Innovative Parking Management in Berkeley

Mayors Innovation Project
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Department of Public Works
Transportation Division
City of Berkeley
What is goBerkeley?
Where is goBerkeley?

- Three commercial districts with diverse contexts and needs

Downtown
Southside
Elmwood

You are here

UC Berkeley

Department of Public Works
Transportation Division
City of Berkeley
A Focus on Customer Service

CITY OF BERKELEY
MISSION STATEMENT

As City of Berkeley employees, our mission is to provide quality service to our diverse community; promote an accessible, safe, healthy, environmentally sound, and culturally rich city; initiate innovative solutions; embrace respectful, democratic participation; respond quickly and effectively to neighborhood and commercial concerns; and do so in a fiscally sound manner.
“Prioritize implementation of improved parking conditions in the Downtown and Southside through better utilization of existing parking and through implementation of policies to reduce demand for parking.” City of Berkeley General Plan, Policy T-35

Partners
goBerkeley: Origins

Pre-Pilot Challenges

**Public**
- Frustrated drivers
- Poor experience
- Cynicism about paying – for what?

**City Parking Program**
- Underutilized garages
- Short time limits were difficult to enforce
- Lack of data & understanding
Parking Program

Goal: Make best use of all parking spaces

- **Meters**: Premium and Value Zones to balance parking demand
- **Garages**: Set rates at or below meters to incentivize use

Goal: Improve parking experience & choices

- “Simplify, simplify”
- Standardized time limits, tailored to local needs
Parking: Findings

- Drivers shifted from Premium Areas to Value Areas
- 30% of drivers switched from residential spaces to meters
- Parking availability improved (transactions up 29% post Spring 2014)
- In summary... parking rates and time limits can change driver behavior

78% of drivers found parking more easily (⬆41%)
goBerkeley: Pilot

Transportation Demand Management (TDM) Program

Goal: Use bus instead of driving
- 1,000 free 1-year bus passes
- 38 businesses; 50% of employee recipients used pass

Goal: Increase access to shared vehicles
Expanded carshare services
- 10 new business members
- 5 new vehicles in Elmwood & Telegraph including 2 electric cars
goBerkeley: Pilot

TDM: Findings

- Decreased employee drive-alone trips
- Unexpected increase in carpooling & biking
- Popular program with waiting list
- However... required major marketing & administrative effort
Public Outreach is Critical

- Travel Surveys
  - 200 businesses
  - 400 employees
  - > 1,000 visitors

- 4 Open Houses

- City Council & TC Hearings

- Community Advisory Group

- Branding → Website & Flyers

- Merchant & Neighborhood Group Meetings
## Preparing for the Future

<table>
<thead>
<tr>
<th>Data Collection Methods</th>
<th>Relative Cost</th>
<th>Limitations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Manual counting</td>
<td>$$$$/year</td>
<td>Staff intensive, Extensive QA/QC</td>
</tr>
<tr>
<td>Parking meter transaction data</td>
<td>$/year</td>
<td>Dependent on payment</td>
</tr>
<tr>
<td>Automatic License Plate Recognition (ALPR)</td>
<td>$$$ initial then $</td>
<td>Requires coordination with Enforcement (enforcement beats)</td>
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goBerkeley: Pilot → Permanent

Data Collection: “Blended Occupancy”
What We’re Up To

Program Planning

- Preparing for next program adjustment (Last: May 1, 2016)
- Pay by phone technology
- Building out advanced decision making capabilities
- Planning expansion and targeted best practices (e.g., evenings, special events, etc.)
What We’re Up To

Residential Shared Parking Pilot

• Built on feedback from first pilot
• Goals: improve parking availability for residents; reduce frustration for non-residents ("two-hour shuffle")
• Test alternatives to time limits, e.g., hourly rate via pay by phone
• Exciting & challenging opportunity to rethink neighborhood parking management
What We’ve Learned

Demand-responsive pricing works in mid-size cities

Parking is a customer service
Craft simpler rules, restrictions, and signage.

Good communication – internal and external

• Active outreach is essential – “we’re all in this together”
• Transparency in decision making process and data
• Link strategies to larger goals: *General Plan*, safety, air quality, etc.
• Commit to interdepartmental coordination/collaboration
Questions

visit www.goberkeley.info

ghansen@cityofberkeley.info
Block A is full while nearby Block B has plenty of spaces.

If one vehicle is sensitive to the price and moves from Block A to Block B, there is availability on both blocks.
## Parking: Pilot Results

<table>
<thead>
<tr>
<th>Total Parking Meter Transactions at Single-space meters</th>
<th>Average Monthly Transactions</th>
<th>% change from Baseline</th>
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<tbody>
<tr>
<td><strong>Baseline</strong> (July – Sept. 2013)</td>
<td>248,079</td>
<td></td>
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<tr>
<td><strong>After Fall 2013 Changes</strong> (Oct. 2013 – May 2014)</td>
<td>266,845</td>
<td>+8%</td>
</tr>
<tr>
<td><strong>After Spring 2014 Changes</strong> (June – Sept 2014)</td>
<td>320,045</td>
<td>+29%</td>
</tr>
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</table>
Transitioning to Permanent

**Please rate your experience in finding a parking spot in this area**

- **1 - Very difficult**
- **2 - Somewhat difficult**
- **3 - Neutral**
- **4 - Somewhat easy**
- **5 - Very easy**

*Graph showing percentage distribution of responses for Feb. 2014 and Sep. 2014.*