



Office of the City Manager

## SUPPLEMENTAL AGENDA MATERIAL

**Meeting Date:** April 30, 2019

**Item Number:** 26

**Item Description:** New Marina Fee – South Cove Parking Lots

**Submitted by:** Scott Ferris, Parks, Recreation and Waterfront Director

Based on developing an alternate solution, the City Manager is no longer recommending adoption of a new fee for the South Cove Parking lot. The problem the \$10 fee from 5:00 am to 9:00 am was intended to solve, was ferry and charter boat customers arriving at the South Cove lot early, parking all day in the highest demand spots, and limiting use for recreational users. This goal of increasing parking access for recreational users can be accomplished by opening only half of the lot from 5:00 am to 9:00 am and opening it fully at 9:00 am. This will allow early arrivers access and allow recreational users who arrive later in the day access as well.



Office of the City Manager

PUBLIC HEARING

April 30, 2019

*(Continued from April 2, 2019)*

To: Honorable Mayor and Members of the City Council  
From: Dee Williams-Ridley, City Manager  
Submitted by: Scott Ferris, Director, Parks Recreation and Waterfront  
Subject: New Marina Fee – South Cove Parking Lots

RECOMMENDATION

Conduct a public hearing and upon conclusion, adopt a Resolution approving a new Marina Fee Schedule to include a new \$10 parking fee in the South Cove Parking lot, and rescinding Resolution No. 68,415-N.S. and all amendatory resolutions.

FISCAL IMPACTS OF RECOMMENDATION

The cumulative impact of the new South Cove Parking Fee is estimated to add \$26,000 in annual revenue to the Marina Fund (Fund 608). This revenue will offset the City's cost to collect the fee and maintain the parking lot. This fee is not expected to make a significant impact on the Marina Fund's \$1M structural deficit and projected insolvency within the next two years.

CURRENT SITUATION AND ITS EFFECTS

The Marina Fee Schedule was last updated in May, 2018, when Council adopted Resolution No. 68,415-N.S. Since then, parking congestion on the South side of the Waterfront has become an increasing problem. Ferry and charter boat customers arrive early and park all day in the highest demand spots, which has had the effect of squeezing out recreational users.

The recommendation from the City's independent parking consultant, Nelson Nygaard, is to implement a weekday-only fee of \$10/vehicle in order to act as a disincentive for all-day parking in the South Cove Parking lots. This will be charged only Monday through Friday between 5am and 9am. People who need free all-day parking can use the northern side of the 199 Seawall parking lot nearby. The diagram in Attachment 1 illustrates how the parking fee at South Cove will work with the additional parking rule changes that will take effect in April, 2019 at the Waterfront.

**Table 1 - Proposed Fee for South Cove Parking**

Fee	Current	Proposed
South Cove Parking Fee	n/a – no fee exists	\$10 per vehicle, weekdays only, 5am-9am

**RATIONALE FOR RECOMMENDATION**

The \$10 parking fee is comparable to parking fees already in existence at the Berkeley Waterfront, and nearby recreational marinas. Fees for launch ramp access and parking at the Waterfront are currently \$15 per day. The Doubletree Hotel at the Waterfront charges \$28.60 per day for self-parking and \$9 for the first three hours. The Emeryville Marina charges \$20 for 24 hour parking. At Fisherman’s Wharf in San Francisco, customers pay a \$13 parking fee for validated parking at a nearby garage.

**Table 2: Parking Fee Comparisons**

Parking Location	Rate per day	Notes
Berkeley Marina South Cove	\$10.00	Charged only during the hours of 5am-9am on weekdays
Berkley Marina Launch Ramp	\$15.00	Charged for launch ramp access and all day parking; subject to availability
Berkley Marina Doubletree hotel	\$28.60	\$26 for self-parking, plus a 10% parking tax. Hourly rates: 0-3 hrs: \$14; 3-6 hrs: \$20; 6+ hrs: \$26
San Francisco Fisherman’s Wharf - Anchorage Square Garage	\$13.00	Charged for 5am-9am arrival and departure prior to 6pm, with validation.
Emeryville Marina	\$20.00	Charged for 24 hours, paid via parking kiosk

**BACKGROUND**

In October and November of 2018, staff conducted a public process regarding parking changes at the Waterfront. Public comments were taken at two stakeholder meetings (October 9 and October 23, 2018) (see comments here<sup>1</sup>) and three Parks and Waterfront Commission Meetings (September 12, October 10, and November 14, 2018). Attendance ranged from 15 to 100 people, and over 80 verbal comments were made. In addition, staff received approximately 100 written comments, and conducted several more meetings and phone calls with individual stakeholders. This process helped staff to better understand the needs of each group and develop optimal solutions. The feedback we received was constructive, and informed staff’s recommendation.

**ENVIRONMENTAL SUSTAINABILITY**

The proposed new parking fee at the South Cove parking lots will increase the availability of parking stalls to general recreational users at the Berkeley Waterfront, continuing the City’s goal of fostering environmental stewardship of the San Francisco Bay.

<sup>1</sup> [https://www.cityofberkeley.info/Parks\\_Rec\\_Waterfront/Marina/Waterfront\\_Parking\\_Study\\_Review.aspx](https://www.cityofberkeley.info/Parks_Rec_Waterfront/Marina/Waterfront_Parking_Study_Review.aspx)

ALTERNATIVE ACTIONS

Staff considered closing the South Cove Parking Lots between 5am and 9am, but this would restrict access for charter and ferry participants who would be willing to pay for closer access.

CONTACT PERSON

Christina Erickson, Deputy Director, 510-981-6703

Alexandra Endress, Waterfront Manager, 510-981-6737

Attachments:

1. Parking Changes Overview Map
2. Resolution  
Exhibit A: Fee Schedule
3. Notice of Public Hearing



ATTACHMENT 2

RESOLUTION NO. ##,###-N.S.

ESTABLISHING FEES FOR GOODS AND SERVICES PROVIDED AT THE  
BERKELEY MARINA AND RESCINDING RESOLUTION NO. 68,415-N.S

WHEREAS, on May 15, 2018, Council adopted the new Marina Fee Schedule (Resolution No. 68,415-N.S.); and

WHEREAS, parking congestion at the southern waterfront is an increasing problem; and

WHEREAS, a \$10 charge for parking on weekdays between 5am and 9am in the South Parking Lots will dis-incentivize all-day parking in prime recreational areas to open up space for recreational users and waterfront visitors.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the attached rate structure (Exhibit A) is hereby established for use by the general public for facilities and services at the Berkeley Marina, effective April 2, 2019.

BE IT FURTHER RESOLVED that Resolution No. 68,415-N.S-N.S. and all amendatory resolutions are hereby rescinded effective April 2, 2019.

Exhibit A: Fee Schedule

## Exhibit A: Fee Schedule

### Marina Rate Schedule (effective April 2, 2019)

Berth Fee per size of boat (in feet)	Berths \$/ft	Power \$/ft
20' – 21'	8.20	0
22' – 24'	8.67	0.20
25' – 29'	9.76	0.40
30' – 39'	10.34	0.60
40' – 49'	10.95	0.80
50' – 59'	11.61	1.00
60' – 69'	12.33	1.20
70' – 79'	13.04	1.40
80' – 89'	13.81	1.60

Surcharges	Base Rate Per Foot
Upwind Berth*	15% added to the base rate
Single Berth (Double Finger Berth)	15% added to the base rate
Upwind & Single Berth	30% added to the base rate
Catamaran / Trimaran Fees	40% added to the base rate

Discounts	Base Rate Per Foot
Multiple Berth Discount > 20	-30% off Base Berth Rent
Multiple Berth Discount 11-20	-20% off Base Berth Rent
Multiple Berth Discount 5-10	-10% off Base Berth Rent
Referral Discount for New Slip Holders**	-\$50 on first month of berth fees

Other Fees	Amount
Chaining Fee (per occurrence)	\$120/occurrence
Charter Boat Fee (public dock)	\$35/event + \$1/person
Dry Storage (27' length or less)	\$125/month
Dry Storage (28' length or more)	\$150/month
Electronic key pass (initial 1-2 keys)	\$15/key
Electronic key pass (additional keys)	\$75/key
Electronic key pass (Visitors: initial 1-2 keys)	\$10/key
Group key fee (Organizations)	\$15/key
Floating Home Sewer Charge – monthly	\$25/month
Food Booth Fee	\$500/event
Impound Fee	\$55/day
Insurance – Outdated / Inadequate	\$75/month
Labor Fees	\$75/hour
Launch Ramp – Monthly	\$90/month
Launch Ramp – Seasonal	\$300 per 6-month period
Launch Ramp – Daily	\$15/day
Lien Fee	\$100/occurrence
Limited Access Berth	Vessel Length x Rate
Liveaboard Fee – boat (monthly) ++	\$200/month

Other Fees	Amount
Liveaboard Fee – floating home (monthly) ++	\$200/month
Locker Fee	\$30/month
Merchandise Booth Fee	\$100/event
Skiff <20' length	\$125/month
Slip Transfer Fee	\$30/occurrence
Small Scale Ferry Service Fee	See table below
<b>South Cove Parking Lots Fee***</b>	<b>\$10</b>
Special Event Parking Fee	\$20/vehicle less than 17'; \$50/vehicles /ft for vehicles and trailers in excess of 17'
Visitor Berth Fees (11 – 30 nights)	20% of Base Berth Rent
Visitor Berth Fees (10 nights or less)	\$0.50/foot/night

\*Houseboats excepted

\*\*Fee credit offered on first month of slip fees to both a new slip holder (that has not previously held a slip at the Berkeley Marina) and an existing customer who made the referral.

\*\*\*Charged weekdays only, from 5am to 9am

++ Boaters may apply for a refund of any Liveaboard fee increase that takes effect from FY 2016 onward through the City's Very Low Income Refund policy.

**Small-Scale Ferry Service Fee**

Landings Per Day	Daily Landing Fee		Landings per Day	Daily Landing Fee
1	\$14.34		11	\$68.83
2	\$25.80		12	\$70.27
3	\$35.84		13	\$71.70
4	\$44.44		14	\$73.15
5	\$51.61		15	\$74.58
6	\$57.35		16	\$76.02
7	\$61.65		17	\$77.46
8	\$64.52		18	\$78.89
9	\$65.96		19	\$80.33
10	\$67.40		20	\$81.77

*For each additional SSFS landing in excess of 20 landings, the daily landing fee would increase by \$2.88.*



## ATTACHMENT 3

## NOTICE OF PUBLIC HEARING

NOTICE OF PUBLIC HEARING  
BERKELEY CITY COUNCIL**New Marina Fee – South Cove Parking Lots**

Notice is hereby given by the City Council of the City of Berkeley that a public hearing will be conducted by said city council of the City of Berkeley at which time and place all persons may attend and be heard upon the following:

The Department of Parks, Recreation & Waterfront is proposing to increase selected Marina fees, as contained in the attached Marina Fee Schedule and summarized below:

**Table 1 - Current vs. Proposed Fees**

Fee	Current	Proposed	Notes:
1. South Cove Parking Lots Fee	None	\$10	Charged weekdays, between 5am-9am.

The hearing will be held on April 2, 2019, at 6:00 p.m. in the BUSD Board Room, 1231 Addison Street, Berkeley.

For further information, please contact **Alexandra Endress at 510-981-6737**.

A copy of the agenda material for this hearing will be available on the City's website at [www.CityofBerkeley.info](http://www.CityofBerkeley.info) as of **March 21, 2019**.

Written comments should be mailed or delivered directly to the City Clerk, 2180 Milvia Street, Berkeley, CA 94704, in order to ensure delivery to all Councilmembers and inclusion in the agenda packet.

Communications to the Berkeley City Council are public record and will become part of the City's electronic records, which are accessible through the City's website. **Please note: e-mail addresses, names, addresses, and other contact information are not required, but if included in any communication to the City Council, will become part of the public record.** If you do not want your e-mail address or any other contact information to be made public, you may deliver communications via U.S. Postal Service or in person to the City Clerk. If you do not want your contact information included in the public record, please do not include that information in your communication. Please contact the City Clerk at 981-6900 or [clerk@cityofberkeley.info](mailto:clerk@cityofberkeley.info) for further information.

If you challenge the above in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this notice, or in written

correspondence delivered to the City of Berkeley at, or prior to, the public hearing. Background information concerning this proposal will be available at the City Clerk Department and posted on the City of Berkeley webpage at least 12 days prior to the public hearing.

**Published:** March 22 & 29, 2019 – The Berkeley Voice  
Published pursuant to Government Code 6062a

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I hereby certify that the Notice for this Public Hearing of the Berkeley City Council was posted at the display case located near the walkway in front of the Maudelle Shirek Building, 2134 Martin Luther King Jr. Way, as well as on the City's website, on March 21, 2019.

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Mark Numainville, City Clerk