

goBerkeley Parking Pilot Community Advisory Group Meeting #2 Notes

October 28, 2021, 3 -5 p.m.

Attendees: Alexandra Streamer/EI, Alex Knox, Dana Rubin/NN, Danette Perry/Berkeley, Frankie Burton/EI, Gordon Hansen/ Berkeley, John Seravic, Helen Walsh, Mark Humbert, Riley Anderson, and Seamus Wilmot

How is the parking situation working for you now?

- **Existing parking is challenging for those living with mobility challenges and other disabilities.** Some disabled parking spots are located on blocks with non-accessible sidewalks (e.g., sidewalks without curb cuts for wheelchair access) so these reserved disabled spots are not in service to the disabled communities. Because of this and other accessibility challenges, those with disabilities are having to move their cars every two hours (two-hour shuffle). To ensure this pilot is a success, the City of Berkeley needs to better engage with the disability community and integrate data about the existing conditions for disability permit parking into the study.
- **Parking is a critical consideration for businesses.** Small business owners in the Telegraph report that questions about parking are the first new applicants ask prospective employers when applying. Finding solutions to the parking challenges are critical to attracting and retaining employees. Further, many small business owners use their personal vehicles for logistics and supply delivery, so they are personally invested beyond just the need for seamless parking for their employees/customers. Employees, customer, and employers have struggled with the two-hour shuffle in the past, but unsure if this is still a concern.

Feedback on Pilot Proposal: Elmwood Area

Those who represent the Elmwood area reported:

- A belief that the pilot proposal was an improvement upon charging \$1/hour, particularly for those traveling to UC Berkeley and Alta Bates.
- An initial concern that the pilot would incentivize more people to drive to the area, but after learning the details of the pilot, believe that won't be an issue.
- A belief that having no time limits at all would induce more auto commuting, even with dynamic pricing and especially if the price is too low.
- Appreciate amendments to original pilot concepts, how elements of the pilot dissuade people from driving, and encourage alternative modes of transportation.
- A concern about the hourly rate impact on employees.

Feedback on Pilot Proposal: Southside/Telegraph Areas

Those who represent the Southside/Telegraph areas reported:

- A desire for the rules of the Elmwood area to match the Southside/Telegraph areas to reduce confusion for residents/ visitors given the proximity of both neighborhood areas to each other.
- A belief that the pilot section on Haste St. seemed disjointed from the rest of the area.
- Re: location of parking payment stations:
 - A perception that users on Telegraph Ave would need to double back to the pay stations if they parked on Blake or Parker streets.

- A perception that the paid pilot area on Ellsworth Ave felt disjointed and might be confusing to drivers.
- Is the distance equal between all parking pay stations? Best practice might be that parking pay stations be located close to disabled parking. Refer to ADA guidelines. Inclusive design should be considered for families and elders.
- A concern that Telegraph is not as accessible as it used to be.
- A concern about how to manage goBerkeley (value and premium pricing) adjacent to the pilot when it comes to wayfinding and how they pay.

Feedback on Pilot Proposal: Both Areas

- A preference for progressive over flat rate pricing.
- 2 CAG members recommend 6 hours versus 8-hour time limits.
- 90% of transactions are for two hours or less. Most will only pay for the minimum time they need.

Is the draft pilot proposal easy to understand? Why or why not? What would simplify it?

CAG members generally believed the proposed parking signs and locations for pay stations were easy for sighted individuals to understand and had two recommendations on how to improve:

- Clarify that if a person needs more than 8 hours of parking, they do need to move their car to avoid getting a ticket, but they can park in the same zone for another 8 hours in another spot.
- Ask for insight from the community about what they would need to shift from driving to using transit or a non-motorized transit option.
- Include data about where disabled parking permit spots are located and which blocks are accessible for those with limited mobility.

How can we best communicate the pilot to your community/ employees?

- Use before and after maps to show tradeoffs with the pilot.
- A printed, one-page flyer about the pilot parking will be more effective than just digital distribution.
 - Merchant groups are happy to distribute flyers through their networks!
- Community members like online communication.
- Providing information for the diverse community of persons with disabilities and seniors it is always a good idea to provide information in multiple formats and languages. As there is a digital divide in our lower income and some senior communities consider doing engagement (town halls) with Senior Centers, Ed Roberts Campus, Center for Independent Living, and other disability organizations to ensure they're engaged and get the information out into the diverse communities.
- When encouraging alternative modes of transportation to driving, consider partnering with [Bay Area Outreach & Recreation Program \(BORP\) Adaptive Sports and Recreation](#) who is running a pilot accessible bike share program, wheelchair accessible vehicle (WAV) rideshare, and micro mobility services to help to amplify the engagement.
- Berkeley Community Media and KPFA radio stations can help to boost information. KPFA runs Pushing Limits, which is a program that covers disability-related issues.

- Use clear concepts to explain why pricing can help with parking management, such as it is a way to ensure there is 1 open space per block and put this information front and center.

Are there any equity considerations we are missing?

- Concern about accessibility of pilot parking payment on mobile phones if the app is not accessible / someone cannot afford a smart phone.
- A recommendation to hold town halls with disability organizations, such as the Ed Roberts Campus, Center for Independent Living, and Berkeley senior centers.

Do you have any accessibility concerns?

- Ensure that people with disability permits can park on accessible blocks and access parking pay stations without having to travel too far. Accessible blocks include accessible sidewalks that have curb cuts and protected crossing signals.
- A request was made to engage more actively and explicitly with disabled community members while the pilot is running to offer ongoing input about their experience and the consultant team recommends offering a briefing / feedback discussion to these community members.
- A request was made to add a layer showing disabled parking and on-street accessible parking spaces to the maps.
 - Gordon will determine if this data is available and noted that folx with placards can park without paying the meter and can stay beyond time limits (per state law).
- Parking for those that require disability placards should be taken into consideration for this project and ensure that sidewalk condition is accessible near disabled parking or people with disabilities won't use it.
- Whether or not disabled parking will be located near the parking pay stations.