



Office of the City Manager

26INFORMATION CALENDAR

February 26, 2019

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Phillip L. Harrington, Director, Public Works

Subject: goBerkeley Parking Management Program - Recommended Adjustments for April 1, 2019

INTRODUCTION

This report provides information to the City Council regarding planned parking rate adjustments included in the goBerkeley Parking Management Program (“goBerkeley parking program”).¹ These rate changes will take effect Monday, April 1, 2019. In order to provide the necessary 30-day public notice, on March 1, 2019, City staff will begin to notify the public through updates to the City website, and coordination with merchant groups in program areas. Please see the rate adjustments summarized as Attachment 1 to this report.

CURRENT SITUATION AND ITS EFFECTS

The goBerkeley parking program regularly monitors parking conditions in the program areas of Elmwood, Southside/Telegraph, Northside (Euclid/Hearst), and Downtown Berkeley to ensure a majority of blockfaces² in these areas maintain parking occupancies of 65% to 85%. goBerkeley areas consist of “Premium” and “Value” zones, which are designed to balance demand for parking in and around popular commercial districts by increasing driver choices. Typically, “Premium” zones feature higher prices and shorter time limits to improve access in high-demand core commercial areas, while peripheral “Value” zones feature lower prices and longer time limits, offering customers the option to park in areas with lower demand for a longer duration.

Staff collected and analyzed parking demand data during fall 2018 at on-street meters, and City-owned off-street parking lots and garages. The following summary presents the City’s key findings and recommended adjustments in these areas:

I. Downtown Berkeley

Note: Although parking occupancy data collected in fall 2017 indicated price changes were warranted in Downtown Berkeley, no adjustments were made on April 1, 2018.

¹ These changes are made in compliance with the July 12, 2016 Resolution No. 67,613-N.S. that specifies how demand-responsive on-street and off-street parking is implemented within goBerkeley parking program areas.

² Blockface - one side of one block, e.g., the north side of Center Street between Milvia Street and Shattuck Avenue.

Staff recognized that the ongoing closure and reconstruction of the Center Street Garage created special, temporary circumstances by reducing the overall parking supply in that area. Data analyzed for the recommended April 1, 2019 changes was collected after the Center Street Garage reopened.

A. Observed Conditions

- A majority of blockfaces in the two-hour “Premium” zone continues to exceed the target occupancy rate of 65%-85%.
- Parking occupancy in the “Value” zone has also increased and exceeds the target rate.
- While parking availability in the Berkeley Way Lot exceeds the target occupancy rate at peak hours, short-term parking occupancy at the Oxford Garage has availability throughout the average weekday.
- On average, parking transactions and paid parking duration in the Downtown have remained consistent since the April 1, 2018 adjustment. The average length of stay at a 4-hour Value zone meter is just over one (1) hour.

B. Recommended Adjustments

- “Premium” zone meters: Increase hourly rate from \$3.50/hour to \$3.75/hour, which may shift some users into the Center Street Garage, which has a lower hourly rate of \$3.00/hour for up to four hours.
- “Value” zone meters, including Berkeley Way Lot: Increase hourly rate from \$2.25/hour to \$2.50/hour.

II. Southside/Telegraph

A. Observed Conditions

- Most blockfaces in the two-hour “Premium” zone exceeded 85%, indicating that parking demand has increased since prices were lowered to \$3.00/hour in April 2018.
- While a majority of “Value” zone blockfaces are within the 65% to 85% occupancy range, distinct sections of the “Value” zone are either too full or too empty, presenting an opportunity to reconfigure the zones as a further means of generating parking availability adjacent to the Telegraph Avenue commercial corridor.
- On average, Telegraph Channing Garage short-term parking reaches optimal occupancy rates during peak hours, and has high parking availability throughout the day.

B. Recommended Adjustments

- “Premium” zone meters: Increase hourly rate from \$3.00/hour to \$3.25/hour.
- “Value” zone meters: No change.
- “Premium” and “Value” zone boundaries: Reconfigure the boundaries of the “Premium” and “Value” zones per the map provided as Attachment 5.
- Telegraph Channing Garage: No change.

III. Elmwood

A. Observed Conditions

- A significant majority of blockfaces exceed optimal occupancy rates in the “Premium” zone, indicating that parking availability is low at peak times.
- At the Elmwood Lot, the area’s lone “Value” zone, parking occupancy remains below 65% throughout the day.

B. Recommended Adjustments

- “Premium” zone meters: Increase rate from \$2.50/hour to \$2.75/hour.
- Elmwood Lot “Value” zone: Decrease rate from \$1.50/hour to \$1.25/hour.

IV. Northside

Northside (Euclid/Hearst), the newest goBerkeley area, went into effect November 1, 2018. Given its recent implementation, parking demand was not assessed in this area in fall 2018. Staff will conduct parking occupancy counts in early 2019 to determine if the initial goBerkeley parking rates and time limits have successfully achieved optimal parking occupancy levels in this area.

Notification

On January 14, 2019, Department of Public Works Transportation Division staff hosted a meeting of goBerkeley’s Community Advisory Group and provided an update on the proposed adjustments. Attendees included representatives from the Downtown Berkeley Association, Telegraph Business Improvement District, and the Elmwood Business Association. Notifications to inform the public of upcoming changes will begin March 1, 2019. Activities will include:

- Updates via City of Berkeley website. A notification will be posted on the City’s website at www.cityofberkeley.info/Public_Works/Transportation.
- Outreach in partnership with Downtown Berkeley Association, Telegraph Business Improvement District, and Elmwood Merchants Association to notify their members through email and in-person outreach.

BACKGROUND

The City uses parking meters to manage parking demand, particularly in commercial areas where parking availability and turnover are critical for visitor access and convenience. The program consists of a suite of strategies and initiatives designed to improve economic vitality and reduce greenhouse gas emissions. The program features improved parking availability that improves pedestrian and bicyclist safety by reducing the likelihood of incidents of distracted driving as drivers search for parking. Clearer signage and longer on-street parking time limits also provide better customer service.

ENVIRONMENTAL SUSTAINABILITY

The goBerkeley parking program’s recommended rate adjustments should improve parking management and lessen traffic congestion and vehicle emissions, as drivers are anticipated to spend less time searching for available parking spaces. Reducing greenhouse gas emissions produced by vehicular traffic is one of the City’s 2009 Climate Action Plan goals.

POSSIBLE FUTURE ACTION

If Council takes no action regarding the recommended rate adjustments, staff will begin public notification March 1, 2019 through the City website, distribution of flyers, and outreach to business associations. Staff anticipates implementing these rate adjustments April 1, 2019.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

Fiscal impacts are difficult to forecast as demand-responsive parking pricing recommendations include increased or decreased parking rates in different areas, and parking behaviors resulting from these price adjustments may vary, particularly at on-street meters. While parking revenues from the Elmwood Lot may decline as a result of the recommended hourly parking rate reduction, staff anticipates incremental parking revenue from the goBerkeley parking program should continue to be sufficient to cover expected expenditures of the program.

CONTACT PERSON

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Attachments:

- 1: City Council Notification Report
- 2: Parking Occupancy On-Street – Average Peak Weekday – November 2018
- 3: Parking Garage Occupancy – October 2018
- 4: Public Notification Flyer
- 5: Proposed Southside/Telegraph Premium & Value Zones

PARKING CHANGES

The following tables show the seven elements that staff updates Council and the public on prior to each goBerkeley Program change.

| 1. Types of Parking Affected | | |
|--|----------------------------------|--|
| <input checked="" type="checkbox"/> ON-STREET METERS | <input type="checkbox"/> GARAGES | <input checked="" type="checkbox"/> LOTS |

| 2. Dates | | |
|-------------------------|--|--|
| Date of Proposed Change | Date of Previous Change | Days Between Change |
| April 1, 2019 | April 1, 2018 (on-street meters, off-street lots, and garages) | On-street meters, off-street lots, and garages: 365 days (12 months, 0 days) |

| 3. Areas Affected | | | |
|----------------------|------------------|--|--------------------------|
| Area Name | Area Zone | Boundaries | Map |
| Downtown Berkeley | Premium | No boundary changes recommended at this time. | See Attachments 4 and 5. |
| | Value | No boundary changes recommended at this time. | |
| | Berkeley Way Lot | | |
| Southside/ Telegraph | Premium | Adjust boundaries to include the following blocks: 2200-2700 Bancroft Way; 2300-2500 Durant Ave; 2400-2500 Channing Way; 2400-2500 Haste St; 2400-2500 Dwight Way; 2300 Fulton St (east side); 2300-2400 Dana St; 2300-2400 Telegraph Avenue; 2300-2350 Bowditch St; 2300-2350 College Ave; 2200 Piedmont Ave | |
| | Value | Adjust boundaries to include the following blocks: 2600 Durant Ave; 2600 Channing Way; 2600 Haste St; 2600 Dwight Way; 2350-2400 Bowditch Street; 2351-2500 College Ave | |
| Elmwood | Premium | No boundary changes recommended at this time. | |
| | Elmwood Lot | | |

| 7. Parking Occupancy | | | | |
|----------------------|------------------------|-----------------------------------|------------------------------------|------------------------|
| 4. Rate Changes | | | | |
| Area Name | Area Zone | Occupancy Type* | Proportion of On-Street Blockfaces | Garage/Lot Occupancy % |
| Name | Parking Type | Existing Rate | Proposed Rate | Change |
| Downtown Berkeley | Premium (2 Hour) | \$3.50/hour | \$3.75/hour | + \$0.25 |
| | Value | \$2.25/hour | \$2.50/hour | + \$0.25 |
| | Value Berkeley Way Lot | \$2.25/hour | \$2.50/hour | + \$0.25 |
| | | | | |
| Southside/ Telegraph | Premium | \$3.00/hour | \$3.25/hour | + \$0.25 |
| | Oxford Garage | Short-Term Occupancy ³ | N/A | 63% |
| | Value Berkeley Way Lot | \$2.50/hour | \$2.50/hour | N/A |
| | | Total Occupancy ⁴ | N/A | 87% |
| Elmwood | Premium | \$2.50/hour | \$2.75/hour | + \$0.25 |
| | Elmwood Lot | \$1.50/hour | \$1.25/hour | - \$0.25 |

| 5. Time Limit Changes | | | |
|--------------------------------------|-----------|----------|----------|
| Area Name | Area Zone | Existing | Proposed |
| No changes recommended at this time. | | | |

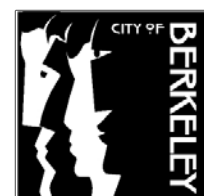
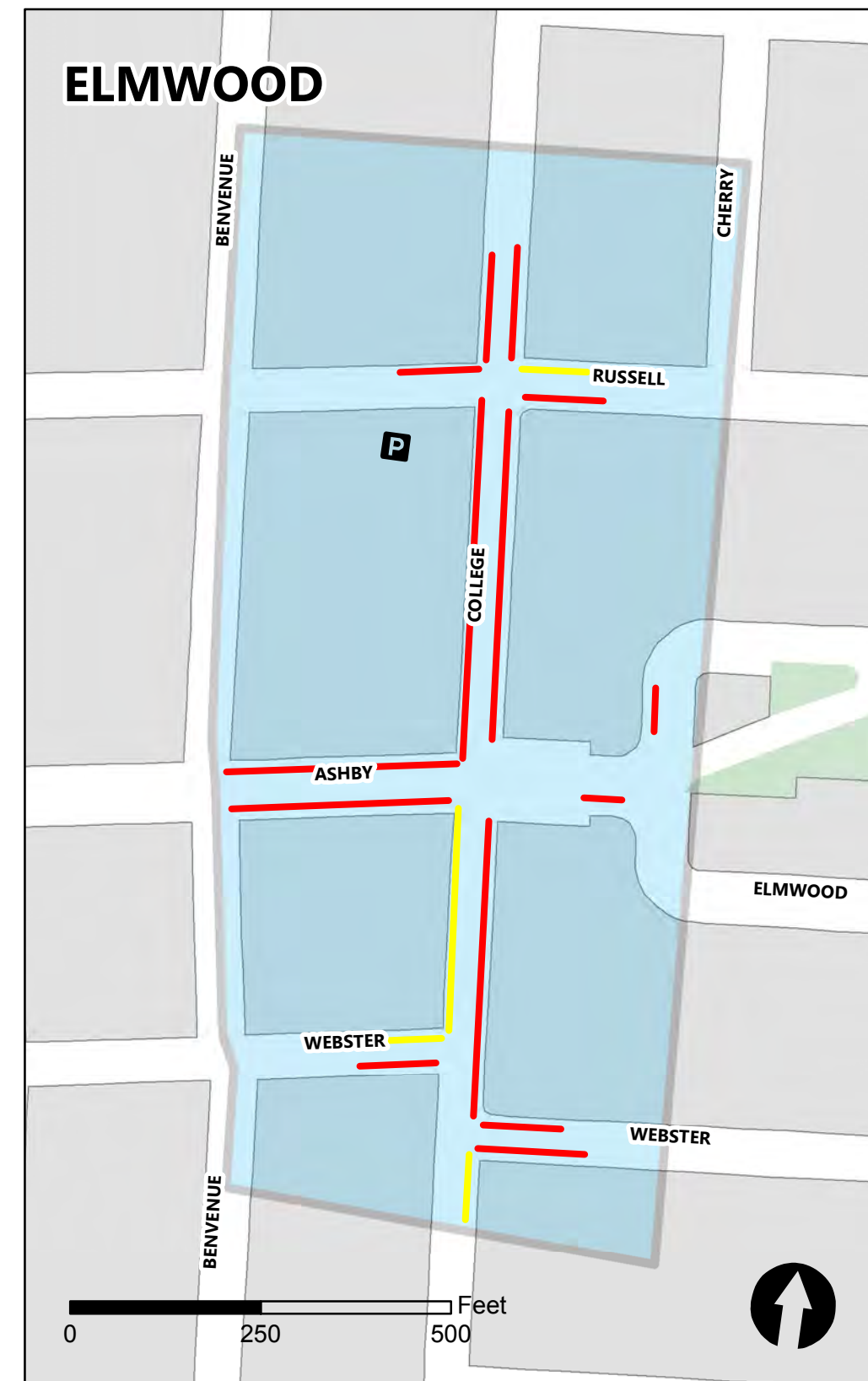
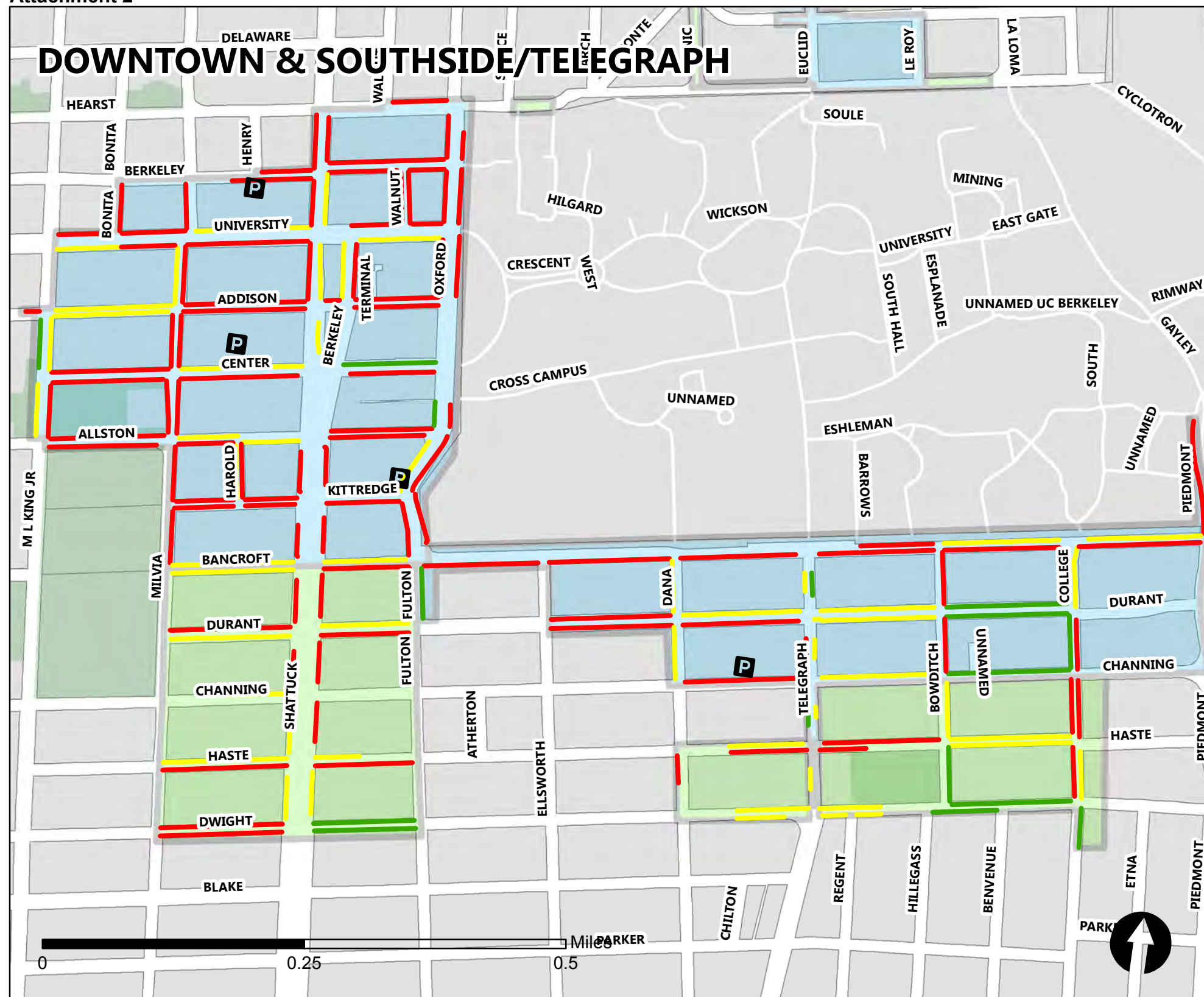
| 6. Hours of Operation | | | |
|--------------------------------------|-----------|----------|--------|
| Area Name | Area Zone | Existing | Change |
| No changes recommended at this time. | | | |

³ Short-term parking refers to parking durations up to four hours. Excludes monthly parking.

⁴ Occupancy reflects both regular metered and stack parking capacity combined.

| | | | | |
|---|-------------------------|---|---|-----|
| Southside/ Telegraph | Premium (2 Hour) | Under | 16% | N/A |
| | | Target | 38% | |
| | | Over | 46% | |
| | Value (8 Hour) | Under | 19% | |
| | | Target | 48% | |
| | | Over | 33% | |
| Telegraph Channing Garage | Short-Term Occupancy | N/A | 69% | |
| Elmwood | Premium (3 Hour) | Under | 0% | N/A |
| | | Target | 23% | |
| | | Over | 77% | |
| Elmwood Lot | Total Occupancy | N/A | 41% | |
| Northside (Euclid/Hearst) | Premium (2 Hour) | goBerkeley area implemented November 1, 2018. Staff will reassess parking demand in this area in early 2019 and recommend any necessary rate and/or time limit adjustments in mid-2019. | | N/A |
| | Value (4 Hour) | | | |
| *Occupancy Ranges: | | | Average Weekday (T, W, Th),⁵ November/December 2018 | |
| "Under" = 0-65% "Target" = 65-85% "Over" = 85%+ | | | | |

⁵ Weekday = Average of typical daily peak (12PM) of Tuesday, November 11, Wednesday, November 12, and Thursday, December 6, 2018.



Average Weekday Peak (12 pm) Parking Demand

Fall 2018

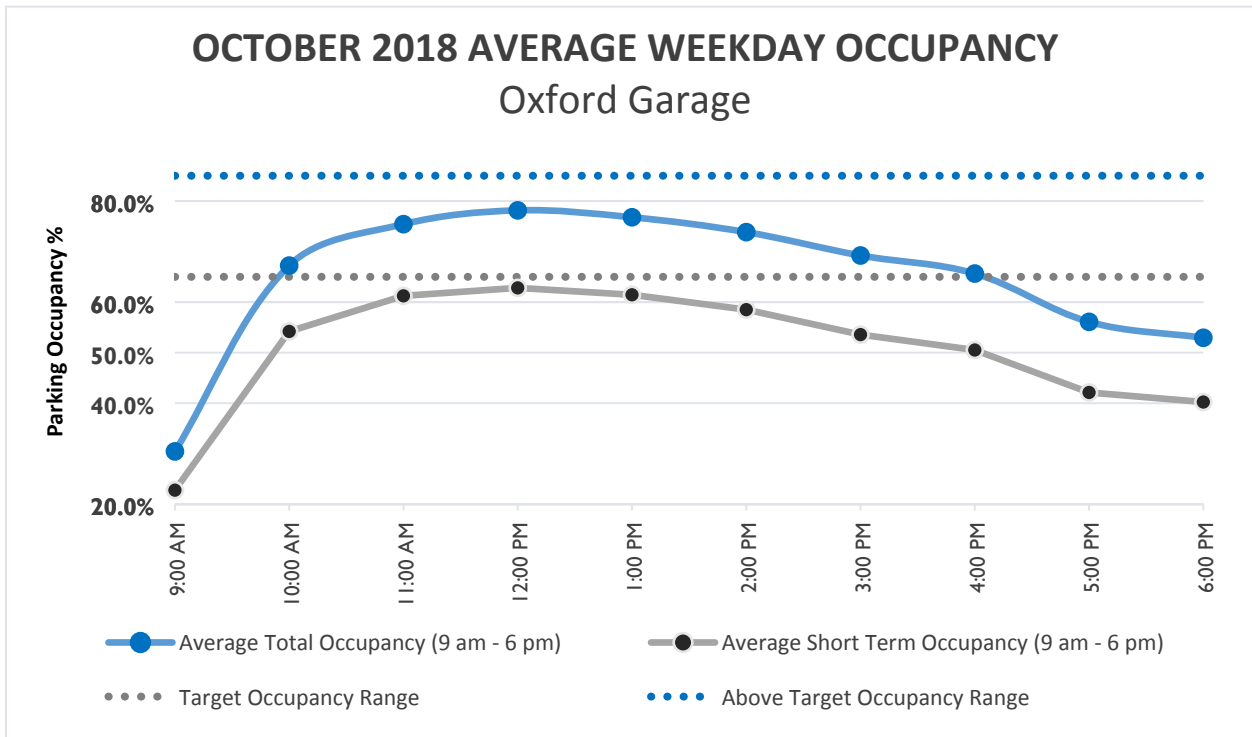
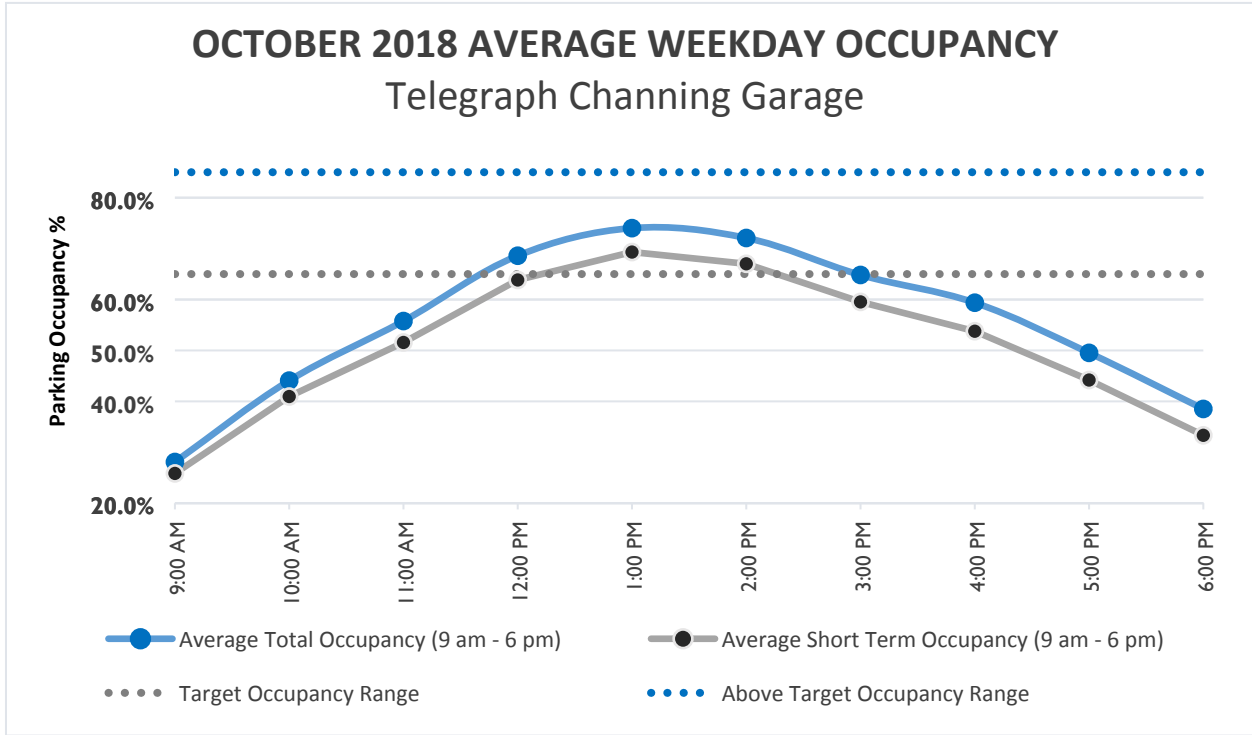
Legend

- Below Target (>65%)
- Target (65 - 85%)
- Above Target (85 - 100%)
- P City Garage/Lot
- Premium
- Value

Notes

Target percentages indicate the percent of a block face occupied by parked vehicles.

Parking Garage Occupancy (Average Weekday)

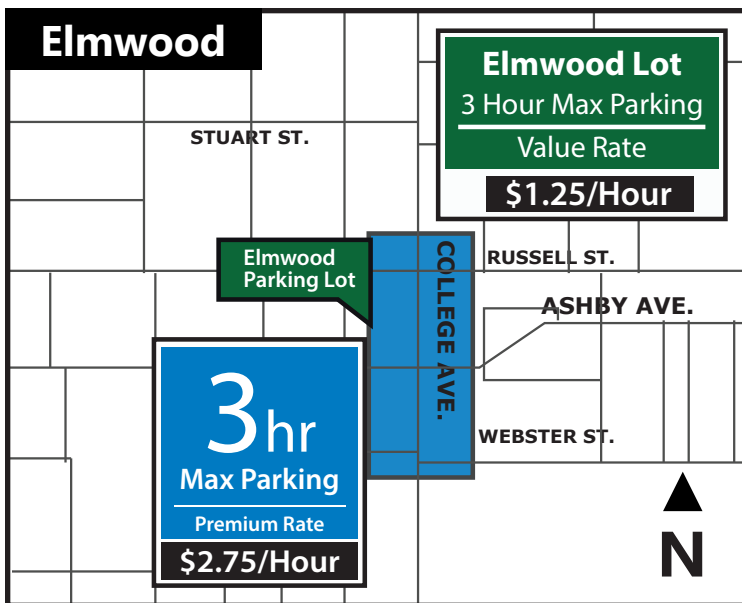
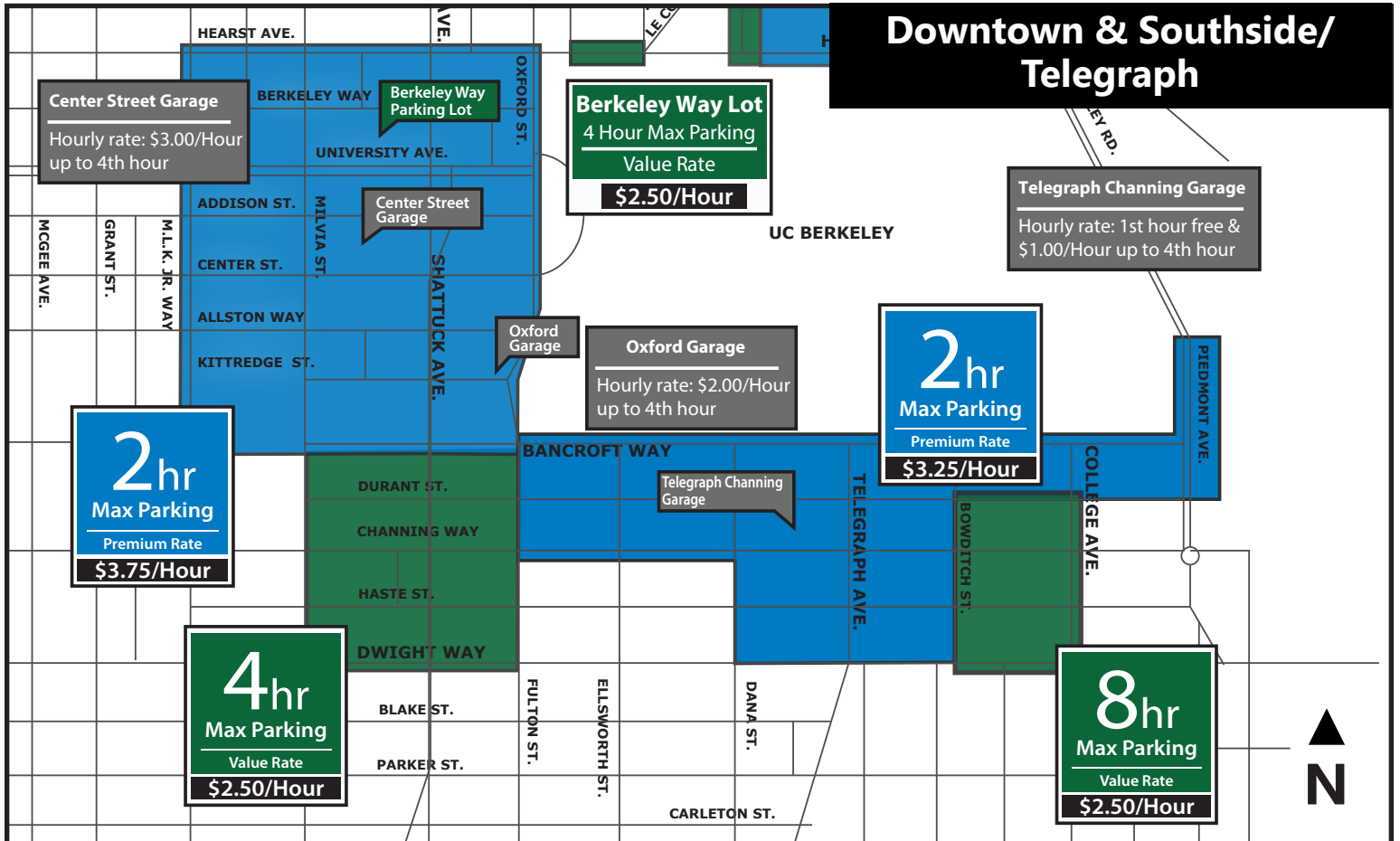


PARKING RATES & TIME LIMITS

in Downtown | Southside/Telegraph | Elmwood



STARTING APRIL 1, 2019



What is goBerkeley?

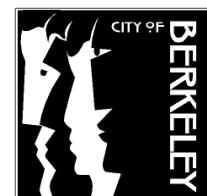
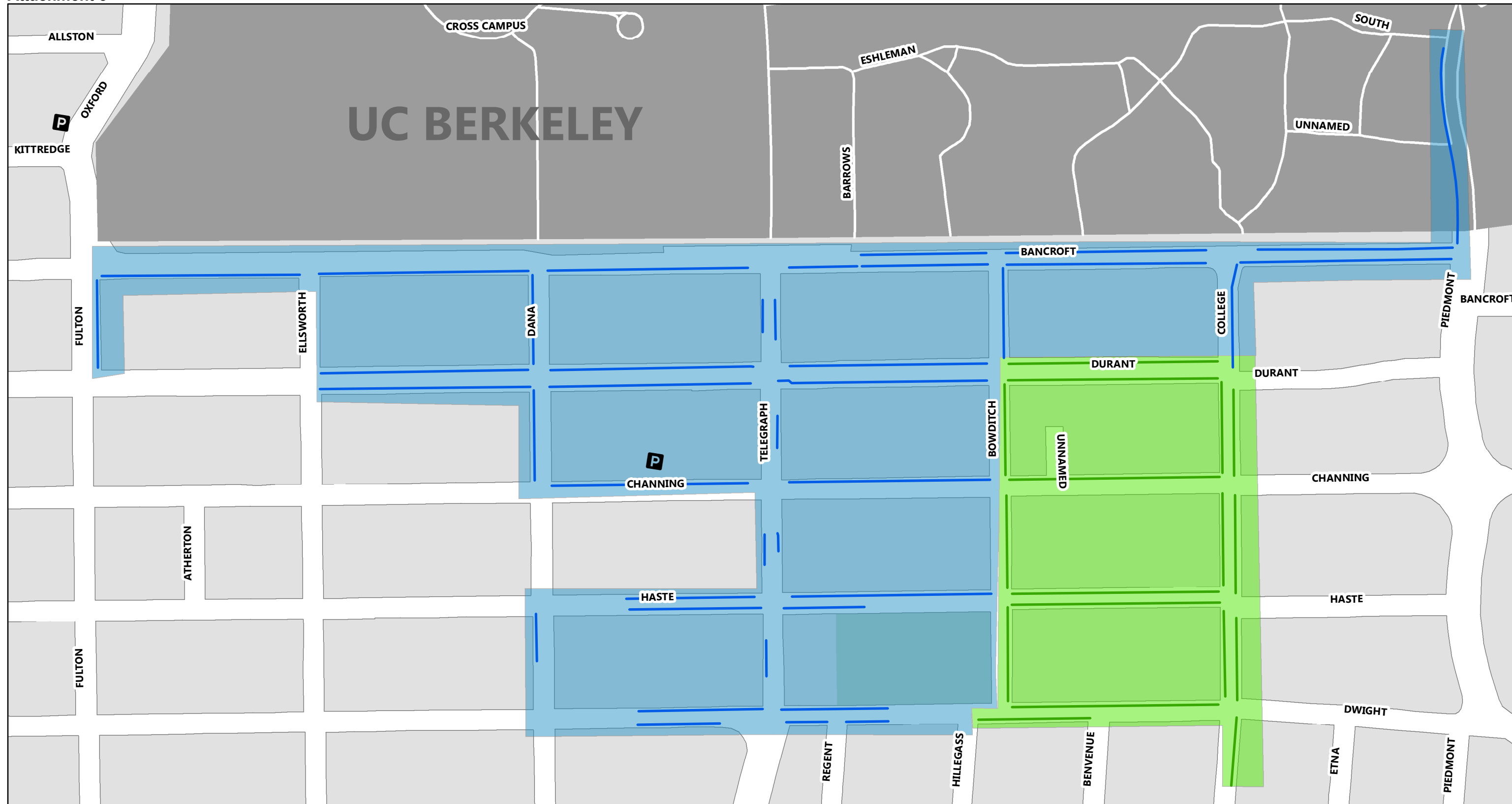
goBerkeley is a City of Berkeley program with the goal of making it easier to park in Berkeley. Currently in place in: Downtown, Southside/Telegraph, Northside, and the Elmwood, goBerkeley uses an evidence based and demand responsive approach to increase parking availability. After analyzing parking activity, meter rates are adjusted to ensure 1-2 parking spaces are always for on-street spaces, so drivers don't have to circle around for a spot. The goBerkeley program is also employed at the City's three off-street garages and two on-street lots. goBerkeley also increases driver choice by lengthening time limits in some areas, and makes it easier to understand parking rules and expectations through clearer and brighter signage.

Visit www.cityofberkeley.info/transportation or www.goberkeley.info for more information.



This material is in alternative formats upon request. Alternative formats include audio-format, braille, large print, electronic text, etc. Please contact the City's Disability Compliance Program: email: ada@cityofberkeley.info | phone: 510-981-6300.

City of Berkeley - Public Works | Transportation
goBerkeley Program
www.cityofberkeley.info/transportation



Proposed Southside/Telegraph Premium & Value Zones

2019 goBerkeley Adjustment

Legend

- Premium
- Value

P City Garage/Lot

