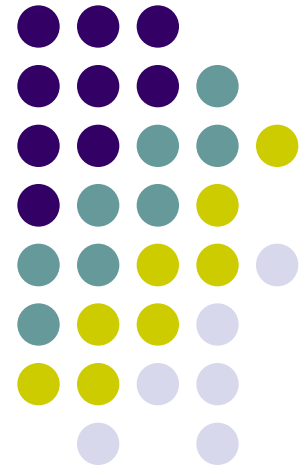


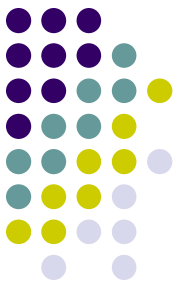
# Parking Pricing and Demand Management in Berkeley, California

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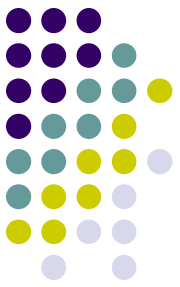
Matt Nichols  
Principal Transportation Planner  
City of Berkeley, California



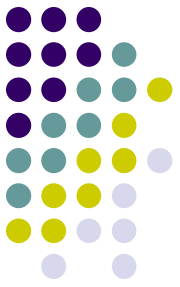
# Berkeley, California



# Berkeley, California



# Parking in Berkeley

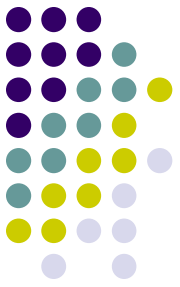


# On-Street Parking in Berkeley



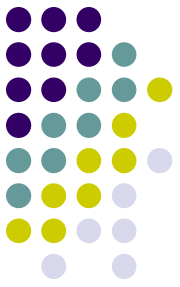
- **3,754 paid on-street spaces, consisting of:**
- 218 P&D machines control 1,583 spaces
- SS Duncan meters control 2,171 spaces
- 420 new spaces metered in 2010
- Pilot program of 30 IPS meters
- Residential Permit Parking

# 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

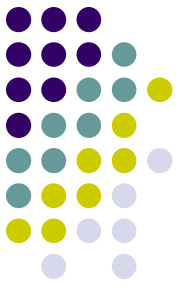


# Public Commons for Everyone Initiative

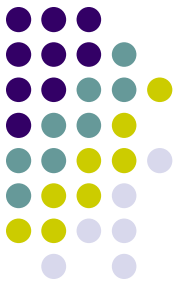


- Public restroom improvements
- Public seating and trash receptacles
- Homeless intake system, homeless outreach worker
- Berkeley Host program
- Expanded smoking prohibitions

# 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

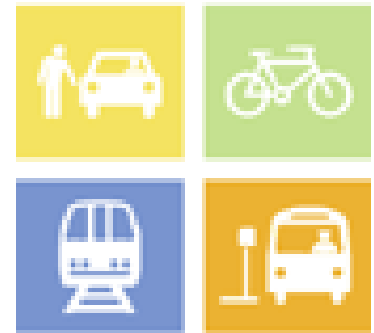


Toyota Prius

# 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

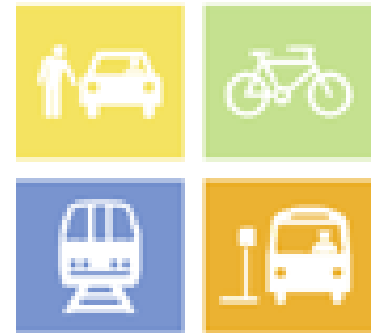


**Berkeley**  
TRANSPORTATION  
OPTIONS GUIDE

# 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



Berkeley  
TRANSPORTATION  
OPTIONS GUIDE

# Got parking?



# Thank you



Matt Nichols

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