



goBerkeley Smart Space

Summary—Community Advisory Group (CAG) Meeting #1

Thursday, February 13, 2020; 4:00-6:30 p.m.

HR Multipurpose Room, Basement, 1947 Center St., Berkeley, CA

Attendees

CAG Members: Organizational Interests

- Joe Aguiar, Elmwood Business Association
- Kathy Foley, Blake Street Neighbors
- Jason Goebel, Summer Kitchen & Bakeshop
- Mark Humbert, CENA Berkeley PWC
- Emily Szczech, Telegraph Improvement District
- Seamus Wilmot, UC Berkeley Director of Parking & Transportation

CAG Members Absent: Sharon Arthur, Anne Whyte

Public Observers: Diane Yee, City of Berkeley Associate Planner

City of Berkeley: Gordon Hansen

Consultant Team: Dana Rubin (NN), Frankie Burton (EI), Susan Hayman (EI)

CAG Members: Personal Interests

- Roger Abraham
- Marjorie M. Alvord
- Helen Walsh

Project Description

The goBerkeley SmartSpace pilot project seeks to manage residential on-street parking spaces as a shared resource in a way that improves parking for residents, employees, and visitors, while reducing vehicle miles traveled (VMT) and greenhouse gas (GHG) emissions from cars circling for parking – particularly those looking to avoid the time limit (aka the “two-hour shuffle”).

The SmartSpace pilot is an extension of the goBerkeley parking management program. The goBerkeley program began in 2013 as a pilot project, testing ways to maximize parking availability in major commercial areas of Berkeley, and in 2015, became a permanent program. While the City looks to expand goBerkeley into other commercial districts, parking remains a concern in some residential areas. SmartSpace will study how parking is currently used in the Elmwood and Southside/Telegraph residential areas, and what mobility needs exist among a variety of stakeholders. Based on this assessment and feedback from the community, staff will develop a set of policies for pilot areas with a goal of making residential parking work better to accommodate a diverse set of needs, while reducing congestion and improving quality of life.

Introduction

The SmartSpace CAG held its first meeting on Thursday, February 13, 2020. Gordon Hansen, City of Berkeley Senior Planner and goBerkeley Project Manager, lead the group in a grounding exercise. He then offered a land acknowledgement in recognition of the Ohlone and Chochenyo people.

Susan Hayman, Co-facilitator with the Consultant Team, led a round of introductions where people stated their name and responded to the prompt “...if you were a tree which one would you be and why?” She provided a brief meeting overview, and then invited CAG members to share their response to the question “What do you cherish about the South Telegraph/Elmwood Neighborhoods?” Responses included:

Elmwood

- The “neighborhood” feel
- Open and welcome residents
- Small neighborhood feel in a bigger city
- Small town feeling
- Walkable
- A lot of trees, greenery, flowers
- Neighborhood
- “Little free libraries”
- Overall – generally accessible
- Able to walk to and hang out at bookstores (especially Mrs. Dalloway’s)

Southside/Telegraph

- Diversity of businesses, housing, people
- All walks of life
- “... love that I can walk just about everywhere”
- “I love being able to walk to work on Telegraph and the beauty of the Avenue
- Able to walk to and hang out at bookstores (especially Moe’s)

Both

- Friendly and helpful neighbors
- Accessible

Project Background and Overview

Gordon provided an overview of the project area, and purpose and need for the project (see Attachment 1, City presentation). The following were key points from the presentation:

1. Parking Management in Berkeley
 - a. 3,800 metered spaces
 - b. 15 Residential Parking Permit (RPP) zones
 - c. The Berkeley parking program includes enforcement, finance, and customer service staff
 - d. goBerkeley Program
 - “How do we make the most of the (parking) we already have?”
 - **Goal:** Have one or two parking spaces open per block. This is often achieved by adjusting meter prices to reach the right level of parking occupancy.

- Demand-response parking
 - 0-65% -> lower price to incentivize parking
 - 65%-85% -> no price change; ideal parking occupancy; no price change
 - 85% or more-> increase price to incentivize parking elsewhere
 - Since the launch of goBerkeley, seven price adjustments have been made
- The City of Berkeley prices off-street parking (parking garages) lower than on-street spaces reduce circling.
- Note: The current goBerkeley program is only for metered parking and it does not extend to RPP parking.
- e. Neighborhood Parking
 - RPP started in 1980
 - The purpose of the original program was to maintain a high-quality of life by having parking nearby
 - RPP has expanded and has been revised, and it now includes household limits
 - RPP currently limits non-permitted parkers up to 2 hours, M-F 8 a.m. to 7 p.m. – this has led to persistent problems

2. Problems

- a. “The two-hour shuffle”
- b. Parking availability = patchwork of availability
- c. Enforcement and resource capacity (20 enforcement officers are asked to look over 500 blocks of 2-hour parking)

3. SmartSpace

- a. MTC-funded project
- b. Project (high-level) Objectives
 - Identify current parking and mobility needs
 - Increase awareness
 - Reduce greenhouse gas emissions
 - Engage with the community
 - Ensure policies are economically and operationally feasible
- c. Engage with the community and meet people where they are; project is about sustaining new policies for the next 40 years
- d. Tools that can affect driving and parking behavior
 - Pricing
 - Time limits

- Hours of enforcement
- Modifications to existing RPP program
- Increase awareness of other modes
- Ideas from CAG members
- Accessible parking/dedicated accessible zones
- Loading zones
- Parking for football games

During and following the presentation, Frankie Burton, Consultant Team, facilitated group discussion. The following points were raised by CAG members:

Question: How do we reach persons with disabilities? Need more inclusionary data. Suggest surveying Ed Roberts Campus, capturing data from disability placard users, etc.

Comment: Faculty and staff at Cal could be taking more transit and encouraging transit use. Elmwood isn't a remote parking lot for Cal.

Charter and Operational Agreements

Susan invited CAG members to flag any text in the charter (printed on poster-sized paper) that they wished clarified or to discuss. No text was flagged, except for the slight modification of the Meeting Conduct statement regarding meeting timeliness, which was reworded to say, "honor timeframes."

As there was no further discussion, the Charter was adopted as modified. It was further noted that members agreed to hold meetings from 4-6 p.m.

Evaluation Criteria for Pilot Project

Gordon presented the concept of using evaluation criteria to compare pilot alternatives and how they achieve project goals (see Attachment 1 for continuation of presentation slides on this topic). Potential criteria identified by the City included:

1. Impact on greenhouse gas emissions
2. Opportunity for access to other ways of getting around
3. Cost
4. Impact on City operations

CAG members suggested several other criteria for the City to consider, including:

1. Safety of residents (traffic safety)
 - a. Pedestrians, cyclists and vehicular
2. Congestion -- vehicular (should be consistent with Vision Zero goals)
3. Noise (vehicular, construction)
4. Construction impacts (noise; impairing visibility of traffic, pedestrians, cyclists)
5. Population of the area—how would the alternatives serve different parts of the population?

6. Vehicular use impacts
 - a. Inclusionary aspects – diverse mobility options, expand access across modalities --> required innovation
 - b. Speeds of thru-traffic
7. Equity of availability/parking access (diverse mobility issues)
8. Visibility for drivers, cyclists and pedestrians (daylighting) – increasing or removing parking?
9. Known construction projects in the pipeline, cumulative impact and resultant divergence from City initiative goals
10. Effects to quality of life (encompasses several criterion)
11. Impact on retail businesses

CAG members expressed general agreement in recommending the City consider these additional criteria in its evaluation of the pilot process.

There was discussion about the desirability of researching precedents / lessons learned from other large cities, such as Portland, Seattle, and Detroit, in pilot design and implementation. CAG members encouraged the City not to “reinvent the wheel.”

It was also discussed that it would be helpful to have the pilot be consistent with existing plans and concurrent planning efforts, such as:

1. Vision Zero
2. Pedestrian and Bike Plan
3. Southside Complete Streets Plan

CAG members also noted the following:

1. Importance of accessibility related to transit, bikes, zones, etc.: Improve communication to disabled residents if diving into Easy Pass – will improve the data for placard users if communication about the program is improved. Helen has tools and knowledge to share so we’re not starting from scratch.
2. Football Bay Parking Program (prefer to not follow this model)
3. Cal and its impact on the Elmwood neighborhood (it seems like Elmwood is becoming a remote parking lot for Cal)

Stakeholder Engagement Strategy

Dana Rubin, Consultant Team, presented the proposed Stakeholder Engagement Strategy and asked for CAG feedback. CAG members enthusiastically provided suggestions for outreach tools and mechanisms, including providing the merchant and residential survey links to CAG members (noted in parenthesis) to distribute to the following:

1. CENA (Mark)
2. Bateman (Kathy)
3. Cal Resident Halls in proximity of the project area (Laurel)
4. UC unions (Laurel)

5. Ed Roberts Center (Helen)
6. Redwood Gardens (Helen)
7. Easy Does it (Helen)
8. Libraries (Helen)
9. Senior centers (Helen)
10. Redwood Gardens (Helen)
11. Comm Media (Helen with City of Berkeley PIO)
12. Hospital employees / Bateman Neighborhood Association (Marjorie)
13. UC parking (Seamus)

CAG members discussed the merits of surveying people beyond the residents of the South Telegraph and Elmwood neighborhoods, concluding that it would be important to ask those taking the surveys to indicate if they lived within or outside the neighborhood, and the block they live on, so that the data could be properly analyzed. CAG member, Seamus, suggested using license plate recognition (LRP) data in the study.

There was insufficient time to delve into the potential dates and locations for the first round of open houses, planned for later in March. The City will reach out to CAG members with these questions within the next two weeks.

Next Steps / Action Items

Next meeting: Based on a quick poll at the end of the meeting, **Thursday, April 16** was determined to be the best date for the next CAG meeting. The meeting will be held at the same location as meeting #1, and from **4-6 p.m.**

Other action items include:

1. Send survey links (resident and employee) out to CAG members (City)
2. Send an email to CAG members about open house location / dates
3. Note for future meetings that security locks the doors at 5:30 p.m.—if CAG members leave to move their cars (i.e. “2-hour parking shuffle”) they may be unable to get back in the building or may need to call someone in the building to let them in. Consider holding break before 5:30 p.m.

Bin Items

The following topics were placed in the “Bin” for potential discussion at a future meeting:

1. Affordable housing/parking lot issues – probable to build?
2. Share personal stories

Closing

Gordon thank CAG members for their time and participation and said that the draft meeting summary would be distributed to CAG members within two weeks. The meeting adjourned at 6:30 p.m.

goBerkeley SmartSpace

Community Advisory Group
Meeting #1

February 13, 2020

smartSPACE



PARKING MANAGEMENT IN BERKELEY

- 3,800 metered parking spaces
- 15 RPP zones
- goBerkeley Program

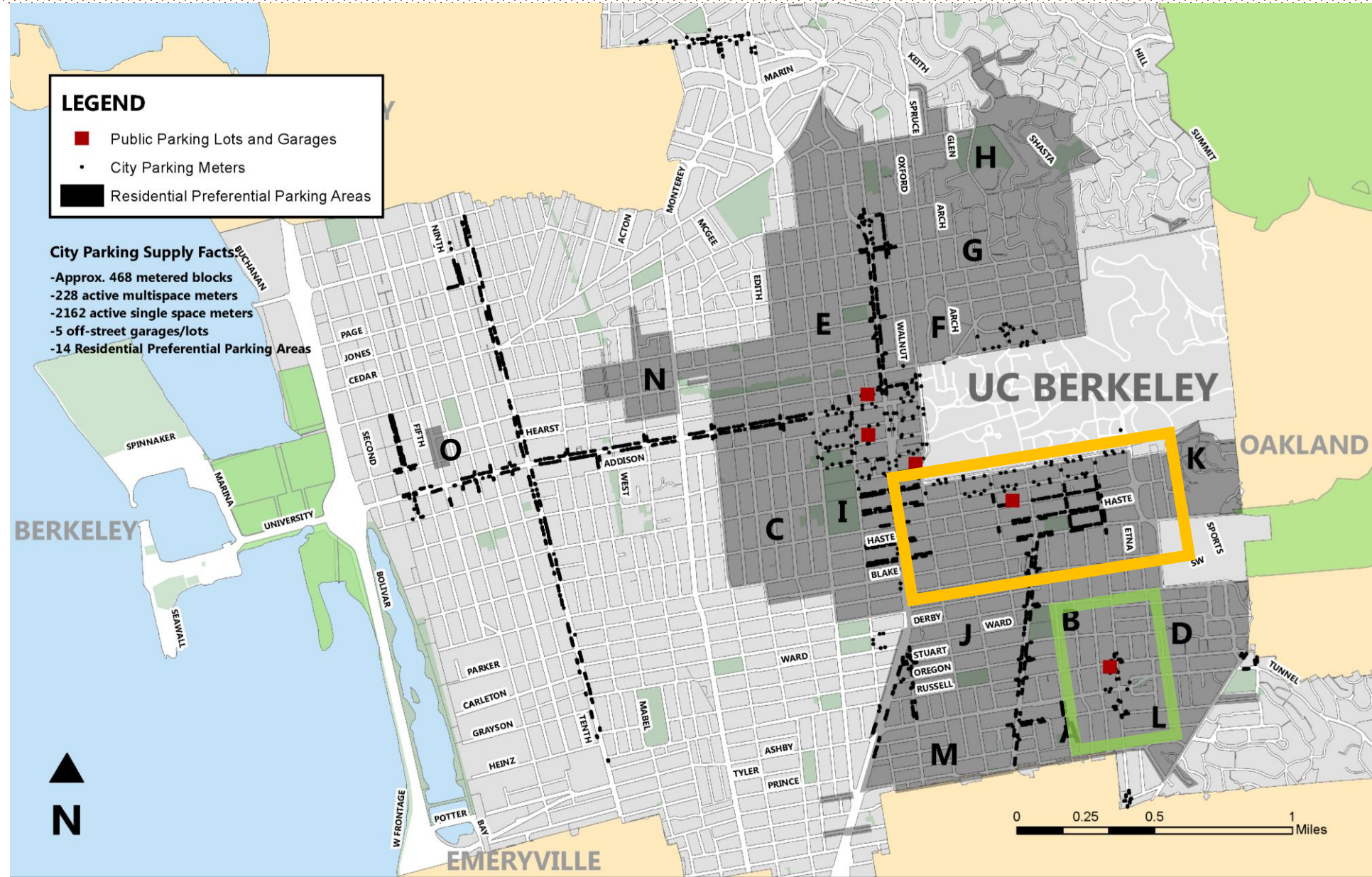
SmartSpace Pilot Areas



Southside/
Telegraph



Elmwood



GOBERKELEY PROGRAM

- Goal: manage existing parking supply as best as possible
 - Adaptive to unique neighborhood needs
 - “Demand-responsive” pricing, adjusting prices for 1 to 2 open spots
 - Longer, consistent time limits, providing more legal options
 - Garages priced lower than street parking
 - Periodic check-ins & adjustments
- Elmwood, Southside/Telegraph, Downtown Berkeley, North Shattuck, Euclid/Hearst ... and growing!

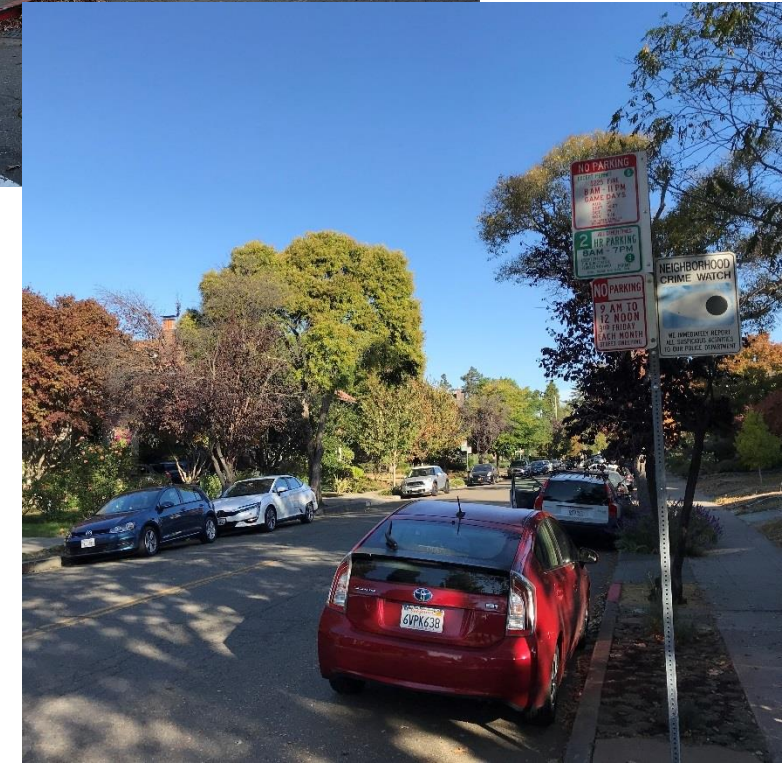


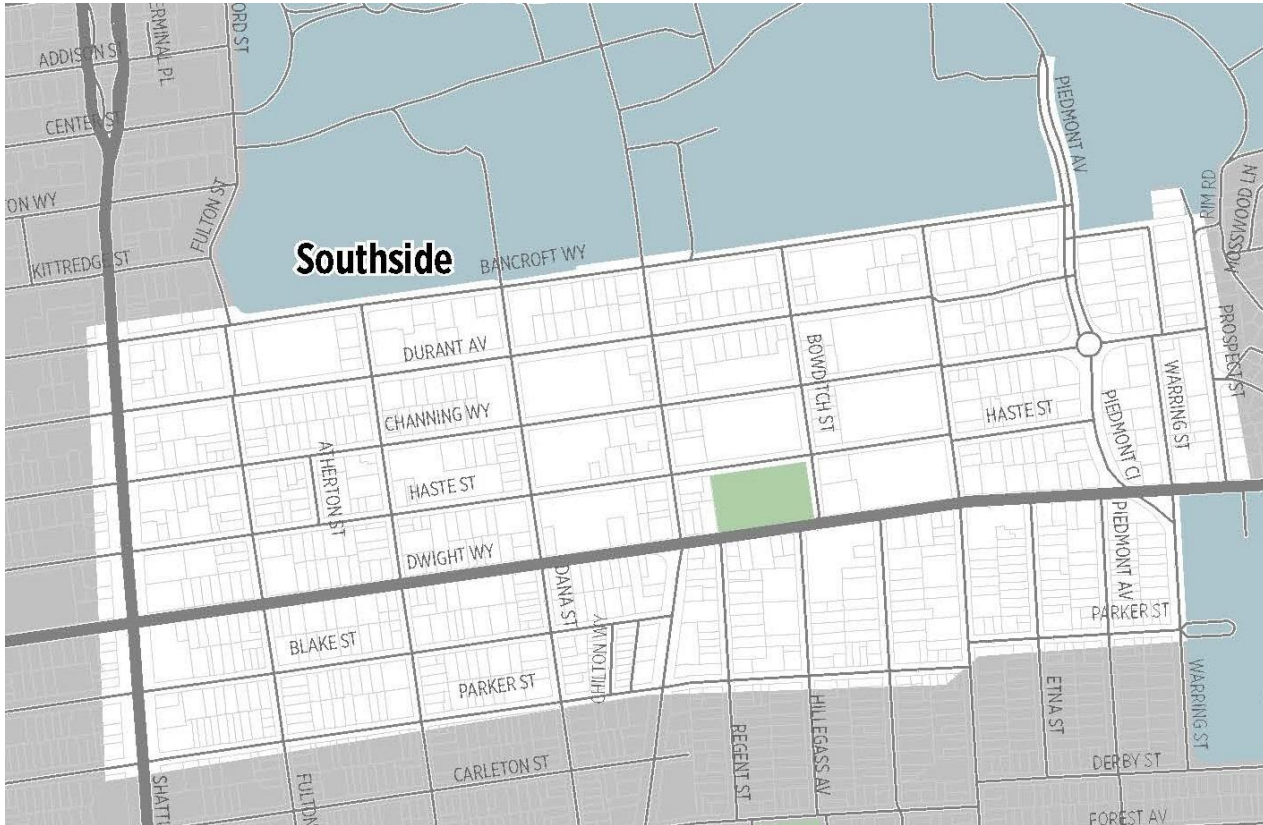
NEIGHBORHOOD PARKING

- Residential Preferential Parking (RPP) Program
 - Began 1980; revised 1989, 2001, and 2018
 - Limits parking to up to 2 hours for non-permit holders
 - 15 zones, most Monday to Friday 8am to 7pm
- Perennial problems with RPP
 - “Two-hour shuffle” & resulting congestion/noise
 - Parking availability/turnover
 - Enforcement/resource capacity
 - Incorporating other safe/practical ways of travel
- **goBerkeley SmartSpace** – grant-funded project to improve neighborhood parking



- **Identify current parking and mobility needs** within community
- **Increase awareness/use** of safe, reliable, and accessible transportation
- **Reduce greenhouse gas emissions** from vehicles searching for parking
- **Engage with the community** to create responsive and practical pilot
- **Ensure policies are economically and operationally feasible**





Southside/Telegraph

Elmwood



- **Parking management modifications**
 - Time limits
 - Pricing
 - Hours of enforcement
 - Modifications to RPP Program?
- **Increasing awareness/use of travel options**
 - 'Transportation Fair'
 - AC Transit EasyPass Program for employees/residents
 - Other?
- **Parameters:**
 - Any changes apply **ONLY** in pilot areas
 - Consistency/fairness



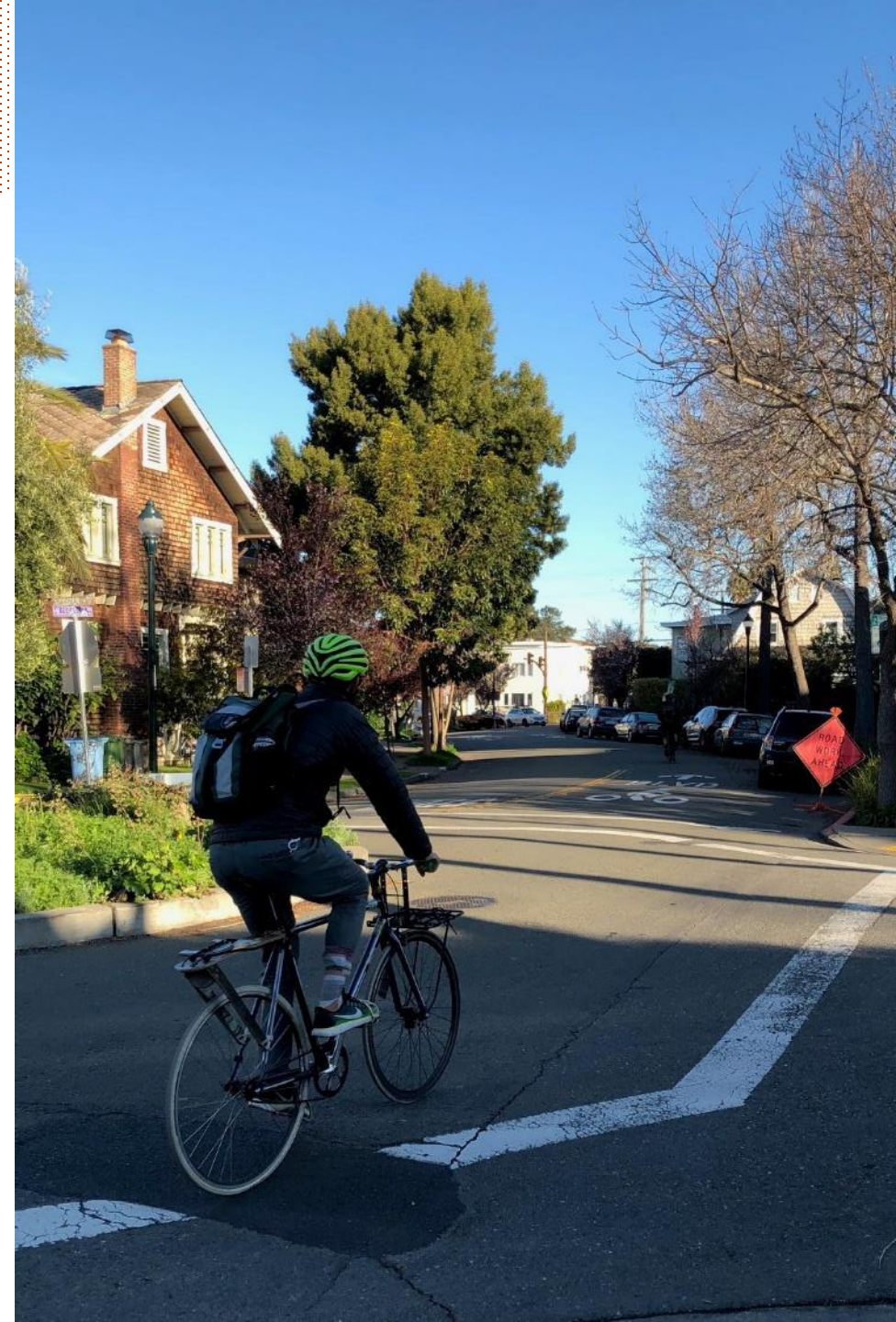


Project Management
Data Collection & Analysis
Community Engagement



Branding Identity
CAG Facilitation
Community Engagement

	2019			2020				2021			
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	
Preliminary Project Development											
Stakeholder Assessment & Engagement Strategy											
Pilot Branding and Website Development											
Engagement Activities and Implementation											
TAC meetings											
CAG meetings											
Public Outreach											
Data Collection and Analysis											
Round 1											
Round 2											
Round 3 (If needed)											
Pilot Implementation											
Pilot Development and Implementation											
Evaluation and Policy Development											
Policy Guidance											
Pilot Evaluation											



How do we move from theory to practice?

1. Share project context and goals	Staff	CAG	Community
2. Confirm criteria for evaluating alternatives	Staff		
3. Collect, analyze, and synthesize data	Staff		Community
4. Develop and assess alternatives with CAG input	Staff	CAG	
5. Share preferred alternative(s) with community	Staff		Community
6. Recommend alternative to Council, implement, and revise with community input	Staff	CAG	Community

To help us evaluate pilot alternatives...

- Impact on greenhouse gas emissions
- Opportunity for access to other ways of getting around
- Cost
- Impact on City operations
- Others?



Date	Engagement Strategy	Stakeholder Group	Details
Ongoing	Visual Identify and Website	Employers/Merchants; Employees; Residents; Community Members	https://smartspace.goberkeley.info/ is the project's hub for information and will track alongside project updates
	Survey		A residential and employee survey has been developed to understand travel and mode choice decisions . Findings from the survey will inform the project's policy proposals
December	Door-to-Door Outreach	Employers/Merchants; Employees	Door-to-door outreach effort introduced businesses along the commercial corridors to the project. <i>What's working and what's not?</i>
Ongoing	Technical Advisory Committee (TAC)	Technical Advisors	The TAC reviews project materials and advises on technical issues throughout the project. Advisors will help the project team understand the operational feasibility of the proposed alternatives. Meetings: October, January, March, and April
	Community Advisory Group (CAG) - You!	Community Members	CAG members provide critical input that helps the project meet community needs; act as liaisons to specific constituencies or interest groups and help encourage community members to participate in the process. Meetings: Feb 10, Week of April 6, Week of May 4

OUTREACH SCHEDULE

Date	Engagement Strategy	Stakeholder Group	Details
March	In-Person Open House	Employers/Merchants; Employees; Residents; Community Members	Open house(s) introduce the public to the project and gather input on the current state of parking and mobility needs . Feedback will be collected and shared on the project website, and used to inform the development of pilot proposals.
	Online Open House		Online open houses will mirror the in-person open houses so that stakeholders can stay up-to-date on project information and provide input on their own time .
April	Project Factsheet		Project factsheets will be created to outline the project purpose, engagement process, and project updates
	Drop-in Sessions		City of Berkeley staff will host an office hours session to provide community members with alternative opportunities to provide feedback or get questions answered
Summer / Fall 2020	Project Updates & Further Opportunities for Feedback		The City project team will continue to inform the community about project progress via the website and email updates as a pilot proposal is taken to the City Council. There will be additional opportunities for community input during the project's mid-point in 2021 , when we may make tweaks to the new policies developed for the pilot.
Winter / Spring 2021			
Fall / Winter 2021			
<i>And beyond...</i>			