



goBerkeley SmartSpace

Parking Pilot Project

Transportation & Infrastructure Commission
May 18, 2023



Presented by:
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City of Berkeley

2 Agenda



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





How we got here

- During **goBerkeley pilot project** (2013-15), “two-hour shuffle” raised as an issue in residential neighborhoods
- 2015: Metropolitan Transportation Commission grant to study/reduce greenhouse gas emissions from this behavior

Project goals

1. Reduce occurrences of the “two-hour shuffle”
2. Increase parking availability in residential neighborhoods
3. Increase info/access to alternative commute modes
4. Improve customer service/technology of parking program



Fall 2019: Initial outreach began

Pandemic hiatus

Fall 2021: Initial concepts met negatively by community,
new proposals introduced

Spring 2022: Prepare new recommendations for Council

6/28/22 Council Approval for:

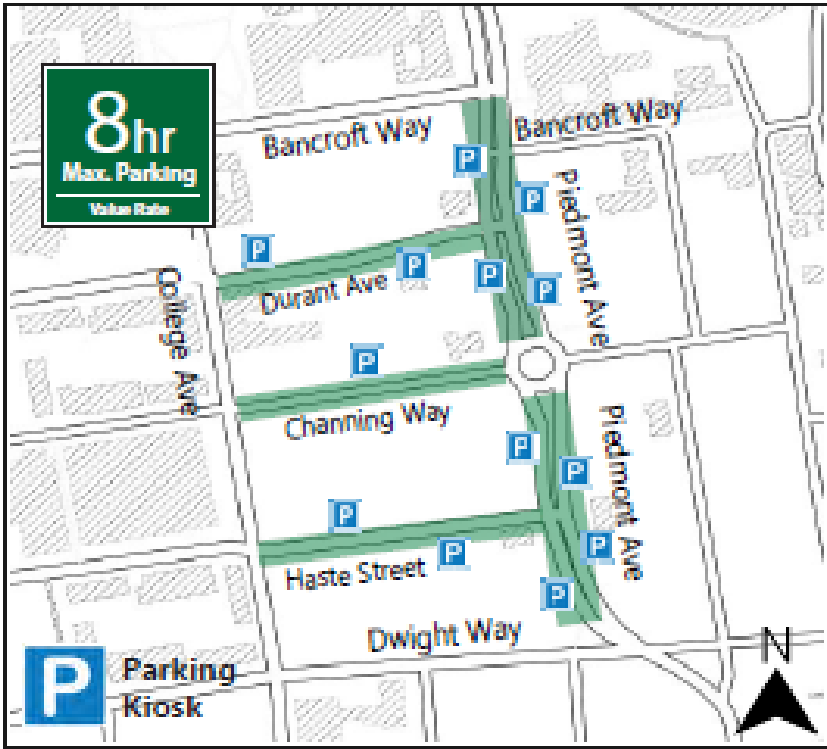
- Employee parking permits in the Elmwood
- Visitor paid parking in Southside
- Facilitating employee bus pass programs in both areas

Project Implementation



Southside: Visitor Paid Parking

Visitors without Area I RPP:
\$2.50/hr ♦ 8 hrs max
8am - 7pm Mon-Fri



License plate pay stations

New signs & decals

Demand based pricing



Price change 3/6/23:
\$2.00/hr → \$2.50/hr

Project Implementation



Elmwood: Employee Parking Permits

- 51 permits sold to 15 businesses, \$108 for seven (7) months
- Assigned to specific blocks in RPP Areas A, B, D, or L
- Intended for employees who need to drive
- Businesses with 10+ employees must also comply with Commuter Benefit Program (BMC 9.88)



Elmwood & Southside: AC Transit EasyPass Program

- EasyPass Program: discounted bus passes as an employee benefit
- Unable to reach consensus in Elmwood in fall 2022
- Staff shortage delayed Telegraph coordination



7 Pilot Evaluation / Findings



Goal: Reduce two-hour shuffle

Elmwood

45% fewer

vehicles shuffling

Sept 2022 vs Mar 2023¹

34% fewer

vehicle miles and CO2
from shuffling vehicles¹

Southside

33% fewer

vehicles shuffling

Oct 2022 vs Feb 2023¹

35% fewer

vehicle miles and CO2
from shuffling vehicles¹

Feedback from Elmwood businesses...

“Wildly popular and effective”

“Enormous improvement”



(1) License plate reader shuffling/driving distance analysis & CARB 2021 emissions model

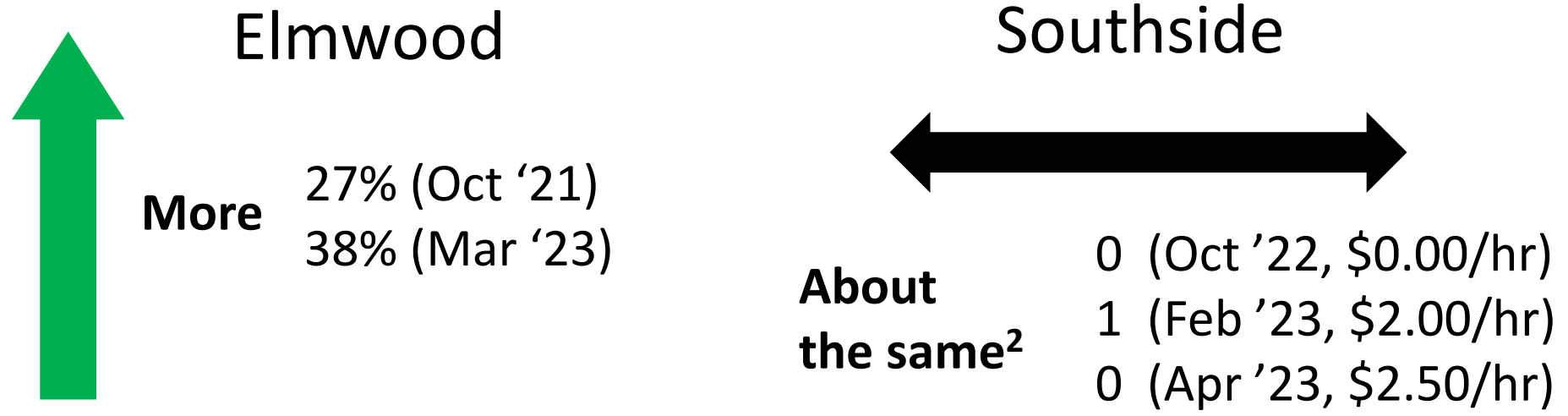
(2) Consultant occupancy analysis Oct '21 vs Mar '23 (Elmwood) & City license plate reader occupancy analysis Oct '22, Feb '23, Apr '23 (Southside)

Pilot Evaluation / Findings



Goal: Increase parking availability

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



(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



Elmwood

Option 1



Keep employee parking permits

- Extend current permits to 12/31/23 at cost
- Annualize application process

Option 2

Phase out employee parking permits

Current permits expire 7/31/23

Southside

Option 1



Keep visitor paid parking

Continue to monitor occupancy and adjust price if needed

Option 2

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



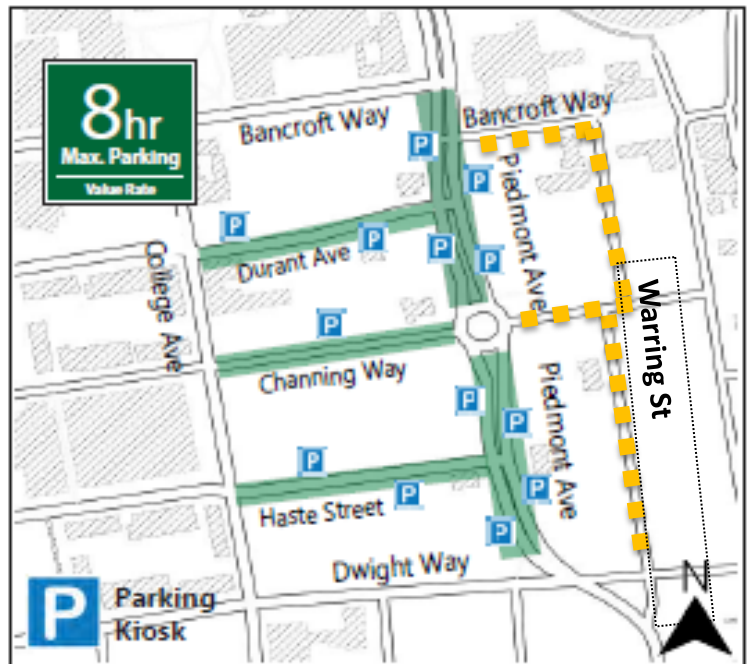
= Draft recommendation to Council 6/27

Post-Pilot Options: Long-Term



- Explore expanding RPP visitor paid parking
e.g., 2300-2400 Warring
- Explore additional locations for employee passes beyond Elmwood
- Work with business districts to introduce employer transit pass programs

Potential Visitor Paid Parking Expansion



All options require robust data analysis and outreach, and are dependent on staff availability and workplan prioritization

11 Your Feedback / Q&A



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





Next meeting City Council 6/27

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