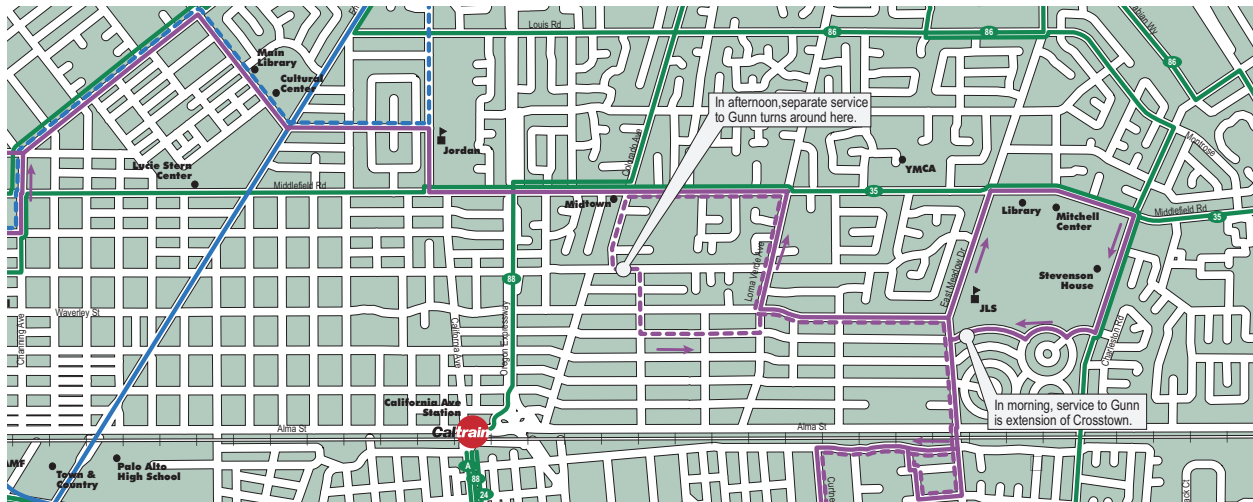


Palo Alto, CA

Shuttle Plan Transportation Master Plan



Birthplace of Silicon Valley, home of Stanford University, and headquarters to several Fortune 500 high-tech companies, Palo Alto is far more complex than most cities with 61,000 residents. Over the years, Nelson\Nygaard has established a strong, ongoing relationship with Stanford University and the city of Palo Alto.

Nelson\Nygaard first developed a Comprehensive Shuttle Plan for the city, partnering with its five public transit operators and Stanford. Using a unique “planning game” process, the firm led local citizens and policymakers to design the shuttle system themselves, helping them understand difficult trade-offs between productivity and comprehensive neighborhood coverage. The resulting plan received unanimous support and funding from the city council and was implemented under Nelson\Nygaard’s guidance. The current shuttle routes are extremely popular, exceeding the cost-effectiveness standards of other transit in the area.

The city chose Nelson\Nygaard to help rethink the transportation section of their Comprehensive Plan into a workable implementation document. The resulting Transportation Strategic Plan reworked formerly vague goals into six performance measures: they substantially augmented conventional intersection Level of Service with multimodal measures; these measures assessed performance and sustainability for the whole system. A phased implementation plan identified which projects would move forward, at what time, and under whose

oversight and evaluation. The plan was adopted unanimously by the Palo Alto City Council.

Nelson\Nygaard then helped the City rewrite their Zoning Code, particularly as it related to parking. The City had found that 1960s-era parking requirements contradicted other efforts to provide affordable infill housing, promote employer transportation demand management and reduce traffic. Nelson\Nygaard used its expertise in parking management and requirements to help the City provide flexibility in its parking requirements without upsetting residents of older neighborhoods.

Reports prepared by Nelson\Nygaard are available at www.city.palo-alto.ca.us/transportation

Project Duration: 1999–2002

Total Budget: \$500,000

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