

goBerkeley SmartSpace Parking Pilot Program Recommendations

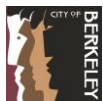
Item #47

June 28, 2022 Council Meeting

2 Pilot Goals



1. Reduce occurrences of the “two-hour shuffle” to...
 - Reduce inconvenience and citations for local merchants/employees with limited commute choices
 - Reduce greenhouse gas emissions associated with this behavior
2. Increase parking availability on residential streets
3. Increase information about and/or facilitate access to alternatives to driving and parking
4. Improve customer service and technology related to City’s parking program



3 Pilot Process to Date



Pre-Pandemic (2019)

Fall 2021

- Presented concept proposals for visitor paid parking that were largely abandoned after community opposition
- Developed new strategies from public feedback

Spring 2022

- Collected additional data for evaluation and to develop new proposals
- April 2022 community meetings to prioritize proposals for Council recommendation



4 Elmwood Recommendation

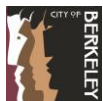
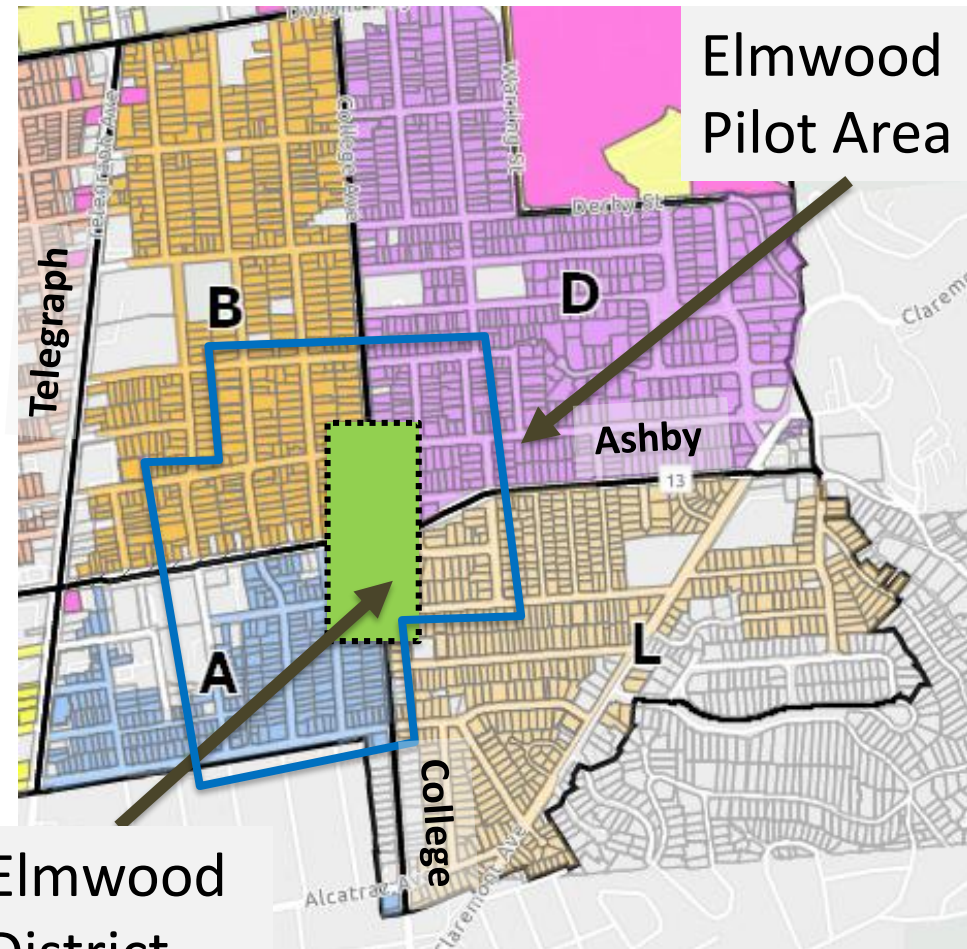


New parking permits for local merchant employees

Community suggested alternative

- Create total of 220 new employee permits in RPP Areas A, D, and L
 - 25 in Area A
 - 100 in Area D
 - 95 in Area L

(Area B at permit capacity)



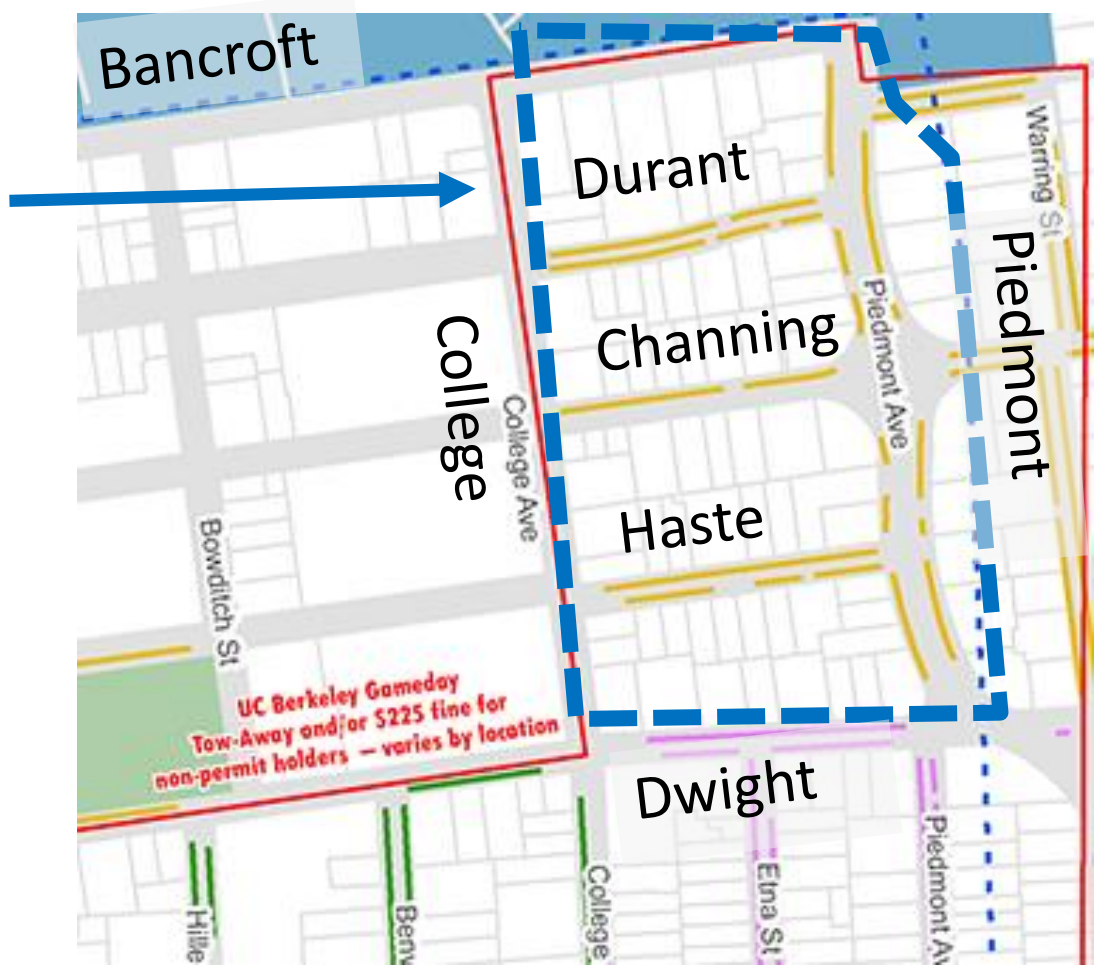
5 Southside/Telegraph Recommendation



Visitor paid parking pilot

Community modified alternative

- New visitor paid parking on 2700 Durant, Channing, and Haste & 2300-2400 Piedmont
- Demand-responsive pricing and 8-hour limit 8am-7pm; Area I RPP permits exempt
- New “pay-by-plate” pay stations





Southside/Telegraph

Garage parking for local merchants/employees

- Encourage local merchants/employees to park at Telegraph Channing Garage

Both Pilot Areas

Facilitate transit pass benefit for local employees

Community suggested alternative

- Engage merchant groups and employers to create pilot AC Transit EasyPass Programs

7 Implementation & Next Steps



- Approve Ordinance & Resolution
 - Visitor paid parking pilot (O)
 - Pay by license plate tech (O)
 - Overall pilot recommendations (Res)
- Launch pilot late summer 2022
- Southside paid parking pilot price adjustment if needed in fall 2022
- Pilot wrap & evaluation 2023

