




Office of the City Manager

WORKSESSION

June 11, 2013

To: Honorable Mayor and Members of the City Council

From:  Christine Daniel, City Manager

Submitted by: Andrew Clough, Director, Public Works

Subject: goBerkeley Pilot Program – Parking Rate and Time Limit Options

SUMMARY

This is a follow up to information previously presented to the City Council regarding the Berkeley Transportation Action Plan (B-TAP), now renamed goBerkeley, which is a project funded by grants from MTC and the Federal Highway Administration. The goals of goBerkeley are to improve on-street parking availability, and expand the use of transportation alternatives by businesses, residents, and visitors during the 2-year pilot period. This report presents an overview of the recommended options and next steps to make parking rate and time limit changes within the goBerkeley pilot areas (Elmwood, Telegraph/Southside, and Downtown) that meet project goals.

Basis for Development of Options

Staff developed recommended options for parking pricing and parking time limits in each of the pilot areas (Attachment 1: Parking Rate and Time Limit Options) based on parking demand data and survey responses from over 200 business owners, 380 employees and 130 shoppers (Attachment 2: Summary Parking Data and Survey Results).

Staff have also consulted with the Downtown Berkeley Association (DBA), Telegraph Business Improvement District (TBID), and Elmwood Merchants Association (EMA) through small group meetings and door-to-door visits to their members. The City's Technical Advisory Group, which includes the Berkeley Police Department, Information Technology and others, reviewed the data and survey results and helped develop the options for each commercial area.

Public Feedback and Comment

These options were presented and discussed with the public in multiple public meetings. On May 7, 2013, the goBerkeley Community Advisory Group reviewed the Parking Rate and Time Limit Options, and the City's Transportation Commission reviewed the options on May 16, 2013. Public workshops were held on May 22, 2013 in the Elmwood at the Claremont Library, on May 29, 2013 in the Telegraph/Southside area at the Trinity United Methodist Church, and on June 3, 2013 in Downtown Berkeley at the Berkeley Public Library Main Branch Community Room.

Overview of Parking Rate and Time Limit Change Options

The proposals, which are described in detail in Attachment 1, recommend that the public and City Council consider several new parking pricing options:

- **Progressive Rates** at on-street meters would be similar to the current rate structure at City parking garages, whereby the second hour is more costly than the first hour, and the third hour is more expensive than the second. These rates allow for longer parking stays, but include disincentives for longer parking in order to maintain parking turnover which supports on-street availability.
- **Premium Area & Value Area Rates** set parking meter rates higher in areas of particularly high demand (Premium Areas), and offer lower rates and longer time limits in nearby blocks (Value Areas) which have lower parking demand for value-conscious customers.
- **Peak Period Pricing** can be used when parking demand is particularly high during a particular time period. Parking rates might increase only during the peak hours in a commercial area (e.g. \$2.00/hr 12:00 p.m. – 6:00 p.m.) and return to standards rates (\$1.50/hr) at all other times.

In response to public and merchant requests, the Options recommend extending time limits in many areas to enable customers to park for longer to complete their business. Proposals include extending time limits to 2, 3, 4, or 8 hours, depending on the particular parking demands and land uses in the area. Simply extending time limits can have negative impacts by reducing parking turnover. However, when implemented in conjunction with parking pricing, longer time limits increase convenience for customers while parking prices work to encourage turnover.

- **Extend time limits to 2 hours in high demand areas** to balance requests for longer time limits while preserving parking turnover.
- **Extend time limits to 3, 4 or 8 hours** at lower demand on-street areas and lots, depending on demand.

In Berkeley, some of the periods of highest parking occupancy occur when there is no parking enforcement in effect. This is not surprising, but it reduces convenience for some visitors and can damage the perception of commercial areas as attractive destinations. For instance, parking on many blocks of Downtown Berkeley fill to capacity every evening at 6:00 p.m. when parking enforcement ends. Visitors arriving after 6:00 p.m. may drive excessively searching for scarce parking or may decide to avoid the area entirely. For this reason, staff recommends consideration of longer hours of enforcement:

- **Evening:** Extend hours of enforcement from 6:00 p.m. to 8:00 p.m. in certain areas by implementing standard metered rates or a flat rate.
- **Sunday Meters:** Enforce parking fees in on-street meters and lots on Sundays by implementing standard metered rates or a flat rate.

CURRENT SITUATION AND ITS EFFECTS

The Elmwood, Telegraph/Southside and Downtown Berkeley are three of the major commercial areas that make Berkeley an attractive place to live, work, visit, shop, and dine. From October 2012 – April 2013, staff collected data to assess current parking conditions, quantify the community's transportation issues, and develop options for improvement. The data collection included an inventory of parking regulations, a diagnostic parking occupancy survey to assess current demand levels, and a survey of business owners, employees and shoppers. Over 200 business owners, 380 employees and 150 shoppers responded to the survey. Details are provided in Attachment 2: Summary of Parking Data and Survey Results.

Major Issues Identified through Public Process and Data Collection

The following are major issues identified through parking demand data collection, surveys of parking users, and feedback from business owners:

On-Street Parking

- On-street parking spaces on some streets are over-subscribed (full) and regularly unavailable to customers and visitors, while parking spaces on other streets are mostly empty.
- Time limits at most on-street spaces are felt to be “too short” for many visitors to complete their business.
- Parking regulations, including time limits and legal parking, are an inconsistent “patchwork”, and confusing to the majority of drivers.

Off-Street Parking

- There is available capacity at the City's Telegraph/Channing Garage and Oxford Way Garage, while the Center Street Garage has limited capacity available.
- Many visitors report being unaware of the City's parking garages and lots. The Telegraph/Channing Garage and Oxford Garage are unknown options to many.

GUIDING PRINCIPLES FOR THE DEVELOPMENT OF OPTIONS

The Parking Rate and Time Limit Options were developed based on a set of guiding principles, which are in turn based on the policy goals of the City of Berkeley's General Plan Transportation Policies and goals of the stakeholders in the pilot areas.

Policy Goals

- Congestion related to searching for a parking space should be minimized to reduce both emissions and vehicle miles traveled.
- The City is willing to test the effects of parking rate and time limit changes on parking supply and demand (General Plan T-40).
- The City's parking resources should be managed as a connected system of on-street metered spaces and off-street parking garage and lot spaces.

Guiding Principles for Managing the Parking Supply

Metered parking spaces should be:

- for customers and visitors (General Plan T-34, T-35)
- available close to your destination
- clear about parking rates and regulations
- allow enough time for customer needs

Metered parking spaces should not be:

- for commuters or employees - unless there is ample available capacity (General Plan Policy T-35F)
- guided by the goal of generating citation revenue
- over-used, which generates circling and frustration
- under-used, which may indicate that the regulations don't match customer needs

City garage and lot spaces should be:

- for medium and long-term parkers
- prioritized for non-commuters (General Plan Policy T-34C, T-35D)
- available at a reasonable distance from destinations

City garage and lot spaces should not be:

- over-used so that there is no access or cause frustrating search
- under-used

PILOT APPROACH

The goBerkeley Parking Pilot is a two-year test of the ability of parking rate and time limit adjustments to meet the City's policy goals and guiding principles. An overview of the pilot's implementation schedule is shown in Attachment 3: Projected goBerkeley Program Timeline, which has been updated from the version provided to Council in March 2013^a. This Attachment provides new details regarding the proposed steps to ensure a smooth implementation of the goBerkeley Parking Pilot, including approvals from the City Council, coordination within the City, public participation, and risk management.

To date, staff have developed Recommended Options for each of the pilot areas (see Attachment 1: Parking Rate and Time Limit Options) based on parking demand data, survey responses and consultation with area merchants and their Business Improvement District agencies. The options were presented to the public in four major public meetings in May and early June 2013.

Based on feedback from the public and merchants, and collection of additional detailed parking data, the Options will be refined into Recommended Parking Rates and Time Limits Plans for each neighborhood. The recommendations will be presented in three more public workshops in July and August 2013.

If adopted, and enabled by the City Council, the parking changes will be implemented in late September 2013. The changes will be accompanied by extensive public education and notification efforts, including a mobilization of “parking ambassadors”. A large-scale public education campaign will be carried out during July – September 2013 to ensure the public is fully aware of the changes. Activities will include:

- **goBerkeley website** www.goBerkeley.info (active in July) will include detailed maps and information about the new parking rates and time limits and when they will go into effect. Notifications will also be posted on the City of Berkeley’s website.
- **New parking meter stickers** will inform users about new rates and time limits, and provide information about other parking options.
- **Flyers and post cards** will be distributed by specially-trained outreach “street teams” in the weeks before and during implementation.
- **Outreach in partnership with the DBA, TBID and Elmwood Merchants** to notify their members through email and ambassadors.
- **Email notifications** will be distributed to established community lists.
- **Posters and maps** will be provided to businesses to prominently display affected areas, rates, time limits and how to get more information.
- **Dynamic message signs** will be placed at major approaches to the commercial districts informing drivers that parking changes are imminent.
- **Press releases and media materials** will be provided to media outlets and newsletters.

Once the first round of parking changes are implemented, goBerkeley will carry out extensive data collection to gauge the impact of the changes, and staff will continue to conduct community outreach. If parking behavior is not fully optimized by the September 2013 changes, goBerkeley will implement a second round of parking adjustments in April 2014. The results of these changes will be evaluated in September 2014. Implementation of additional program elements, such as driver information and improved on-street signage, may extend the pilot program past September 2014.

At the end of the Pilot, staff will present the results of data collection and community feedback to the public and City Council for an evaluation on whether to transition to a permanent parking management program or conclude the pilot.

PERFORMANCE CRITERIA AND DECISION GATES

The progress of the parking changes will be measured by comparing key indicators to performance criteria. Adjustments will be made to parking rates, time limits and regulations to achieve the desired performance criteria. These performance indicators will be provided to the public and City Council, and will form the basis for evaluating the effectiveness of the parking changes.

Criteria		Indicator
Optimal parking availability, “sweet spot”	~2 available spaces per blockface	65-85% average parking occupancy
Reduce overtime stays, “meter feeding”	Parking duration < or = posted time limits	Comparison of average parking duration to posted time limits
“Spillover” to residential areas	Minimize shift of demand from metered spaces to nearby residential spaces	Measure number of residential vs. non-residential parkers in residential areas
Reduce congestion related to search traffic	Decrease in search time	Average search time and parking occupancy
Business, resident and visitor satisfaction	Majority approve of parking conditions	Business, resident and visitor feedback surveys

PARKING PILOT ORDINANCE

The goBerkeley Pilot requires the establishment of a streamlined process to enable parking rates to be adjusted and “tailored” during the pilot period. Currently, all changes to parking fees must be made by City Council through a Fee Hearing. This introduces a 2-3 month lead time to implement any fee changes, which would weaken the pilot program’s ability to adjust prices and time limits based on observed parking behavior.

To provide the timely flexibility needed for the parking pricing pilot, staff has developed an Ordinance which provides the City Manager with the authority to adjust parking rates, within strict parameters approved by the City Council, in order to achieve optimal parking availability (Attachment 4: Summary of Draft Parking Pilot Ordinance). The Ordinance would only be in effect during the pilot’s duration and would “sunset” in September 2015. The Ordinance is based on similar ordinances in Redwood City, San Francisco, New York City, Los Angeles, and Santa Monica. Through this enabling Ordinance, the City Council would establish minimum and maximum rates, limits to the amount of each rate change, limits to the frequency of price adjustments, and requirements for public notification prior to rate changes. If the Council has no objection to this approach, the Ordinance could be presented as early as July 2, 2013

Additional goBerkeley Program Elements

The goBerkeley Parking Pilot is just one component of the larger goBerkeley Transportation Program. Several complementary programs are currently underway or will be implemented in coordination with the pilot parking changes:

Employee Commute Benefits Program

The goal of the goBerkeley Employee Commute Benefits Program is to reduce the number of commuters who drive their personal vehicles to work in the Elmwood, Southside, and Downtown Berkeley (General Plan T-34, T-35). This is being done through travel coaching and valuable financial incentives.

Travel Coaching

City staff and the project's public outreach and marketing consultants will target individual businesses whose employees have indicated through their survey responses that they are willing to try alternative travel modes. Face-to-face visits will identify barriers to using alternative modes and provide customized information about the resources for biking, walking, transit and ridesharing.

Employee TDM Benefits

To provide further incentives for employees to change their travel habits, the goBerkeley program will offer free one-year AC Transit EasyPasses, and deeply discounted City CarShare memberships.

The travel coaching and employee commute benefits programs are already underway. Travel coaching and open enrollment for transit passes and carsharing began in May. AC Transit EasyPasses and City CarShare memberships will be distributed to enrolled employees in July 2013. A second open enrollment period will be provided in spring 2014 (see Attachment 3: Projected goBerkeley Program Timeline for details).

Automated Data Collection / Enforcement RFP

The goBerkeley pilot is planning to test new technology to ascertain its capabilities to:

- 1) Automatically collect parking data that could form the basis of a permanent, cost-effective parking management system, should the City choose to continue after the pilot (General Plan T-35C); and
- 2) Improve the efficiency of parking enforcement (General Plan T-31, T-35).

In June 2013, goBerkeley will issue a Request for Proposals (RFP) for a system/equipment that can provide one or both of these functions. The selected vendor will carry out a rigorous test of available technology against the requirements and performance standards developed by the Departments of Public Works, Police, and Information Technology. If successful, the technology would be put into operation in spring 2014 to collect data or perform parking enforcement, and hopefully do both. Details on the procurement of automated data collection / enforcement technology is shown in Attachment 3.

Enhanced enforcement capabilities will be particularly useful for Police Department staff to mitigate any potential impacts of the proposed parking options, such as "spillover" parking into residential areas and decrease in turnover due to meter feeding. The goBerkeley data collection program will document the extent of these impacts for presentation and discussion before enhanced enforcement is deployed.

Driver Information Signage Improvements

The initial set of parking rate and time limit changes will include changes to meter stickers and updates to existing signage. However, goBerkeley recognizes that there

could be substantial improvements to on-street parking signage that will reduce driver confusion, congestion and improve safety by:

- 1) Clearly identifying the parking rate and time limit of on-street spaces to a driver in a moving vehicle (see example in Attachment 5: Seattle On-Street Parking Signs); and
- 2) Directing drivers to the City's available and under-utilized parking garages.

Driver information improvements will require input from drivers, the Police Department, adjudication and businesses. Improvements could occur in Spring 2014 to coincide with the adjustment phase of the goBerkeley Parking Pilot.

CONTACTS

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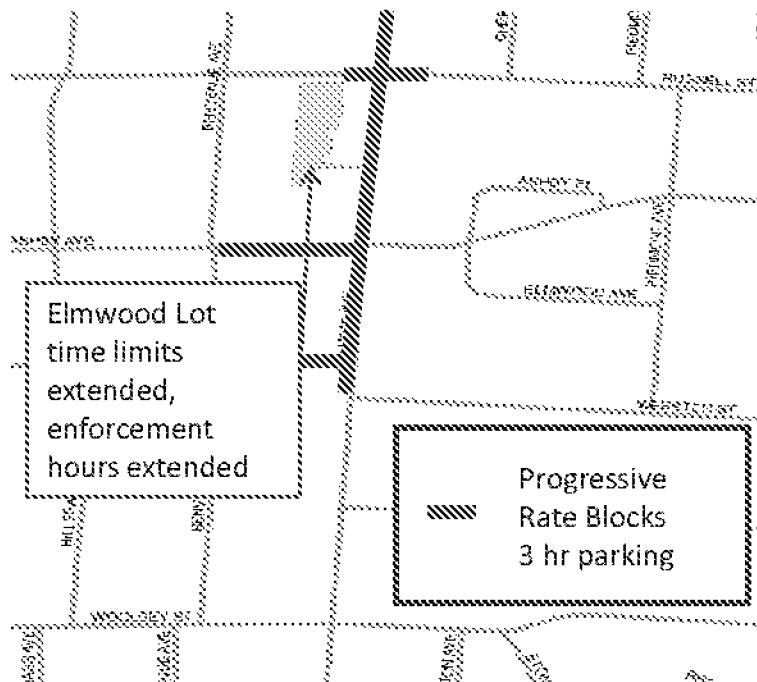
Danette Perry, Parking Services Manager, Public Works, 981-7057

Attachments:

- 1: Parking Rate and Time Limit Options
- 2: Summary of Parking Data and Survey Results
- 3: Projected goBerkeley Program Timeline
- 4: Summary of Draft Parking Pilot Ordinance
- 5: Seattle On-Street Parking Signs

^a Berkeley Transportation Action Plan: Update on Parking and Transportation Demand Activities, March 5, 2013:
www.cityofberkeley.info/Clerk/City_Council/2013/03Mar/Documents/2013-03-05_Item_18_Berkeley_Transportation_Action.aspx

Elmwood: Option A – Progressive Rate

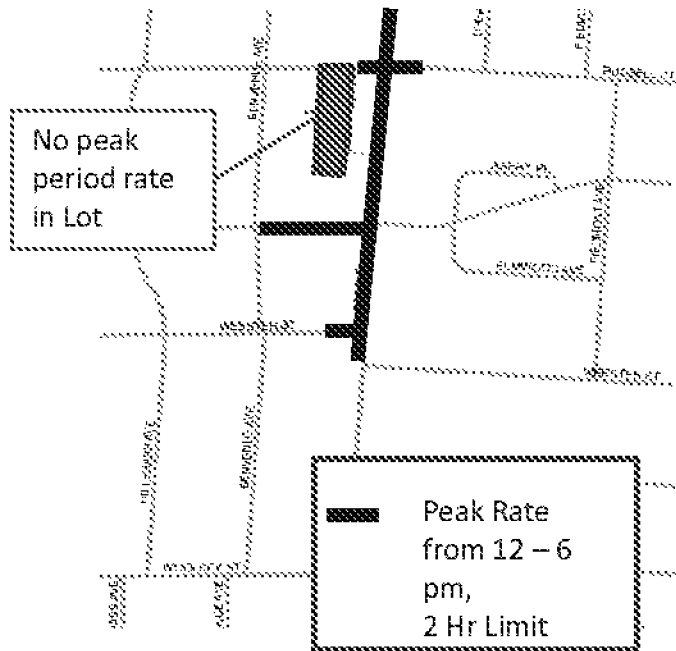


Progressive Rate

1. Lengthen time limits to 3 hours
2. First hour stays \$1.50/hr, rate increases 2nd, 3rd hour
3. Extend end of meter hours from 6 pm to 8 pm
4. Extend end of hours in Elmwood Lot from 6 pm to 8 pm

	On-street Meters	Elmwood Lot
Parking Rates	One Hour: \$1.50 Two Hours: \$3.50 Three Hours: \$6.00	\$1.50/hr
Time Limits	3 Hour	3 Hour
Hours of Enforcement	9 a.m. – 8 p.m.	9 a.m. – 8 p.m.

Elmwood: Option B – Peak Period



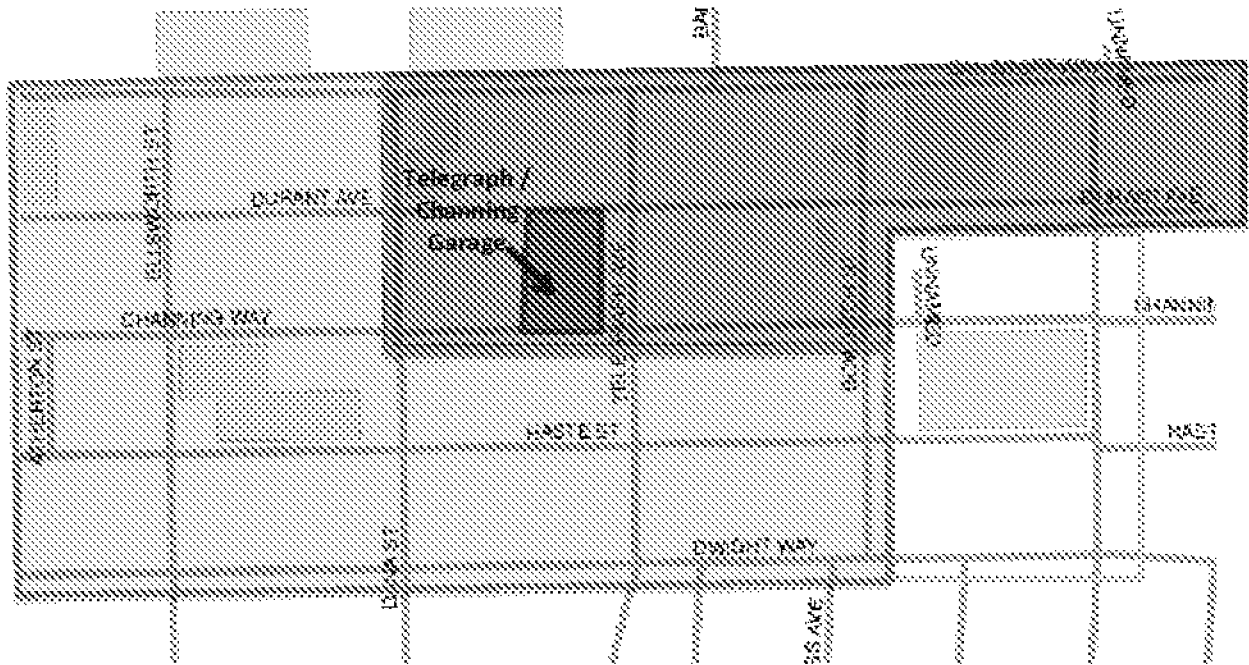
Peak Period Rate




1. Lengthen time limits to 2 hours
2. Rates:
 1. Noon- 6 p.m. - \$2.00/hr
 2. All other times - \$1.50/hr
3. Extend end of meter hours from 6 pm to 8 pm
4. Extend end of hours in Elmwood Lot from 6 pm to 8 pm

	Option B – Peak Period	
	On-street Meters	Elmwood Lot
Parking Rates	\$2.00/hr 12-6 pm; \$1.50/hr other times	\$1.50/hr
Time Limits	2 hours	2 hours
Hours of Enforcement	9 a.m. – 8 p.m.	9 a.m. – 8 p.m.



Southside Option A: Premium/Value





-  Premium
-  Value 1
-  Value 2

	Premium Area	Value Area 1	Value Area 2	Telegraph/Channing Garage
Parking Rates	\$2.00/hr	\$1.25/hr	\$1.00/hr	\$2.00/hr
Time Limits	2 Hour	4 Hour	8 Hour	None
Hours of Enforcement	9 a.m. – 6 p.m.	9 a.m. – 6 p.m.	9 a.m. – 6 p.m.	7 a.m. – 1 a.m.

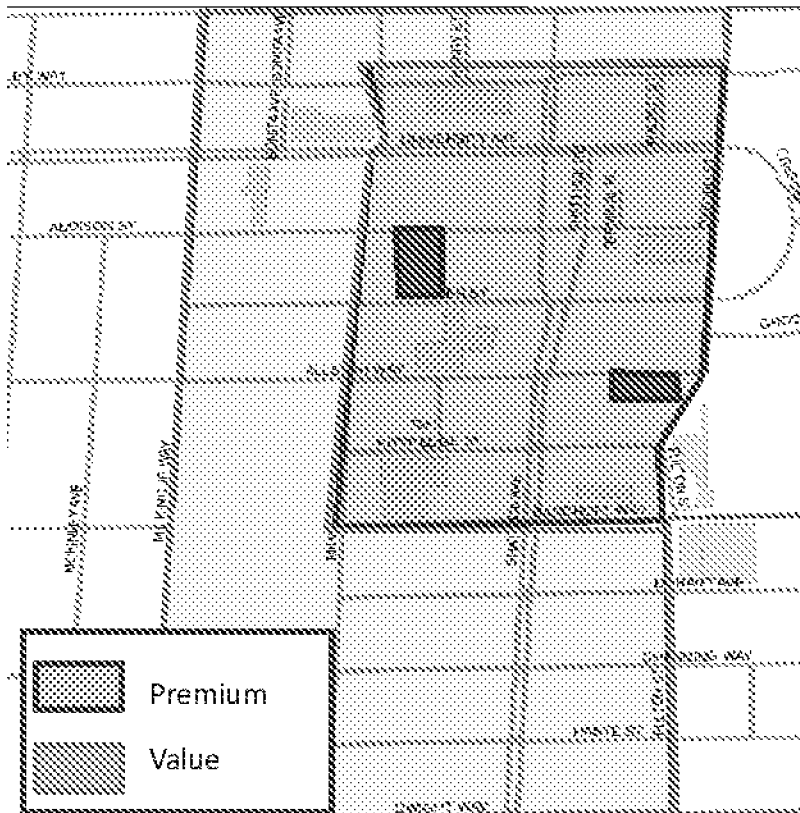
Southside Option B: Premium/Value Using Peak Period



 Premium
 Value

	Premium Area	Standard Area	Value Area 2	Telegraph/Channing Garage
Parking Rates	\$2.00/hr 12-6 pm; \$1.50/hr other times	\$1.50/hr	\$1.00/hr	\$2.00/hr
Time Limits	2 Hour	4 Hour	8 Hour	None
Hours of Enforcement	9 a.m. – 6 p.m.	9 a.m. – 6 p.m.	9 a.m. – 6 p.m.	7 a.m. – 1 a.m.

Downtown Option A: Premium/Value Areas

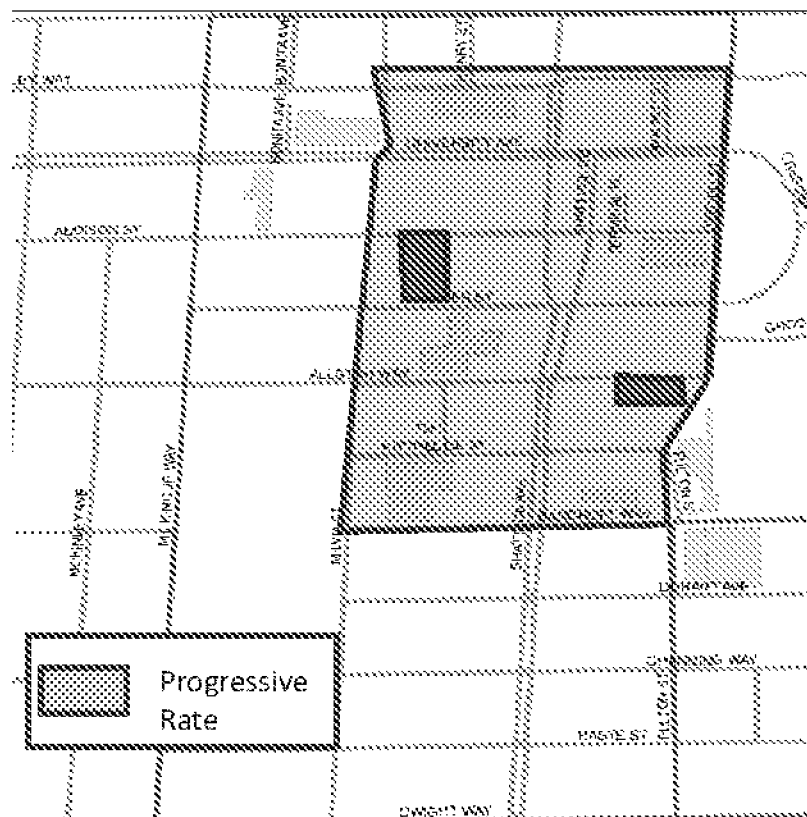


Premium Area and Value Area

1. Lengthen time limits to either 2 hours or 4 hours
2. Premium rate of \$2.25/hr in the higher demand core
3. Extend end of meter hours from 6 pm – 8 pm
4. Value rate of \$1.25/hr in lower demand areas

	Premium Area	Value Area	Center St. / Oxford Way Garage
Parking Rates	\$2.25 /hr	\$1.25/ hr	\$1.00/hr
Time Limits	2 Hour	4 Hour	None
Hours of Enforcement	9 a.m. – 8 p.m.	9 a.m. – 6 p.m.	5:15 a.m. – 12 a.m.

Downtown Option B: Progressive Rate



Progressive Rate

1. Lengthen time limits to 3 hours throughout study area
2. In Premium Area: First hour stays \$1.50/hr, rate increases 2nd, 3rd hour
3. Extend end of metered hours from 6 p.m. to 8 p.m.

	On-street Meters	Center St. / Oxford Way Garage
Parking Rates	One Hour: \$1.50 Two Hours: \$3.50 Three Hours: \$6.00	\$1.00/hr
Time Limits	3 Hour	None
Hours of Enforcement	9 a.m. – 8 p.m.	5:15 a.m. – 12 a.m.

goBerkeley Parking Data Collection

From October 2012 – April 2013, Public Works staff and a UC Berkeley student team led by Professor Elizabeth Deakin collected data to assess current parking conditions, quantify the community's parking and transportation issues, and develop options for improvement. The data collection included:

A. Parking Inventory

In October 2012, a detailed inventory of on-street and off-street facilities was developed, (See Exhibit A – Time Limits) including the number of spaces by block and facility, the type of parking (metered, residential, red curb, yellow curb), and time limits (1 hour, 90 minute, 2 hour).

The inventory reveals the inconsistency of parking regulations within the goBerkeley pilot areas. Time limits vary from block to block and sometimes within the same block along many roadways, particularly in Downtown Berkeley and the Southside. This may be the cause of common community feedback that parking time limits are often confusing to drivers and visitors.

B. Diagnostic Parking Occupancy Survey

In November 2012, a diagnostic parking occupancy survey was performed at metered blocks and the City's off-street facilities. This survey (See Exhibit B - Midday Parking Demand) collected occupancy data for blocks in time bands (AM, Midday, PM, and Evening). Manual data was collected for one representative weekday. Data was collected for a typical weekday during two three-hour time periods in all three pilot areas (see Exhibit B – Midday Parking Demand). In June 2013, a more comprehensive data collection effort will provide hour-by-hour data throughout the week.

The parking occupancy results have been categorized into one of three conditions:

High Demand (>85%): When the parking spaces on a blockface are more than 85% occupied, the chances of a driver finding a parking space are low and cruising, or searching for a parking space, increase.

Low Demand (<65%): Low-demand blocks, which are less than 65% occupied, may indicate that there is not demand or that the parking regulations and time limits do not match the needs of drivers.

Target Demand (65 – 85%): When parking spaces on a blockface are between 65 and 85% occupied, spaces are readily available for any driver searching for a space, and parking spaces are meeting the needs of the surrounding area.

The Elmwood

The Elmwood shows **high demand along College Avenue and side streets**. The high levels of demand are consistent through the afternoon, and increase in the evening, when parking is free. Parking demand is lower in the mornings.

Telegraph/Southside

On-street parking spaces on Bancroft Way, Durant Way and Channing Way experience high demand. High demand was also observed in the southeastern part of the pilot area on Haste, Ellsworth and Fulton, but subsequent field visits did not confirm these conditions. These mixed results will receive additional attention in the June 2013 data collection.

On-street parking spaces to the south of Channing typically exhibit low demand/high availability, with the southwestern part of the pilot area on Haste, Dwight and Bowditch experiencing extremely low demand. **This indicates that there is ample parking available just a few blocks away from high-demand areas.**

Downtown Berkeley

Blockfaces in the “core” of Downtown Berkeley experience very high parking demand. On-street parking spaces in the area between Fulton Street and Milvia Street and between Berkeley Way and Bancroft Way are typically more than 85% occupied.

On-street parking spaces outside of the “core” are available, with some blocks where less than 65% of the spaces are occupied. **This indicates that there is ample parking available just a few blocks away from high-demand areas.**

Although blocks with high-demand and low-demand are generally grouped together, there are blockfaces within each of those groupings that differ. These outliers will be investigated further in the comprehensive data collection program in June 2013.

C. Results of Business Owner, Employee and Visitor/Shopper Surveys

From February – April 2013, staff administered three separate surveys to businesses, employees, and visitors in Downtown Berkeley, Telegraph/Southside, and the Elmwood. Staff collected information from 200 businesses, 380 employees and at least 130 visitors. Detailed results are provided in Exhibit C: Detailed Business, Employee and Shopper Survey Results.

Businesses were surveyed regarding their transportation needs, perceptions of employee and visitor needs, and delivery needs. Employees were surveyed regarding their individual travel patterns and preferences. Visitors/shoppers were surveyed regarding their travel patterns and preferences. The business and employee surveys were administered both in person and online. The visitor survey was administered in person on the sidewalk and respondents had a postage-paid, mail-in option.

Major findings from these surveys include:

Employees:

- *Employees Parking in Residential Areas.* A significant portion of Downtown employees (22%) and a large majority of Elmwood employees (77%) said they park in the surrounding residential streets.

- *Employees Park at On-Street Meters.* A significant number (8%-25%) of employees report parking at on-street meters.
- *Good Bicycle and Pedestrian Safety.* Area employees generally find walking and biking safe and enjoyable in their business districts.
- *Satisfactory Transit Options.* Employees stated that there are adequate transit options in their areas.
- *Concerns over Bicycle Parking and Storage.* A large percentage of employees reported that they felt safe bicycling to work and had bicycle parking at work. However, but many are concerned about the security of their bicycles while they are parked on-street.
- *Improvements to Transit Service and Frequency.* Transit fare and transit frequency could be improved to increase employee ridership on area bus lines.

Business:

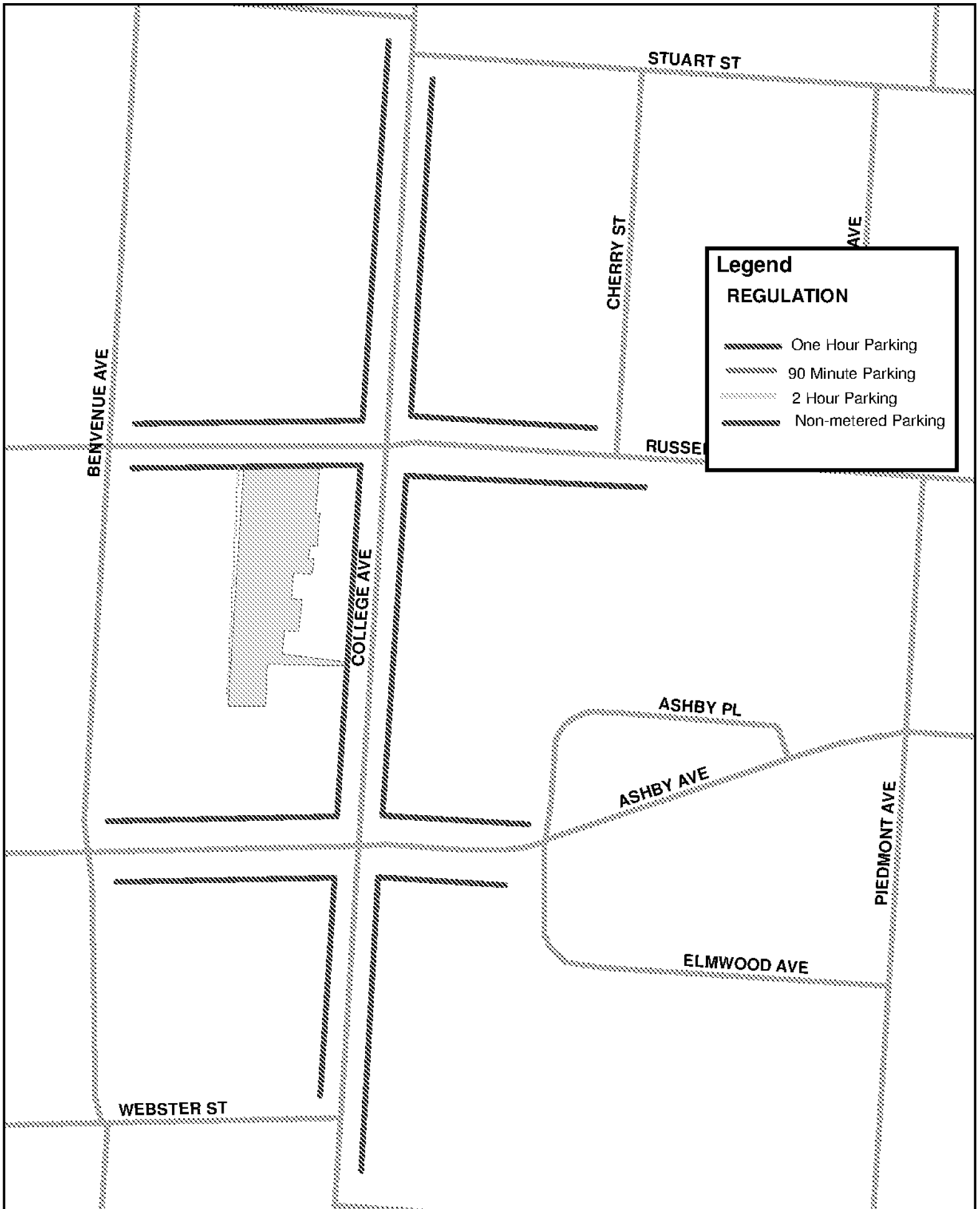
- *Businesses Open from Early Morning to Late Night.* A majority of businesses are open between 9:00 AM and 6:00 PM; however, a large minority begins business around 6:00 AM and others do not close until as late as midnight.
- *Businesses Perceive Lack of On-street Parking Availability.* Businesses are concerned about parking availability for their customers, particularly at on-street meters.
- *Employee Numbers Peak Midday.* Employee activity is generally even throughout the day but peaks between 12:00 PM and 4:00 PM. Many employees do not leave until well after 8:00 PM.
- *Few Existing Transit Benefits for Employees.* Very few businesses provide transit passes for their employees.
- *Businesses Provide Parking Benefits for Employees.* Many businesses provide parking for their employees (specifically their managerial staff) and pay over \$100 per month per employee for parking.
- *Businesses Vary in Ideal Customer Shopping Time.* Half of businesses report that their customers need upwards of 2 hours in their business, while the other half report that their customers require less than thirty minutes.

Visitors/Shoppers:

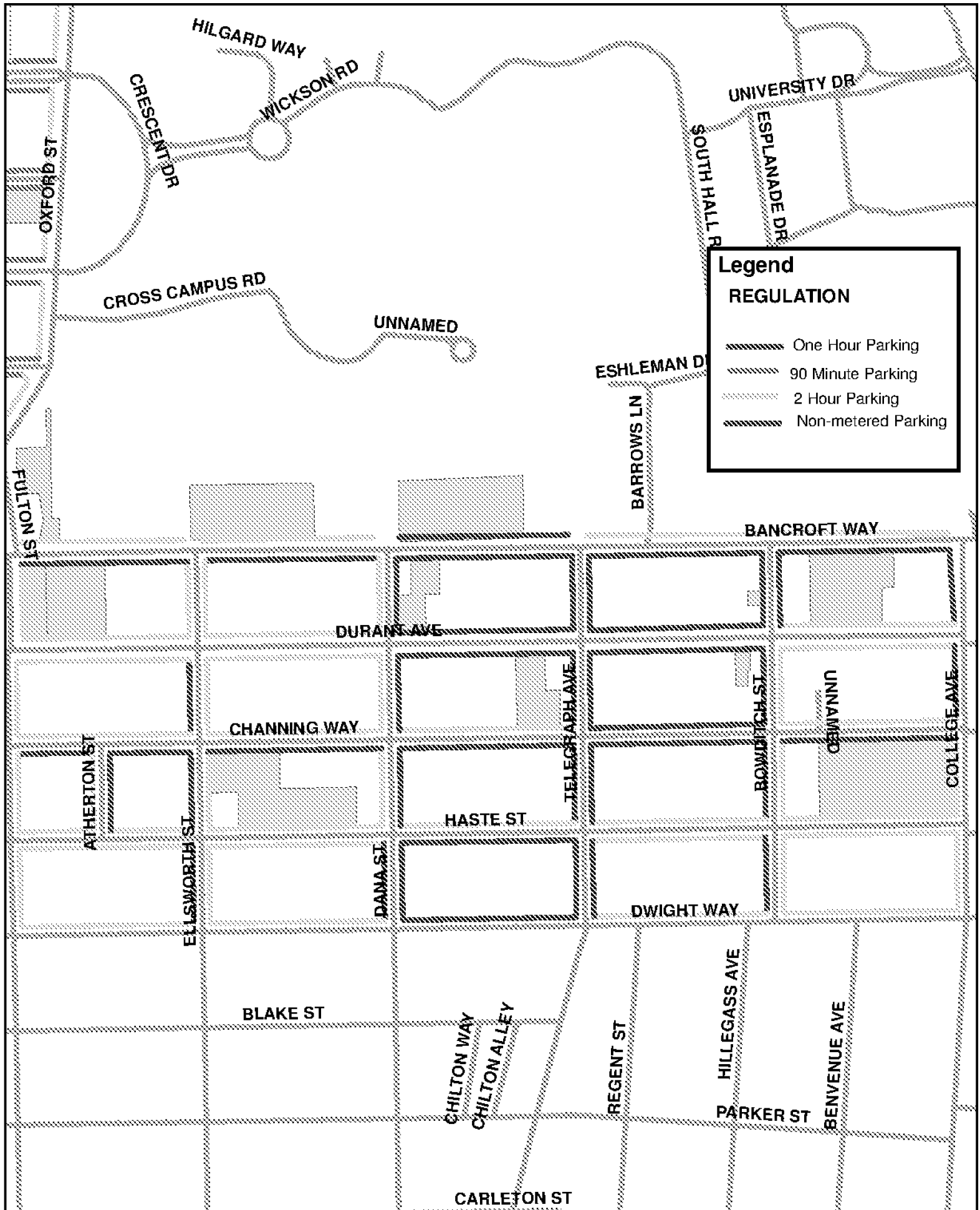
The following survey results are based on a limited response rate and should not be considered statistically significant.

- *Visitors and Shoppers are Local.* A large number of survey respondents live or work in the business district where they were surveyed.
- *Trip Purpose Affects Visitor Duration.* Patrons in Downtown and Telegraph/Southside report spending 25 minutes on average. Elmwood patrons spend an average of 3 hours.
- *Visitors and Shoppers Park in Residential Areas.* 30% of Downtown drivers, over 60% of Elmwood drivers, and over 35% of Telegraph/Southside drivers report parking in residential areas.
- *Average Visitors are Less Concerned About Parking than Businesses.* Generally visitors are less concerned about on-street parking than the business community.

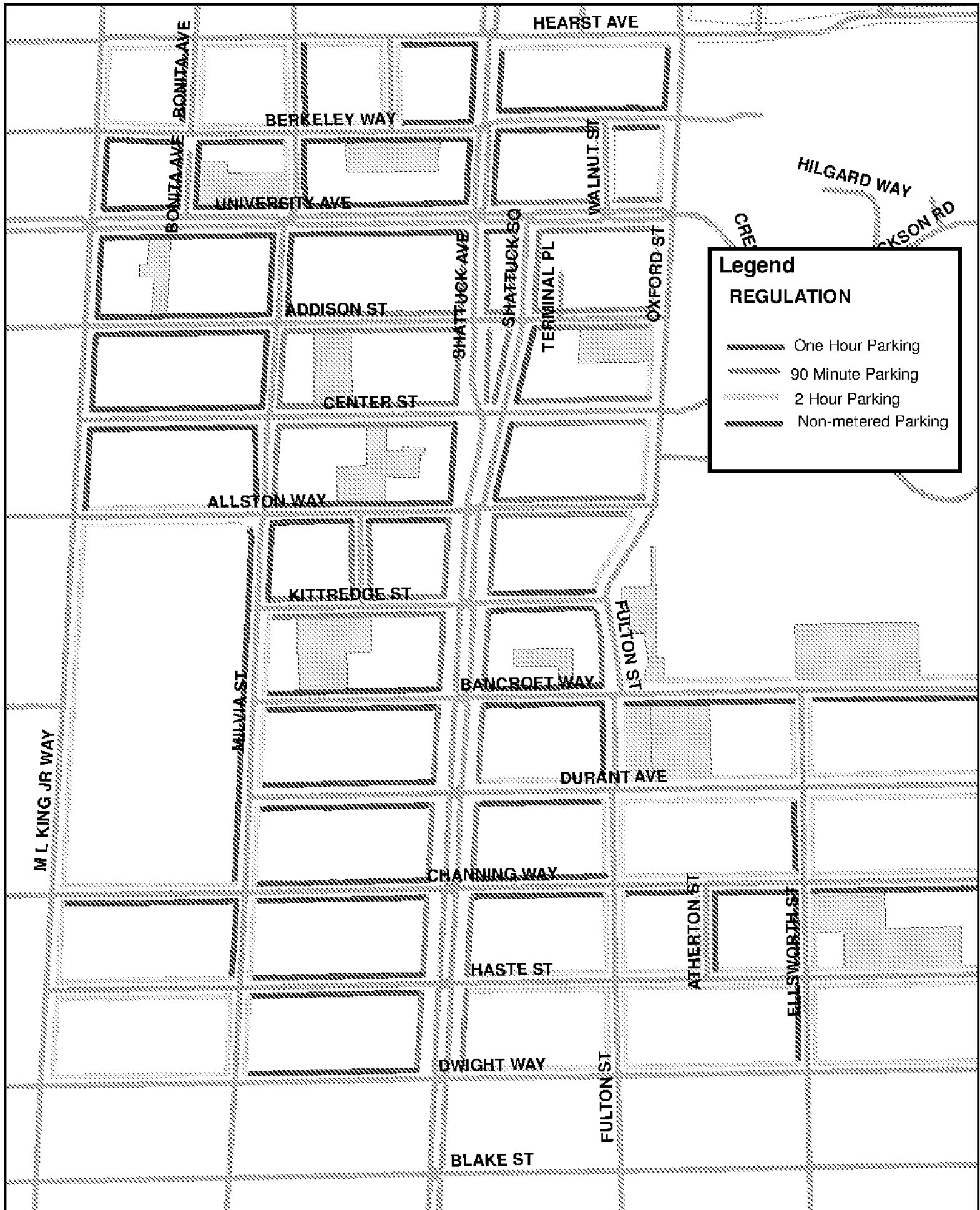
Time Limits at On-Street Metered Spaces - Elmwood



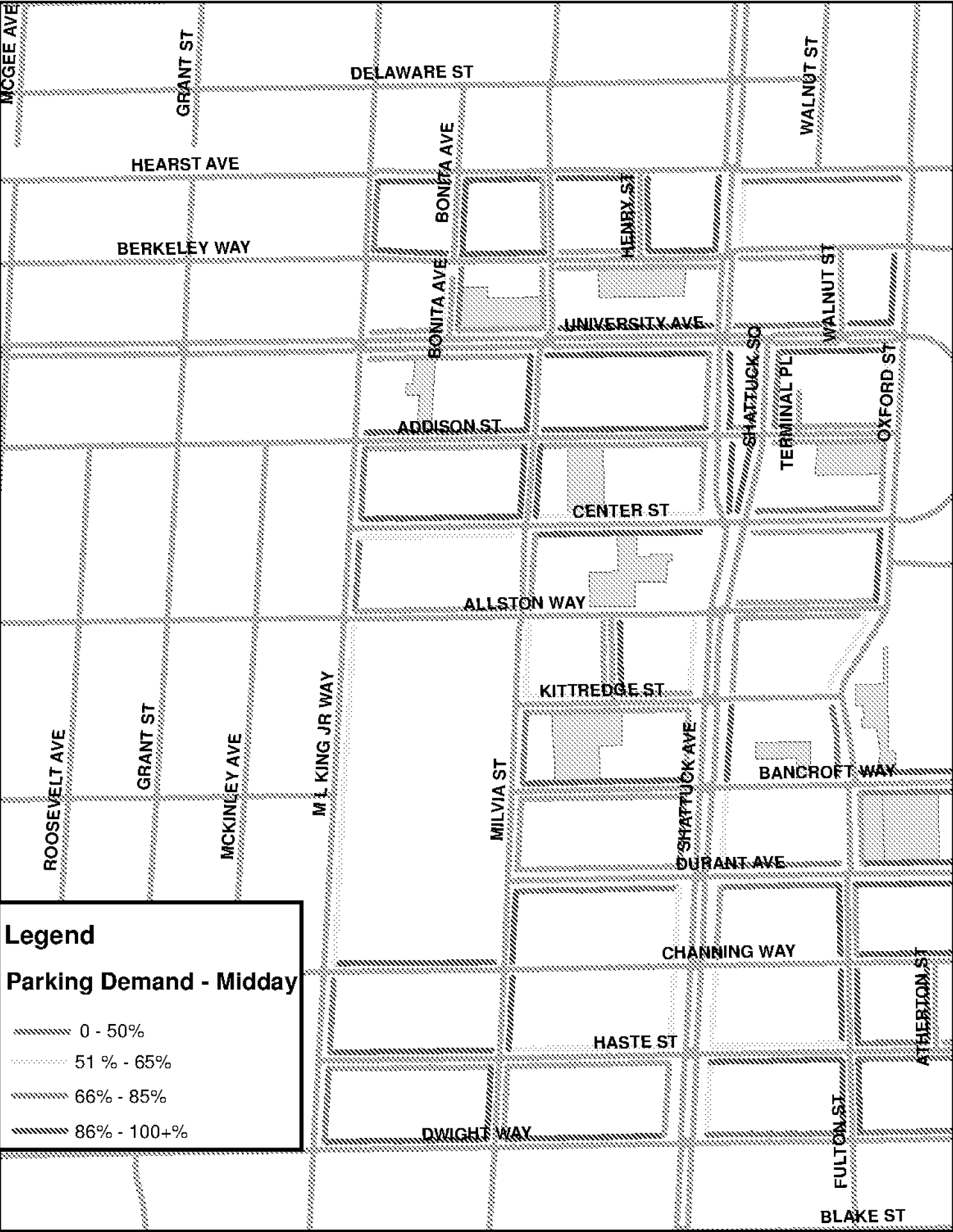
Time Limits at On-Street Metered Spaces - Southside



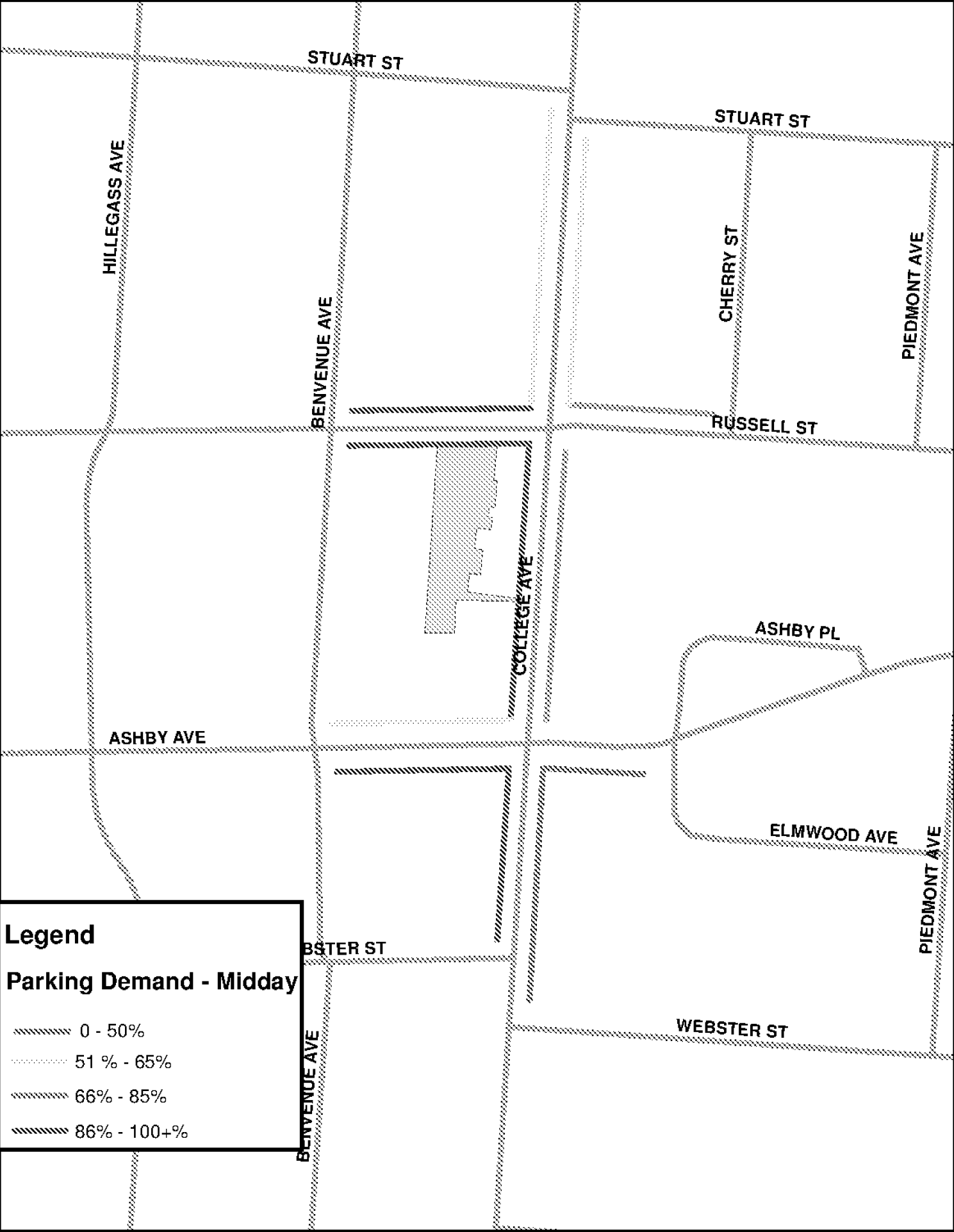
Time Limits at On-Street Metered Spaces - Downtown



Sample MIDDAY (12 - 2 pm) Parking Demand for a Typical Weekday - Downtown Berkeley



Sample MIDDAY (12 - 2 pm) Parking Demand for a Typical Weekday - Elmwood



Sample Middyay (12 - 2 pm) Parking Demand for a Typical Weekday - Southside

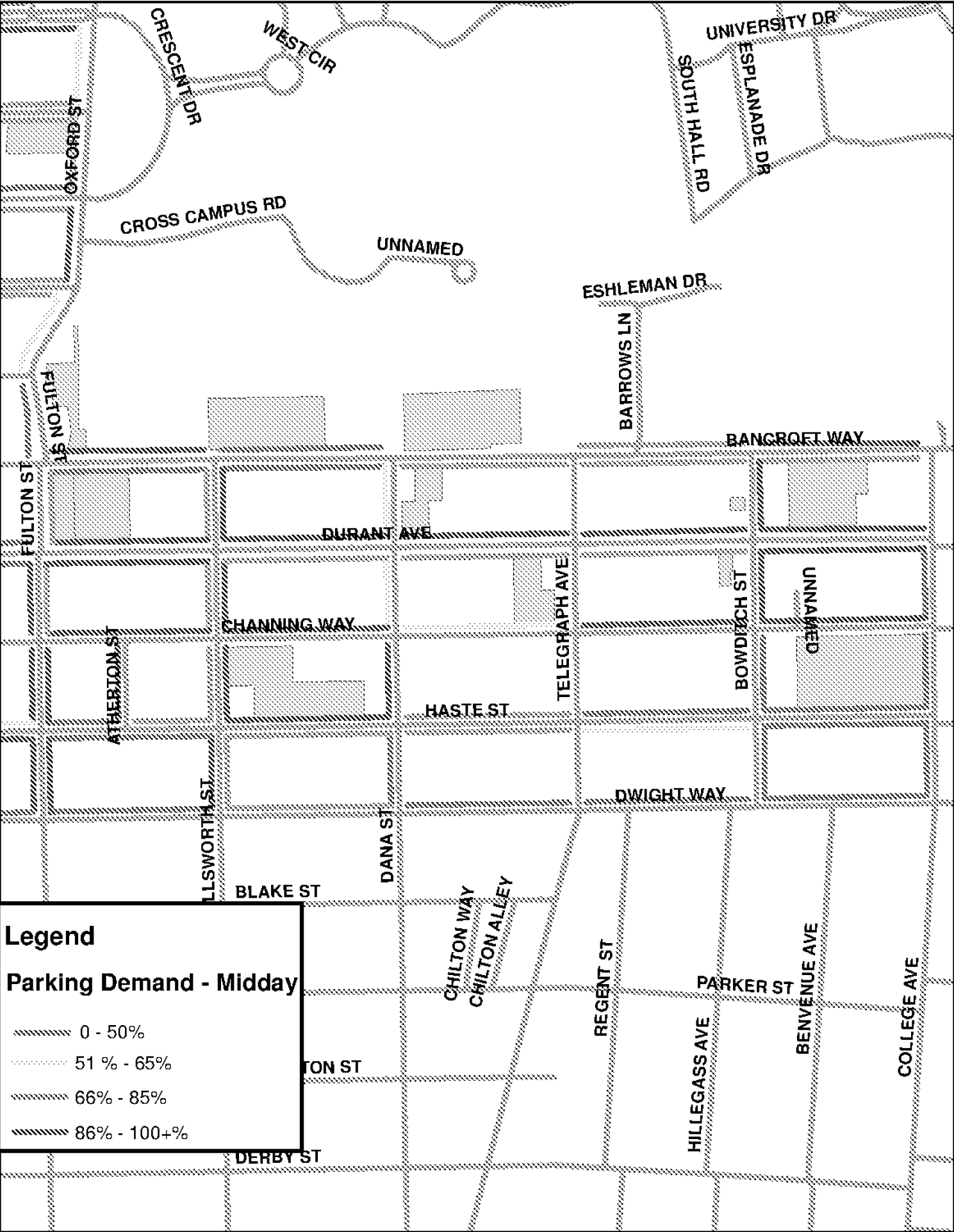


Exhibit C: Detailed Business, Employee and Shopper Survey Results

Downtown

Employees

- 1) Mode choice (Cumulative values exceed 100% because respondents could choose more than one option.)
 - a. 42.4% of Downtown employees drive alone to work, and 4% carpool.
 - 69.4% of these drivers report parking in a garage or parking lot.
 - 24.6% report parking at an on-street meter.
 - 22.4% report parking on a residential street.
 - b. 27.9% use BART.
 - c. 11.1% use the bus.
 - d. 15.1% walk.
 - e. 16.9% bike.
- 2) Parking opinions
 - a. 54% of employees feel parking is unavailable at on-street meters.
 - b. 44% of employees believe parking is unavailable on residential streets.
 - c. 56% of employees feel parking is available in parking garages.
 - d. 66% of employees believe parking time limits are not long enough.
- 3) Transit opinions
 - a. 65% of employees feel there are enough transit options in Downtown.
 - b. 38% of employees feel they would take the bus more often if it came more often, while 22% did not.
- 4) Bicycle/Pedestrian opinions
 - a. 56% of employees reported that there is available bike parking at their workplace.
 - b. Only 18% of Downtown employees reported that they feel safe bicycling to work.
 - c. 55% of Downtown employees reported that they feel safe walking to work.
 - d. 44% said walking to and from work was enjoyable.
- 5) Work shifts and hours
 - a. 55% of employees report that they work more than four shifts per week.
 - b. 20% reported that they work at least 3 shifts per week.
 - c. Downtown employees work an average 8 hours per work day;
 - d. A majority of employees begin work at 9:00 AM and end work between 4:30 PM and 6:00 PM.

Businesses

- 1) Employer estimates of their employee mode choice are generally accurate. (Employees response shown in parentheses):
 - a. 36% drive (42%).
 - b. 23% use BART (28%).
 - c. 14% take the bus (11%).
 - d. 17% walk (15%).
 - e. 17% bike (17%).

Attachment 2: Exhibit C Detailed Business, Employee and Shopper Survey Results

- 2) Few businesses currently provide transit passes.
 - a. 14% of businesses responded that they provide transit passes.
 - b. A small percentage of businesses employ UC Berkeley or Berkeley City College students who have unlimited AC Transit passes through school.
- 3) Business estimated their employees' parking patterns (employees actual response shown in parentheses):
 - a. 12% of Downtown businesses provide parking for their employees on the premises.
 - b. 24.7% provide parking for their employees in parking lots and garages.
 - c. 62% do not provide parking for employees.
 - d. 13% of businesses said they reimburse employees for parking. Many reported spending over \$100 per month per employee.
 - e. When businesses did not provide parking, owners estimate that 53% of employees parked at on-street meters (actual = 25%), 47% parked in the neighborhood (actual = 22%), and 58% parked in parking garages (actual = 69%).
- 4) Many businesses provide employee bicycle parking.
 - a. Almost 60% of businesses provide bicycle parking for their employees (separate from on-street bicycle parking).
 - b. 40% do not provide bicycle parking for their employees.
- 5) Work-related trips vary significantly.
 - a. 13% of businesses must make work related trips several times a day.
 - b. 17% make work-related trips once or twice per day.
 - c. 30% make work-related trips a few times per week.
 - d. 22% make work -related trips a few times per month.
 - e. 18% do not make work-related trips.
 - f. Businesses have an average of 3 employees that use vehicles for work-related trips. Very few require a specific type of vehicle (10% require a truck, 10% require a van. Respondents could choose more than one option).
 - g. Over 70% reported never renting a vehicle for work-related trips.
 - h. 40% responded that they would be interested in discounted carshare memberships.
- 6) Deliveries
 - a. Over 50% of Downtown businesses reported receiving deliveries more than 3 times per week.
 - b. Only 26% said they could request a specific deliver time.
 - c. 61% of business reported that their delivery time varied, with the majority of their deliveries during the weekdays.
 - d. 18% reported that they have missed business deliveries because drivers cannot find available loading zones or other parking.
- 7) Business may have some misconceptions about their customer travel habits and activity.
 - a. Downtown business owners estimate that over 25% of their customers come from within the neighborhood – 40% from within the City of Berkeley and 40% on average come from another city.

Attachment 2: Exhibit C Detailed Business, Employee and Shopper Survey Results

- b. Downtown business owners estimate that above 60% of their customers come to the area for their store specifically.
 - c. Mode choice of customers coming to their business:
 - i. **Business estimate that 60% of their customers drive (actual = 17% drive alone, 9% carpool).**
 - ii. Businesses estimate that 40% of their customers walk bike, bus, and BART in almost equal amounts. Visitors report that 32% walk, 6% bike, 14% come by bus, and 38% take BART. (Responses exceed 100% because they could choose more than one mode.)
 - d. Two thirds of downtown businesses report that their customers need an average of three hours in their business. The remaining one third believes their customers need an average of about thirty minutes in their business.
 - e. Downtown businesses report that their busiest weekday time is between noon and 4:00 PM. However, nearly 20% responded that after 8:00 PM is their busiest time.
- 8) Business Opinions
- a. 71% of Downtown businesses believe their customers do not have enough on-street parking (33% of visitors/shoppers responded that on-street parking was unavailable.)
 - b. 50% believe their customers do not have enough garage parking. (12% of visitors/shoppers surveyed believe that off-street parking is not available.)
 - c. Over 60% of businesses believe that their customers have trouble finding parking when they come to the area.
 - i. Several businesses commented that their customers feel stressed and frustrated by the combination of low parking availability, low parking time limits, and strict parking enforcement.
 - d. 60% of Downtown businesses disagree (40% strongly disagree, 20% disagree) that parking time limits are long enough. (Surveyed shoppers were, on average, neutral about current parking time limits.)
 - e. 23% of businesses believe parking is priced appropriately; 20% are neutral; 27% disagree and 28% strongly disagree.
 - f. Over 80% of businesses believe Downtown's BART and bus options are good. (40% strongly agree, 40% agree)
- 9) Employee information
- a. Businesses reported that they employ on average 30 employees each.
 - b. A majority of those employees are full-time.
 - c. A majority of businesses reported that employees are working during the Noon to 4 PM time period, with an average of 14 employees per business working during that time.
- 10) Hours of operation
- a. The majority of Downtown business open at 8:00 AM or 9:00 AM, however a large minority report opening earlier, at 6:30 AM and 7:00 AM. While many businesses close at around 7:00 PM, a significant percentage are open later until 9:00 PM or 10:00 PM and some are open as late as midnight.
 - b. Nearly all Downtown businesses are open Monday through Friday; well over half (60% on Saturday and 44% on Sunday) are open on weekends.

Visitor/Shoppers

The following survey results are based on a limited response rate and should not be considered statistically significant.

- 1) Mode Choice.
 - a. 17% drove alone/9% carpooled
 - b. 38% use BART to get to Downtown
 - c. 14% took the bus
 - d. 32% walk
 - e. 6% bike
- 2) Trip Purpose
 - a. 30% of visitors to the Downtown business district responded that they lived in Downtown.
 - b. 13% said they worked in Downtown.
- 3) Visiting Days of the Week/Times of Day
 - a. The majority of Downtown visitors visit Downtown on both weekends and weekdays. Those visitors also reported visiting Downtown both in the daytime and at night.
- 4) Length of Visit
 - a. 75% of respondents reported being in Downtown for an average of 7 hours
 - b. 25% of visitors reported visiting downtown for an average of 24 minutes.
- 5) Parking location
 - a. 47% of drivers said they parked at a metered space
 - b. 30% said they parked in the neighborhood
 - c. 23% said they parked in a lot or garage
 - d. 8% at a merchant or store lot.
- 6) Trip Purpose
 - a. 61% restaurant.
 - b. 41% shopping. 26% work in Downtown
 - c. 23% connecting to the bus or BART
- 7) Visitor opinions
 - a. Downtown visitors reported that they disagreed that on-street meter parking could be found quickly (33%); however, 17% agreed, and 17% were neutral – this statistic is more positive than the opinions reported by businesses about their customers.
 - b. Garage parking availability is more positive. 30% agreed that parking spaces were available and 25% were neutral. Only 12% disagreed that garage parking was usually available.
 - c. Opinions about parking time limits are fairly evenly split. 22% believe they are long enough, 18% are neutral, and 28% believe they are not long enough.
 - d. Visitors are fairly split on their opinion of Downtown Berkeley's retail offerings: 9% strongly agree that all their business shopping and entertainment needs can be met in Downtown; 32% agree, 17 are neutral, 21% disagree, and 11% strongly disagree.

Attachment 2: Exhibit C Detailed Business, Employee and Shopper Survey Results

- e. Downtown visitors report that Downtown's transit options meet their needs. Over 55% agreed that the transit options met their needs while only 14% disagreed.
- f. Nearly 60% believed bus stops were located conveniently.
- g. Almost 70% believe Downtown is a pleasant place to walk around in – though many qualified that night time felt less secure particularly due to the number of homeless in the area.
- h. 45% believe downtown is a pleasant place to bicycle in.

Elmwood

Employee Results

1. Mode choice
 - a. 63%, drive alone to work
 - i. 77% park on residential streets
 - ii. 8% park at metered spaces.
 - iii. Employees who drive respond that due to their long work shifts (upwards of 6-8 hours each day), and 2-hour RPP restrictions, they move their cars frequently throughout the day to avoid citation.
 - b. Bus and biking are tied for the second most popular mode choice at 13%.
2. Parking opinions
 - a. 60% of Elmwood employees disagree or strongly disagree that metered parking is available in their area.
 - b. 34% believe parking is available in residential streets – while 35% believe it is unavailable.
 - c. 49% of Elmwood employees had no opinion about the parking garages or lots in the area – this is either due to lack of information about the capacity or lack of information about the option itself. Based on City parking records, the nearest lot on Russell and College (the Elmwood Lot) is well utilized.
3. Transit options
 - a. 40% of Elmwood employees believe there are enough transit options in the area
 - b. 40% believe they would take the bus more often if buses came more often.
 - c. 24% responded that they would take the bus more often if bus service were better in the early morning or late evening – which may be related to the fact that many employee shifts do not end until 11:00PM
 - d. 40% of Elmwood employees said they would take the bus more often if the fare was less expensive.
4. Bicycle/Pedestrian options
 - a. 60% feel safe while walking to and from work; 81% said walking in the area is enjoyable; 58% said walking to and from work is enjoyable.

5. Work shifts

- a. 57% of Elmwood employees (reported that they work more than four times per week;
- b. 25% reported they work three to four times per week.
- c. While a majority of Elmwood employees begin their shifts at around 9:00 AM and end around 5:00 PM, many begin their shifts in the afternoon around 12:30 PM or 1:00 PM and end their shifts at 9:00 PM or 10:00 PM.

Business Results

- 1) Business estimates of employee mode choice (actual employee statistics are reported in parentheses):
 - a. 64% drive (63%)
 - b. 12% BART (7%)
 - c. 23% bus (13%)
 - d. 26% walk (23%)
 - e. 26% bike (13%)
- 2) Business-provided parking
 - a. 50% provide parking for their employees on the premises
 - b. 7% provide parking for their employees in private lots and garages.
 - c. 42% do not provide parking for employees at all.
 - d. 19% of businesses said they reimburse employees for parking. Many reported spending over \$100 per month in parking reimburses per employee.
 - e. Elmwood businesses estimate of employees that drove, (who were not provided a parking space):
 - i. 72% parked in the neighborhood (actual = 77%)
 - ii. 23% parked at on-street meters (8%)
- 3) Business-provided Bike Parking
 - a. 40% of businesses provide bicycle parking for their employees (separate from on-street bicycle parking)
 - b. 60% do not provide bicycle parking for their employees.
- 4) Hours of operation:
 - a. The majority of Elmwood businesses open at 10:00 Am or 11:00AM. Most businesses close at around 7:00 PM.
 - b. Nearly all Elmwood businesses are open Monday through Friday; 90% are open on Saturday, and 76% are open on Sunday.
- 5) Employee Information
 - a. Businesses reported that they employ, on average, 5 employees each.
 - b. On average, 3.5 of those employees are part time, while 2.6 employees are full time.
 - c. Businesses report that almost an even number of employees are scheduled between noon and 8:00 PM. (an average of about 3 employees per business between those time periods)
- 6) Transit passes
 - a. No business provides their employees free or discounted transit passes.

7) Work related trips

- a. 7% of businesses must make work related trips several times a day; the same percentage make work related trips once or twice per day; 21% make work related trips a few times per week, and 14% make work related trips a few times per month. 50% do not make work related trips.
- b. On average, 1.65 employees per business use vehicles for work-related trips. Very few require a specific type of vehicle (5% require a truck). For those businesses that do not require a special vehicle for work related trips, 88% reported using a personal vehicle.
- c. Very few businesses rent vehicles for work related trips. Over 95% reported never renting a vehicle for work related trips. 33% responded that they would be interested in discounted carshare memberships.

8) Deliveries

- a. 60% of Elmwood businesses reported receiving deliveries more than 3 times per week. Only 21% said they could request a specific deliver time. Additionally, many reported that their delivery time varied (50%) however the majority of their deliveries came during the weekdays and not on weekends.

9) Customer travel habits and activity

- a. 70% of Elmwood businesses respond that customers come to for their store specifically and to the area generally.
- b. Business estimates of customer mode choice (actual shopper survey statistics are shown in parentheses):
 - i. **60% drive (27% drove alone, 19% carpool)**
 - ii. 7% BART (7%)
 - iii. 8% bus (2%)
 - iv. 25% walk (17%)
 - v. 8% bike (27%)
- c. Half of Elmwood businesses report that their customers need an average of 1.5 hours in their store; the other half only needs 25 minutes.
- d. Over 80% of Elmwood businesses report that their busiest time is between noon and 4:00 PM. Over 40% also reported 4:00 PM to 8:00 PM as their busy time. None reported the time period after 8:00 PM as their busiest time.

10) Business Opinions

- a. 70% of Elmwood businesses reported that they strongly disagreed that their customers had enough on-street parking – another 15% disagreed. A similar statistic holds for garage and lot parking. (40% of surveyed shoppers said that on-street parking was unavailable.)
- b. Over 50% of businesses reported that their employees have trouble finding parking when they come to work.
 - i. Several businesses commented that their employees leave work to move their cars frequently, resulting in a large loss of productivity.
- c. 44% of Elmwood businesses strongly disagree that parking time limits are long enough – another 25% disagree. (Surveyed shoppers were split on the issue of parking time limits.)
- d. 30% of businesses believe parking is priced appropriately; 18% are neutral; 11% disagree and 26% strongly disagree.

Attachment 2: Exhibit C Detailed Business, Employee and Shopper Survey Results

- e. Over 60% of businesses believe Downtown's BART and bus options are good. Almost 40% though, believe the frequency of bus service does not match their employees' needs.
- f. Bu stops strongly believed to be located conveniently.
- g. Over 60% believe bicycle routes to Elmwood are convenient.

Visitor Results

The following survey results are based on a limited response rate and should not be considered statistically significant.

- 1) Frequency of Visits to the Elmwood
 - a. 19% live in the Elmwood
 - b. 5% work in Elmwood
 - c. 28% visit once or twice per month
 - d. 28% visit once or twice per week.
- 2) Visitor Days of the Week / Times of Day
 - a. Majority of Downtown visitors visit Elmwood on both weekends and weekdays
 - b. 65% visit Elmwood both in the daytime and at night
 - c. 32% said they visited Elmwood just during the daytime.
- 3) Length of Visit
 - a. 75% of respondents reported being in Elmwood for an average of 3 hours.
 - b. 25% of reported visiting Elmwood for an average of 25 minutes.
- 4) Mode Choice
 - a. 27% drove alone to Elmwood/19% carpooled;
 - b. 7% BART
 - c. 2% bus
 - d. 27% bike
 - e. 17% walk
- 5) Parking Locations
 - a. 65% park in the neighborhood
 - b. 34% said they parked at a metered space
- 6) Trip Purpose
 - a. 65% restaurant
 - b. 58% said they were there to go shopping.
 - c. Respondents were also asked what activities they had done in the past (to avoid survey time biased responses): 95% of respondents said they eat at restaurants in Elmwood, 82% shopped in Elmwood, 65% went to the theater in Elmwood.
- 7) Visitor opinions
 - a. Elmwood visitors reported that they disagreed that on-street meter parking could be found quickly (40%); however, 22% agreed, and 24% were neutral – this statistic is more positive than the opinions reported by businesses about their customers.
 - b. Garage or lot parking availability is less clear. 16% agreed that parking spaces were available and 5% were neutral. 33% disagreed that garage

- parking was usually available. Interestingly, 44% had no opinion about garage or lot parking availability.
- c. Opinions about parking time limits are split. 15% strongly disagree that time limits are long enough; another 20% disagree; 10% are neutral. Interestingly, nearly 40% agree that they are long enough. 22% believe they are long enough, 18% are neutral, and 38% believe they are not long enough. This is significantly more positive than both the business and employee survey results about parking time limits.
 - d. Visitors are fairly split on their opinion of Elmwood's retail offerings: 10% strongly agree that all their business shopping and entertainment needs can be met in Elmwood; 23% agree, 23% are neutral, 28% disagree, and 7% strongly disagree
 - e. 44% believed bus stops were located conveniently – 37% did not have an opinion.
 - f. Elmwood visitors overwhelmingly believe Elmwood is a pleasant place to walk around in. 60% strongly agreed and 31% agreed.
 - g. Elmwood visitors believe Elmwood is also pleasant to bicycle in. 19% strongly agreed; 25% agreed and 21% were neutral.

Telegraph/ Southside

Employee Results

- 1) Mode choice
 - a. 35% drive alone, 8% carpool
 - i. 36% park at a metered space
 - ii. 34% park on residential streets
 - iii. 36% park in a lot or garage
 - iv. 28% park in a merchant or store lot.
 - b. 23% BART
 - c. 27% bus
 - d. 20% bike,
 - e. 24 % walk
- 2) Parking opinions
 - a. 49% believe parking at on street meters is unavailable.
 - b. 41% believe parking in residential streets is unavailable
 - c. 36% believe parking in garages or lots is usually available
 - d. 50% believe parking time limits are not long enough
- 3) Work shifts
 - a. 80% of Telegraph/Southside employees work more than 4 times per week. 16.67% work three or four times per week.
- 4) Transit opinions
 - a. 52% believe there are enough transit options in the area
 - b. 40% said they would take the bus more often if frequency were higher
 - c. 39% said they would take the bus more often if it had earlier and later hours of service

Attachment 2: Exhibit C Detailed Business, Employee and Shopper Survey Results

- d. 57% said they would take the bus more often if fares were less expensive.
- 5) Bicycle/Pedestrian opinions
 - a. 45% believe bicycle routes are convenient for them
 - b. 55% are provided bicycle parking at work
 - c. Walking opinions were less clear. Many employees explained that walking to work was enjoyable and safe but not along Telegraph Avenue.

Business Results

- 1) Business estimate of employee mode choice (actual employee statistics are shown in parentheses):
 - a. 28% drive (35% drive alone, 8% carpool)
 - b. 18% BART (23%)
 - c. 29% bus (27%)
 - d. 30% walk (24%)
 - e. 15% bike (20%)
- 2) Business-provided parking
 - a. 33% of businesses provide parking for their employees on the premises
 - b. 22% provide parking for their employees in private lots and garages
 - c. 44% do not provide parking for employees at all.
 - d. Businesses reported that the employees that drove (who were not provided a parking space):
 - i. 52% parked at on-street meters (actual = 36%)
 - ii. 30% parked in the neighborhood (actual = 34%)
 - iii. 41% parked in garages (actual = 36%)
- 3) Business-provided bike parking
 - a. 53% provide bicycle parking for their employees (separate from on-street bicycle parking)
 - b. 47% do not provide bicycle parking for their employees.
- 4) Hours of operation:
 - a. The majority of businesses open at 9:00 AM or 10:00AM. Most businesses close at around 10:00 PM. Several report being open until midnight.
 - b. All businesses are open Monday through Friday; 95% are open on Saturday, and 90% are open on Sunday.
- 5) Employees
 - a. Businesses reported that they employ on average 12 employees each.
 - b. Half of the employees are fulltime.
 - c. Businesses report that almost an even number of employees are scheduled between noon and 8:00 PM. (an average of about 5 employees per business between those time periods).
- 6) Transit passes
 - a. Almost no business provides their employees free or discounted transit passes. Only 5.5 percent responded that they provided such passes. Businesses reported that on average 2 of their employees had an unlimited transit pass provided by either UC Berkeley or Berkeley City College.

7) Work related trips

- a. 5% of businesses must make work related trips several times a day; 22% make work related trips once or twice per day; 16% make work related trips a few times per week, and 11% make work related trips a few times per month. 44% do not make work related trips.
- b. On average, 2 employees per business use vehicles to make work-related trips. A small percentage require a specific type of vehicle (17% require a van). For those businesses that do not require a special vehicle for work related trips, all reported using a personal vehicle.
- c. Very few businesses rent vehicles for work related trips. Over 95% reported never renting a vehicle for work related trips. 25% responded that they would be interested in discounted carshare memberships.

8) Deliveries

- a. 70% of businesses reported receiving deliveries more than 3 times per week. Only 23% said they could request a specific deliver time.

9) Customer travel habits and activity

- a. 70% of businesses respond that customers come to for their store specifically and to the area generally.
- b. Mode Choice of Customers (actual visitor statistics are reported in parentheses):
 - i. 48% drive (11% drove alone, 11% carpool)
 - ii. 10% BART (8%)
 - iii. 16% bus (20%)
 - iv. 20% walk (50%)
 - v. 12% bike (14%)
- c. Half of businesses report that their customers need an average of 1.5 hours in their store; the other half only needs 27 minutes.
- d. Over 65% of businesses report that their busiest time is between noon and 4:00 PM. Over 55% also reported 4:00 PM to 8:00 PM as their busy time. 11% reported the time period after 8:00 PM as their busiest time.

10) Business Opinions

- a. 53% of businesses reported that they strongly disagreed that their customers had enough on-street parking – another 35% disagreed. (53% of surveyed shoppers said that on-street parking is not available.)
- b. Conversely, 30% believed there was enough garage parking for their customers, while 40% disagreed. 30% were neutral. (24% of surveyed shoppers believe that garage parking is not available).
- c. 60% of businesses reported that their employees have trouble finding parking when they come to work. 24% disagreed.
- d. 52% of businesses reported that parking time limits were long enough, while 40% disagreed. (33% of surveyed shoppers said that parking time limits are not long enough.)
- e. 46% of businesses believe parking is priced appropriately; 20% are neutral; 20% disagree and 13% strongly disagree.

Attachment 2: Exhibit C Detailed Business, Employee and Shopper Survey Results

- f. Over 50% of businesses believe Telegraph/ Southside's bus options are good; almost 30% disagreed however. Over 40% though, believe the frequency of bus service does not match their employees' needs.
- g. Over 50% believe bicycle routes to Telegraph/Southside are convenient

Visitor Results

The following survey results are based on a limited response rate and should not be considered statistically significant.

- 1) Frequency of Visit to Telegraph/Southside
 - a. 41% live there
 - b. 12% work
 - c. 18% "Just Passing Through"
 - d. 6% once or twice a week
 - e. 6% once or twice a month
 - f. 18% three or more times a week
- 2) Visitor Days of Week / Times of Day
 - a. 68% both weekends and weekdays
 - b. 65% visit daytime and evening
- 3) Length of Visitor Stay
 - a. 70% of respondents reported being in Telegraph/Southside for an average of 8 hours
 - b. 30% of reported visiting an average of 19 minutes.
- 4) Mode Choice
 - a. 11% drive alone, 11% carpool
 - b. 8% BART
 - c. 20% bus
 - d. 50% walk
 - e. 14% bike
- 5) Parking Location
 - a. 50% park at a metered space
 - b. 40% park in the neighborhood
 - c. 20% said they parked in a lot or garage.
- 6) Trip Purpose
 - a. 61% UC Berkeley related activities
 - b. 60% restaurant
 - c. 42% were shopping
 - d. 27% work
 - e. Respondents were also asked what activities they had done in the past (to avoid survey time biased responses): 87% of respondents said they eat at restaurants in Telegraph|southside, 84% shopped in Telegraph|southside, 67% reported UC Berkeley related activities.

7) Visitor opinions

- a. Telegraph/Southside visitors reported that they disagreed that on-street meter parking could be found quickly (53%).
- b. Garage parking availability is more positive. 33% agreed that parking spaces were available and 10% were neutral. 24% disagreed that garage parking was usually available.
- c. Telegraph/Southside visitors were slightly negative about parking time limits. 33% of Telegraph/Southside visitors reported that they disagreed or strongly disagreed that parking time limits were long enough; 20% were neutral and 20% either agreed or strongly agreed.
- d. Visitors are fairly split on their opinion of Telegraph/Southside's retail offerings: 10% strongly agree that all their business shopping and entertainment needs can be met in Telegraph/Southside; 23% agree, 20 are neutral, 26% disagree, and 16% strongly disagree.
- e. Telegraph/Southside visitors report that Telegraph/Southside's transit options meet their needs. Over 67% agreed that the transit options met their needs while only 13% disagreed.
- f. 66% believed bus stops were located conveniently.
- g. Almost 70% believe Telegraph/Southside is a pleasant place to walk around in -- though many qualified that night time they felt less secure particularly due to the number of homeless in the area.
- h. Opinions about bicycling in the area were more split. 13% strongly agreed and 20% agreed that Telegraph/Southside is pleasant to bicycle in; 21% were neutral, 21% disagreed and 3% strongly disagreed.

City of Berkeley - Transportation Demand Management (TDM) and Parking Pilot
goBerkeley Projected Pilot Timeline (Updated: May 2013)

	TDM	Parking	Automated Data Collection / Enforcement
January - February 2013	Meet with Elmwood Merchants Association, Telegraph BID and Downtown Berkeley Association on BTAP TDM program (transit, car share and bike).	Complete snapshot parking occupancy/demand survey; completed 200 business surveys and 380 employee surveys	Public Works, Parking Enforcement and IT finalize System Requirements.
March 2013	Finalized agreements for new City Carshare pods and vehicles in Elmwood (Stuart and Telegraph, Ashby and Telegraph) and Telegraph Areas.	Completed 200 shopper surveys	System Requirements and Proposed procurement process submitted to FHWA through Systems Engineering Management Plan process
	Outreach activities for TDM program including presentations at business group meetings and door-to-door visits (transit passes, bike benefits and car share memberships).		Draft RFP with System Requirements and proposed procurement process submit to Michael Woo and Henry Oyekanmi.
April - May 2013	First open enrollment period for TDM program: - Door-to-door enrollment - Enrollment at neighborhood public workshop	Present proposed options for parking rate and time limit options to Community Advisory Group (CAG), Transportation Commission, Communities (workshops in Elmwood - May 22, Southside, May 29, Downtown, June 3). Launch public education campaign and pilot website.	Release RFP for System Integrator to: - Test vendors based on City's requirements and performance standards - provide City with evaluation of performance and costs - Assist City in acquiring data collection and/or enforcement tools
June 2013	Enrollment finalized; AC Transit and City Carshare prepare July distribution (print Easypasses, City Carshare fobs, distribute benefits packages to participants)	Detailed parking data collection (occupancy, duration, placard use, type of vehicle).	
July 2013	TDM Program Begins - Employee Transit Pass - Carshare	CAG meeting #2 followed by Public Workshop #2: Recommended Parking Rate and Time Limit Changes, implementation Timeline and Affected Blocks.	System Integrator Proposals due
August 2013		Public education and notification campaign - website, flyers, posters, meetings, electronic signage	Selection of System Integrator
September 2013		Parking Rate and Time Limit Changes Take Effect	System Integrator selection and contract finalization
October 2013		One-month "Snapshot" data collection of parking conditions and presentation to CAG (Meeting #3).	Technology Demonstration and Evaluations
Holiday Season (November - December 2013)	Do not schedule parking changes / community outreach / data collection during Holiday season		
January - March 2014	Second open enrollment period for TDM Program.	Detailed parking data collection to measure effects of changes (demand changes, spillover to RPP zones)	
April - May 2014		CAG meeting #4 followed by Public Workshop #3 - Results of Parking Rate and Time Limit Changes and Potential Adjustments.	
June 2014		Potential adjustments to parking rates and time limits.	- Field deployment of equipment - Begin integration to PD and IT systems
July 2014	Data collection: surveys of TDM program participants and other analysis.	Detailed parking data collection to measure effects of adjustments; perform merchant and shopper surveys.	Data collection may be through new technology.
July - September 2014	TDM Program Ends - Evaluation Report to City Council and Public.	Parking Pilot Ends - Evaluation Report to City Council and Public.	

* This is a projected timeline as of May 2013 and is subject to change

Summary of Draft Parking Pilot Ordinance

The proposed goBerkeley Parking Pilot Ordinance would amend BMC 14.52 in order to authorize City Manager to adjust parking fee rates for two years in order to carry out the goBerkeley Parking Pilot. The first reading of the proposed Ordinance is planned for July 2, 2013. This document summarizes the main elements.

The goals and objectives of the goBerkeley Parking Pilot are supported by the City's General Plan and Climate Action Plan, including Transportation Element Policies T-34C, T-35C, and T-35D.

The Ordinance is temporary to enable a two-year federally-funded Pilot Program
Council authorizes the City Manager to set parking rates at on-street parking meters and off-street parking garages within the goBerkeley pilot areas for the approximately 24 month duration of the goBerkeley Parking Pilot.

Allows parking to be adjusted based on observed parking demand
Any parking rate or regulation changes within the ranges specified must be supported by data collected through the goBerkeley project with the stated goal of achieving 65%-85% parking availability at on-street (block level) and off-street facilities.

Maximum and minimum parking rates are set by Council
The rates for all parking meters and City parking garages in the goBerkeley project areas, including automobiles and motorcycles, shall be between \$0.50 per hour and \$3.50 per hour.

Price change increments are defined by Council
Parking rates within the goBerkeley project areas can be adjusted in increments of no more than \$0.50 per hour on-street and no more than \$0.50 per hour for City parking garages for the first hour compared with July 2013 rates.

To allow for progressive rates on-street and in garages, the Ordinance would authorize the City Manager to adjust parking rates within the goBerkeley project areas in increments of no more than \$0.50 per hour on-street and no more than \$0.50 per hour for City parking garages for each subsequent hour when compared with the first hour.

Allows flexibility regarding type of parking price structure
The Ordinance allows implementation of several rate structures, including

- flat rates (same price per hour all day);
- progressive rates (escalating rates for additional hours);
- variable rates based on time of day, length of stay, or a combination thereof

It would enable the City Manager to adjust off-street parking rates in the project areas to manage demand such as Special Event pricing (e.g. cultural or sporting events), Early Bird Parking discounts or peak/off-peak pricing. These parking rates would be established by Council as being between \$0.50 per hour and \$10.00 per hour.

Attachment 4: Summary of Draft Parking Pilot Ordinance

Allows flexibility regarding monthly permits for commuter parking

The City Manager will be authorized to adjust off-street permit parking rates by up to 10% to manage daily and monthly permits.

City Council and the public will receive regular updates

Any parking rate or regulation changes within the ranges specified in the resolution must be posted on the City of Berkeley's website no less than thirty (30) calendar days in advance of the rate or regulation change.

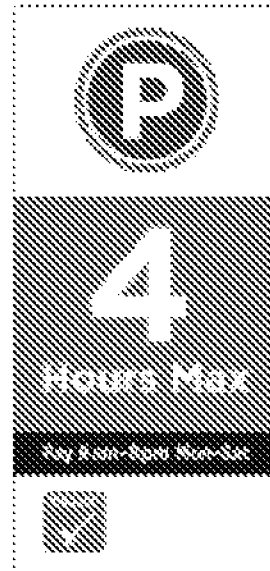
The effects of any parking rate or regulation changes within the ranges specified in this resolution must be documented through data collection and analysis and presented to the Berkeley City Council no more than five months after the rate or regulation change.

Final Report and Recommendations to the City Council at pilot end

The City Manager will provide a detailed report of the overall effectiveness of parking rate and regulation changes at the end of the 24 month pilot, which may include metrics such as on-street and off-street parking availability, parking search time, driver/parker satisfaction and community feedback. The report will include recommendations to City Council for long-term parking management for the City.



Signs indicate 2 hour parking from 8 am to 8 pm, Monday-Saturday. The Value icon indicates a lower rate than other nearby blocks. Look for this sign in parts of Pioneer Square.



Signs indicate 4 hour parking from 8 am to 8 pm, Monday-Saturday. The Value icon indicates an extended time compared to other nearby blocks. Look for these signs in parts of Belltown, U-District and Uptown.