

### goBerkeley SmartSpace Parking Pilot Project

Hybrid Community Meeting May 2, 2023



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

## Intro & Logistics

- Introductions
- Hybrid meeting etiquette
  - Meeting being recorded
  - Captioning available via "Live Transcript"



- Chat available for questions or comments
- Feedback / Q&A after presentation





## Agenda

- Project background and goals
- 2. Pilot implementation
- 3. Evaluation/initial findings
- 4. Potential options for next steps
- 5. Your feedback / Q&A





## Project Background



### goBerkeley Pilot Project (2013-2015)

- Demand-based pricing and longer time limits improved parking in business districts
- City staff heard about "two-hour shuffle" during outreach

### goBerkeley SmartSpace Pilot Project

- Focus on "two-hour shuffle" and how to better manage visitor parking demand in RPP areas
- Funded by grant from Metropolitan Transportation Commission testing ways to reduce greenhouse gas emissions



## Project Goals

1. Reduce occurrences of the "two-hour shuffle"

- Study and reduce greenhouse gas emissions associated with this behavior
- Reduce inconvenience/hardship for local merchants and employees
- 2. Increase parking availability on residential streets
- 3. Increase information about and/or facilitate access to alternatives to driving and parking
- Improve customer service and technology related to City's parking program



### Fall 2021

 Developed new pilot strategies based on community feedback to initial proposals

### Spring 2022

• Collected additional data and public feedback to develop recommendations for Council approval

### 6/28/22 Council Approval for:

- Employee parking permits in the Elmwood
- Visitor paid parking in Southside
- Facilitating employee bus pass programs in both areas



## **Pilot Implementation**

### Elmwood: Employee Parking Permits

- 50 permits sold to 15 businesses,
  \$108 for seven (7) months
- Permits assigned to specific blocks in RPP Areas A, B, D, or L
- Permits intended for those with no alternative to driving
- Businesses with 10+ employees must also provide Commute Benefits





## Project Implementation 🛛 🖯 🙆 🕒 🕑

#### Southside: Visitor Paid Parking in RPP Area I



## Project Implementation 🛛 🖯 🙆 🖕

#### Elmwood & Southside: AC Transit EasyPass Program

- EasyPass Program: discounted bus passes as an employee benefit
- City can't buy passes merchants must collectively set up/pay for a bus pass program
- Threshold of 100+ employees unmet as of fall 2022 in Elmwood
- Efforts to facilitate EasyPass programs on hold





## Pilot Evaluation / Methods 🖯 🙆 👄 P

#### Methods

- Quantify "two-hour shuffle" and associated greenhouse gas emissions
  - Shuffling/driving distance analysis
- Assess parking occupancy in pilot areas
- Qualitative analyses

### Frequency

 Fall 2021/2022 (before) and winter/spring 2023 (after)



### Pilot Evaluation / Methods 🖯 🙆 🗢 P



#### Study areas

## Visitor paid parking pilot zone (Southside)





### Pilot Evaluation / Findings 🖯 🐼 👄 🕑

#### Goal: Reduce two-hour shuffle

### Elmwood

#### 45% fewer

vehicles shuffling Sept 2022 vs Mar 2023<sup>1</sup>

#### 34% fewer

vehicle miles and CO2 from shuffling vehicles<sup>1</sup>

### Southside

#### 33% fewer

vehicles shuffling Oct 2022 vs Feb 2023<sup>1</sup>

#### 35% fewer

vehicle miles and CO2 from shuffling vehicles<sup>1</sup>



License plate reader shuffling/driving distance analysis & CARB 2021 emissions model
 Consultant occupancy analysis Oct '21 vs Mar '23 (Elmwood) &
 Citylicense plate reader accurate product (22, Eab (22, Apr (22) (Contheids))

City license plate reader occupancy analysis Oct '22, Feb '23. Apr '23 (Southside)

### Pilot Evaluation / Findings 😑 🚺 🚳 🕒 🕑

### **Goal: Increase parking availability**

*Metric: Block faces at optimum occupancy rate at peak hour* (65-85% or 1-2 open spaces)<sup>1</sup>





(1) Consultant occupancy analysis Oct '21 vs Mar '23 (Elmwood) & City license plate reader occupancy analysis Oct '22, Feb '23. Apr '23 (Southside)

(2) Analysis of paid parking blocks only

### Pilot Evaluation / Findings

Goal: Reduce two-hour shuffle

"Wildly popular and effective for [our business]"

"Enormous improvement [for Elmwood] small businesses"

"...hope it continues"





# Should we keep the strategies tested in each pilot area?

- For each study area, options and a poll
- Poll helps us gauge support from a sample of the community & inform final recommendations







#### Elmwood

#### Option 1

#### **Keep** employee parking permits

- Extend current permits to 12/31/23 at cost
- Annualize application process
- Re-verify Commute Benefit eligibility
- Maximum of 60 permits for Elmwood area

#### Option 2

**Phase out** employee parking permits Current permits expire 7/31/23





#### Southside

#### Option 1

#### **Keep** visitor paid parking as-is Continue to monitor occupancy and

adjust price if needed

#### Option 2

**Explore expanding** visitor paid parking, e.g., 2300-2400 Warring

#### Option 3

**Remove** visitor paid parking and revert to unpaid two-hour limit







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#### Elmwood & Southside

 Continue to work with Elmwood & Telegraph merchants to create AC Transit EasyPass Program – per staff availability

#### Citywide – *long term*

• Consider an overhaul of the Merchant Permit program to include limited number of employee passes – where feasible, per further analysis & staff availability



### Next Steps

- Finish evaluation and develop recommendations
- Transportation & Infrastructure Commission: 5/18
- City Council: 6/27
- Implement any further recommendations & close out pilot: summer/fall 2023





### Your Feedback / Q&A

- What are your experiences with the pilot so far?
- Feedback on potential post-pilot options?
- Other questions about the pilot and next steps?

Zoom: "Raise Hand" or enter in the chat

*We'll alternate between Zoom and in- person participants* 







### **Next meetings** Transportation Commission 5/18 – *in person* City Council 6/27 - *hybrid*

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## Pilot Evaluation / Findings 🖯 🐼 👄 🕑

#### Goal: Reduce two-hour shuffle

Metric	Elmwood	Southside
Number of vehicles doing	61 → 33	43 → 29
"two-hour shuffle" <sup>1</sup>	- <b>45%</b>	- 33%
Vehicle Miles Traveled	10.3 → 6.8 mi	8.9 → 5.8 mi
(VMT) & Greenhouse Gas	3371 → 2225 g	2917 → 1896 g
(GHG) emissions from	CO2/day	CO2/day
"two-hour shuffle" <sup>2</sup>	- <b>34%</b>	- <b>35%</b>
Time/GHG emissions to find an available parking space <sup>3</sup>	(Analysis in progress)	(Analysis in progress)

- Count of non-permitted vehicles observed in 2+ locations in Elmwood on Tue 9/20/22 and Thu 3/16/23
  & Southside on Wed 10/12/23 and Wed 2/8/23
- (2) "Shuffling" VMT derived from measuring minimum legal driving distance between consecutive locations
- (3) Parking search time VMT determined by driving two defined routes in each study area

GHG emissions factors from Calif. Air Resources Board EMFAC2021 model (arb.ca.gov/emfac)



## Pilot Evaluation / Findings 🖯 🐼 👄 🕑

#### Goal: Increase parking availability

Metric	Elmwood	Southside
Block faces with optimum 65-85% occupancy at the peak hour (1-2 open spaces) <sup>1</sup>	27% (2021) 38% (2023)	0 (Oct '22) 1 (Feb '23) 0 (Apr '23)
Parking availability within one block of paid pilot ("spillover" area)	N/A	Analysis still underway



 Elmwood parking occupancy measures all vehicles throughout pilot area. Southside parking occupancy counting visitors in paid parking blocks only, netting out annual permit holders