



Office of the City Manager

INFORMATION CALENDAR

October 29, 2019

To: Honorable Mayor and Members of the City Council

From: Dee Williams-Ridley, City Manager

Submitted by: Phillip Harrington, Director, Department of Public Works

Subject: goBerkeley Parking Management Program - Parking Rate and Time Limit Adjustments for New North Shattuck Area for December 1, 2019

INTRODUCTION

This report presents the staff proposal for parking meter rate and time limit adjustments to metered areas in a new goBerkeley area in the North Shattuck commercial district, centered on Shattuck Avenue between Hearst Avenue and Vine Street. The changes will take effect December 1, 2019. To provide the required thirty-day public notice, staff will provide notification through the City website and through coordination with merchants in affected program areas starting on November 1, 2019. The proposed meter rate and time limit adjustments are summarized as Attachment 1 to this report.¹

CURRENT SITUATION AND ITS EFFECTS

To ensure parking availability on a majority of block faces² in the existing goBerkeley Parking Program (Program) areas of Elmwood, Southside/Telegraph, Downtown Berkeley, and Northside (Euclid/Hearst), staff regularly monitor parking conditions to maintain parking occupancy between 65-85% in these areas. On October 29, 2019, should the Council approve the first reading of an Ordinance authorizing expansion of the Program to North Shattuck, and subsequently approve the second reading of this Ordinance on November 12, 2019, staff will be able to implement the parking management recommendations summarized in this report.

In spring 2019 staff collected parking occupancy data at metered parking spaces in the North Shattuck area. On these occasions, staff found that parking was difficult to find during the peak hour, which occurs at noon on a weekday. Following this quantitative analysis, in spring and summer 2019 staff gathered feedback from merchants in the North Shattuck commercial area to better understand parking conditions and local needs. Staff conducted door-to-door outreach during weekday business hours throughout May 2019, interviewing local merchants and administering paper surveys.

¹ These changes are made in compliance with the July 12, 2016 Resolution No. 67,613-N.S. that specifies how demand-responsive on-street and off-street parking is implemented within goBerkeley parking program areas.

² Block face - one side of one block, e.g., the north side of Center Street between Milvia Street and Shattuck Avenue.

Businesses that could not be reached were left fliers with a link to an online survey. Staff heard from several businesses (including restaurants and other services) that parking was difficult to find, and that existing time limits, which range from thirty minutes to two hours, were insufficient for their customers and employees.

Additionally, staff anticipate that the loss of the Berkeley Way parking lot at the end of 2019 will further increase parking demand in the immediate vicinity of the lot, including metered parking on Shattuck Avenue north of Hearst Avenue. This expansion of goBerkeley will help staff more actively manage parking to provide availability even as more drivers may be searching for a spot in this area.

Staff's key findings and recommended adjustments for North Shattuck are summarized below:

I. New goBerkeley Area: North Shattuck

A. Observed Conditions

- A majority of block faces in this area were above the target 65-85% occupancy rate during the peak hour on weekdays and Saturdays.
- From the survey, a majority of local merchants agree with the statement that parking is an issue for their business; disagree that parking is easy to find for their customers to find; and disagree that existing time limits are sufficient.
- Lack of available parking, time limits being too short, and unclear parking rules were among the most frequently expressed themes and frustrations that staff heard from interviews with local merchants.

B. Recommended Adjustments

- Create a "Premium" zone throughout the North Shattuck commercial district with a three-hour time limit and a meter rate of \$2.00/hour.

In July 2019, staff discussed preliminary findings with the North Shattuck Association (NSA), and provided options for time limits that could meet the needs of the area. NSA board members suggested a three-hour time limit, which would allow more flexibility for visitors in the area, particularly during the holidays. In August 2019, staff conducted a second round of outreach to North Shattuck merchants outlining this proposal and soliciting feedback on the recommendations. A copy of the flyer distributed to merchants is provided as Attachment 4.

BACKGROUND

The City uses parking meters to manage parking demand, particularly in commercial areas where parking availability and turnover are critical for customer access and convenience. The goBerkeley program is comprised of a suite of strategies and initiatives designed to improve economic vitality and reduce greenhouse gas emissions.

goBerkeley features improved parking availability that improves pedestrian and bicyclist safety by reducing the likelihood of incidents of distracted driving as drivers search for parking. Clearer signage and longer on-street parking time limits also provide better customer service.

ENVIRONMENTAL SUSTAINABILITY

Drivers are anticipated to spend less time searching for available parking spaces, which should reduce traffic congestion and vehicle emissions. Reducing greenhouse gas emissions produced by vehicular traffic is one of the goals of the City's 2009 Climate Action Plan.

POSSIBLE FUTURE ACTION

If Council takes no further action regarding recommended rate and time limit adjustments, staff will begin public notification November 1, 2019 through the City website and outreach to merchants. Staff anticipates implementing these adjustments December 1, 2019.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

Fiscal impacts are difficult to forecast as demand-responsive parking pricing may result in increased or decreased parking rates in different areas, and parking behaviors resulting from these price adjustments may vary. Nevertheless, staff anticipates incremental parking revenue from the goBerkeley parking program should continue to be sufficient to cover expected expenditures of this baseline program.

CONTACT PERSON

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Gordon Hansen, Senior Planner, Public Works (510) 981-7064

Attachments:

- 1: City Council Notification Report
- 2: Peak Occupancy (12 p.m.) on an Average Weekday, March 2019
- 3: Peak Occupancy (12 p.m.) on a Saturday, March 2019
- 4: Summer 2019 Public Outreach Flyer

PARKING CHANGES

The following tables show the seven (7) elements that staff updates Council and the public on prior to each goBerkeley Program change.

1. Types of Parking Affected		
<input checked="" type="checkbox"/> ON-STREET METERS	<input type="checkbox"/> GARAGES	<input type="checkbox"/> LOTS

2. Dates		
Date of Proposed Change	Date of Previous Change	Days Between Change
December 1, 2019	August 1, 2019 (at existing goBerkeley Euclid/Hearst area)	122 days

3. Areas Affected			
Area Name	Area Zone	Boundaries	Map
North Shattuck	Premium	<ul style="list-style-type: none"> • Delaware Street, south side, from Shattuck Avenue to 60 feet east of Shattuck Avenue. • Francisco Street, both sides, from Shattuck Avenue to 100 feet west of Shattuck Avenue. • Lincoln Street, south side, from Shattuck Avenue to 150 feet west of Shattuck Avenue. • Rose Street, north side, from 100 feet east of Shattuck Avenue to 100 feet west of Henry Street. • Rose Street, south side, from Walnut Street to Shattuck Place. • Shattuck Avenue, both sides, from 100 feet north of Rose Street to Hearst Street. • Shattuck Avenue, east side, from Rose Street to Vine Street. • Shattuck Place, west side, from Rose Street to Shattuck Avenue. • Vine Street, north side, from 75 feet east of Walnut Street to 100 feet east of Henry Street. • Vine Street, south side, from 100 feet east of Henry Street to 150 feet east of Walnut Street. • Virginia Street, north side, from 150 feet east of Shattuck Avenue to 150 feet west of Shattuck Avenue. 	See Attachment 2.

		<ul style="list-style-type: none"> • Virginia Street, south side, from Shattuck Avenue to 125 feet west of Shattuck Avenue. • Walnut Street, west side, from Rose Street to 200 feet south of Vine Street. • Walnut Street, east side, from 75 feet north of Vine Street to 125 feet south of Vine Street. 	
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4. Rate Changes

Name	Parking Type	Existing Rate	Proposed Rate	Change
North Shattuck	Premium	\$1.50/hour	\$2.00/hour	+ \$0.50

5. Time Limit Changes

Area Name	Area Zone	Existing	Proposed
North Shattuck	Premium	30, 60, or 120 minutes	180 minutes

6. Hours of Operation

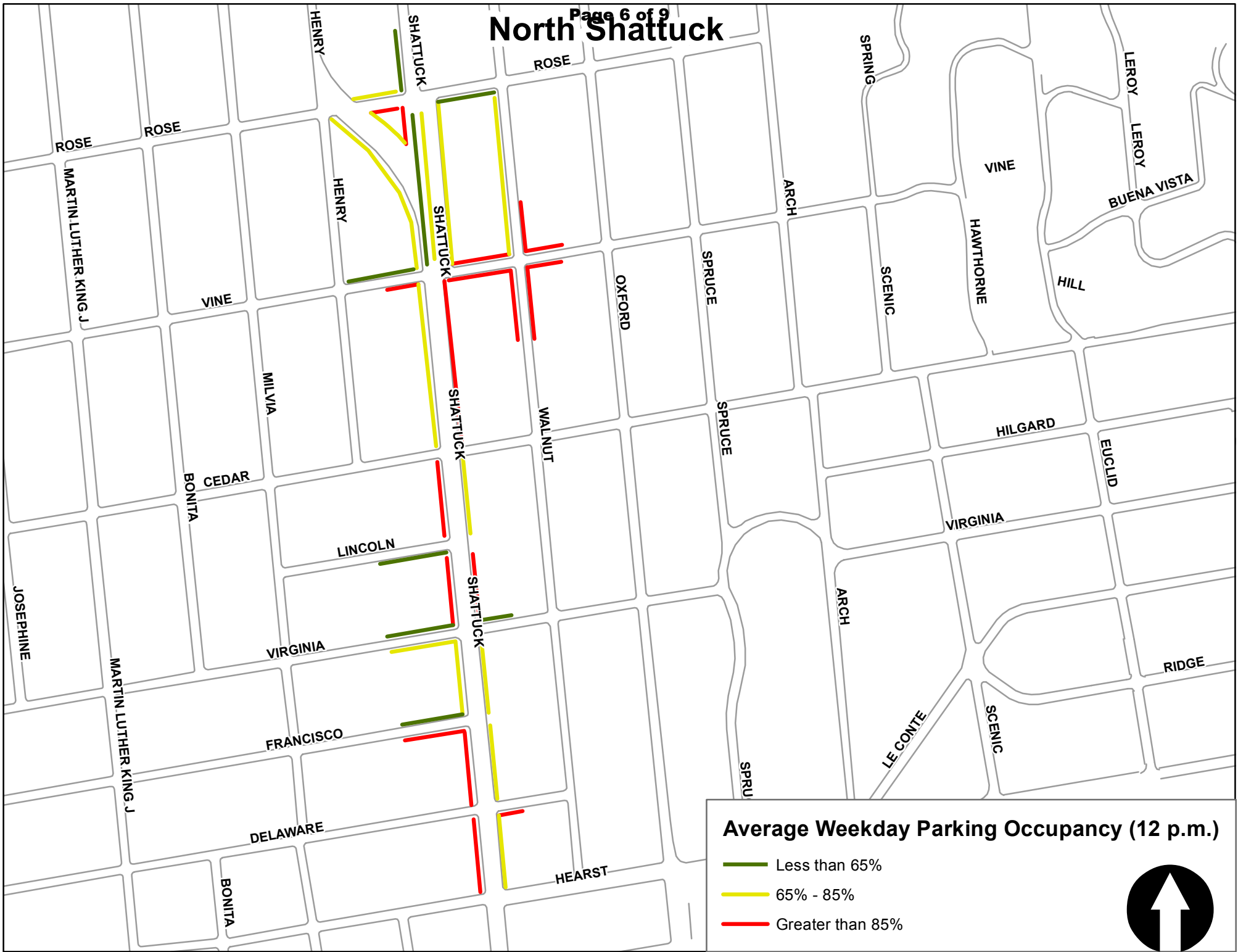
Area Name	Area Zone	Existing	Change
No changes recommended at this time.			

7. Parking Occupancy

Occupancy Key: "Under" = 0-65% "Target" = 65-85% "Over" = 85%+			Spring 2019 ³			
Area Name	Area Zone	Parking Occupancy	Weekday (Typ. 12pm)		Saturday (Typ. 12 pm)	
			# of Blockfaces	%	# of Blockfaces	%
North Shattuck	Premium	Under	8	21%	10	26%
		Target	13	33%	7	18%
		Over	18	46%	22	56%

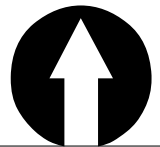
³ Data were collected at 9am, 12pm, 3pm, and 5pm on weekdays and one Saturday in March 2019.

North Shattuck

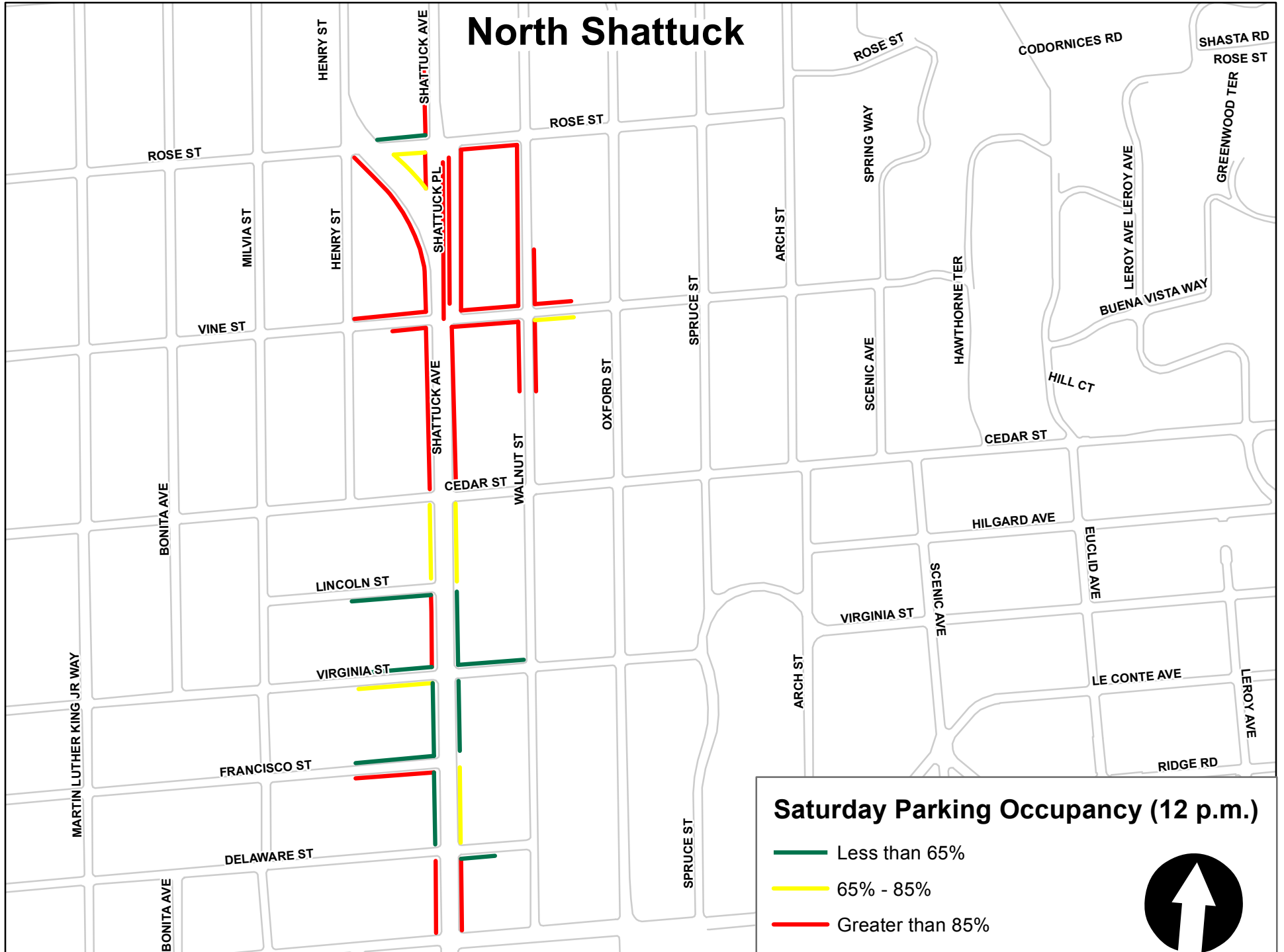


Average Weekday Parking Occupancy (12 p.m.)

- Less than 65%
- 65% - 85%
- Greater than 85%



North Shattuck



Having trouble finding parking in North Shattuck?

goBerkeley is here to help



North Shattuck Expansion Recommendations

In May 2019, City of Berkeley Parking Services staff conducted door-to-door outreach to hear from businesses owners and employees how parking in the North Shattuck/Gourmet Ghetto commercial area could be improved.

What We Learned...

From nearly 60 responses to our paper and online survey

69% Agree parking is an issue for their business

60% Agree parking is NOT easy for customers to find

64% Agree parking time limits are NOT sufficient

From over 60 in-person conversations



are among the most frequently expressed themes related to customer or visitor parking.

From our analysis of parking data

Most blocks are too full

It's hard to find parking in the North Shattuck area when demand is highest, at noon on weekdays and Saturdays, when most metered blocks are over 85% full. When blocks are full, people have to circle for a spot.

Draft Recommendations



Extend time limit to 3 hours

Proposed after discussion with the North Shattuck Association board, all meters would have a **3-hour time limit**. The goal is to simplify parking options in the area, and allow visitors the opportunity to shop, dine, and explore the neighborhood.



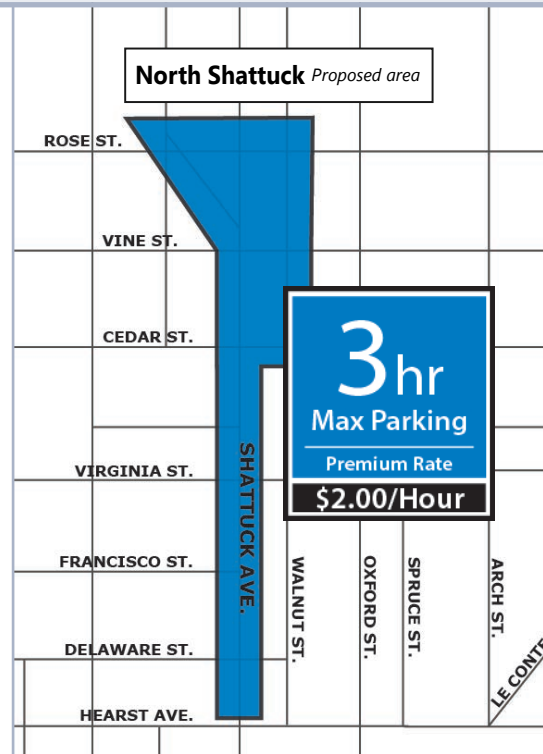
Set prices to open up spaces

The City will periodically measure parking occupancy and raise or lower hourly prices to achieve the optimal occupancy rate (65-85%). Based on current parking occupancy rates, prices would increase to **\$2.00/hour**. The goal is to always have at least one space available on a block so visitors don't have to circle for parking.



Install clearer, brighter signage

The City will install **new signage** that will clearly identify parking rules and expectations.



This material is available in alternative formats upon request. Alternative formats include audio-format, braille, large print, electronic text, etc. Please contact the Disability Services Specialist, Dominika Bednarska (DBednarska@cityofberkeley.info | 510-981-6418) and allow 7-10 days for production of the material in an alternative format.

Next Steps

Summer 2019: Refine Proposal

Continue engagement with North Shattuck merchants

Fall 2019: Present to City Council

Obtain City Council approval to expand goBerkeley to North Shattuck

January 2020: Expand goBerkeley

Install new signs, update meter programming, and provide advanced notification of changes

Let us know if 3 or 2 hour time limits are best for North Shattuck. Take our survey!

<http://bit.ly/nsparking>

Questions? Contact us.

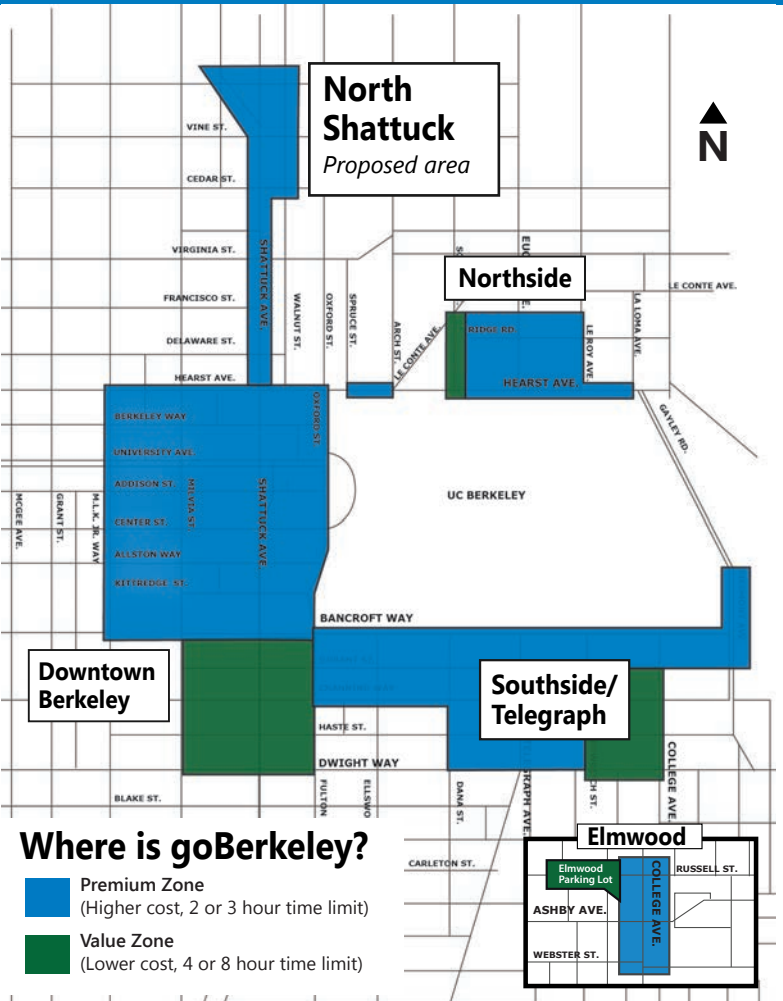


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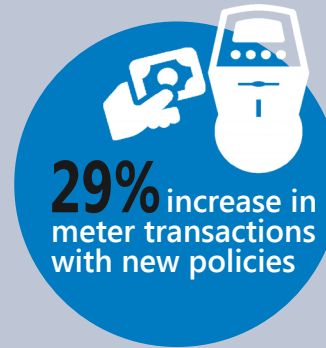
What is goBerkeley?

goBerkeley is a City program with the goal of making it easier to park in Berkeley. Currently in place in Downtown Berkeley, Southside/Telegraph, Elmwood, and Northside, goBerkeley uses an evidence-based approach to increase parking availability. After analyzing parking activity, staff adjust meter rates to ensure 1-2 parking spaces are always open, so drivers don't have to circle for a spot. goBerkeley also increases driver choice by lengthening time limits in some areas, and makes it easier to understand parking rules and expectations through clearer, brighter signage.



goBerkeley Results

goBerkeley began as a federally-funded pilot. Analysis of the program found...



By increasing parking availability, goBerkeley can help increase the number of visitors to area destinations.



Clearer signage, new parking options, and demand-responsive pricing provide a better visitor experience in goBerkeley areas.



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