El Cerrito On-Street Parking Study

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Public Meeting
October 2018
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.
Purpose

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

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

3. Establish policies and programs to manage parking supply to maintain neighborhood and business access
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. Support new businesses, new housing and multimodal transportation
Project Process

1. Existing parking conditions & best practices
2. Conduct public outreach
3. Develop parking strategy recommendations
4. Conduct public outreach
5. Forecast parking demand
6. Draft Plan

We are here
OUTREACH

1. City Staff and Police Department Meeting (Aug 1)
2. Downtown Business Stakeholder Meeting (Aug 13)
3. Uptown Business Stakeholder Meeting (Aug 19)
4. Residential Stakeholder Meeting (Aug 20)
5. Public Meeting (Oct 11)
Parking 101

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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
Parking FAQ

- What do the colors mean?

- **Green**: Short-Term Time-Limited Parking Zone
- **Red**: No Parking/No Stopping Zone
- **White**: Passenger Loading Zone
- **Yellow**: Commercial Loading Zone
- **Blue**: Disabled Persons Parking Zone
There is increasing demand for curb use. How can we provide enough parking for access, and still support residential car storage, bikeways, pedestrian space, loading zones, and transit stops?
KEY FINDINGS
Current Conditions Key Findings

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

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4. There is a wide variety of time limits for the on-street spaces.
Current Conditions 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
Priority Development Area
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
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.
On-Street Occupancy (Uptown - Weekday)

- Highest uptown weekday occupancy (60%) is at 12pm
- The individual blockfaces with the highest occupancies are around El Cerrito Del Norte BART Station (>86%)

- On-street occupancies remained under 50% on most blockfaces throughout the study area
- Residential blocks: 6, 7, 8, 9, 10, 11, 19, 21
On-Street Occupancy (Uptown - Weekend)

- Highest uptown weekend occupancy (47%) is at 12pm.
- The individual blockfaces with the highest occupancies in the residential area along Conlon Avenue (66%-85%).
- On-street occupancies remained well under 50% on most blockfaces throughout the study area.
- Residential blocks: 6, 7, 8, 9, 10, 11, 19, 21.
Parking Duration (Uptown – del Norte)

- Average duration: 3.9 hours weekday, 3.3 hours Saturday
- Parking violations: 80 (27%) weekday, 17 (7%) Sat
Parking Duration (Downtown - Plaza)

- Average duration: 1.8 hours weekday, 1.8 hours Saturday
- Parking violations: 54 (12%) weekday, 63 (14%) Sat
Draft Strategies

As soon as the City can fund and implement

Near Term

Long Term

When parking needs exceeds supply (at least 5 years)
Problem: City does not have a formal process to manage parking

Suggestion: Adopt a formal parking policy and program parameters.

- Establish parking data collection program
- Establish parking targets (e.g., 80% occupancy)
Commercial On-Street Parking – Near Term #2

**Opportunity**: Optimize enforcement program

**Suggestion**: Establish enforcement protocols that target problem areas

- Enforce the busiest blocks and areas with recurring violations
Problem: Time limits are too short, are inconsistent and can be confusing

Suggestion: Update to 2 or 4-hour parking time limit across plan area

- Identify time-limit variances based on retail and occupancy

- Consider establishing employee parking permit program where occupancy is low
Problem: How to communicate changes to public

Suggestion: Create a Parking Communications Plan

- Develop clear and consistent parking signs
- Conduct public outreach program
Problem: Increasing demand for curb space

Suggestion: Create a Curbside Management Plan

- Do curb zones meet needs?
  - Commercial loading, passenger loading, ADA parking, etc.

- Match Complete Streets priorities
  - Parklets, visibility, transit lanes, bike lanes, etc.
What will parking be like in the future?

- Autonomous vehicles?
- Other modes, such as scooters?
- Less driving? More walking, biking, transit?
- More deliveries? More loading zones?
Parking Model

Unshared Supply

- Residential
- Office
- Restaurant

Real Demand

- Chart showing demand compared to supply with a 47% difference.
**Problem:** Lack of available parking

**Suggestion:** Performance-Based Paid Parking Program

- Remove time limits
- Adjust pricing to meet 85% target
Commercial On-Street Parking – Long Term #1

TARGET

85% occupancy per block
15% availability per block

PROGRESSIVE PARKING
If block/lot is too full, increase the price
If block/lot is too empty, lower the price
If block/lot is just right, keep the same price
Commercial On-Street Parking – Long Term #2

**Problem:** No dedicated financing or communication channel

**Suggestion:** Establish a parking district

- Finance parking program management and operations
- Revenues can be returned to improve the district (landscaping, furniture, etc.)
- Create public advisory board
PERMIT PARKING
Current Residential Parking Permit Program

- Allow unregulated parking for neighbors with permits, 4-hour parking for everyone else
- 1,223 permits for 741 addresses (2018)
Current Residential Parking Permit Program

- Annual parking permits can be acquired through an application process with current vehicle registration and proof of residency
- Permits cost $7/year per vehicle
- 4 permits per household
Current Residential Parking Permit Program

- One guest parking permit is allowed per residence
- Valid for 14 consecutive days
Current Residential Parking Permit Program

- Neighborhood residents can establish residential parking zones on their block if they are located within $\frac{1}{2}$ mile of an El Cerrito BART station.

- Demonstrate support from 60% of neighbors on both sides of the street.
PERMIT PARKING
DRAFT STRATEGIES
Residential On-Street Parking – Strategy #1

*Problem:* Permit zones are too big

*Suggestion:* Create smaller, context-sensitive permit zones

- San Pablo Activity Zones (neighborhood streets in San Pablo Avenue Plan Area)
- BART zones (residential streets within 5-min walk)
- Neighborhood zones (residential streets outside 5-min walk)
- Remove ½-mile zone limit
**Concern:** Prioritize blocks based on need

**Suggestion:** Update permit petition process

- Local support (e.g., 60% of block households)
- Parking occupancy (e.g., 80% full)
- Commuter percentage (e.g., 15% non-local license plates)
Residential On-Street Parking – Strategy #3

Problem: More permits than curb space available

Suggestion: Update residential permit cap

- Graduated cost for multiple permits

and/or

- Cap permits by curb space available

and/or

- Reduce permits if off-street space available
Residential On-Street Parking – Strategy #4

*Problem*: 14-day guest permit program doesn’t meet needs and is cumbersome

*Suggestion*: Update guest parking permit program

- Offer low-cost single-day passes (e.g. $1)
- Can be purchased in advance
- Include daily permits (e.g. 10) for each household with residential permit application
- Develop a multi-day caregiver permit
Residential On-Street Parking – Strategy #5

**Problem:** Enforcement doesn’t deter violators

**Suggestion:** Establish performance-based fine rates

- Incremental fines
- First-time violators receive modest fine or warning
- Fines multiplied for repeat offenses
Residential On-Street Parking – Strategy #6

*Problem*: Current permit fees don’t cover the program’s cost

*Suggestion*: Adjust permit prices based on cost to run permit program

- Price cannot exceed program costs
- Increased enforcement and administration will increase cost of program

$
Residential On-Street Parking – Strategy #7

*Concern*: High-density development and on-street parking permits

*Suggestion*: Create a policy to manage permits for new multifamily developments

– Considers number of new units, off-street parking, location, street occupancy level, etc.
Recap on Goals

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

Commercial Streets: Make finding a parking space easy and convenient when you need to drive.

Neighborhood Streets: Minimize commuter and commercial encroachment and manage increased demand and limited curb space.
Project Timeline

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

October 2018
- Parking strategy recommendations
- Community workshop

Fall/Winter 2018/2019
- Draft plans
- Presentation to City Council
Next Steps

1. Are there any problems we missed?
2. Which strategies do you support and why?
3. Which strategies do you not support and why?
4. Can you think of others way to increase parking availability?