



goBerkeley SmartSpace

Parking Pilot Project

City of Berkeley
Transportation Commission
November 18, 2021

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



Agenda



1. SmartSpace Pilot Overview
2. Conceptual Proposals
3. Community Feedback
4. Next Steps
5. Your Thoughts and Feedback



Project Background & Context



Residential street parking is currently shared – how can we better serve the community and help the environment?



Project Background & Context

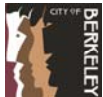


"We are a small business so often we just have one employee working the shop. I had to pay \$700 in parking tickets this year because I could[n't] leave to move my car."

Top concerns:

- Constant interruptions
- Extra stress
- Lost productivity

"Employees want free parking. Right now, employees take turns between haircuts to move their cars. If they are in the middle of a haircut, they are often ticketed..."



Project Goals



In pilot areas

1. Increase **parking availability** in residential areas
2. Reduce **greenhouse gas emissions** associated with the “two-hour shuffle”
3. Increase information about **alternatives to driving** and parking

Overall

Improve customer service and technology related to City’s parking program



Project Locations



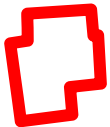
Key



Existing parking
meter or pay station



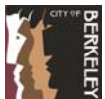
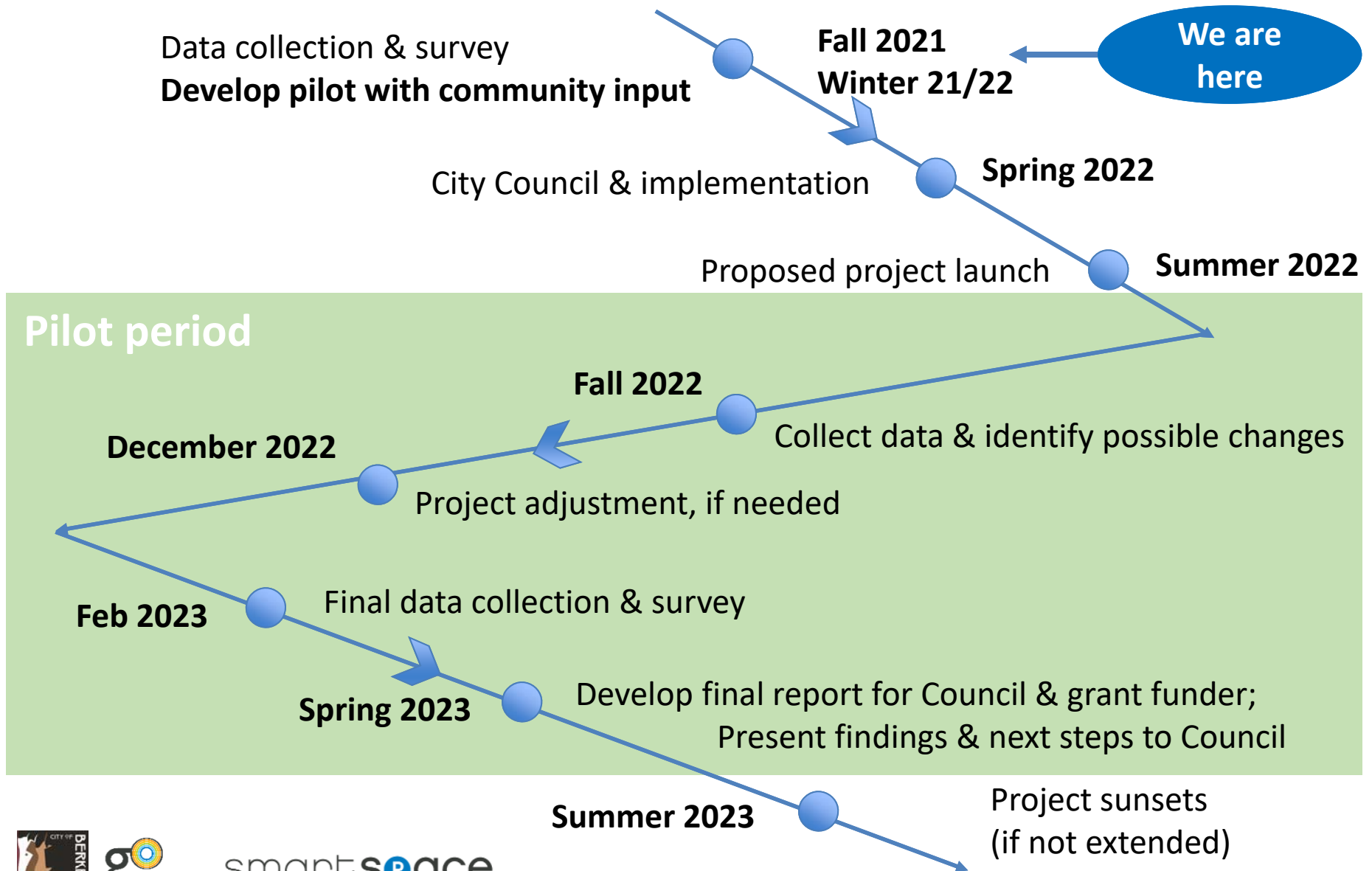
Southside/
Telegraph Pilot Area



Elmwood Pilot Area



Project Schedule



Project Evaluation



Data Being Collected

- Parking occupancy
- Parking duration of stay
- Parking search time
- Resident & employee/employer experience surveys

Schedule

Fall 2021 – Baseline

Fall 2022 – Mid-pilot

Spring 2023 – Final



Parking occupancy & search time routes in Elmwood



Community Engagement



Community Engagement to Date

- Pre-Pandemic Activities (fall 2019/spring 2020)
- Community Advisory Group
- Preliminary outreach to Merchant Groups
- Preliminary outreach to Neighborhood Associations
- Community meetings for Elmwood & Southside/Telegraph areas

Upcoming Community Engagement

- Neighborhood Associations, merchants/employees
- Additional community meetings (December/January)

Throughout the Pilot

- Feedback via surveys and community meetings at key points



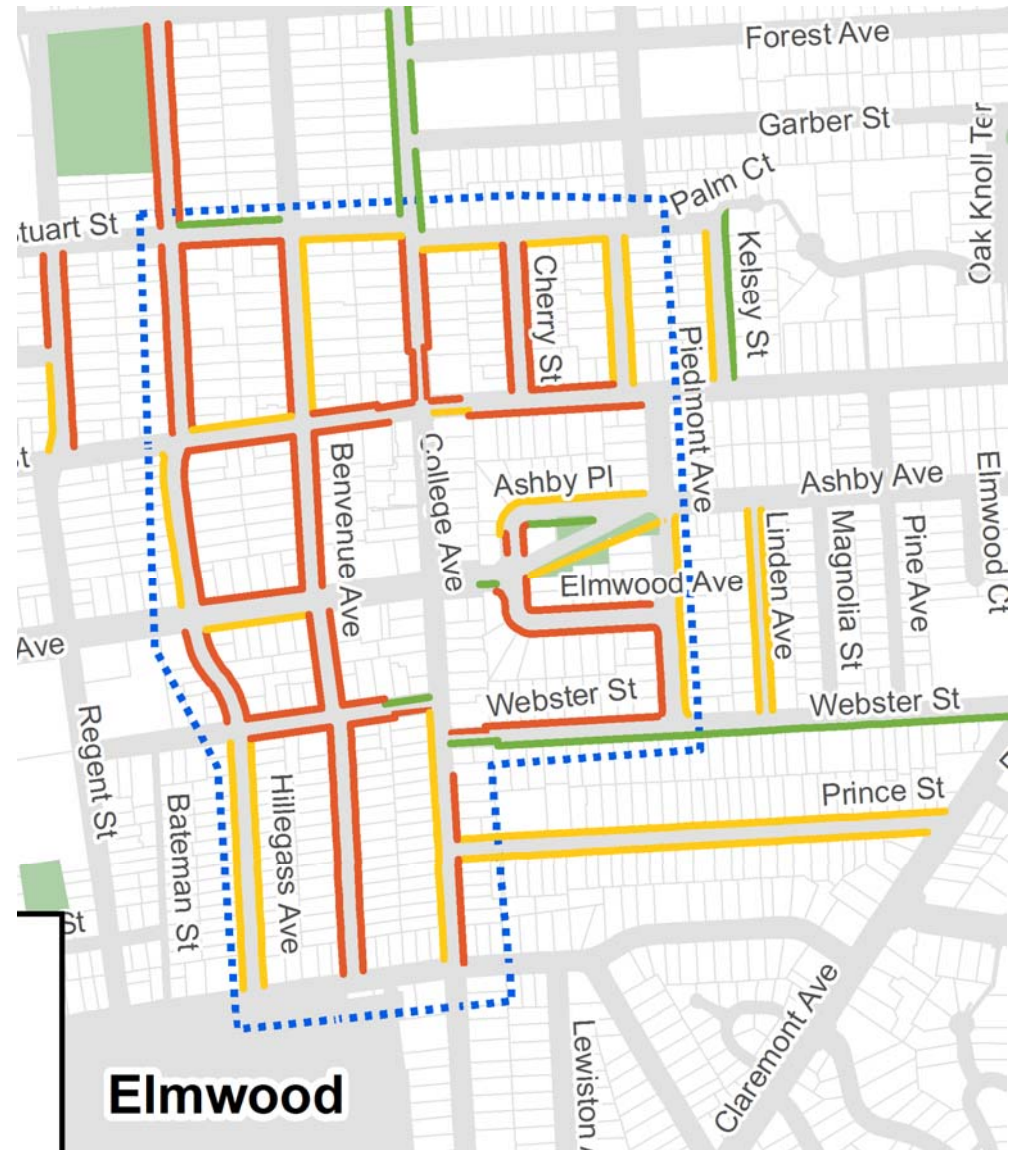
What's Happening Now?



Parking Occupancy | Weekday 11 AM | 2021

- Less than 65%
- 65% - 85%
- More than 85%
- Pilot Area
- UC Berkeley

Occupancy Level	# of Block Faces	% of Total Block Faces
0-65%	3	6%
65-85%	14	29%
85%+	32	65%



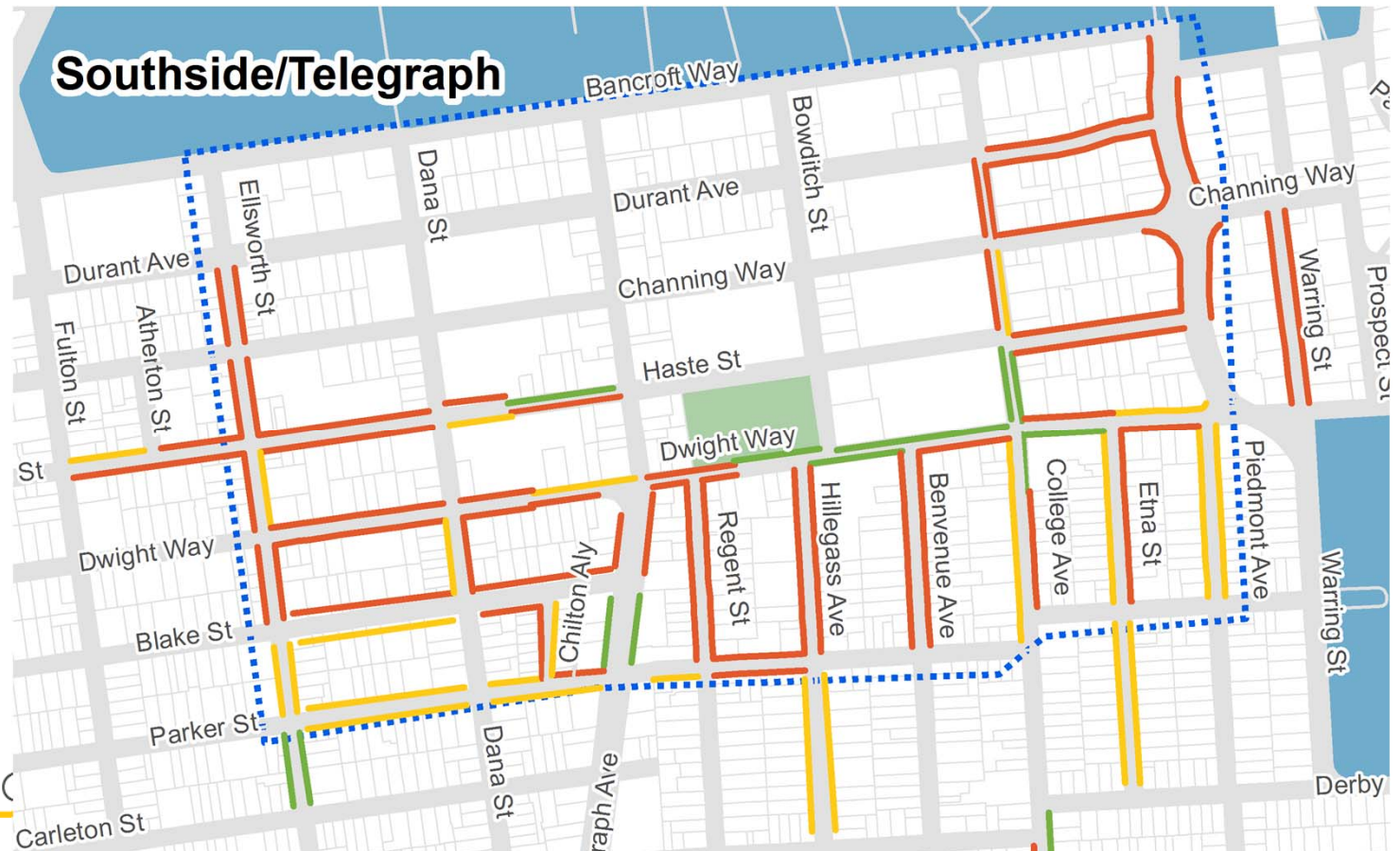
Project Background & Context



Parking Occupancy | Weekday 1PM | 2021

- Less than 65%
- 65% - 85%
- More than 85%
- Pilot Area
- UC Berkeley

Occupancy Level	# of Block Faces	% of Total Block Faces
0-65%	1	2%
65-85%	17	28%
85%+	42	70%



Conceptual Proposals - Considerations



- **Balance needs** of residents and businesses as much as possible
- Provide options for folks who may need to drive, but don't **induce new driving**
- Pilot should be **easy to understand**
- Provide ways to pay with **minor aesthetic impact**



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Conceptual Proposals - Tools



Longer time limits
for more visitor flexibility



Clearer signage
to simplify parking experience

Paid parking for visitors
To achieve open spaces at busiest times via pay by phone or kiosk



Information about commute options
to reduce demand for parking



Conceptual Proposals



- One “zone” throughout the pilot areas
- Employees & visitors pay hourly rate
- Payment 8 a.m. – 7 p.m., Mon-Sat, by phone or new license plate payment kiosks
- Prices will be adjusted if needed for 1-2 open spaces
- Time limits extended to 8 hours max
- Work with merchant groups about commute benefits

Elmwood: Progressive rate (longer stays more expensive)

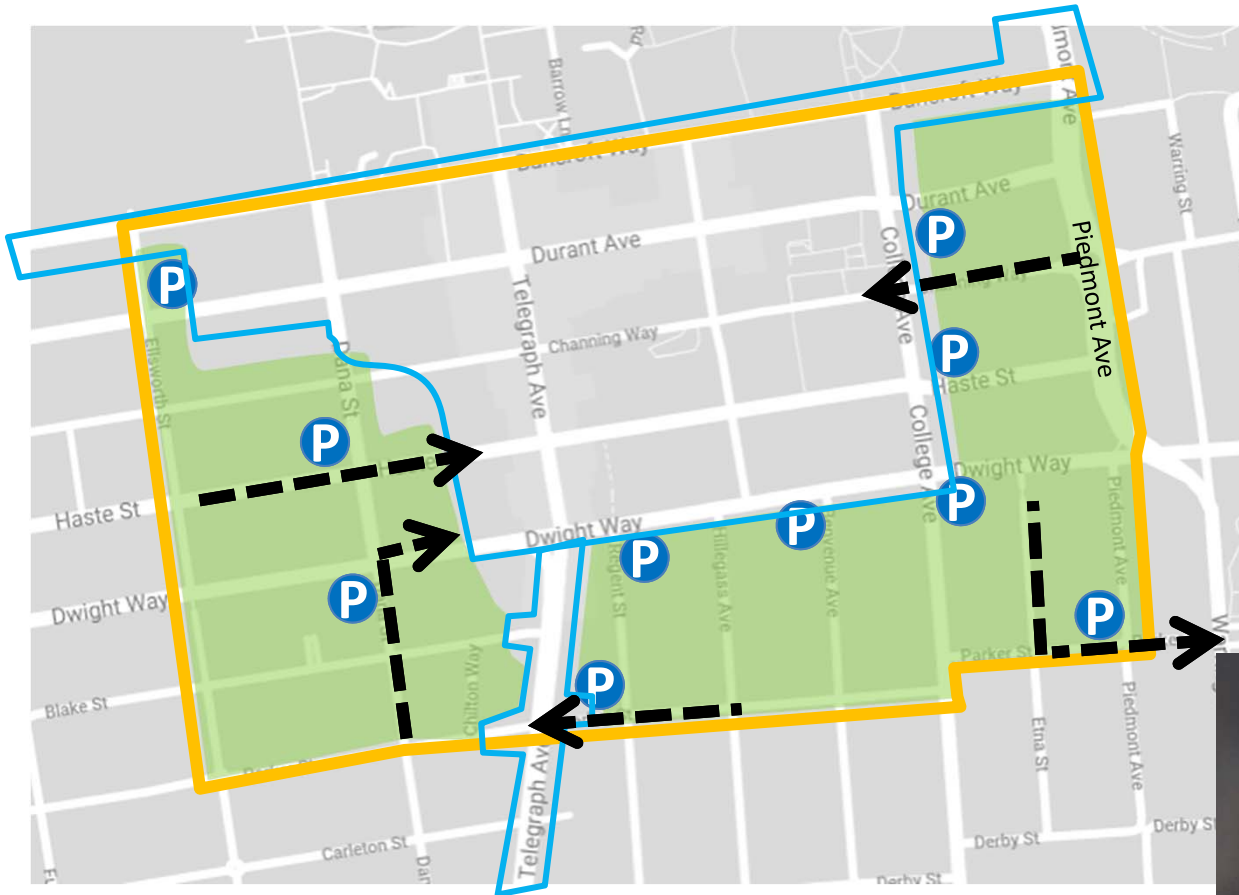
Up to 4 hours **\$1.00/hr**, 4:01-6 hrs **\$2.00/hr**, 6:01-8 hrs **\$3.00/hr**

Southside/Telegraph: flat rate of \$1.50/hour



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Concept Proposal – How to Pay



Encourage
using pay by phone

Payment kiosks on way
to commercial/
employment centers



Payment kiosk
(Concept location)



Path of travel

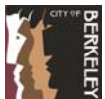


Existing paid parking

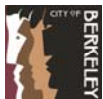


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Existing Parking – Elmwood



Existing Parking – Elmwood



Concept Proposal – Elmwood

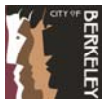
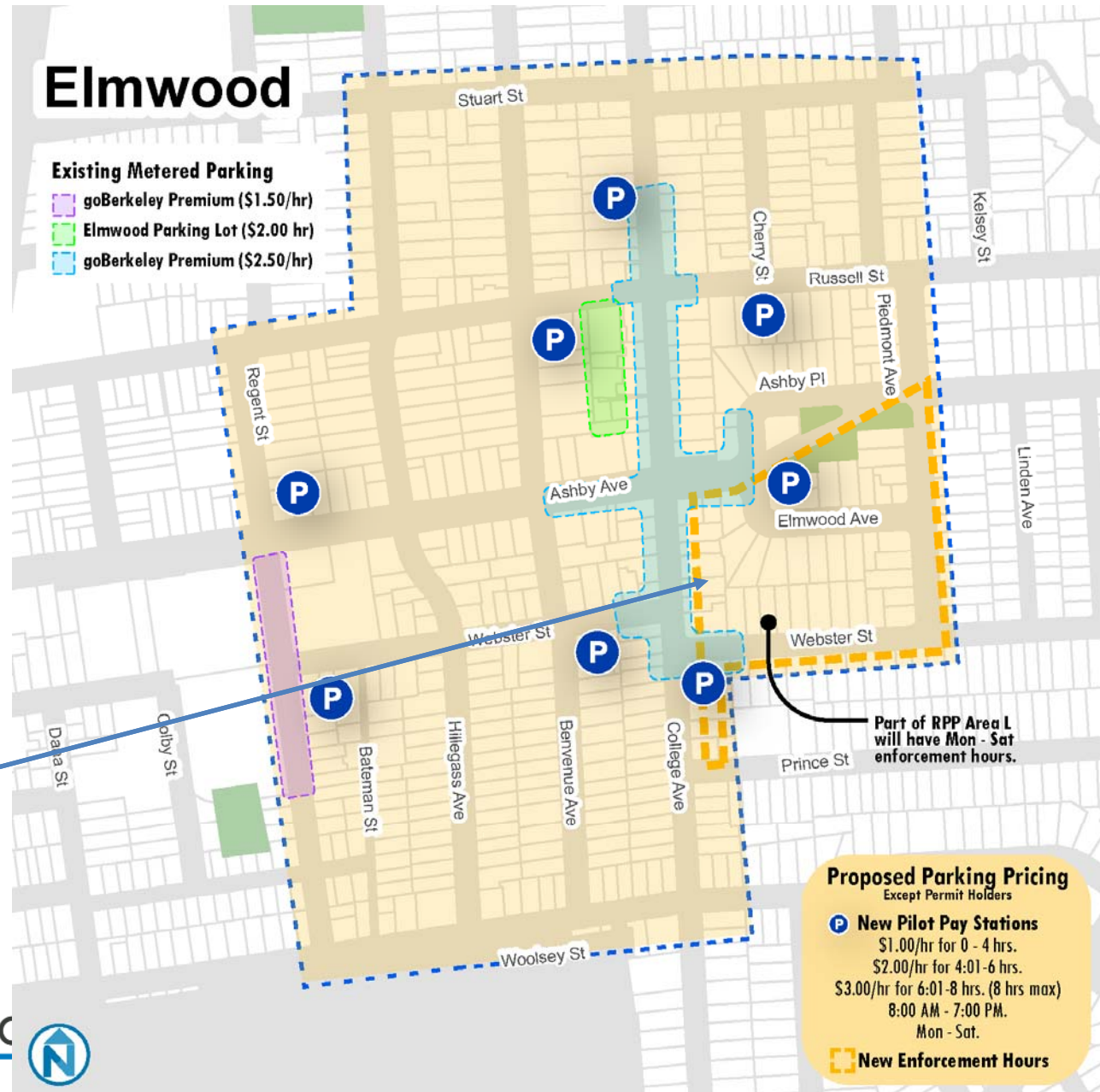


Employees and visitors
Pay for parking up to 8 hrs
8am-7pm, **Mon-Sat**

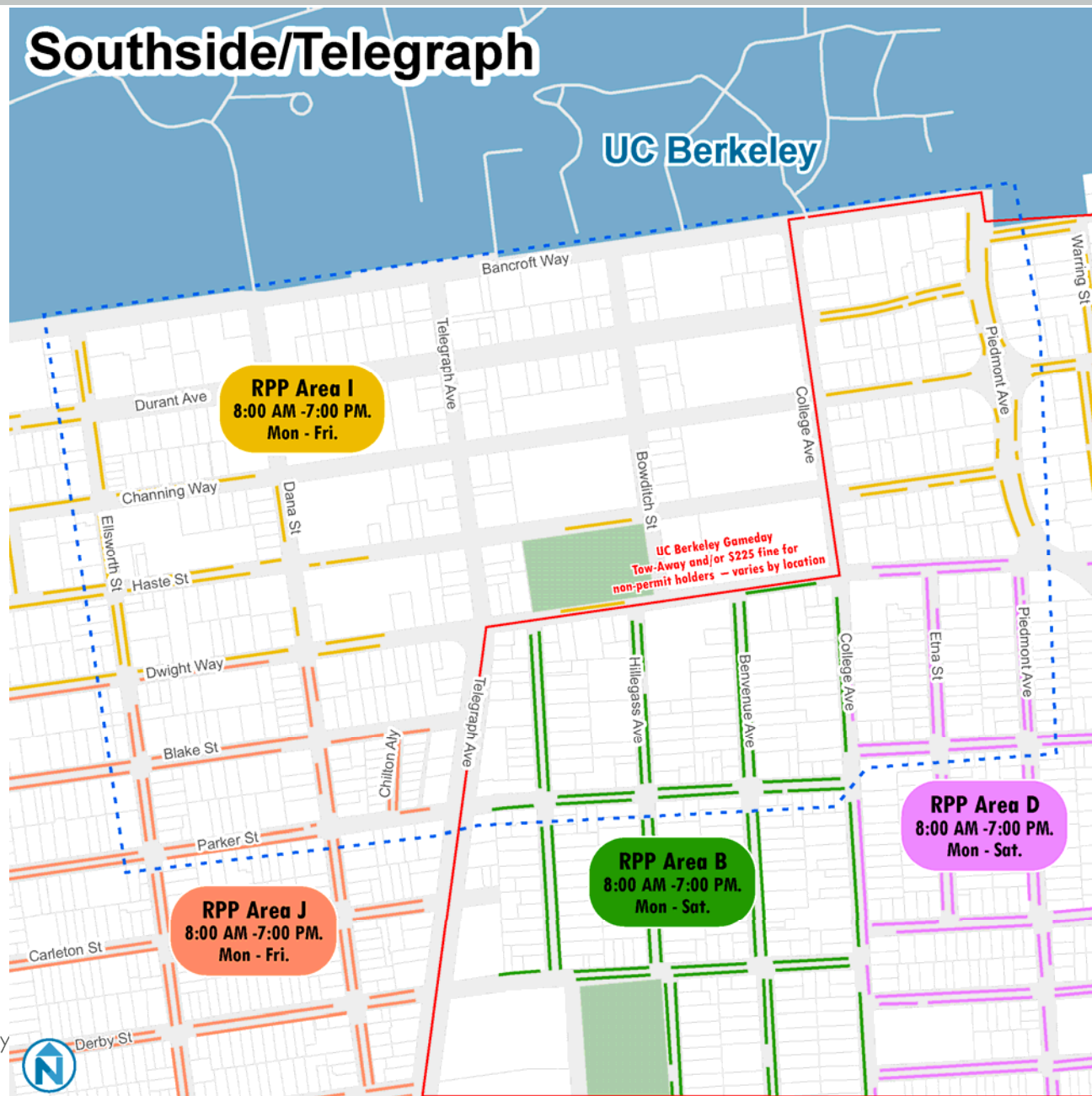
Progressive rate:

0-4th hrs: \$1.00/hr
4:01-6th hrs: \$2.00/hr
6:01-8th hrs: \$3.00/hr

New Mon-Sat
Enforcement
Area L



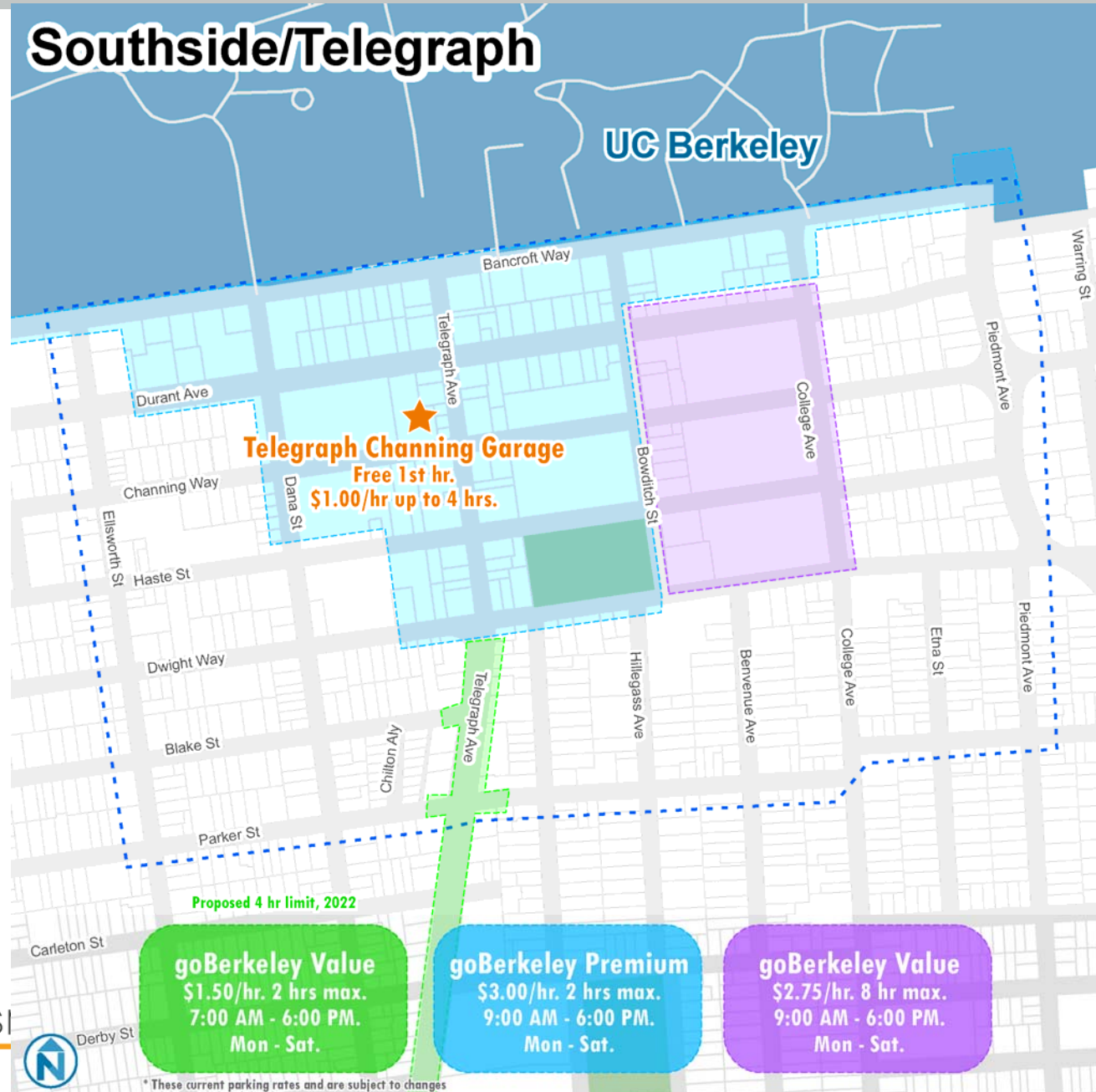
Existing Parking – Southside/Telegraph



Existing Parking – Elmwood



Southside/Telegraph



* These current parking rates and are subject to changes

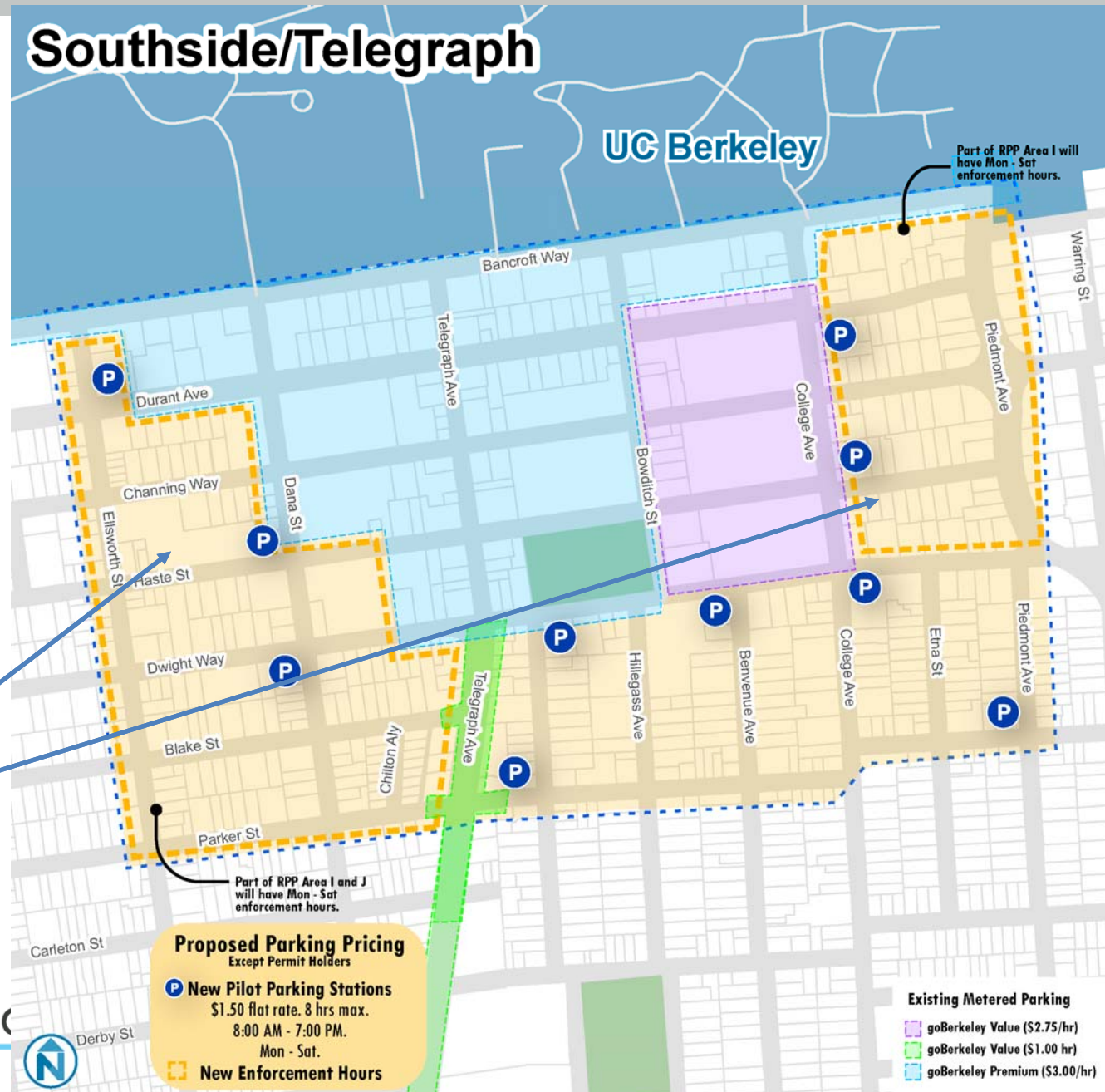
Concept Proposal – Southside/Telegraph



Employees and visitors
Pay for parking up to 8 hrs
8am-7pm, **Mon-Sat**

\$1.50/hour

New Mon-Sat
Enforcement
Area I & J



Concept Proposals - Residents



Unchanged

- RPP annual & visitor, In-Home Care, Disabled Person placards/plates still exempt from restrictions

Concept Proposal

- Parking managed for more open spaces when busy
- More flexibility for visitors, housekeepers, etc.
- Enforcement more effective
- New Saturday enforcement in part of RPP Area L (Elmwood) / RPP Areas I & J (Southside/Telegraph)
- New signage & pay stations at edge of pilot area



Concept Proposals – **Employee/Visitor**



Unchanged

- Community Facility & Merchant Permits still exempt from visitor restrictions

Concept Proposal

- Park for up to 8 hours if paid
 - Elmwood: 4 hrs, \$4.00 / 6 hrs: \$8.00 / 8 hrs: \$14.00
 - Southside/Telegraph: \$12 total for 8 hours
- Pay by phone or via license plate entry meters
- More information about employee commute benefits/options



Concept Proposal – **Community Feedback**



- Two-hour shuffle not perceived to be a problem
- Alta Bates impact – the concept proposal is too inexpensive and will invite medical employees to park in the neighborhood, negating benefits of RPP Program
- Concern about pricing for residents' visitors (family from out of town, short-term visits, etc.)
- Affordability for employees
- Location of license plate entry payment kiosks



Concept Proposal – Community Suggestions



- Shorter time limits (e.g., 4 hours)
- Don't use pricing
- Provide parking permits to employees
- Free transit passes for local employees
- Consider other sources of emissions like idling delivery vehicles



Next Steps



Take Our Online Survey

<https://smartspace.goberkeley.info>

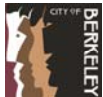
2nd Community Meetings – Both Pilot Areas

Week of Dec 13, dates to be confirmed

Successor Transportation/PW Commission, Early 2022

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