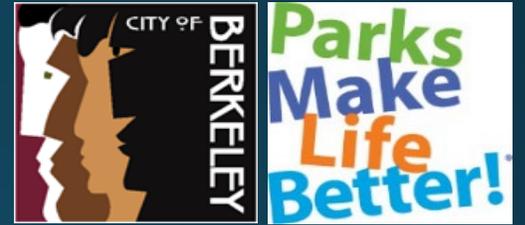


Pier Replacement & Ferry Project Parking & Transportation Demand Management Presentation & Public Feedback



**WATER EMERGENCY
TRANSPORTATION AUTHORITY**

Presentation Agenda

1. Project Status Overview
2. Pier-Ferry Parking & Transportation Demand Management Plan
3. Pier-Ferry Transportation Management Infrastructure
4. Seawall Drive Parking Lot Alternatives
5. Waterfront Parking Management Alternatives
6. Discussion & Feedback

Project Status Overview

1926 – Pier opened for Ferry Service

1937 – Bay Bridge opened, ferries stopped

1961 – Pier renovated (first 3,000 ft)

2015 - Pier closed due to structural deterioration

2017 – Engineering Study: Repair Cost \$26M - \$72M*

2019 – WETA & City begin Feasibility Study for new Pier with recreation access & electric ferry service

2021 - Preferred Concept presented to City Council and WETA Board

2023 - \$11M received for Design & Environmental Phases from ACTC (\$5.1M), California State Coastal Conservancy (\$2.9M) and WETA (\$3M)

2024 - Design & Environmental work initiated

2028 – Ferry service anticipated to begin

* Escalated to 2025 dollars; does not include ongoing repair costs or sea level rise resiliency



Welcome to Berkeley circa 1930

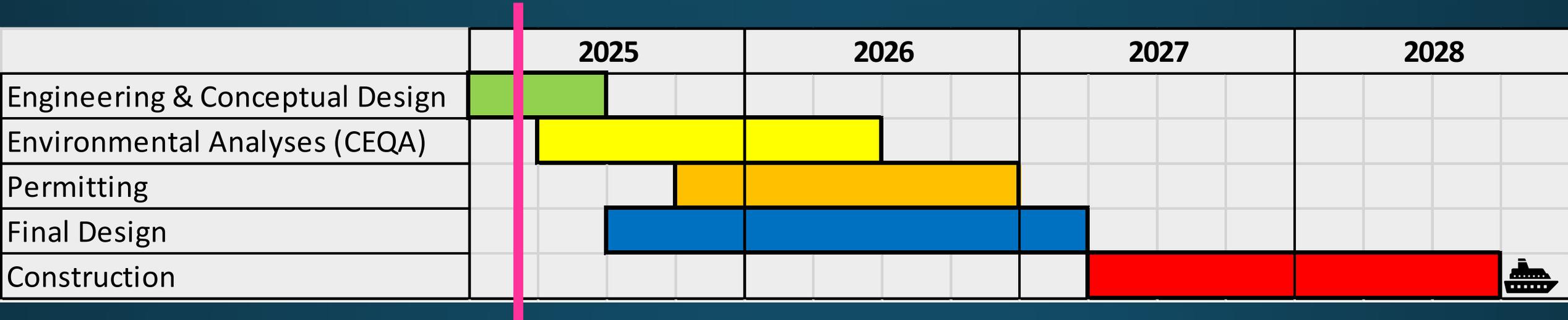


Project Update

- Multi Use Pier & Breakwater for pedestrian access, fishing, sight seeing, ferry
- Bay Trail Extension along Seawall Drive
- Public Plaza & Restroom
- University Avenue Bike Lane & Pavement Improvements
- Bike Parking
- Electric Vehicle Charging
- 199 Seawall Parking Lot Improvements
- Electric Ferry Service
- Emergency Response & Resilience



Project Status Overview



Public Outreach / Presentations

- Neighborhood, business, and local community & stakeholder groups in January - April with a focus on Environmental Justice & Underrepresented Communities
- CEQA Public Scoping in May, 2025
- CEQA Public Review of Draft EIR in Fall, 2025

Frequently Asked Questions - General

Why can't we fix the pier for recreation access only?

The estimates to repair the existing pier exceed \$25 Million, and may only provide 5-10 years of additional use. These costs do not include maintenance or sea level rise resiliency. A new pier would have minimal maintenance costs and providing ferry service allows the Project to qualify for transportation-related construction funding from local, state and federal sources.

Will the City have to contribute towards WETA ferry operations?

No. Berkeley will not subsidize WETA ferry operations directly or indirectly (i.e. through a local tax or bond measure). The City would have a vested interest in supporting state, federal and/or regional opportunities for WETA to receive funding that would benefit Berkeley residents and businesses through affordable fares and improved and expanded ferry service.

What about Rising Sea Levels?

The new Pier will be designed to accommodate Sea Level Rise projections for 2075, based on a design life of 50-years.

Does the Project include accessibility improvements?

Yes. The entire Project including the Pier, Plaza, Restroom, Pathways and Trails will meet modern accessibility code.

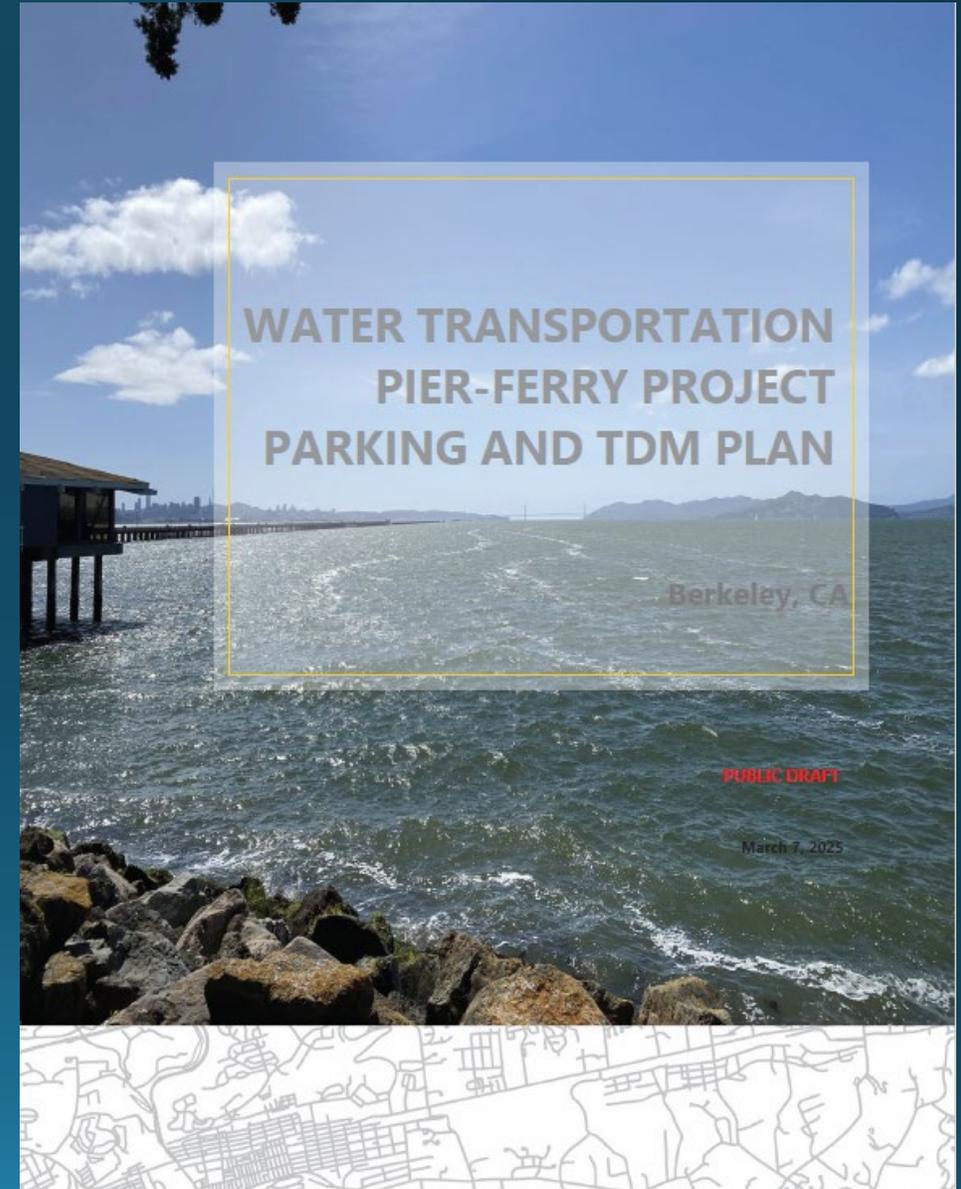
Why can't the Ferry use the existing Berkeley Marina instead of a new Pier?

Providing public pier access is a fundamental goal of the Project. Furthermore, it is not technically feasible to provide WETA-scale ferry service within the Marina. The Marina does not have space for new ferry infrastructure and operations without a significant reconfiguration and loss of existing dock slips. The speed limit of 5 mph within the inner harbor would greatly increase the vessel trip time. On the landside, there is not sufficient space for bus stops, parking spaces, drop-off spots, and bicycle and pedestrian paths.

Pier Ferry Parking & Transportation Demand Management Plan

Maximize Recreation & Active Transportation Opportunities while Planning for Long-Term Parking Demand

- Data Collection & Analysis
- Stakeholder Feedback
- Transportation Demand Management (TDM) Measures
- Parking Projections & Management Strategies



Pier Ferry Parking & TDM Plan

- Existing Conditions
- Ferry Riders & Mode Share
- Transportation Demand Management (TDM) Infrastructure
- Parking Management Strategies

Transportation Demand Management (TDM): A set of strategies aimed at increasing the efficiency of the transportation system by encouraging alternative modes of travel, reducing reliance on single-occupancy vehicles, ultimately leading to lower vehicles miles travel and greenhouse gas emissions (Caltrans)

Pier Ferry Parking & TDM Plan

Existing Conditions: Data Sources

1. Existing Parking Inventory & Regulations

2. Parking Lot Utilization

- Over 18,000 Data Points (May, 2021 – February, 2024)
- Multiple Daily Parking Lot Counts at 10 am, 2 pm (on weekends) and 8 pm

3. Parking Duration

- 5 Full Day Continuous Data Collection Periods (6 am – 9 pm on 3 weekdays & 2 Saturdays in Summer 2024)
- Sunday data collection to occur in Summer, 2025

4. Intercept Surveys

- 4 Weekdays & 3 Saturdays in Spring - Summer, 2024

Parking & TDM Plan Existing Conditions: Total Parking Inventory

Total: 2,146 Stalls

504 Leased Spaces

76 Paid Launch Ramp Spaces

1,566 Public & Slip Holder Parking Spaces

- 557 North
- 390 Central
- 619 South

Does not include dry-boat storage

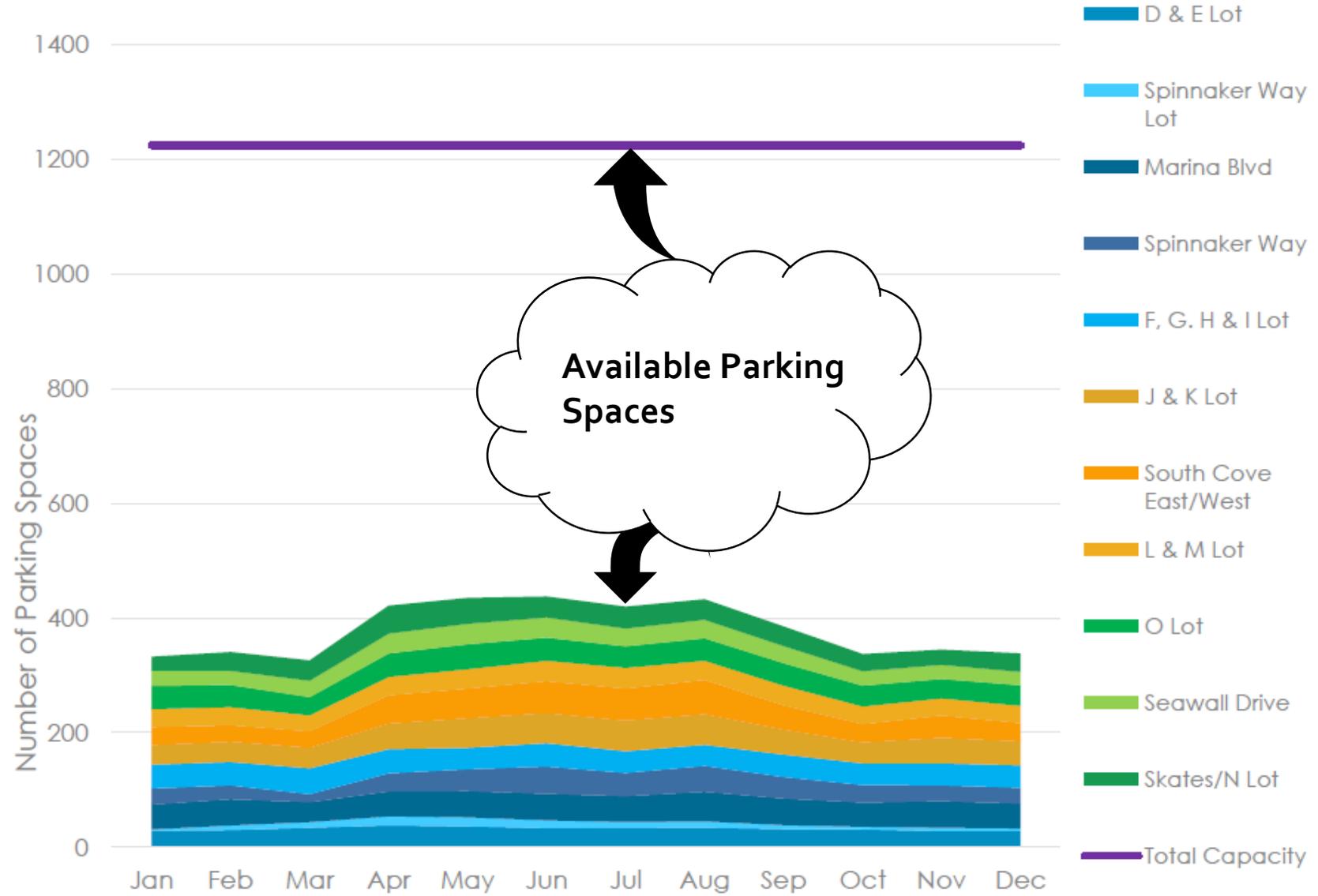


Existing Conditions: Average Parking Utilization

Total Capacity =
1,221 spaces

1,566 Public & Slip Holder Parking Spaces minus University Ave (25), minus Seawall Lot (320) = 1,221 Capacity

Figure 6: Parking Utilization by Month (2021-2024)

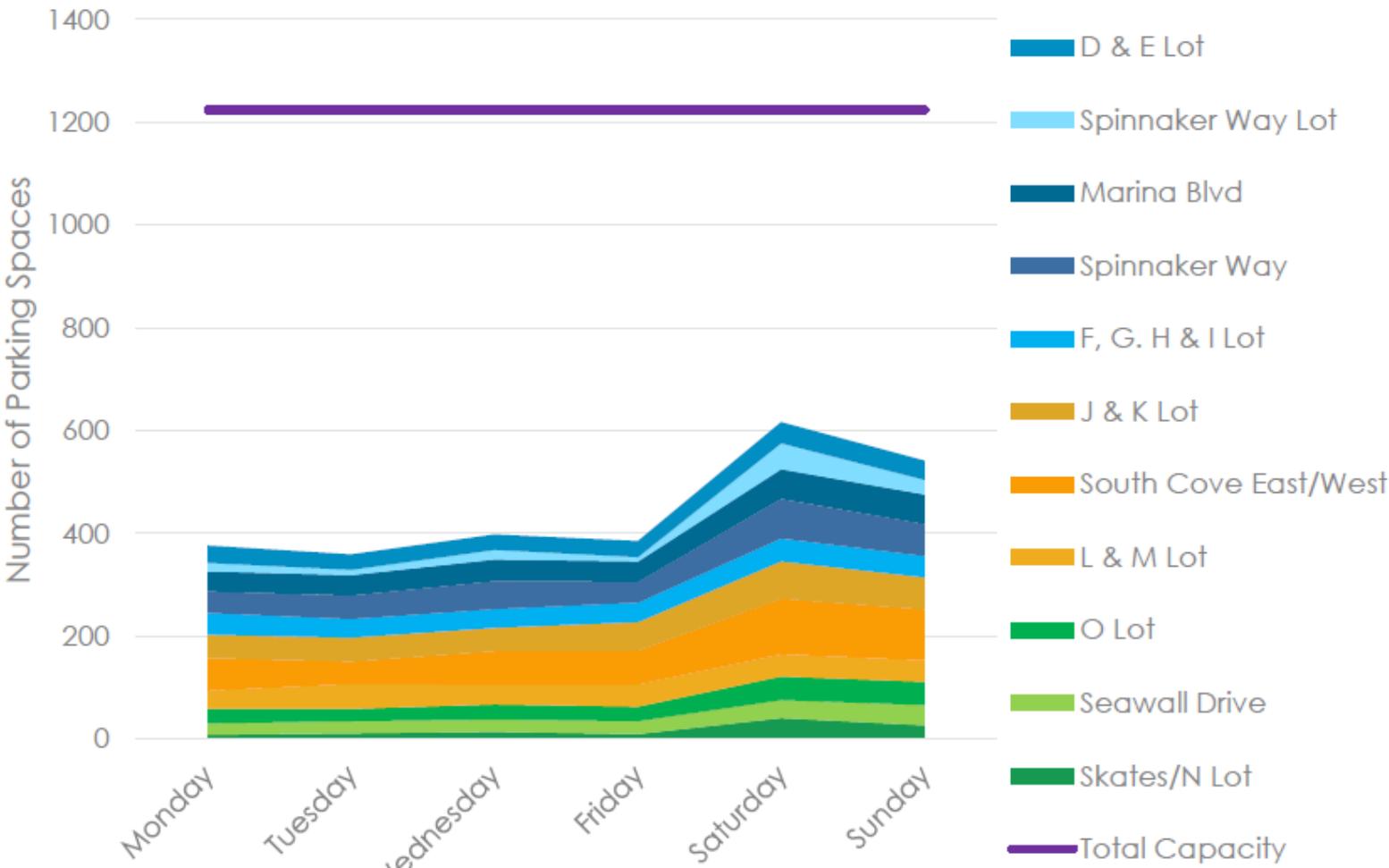


Source: Daily Parking Counts by Waterfront Staff 2021-2024, Data Compiled by Kittelson & Associates, Inc. 2024

Note: Data does not include Seawall Drive Lot and University Avenue (320 + 25 parking spaces) in counts or capacity.

Existing Conditions: Peak Parking Utilization

Figure 7: Parking Utilization by Day (June)

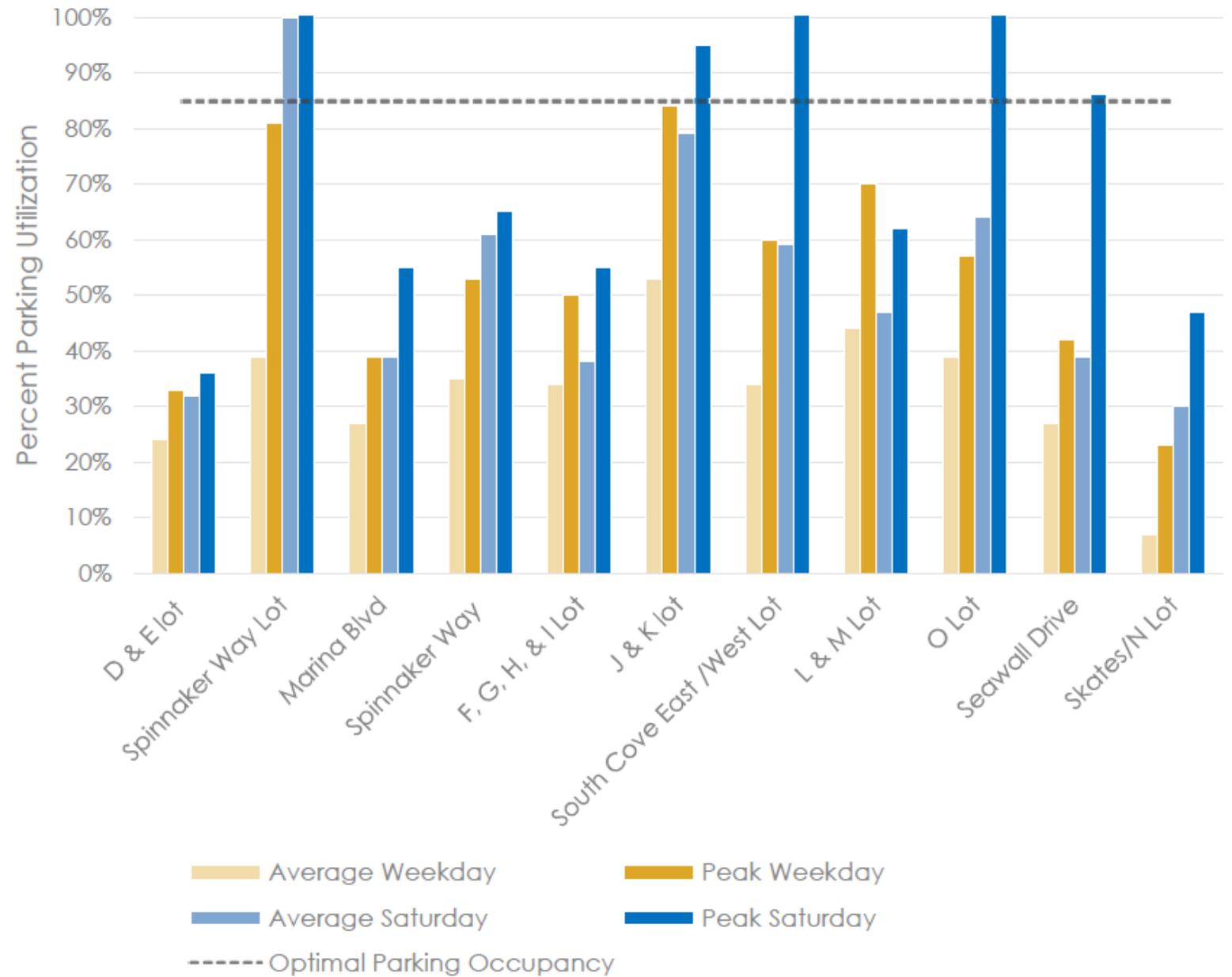


Source: Parking Counts by Waterfront Staff, Data Compiled by Kittelson & Associates, Inc. 2024

Note: Data does not include Seawall Drive Lot and University Avenue (320 + 25 parking spaces) in counts or capacity.

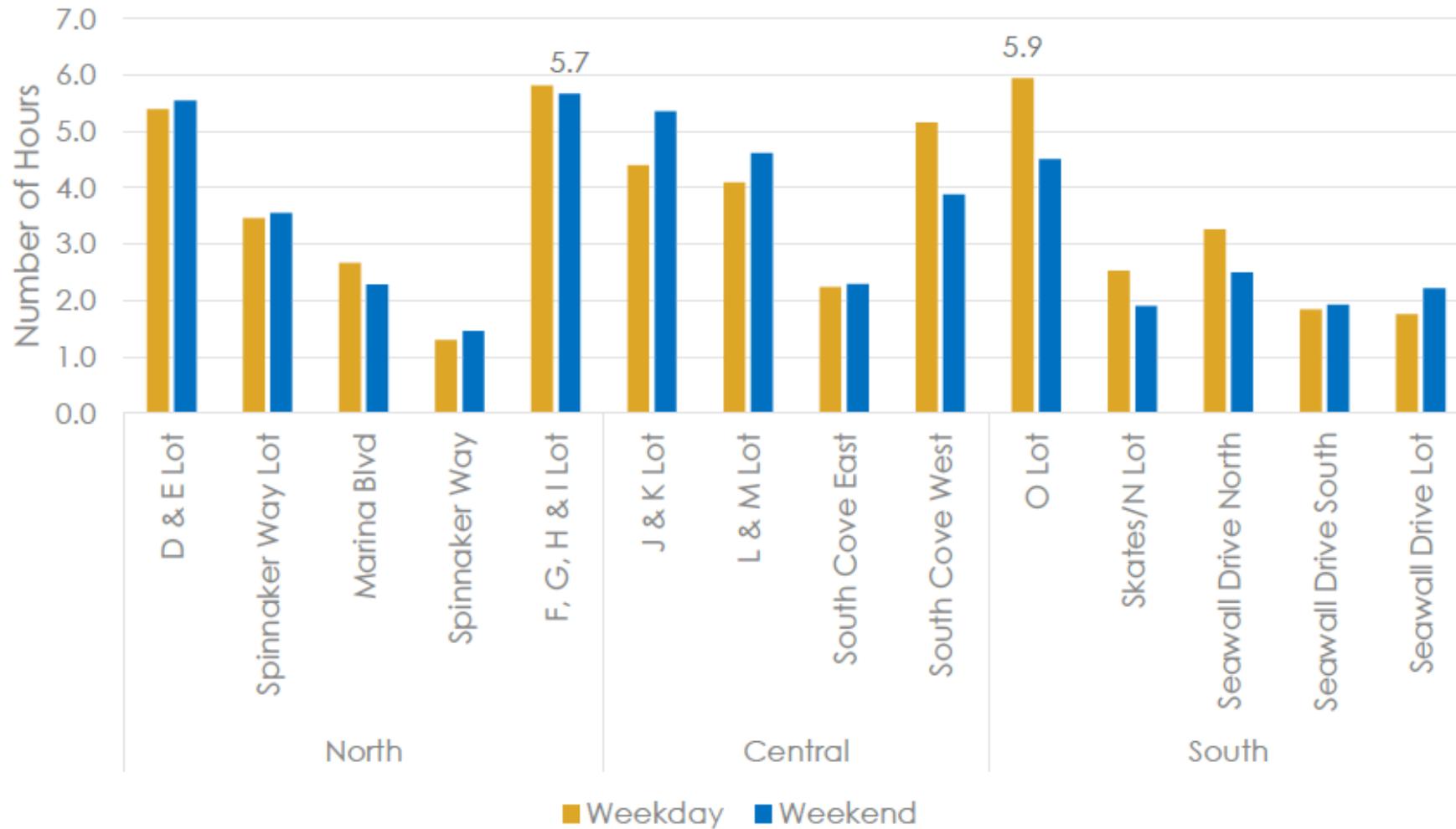
Existing Conditions: Average & Peak Parking Utilization

Figure 3: Average and Peak Utilization by Lot



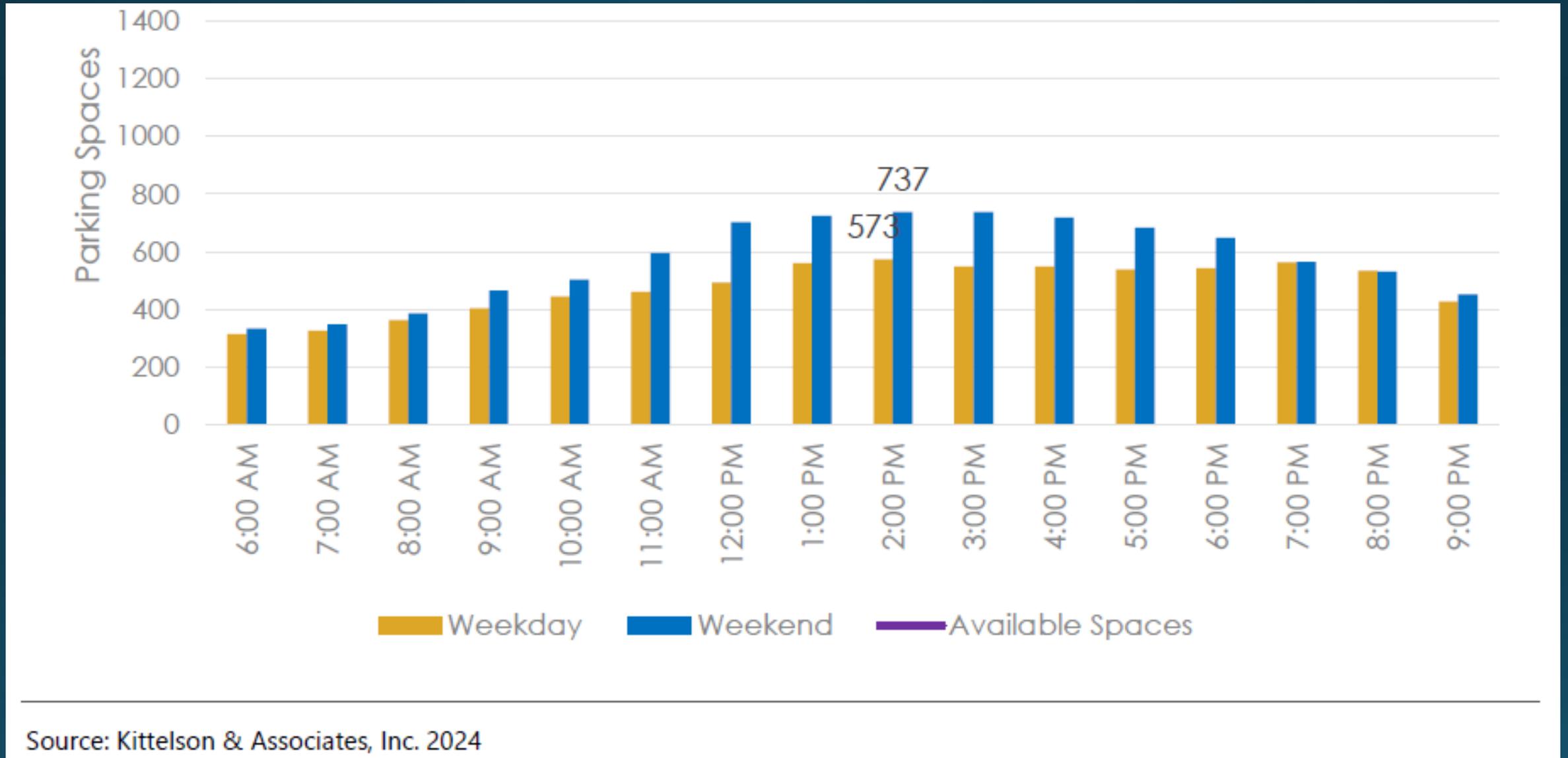
Existing Conditions: Parking Duration

Figure 13: Parking Duration by Lot (Weekday vs Weekend)



Source: Kittelson & Associates, Inc. 2024

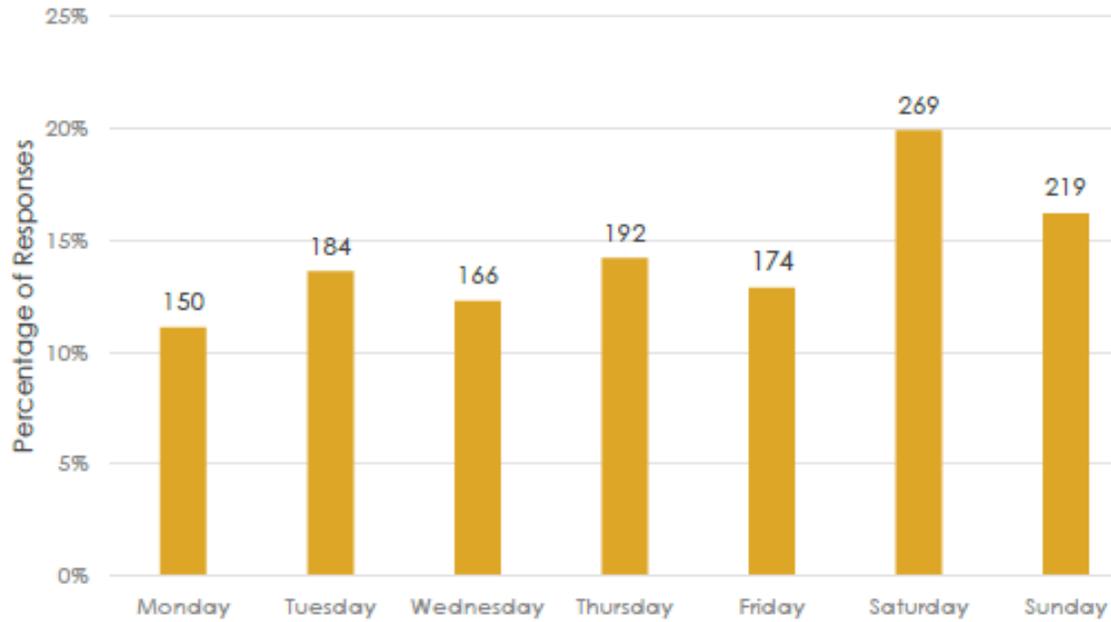
Existing Conditions: Time of Day



Source: Kittelson & Associates, Inc. 2024

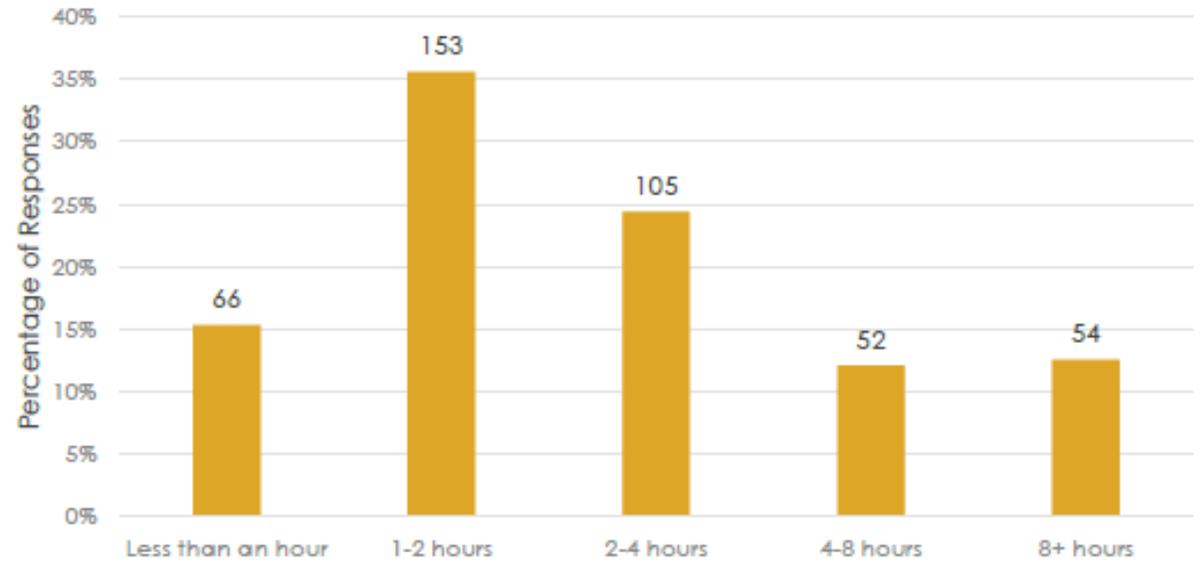
Existing Conditions: Parking Intercept Survey

Figure 22: Typical days that you visit the Waterfront? (select all that apply)



Number of responses: 1,354 (Respondents were allowed to select multiple options).
Source: Kittelson and Associates, Inc. 2024

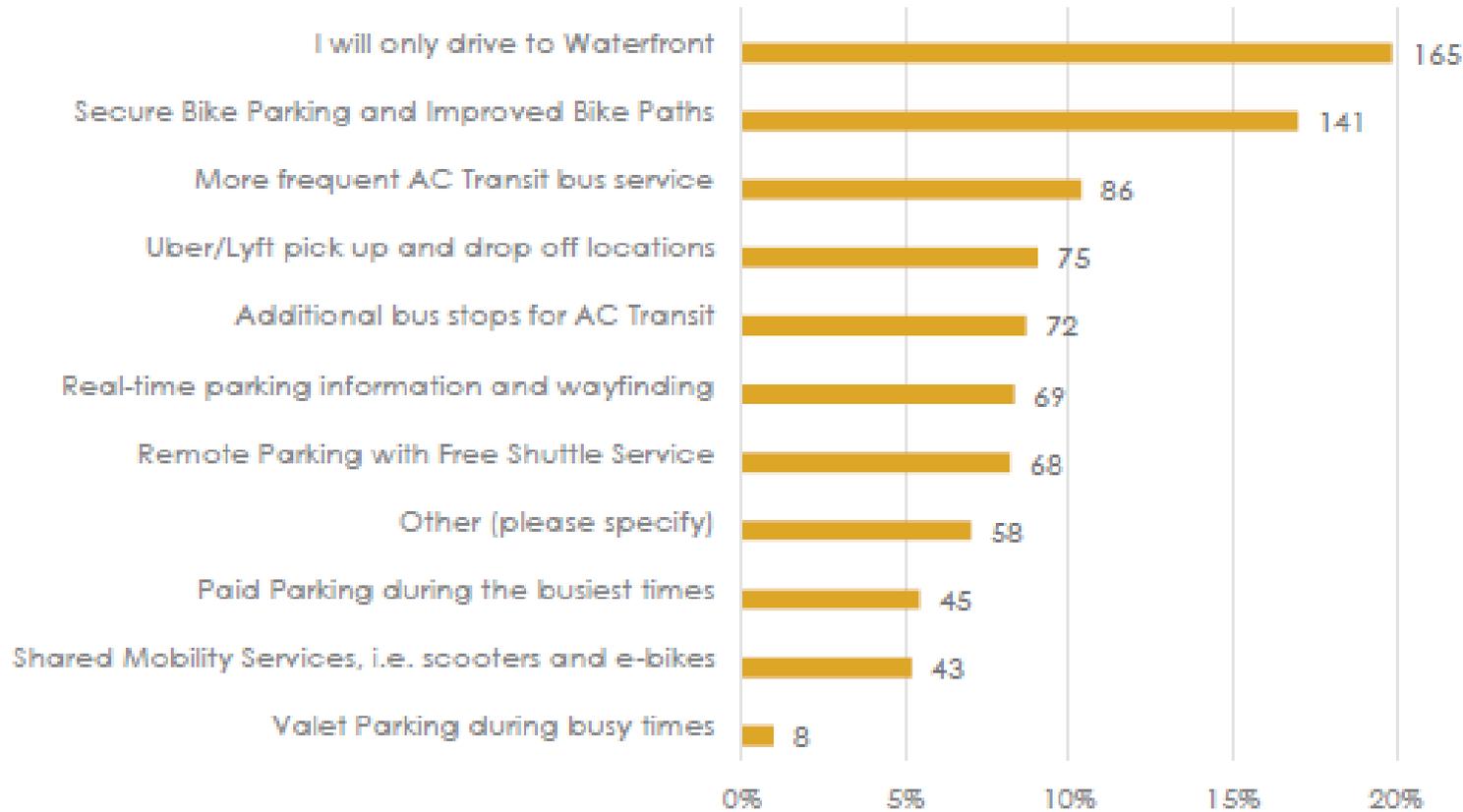
Figure 23: How long did you park for your activity today?



Number of responses: 430
Source: Kittelson and Associates, Inc. 2024

Existing Conditions: Parking Intercept Survey

Figure 30: What method would you likely use in the future to reduce cars at the Waterfront? (Select all that apply)



Number of responses: 830, (Respondents were allowed to select multiple options)

Source: Kittelson and Associates, Inc. 2024

Significant portion of respondents indicated implementation of TDM measures could change the way they travel to waterfront

Frequently Asked Questions – Parking Study Existing Conditions

Why didn't the parking analysis include parking counts from July and August, 2024?

July 2024 and later data was not included because the modeling & analysis of parking count data began in March, 2024. The analysis included daily parking data from May, 2021 – February, 2024, including three years of summer use data (2021, 2022 and 2023). As expected, the data analysis shows that some parking lots are at or near capacity during some peak summer days. City staff has reviewed the parking data from July-August 2024 and confirmed that data is consistent with, and would not affect, this finding.

The parking count data doesn't separate different types of recreation users, i.e. dog walkers from swimmers from windsurfers. Does that invalidate the data?

No. The purpose of the data analysis conducted by Kittelson was to analyze existing parking lot occupancy throughout the waterfront (i.e. how many cars are in each lot on each day at various times). The scope of the Parking and TDM analysis did not include developing a mode-split analysis for existing users, nor is this information necessary to understand the existing parking lot occupancy. City staff have a comprehensive understanding of the range of users that utilize each parking lot.

Pier Ferry Parking & TDM Plan: Ridership, Mode Share & TDM

Demand of 356 – 389 Parking Spaces after Initial TDM

With Paid Parking, demand reduced to 314 – 347 spaces.

- Active Transportation: Bicycles & Pedestrians
- AC Transit
- Ride Shares & Micro-Mobility

Table 5: Estimated Year 1 Weekday Ferry Ridership by Mode and Parking Demand (no TDM)

Mode	Mode Share	Person Trips ¹	Base Parking Demand for Ferry Riders ¹
Drive Alone	40%	366	366
Carpool	12%	110	55
Kiss-and-Ride	8%	73	0
Transit	5%	46	0
Bike	16%	146	0
Walk	4%	37	0
Taxi / TNC	5%	46	0
Other	10%	92	0
Total	100%	915	421

Source: Kittelson & Associates, Inc. 2024

Note: ¹A person trip is a trip taken by a ferry rider using any mode of transportation. Rounded to the nearest integer

Table 6: Estimated Effectiveness of Parking and TDM Strategies

Strategy	Weekday Ferry Parking Lot Demand Reduction (spaces)	Calculation Source
Bicycle and pedestrian access	2	CAPCOA T-20
Improved bicycle facilities and secure bike parking	9 – 42	CAPCOA T-10
Shared micromobility expansion	12	CAPCOA T-22-B
Pick-up/drop-off zones	5	TNC user satisfaction and efficiency research
Transit subsidy for ferry riders	4	CAPCOA T-9
Reductions with Full TDM Implementation	32 – 65 parking spaces (8% - 15%)	

Source: Kittelson & Associates, Inc. 2024

CAPCOA Handbook- California Air Pollution Control Officer's Association Handbook for Analyzing Greenhouse Gas Emission Reductions, Assessing Climate Vulnerabilities, and Advancing Health and Equity; TNC - Transportation Network Companies

Frequently Asked Questions - Ridership

How many people will ride the ferry?

In its 2022 Business Plan, WETA predicts an average of **915 weekday riders boarding the ferry in Berkeley**. This is based on 1,830 “boardings” which include passengers boarding both in Berkeley and in San Francisco, so 915 round-trip riders. This estimate is for the first year of service, and increases to 1,160 riders within 20 years (with expanded service).

Where do the estimates of 4,000+ riders a day come from?

In 2020, WETA consultants studied a theoretical “unconstrained” ridership scenario that predicted +4,000 daily boardings. This analysis assumed a limitless number of ferries with limitless capacity, limitless parking, etc., which is not a reality-based scenario. In 2023 WETA consultants published a Draft report that provided a range of 2050 ridership at Berkeley from 1,800 – 4,000. The highest ridership assumed a significant expansion of WETA’s role within the region, a 30% increase in housing growth and enhanced on-site parking/access. None of these assumptions are funded or actually forecast to occur. **The WETA Berkeley Business Plan is what actual operational planning for the Project, including ridership, is based on.**

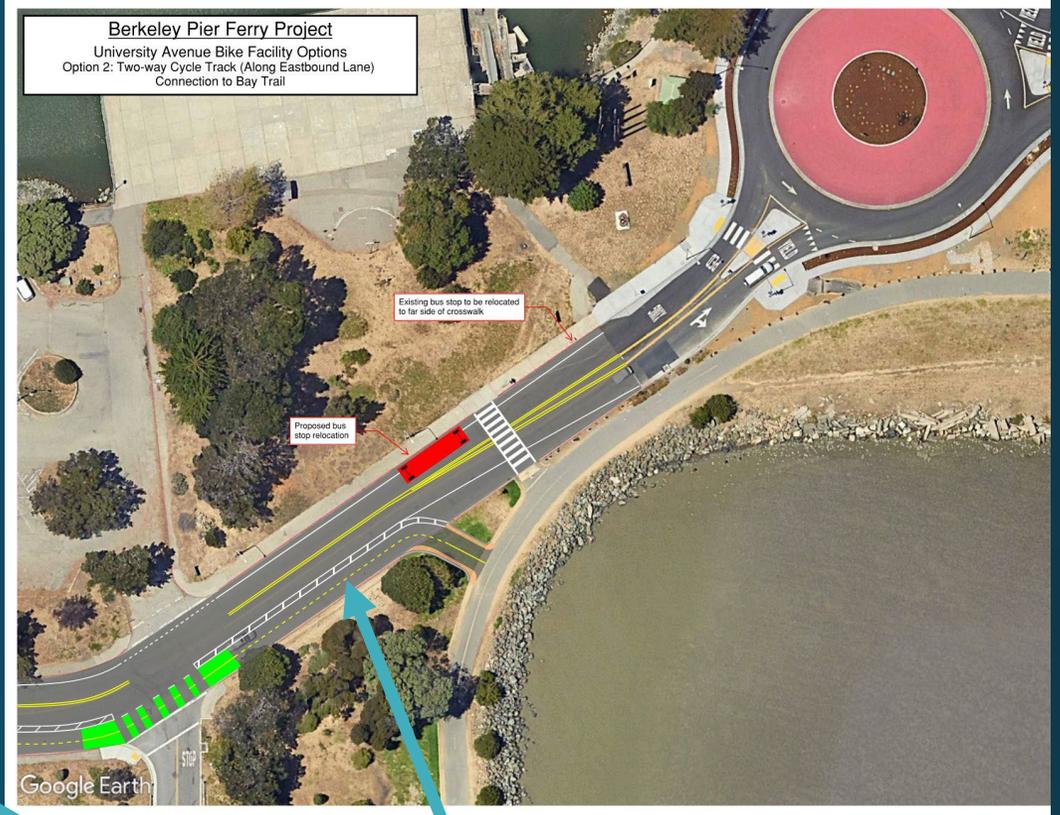
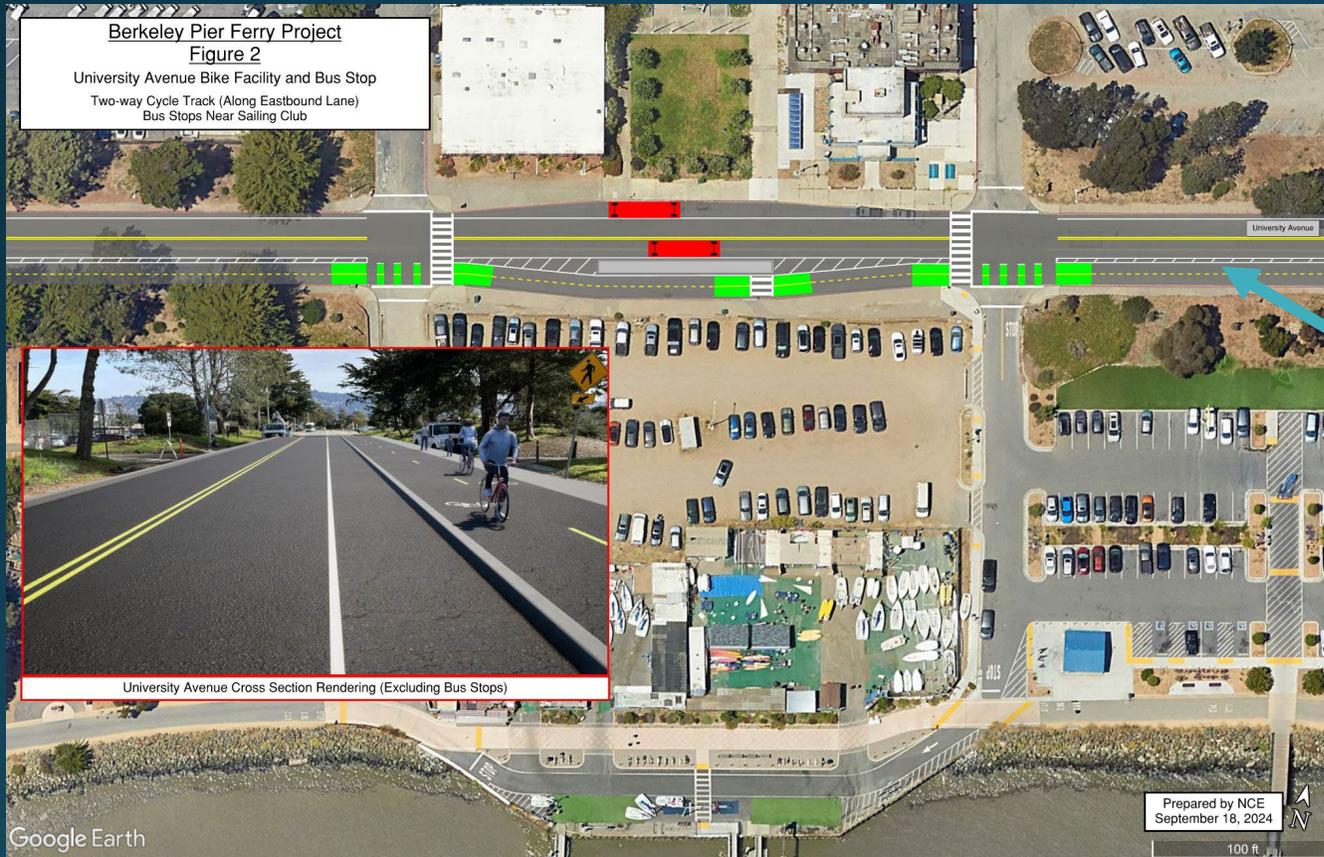
What if actual ridership is more than WETA has predicted in their Business Plan?

All ridership projections rely on assumptions regarding future conditions. Mode-split analyses (how many people will drive vs. bike or other means of transportation) also rely on predictions of future human behaviors. The farther into the future these analyses try to predict, the less reliable they become. For example, 10+ years into the future technological advances such as increased use of autonomous self-driving vehicles could significantly impact travel modes and parking demand. The City has developed a flexible, tiered TDM strategy that allows for long-term dynamic management of actual realized ridership, travel modes and resulting TDM needs.

TDM Infrastructure

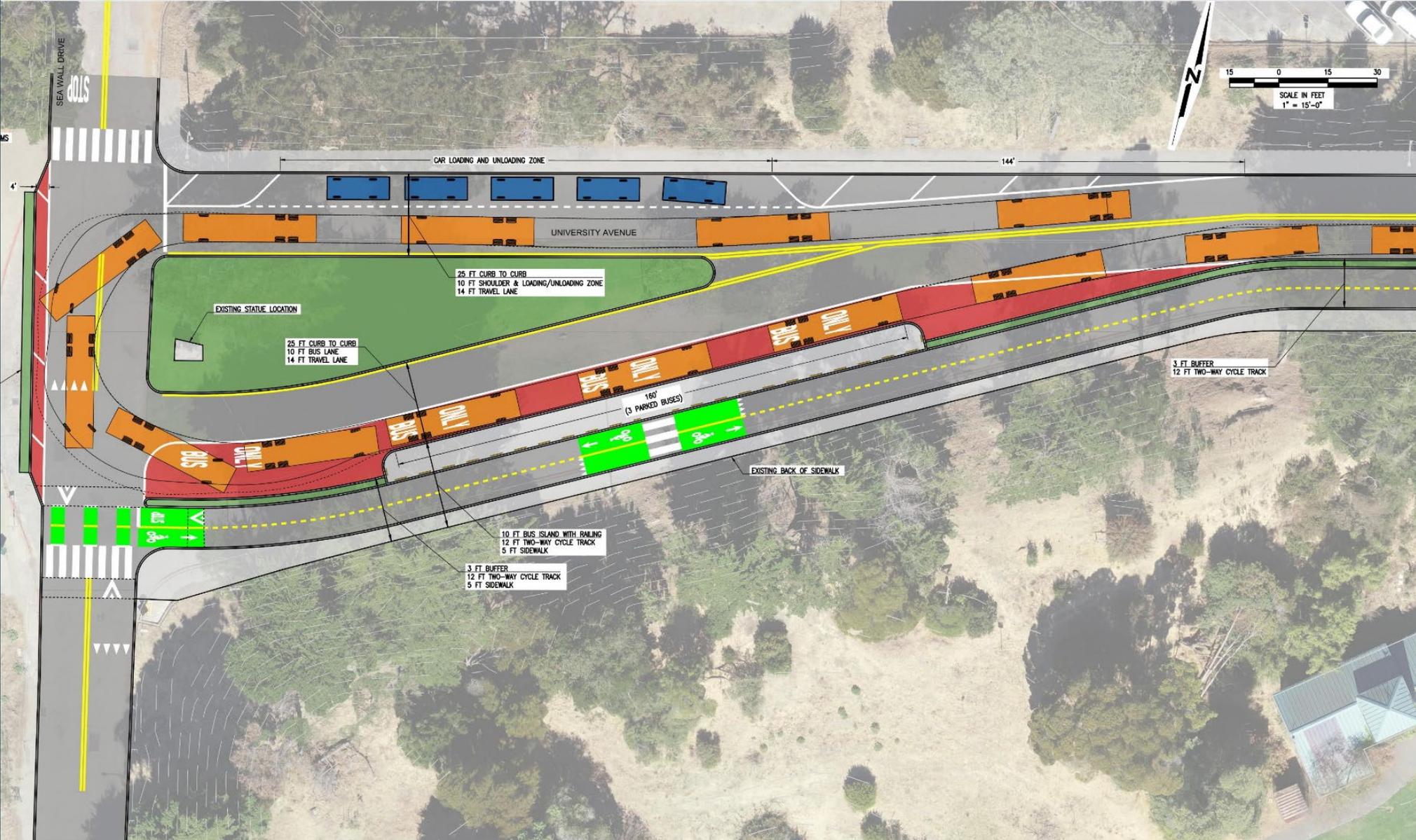


TDM Infrastructure - Bicycles



University Ave

TDM Infrastructure – Transit & Ride Share



Feedback (1 of 3)

Transportation Demand Management Infrastructure:

University Ave Cycle-Track

Bicycle Parking

Expanded / Improved AC Transit Platform

Loading / Unloading Zone

Parking Management Strategies

Demand of 314 – 389 Parking Spaces after initial Transportation Demand Management Measures

1. Maximize Available Stalls at Seawall Drive Parking Lot
2. Provide Overflow Parking
3. Implement Way-Finding Program
4. Coordinate Parking Regulations throughout Berkeley Waterfront: Consider combination of Full-Day, Time-Limited, Permit, Free & Paid Parking Options

Maximize Available Parking at Seawall Parking Lot

1. Maintain in-car Bay viewing
2. Create Bay Trail Spur along Seawall Drive connecting to existing multiuse paths
3. Provide Electric Vehicle Charging Stations
4. Provide Accessible Parking
5. Water Quality Treatment areas



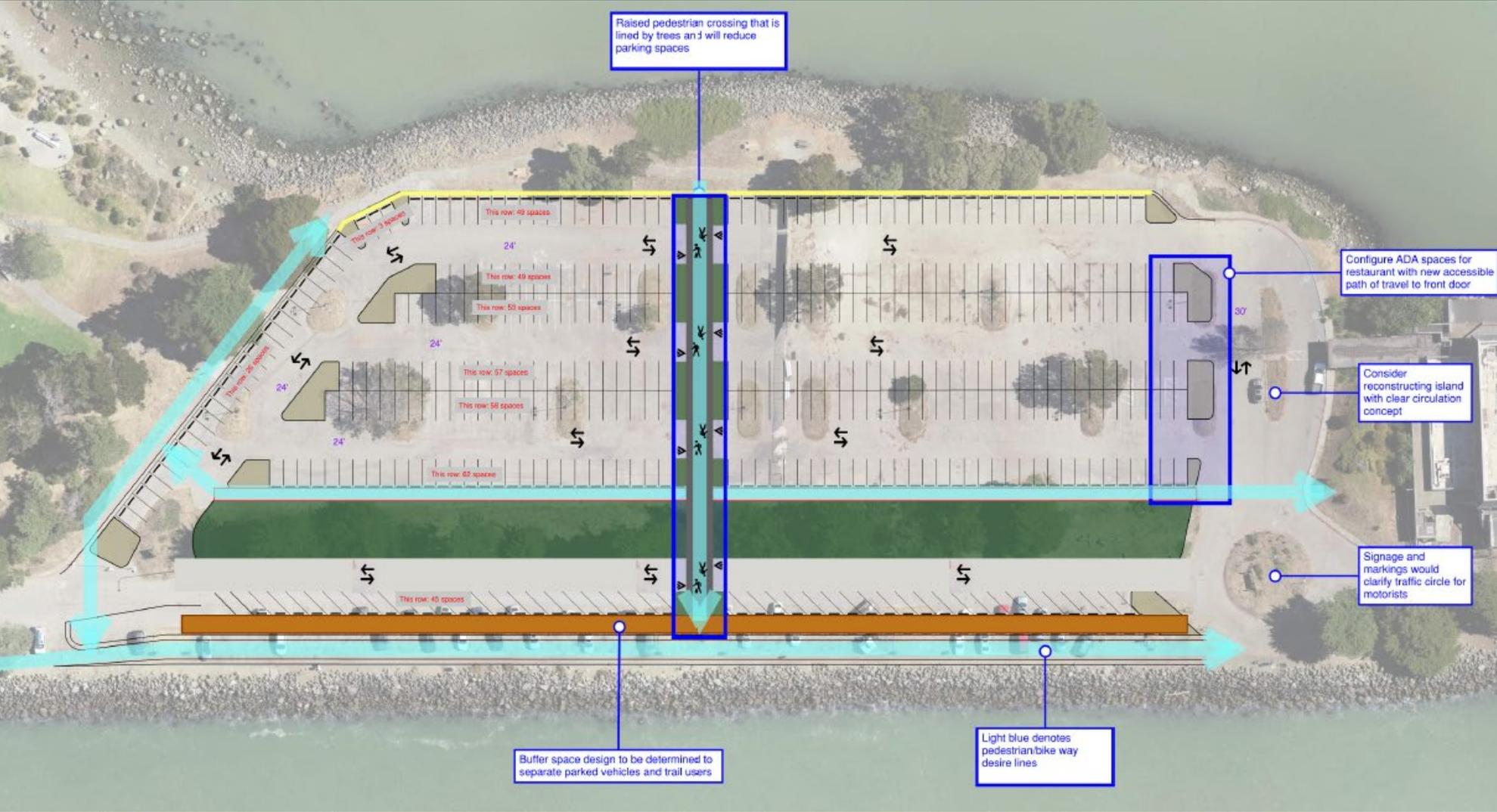
Seawall Drive new Bay Trail Spur with In-Car Bay Viewing

Seawall Parking Lot

Alternative 1: Re-Crete Existing

No new stalls (same as existing)

Based on conceptual drawing, does not include water treatment areas (C3). Some stalls will be Accessible or EV Charging.

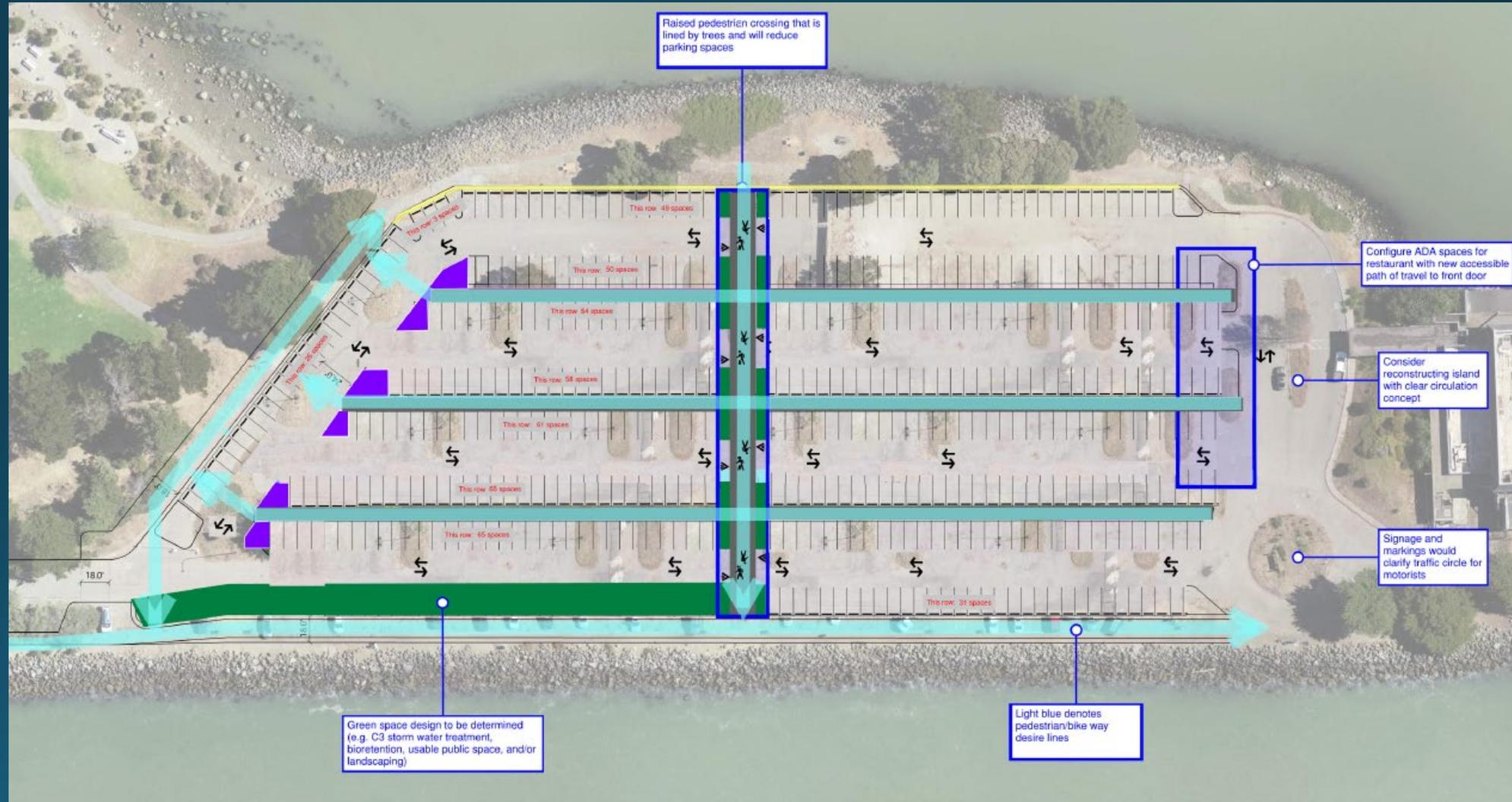


Seawall Parking Lot

Alternative 2: Seawall Green Space

Adds ~80 Stalls

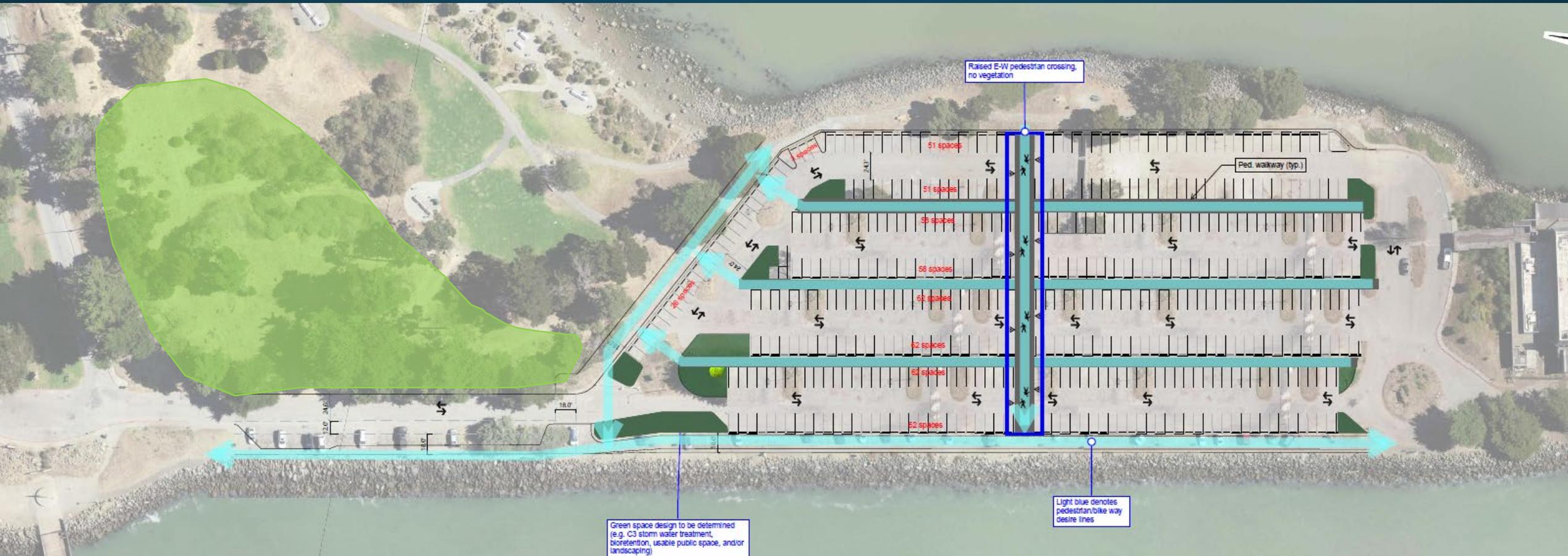
Based on conceptual drawing, does not include water treatment areas (C3). Some stalls will be Accessible or EV Charging.



Seawall Parking Lot Alternative 3: Maximize Parking with Shorebird Park Improvements

Adds ~110 Stalls

Based on conceptual drawing, does not include water treatment areas (C3). Some stalls will be Accessible or EV Charging.

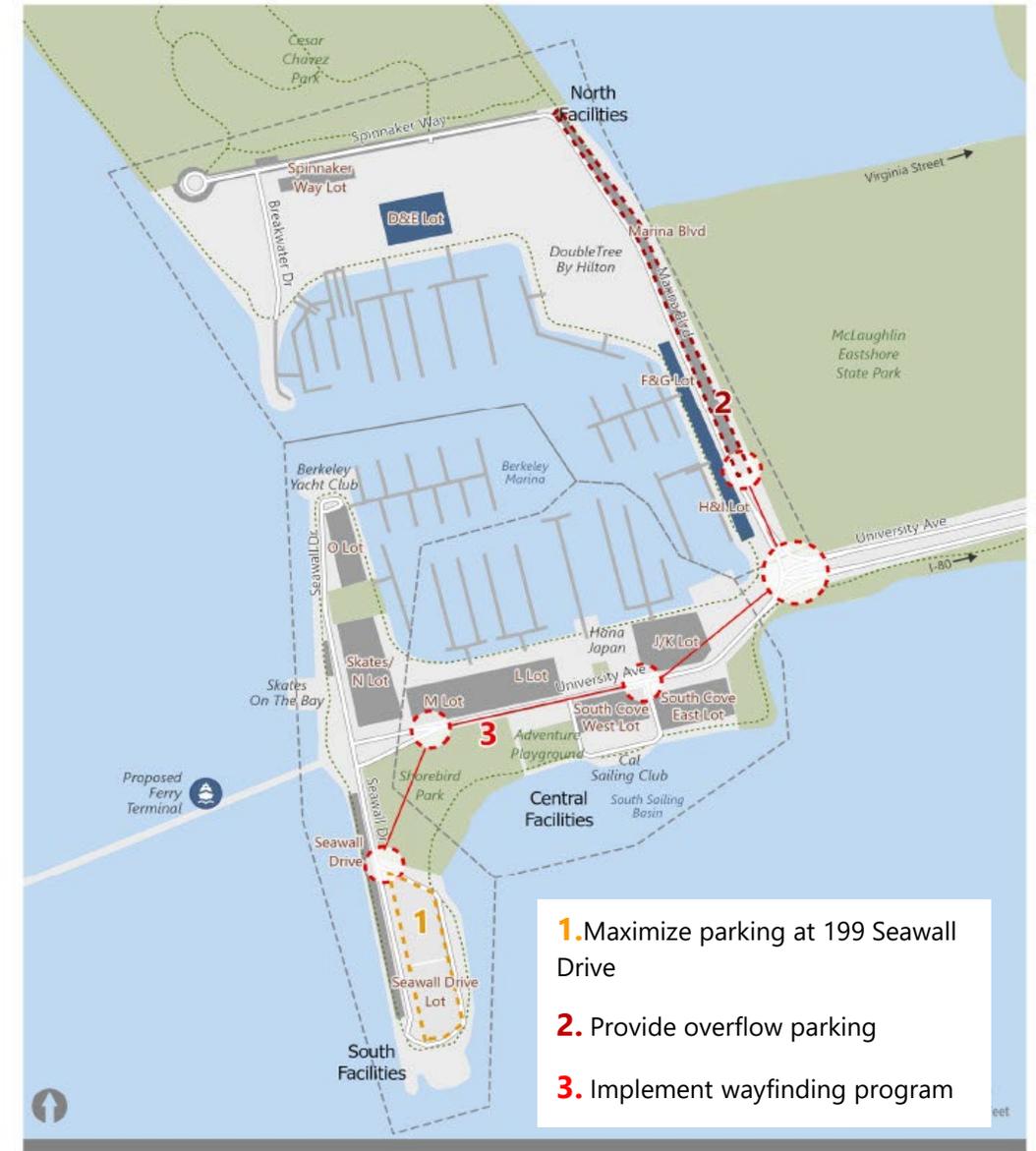


Green Space Investment Seawall Parking Lot vs. Shorebird Park



Provide Overflow Parking & Wayfinding Signage

Figure 5: Study Area with Year-One Parking Management Strategies



1. Maximize parking at 199 Seawall Drive
2. Provide overflow parking
3. Implement wayfinding program

LEGEND
 □ Study Boundary
 — Road
 — Dock
 - - Path/Trail

■ Slipholder Permit Parking
 ■ Public Parking
 1 Maximize parking at 199 Seawall Drive
 2 Provide overflow parking at the Marina Blvd Lot
 3 Implement wayfinding plan

Feedback (2 of 3)

What is your feedback on the three Seawall Parking Lot Layout Alternatives?

- Scenario 1: Recreate Existing Layout, no new parking stalls
- Scenario 2: Seawall Green Space, ~40 new parking stall
- Scenario 3: Maximize Parking with Shorebird Park Improvements, ~100 new parking stalls

What is your feedback on the potential overflow parking locations?

- Marina Blvd
- Skates / N Lot
- Other?

Coordinate Parking Regulations Throughout Waterfront

Berkeley Waterfront Parking Count & Rules | February 2025

Waterfront Parking Stalls	# Stalls	Percent of Total
Total Waterfront Parking Stalls	2219	100%

Public Street Name	# Stalls	Rules
Marina Blvd	150	No Parking 2am - 6am Max 72 hour*
Seawall Drive North	6	2 hour parking 9am - 6pm
Seawall Drive South	84	No Parking 11 pm-5am Max 72 Hour*
Spinnaker Way	127	No Parking 2am - 6am Max 72 hour*
University Avenue	25	No Parking 2am - 6am Max 72 hour*
Public Street Spaces	392	18%

Public Lot Name	# Stalls	Rules
J & K Lot	92	Max 72 hour* Boater Permit required 12am to 10am
L Lot	14	Max 72 Hour* Boater Permit required 8pm -10am on weekdays, and all day on weekends
Launch Ramp Paid	76	Paid Boat Launch Access/Trailer Lot: \$17/day
M Lot	77	Max 72 Hour* Boater Permit required 8pm -10am on weekdays, and all day on weekends
O Lot	72	Max 72 Hour* Boater Permit required 2am - 9am on weekdays, and 2am - 6am on weekends
Seawall Drive Lot	320	Open for periods of high demand
Skates/N Lot	137	Max 72 hour* Boater Permit required 12am to 10am
South Cove East Lot	96	Max 72 Hour* Open 9 am -11pm on weekdays, and all day on weekends
South Cove West Lot	86	Max 72 hour*
Spinnaker Way Lot	36	Max 72 Hour* Open 5am - 10pm
Public Lot Spaces	1006	45%

Boater Lot	# Stalls	Rules
D & E Lot	129	Boater Permit required Max 72 hour*
F & G Lot	63	Boater Permit required Max 72 hour*
H & I Lot	52	Boater Permit required Max 72 hour*
Dry Boat Storage Lot	73	No car parking/Boater Permit required
Boater Spaces	317	14%

Limited Parking Area	# Stalls	Rules
Berkeley City Vehicle Parking	10	No public parking
Berkeley PD Leased Lot	47	No public parking
Doubletree Leased Lot	408	Available to public \$8-\$38/day \$40/overnight
Marine Center Leased Lot	39	No public parking
Limited Parking Spaces	504	23%

*Per Berkeley Municipal Code. All other parking rules are City policy.

Created August 12, 2024



Goals of Parking Management

1. Provide parking options to meet the needs of all Waterfront stakeholders
2. Ensure that Full-Day Parking occurs only in designated locations
3. Clearly communicate all parking regulations to visitors
4. Sufficient enforcement
5. Plan for Dynamic Management to respond to actual challenges as they develop

Parking Types / Systems for Consideration

- Paid / Leased (Gated Launch Ramp, DoubleTree, Police Dept Fenced Lot, Marine Center)
- Waterfront Permit Program (e.g. slip holders, business owners, etc.)
- Free Time Limited
 - Where no full day parking is allowed, free time limited parking enforced via license plate readers.
 - Visitors do not need to get a permit at a kiosk/online.
 - Waterfront Permit holders not subject to time limits
- Short Term Free Parking / Full Day Paid Parking
 - Kiosks and online option to issue parking permit
 - All cars using lot would be required to get parking permit. No parking permit = parking ticket.
 - No fee for a parking permit under 4-hours* in duration
 - Parking fee for parking permit longer than 4-hours*
- Paid: All cars must pay, lower hourly cost for shorter duration

* Actual duration TBD, 4-hours used in this presentation / initial scenarios

	Existing	Scenario 1 No Paid Parking	Scenario 2 Some Paid Parking	Scenario 3 All Full-Day Paid Parking
Spinnaker Way Lot	Baseline Restrictions*	Free 4-hr time limited	Same as Scenario 1	Same as Scenario 1
Marina Blvd	Baseline Restrictions*	Free Full Day Parking	Same as Scenario 1	Paid Full-Day Parking
Spinnaker Way	Baseline Restrictions*	Free 4-hr time limited	Same as Scenario 1	Same as Scenario 1
J&K**	Permit only 12 am – 10 am	Permit parking only 12 am – 10 am Free Full Day Parking after 10 am	Same as Scenario 1	Paid Full-Day Parking Free parking with Permit Only
South Cove East	No parking 11 pm – 9 am except Saturday & Sunday	Free 4-hr time limited	Same as Scenario 1	Same as Scenario 1
South Cove West	Baseline Restrictions*	Permit parking only 12 am – 10 am Free Full Day Parking after 10 am	Same as Scenario 1	Paid Full-Day Parking Free parking with Permit Only
L&M**	Permit only weekends 8 pm – 10 am weekdays	Permit only weekends Permit only 12 am–10 am weekdays Free Full Day Parking after 10 am	Same as Scenario 1	Same as Scenario 1
O**	Permit only 2 am – 9 am weekdays; 2 am – 6 am weekends	Permit only 12 am – 10 am Free Full Day Parking after 10 am	Same as Scenario 1	Same as Scenario 1
Skates / N	Permit parking only 12 am – 10 am	Permit only 12 am – 10 am Free Full Day Parking after 10 am Limited Free Full Day Parking	Partial Permit only 12 am – 10 am Free Full Day Parking after 10 am Partial Paid Full Day Parking	Free 4-hr time limited Limited Paid Full-Day Parking
Seawall Drive	Baseline Restrictions*	Free 4-hr time limited	Same as Scenario 1	Same as Scenario 1
Seawall Lot	Baseline Restrictions* when open (high demand only)	Free Full Day Parking	Free 4-hr time limited Paid Full Day Parking	Paid Full Day Parking

Does not include slip-holder only lots (D&E, F&G, H&I) where no changes are proposed, does not include dry boat storage

* Baseline Restrictions include overnight restrictions (which vary by lot) and 72-hr Parking Limits (which applies to all waterfront parking lots)

** No changes to slip holder access

FAQs about Parking Management

I'm a recreation user and want to be able to be able to park all day for free in a parking lot that you are proposing as time-limited.

Some lots are proposed to allow for full day parking after 10 am to address this issue. Recreation users also have the option of moving their vehicle mid-day to achieve free full-day parking within a time-limited lot or parking in a designated free full-day lot (in Scenarios 1 and 2).

How will you differentiate within a specific parking lot, such as Seawall, which spaces are available for full-day parking and which are not? What if the entire lot is full of full-day parkers due to ferry?

Parking regulations would be identified with signs and pavement markings. All three scenarios presented today allows full day parking within all of Seawall Lot, and time limited parking on Seawall Drive. If full-day parking occupying too many spaces within Seawall Lot becomes an issue, additional spaces within the lot would be converted to time-limited.

Will you consider a time limit of 6-hours instead of 4-hours in some lots to allow for recreation users who want more time? Or a time-limit of only 2-hours instead of 4 in some lots where higher turn-over is desirable?

Yes, a longer time period, and/or different time periods in different lots, can be considered.

What does Dynamic Management Mean?

IF / THEN...

If full-day parkers illegally park prior to 10 am in O Lot, then increase enforcement, and consider converting the lot to permit only.

If full-day parkers start filling up Seawall Drive Lot, then convert some parking stalls within the lot to 4-hour time limited.

If all full-day stalls start filling up then implement additional TDM Strategies: Off-site shuttle, paid parking, use of under-utilized lots, addn'l bike parking, etc.

If Marina Blvd reaches near-capacity with full-day parking, consider allowing short-term parking in D&E Lot

If car-share / autonomous cars become major mode share, convert some parking stalls to loading /unloading only

If bike parking start filling up with Ferry Riders, add additional bike lockers / options.

Additional TDM Strategies

Table 1: Parking and TDM Strategies

	Strategy	Effectiveness ¹	Ease of Implementation ²	Cost ³
Vehicle Management Strategies				
	Wayfinding	+	✓	\$\$
	Satellite parking facilities	++	✓	\$
	Shuttle service to the Waterfront	++	✓	\$\$\$
	Circulator shuttle service around the Waterfront	+	✓	\$\$
	Vehicle parking regulations	++	✓	\$
	Paid parking	+++	✓	\$
	Valet service (free or low cost)	+	✓	\$\$
	Parking Benefit District	+++	✓	\$
	Parking enforcement	+	✓	\$
Vehicle Reduction Strategies				
	Bicycle and pedestrian access	++	✓	\$\$
	Bicycle facilities	++	✓	\$\$
	Secure bicycle parking	++	✓	\$
	Shared micromobility	++	✓	\$
	Pick-up/drop-off zones	+	✓	\$
	Transit subsidy for ferry riders	++	✓	\$\$
	Expanded AC Transit service	+++	✓	\$\$
	Transportation Management Agency	+++	✓	\$\$\$

Feedback (3 of 3)

- What is your feedback on the three parking management scenarios presented?
- Time-Limited Parking: Is 4-hours is the right amount of time? More or less?
- As the City considers implementation of additional TDM measures, which do you think should be prioritized?

Discussion / Comments / Questions

Feedback on the three Seawall Parking Lot Layout Alternatives?

- Scenario 1: Recreate Existing Layout, no new parking stalls
- Scenario 2: Seawall Green Space, ~40 new parking stalls
- Scenario 3: Maximize Parking with Shorebird Park Improvements, ~100 new parking stalls

Feedback on the three parking management scenarios presented?