El Cerrito On-Street Parking Study

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Downtown Business Stakeholder Meeting
September 2018
PROJECT OVERVIEW
A View of History…

America is all about parking. The Pilgrims came here in search of parking. Then settlers moved west in search of more parking.

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Purpose

1. How to manage on-street parking on San Pablo Avenue to support El Cerrito Specific Plan Area goals

2. Whether and how to expand/reform the current permit parking program

3. Establish policies and programs to manage parking supply to maintain access
El Cerrito Specific Plan Area Goals (2014)

1. Strengthen Sense of Place
2. Ensure Return on Investment
3. Encourage Practical and Market Friendly Development
4. Enhance and Humanize Public Realm
5. Catalyze Mode Shift
6. New businesses, new housing and multimodal transportation
Project Process

Existing parking conditions & best practices

Conduct public outreach

Develop parking strategy recommendations

Conduct public outreach

Draft Plan

We are here
Parking affects how the transportation network functions, affects travel behavior, and the individual choices people make about where to live, how to travel, and where to shop.
Parking 101

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Parking is an economic issue connected to the vibrancy of commercial districts and small businesses, and is a key factor in the success of new office, commercial, and housing developments.
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Parking that is 85% utilized throughout the day is considered available enough to provide access without losing other access opportunities.
Parking 101

TARGET

85% occupancy per block

15% availability per block
There is increasing demand for curb use. How can we provide enough parking for access, and still support bikeways, pedestrian space, loading zones, and transit stops?
Parking Glossary

- **Study Area** – The geographic area within which data was analyzed for the purposes of the El Cerrito Parking Study
- **Block Face** – One side of a street between two consecutive blocks or other features intersecting that street
- **Parking Inventory** – A review of all available parking spaces in the study area by location and regulation type
- **Parking Occupancy or Parking Utilization** – Observed use of the study area’s existing parking inventory over the course of a particular time period
- **Underutilization** – A geographic area with low parking usage over a particular time period
- **Compliance** – The act of abiding by all posted parking regulations
Parking FAQ

Why don’t we have marked parking spaces on the street?

Marked parking spaces reduces overall number of parking spaces (~20’/space unstriped vs. ~28’/space striped)
Parking FAQ

- Why don’t we have parking meters?

Meters can be a tool when parking is overutilized, i.e. averaging over 85% utilization. Could be considered in the future to maintain access to commercial areas.
## Parking FAQ

### What do the colors mean?

<table>
<thead>
<tr>
<th>Color</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Green</td>
<td>Short-Term Time-Limited Parking Zone</td>
</tr>
<tr>
<td>Red</td>
<td>No Parking/ No Stopping Zone</td>
</tr>
<tr>
<td>White</td>
<td>Passenger Loading Zone</td>
</tr>
<tr>
<td>Yellow</td>
<td>Commercial Loading Zone</td>
</tr>
<tr>
<td>Blue</td>
<td>Disabled Persons Parking Zone</td>
</tr>
</tbody>
</table>
Priority Development Area
KEY FINDINGS
Key Findings

1. Overall, a large parking surplus exists, with a few hot spots of high demand.
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2. The study area’s on-street parking supply is **underutilized**.
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2. The study area’s on-street parking supply is underutilized.

3. There is a high non-compliance rate among parked vehicles in time-limited spaces.
1. Overall, a large parking surplus exists, with a few hot spots of high demand.

2. The study area’s on-street parking supply is underutilized.

3. There is a high non-compliance rate among parked vehicles in time-limited spaces.

4. There is a wide variety of time limits for the on-street spaces.
Key Findings

1. Overall, a large parking surplus exists, with a few hot spots of high demand.

2. The study area’s on-street parking supply is underutilized.

3. There is a high non-compliance rate among parked vehicles in time-limited spaces.

4. There is a wide variety of time limits for the on-street spaces.

5. There is a lack of clear parking signage along block faces.
PARKING ANALYSIS
On-Street Occupancy (Downtown - Weekday)

- Highest downtown weekday occupancy (54%) is at 4pm
- The blockfaces with highest occupancies are on San Pablo Avenue around El Cerrito Plaza BART Station (>85%)
- On-street occupancies remained under 50% on most blockfaces throughout the study area
Block 15 SPA (btw Fairmont Ave/Central Ave)

On-Street Peak Occupancy (weekday, 4pm)

Parking Utilization
Thursday 4pm
- 86% +
- 66% - 85%
- 0% - 65%
Block 12 Richmond St (btw Fairmont Ave/Central Ave)
Block 3 SPA (btw San Jose Ave/El Dorado)
On-Street Occupancy (Downtown - Weekend)

- Highest downtown weekend occupancy (49%) is at 12pm.
- The blockfaces with highest occupancies are on San Pablo Avenue around El Cerrito Plaza BART Station (>70%).
- On-street occupancies remained under 50% on most blockfaces throughout the study area.
Block 8 SPA (btw Fairmount/Carlson Blvd)
Downtown On-Street Parking Duration

- 2 hrs or less: Weekday 81%, Weekend 81%
- 2+ hrs: Weekday 7%, Weekend 7%
- 4+ hrs: Weekday 3%, Weekend 5%
- 6+ hrs: Weekday 4%, Weekend 2%
- 8+ hrs: Weekday 2%, Weekend 2%
- 10+ hrs: Weekday 2%, Weekend 3%

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Downtown On-Street Time Limit Parking Compliance

Weekday
- 12% Noncompliant
- 88% Compliant

Weekend
- 14% Noncompliant
- 86% Compliant
NEXT STEPS
Next Steps: Parking Model

Unshared Supply
- Residential
- Office
- Restaurant

Real Demand

47% Less
Project Timeline

September 2018
- Existing conditions analysis
- Meetings with stakeholders
- Model parking for future demand

October 2018
- Parking strategy recommendations
- Community workshop

November/December 2018
- Draft plans
- Presentation to City Council
Questions for Business Stakeholders

1. What is your experience with parking in your area today? (customers, employees, deliveries)

2. Are the results presented consistent with your experiences?

3. What are your key concerns?