



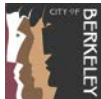
goBerkeley Pilot Program:

Results from First Round & Recommended Adjustments

Public Workshop #3

March 20, 2014

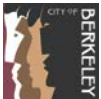
Presented by:
Department of Public Works
Transportation Division
City of Berkeley





Workshop Overview

1. Presentation (20 minutes)
 - Project Goals and Timeline
 - Results from “Round 1” Adjustments (Oct.-Feb.)
 - Recommended “Round 2” Adjustments
2. Breakout Groups (30 minutes)



goBerkeley Goals

Support Vitality in
Commercial
Districts

Reduce Emissions
and Traffic
Congestion



Encourage
alternatives
transportation modes

Manage parking to
reduce “circling” for
parking spaces

Major Milestones

Round 1: Parking rate
and time limit changes
at meters, lots and
garages

Oct./Dec. 2013

**Transit Passes and
CarShare Program Ends

July 2014

July 2013

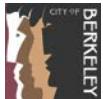
Transit Passes and
CarShare Begins

June 2014

Round 2: Adjustments
to Parking Rates and
Time Limits

Dec. 2014

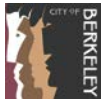
Final Results and
Recommendations





Interim Results

“Round 1” Adjustment



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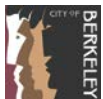
TDM Pilot

Elements

- 1,000 free 1-yr AC Transit passes
- Discounted City CarShare memberships

Questions

1. How many of the participants are using goBerkeley benefits?
2. What are barriers to use?





How many people are using their transit pass?

25%

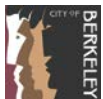
Ridership

1,000

Participants

What are barriers to use?

- Living outside AC Transit's service area
- Employers report too much work to get passes in hands
- Language or technology barriers



How many people are using CarShare?

2 new
pods

200+
new
members

11
Businesses

COMING SOON: Elmwood Lot Pod (March 2014)



Will require re-configuration that will add 3
new parking spaces for public



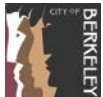
Parking Pilot

Elements

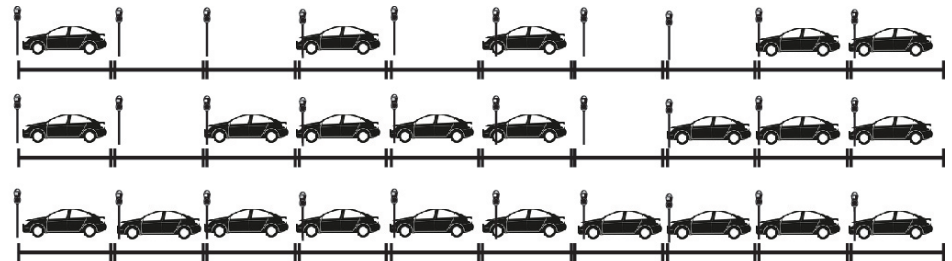
- Extended time limits
- Higher rates for longer stays to maintain availability

Questions

1. Did the parking pilot improve conditions?
2. Where is there room for improvement?
3. What needs to be adjusted?



How did we measure the impact of the changes?



Intercept Survey (~500)

- Driver behavior
- Parking preferences
- Customer feedback

Occupancy survey (all blocks)

9am-8pm

- Parking demand
- Turnover of spaces
- Weekday/Weekend Conditions



The Elmwood District



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The Elmwood District

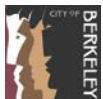
Baseline Conditions:

- Available parking
- 1 hr time limit
- Customer request for longer time limit



Round 1 Goals:

- Extend time limit from 1 - 3 hours
- Maintain availability
- Minimize “spillover”



Elmwood: Pilot

The diagram shows a parking lot layout with streets: STUART ST., RUSSELL ST., ASHBY AVE., WEBSTER ST., and COLLEGE AVE. A parking sign is shown with the following text:

3hr
Max Parking
Premium Rate
\$1.50 - 1st Hour
\$2.00 - 2nd Hour
\$2.50 - 3rd Hour
ELMWOOD
PARKING LOT
3 Hours Max
\$1.50/hr

Pilot:

- 3 Hr Parking
- No change to Lot rate
- No change to 1st hr rate
- 2nd and 3rd hr higher rate

Did we meet our goals in Elmwood?

Yes! New time limits and rates keep parking occupancy almost exactly on target

	Blocks that are...	Before (June 2013)	After (Jan. 2014)
Elmwood	Under used	50%	13%
	Target	38%	88%
	"Full"	13%	0%

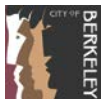
WOW! This is EXACTLY what we want to see!



Did we meet our goals in Elmwood?

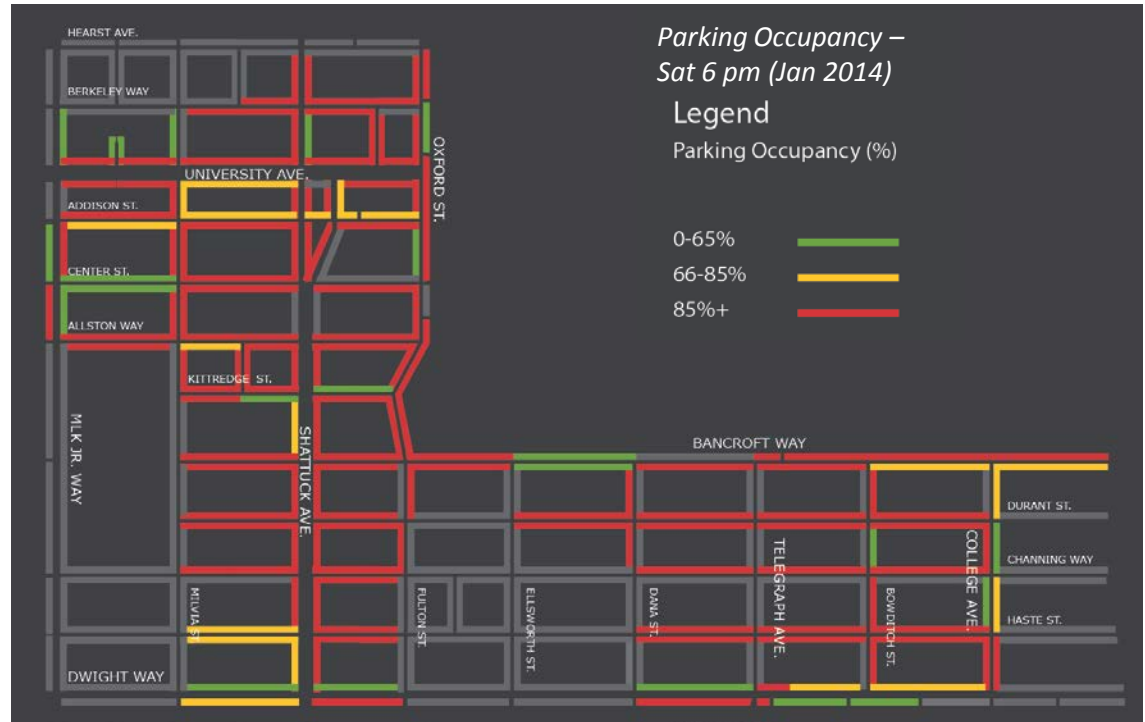
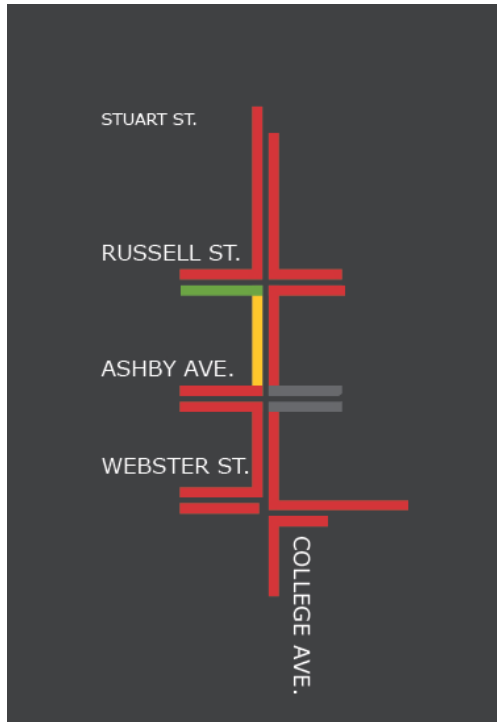
Yes! Overall, spillover into RPP blocks was minimal.

Number of Non-Permit Vehicles on RPP blocks							
RPP Sample		Weekday at 3 pm			Saturday at 3 pm		
	Spaces surveyed	Before	After	Change	Before	After	Change
Ashby	20	6	7	+1	9	11	+2
Benvenue	103	29	34	+5	41	39	-2
Russell	41	27	24	-3	31	29	-2
Webster	15	5	7	+2	4	4	0
Overall	191 spaces			+ 5 veh			-2 veh



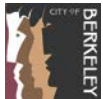
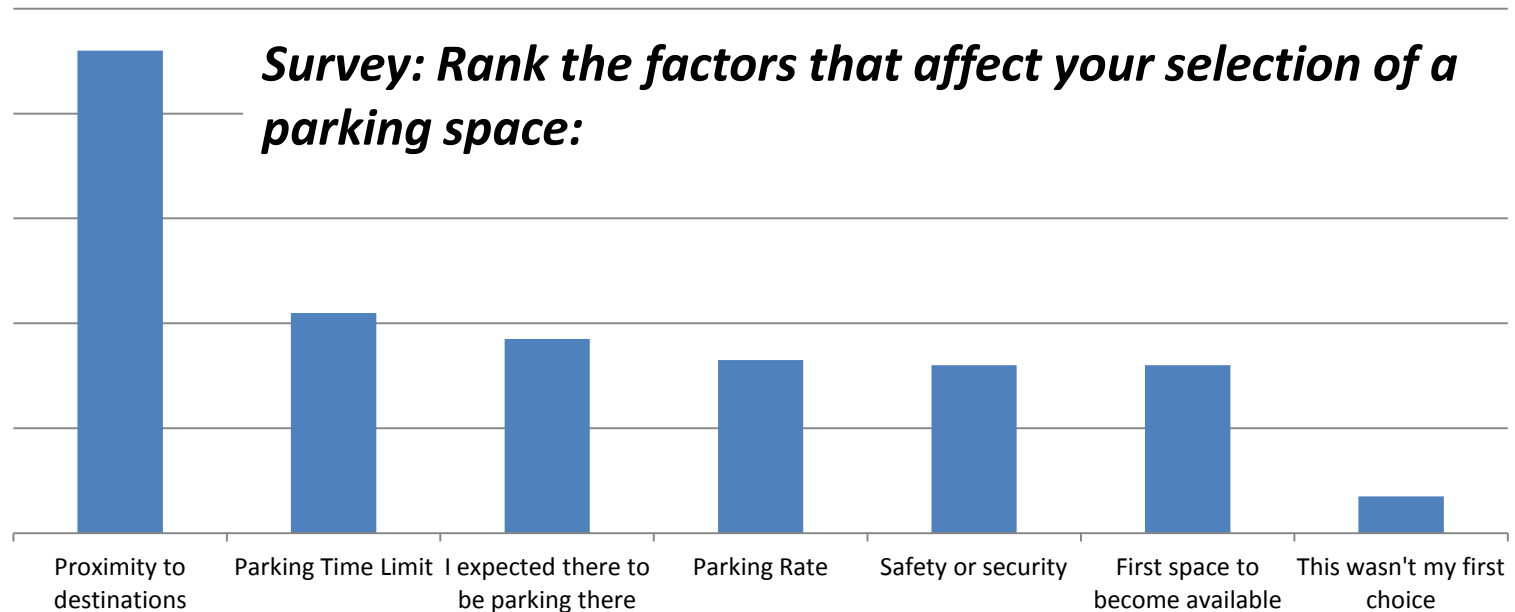
Did we meet our goals in Elmwood?

Yes, in the daytime, but parking spaces are still full after 6 pm



What do full metered spaces mean?

Customers can't find parking closest to where they want to go.



What do full metered spaces mean?

Customers can't find parking closest to where they want to go.



Circling commercial and residential streets



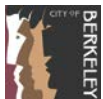
Frustration and perception of “no parking available”



Elmwood

Next Steps:

- No adjustments to daytime operation
- Continue monitoring
- Potential evening pilot *



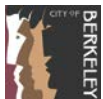
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Tackling the Evening Parking Problem

Proposed Evening Pilot

Where?	All metered spaces in the Elmwood District (incl. the Lot)
How long?	6 months
What's changing?	Meters operate until 8 pm instead of 6 pm
How much?	\$1.50 1 st hr, \$2.00 2 nd hr, \$2.50 3 rd hr (same as daytime)
How will you tell if it's working?	Measure parking space availability in metered spaces; keep monitoring Residential spaces for spillover; community feedback from surveys
How will it launch?	With extensive notification and an enforcement amnesty

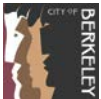




Breakout Groups

- 30 minutes
- Detailed data tables and maps
- Need feedback on adjustments –

Please fill out your survey!



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