



goBerkeley Pilot Program: Final Recommendation and Implementation

Public Meeting #2



Presented by:
Department of Public Works
Transportation Division
City of Berkeley



Presentation Overview

1. Goals of the goBerkeley pilot
2. Review of Options from May Open Houses
3. Recommendation for October 2013
4. Results of Detailed Data Collection
5. Implementation Timeline
6. Questions and Comments



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goBerkeley Goals

- Reduce emissions by encouraging transit, carshare, biking and walking
- Reduce emissions and congestion from “circling for a space” by ensuring 1-2 available spaces per block
- Improve parking experience
 - Spaces available at destination
 - Match time limits to drivers’ needs when possible
 - Provide better public information about travel options, available parking, rates and time limits



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Development of Recommendations

1. Parking issues identified
 - Sample of Parking Demand Conditions
 - Users needs from merchants, employees, visitors
2. Development of two options per pilot area
3. Community Open Houses
4. City Council work session / public hearing
5. Detailed data collection (confirm issues)
- 6. Presentation of recommendations**

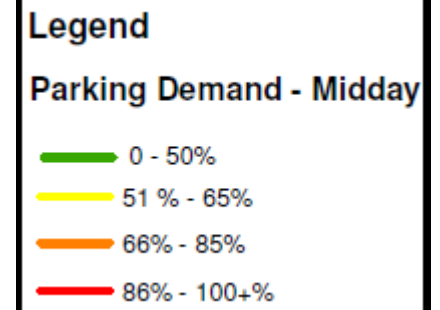
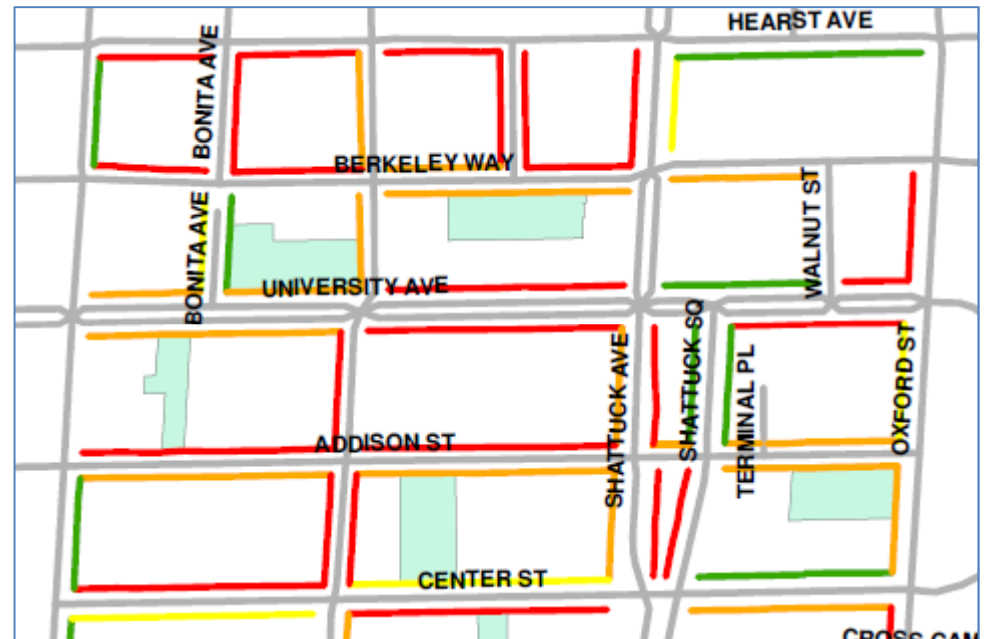


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Current Situation

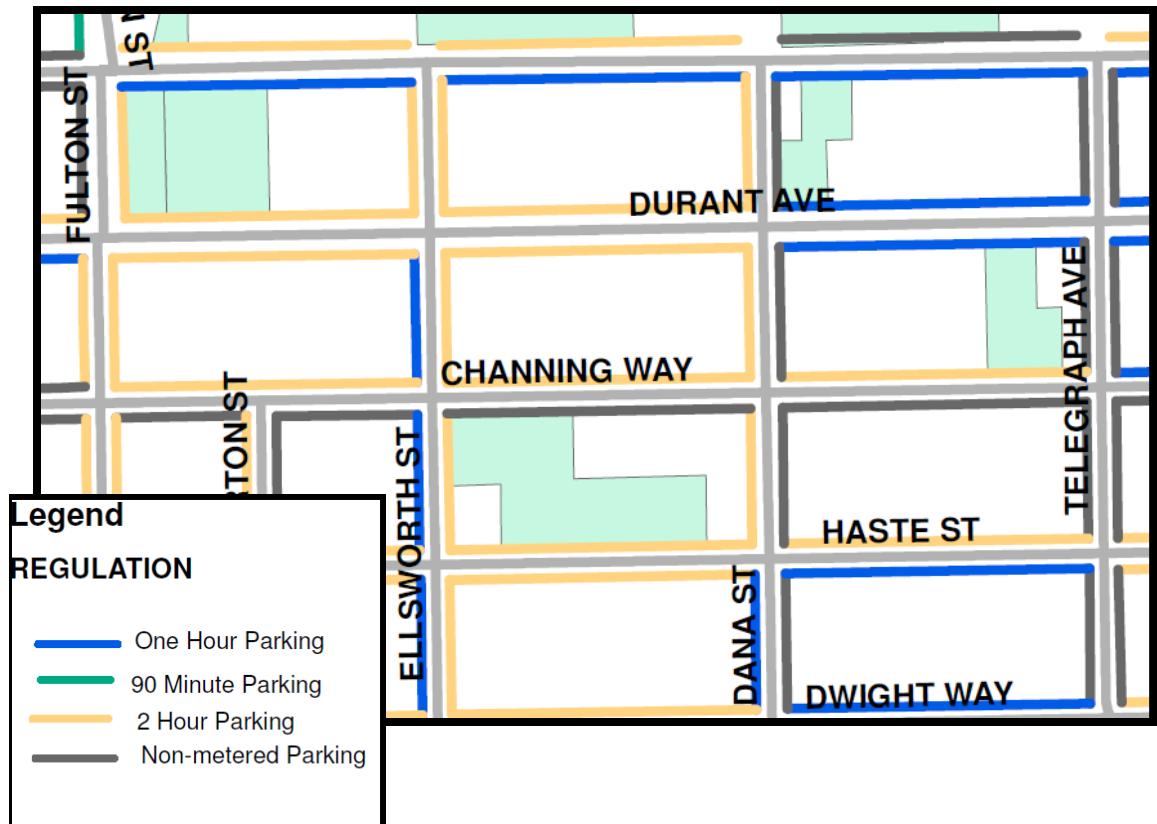
- Some blocks never seem to have metered parking spaces available
- Some metered spaces are sitting empty most of the day
- On-street rates are lower than garage rates, creating an incentive to keep hunting



Current Situation

Time limits are:

- Confusing to most drivers due to “patchwork” nature
- not set to match needs of users, according to businesses and visitors



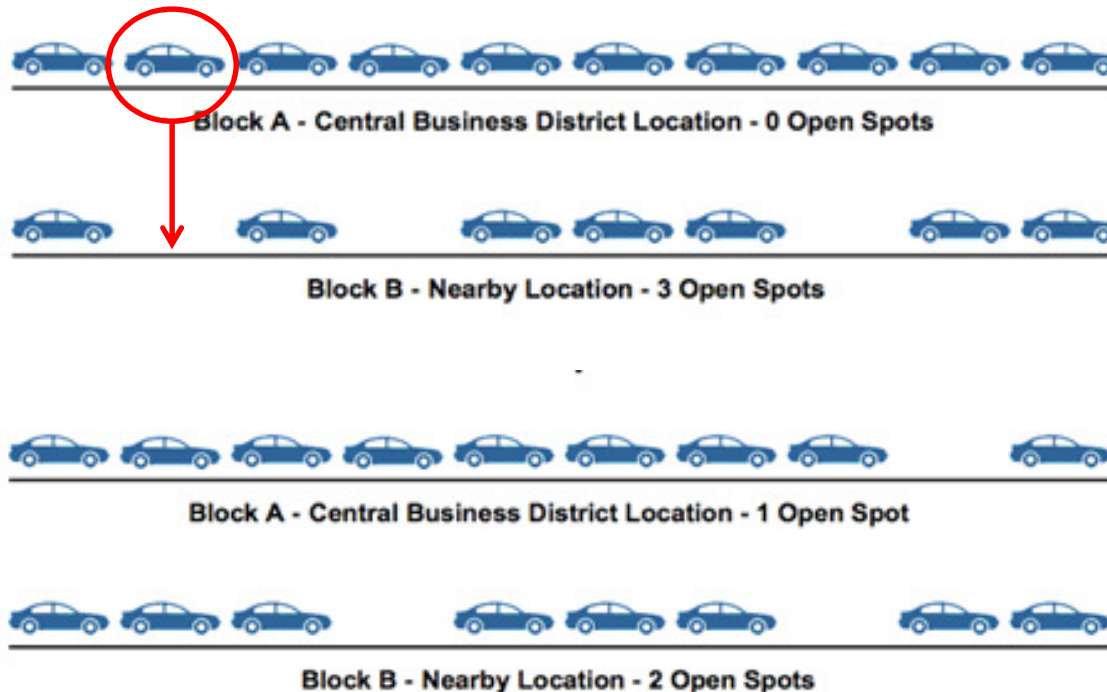


Current Situation

- Most garages and lots are not filling up and there is plenty of available parking
- Most drivers seem unaware of the City's garages and lots



How Parking Rate Changes Work



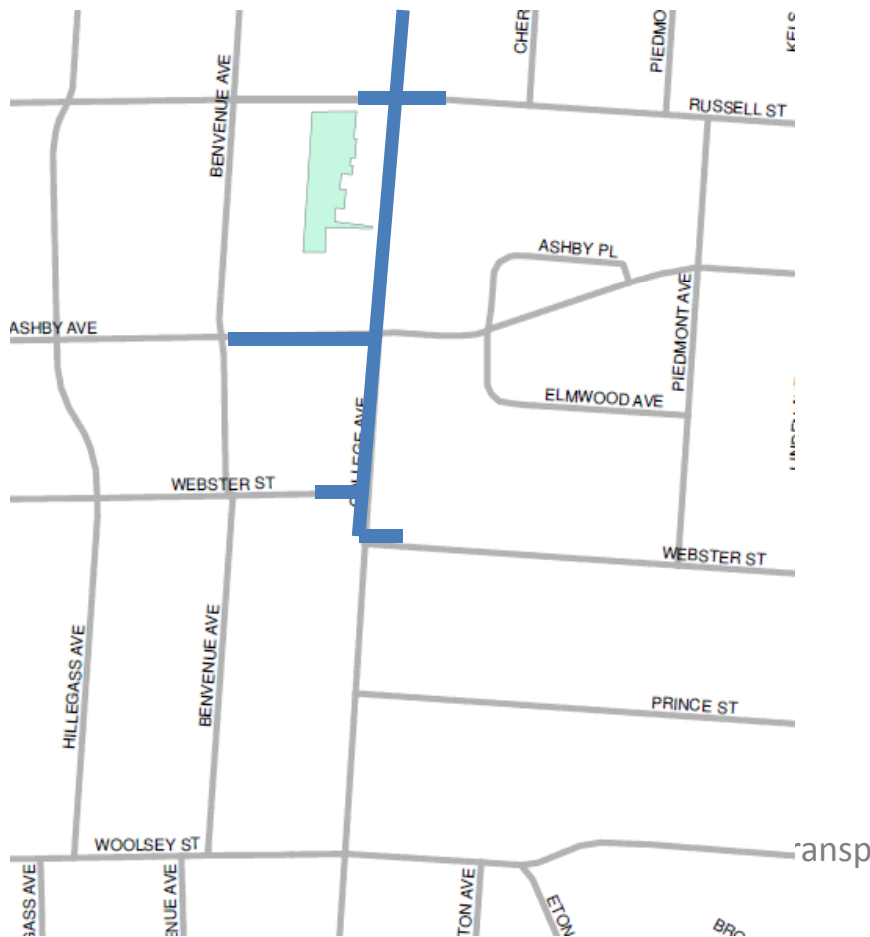
Block A is full while nearby Block B has plenty of spaces

If one vehicle is sensitive to the rate and moves from Block A to Block B, there is availability on both blocks



Elmwood

Goal: Balance longer time limits with need for turnover

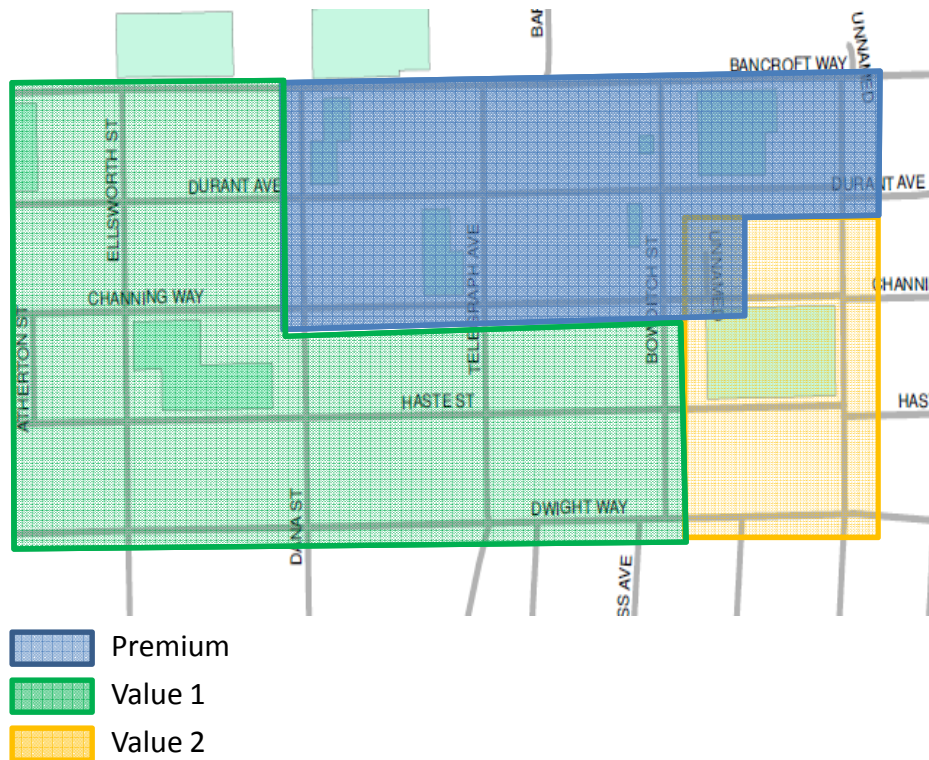


Progressive Rate	Peak Period
3 hr time limit	2 hr time limit
Escalating rates 1 st hr: \$1.50 2 nd hr: \$2.00 3 rd hr: \$2.50	Peak rates \$2.00/hr 12 – 6 pm \$1.50 other times
Extend meter hours of operation to 8 pm	
Elmwood lot rates unchanged; time limits match on-street	



Southside

Goal: Shift some drivers from area with “full meters” to areas with available metered parking – especially near Underhill Facility



Premium / Value	Peak Period
2, 4 or 8 hr time limit	
Premium: \$2.00/hr Value 1: \$1.25/hr Value 2: \$1.00/hr	Peak rates: \$2.00/hr 12 – 6 pm \$1.50 other times
No changes to Telegraph Channing Garage	

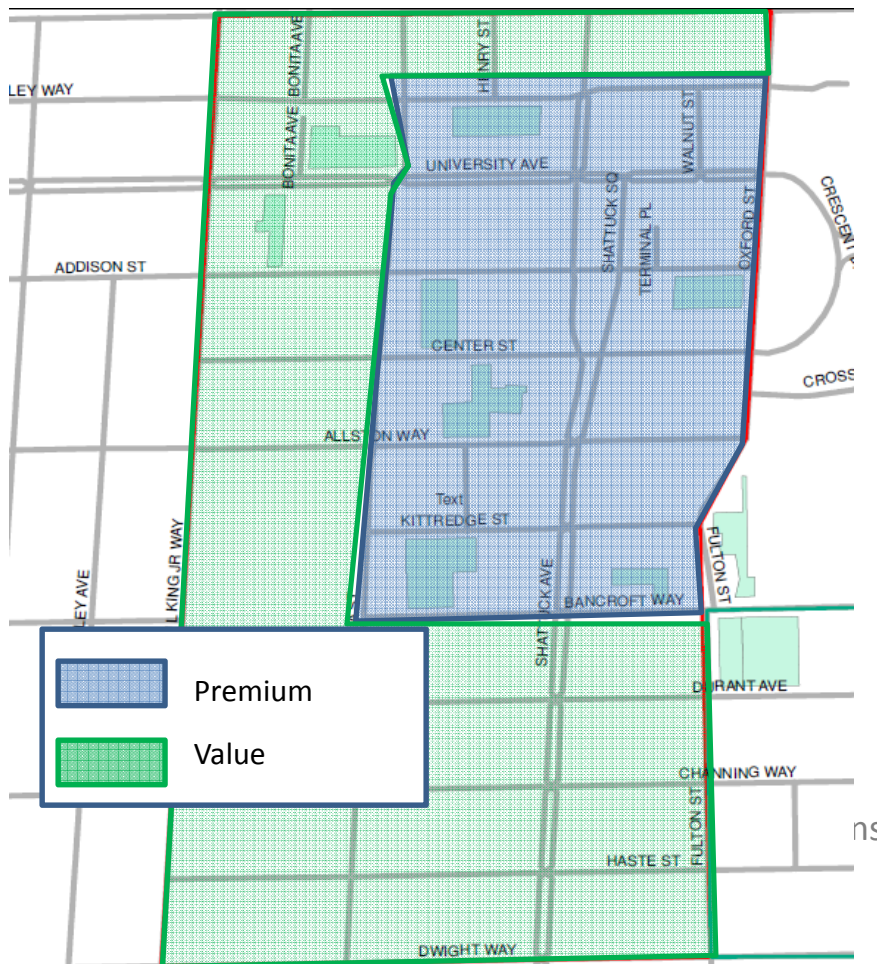


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Downtown

Goal: Shift some drivers from area with “full meters” to areas with available metered parking



Premium / Value	Progressive Rate
Premium: 2 hr limit Value: 4 hr limit	Premium: 3 hr limit Value: 3 or 4 hr limit
Premium: \$2.25/hr Value : \$1.25/hr	Escalating rates 1 st hr: \$1.50 2 nd hr: \$2.00 3 rd hr: \$2.50
No changes to Center Street Garage, Oxford Garage or Berkeley Way Lot	



Staff Proposal

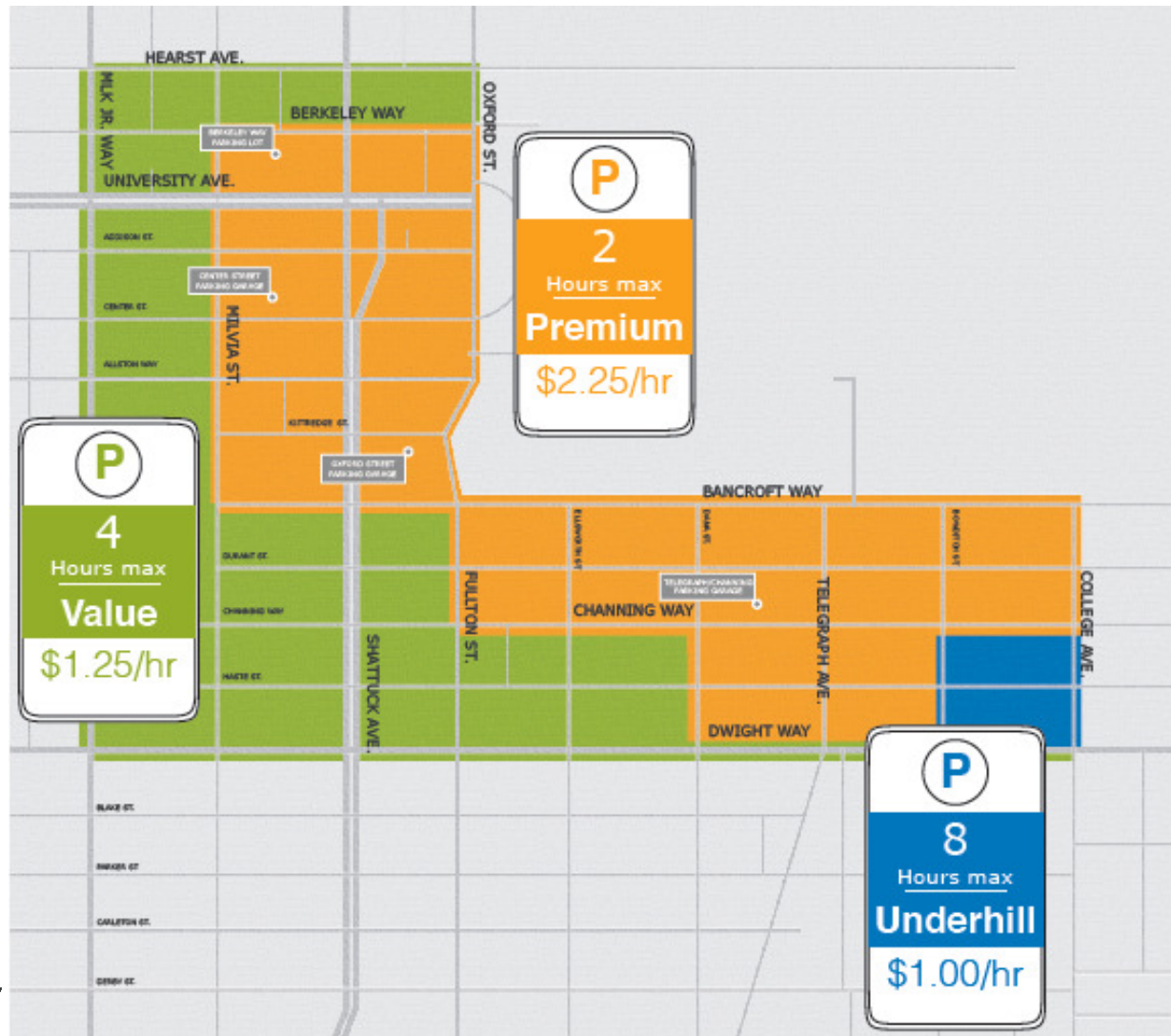
Pilot Area	Parking Rates	Time Limit	Hours of Meter Operation
Downtown Berkeley	Premium: \$2.25/hr Value: \$1.25 /hr	Premium: 2 hr Value: 4 hr	9 a.m. to 6 p.m.
The Elmwood	Progressive Rate 1 st Hour: \$1.50/hr 2 nd Hour: \$2.00/hr 3 rd Hour: \$2.50/hr	3 hr	9 a.m. to 6 p.m.
Telegraph / Southside	Premium: \$2.25/hr Value: \$1.00/hr	Premium: 2 hr Value: 8 hr	9 a.m. to 6 p.m.



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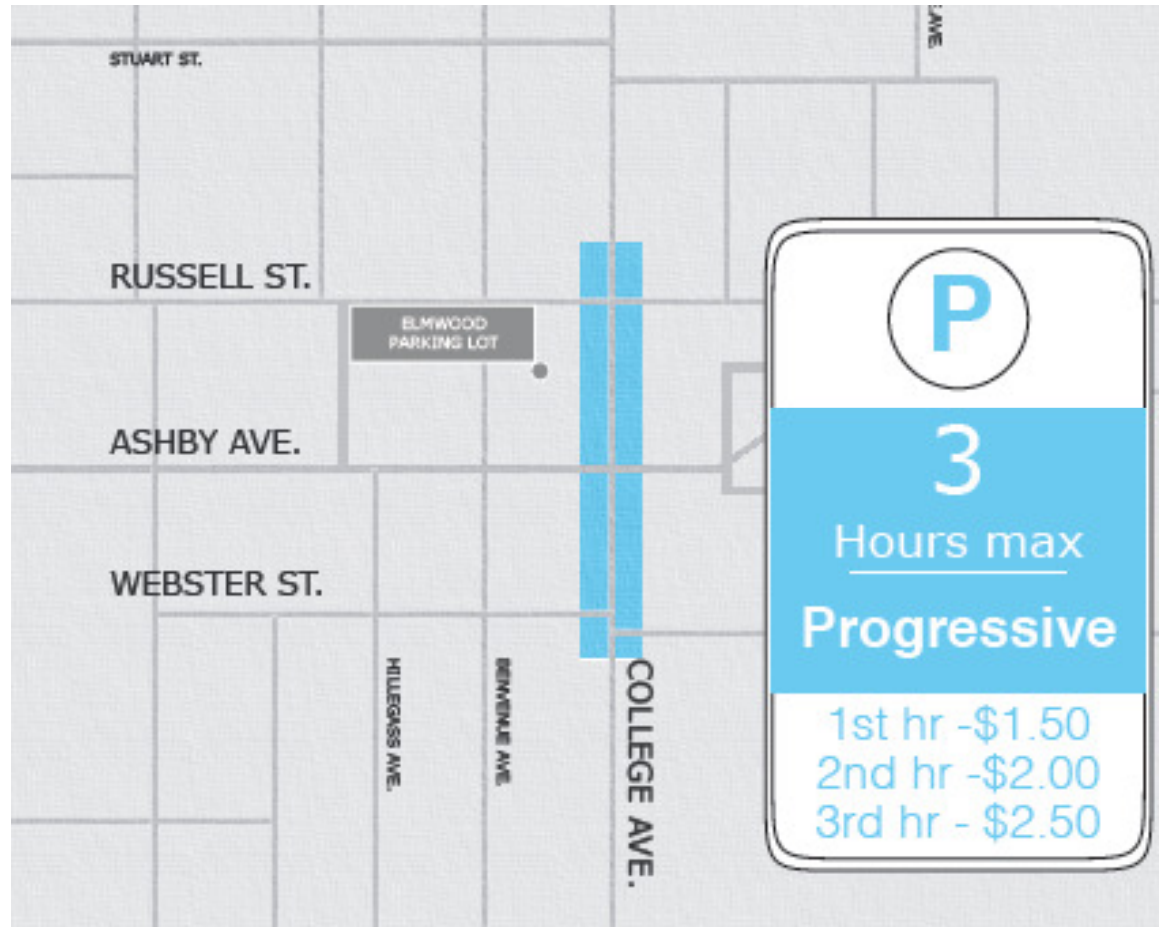


Staff Proposal: Downtown / Southside





Staff Proposal: Elmwood



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Results of Detailed Data Collection

- Too many blockfaces in the Downtown Premium zone are “parked up” while there is available parking in the Downtown Value Zone

Zone	Parking Occupancy	Weekday		Saturday	
		#	%	#	%
Downtown Premium	<65%	21	27%	36	47%
	65-85%	33	43%	24	31%
	>85%	23	30%	17	22%
Downtown Value	<65%	43	88%	42	86%
	65-85%	4	8%	5	10%
	>85%	2	4%	2	4%
Center St Garage	Daily Occ	94%		75%	



Results of Detailed Data Collection

➤ Too many blockfaces in the Southside Premium zone are “parked up” while there is AMPLE parking in the Southside Value Zone

Zone	Parking Occupancy	Weekday		Saturday	
		#	%	#	%
Southside Premium	<65%	21	48%	17	39%
	65-85%	15	34%	14	32%
	>85%	8	18%	13	30%
Southside Value	<65%	10	83%	42	75%
	65-85%	2	17%	5	8%
	>85%	0	0%	2	17%
Telegraph Channing Gar	Daily Occ	40%		35%	



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Results of Detailed Data Collection

➤ While weekday conditions are fine in Elmwood, it is very difficult to find parking on a Saturday.

Zone	Parking Occupancy	Weekday		Saturday	
		#	%	#	%
Elmwood	<65%	4	57%	0	0%
	65-85%	3	43%	3	43%
	>85%	0	0%	4	57%
Elmwood Lot at Russell	Occupancy	85%		85%	





Implementation Timeline

July – August 2013

July 2: Council Authorization (1st Reading)

July 16: Council Authorization (2nd Reading)

July-August: Public Workshop and Targeted Meetings (finalize staff proposal and present implementation plan)

September 2013

Sept. 10: City Council Information Report – Final plan and implementation

Sept. : Public Notification Campaign Begins

October/November 2013

OCTOBER 15, 2013: Parking Rate and Time Limit Changes Take Effect

Oct/Nov: Sample data collection for parking occupancy and residential spillover



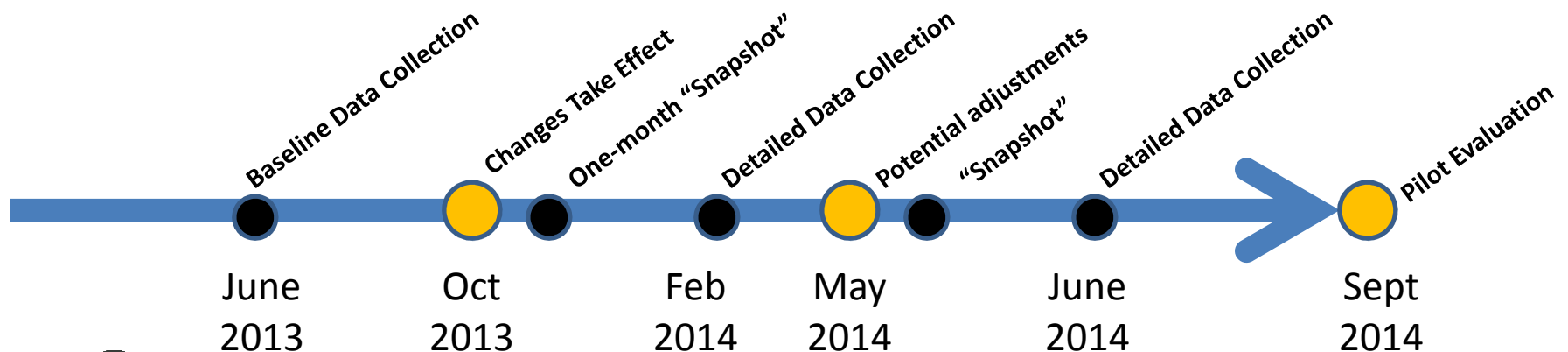
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Evaluating the Changes

goBerkeley will be tracking indicators of parking conditions:

- Parking availability (goal of 1-2 spaces per block)
- Spillover into residential neighborhoods
- Feedback from business owners, shoppers, employees
- Economic activity
- Congestion and emissions related to searching for parking
- **Information will be used to adjust or undo changes**



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