



Office of the City Manager

INFORMATION CALENDAR

June 25, 2019

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Phillip Harrington, Director, Department of Public Works

Subject: goBerkeley Parking Management Program: Parking Rate and Time Limit Adjustments for Northside Area for August 1, 2019

INTRODUCTION

This report presents an update to Council on the newest goBerkeley Parking Program area, located in the Northside commercial district around the intersection of Euclid and Hearst Avenues. Data was collected in March 2019, approximately six months after the initial goBerkeley price and time limit adjustments for this new area took effect on November 1, 2018.¹ Proposed meter rate and time limit adjustments are summarized as Attachment 1 to this report.

CURRENT SITUATION AND ITS EFFECTS

On November 1, 2018, for the first time since its inception, staff expanded the goBerkeley program to the Northside (Euclid/Hearst) commercial district on the northern edge of the UC Berkeley campus. Visitors to the area are now able to choose between two types of metered parking, based on their needs: “Premium” spaces, available for up to two-hour parking at a rate of \$2.00/hour, or “Value” spaces, located on the periphery of the district and available for longer stays of up to four hours at a lower rate of \$1.50/hour.

To ensure parking availability on a majority of blockfaces² in the four goBerkeley Parking Program (Program) areas of Elmwood, Northside, Southside/Telegraph, and Downtown Berkeley, staff regularly monitor parking occupancy rates and recommend price adjustments to maintain occupancy at optimal rates of 65%–85% throughout these areas. At the October 2, 2018 Council Meeting at which the Northside expansion was approved, Councilmember Wengraf requested that staff provide Council a six-month appraisal of the parking changes. In March 2019, staff collected data to inform this report in response to the Councilmember’s request, summarizing the present conditions in the Northside area.

¹ October 2, 2018 *City Council Agenda: goBerkeley Parking Management Program – Parking Rate and Time Limit Adjustments for New Northside Area for November 1, 2018*, <https://bit.ly/2TjJrnm>

² A blockface is one side of one block, e.g., the north side of Center Street between Milvia Street and Shattuck Avenue.

The City's key findings and recommended adjustments for the Northside area are summarized below:

A. Observed Conditions

- A majority of the metered blockfaces in the "Premium" zone met the target occupancy rate of 65%–85% at the weekday 12pm peak hour.
- A majority of the metered blockfaces in the "Value" zone exceeded the target occupancy rate at the 12pm weekday peak hour.

B. Recommended Adjustments

- The \$2.00/hour rate in the "Premium" zone is currently achieving the occupancy target and it does not need to be changed.
- Convert the 2200 and 2600 blocks of Hearst Avenue (currently "Value" zones exceeding the target occupancy rate) to "Premium" parking. The 1800 block of Scenic Ave will remain a "Value" zone.

BACKGROUND

The City uses parking meters to manage parking demand, particularly in commercial areas where parking availability and turnover are critical for customer access and convenience. The goBerkeley program is comprised of a suite of strategies and initiatives designed to improve economic vitality and reduce greenhouse gas emissions. goBerkeley 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

goBerkeley works to reduce traffic congestion and vehicle emissions as parking prices are strategically set to optimize parking usage and availability. Reducing greenhouse gas emissions produced by vehicular traffic is one of the goals of the City's 2009 Climate Action Plan.

POSSIBLE FUTURE ACTION

If Council takes no further action regarding recommended rate and time limit adjustments, staff anticipates implementing these adjustments July 1, 2019. Staff will begin public notification of the adjustments on June 1, 2019 through the City website.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

Fiscal impacts are difficult to forecast as demand-responsive parking pricing may result in increased or decreased parking rates in different areas, and parking behaviors resulting from these price adjustments may vary. Nevertheless, based on historical financial data from the goBerkeley parking program, staff anticipates incremental parking revenue from the goBerkeley parking program should continue to be sufficient to cover expected expenditures of this baseline program.

goBerkeley Parking Management Program:
Parking Rate and Time Limit Adjustments for Northside Area
for August 1, 2019

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June 25, 2019

CONTACT PERSON

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Attachments:

- 1: City Council Notification Report
- 2: Parking Occupancy, Spring 2019

PARKING CHANGES

The following tables show the seven (7) 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 type="checkbox"/> LOTS

2. Dates		
Date of Proposed Change	Date of Previous Change	Days Between Change
July 1, 2019	November 1, 2018	242 days

3. Areas Affected			
Area Name	Area Zone	Boundaries	Map
Northside	Premium	Add 2200 and 2600 blocks of Hearst Avenue.	See Attachment 2.
	Value	Delete 2200 and 2600 blocks of Hearst Avenue.	See Attachment 2.

4. Rate Changes				
Name	Parking Type	Existing Rate	Proposed Rate	Change
Northside	Premium	\$2.00/hour	\$2.00/hour	N/A
	Value	\$1.50/hour	\$1.50/hour	N/A

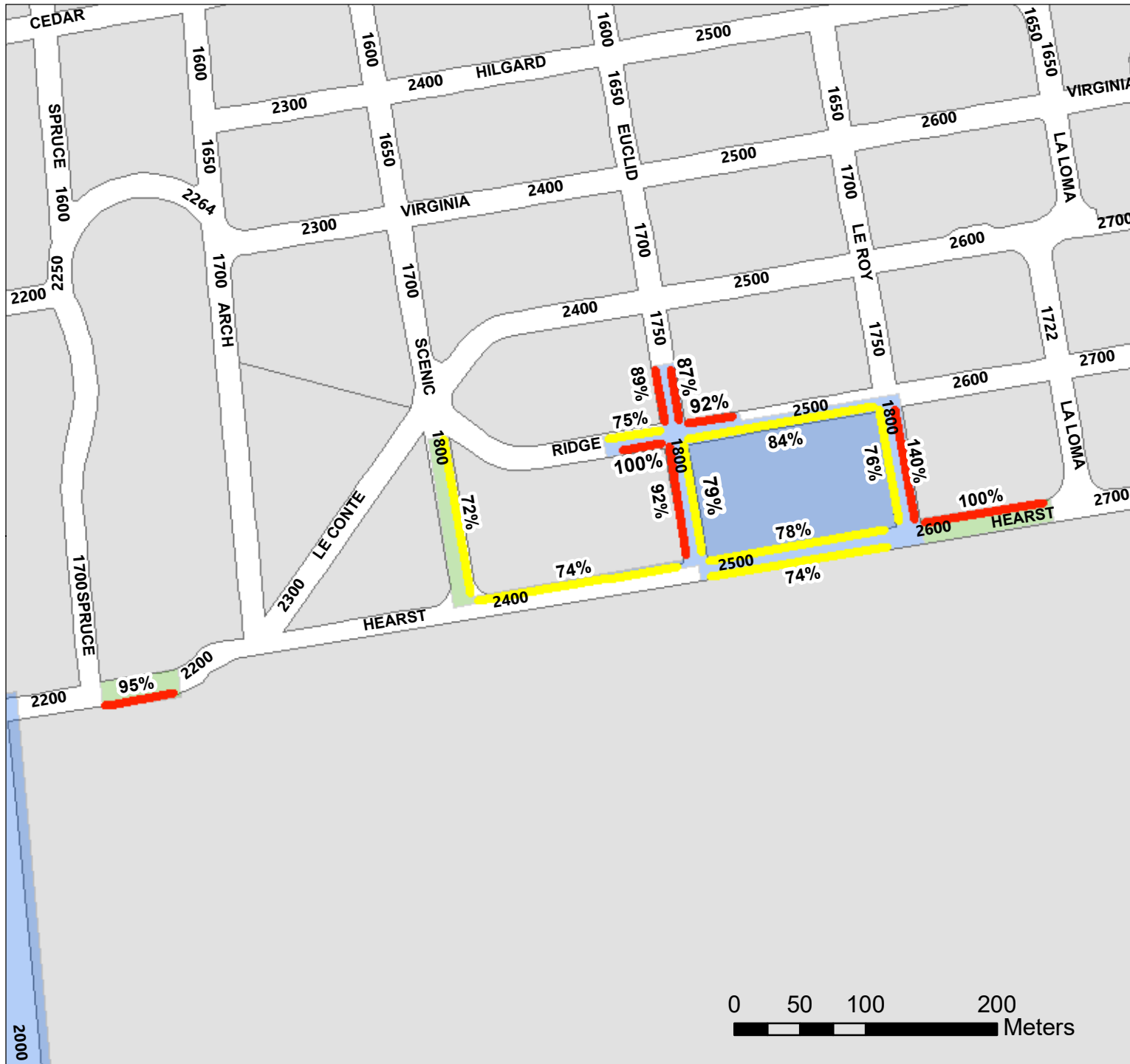
5. Time Limit Changes			
Area Name	Area Zone	Existing	Proposed
Northside	Premium	120 minutes	N/A
	Value	280 minutes	N/A

6. Hours of Operation			
Area Name	Area Zone	Existing	Change

No changes recommended at this time.

7. Parking Occupancy						
Occupancy Key: "Under" = 0%–65% "Target" = 65%–85% "Over" = 85%+			Spring 2019 ³			
Area Name	Area Zone	Parking Occupancy	Weekday (Typ. 12pm)		Saturday (Typ. 3 pm)	
			# of Blockfaces	%	# of Blockfaces	%
Northside	Premium	Under	0	0%	10	77%
		Target	7	54%	1	8%
		Over	6	46%	2	15%
	Value	Under	1	33%	2	66%
		Target	0	0%	1	33%
		Over	2	66%	0	0%

³ Weekday data was collected at 9am, 12pm, 3pm, and 6pm on various weekdays. Saturday data was collected on a Saturday in March 2019.



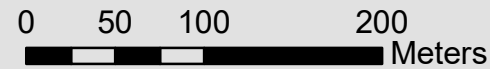
ATTACHMENT 2

PARKING OCCUPANCY
SPRING 2019

- Average Weekday Peak Occupancy (12 p.m.)**
- █ Under 65%
 - █ **Target** (65%-85%)
 - █ Over 85%
- Current goBerkeley Zones**
- █ Premium
 - █ Value

This map is for reference purposes only.

Care was taken in the creation of this map, but it is provided "AS IS". Please contact the City of Berkeley to verify map information or to report any errors.
April 5, 2019



CITY OF BERKELEY
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