

Emeryville Parking Management Implementation Plan

COMMUNITY WORKSHOP (7-9 PM)

Date of Meeting: April 18, 2018, 7-9pm

Location: Emeryville Center of Community Life (Building A)

Project Team Present: Amber Evans (City); Chadrick Smalley (City); Diana Keena (City); Emi Theriault (City); Maggie Mahaffy (City); Ryan O’Connell (City); Jennifer Tejada (Emeryville Police Department); Joanna Jansen (PlaceWorks); Pranjali Deokule (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 18th, 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 30 people attended the 7:00 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. 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 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.

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

- The City of Emeryville should offer permits for visitors, including home-care assistance providers, and make permits more affordable for low-income residents.
- The City of Emeryville should coordinate with the City of Oakland to enforce and monitor parking regulations along Vallejo Street. The City should also study the impacts of parking permits and meters on other neighboring areas in Oakland.
- A resident expressed concern regarding overflow parking in the Triangle neighborhood, and believes that parking conditions will worsen after implementation of the proposed parking recommendations. While several residents noted parking was worse in the evening than during the day, others noted had no problem parking with significant variation block by block. Essex Street was called out as particular problem.
- The proposed parking recommendations should include evening and nighttime permits. The parking recommendations for Bay Street and 40th Street should be re-assessed to maximize parking utilization.
- A small business owner near Doyle Hollis Park expressed concern about convenient parking for her employees and that lack of parking would affect her business's ability to recruit or retain staff. She also mentioned that the lack of a comprehensive transit system in the Bay Area limits transit options for her employees.

The project team explained that recommendations for permits and metered parking are based on the existing conditions report, recommended phasing plan, parking survey, and review of parking occupancy within the city. In areas designated for residential permits, all Emeryville residents are eligible to apply for a residential parking permit, though those with off-street parking (such as a driveway or garage), no vehicles, or those who regularly commute with their vehicles (and do not need daytime on-street parking) are not required to buy these permits. However, the City of Emeryville cannot regulate the permits within Oakland or other neighboring cities and Emeryville is exploring how those immediately adjacent to Emeryville roadways may have their curbs included in the Emeryville program. The revenue generated from metered parking and permits will be utilized to pay for the management of the parking, including enforcement. Any extra revenue could be used for other community benefits such as improvements to transit, maintaining parking structures, funding mid-term and long-term meters, and/or pedestrian infrastructure.

The project team will take into consideration the public's comments 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 number of Triangle Area residents who have difficulty finding parking near their homes after 5pm and would be interested in parking management for evening and nighttime hours.

- Apartment renters who need multiple affordable off-street parking spaces.
- Residents who own two or more cars and do not have any off-street parking spaces.
- Residents who are affected by overflow parking from businesses in the vicinity.
- A few community members suggested that permit pricing should be more expensive for business owners rather than for residents and perhaps that permit pricing should be based on whether or not a resident has access to an off-street space, with permits being free or less expensive for residents whose property does not have off street parking.
- Some residents requested that residential permits offer privileges for parking at mid-term or long-term meters.

In addition, community members had questions regarding:

- Operation, maintenance, and pricing of parking meters.
- Possibility of a hybrid residential and business permit.
- Calculations related to the proposed total number of business permits.
- Incentives to residents who want to give up a parking spot.
- Better utilization of private, off-street parking lots.
- Opportunities for bus service on 40th Street.

The project team explained that the City of Emeryville will consider all public comments and shared efforts to improve transit operations along 40th Street and San Pablo Avenue, both locally and regionally.

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.

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.