



Office of the City Manager

INFORMATION CALENDAR

December 10, 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 February 1, 2020

INTRODUCTION

This report provides information to the City Council regarding planned parking rate and time limit adjustments included in the goBerkeley Parking Management Program (“goBerkeley parking program”).¹ These changes will take effect Sunday, February 1, 2020. On January 1, 2020, 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 and time limit 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 block faces² 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 in fall 2019 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

During summer and fall 2019, the City’s Shattuck Reconfiguration Project and utility work has significantly impacted on-street parking supply in the Downtown Berkeley area. A total of 93 parking spaces on 14 block faces in the Premium zone

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.

(approximately 13% of total Premium on-street supply) were completely closed to general metered parking at the 12 p.m. peak weekday hour during the study period. This analysis considers parking availability at block faces that either had no construction, or construction activity that only affected a portion of parking spaces.

A. Observed Conditions

- Over 75% of block faces in the two-hour “Premium” zone continues to exceed the target occupancy rate of 65%-85%. Parking occupancy in the “Value” zone also exceeds the target rate.
- There is excess capacity at the Center Street Garage, with total parking occupancy under 45% and short-term occupancy just over 30% at the peak hour.
- While Berkeley Way Lot is nearly full at the peak hour, short-term parking occupancy at the Oxford Garage falls within the target parking occupancy rate.
- On average, parking transactions and paid parking duration in the Downtown have remained consistent since the April 1, 2019 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 \$3.75/hour to \$4.00/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. While high parking occupancy rates warrant a higher price increase to \$4.25, staff recognize that construction has placed artificial constraints on supply that may be exacerbating parking availability and a few of these constraints are expected to be removed in early 2020. Thus, a lower rate increase is recommended as conditions will be monitored, allowing lowering of the hourly rate at the next adjustment if warranted by evolving conditions.
- “Value” zone meters (excluding Berkeley Way Lot): Increase hourly rate from \$2.50/hour to \$2.75/hour, and extend time limit to eight (8) hours to provide additional low-cost options for employees and/or visitors to the Downtown area.
- Center Street Parking Garage: Reduce hourly rate from \$3.00/hour to \$2.50/hour.
- Berkeley Way Lot: No changes. The Lot is planned to close permanently by March 2020.
- Oxford Parking Garage: No changes.

II. Southside/Telegraph

A. Observed Conditions

- A total of 23 parking spaces on two block faces (5% of total Premium supply) were completely closed to parking during the study period.
- While most block faces in the two-hour “Premium” zone exceeded 85% occupancy, nearly as many achieved the target occupancy of 65-85%.
- A majority of block faces in the “Value” zone exceeded the target rate, indicating that the changes to the zone boundaries made on April 1, 2019 successfully drew drivers to previously underutilized areas.

- 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 \$3.25/hour to \$3.50/hour.
- “Value” zone meters: Increase hourly rate from \$2.50/hour to \$3.00/hour.
- Telegraph Channing Garage: No change.

III. Elmwood

A. Observed Conditions

- A total of six parking spaces were unavailable for parking during the study period (7% of overall Premium parking supply).
- Most block faces achieve optimal occupancy rates in the “Premium” zone, though there are nearly as many that exceed the target rate.
- At the Elmwood Lot, the area’s lone “Value” zone, parking occupancy achieves the target occupancy rate at the peak hour.

B. Recommended Adjustments

- “Premium” zone meters: No change.
- Elmwood Lot “Value” zone: No change.

IV. Northside

A. Observed Conditions

- Most “Premium” zone block faces exceeded the target parking occupancy rate at the peak hour, and the one “Value” zone on Scenic Avenue was also nearly full.

B. Recommended Adjustments

- “Premium” zone meters: Increase hourly rate from \$2.00/hour to \$2.25/hour.
- “Value” zone meters: Increase hourly rate from \$1.50/hour to \$1.75/hour.

Notification

Department of Public Works Transportation Division staff met with goBerkeley’s Community Advisory Group in November 2019 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 January 1, 2020. 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 January 1, 2020 through the City website, distribution of flyers, and outreach to business associations. Staff anticipates implementing these rate adjustments February 1, 2020.

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. 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: Average Weekday Peak Parking Occupancy (12 p.m.)
- 3: Parking Garage Occupancy – September 2019

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 checked="" type="checkbox"/> GARAGES	<input type="checkbox"/> LOTS

2. Dates		
Date of Proposed Change	Date of Previous Change	Days Between Change
February 1, 2020	January 1, 2020 (New North Shattuck area)	31 days (1 months, 0 days)

3. Areas Affected			
Area Name	Area Zone	Boundaries	Map
Downtown Berkeley	Premium	No boundary changes recommended at this time.	See Attachment 3.
	Value	No boundary changes recommended at this time.	
	Berkeley Way Lot		
Southside/ Telegraph	Premium	No boundary changes recommended at this time.	
	Value	No boundary changes recommended at this time.	
Elmwood	Premium	No boundary changes recommended at this time.	
	Elmwood Lot		
Northside	Premium	No boundary changes recommended at this time.	
	Value	No boundary changes recommended at this time.	

4. Rate Changes				
Name	Parking Type	Existing Rate	Proposed Rate	Change
Downtown Berkeley	Premium	\$3.75/hour	\$4.00/hour	+ \$0.25
	Value	\$2.50/hour	\$2.75/hour	+ \$0.25
	Berkeley Way Lot	\$2.50/hour	\$2.50/hour	N/A
	Center Street Garage	\$3.00/hour	\$2.50/hour	- \$0.50
Southside/ Telegraph	Premium	\$3.25/hour	\$3.50/hour	+ \$0.25
	Value	\$2.50/hour	\$3.00/hour	+ \$0.50
Elmwood	Premium	\$2.75/hour	\$2.75/hour	N/A
	Elmwood Lot	\$1.25/hour	\$1.25/hour	N/A
Northside	Premium	\$2.00/hour	\$2.25/hour	+ \$0.25
	Value	\$1.50/hour	\$1.75/hour	+ \$0.25

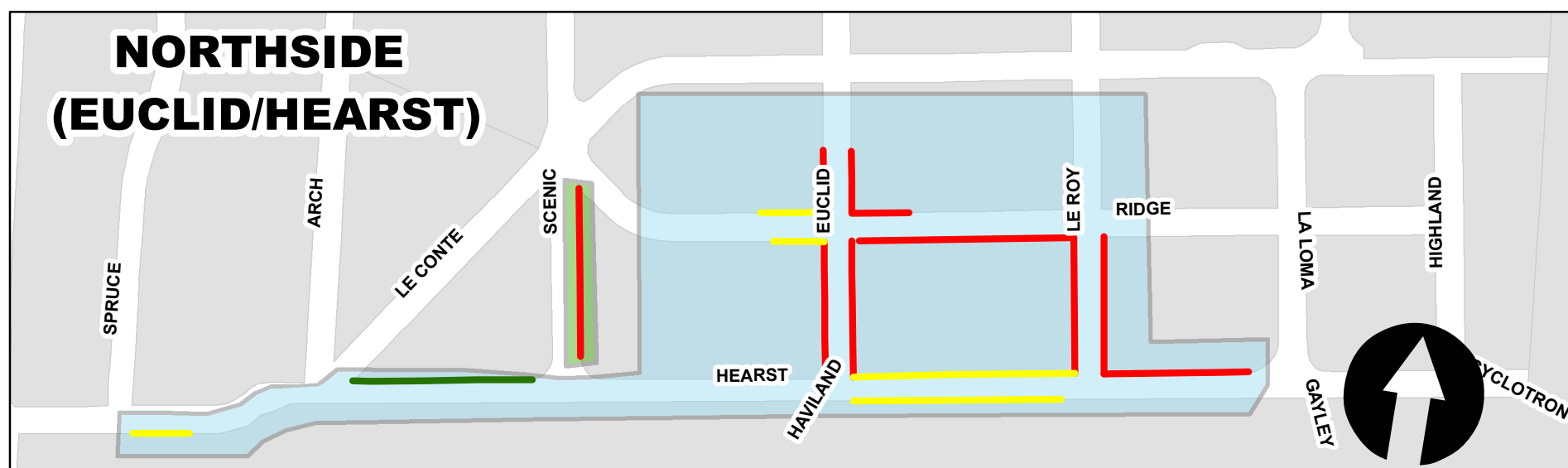
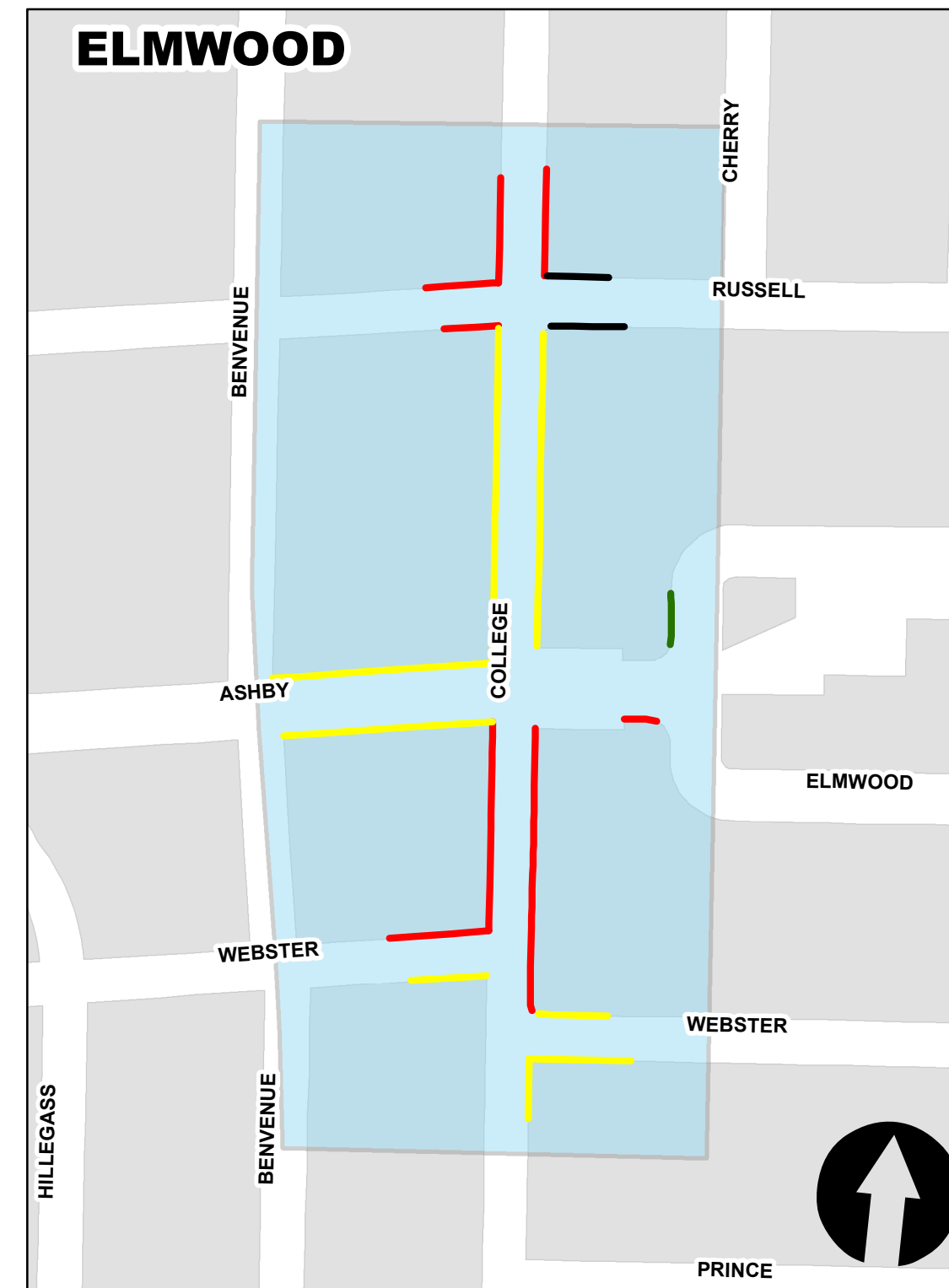
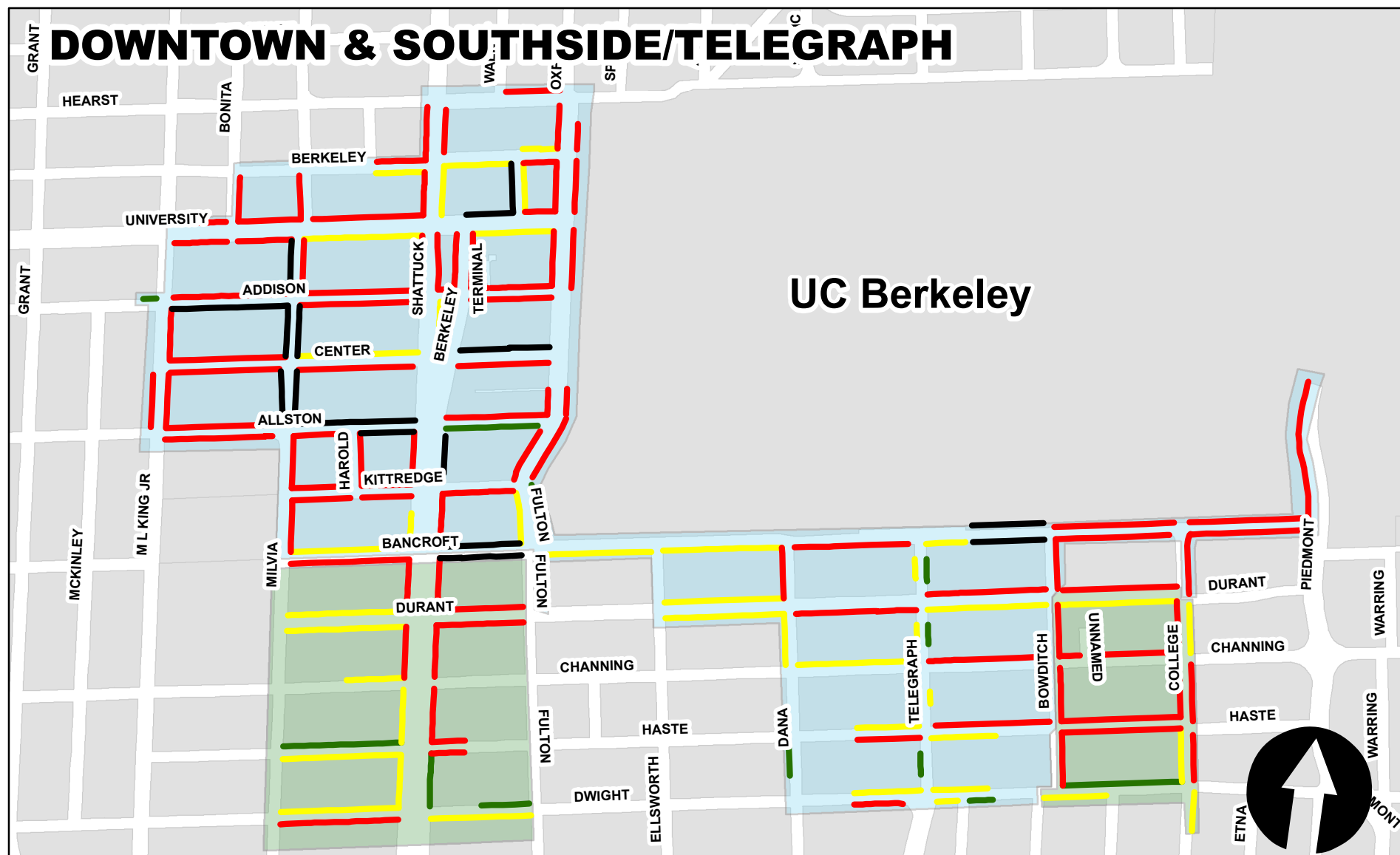
5. Time Limit Changes			
Area Name	Area Zone	Existing	Proposed
Downtown Berkeley	Value	240 minutes	480 minutes

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

7. Parking Occupancy				
Area Name	Area Zone	Occupancy Type*	Proportion of On-Street Block Faces	Garage/Lot Occupancy %
Downtown Berkeley	Premium (2 Hour)	Under	5%	N/A
		Target	18%	
		Over	77%	
	Value (4 Hour)	Under	21%	
		Target	33%	
		Over	46%	
	Center Street Garage	Short-Term Occupancy ¹	N/A	31%
Oxford Garage	Short-Term Occupancy	N/A	74%	
Berkeley Way Lot	Total Occupancy	N/A	98%	
Southside/ Telegraph	Premium (2 Hour)	Under	19%	N/A
		Target	40%	
		Over	42%	
	Value (8 Hour)	Under	6%	
		Target	31%	
Telegraph Channing Garage	Short-Term Occupancy	N/A	65%	
Elmwood	Premium (3 Hour)	Under	12%	N/A
		Target	47%	
	Over	41%		
Elmwood Lot	Total Occupancy	N/A	78%	
Northside (Euclid/Hearst)	Premium (2 Hour)	Under	7%	
		Target	33%	
		Over	60%	
	Value (4 Hour)	Under	0%	
		Target	0%	
Over	100%			
*Occupancy Ranges:			Average Weekday (T, W, Th),² September 2019	
"Under" = 0-65% "Target" = 65-85% "Over" = 85%+				

¹ Short-term parking refers to parking durations up to four hours. Excludes monthly parking.

² Weekday = Average of typical daily peak (12PM) of Tuesday, September 17, Wednesday, September 25, and Thursday, September 19, 2019.



Legend

- Below Target (>65%)
- Target (65% - 85%)
- Above Target (85% - 100%)
- Closed Due to Construction*
- Premium
- Value

*17 blockfaces have been omitted from parking analysis due to construction at the time of parking surveys.



Average Weekday Peak Parking Occupancy (12 p.m.)

Fall 2019

Parking Garage Occupancy (Average Weekday)

