

# ***Emeryville Parking Management Implementation Plan***

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## **COMMUNITY WORKSHOP (2-4 PM)**

**Date of Meeting:** April 18, 2018, 2-4pm

**Location:** Emeryville Center of Community Life (Building A)

**Project Team Present:** Amber Evans (City); Chadrick Smalley (City); Diana Keena (City); Charles Bryant (City); Emi Theriault (City); Maggie Mahaffy (City); Michael Roberts (City); Jennifer Tejada (Emeryville Police Department); Joanna Jansen (PlaceWorks); Janet Chang (PlaceWorks); Bill Hurell (CDM Smith); Anne Spevack (CDM Smith)

### **Meeting Summary:**

The City of Emeryville is updating and implementing the 2010 Parking Management Plan, which will consider locations and regulations for new variable pricing, parking meters, as well as designated neighborhoods for residential and business permits. The Plan's Study Area covers the majority of the city, excluding the Bay Street and East Baybridge shopping areas. The City published Draft Recommendations for the Plan in early April. The City then held one day and one evening community workshop on April 18<sup>th</sup>, with the same information presented at both workshops. The purpose of the workshops was to present the Draft Recommendations to the public, answer questions, and solicit feedback on the recommendations before they are finalized for the Plan.

About 50 people attended the 2:00 community workshop at the Emeryville Center of Community Life (ECCL).

The meeting's materials can be found online at:  
<http://emeryvilleparkingmanagement.com/documents>

Welcome and Introductions. Amber Evans from the City of Emeryville welcomed attendees and introduced members of the project team.

Presentation Part I. Joanna Jansen from PlaceWorks gave a presentation, providing an overview of the project, the purpose and goals of the project, the project's Study Area, the project's planning process and schedule, a summary of community input heard thus far in the project, descriptions of Emeryville's range of parking users, and other opportunities to engage through the project's website at [emeryvilleparkingmanagement.com](http://emeryvilleparkingmanagement.com). Joanna also explained the Plan's Draft Parking Recommendations, which include metered parking (short-term, mid-term, and long-term) along many of the streets in the city, parking permit areas for residents and businesses in certain more residential areas, and potential parking restrictions along the Hollis Street Bus Corridor. For each proposed parking program, Joanna discussed the goals for each program and the differences between the different types of metered parking and permit areas, including duration, limits, and pricing. She explained project proposals such as free parking for two hours in permit areas for non-permit holders and the pricing structure of meters which include no time restrictions but significant variation of how

many hours \$4 buys, depending on the different types of meter zones such that users pay significantly more for long duration on-street parking at a meter than in a garage.

Question & Answer/Public Comment. Several community members provided comments and asked questions about the project, including:

- The need for enforcement of overnight parking for cars left for over 72 hours.
- Blocks that have a wide mix of uses have high demand for parking from many users. For example, many residents of the live/work lofts at 62<sup>nd</sup> Street and Hollis Street work from home, and the area also includes a yoga studio, the Stanford Medical Building and other uses. Women in particular need to be able to park close to where they live at night.
- The proposed costs of the residential permits are on top of other very high costs of living in Emeryville, including the Emery Go-Round Assessment, and feel unwelcoming.
- Parking management around 40<sup>th</sup> St. and Adeline would be welcome because people park here all day to go to BART or commute.
- Emeryville should coordinate with Oakland regarding permit parking along Vallejo Street so Oakland residents are not unfairly impacted. Piedmont can provide an example of positive inter-City coordination with Oakland regarding residential parking permit programs.
- Refine parking changes along Powell Street in the Peninsula to replace meters with residential permits along the side closest to Watergate Apartments.
- The program should be simple, user-friendly, and easy-to-manage.
- Parking management should encourage transit and protect residential areas.
- The proposed \$100/\$300 cost of the residential permits is too expensive for residents, especially for low-income people. Costs should be free or at least closer to the current cost of the permit (\$58/permit for up to three permits).
- Parking at the marina should be free so families (especially low-income families) and visitors can enjoy.
- It is unrealistic to expect everyone to be able to travel by bike or by foot. Some Emeryville businesses treat people with injuries, illness, or limited mobility. These clients can't walk or bike far and need convenient parking. The Plan should consider alternative curb treatments for these businesses.

The project team explained that the proposed parking programs will follow a break-even proposition in which the revenue generated from metered parking and permits will pay for the management of the parking, including enforcement. Any extra revenue could be used for other community benefits such as transit passes or improvements to transit, bike, and/or pedestrian infrastructure.

The project team will take the public's comments into consideration in revising the Draft Recommendations.

Presentation Part II. Joanna continued her presentation to describe how the different parking programs would be applied within each neighborhood or geography: North Hollis/Doyle, North Bayfront, South of Powell and Triangle, and Peninsula. She also explained that the parking programs would be

implemented in three different phases, starting with Phase I in 2018, Phase II in 2019 or later, and Phase III in 2020 or later. Phase I only includes the North Hollis/Doyle area.

Question & Answer/Public Comment. Several community members described their current experiences with parking in Emeryville, including:

- A resident who has difficulty finding parking near home on 62<sup>nd</sup> Street and Hollis Street due to parking for the yoga studio and evening activity at nearby businesses.
- A business owner in the industrial areas along 67<sup>th</sup> Street who does not currently experience parking difficulties and therefore does not see the need for introducing parking management on this street.
- A landowner who has tenants that are roommates and need multiple low-cost off-street parking permits
- A resident who owns three cars and a RV and agrees that permits for a second or third vehicle should be more expensive than a single permit, and would be good incentive for him to give up one or more of his vehicles.
- A business owner who is affected by parking from construction workers.
- Some felt that permit pricing should be more expensive for business owners rather than for residents, since businesses are more likely to be able to afford steeper costs, while a small business owner disagreed.

Open House. Joanna explained the format of the Open House session of the workshop and questions to be considered for discussion at each station. There were a total of eight stations throughout the room by geography or parking program (North Hollis/Doyle, North Bayfront, South of Powell and Triangle, Peninsula, Citywide/Financing, Metered Parking, and Permits). At each station, workshop participants could learn more about the proposed parking changes and provide or write down any comments on large notepad paper. Stations were facilitated by members of the project team. Program descriptions and maps from each station are attached. Notes from the workshop are at [emeryvilleparkingmanagement.com](http://emeryvilleparkingmanagement.com).

Next Steps. The Draft Recommendations report will be presented to the Public Works/Transportation Commission, Planning Commission, Economic Development Advisory Committee, and City Council at separate meetings between April to June 2018. Alternatives presented in the public workshops or staff proposed compromises to issues raised by participants will be presented in meetings for consideration and, if so directed by the City Council, incorporated into the Final Plan expected to be adopted by the Council in July. In the summer and fall, the City will adopt an ordinance, issue a Request for Proposals to select vendors for parking technologies and adopt a Residential Parking Permit Policy. In the fall or winter, these new parking technologies and the policy will be installed and tested, rolling out Phase I parking changes. After the Phase I parking improvements are installed and reviewed, Phase II will be considered for installation in other areas of the City.