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Community Development Department

Paid Parking Revised Framework
EDAC 1/16/19
PW/TC 1/17/19
City Council 2/19/19

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Parking Goals

- Improve parking turnover and availability for customers;
- Ensure financial sustainability of the parking program;
- Improve residents' and employees' access to on-street parking close to their home or worksite, when needed;
- Reduce commuter and special event parking in residential areas;
- Increase use of available off-street parking; and
- Increase the share of residents and employees using commute modes other than a private vehicle.



Background – Parking Problem Visitor Access



- Visitors have difficulty finding a spot for:
 - Lunch or coffee
 - Errands such a chiropractic appointment or dry cleaners
- Businesses lose revenue
- Customers lose access
- Employees often block customer parking



Background – Parking Problem Residential Access

- Spillover of employee parking into residential areas can impact residents with further complications from
 - Carpoolers,
 - Transbay bus riders,
 - Car repair and car sales and
 - Those leaving their cars while on vacations
- Pricing, permitting and transportation demand management can all affect these conflicts





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Background – Dispersion vs Supply Problem

Total Emeryville Parking supply 27,500 spots at minimum

- 19,500 spots estimated in commercial lots and garages off street including IKEA, East Bay Bridge, and Marchant on borders
- 3,500 plus spots in multifamily residential garages and lots
- 4,500 spots counted on-street

Demand for parking includes residents, employees and visitors

- 15,500 spaces estimated for 20,000 employees: 71% driving alone and 10% carpooling
- 6,000 spaces estimated for 12,000 residents: 43% leaving their car at home and 11% carpooling
- 6,000 spaces left for visitors (as well as uncounted off street residential spaces)



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Parking Management Revised Framework

Staff propose a revised framework that targets visitor parking initially and is responsive to residential impacts, as needed, while building:

- Financial,
- Technical, and
- Policy

Tools for managed curbside parking Citywide with incremental investment and phased interventions



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Targeted Initial Investment

Target pricing:

- accommodate visitor parking
- near neighborhood serving retail and services
- where green curbs have been or are requested

While developing integrated management system for parking with software and technology such as

- automatic license plate readers,
- smart cards,
- pay by phone



Paid Parking Targeted Proposal to Existing Short Term Parking Spaces (Green Curbs) and Requested Areas

- Assisted by
 - Automatic License Plate readers
 - Pay by Phone apps
 - Smart cards
- In two targeted areas:
 - North Hollis
 - Triangle
- Significant price increase after 2 hours to discourage employee and residential parking in key destinations
- Meters and kiosks to be placed when short term parking is currently and where requested in business districts





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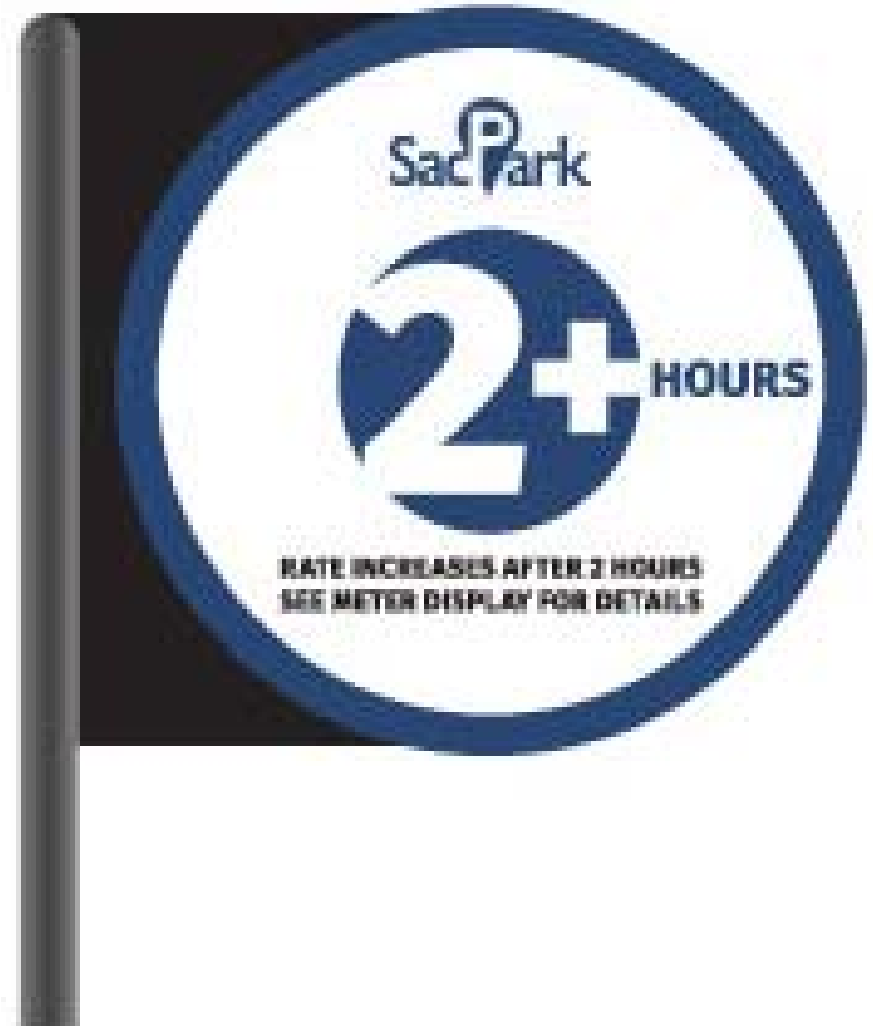
Scope of Proposal

- a. Vary technology by area
 - i. Install short-term meters in North Hollis due to short segments proposed for payment
 - ii. Install Kiosks in Triangle
- b. Install 350 meters:
 - i. At existing 2 hour zones (260 spaces)
 - ii. Augmented by some new zones proposed in plan
 - i. 68 meters on four cross streets for 150 feet from Adeline Street to city border
 - ii. 20 miscellaneous metered spaces requested by businesses
- c. Excluding Caltrans right of way for Meters but enforce curb treatments
 - i. No meters proposed for San Pablo Avenue
 - ii. manage two hour zones at 39 spaces
 - iii. Other curb Citywide to be enforced Street Sweeping, RPP, blue, red, white and yellow curbs
- d. Pay by Plate/Pay by phone/Smart Card for both kiosks and meters 9



Pricing to Aid Turnover

- \$2/hr pro-rated by 15 minute intervals for first 2 hours
- \$7/hr pro-rated by 15 minutes for any hour after 2 hours
- Meters or Kiosk can accommodate on screens
- Signage, screens, and pay by phone key to user experience





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Map 1 North Hollis

Emeryville Paid Parking Proposal: North Hollis Sub Area





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Map 2 Triangle

Emeryville Paid Parking Proposal: Triangle Sub Area



Curb Properties

- Proposed for Meters/Hours
- Time Limited Curb
- No Parking
- Diveway (complete for areas of change)
- Disabled Access Only
- Drop off/Pick up
- Loading/Unloading
- Uncontrolled
- Bluezone Curb
- AC Transit Bus Stops
- EmeryCityRound Stops

No meters on San Pablo



Revenue vs Costs – Year One

Revenue is estimated initially at \$830,000 per year, assuming

- \$2 per hour
- 249 revenue days (no holidays, weekends)
- Occupied on average 5 hours per day
- 10% decline in first year as people avoid pay areas
- 350 meters or 50 kiosks
- No violation of stays, nor stays over 2 hours, which generate additional revenue

New annual costs are estimated initially at \$790,000 per year

- \$100,000 in Contracts and software
- \$50,000 in Capital replacement
- \$640,000 in New Hires (1 Manager, 2 Parking Enforcement Officers)

Additional Program Support

- \$165,000 in existing staff salaries in Community Development, Public Works and Finance to support program



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Revenue vs Costs – Projections

Revenue is assumed to decrease annually due to removal of spaces to other uses or temporary impacts

- Assume annual loss of 1% of meters assumed

Costs are assumed to increase annually due to rising staff costs

- 5% - annual labor costs increases

Future structural deficit will need to be addressed by revised pricing, program revisions, or citation revenue



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Separate project:

Hollis Street Transit Peak Hour Dedicated Transit Lanes Study

- Commission study in Fiscal Year 2019/2020
- Use General Plan Maintenance Fund to fund study
- Consider:
 - San Pablo Multimodal Improvements spillover,
 - Parallel bicycle routing,
 - Highest and Best Use of Curb Study,
 - Off street parking,
 - 40th Street transit lane improvements,
 - Powell Street safety improvements and Hollis intersection, and
 - Operational concerns



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New outreach

- Posting of presentation and maps (after finalize and informed by today's discussion) at:
 - emeryvilleparkingmanagement.com
- E-Mail of link to presentation maps and invitation to the February 19, 2019 presentation of the new framework to the City Council
- 300 prior stakeholders to receive by January 25



Next Steps

- Discussion and Action - EDAC 1/16 PW/TC 1/17 and CC 2/19
- If framework approved, then need:
 - Budget proposals for 2-3 new FTE
 - Grant revisions and extension
 - Master Fee schedule update to reflect meter prices
 - Contract Hearing officer
 - Ordinances for Meters Pricing and Policies and
 - RFP for Technology, Installation and Maintenance and Operations
- Before; hiring, education, warnings, and enforcement for paid parking can begin.