



Office of the City Manager

## INFORMATION CALENDAR

October 29, 2013

To: Honorable Mayor and Members of the City Council

From:  Christine Daniel, City Manager

Submitted by: Andrew Clough, Director, Public Works

Subject: goBerkeley Pilot Program Parking Garage Rate Changes Effective December 2, 2013

### INTRODUCTION

The following information notifies the City Council of parking changes planned as part of the goBerkeley Pilot Program. These changes are being made in compliance with Resolution No. 66,245-N.S., adopted in a July 2, 2013 Public Hearing, which established new parking policies and rates to enable demand-responsive parking, both on-street and off-street, within the goBerkeley Pilot Project areas.

This report specifies the first rate changes in the three City-owned parking garages in the goBerkeley Pilot Program Area: the Center Street Garage, Oxford Garage and Telegraph Channing Garage. The rate changes will take effect on Monday, December 2, 2013. In order to provide the 30-day public notice required by City Council, public notification about these rate changes will begin on October 30, 2013 (Attachment 1).

There is one variable to the rate changes, which is dependent on Council action. If Council amends Resolution No. 66,245-N.S. to authorize the City Manager to set hourly parking rates at City garages below \$1 per hour (replacing “between \$1.00 per hour and \$4.00 per hour” with “up to \$4 per hour”), then staff will institute a “First Hour Free” rate at the Telegraph Channing Garage on December 2, 2013. If Council does not amend the Resolution, staff will set the price at the Telegraph Channing Garage at \$1 per hour. Both scenarios are shown below (Table 4: Telegraph Channing Garage).

The new off-street parking rates address multiple goals:

- Simplify information for drivers
- Set off-street rates lower than nearby on-street meters (\$2.25/hr in Premium Zones)
- Reduce demand for commuter parking to ensure adequate short-term visitor parking

To achieve these goals, the rates include a mix of price reductions and increases, which:

- Reduce the average hourly rate

- Increase overall off-street parking revenue (Center Street +13%, Oxford Garage + 20%, Telegraph Channing -9%), maintaining debt service ratio above 1.25 as required by City bond.

## BACKGROUND

The goBerkeley Pilot Program is funded by grants from the Federal Highway Administration, the Metropolitan Transportation Commission (MTC), the Bay Area Air Quality Management District (BAAQMD), and local matching funds. These grants, authorized by City Council in Resolution Nos. 65,118-N.S. and 65,119-N.S., commit the City to developing value pricing approaches to on-street and off-street parking, including better coordination between off-street and on-street parking rates.

The first changes of the goBerkeley effort were implemented at on-street meters on October 15, 2013. The December 2<sup>nd</sup> off-street parking rate changes are intended to address off-street parking needs consistent with parking data and the policies goals and legal requirements of the City, which are to:

- A. Ensure parking availability (~85% usage of spaces)
- B. Encourage visitor parking in garages to reduce demand for on-street parking
- C. Improve driver information
- D. Maintain debt service ratio above 1.25 as required by Off-Street Parking Revenue Bond

### **A. Ensure Parking Availability – Off-Street**

Currently, parking is often unavailable in City parking garages (see Table 7, below). A consistent lack of parking availability leads to driver frustration, increases traffic congestion and emissions from parking search traffic, and to a general and persistent negative perception that there is no parking in Berkeley's commercial areas.

- Center Street Garage is currently reaching capacity regularly, often as early as 9 a.m. on weekdays. In September 2013, the "FULL" sign was displayed on 25 out of 30 days at Center Street Garage. Average maximum occupancy on weekdays is 92% and 90% on Saturdays.
- The Oxford Garage is also reaching capacity regularly, though not as often as Center Street. The "FULL" sign was displayed on 18 out of 30 days at Oxford Garage in September 2013. Average maximum occupancy on weekdays is 82% and reaches 89% on Saturdays.
- The Telegraph Channing Garage tends to have available parking. It did reach capacity on 7 days in September 2013, two of which were UC football game days. Average maximum occupancy on weekdays is 74% and 59% on Saturdays.

The City's goBerkeley pilot program seeks to use parking data to adjust rates and time limits to ensure "just right" parking availability of between 65% and 85%. The December 2 off-street parking rate changes are designed to create some availability in "too full"

Center Street and Oxford garages, and encourage the use of the Telegraph Channing Garage, which generally has available parking.

### **B. Encourage visitor parking in garages**

A key strategy of the goBerkeley pilot program is to ensure the availability of on-street parking by making off-street parking more attractive by price and convenience. These parking rate adjustments will encourage some parkers to drive directly to a garage, thereby preserving on-street spaces for short-term parkers who have limited time to conduct business.

The goBerkeley on-street parking rate changes that went into effect on October 15 established a parking meter rate of \$2.25/hour in the highest demand “Premium” areas that surround the City’s parking garages. The off-street rate change on December 2 will establish average hourly garage rates at Center Street and Oxford Garage of \$2.00/hour and \$1.00/hour at the Telegraph Channing Garage.

The time limit Premium Area for on-street meters is now uniformly 2 hours, so anyone who wants to stay for more than 2 hours has the option to: A) park off-street in a garage or lot; B) park in a nearby “Value” Area with a 4- or 8-hour time limit; or C) move their vehicle to another metered space and pay the posted hourly rate.

In order to slightly reduce commuter parking, the monthly permit rate will increase to \$170 at the Center Street and Oxford Garages, but will remain \$150 at Telegraph Channing where spaces are available. The current \$150 monthly permit rate at all City garages has not been changed since 2003. Monthly parking rates at comparable garages are generally higher in the downtown, e.g. Allston Way Garage (\$160 – \$190/mo.), Library Gardens (\$110–\$190/mo.) and Golden Bear Garage (\$170/mo.).

### **C. Improve Driver Information**

The current rate structures in City garages are complicated and often confusing to users. Drivers entering the garages have to understand a lot of information, and may not be able to assess the rates to guide their travel and parking decisions. The new rate structure is much simpler. It provides a single, easy to remember hourly rate for all parkers that is consistent throughout the day and week.

### City Council Parking Adjustment Notification Report

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

<b>2. Dates</b>		
<b>Date of Proposed Change</b>	<b>Date of Last Change</b>	<b>Days Between Change</b>
December 2, 2013	Not Applicable (this is 1 <sup>st</sup> change)	Not Applicable

<b>3. Areas Affected</b>			
Area Name	Parking Facility	Location & Capacity	Map
Downtown Berkeley	Center Street	2025 Center Street. 421 parking spaces.	Attachment 1
	Oxford Garage	2165 Kittredge Street. 99 parking spaces.	
Southside	Telegraph Channing	2450 Durant Avenue. 465 parking spaces.	

#### 4. Rate Changes

##### Center Street Garage

Rates as of 12/2/13

0-4 hours \$2.00/hr

4+ hours \$20/day

Early bird \$9/day

Monthly \$170/mo

##### Change in Rates

In Effect	Existing Rates				goBerkeley Pilot rates	Change
	M-F Exit by 11am	M-F Exit after 11am	Sat Exit by 2pm	Sat Exit after 2pm and Sun	7 Days/Week; All Garage Operating Hours	Single rate structure
0- 1 hr	\$1.00	\$1.00	\$1.00	\$1.00	\$2 / hr	+\$1
1- 2 hrs	\$2.00	\$3.00	\$2.00	\$3.00		+\$1-\$2
2-3 hrs	\$6.00	\$6.00	\$6.00	\$6.00		\$0
3-4 hrs	\$10.00	\$10.00	\$10.00	\$10.00		-\$2
Avg.	\$2.50/hr	\$2.50/hr	\$2.50/hr	\$2.50/hr	\$2 / hr	-\$0.50
4+ hrs	\$15.00	\$15.00	\$15.00	\$15.00	\$20 / day	+\$5
Early bird	\$8.00	\$8.00	N/A		\$9 / day	+\$1
Monthly	\$150/month				\$170 / month	+\$20

**Center Street Garage, continued**

**No changes in the following rates and policies:**

After 5 PM flat rate	\$5.00
Overnight charge	\$15.00
Lost ticket	\$15.00
Monthly Parking Cardkey processing fee	\$25.00
Monthly HOV parking	\$45.00
Motorcycle monthly	\$25.00
Special event	Up to \$20.00
Disabled Parking (Registered User w/Card Key)	Free
Disabled Placards/License Plates (Non-Registered)	Hourly Fees Apply
Bicycle Parking	Free

**Oxford Garage**

**Rates as of 12/2/13**

**0-4 hours \$2.00/hr**

**4+ hours \$20/day**

**Early bird \$9/day**

**Monthly \$170/mo**

**Change in Rates**

	Existing Rates	goBerkeley Pilot Rates	Change
In effect	7 Days/Week; All Garage Operating Hours	7 Days/Week; All Garage Operating Hours	No change
0- 1 hr	\$1.00	\$2.00 / hr	+ \$1
1- 2 hrs	\$3.00		+ \$1
2-3 hrs	\$6.00		\$0
3-4 hrs	\$10.00		-\$2
Avg. Hourly Rate	\$2.50/hr	\$2.00/hr	-\$0.50
4+ hrs / Daily Max	\$15.00	\$20 / day	+\$5
Early bird	\$8	\$9 / day	+\$1
Monthly	\$150/month	\$170/month	+20

**No change to the following rates or policies:**

After 5PM flat rate	\$4.00
Overnight charge	\$15.00
Lost ticket	\$15.00
Monthly Parking Cardkey processing fee	\$25.00
Motorcycle monthly	\$25.00
Special event	Up to \$25.00
Bicycle	Free
Disabled Parking (Registered User w/Card Key)	Free
Disabled Placards/License Plates (Non-Registered)	Hourly Fees Apply

**Telegraph Channing Garage**

**Rates as of 12/2/13**

<b>Up to 1 hr</b>	<b>Free</b>
<b>1-4 hours</b>	<b>\$1.00/hr</b>
<b>4+ hours</b>	<b>\$15/day</b>
<b>Early bird</b>	<b>\$9/day</b>
<b>Monthly</b>	<b>\$150/mo</b>

**Change in Rates**

	Existing Rates 7 Days/Week		goBerkeley Pilot Rates	Change from Existing Rates
	Validated	Non-Validated	No Validation Program	Single rate structure
0- 1 hr	\$1.00	\$2.00	<b>Free or \$1</b> ( <i>First Hour Free requires Council Resolution</i> )	<b>If Free:</b> -\$1or -\$2 <b>If \$1:</b> \$0 or -\$1
1- 2 hrs	\$2.00	\$4.00	\$1.00/ hr	-\$2 and -\$4 (no validation)
2-3 hrs	\$4.00	\$8.00		-\$1 and-\$5
3-4 hrs	\$6.00	\$12.00		-\$2 and -\$8
Avg.	\$1.50/hr	\$3/hr	\$1.00/hr	-\$0.50 and -\$2
4+ hrs	\$9.00	\$18.00	\$15 / day	+\$6 and -\$3
5+ hrs	\$15.00	\$20.00		\$0 and -\$5
Early bird	\$8	\$8	\$9 / day	+\$1
Monthly	\$150/month		\$150/month	\$0

**No changes to the following rates or policies:**

After 8PM flat rate	\$4.00
Overnight charge	\$20.00
Lost ticket	\$20.00
Monthly Parking Cardkey processing fee	\$25.00
Motorcycle monthly parking	\$25.00
Special event	Up to \$25.00
Bicycle	Free
Disabled Parking (Registered User w/Card Key)	Free
Disabled Placards/License Plates (Non-Registered)	Hourly Fees Apply

**5. Time Limit Changes (in Parking Garages) NO CHANGES**

**6. Hours of Operations Changes (in Parking Garages) NO CHANGES**

Table 7.1: Summary of Parking Occupancy in City Garages		Telegraph Channing	Oxford	Center Street
Average Weekday (T,W,Th) Occupancy		74%	82%	92%
Average Saturday Occupancy		59%	89%	90%
Average Sunday Occupancy		56%	61%	41%
Number of Days When Max Occupancy is ...	Below 65%	13	6	6
	At 65-85%	11	14	6
	Over 85%	6	10	18

\* Game days of Sept. 7 and Sept. 14 are excluded from averages.

\*\* Days over 85% avg. is not the same as incidents of FULL being displayed. FULL sign may be displayed even when some spaces are available to ensure monthly permit parkers have spaces.

Table 7.2: Parking Availability Data Daily Maximum Occupancies at City of Berkeley Garages (September 2013) (Game days: September 7 <sup>th</sup> and September 14 <sup>th</sup> )							
Date	Day	Telegraph Channing (Capacity: 436 spaces)		Oxford (Capacity: 99 spaces)		Center Street (Capacity: 421 spaces)	
		Vehicles Parked	%	Vehicles Parked	%	Vehicles Parked	%
1-Sep-13	Sunday	155	36%	88	89%	66	16%
2-Sep-13	Monday	139	32%	62	63%	74	18%
3-Sep-13	Tuesday	290	67%	86	87%	363	86%
4-Sep-13	Wednesday	290	67%	85	86%	372	88%
5-Sep-13	Thursday	307	70%	70	71%	365	87%
6-Sep-13	Friday	301	69%	91	92%	353	84%
7-Sep-13	Saturday	423	97%	97	98%	240	57%
8-Sep-13	Sunday	167	38%	73	74%	137	33%
9-Sep-13	Monday	290	67%	71	72%	389	92%
10-Sep-13	Tuesday	283	65%	82	83%	390	93%
11-Sep-13	Wednesday	281	64%	76	77%	389	92%
12-Sep-13	Thursday	307	70%	78	79%	422	100%
13-Sep-13	Friday	305	70%	84	85%	371	88%
14-Sep-13	Saturday	436	100%	95	96%	441	105%
15-Sep-13	Sunday	210	48%	44	44%	130	31%
16-Sep-13	Monday	274	63%	78	79%	379	90%
17-Sep-13	Tuesday	384	88%	80	81%	333	79%

**Table 7.2: Parking Availability Data**  
**Daily Maximum Occupancies at City of Berkeley Garages (September 2013)**  
*(Game days: September 7<sup>th</sup> and September 14<sup>th</sup>)*

Date	Day	Telegraph Channing (Capacity: 436 spaces)		Oxford (Capacity: 99 spaces)		Center Street (Capacity: 421 spaces)	
		Vehicles Parked	%	Vehicles Parked	%	Vehicles Parked	%
18-Sep-13	Wednesday	384	88%	82	83%	409	97%
19-Sep-13	Thursday	380	87%	80	81%	340	81%
20-Sep-13	Friday	293	67%	82	83%	381	90%
21-Sep-13	Saturday	234	54%	90	91%	436	104%
22-Sep-13	Sunday	256	59%	37	37%	259	62%
23-Sep-13	Monday	279	64%	58	59%	385	91%
24-Sep-13	Tuesday	303	69%	82	83%	371	88%
25-Sep-13	Wednesday	368	84%	84	85%	444	105%
26-Sep-13	Thursday	293	67%	94	95%	431	102%
27-Sep-13	Friday	263	60%	94	95%	372	88%
28-Sep-13	Saturday	278	64%	86	87%	323	77%
29-Sep-13	Sunday	440	101%	61	62%	281	67%
30-Sep-13	Monday	242	56%	49	49%	309	73%

**Public Notification**

The public will be notified of this off-street parking rate change by notice on the City’s website and the City’s dedicated goBerkeley project website ([www.goBerkeley.info](http://www.goBerkeley.info)). The city will also produce a media advisory, distribute flyers, posters, and maps; and provide email notification to neighborhood and community groups and the goBerkeley and Transportation Commission mailing lists. Notifications will also be mailed to all monthly parking permit holders. Additional public notification will be conducted by the DBA, TBID and Elmwood Merchants. A draft of the Notification Flyer is attached (Attachment 1: Public Notification Flyer).

**goBerkeley Pilot: Rate Change Authority**

On July 2, 2013, Council adopted Resolution No. 66,245-N.S.<sup>1</sup> authorizing the City Manager to adjust parking rates and time limits to achieve the goals of the goBerkeley pilot program. Hourly parking rates may be adjusted by no more than \$1/hour in

<sup>1</sup> Repeal and Reenact BMC Chapter 14.52 Parking Meters, Establish New Parking Rates for Off-Street Facilities for Implementation of the goBerkeley Pilot Project, and Re-enact the Disabled Persons Parking Placard Program for City Garages [www.cityofberkeley.info/Clerk/City\\_Council/2013/07Jul/Documents/2013-07-02\\_Item\\_15\\_Repeal\\_and\\_Reenact\\_BMC\\_Chapter\\_14\\_52.aspx](http://www.cityofberkeley.info/Clerk/City_Council/2013/07Jul/Documents/2013-07-02_Item_15_Repeal_and_Reenact_BMC_Chapter_14_52.aspx)



off-street lots. Monthly parking permit rates may be raised by no more than \$20 per adjustment. Hourly and monthly parking rates at off-street facilities may be adjusted no more frequently than once per 60 calendar days.

#### FUTURE ACTION

Staff will report back to Council in March 2014 on the results of the goBerkeley on-street and off-street parking rate and time limit changes, and will make recommendations for further adjustments, if necessary. All future adjustments to the parking rates and time limits will follow the guidelines and parameters set by the City Council.

#### POSSIBLE FISCAL IMPACTS OF FUTURE ACTION

When compared to current projections, the goBerkeley changes to the City's garages are estimated to increase revenue at Center Street by 13%, Oxford Garage by 20%, and decrease revenue at Telegraph Channing by 9%, still well above the City's required 1.25 debt service ratio. Actual revenue amounts and debt service coverage ratio will be included in the March 2014 report to Council.

#### CONTACT PERSON

Farid Javandel, Transportation Manager, Public Works, 981-7061

Willa Ng, Principal Planner, Transportation, Public Works, 981-7064

Matt Nichols, Principal Planner, Transportation, Public Works, 981-7068

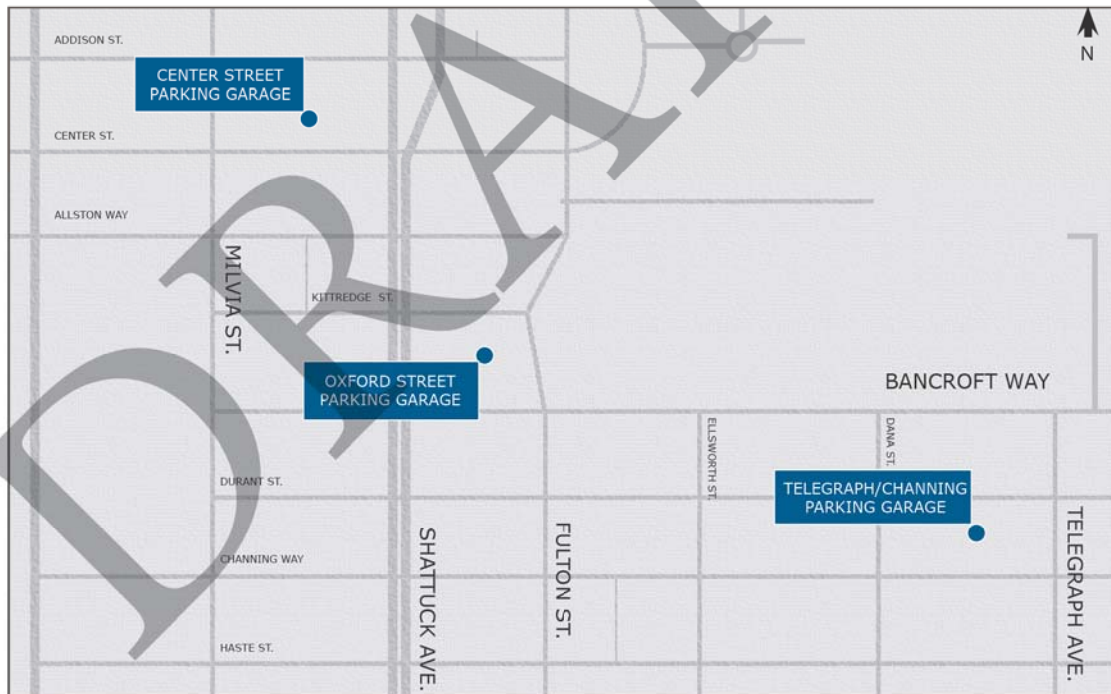
Danette Perry, Parking Services Manager, Transportation, Public Works, 981-7057

#### Attachments:

- 1: Public Notification Flyer, including First Hour Free at Telegraph Channing Garage (requires amendment of Resolution 66,245-N.S.)
2. Public Notification Flyer, without First Hour Free at Telegraph Channing Garage



## Changes for Center Street, Oxford and Telegraph/Channing Garages December 2nd, 2013



### New Center Street and Oxford Garage Rates

0-4 hours	\$2.00/hr
4+ hours	\$20/day
Early bird	\$9/day
Monthly	\$170/month

### New Telegraph/Channing Garage Rates \*

<1 hour	FREE
1-4 hours	\$1/hr
4+ hours	\$15/day
Early bird	\$9/day
Monthly	\$150/month

\*Discontinue validation program

### No changes to the following rates at City garages

Evening flat rate
Special event flat rate
Disabled
Motorcycle
Bicycle
Carpool monthly rate

On [December 2nd](#), the City of Berkeley will adjust parking rates at three City garages, to:

- Simplify information for drivers
- Set lower rates than nearby on-street meters
- Set rates lower than the current average hourly rate

[goBerkeley](#) is a three-year pilot program that aims to improve the ease of traveling within key areas of the City of Berkeley.

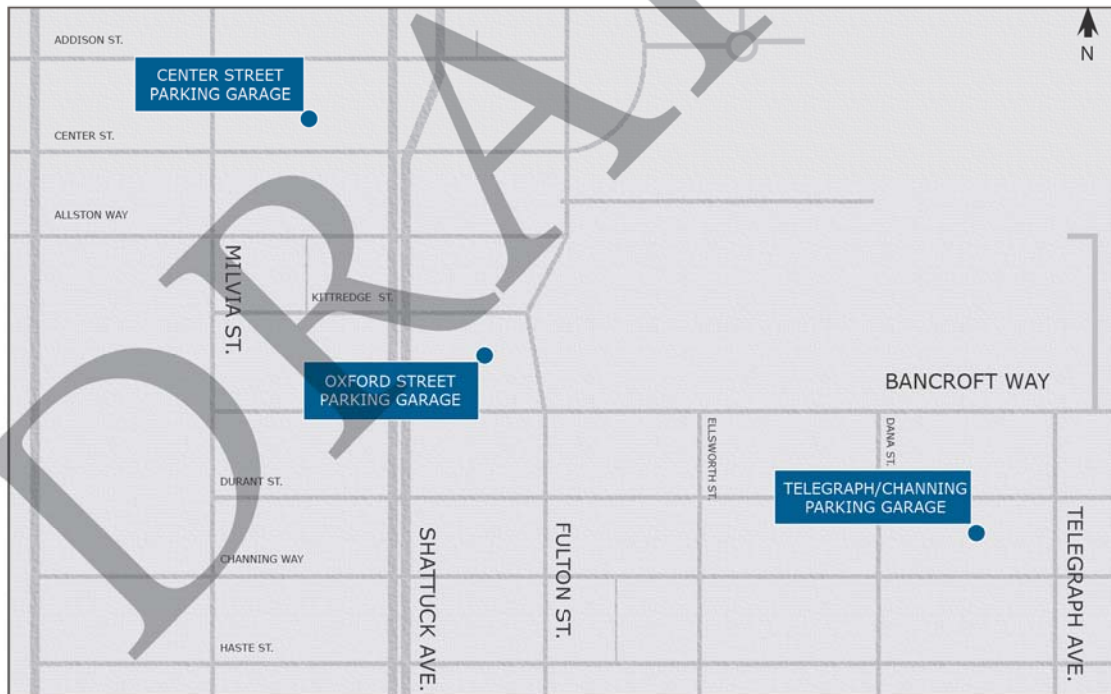
It will test methods of reducing local traffic congestion, improving parking options, and promoting alternatives to driving one's personal vehicle.

Call 311 or go to [www.goBerkeley.info](http://www.goBerkeley.info) for more information





## Changes for Center Street, Oxford and Telegraph/Channing Garages December 2nd, 2013



### New Rates at Center Street and Oxford Garage

0-4 hours	\$2.00/hr
4+ hours	\$20/day
Early bird	\$9/day
Monthly	\$170/month

### New Rates at Telegraph Channing Garage\*

0-4 hours	\$1/hr
4+ hours	\$15/day
Early bird	\$9/day
Monthly	\$150/month

\*Discontinue validation program

### No changes to the following rates at City garages

Evening flat rates
Special event flat rates
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