

Office of the City Manager

CONSENT CALENDAR
July 23, 2024

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Eleanor Hollander, Economic Development Manager, Office of Economic Development; Terrance Davis, Director, Public Works

Subject: Change Football Game Day Parking Restrictions in Residential Preferential Parking Zones

RECOMMENDATION

Adopt a Resolution modifying parking restrictions in specified Residential Preferential Parking (RPP) zones on University of California, Berkeley (UC Berkeley) home football game days as follows:

1. Remove game day parking restrictions and enforcement in RPP zones G and F north of UC Berkeley campus;
2. Allow visitor parking on game days in RPP zones B and D for up to two-hours with enhanced fines (per Resolution No. 69,089-N.S., adopted September 10, 2019, enhanced fines on football game days are \$225);
3. Allow parking on game days on a one-block stretch of Bancroft Way between College Avenue and Bowditch Street for up to two-hours;
4. Allow parking on game days on College Avenue between Dwight Way and Parker Street for up to two-hours with enhanced fines;
5. Allow parking on game days on Oxford Street between Hearst Avenue and Center Street.

FISCAL IMPACTS OF RECOMMENDATION

The recommendation will result in a net cost of \$177,120 based on the following:

- Implementing the recommendation for the 2024 football season will incur a one-time capital cost of \$53,120 for approximately 500 decals and approximately \$20,000 in labor to update signage in RPP zones A, B and D;
- Allowing parking on certain metered streets on game days would increase parking revenue by about \$3,000 per year; and
- Citation revenues will be reduced by approximately \$107,000 from eliminating football game day parking restrictions in RPP zones G and F.

CURRENT SITUATION AND ITS EFFECTS

The UC Berkeley football season typically spans 12 games between August and November. Up to seven games per year are played at California Memorial Stadium (“stadium”), near the eastern end of Bancroft Avenue. Most home games occur on Saturday afternoons or evenings, and attract on average 39,000 fans per game.

Public outreach to the Telegraph Business Improvement District, Elmwood Business Association, and Visit Berkeley identified that merchants, customers, and visitors find access on game days difficult and unwelcoming due to parking restrictions seen as increasingly onerous.

This recommendation will advance the City’s Strategic Plan goal to foster a dynamic, sustainable, and locally-based economy.

Existing Game Day Parking Restrictions

As shown in Attachment 2, 2023 parking restrictions and enforcement on football game days include:

- “Enhanced Fine Areas” on streets within one half-mile of the stadium (including portions of RPP zones F and G north of campus and portions of RPP zones B, D, K, and I south of campus), where vehicles without a valid RPP permit are subject to a one-time fine of \$225;¹
- Tow-away zones for all vehicles on certain streets close to campus;²
- Tow-away areas for vehicles without a valid RPP permit on streets within one quarter-mile of the stadium (including portions of RPP zones D and I), where demand was heaviest on the game day analyzed in Fall 2017.

Recommendation: Modify Game Day Parking Restrictions

This recommendation will ease parking restrictions in certain areas to improve access for customers and visitors on UC Berkeley football game days. As shown in Attachment 3 the recommended modifications will:

1. Remove game day parking restrictions and enforcement in RPP zones F and G north of UC Berkeley campus, allowing visitors to drive and park near businesses in the Northside neighborhood, generating revenue for local businesses;
2. Allow visitor parking on game days in RPP zones B and D for up to two-hours, with enhanced fines, so that visitors can park near amenities such as the Claremont Library, Willard Park, and the Berkeley Playhouse, among others;

¹ Low-income residents and visitors who may not be able to afford this fine have the option to request a payment plan (Assembly Bill 503), as well as applying to perform Community Service in lieu of paying for parking citations.

² For example: Piedmont Avenue between the stadium and Channing Way, Bancroft Way between Warring Street and Bowditch Street, and College Avenue between Bancroft Way and Dwight Way.

3. Allow parking for up to two-hours on game days on a one-block stretch of Bancroft Way between College Avenue and Bowditch Street to allow customers to access businesses on Bancroft Way;
4. Allow parking for up to two-hours on game days on College Avenue between Dwight Way and Parker Street with enhanced fines to allow visitors to park near places of worship and the Berkeley Playhouse; and
5. Allow parking on game days on Oxford Street between Hearst Avenue and Center Street to allow visitors to park near businesses and destinations in Downtown Berkeley, generating revenue for businesses.

BACKGROUND

Staff developed this recommendation in response to feedback from the Telegraph and Elmwood business communities, who told Staff that the lack of available visitor parking near business districts combined with enhanced fines has made shopping and dining near their districts more difficult on game days. A survey distributed to businesses in April 2024, showed that 80% of businesses in the Telegraph and Elmwood business districts agree that easing on-street parking restrictions would enhance the customer experience and increase revenue for their businesses.

In addition, UC Berkeley is joining a new athletic conference in 2024, the Atlantic Coast Conference (ACC). The move to the ACC is expected to bring thousands of visitors to the City in 2024 to attend football games, many of which will be visiting the City for the first time. Easing parking restrictions in some RPP zones on game days will create a more welcoming environment and a positive experience and generate revenue for local businesses on game days.

Lastly, many celebrated City amenities are located in RPP zones A, B, D, F and G, including portions of the Telegraph and Elmwood business districts, businesses and restaurants on Euclid Avenue, parks, trails, paths, schools and other institutions. Demand for these amenities exists on Saturdays in the fall regardless of whether a football game is occurring that day. Easing parking restrictions in certain RPP zones on game days will allow residents and visitors the option to access the City’s celebrated amenities by car.

Public Outreach

Public Works and Office of Economic Development staff gathered feedback from the following stakeholders:

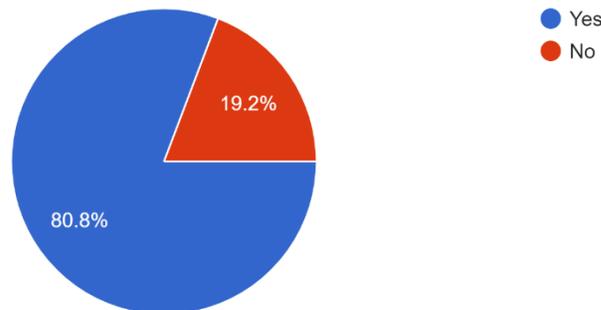
- City of Berkeley Special Events 11/2/2023
- District 8 Councilmember Office 11/7/2023
- Visit Berkeley 11/8/2023
- Telegraph Business Improvement District 12/12/2023
- Cal Special Events & Transportation 2/1/2024

- Elmwood Business Association 2/16/2024
- Fire/Police/Parking Enforcement 1/18/2024, 3/6/2024, 3/12/2024
- Berkeley Business District Network 4/19/2024
- Berkeley Neighborhoods Council 4/13/2024

In addition, a survey was conducted and provided to property owners, business owners, employees of the Telegraph and Elmwood business districts and yielded the following results.

Do you support allowing customers and visitors to park in the adjacent residential areas B & D on gamedays between 8am-11pm during Cal Football Game Days on Saturdays?

26 responses



The full list of survey questions and responses are in Attachment 4 and comments from the stakeholders above were considered and addressed in this recommendation.

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

Allowing visitor parking in some RPP zones on football game days may encourage some to drive a vehicle to their destination and could result in additional instances of the “two-hour shuffle” (i.e., moving a vehicle every two hours to avoid a ticket). These behaviors could result in an incremental increase in greenhouse gas emissions. However, allowing visitor parking for up to two-hours in RPP zones B and D could also reduce vehicle emissions because drivers may spend less time searching for areas in which on-street parking is allowed. Overall, the environmental impacts of this recommendation are difficult to forecast, but most likely negligible.

RATIONALE FOR RECOMMENDATION

Game day parking restrictions were introduced through a pilot program in 2007, made permanent in 2008, and enhanced in 2019. The game day parking restrictions from the 2023 football season were developed independently of business interests in the Telegraph, Elmwood, and Northside commercial districts, as they represent the best

solution for managing game day traffic and parking needs. This new recommendation balances both neighbor and merchant interests and leaves in place parking restrictions that discourage driving vehicles to attend football games.

ALTERNATIVE ACTIONS CONSIDERED

Council could decide not to approve this recommendation, and Public Works could continue implementing the football game day parking restrictions as they exist today. However, the City would still be obligated to spend about \$40,000 to update decals on parking signs per the 2024 football game day dates.

CONTACT PERSON

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Wahid Amiri, Deputy Director, Public Works (510) 981-6396
Joshua Brett, Assistant Planner, Public Works (510) 981-7064

Attachments:

- 1: Resolution
- 2: 2023 Football Game Day Parking Restrictions
- 3: Recommended 2024 Football Game Day Parking Restrictions Map
4. Cal Football Gameday Parking Survey

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

AUTHORIZE THE CITY MANAGER TO MODIFY PARKING RESTRICTIONS IN SPECIFIED RESIDENTIAL PREFERENTIAL PARKING (RPP) ZONES AND NEAR BUSINESS DISTRICTS ON UC BERKELEY FOOTBALL GAME DAYS

WHEREAS, the UC Berkeley football season typically spans 12 games between August and November. Up to seven games per year are played at California Memorial Stadium (“stadium”), near the eastern end of Bancroft Avenue. Most home games occur on Saturday afternoons or evenings, and attract on average 39,000 fans per game; and

WHEREAS, on September 16, 2008, the Council adopted Resolution No. 64,192-N.S., which doubled parking fines in RPP zones A, B, and D during UC Berkeley football game days; and

WHEREAS, on September 10, 2019, the City Council adopted Resolution No. 69,089-N.S., which established “Enhanced Fine Areas” to prohibit parking without a valid RPP permit in portions of RPP zones B, D, F, G, and I; and

WHEREAS, feedback from the Telegraph and Elmwood business communities indicate that the prohibition of game day visitor parking in certain RPP zones near business districts combined with enhanced fines on game days has made shopping and dining near their districts more difficult; and

WHEREAS, opening certain streets near commercial and institutional amenities on game days will improve access for customers and visitors; and

WHEREAS, easing parking restrictions in some RPP zones on game days will create a more welcoming environment and a positive experience for visitors on game days.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that the City Manager is directed to update game day parking restrictions to remove parking restrictions and enforcement in RPP zones F and G north of UC Berkeley campus; allow visitor parking on game days in RPP zones B and D for up to two-hours with enhanced fines; allow parking on game days on a one-block stretch of Bancroft Way between College Avenue and Bowditch Street for up to two-hours; allow parking on game days on College Avenue between Dwight Way and Parker Street for up to two-hours with enhanced fines; and allow parking on game days on Oxford Street between Hearst Avenue and Center Street.

2023 UC Berkeley Football Game Day Parking Enforcement in Residential Areas

WHAT is being enforced?

Parking enforcement in some residential areas around Cal Memorial Stadium on UC Berkeley football home game days is more restrictive for visitors without a valid Residential Preferential Parking (RPP) permit.

WHEN will the rules be enforced?

8_{AM} - 11_{PM}

September	9, 16, 30
October	7, 28
November	11

WHERE are the restrictions?

As shown in the map at right, on game days in RPP Areas A, B, D, I, K, F, and G...



Existing tow-away areas. See signs for restrictions.



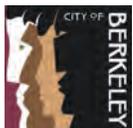
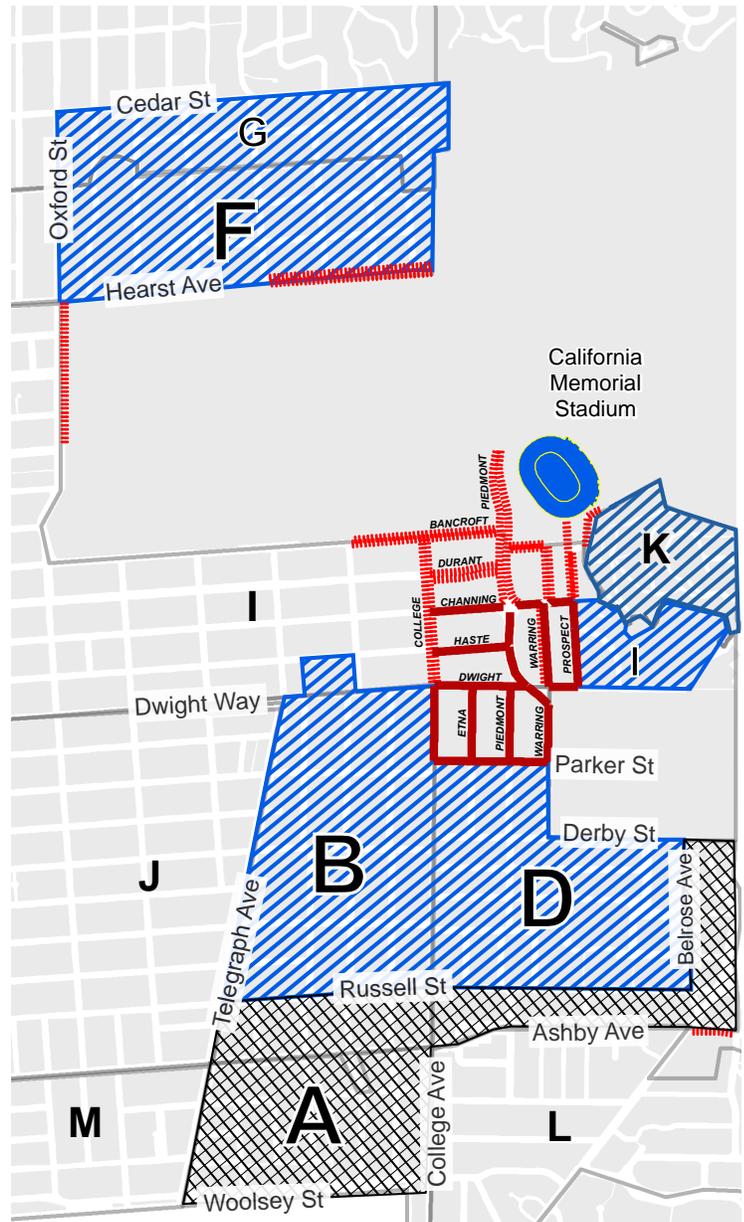
Parking requires a valid RPP permit. **All other vehicles will be towed.**



Parking requires a valid RPP permit. **All other vehicles are subject to a \$225 fine.**



Visitors without a valid RPP permit may park for up to two (2) hours, and are subject to double normal fine amounts for violations.



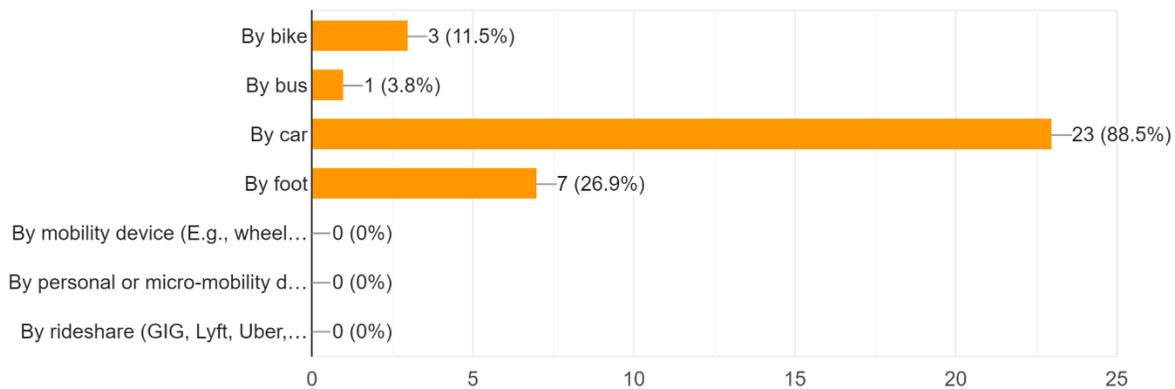
This material is available in alternative formats upon request. Alternative formats include audio-format, braille, large print, electronic text, etc. Please contact Office Specialist, Guillermo Campos (GCampos@cityofberkeley.info | 510-981-6454), and allow 7-10 days for the production of the material in an alternative format.

Cal Football Gameday Parking Survey Results - 2024

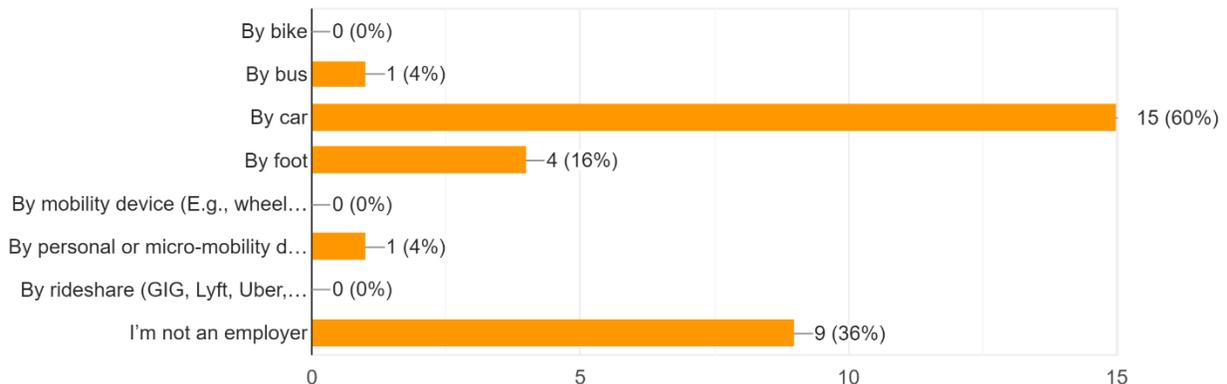
Do you work, or employ people who work in the Telegraph or Elmwood commercial districts?
26 responses



Which modes of transportation do you most often use to travel to these areas?
26 responses

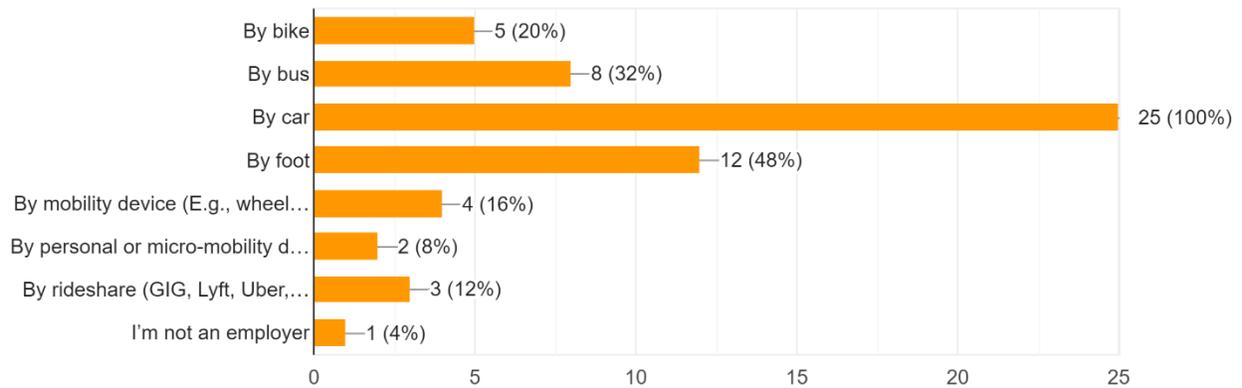


Which modes of transportation do your employees most often use to travel to these areas?
25 responses



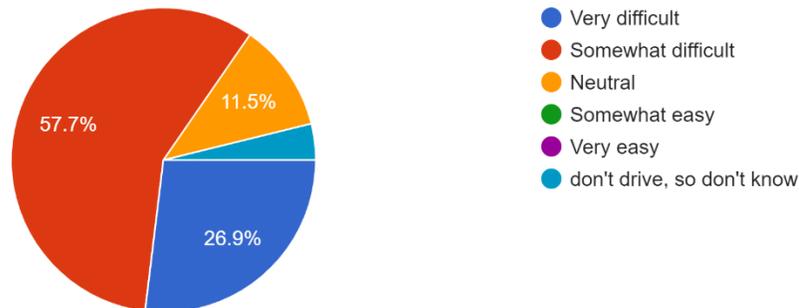
Which modes of transportation do you think the customers or visitors most often use to travel to these areas?

25 responses



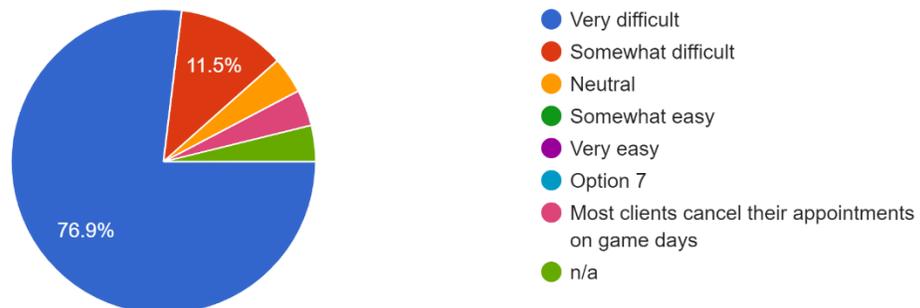
Please rate the feedback or perception customers or visitors have in finding a parking spot in these areas:

26 responses



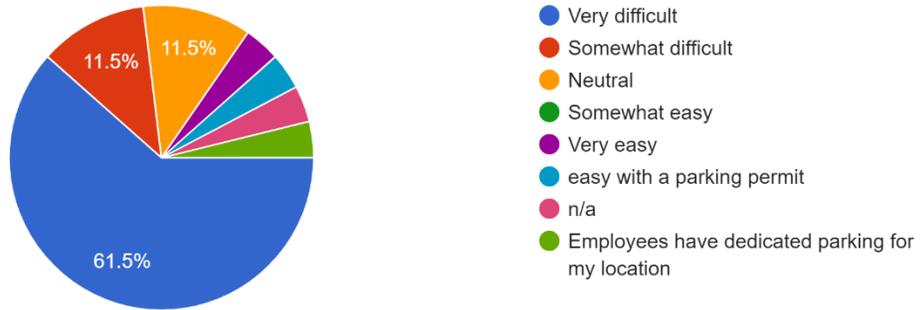
Please rate the feedback or perception customers or visitors have in finding a parking spot in these areas during Cal Football Game Day Saturdays:

26 responses



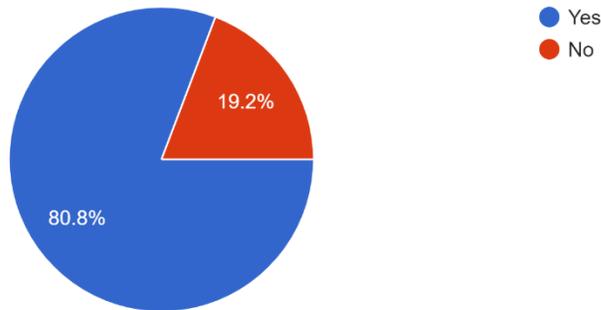
Please rate your experience in finding a parking spot in these areas during Cal Football Game Day Saturdays:

26 responses



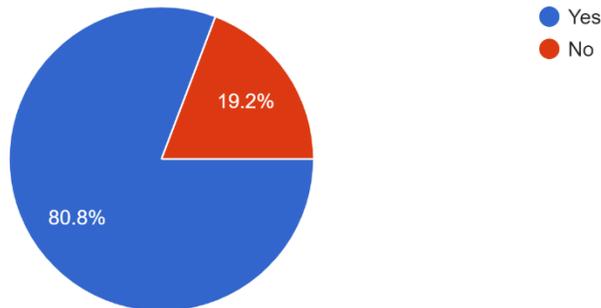
Are you aware of the current Cal Football Game Day Parking restrictions that make it illegal for customers and visitors to park in the adjacent r... & D on gamedays between 8am-11pm on Saturdays?

26 responses



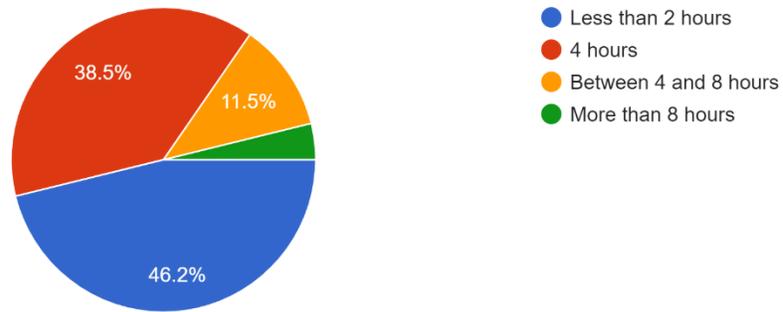
Do you support allowing customers and visitors to park in the adjacent residential areas B & D on gamedays between 8am-11pm during Cal Football Game Days on Saturdays?

26 responses



How long should customers and visitors be able to park in adjacent residential areas B & D during Cal Football Game Days on Saturdays?

26 responses



How long should customers and visitors be able to park in adjacent residential areas B & D on non-Game Day Saturdays?

26 responses

