Parking Pricing and Demand Management in Berkeley, California

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Berkeley, California
Parking in Berkeley
On-Street Parking in Berkeley

- 3,754 paid on-street spaces, consisting of:
  - 218 P&D machines control 1,583 spaces
  - SS Duncan meters control 2,171 spaces
  - 420 new spaces metered in 2010
  - Pilot program of 30 IPS meters
  - Residential Permit Parking
On-Street Parking in Berkeley

- Gross revenue from on-street meters: $4.8M (FY09)
- Gross revenue from parking fines: $9.5M (FY11)
- 26 parking enforcement officers
- 17,500 citations per month
On-Street Parking in Berkeley

- In 1993, meter rate raised to $0.75 per hour
- In 2007, increased meter rates to $1.00 per hour citywide
- Increased revenue from $3M to $4M annually
On-Street Parking in Berkeley

- Increased meter rates to $1.25 per hour citywide in 2008
- $1M in new revenue dedicated to Public Commons for Everyone Initiative
Public Commons for Everyone Initiative

- Public restroom improvements
- Public seating and trash receptacles
- Homeless intake system, homeless outreach worker
- Berkeley Host program
- Expanded smoking prohibitions
On-Street Parking in Berkeley

- In July 2011, established “premium” parking zone in Downtown core of 750 spaces
- Increased rate at 88 P&D stations to $1.75 per hour
- Est. $125K annual revenue dedicated to Downtown PBID
Parking Pricing and TDM

- FHWA VPPP grant: $1.8M
- MTC Climate Initiatives (CMAQ): $2M
- BAAQMD: $100K

Partners: UC Berkeley, AC Transit, City CarShare, TransForm, FHWA, MTC
Parking Management in Berkeley

- Demand-Responsive Pricing
- Dynamic Parking Information
- Annual Bus Passes
- Carsharing
- Commute Benefits Ordinance
- Travel Choice Marketing
- LPR Enforcement
Parking Management on a Shoestring

- Data Collection
  - UC Students
  - License Plate Recognition
  - No sensors

- Dynamic Parking Information
  - Info pushed to 511
  - No dynamic signage

- LPR
  - 1 unit donated by medical center
  - 4 units to be purchased with grant funds
Parking Management on a Shoestring

- Limitations
  - Staff time
  - Robust data (time bands, frequency)
  - Financial crisis vs. demand responsive
  - Data integration
  - Old SS meters – no parts available
  - Transit cuts
Got parking?
Thank you

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