

# BERKELEY WATERFRONT PARKING AND TRANSPORTATION DEMAND MANAGEMENT TOOLKIT

This parking and transportation demand management (TDM) toolkit (referred to as the TDM toolkit) is part of an ongoing effort to manage access and circulation to and around the Berkeley Waterfront. TDM is the use of strategies to inform and encourage travelers to maximize the efficiency of our transportation systems leading to improved mobility, reduced congestion, and lower vehicle emissions.<sup>1</sup> TDM aims to provide all people with real transportation options that enable them to travel from their location to a destination in an affordable, efficient, and sustainable way.

This document presents parking and transportation demand management strategies for use at the Berkeley Waterfront, with a focus on managing the influx of commuters driving to the ferry terminal after implementation of new ferry service. The initial list of parking and TDM strategies under consideration for the Waterfront is presented in Table 1 (in no particular order / priority) and strategies are further described in the sections following the table.

**Table 1: Parking and TDM Strategies**

	Strategy	Effectiveness <sup>1</sup>	Ease of Implementation <sup>2</sup>	Cost <sup>3</sup>
<b>Vehicle Management Strategies</b>				
	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	+	✓	\$
<b>Vehicle Reduction Strategies</b>				
	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	+++	✓	\$\$\$

Notes:

1 Effectiveness: + small effect on mode shift; ++ moderate effect on mode shift; +++ highly effective at mode shift

2 Ease of implementation: ✓ easy, short timeline, minimal administrative costs; ✓ (medium, longer timeline, requires added administrative duties; ✓ difficult, politically or administratively difficult on any timeline

3 Cost: \$ low cost, short timeline; \$\$ medium cost; \$\$\$ high cost

<sup>1</sup> Association for Commuter Transportation. [www.actweb.org](http://www.actweb.org)

In selecting TDM strategies to address circulation and access to and around the Waterfront, it is useful to know how effective measures might be at changing travel behavior, how much they might cost, and how challenging they might be to implement. The empirical evidence on TDM effectiveness, cost, and ease of implementation is sporadic and incomplete. It is also difficult to compare across all measures, as the performance measures and method of evaluation vary from one measure to the next. Studies often lack controls, and external variables, such as the price of gasoline and unemployment rates, affect travel behavior changes. For comparison purposes, Table 1 and the following descriptions present a high-level qualitative rating of these factors (effectiveness, ease of implementation, and cost) based on a review of literature and research and conversations with implementing agencies. These strategies are not presented in any particular order, and have not been prioritized or ranked. The City intends to present these strategies and gather public feedback prior to ranking/prioritizing the various strategies.

## VEHICLE MANAGEMENT STRATEGIES

### WAYFINDING

**Effectiveness:** +

**Ease of Implementation:** ✓

**Cost:** \$\$

**Overview:** While the Waterfront has a variety of parking lot locations and types, the total volume of spaces are not well utilized, causing high occupancy at desirable lots when adjacent lots sit mostly empty. Improved wayfinding around the Waterfront can help drivers know where available lots are located and how they can access their destinations from those lots. Improved wayfinding will be an essential tool for managing the influx of new trips to the Waterfront for a new ferry service, and for managing flows of visitors at peak times. Digital parking monitoring tools can also be utilized to help drivers locate open spaces without having to circle multiple locations looking for them. Enhanced wayfinding and monitoring will improve visitors' experiences at the Waterfront and ease the strain on the most desirable parking locations.

For the greatest impact, wayfinding improvements should be paired with pedestrian improvements to ensure comfortable access between parking lots and destinations. Should wayfinding signs direct drivers to lower occupancy lots away further from their destinations, pedestrian improvements should ensure that trips to and from those lots are safe, comfortable, and intuitive.

**Implementation:** Improving wayfinding is a logistically easy and financially attainable parking management strategy. While technologically advanced parking occupancy counters and directions would increase the difficulty of implementation, basic wayfinding improvements could be made with improved physical signage and online information well in advance of new ferry service.

Internal pedestrian improvements are comparably more expensive and would have to be rolled out on a longer timeline. However, quick-build projects, including enhanced crosswalk paint and temporary pedestrian bulbouts can be used to enhance the effectiveness of wayfinding improvements in the meantime.

**Figure 1** Example wayfinding signs



Source: BART, *Station Access Signage & Wayfinding Guidelines*, 2022.

## SATELLITE PARKING FACILITIES FOR WATERFRONT VISITORS

**Effectiveness:** ++

**Ease of Implementation:** ✓

**Cost:** \$

**Overview:** The City could establish a satellite parking facility for the Waterfront, which could be used by ferry riders or by general Waterfront visitors. The satellite lot would be a tool for transferring parking demand away from Waterfront lots for those who have the flexibility to then proceed to the Waterfront by shuttle, AC Transit service, or by biking and walking. A satellite parking facility could maximize the space devoted to vehicle parking for recreational uses at the Waterfront without limiting access to the ferry service.

**Implementation:** Feasibility of establishing satellite lots depends on the location and ownership of lots, as well as the necessary complimentary measures needed to help users access the Waterfront – including, but not limited to, shuttle service and bike and pedestrian improvements. Implementation would be made easier if satellite lots were sited in less-used areas, where parkers could easily access the Waterfront’s recreational facilities, but wouldn’t take up spaces at in-demand parking locations. This proposition would be more convenient, reliable, and economical to satellite lots that are privately owned, or that are located a significant distance from the Waterfront.

**Peer Case Studies:** Muir Woods Shuttle

## SHUTTLE SERVICE TO THE WATERFRONT

**Effectiveness:** ++

**Ease of Implementation:** ✓

**Cost:** \$\$\$



**Figure 2** Temporary free shuttle offered from North Berkeley BART to the Solano Stroll event  
(Source: Jonathan Zisk)

**Overview:** A shuttle service to the Berkeley Waterfront could replace car trips taken by ferry riders and could be coordinated with the ferry schedule to reduce the time penalties associated with transfers to / from local bus service. Shuttle service would need to link commuter and other visitors’ origins across Berkeley to their destinations at the Waterfront. This would require service to locations throughout the City of Berkeley, or to established satellite parking lots located outside the Waterfront.

Ease of access to the Waterfront for recreational and commercial users must be prioritized. Inefficient shuttle services would deter recreational users or restaurant patrons from using the service, while commuters and longer-term parkers are more easily able to schedule trips around shuttle service.

**Implementation:** Running a shuttle service is a logistically and financially difficult project. Shuttle services need regular operational funding, on top of startup costs. The necessary condition of an effective shuttle service is that its benefits – increased visitation, environment stewardship, equitable site access – must far outweigh its costs. When successful, shuttle services can enable significant cuts to on-site parking and reduction in single occupancy vehicle trips.

Based on our literature review and discussions with Emery Go-Round staff, peer regional shuttles are supported by robust private employers, commercial districts, and property-based improvement districts (PBIDs). While a shuttle service to the Berkeley Waterfront could be effective at shifting trips away from cars, it may not have the necessary private sector backing to support its operations.

**Peer case studies:** Emery Go-Round, Harbor Bay Business Park Shuttle, West Berkeley Shuttle, Muir Woods Shuttle

## CIRCULATOR SHUTTLE SERVICE AROUND THE WATERFRONT

**Effectiveness:** +

**Ease of Implementation:** ✓

**Cost:** \$\$

**Overview:** Shuttles could also be used to improve parking utilization around the Waterfront. An internal circulator shuttle service would not replace car trips to the Waterfront but would enable visitors to park in underutilized lots within the Waterfront and then proceed to their destinations via complimentary shuttle service. The shuttle could operate on a fixed-route or provide on-call and demand-responsive service using vans, buses, or golf carts. Vehicles would be sized appropriately, and hours of operation and routes could be adjusted as needed. This kind of shuttle service could be an invaluable tool for distributing peak demand for parking during the summer and popular events. If well utilized, it could also delay the need for paid parking or other parking restrictions.

**Implementation:** Running a shuttle within the Waterfront would be comparatively easier than initiating and operating shuttle service between the Waterfront and other destinations, but it would still require investment in vehicles, equipment, and ongoing operations.

**Peer case studies:** Emery Go-Round, Harbor Bay Business Park Shuttle, West Berkeley Shuttle, Muir Woods Shuttle

## VEHICLE PARKING REGULATIONS

**Effectiveness:** ++

**Ease of Implementation:** ✓

**Cost:** \$

**Overview:** This strategy would evaluate existing vehicle parking regulations and restrictions and identify opportunities to optimize use of existing parking lots. In 2019, the City implemented changes to parking permits and established time limits and regulations tailored to each Waterfront parking lot. The goal was to (1) maximize parking availability for recreational users and shorter term visitors, (2) maximize proximity to end-destinations, and (3) push the Waterfront's long-term parkers to less convenient parking lots, including staff serving various Waterfront businesses, charter fishing customers and small-scale ferry commuters who park at the Waterfront for the majority of a day. City staff shared that this was effective when paired with ample outreach prior to implementation, and with enforcement after the outreach effort. Without enforcement during Covid, the regulations became substantially less effective.

This strategy would anticipate the nature and volume of demand of ferry parking and set regulations accordingly. Factors that affect the demand for ferry-related parking spots include regularity and frequency of ferry service, infrastructure for accessing the ferry via alternative modes of transportation, and incentives for carpooling or shifting visitors away from single occupancy vehicle trips to the Waterfront. A key component in setting parking regulations is understanding how the amount and availability of parking shapes parking demand. By appropriately regulating the parking lots at the Waterfront, the City of Berkeley

can ensure that they both enable access to destinations and avoid causing negative effects to the surrounding natural features of the Waterfront and its recreational uses.

**Implementation:** Implementing modifications to existing vehicle parking regulations would require new signage and may be paired with driver education campaigns and increased enforcement.

**Peer Case Studies:** Berryessa BART Urban Village Plan



**Figure 3** Parking facilities currently occupy 20% of the Waterfront's in-demand space for natural recreation. Right-sizing and regulating parking facilities is a critical step in preserving both natural resources and visitors' access to them. (Source: City of Berkeley, *Waterfront Specific Plan (Draft)*, 2023.)

## DEMAND-BASED / PAID PARKING

**Effectiveness:** +++

**Ease of Implementation:** ✓

**Cost:** \$

**Overview:** Paid parking is an essential tool for managing occupancy in high-demand parking lots. Over the last decades, parking professionals have established that paid parking can increase the availability of parking spaces for those that need them the most, while helping shift other trips away from single occupancy vehicles.<sup>2</sup>

Implementation of a paid parking program was the first recommendation of the Berkeley Marina Area Specific Plan Parking and Mobility Framework. However, public feedback gathered as part of parking intercept surveys collected in Summer 2024 for this Waterfront Parking and Transportation Demand Management Plan effort indicates that many current Waterfront visitors are not willing to pay to park when accessing the Waterfront for recreational uses. Additionally, paid parking was proposed in 2019 at the South Cove parking lots in association with small scale ferry service and commuter charter service that was in operation at the time (the small-scale public ferry service closed during Covid).<sup>3</sup> The public was not in

<sup>2</sup> <https://www.sfmta.com/getting-around/drive-park/demand-responsive-pricing/sfspark-evaluation>

<sup>3</sup> <https://berkeleyca.gov/sites/default/files/documents/2019-04-30%20Item%2026%20New%20Marina%20Fee%20%E2%80%93%20South%20Cove.pdf>

support of any paid parking at that time, an alternative was identified, and the City did not proceed with paid parking implementation.

Despite the logistical hurdles involved in the separation of ferry riders from other Waterfront visitors, a paid parking program may be most effective if clearly tailored to meet the unique demands of ferry riders, while leaving other Waterfront users to continue to park for free, especially at off-peak times.

The objective of paid parking is to shift trips to more sustainable modes of transportation without negatively impacting overall access to the Waterfront. Any proposal for paid parking would be clearly tied to measurable benefits for visitors, including ease of access to recreation, restaurants, marina slips, and for the preservation of the Waterfront's natural resources. Paid parking fees at the Waterfront would be directly invested in the beautification, safety, and security projects within the vicinity of parking facilities.

**Implementation:** Paid parking may be the single most powerful tool for managing parking in a high demand site and would provide revenue that could be reinvested in the Waterfront. However, implementing paid parking presents a logistical and a political challenge.

The logistics of paid parking at the Berkeley Waterfront are eased by the pre-existing paid parking program at the boat launch ramps off Spinnaker Way, as well as by the potential ease of controlling vehicular access to the Waterfront along University Avenue. The political challenges of implementing paid parking are much more complex. To facilitate implementation of a paid parking program, the City could coordinate paid parking with the launch of new ferry service. This would allow paid parking to piggy-back on other changes to the Waterfront and would clarify the relationship between paid parking and expected increases in Waterfront visitation.

**Peer case studies:** City of Alameda [Ferry Terminal Paid Parking Program](#)

The City of Alameda planned to implement paid parking at the 2021 launch of the Seaplane Lagoon Ferry Terminal but opted not to due to decreased ridership resulting from the Covid-19 Pandemic. Alameda plans to launch its paid parking program at both the Seaplane Lagoon and Harbor Bay terminals in the near future.

## VALET SERVICE FOR FERRY RIDERS

**Effectiveness:** +

**Ease of Implementation:** ✓

**Cost:** \$\$

**Overview:** Valet service at the Berkeley Waterfront would maximize finite space in existing lots by allowing valet attendants to tandem park vehicles. Likewise, valet parking can turn underutilized parking lots into an efficient tool for parking management. Valet parking is well-suited for the Waterfront's parking and usage patterns, which are characterized by an overabundance of parking capacity on most days and congestion and high occupancy levels in certain lots during events and peak weather conditions.

**Implementation:** Valet parking is a relatively infrastructure-light and flexible way of managing parking supply. A valet program could be run only on the highest demand days, while self-parking would be allowed at all other times. In valet parking, traffic management costs are paid through staff expenses, rather than through long-range infrastructure improvements. For this reason, valet parking could be a niche solution for a period with increased visitation at the Waterfront. Likewise, the associated costs of valet service could be borne by the user, the City, the ferry, or the end-user destinations, such as restaurants.

## ESTABLISH A PARKING BENEFIT DISTRICT

**Effectiveness:** +++

**Ease of Implementation:** ✓

**Cost:** \$

**Overview:** A parking benefit district (PBD) is an entity that would manage parking revenue and allow for direct policy and financial input from a broader group of stakeholders and oversight from community members. PBDs typically have a broad mandate that includes supporting parking maintenance and operations and investing in other transportation systems and services. Establishing a PBD is an effective strategy for generating stakeholder buy-in and support for paid parking initiatives. Stakeholders' involvement with a PBD would allow them to reinvest parking proceeds directly to improvement projects around the Waterfront, including for facility modernization, parking lot maintenance, and beautification projects.

**Implementation:** To establish a PBD, the City would need to organize a group of enthusiastic and dedicated stakeholders in the Waterfront, including commercial businesses, clubs, and regular users of the Waterfront. Once the PBD was established, it would theoretically manage most of its own affairs, with some assistance from and collaboration with the City. Balancing the interest of various stakeholders in the Waterfront would be a difficult long-term task, especially when current stakeholders at the Waterfront may have opposing stances on the need for increased visitation and parking management. The waterfront has relatively few of these entities relative to other locations, i.e. downtowns or shopping districts, where this has been successful.

**Figure 4** A parking meter in the Old Pasadena parking benefits district reminds parkers that their fees are reinvested directly to the place where they just parked Source: Mike Linksvayer, via Flickr



## PARKING ENFORCEMENT

**Effectiveness:** +

**Ease of Implementation:** ✓

**Cost:** \$

**Overview:** Enforcement of vehicle parking permits, time limits, and other restrictions would encourage adherence with parking regulations. Increased enforcement of existing restrictions could be a key strategy for delaying or avoiding the need for further restrictions or for paid parking.

**Implementation:** The Waterfront could shape its parking climate and occupancy without implementing paid parking initiatives by increasing parking enforcement. Key points of enforcement would include enforcing permit / slip holder parking areas, overnight parking, and time-limited parking. The Waterfront's hosting of the city's parking enforcement fleet could serve to ease the demands of increased enforcement.

# VEHICLE REDUCTION STRATEGIES

## BICYCLE AND PEDESTRIAN ACCESS

**Effectiveness:** ++

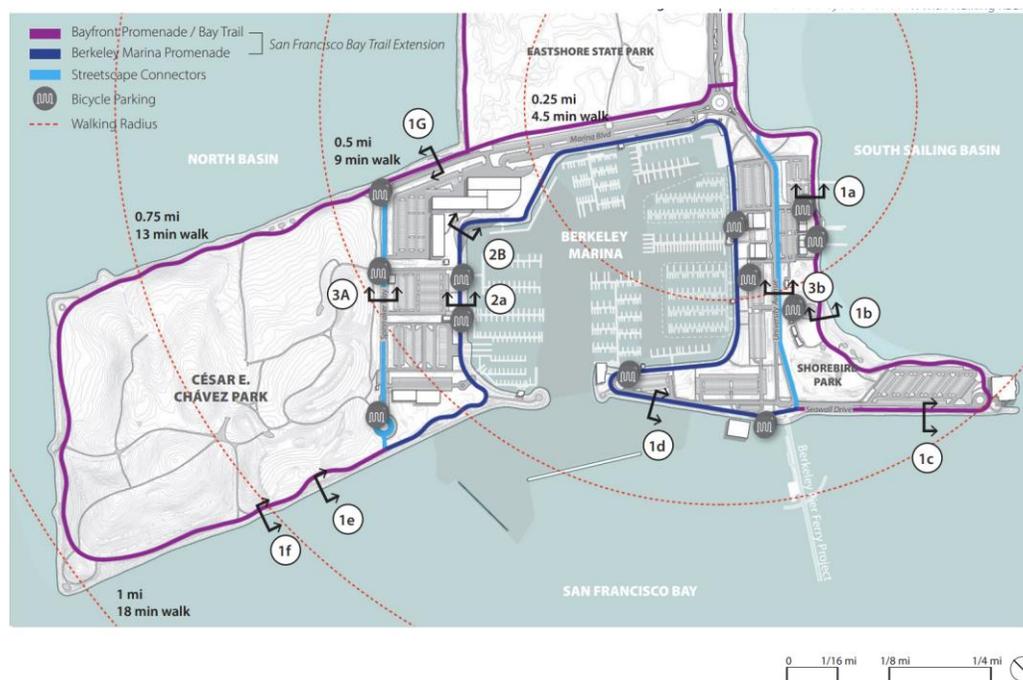
**Ease of Implementation:** ✓

**Cost:** \$\$

**Overview:** The Berkeley Waterfront’s geographic isolation from the rest of the City poses several challenges for bicycle and pedestrian access. While this planning process can recommend improvements for bicycle and pedestrian facilities in the Waterfront, it cannot do the same for facilities in the rest of Berkeley. Nevertheless, connectivity is of critical importance – safe, comfortable facilities at the Waterfront will not shift trips away from cars without compatible infrastructure off-site. This TDM measure considers both what bicycle and pedestrian improvements can be made at the Waterfront, and how those internal improvements can connect to and enhance improvements outside the Waterfront.

*Bicycle and pedestrian infrastructure at the Waterfront:* The Waterfront already hosts an extensive series of low-stress, class I, cycling trails. Closing the gaps in this network, as proposed by the draft Waterfront Specific Plan, would continue to establish the Waterfront as a safe and inclusive space for recreational walkers and cyclists.<sup>4</sup>

**Figure 5** Pedestrian and Bicycle Circulation within Walking Radius (Source: Figure 2-51 from the Waterfront Specific Plan Public Draft)



*Bicycle and pedestrian infrastructure to the Waterfront:* Under current conditions, bicyclists and pedestrians access the Berkeley Waterfront via the Bay Trail and Pedestrian/Bicycle Bridge over I-580 just south of University Avenue, and a new pedestrian bridge over I-580 at Gilman Street. While these access points provide low stress connections, they are indirect and require bicyclists and pedestrians to travel out of their way to access the Waterfront. University Avenue would be a more direct method of accessing the waterfront

<sup>4</sup> <https://berkeleyca.gov/your-government/our-work/capital-projects/waterfront-specific-plan>

for cyclists and pedestrians. However, the University Avenue bridge does not currently have any bicycle or pedestrian facilities on it. Likewise, University Avenue is on the Berkeley's High Injury Network for most of its length, from Oxford Street to Frontage Road, all of which lies outside of the direct purview of the Berkeley Waterfront.<sup>5</sup> If implemented, recommendations in the 2020 Berkeley Pedestrian Plan would improve safety and comfort for vulnerable road users along University Avenue, who might be traveling to or from the Waterfront. Coordinating bicycle and pedestrian improvements in the Waterfront with those in the rest of the City will be a key factor in shifting more trips away from cars.

There are ongoing and planned improvements to Berkeley's cycling network that will make it easier for cyclists to access the Waterfront. On Gilman Street, the City is constructing a cycletrack, (class IV bike facility) which allows for two-way bicycle traffic, protected from vehicular traffic by concrete curbs. The complete portions of the cycletrack are already providing a better, safer path for cyclists traveling to and from the Waterfront on the Gilman Side of the overpass. Planned improvements to the City's cycling network in the 2017 City of Berkeley Bicycle Plan include two projects that would significantly enhance access to the Waterfront. One proposal is for the study of a cycletrack on University Avenue to the east of I-580, and another for the extension of a neighborhood bikeway on Addison Street, between the Bay Trail Bridge and Downtown Berkeley.<sup>6</sup>

**Implementation:** Creating direct, low stress bike and pedestrian connections to the Waterfront would be a long-term goal involving projects both in and outside of the Waterfront. Fortunately, there are ongoing planning processes to pursue both of those types of improvements. Existing recreational trails at the Waterfront can be supplemented with quick-build enhancements to bike and pedestrian access to the Berkeley Pier. Likewise, this planning process can lend its recommendations to the buildout of the 2017 Berkeley Bicycle Plan and 2020 Berkeley Pedestrian plan which, would neatly align with internal bicycle and pedestrian facilities if completed. A more difficult and longer-term project would be to pursue improvements to bike and pedestrian facilities on the elevated portion of University Avenue, between Sixth Street and Frontage Road, and would have to plan interventions around I-580 freeway ramps. Projects in this stretch of road are outside of the Waterfront, but shape the experience of accessing its many destinations.



**Figure 6** Two-way protected cycletrack on Fulton St in Downtown Berkeley. Cycletracks (class IV bike facilities), like those recently constructed in Downtown Berkeley, would be key for the Waterfront's long-range reduction in single occupancy vehicle trips. (Source: Jonathan Zisk)

<sup>5</sup> <https://berkeleyca.gov/your-government/our-work/adopted-plans/pedestrian-plan-2020>

<sup>6</sup> <https://berkeleyca.gov/your-government/our-work/adopted-plans/berkeley-bicycle-plan>

## BICYCLE FACILITIES AT FERRY TERMINAL

**Effectiveness:** ++

**Ease of Implementation:** ✓

**Cost:** \$\$

**Overview:** Travel by bicycle, much like commutes by car, can be limited by parking presence and availability at the destination. Providing secure bike parking and amenities, including: bike repair stations, lockers (such as those currently at the Berkeley Waterfront Park Office area), and other supporting facilities can make biking a more feasible option for many. Increasing the share of people who access the ferry by bike can help mitigate the overall demand for vehicle parking and reduce the greenhouse gas emissions.<sup>7</sup>

**Implementation:** The difficulty of implementation varies widely depending on the type and scale of amenities. Well-positioned bike racks and bike maintenance stations could be readily implemented before or concurrent with the implementation of ferry service. However, more secure bicycle parking and facilities, including changing rooms would be more effective at shifting trips to bike. These amenities would also require more space and would be more expensive to construct and operate.

## INCREASED SECURE BICYCLE PARKING THROUGHOUT THE WATERFRONT

**Effectiveness:** ++

**Ease of Implementation:** ✓

**Cost:** \$

**Overview:** There are currently 20 secure BikeLink lockers in the Waterfront, located on University Ave in front of the Berkeley Waterfront Park Office.<sup>8</sup> For a small fee, those lockers allow cyclists to access the Waterfront without worrying about bike theft or damage. As visitation to the Waterfront grows, increasing the availability of similar bike locker services around the Waterfront would encourage regular and occasional visitors to the Waterfront to choose to ride their bikes rather than traveling by other modes. Ensuring that expanded secure bicycle lockers can accommodate e-bikes and cargo bikes will also encourage families and riders of all abilities to ride to the Waterfront.



**Figure 7** BikeLink lockers installed at the Santa Clara Caltrain station. Secure bike parking is an essential and attainable strategy for increasing cycling trips. Source: Caltrain

**Implementation:** Secure bike lockers can be developed via multiple means, either by a third party like BikeLink, which is the main supplier of secure bike parking around the Bay Area, or directly by a public agency. Though the City of Berkeley does not currently provide secure bike parking directly, there is an active movement for the City to develop its own secure bike parking facilities.<sup>9</sup> Provision of secure bike parking is a feasible and cost-effective strategy for encouraging and improving the overall experience of cycling to the Waterfront.

<sup>7</sup> California Air Pollution Control Officers Association, *Handbook for Analyzing Greenhouse Gas Emission and Reductions, Assessing Climate Vulnerabilities, and Advancing Health and Equity*, pp 95.

<sup>8</sup> <https://www.bikelink.org/maps>

<sup>9</sup> <https://berkeleyca.gov/sites/default/files/documents/2023-03-21%20Item%2025%20Referral%20%20On-Street%20Secure%20Bike%20Storage.pdf>

## EXPAND SHARED MICROMOBILITY SERVICES

**Effectiveness:** ++

**Ease of Implementation:** ✓

**Cost:** \$



**Figure 8** Veo scooters parked at the Waterfront.  
Source: Amanda Leahy

**Overview:** There are several different ways that visitors can access the Berkeley Waterfront via shared micromobility, including using Bay Wheels bikes, Veo, and Lyft electric scooters. While these devices can be found parked at bike racks around the Waterfront, there is currently no micromobility-specific infrastructure present at the Waterfront. Designating scooter drop-off sites, areas for bike share, and clearly posted shared-micromobility regulations can increase the overall ease and comfort of shifting trips away from cars.

**Implementation:** The City of Berkeley would work with operators to implement and administer shared micromobility programs at the Waterfront. Bay Wheels has already expanded their docks as far as Addison Street and Fourth Street and is adding 24 new docks in

the East Bay this year.<sup>10</sup> Bay Wheels has also shown a recent commitment to expanding bike share service into recreational areas, with the 2023 expansion of bike docking stations into Golden Gate Park.<sup>11</sup>

## ESTABLISH PICK-UP/DROP-OFF ZONES

**Effectiveness:** +

**Ease of Implementation:** ✓

**Cost:** \$

**Overview:** Establish pick-up/drop-off zones near activity centers, such as the new ferry terminal, Cesar Chavez Park, and Adventure Playground. Establishing clearly marked pick-up/drop-off and loading zones can help visitors with diverse needs accessing the Waterfront, including those with mobility impairments, and those utilizing ride share services. Clearly marked loading zones can allow those with picnic supplies or boating equipment to unload near their destinations before parking slightly further away, thereby reducing the demand for parking in the immediate vicinity of key Waterfront destinations.

**Implementation:** The City can quickly and cheaply identify suitable pick-up/drop-off zones near destinations around the Waterfront. Zones can be marked with new wayfinding and road paint, before eventually being permanently built into roadways. This has already been conducted successfully during special events at the Waterfront.

## FREE/REDUCED TRANSIT PASSES OR MICROMOBILITY SERVICE MEMBERSHIPS FOR FERRY RIDERS

**Effectiveness:** ++

**Ease of Implementation:** ✓

**Cost:** \$\$

**Overview:** This TDM measures would entail the subsidization of public transit fares and micromobility service memberships to encourage the use of bus or micromobility (e.g., bike share, scooter share).

<sup>10</sup> <https://mtc.ca.gov/news/mtc-lyft-kick-bay-wheels-east-bay-expansion>

<sup>11</sup> <https://www.sf.gov/news/san-francisco-announces-expansion-lyfts-bike-share-program-golden-gate-park>

Removing some of the out-of-pocket cost of transit travel would be an effective way of shifting trips to non-auto modes, reducing VMT, and reducing the vehicle parking demand at the Berkeley Waterfront. There has been a recent movement towards integrating fare structures between regional transit operators, including through the pilot Clipper Bay Pass program.<sup>12</sup> The success of that program could be used as inspiration for coordinating fare payments for riders who use AC Transit to access a ferry at the Waterfront.

**Implementation:** The difficulty of this strategy varies widely, depending on who subsidizes transit fares. If discounts can be applied directly to riders' Clipper cards, then logistical hurdles may be minimal. Micromobility solutions in the City (i.e. VEO scooters) also provide reduced fee programs for those in need. Negotiations with AC Transit, WETA, and any other parties would likely be the major challenge of implementing this strategy. The Parks, Recreation & Waterfront Department would need to work closely with the City's Transportation Department to determine if this is a feasible measure.

## EXPANDED AC TRANSIT SERVICE TO THE WATERFRONT

**Effectiveness:** +++

**Ease of Implementation:** ✓

**Cost:** \$\$

**Overview:** Currently, as of September 2024, AC Transit's Route 51B runs just one third of its routes to the Berkeley Waterfront, with the rest terminating around one mile to the east on University Avenue, at Berkeley Amtrak station. This alternating schedule results in service to the Waterfront only once every 30 minutes. Increasing the frequency of AC Transit service to the Waterfront could be an important step in shifting trips away from single occupancy vehicles. Frequent transit service is especially important when riders have to transfer between vehicles that each run infrequently, increasing the likelihood of long layovers and discouraging transit ridership.

**Implementation:** Ferry service at the Berkeley Waterfront may be cause enough for AC Transit to increase its usage of the Berkeley Waterfront as a terminus for Route 51B, especially if facilities at the pier can serve as layover facilities for bus operators. Otherwise, increasing transit frequency to the Waterfront would require significant coordination with AC Transit, and potentially subsidies from the City. Fortunately, there is existing 51B bus route infrastructure at the Waterfront, so the major hurdle would be securing increased operating resources for the expanded service.

## ESTABLISH A TRANSPORTATION MANAGEMENT AGENCY

**Effectiveness:** +++

**Ease of Implementation:** ✓

**Cost:** \$\$\$

**Overview:** A transportation management agency (TMA) would be responsible for reducing single-occupant vehicle trips, reducing congestion and demand for vehicle parking, and improving access and circulation to and around the waterfront by increasing transportation options. A TMA would operate independently from the City and receive funding through various sources, including the City of Berkeley, board member dues, and the private sector.

**Implementation:** The success of establishing a TMA would depend on securing ongoing funding and committed participation of employers, businesses, and other interested parties who face parking and traffic challenges at the waterfront. Finding a balance between TMA activity and City staff would be a significant challenge, given the extensive role that the City of Berkeley already plays in managing the Waterfront.

<sup>12</sup> <https://mtc.ca.gov/operations/traveler-services/clipperr/clipperr-baypass>