



Office of the City Manager

INFORMATION CALENDAR
June 17, 2025

To: Honorable Mayor and Members of the City Council

From: Paul Buddenhagen, City Manager

Submitted by: Terrance Davis, Director, Public Works

Subject: goBerkeley Parking Management Program - Recommended Adjustments for July 20, 2025

INTRODUCTION

This report provides information regarding planned parking rate and time limit adjustments included in the goBerkeley Parking Management Program (goBerkeley parking program). These changes will take effect Sunday, July 20, 2025. On June 20, 2025, City staff will begin to notify the public through updates to the City website, and through coordination with merchant groups in program areas. Please see the rate and time limit adjustments summarized in Attachment 1 of this report.

CURRENT SITUATION AND ITS EFFECTS

The goBerkeley parking program regularly monitors parking conditions in all areas where there is paid parking to ensure a majority of blocks in these areas maintain parking occupancies of 65 to 85 percent, or roughly 1-2 open spaces per block. Paid parking areas in the goBerkeley Parking Program consist of “Premium” and “Value” zones, which are designed to balance demand for parking in and around popular commercial districts by changing rates to increase parking availability. Typically, “Premium” zones feature higher prices and shorter time limits to improve access in high-demand core commercial areas, while peripheral “Value” zones feature lower prices and longer time limits, offering customers the option to park in areas with lower demand for a longer duration.

Since the outset of the program in 2013, staff primarily relied on manual data collection (i.e., counting cars) to understand parking behavior and make program adjustments. With goBerkeley now citywide, the City contracted with Turnstone Data, Inc. in 2024 to establish a more efficient way to view and analyze parking activity to make informed decisions about parking prices and/or time limits in multiple commercial districts (Resolution No. 71,054-N.S. Contract: Turnstone Data Inc., For Parking Data Analytics Services, September 19, 2023). Turnstone offers multiple ways to visualize, interact with and export parking occupancy data. Turnstone calculates parking occupancy using the supply of parking spaces in a given area, number of paid transactions and advanced prediction that incorporates duration-of-stay and unpaid behavior, such as disabled

person placards or intentional violations. Turnstone currently provides similar services in Seattle, Boston and Denver, which, while larger in size, have parking systems with a comparable design to Berkeley.

Notification

Consistent with the Public Works Public Engagement Policy, public outreach for changes to parking rates will be provided as an Information Report to City Council, on a webpage, and via email to affected business associations. The recommended rate changes herein will be posted to the City's website and emailed to the Fourth Street business association and the Alta Bates Campus prior to the anticipated date of the rate change (July 20, 2025).

Adjustments

Staff used the data gathered by Turnstone Data, Inc. for the purposes of rate adjustments under the goBerkeley parking program. The complete parking occupancy data for the period of January 1, 2025 through March 31, 2025 used to determine rate adjustments is provided in Attachment 2. The following summary presents City staff's key findings and recommended adjustments in the Fourth Street and Alta Bates areas.

1. Fourth Street

a. Parking Occupancy

- i. From January 1, 2025 to March 31, 2025, average parking occupancy in the afternoon (12 p.m. – 6 p.m.) was 101%, which exceeds the program's target occupancy of 65%-85%. The average morning occupancy was only 54% (morning hours are 9 a.m. – noon); therefore, staff recommends that the hourly rate for this zone be raised during the afternoon period only (12 – 6 p.m.). Occupancy can exceed 100% when parkers are paying the meter and then leaving earlier than what they paid for, and another parker comes in to occupy and pay for that same spot. Occupancy can also exceed 100% when parkers illegally park in red zones or double-park.

b. Recommended Adjustment

- i. Staff recommends increasing the hourly rate from \$3.00 per hour to \$3.50 per hour in response to the high demand for on-street parking in this area. Increasing the rate by \$.50 per hour will increase the likelihood that a driver will find an on-street parking space on the block nearest to their destination.

Table 1: Fourth Street Recommended Rate Change

Area Name	Area Zone	Time of Day	Existing Rate	Proposed Rate	Change
4th Street	Premium	Afternoon (12 – 6 p.m.)	\$3.00/hour	\$3.50/hour	+ \$0.50

Note: Per section 14.52.120 of the Berkeley Municipal Code, the City Manager may adjust parking rates by increments no larger than 50 cents (\$0.50) per hour.

2. Alta Bates

a. Parking Occupancy

- i. From January 1, 2025 to March 31, 2025, average parking occupancy in the afternoon (12 – 6 p.m.) was 105%, which exceeds the program's target occupancy of 65%-85%. The average morning occupancy was only 79%, which is on target (morning hours are 9 a.m. – noon). Therefore, staff recommends that the hourly rate for this zone be raised by \$.50 per hour during the afternoon period only (12 – 6 p.m.)

b. Recommended Adjustment

- i. Staff recommends increasing the hourly rate from \$1.50 per hour to \$2.00 per hour in response to the high demand for on-street parking in this area. Increasing the rate by \$.50 per hour will increase the likelihood that a driver will find an available space in the area on the block nearest to their destination.

Table 2: Alta Bates Recommended Rate Change

Area Name	Area Zone	Time of Day	Existing Rate	Proposed Rate	Change
Alta Bates	N/A	Afternoon (12 – 6 p.m.)	\$1.50/hour	\$2.00/hour	+ \$0.50

Note: Per section 14.52.120 of the Berkeley Municipal Code, the City Manager may adjust parking rates by increments no larger than 50 cents (\$0.50) per hour.

BACKGROUND

The City uses parking meters to manage parking demand, particularly in commercial areas where parking availability and turnover are critical for visitor access and convenience. The goBerkeley program consists of a suite of strategies and initiatives designed to improve economic vitality and reduce greenhouse gas emissions. The program features improved parking availability that enhances pedestrian and bicyclist safety by reducing the likelihood of incidents of distracted driving search for parking. In addition, clearer signage and longer on-street parking time limits provide better customer service.

Policy regarding rate and time limit adjustments was established in Resolution No. 67,613-N.S. Update Policies and Fee Schedule for On-Street Parking Meters and Off-Street Parking Facilities Under the goBerkeley Program (adopted July 12, 2016).

ENVIRONMENTAL SUSTAINABILITY AND CLIMATE IMPACTS

The goBerkeley Parking Program's recommended rate adjustments and refined parking management lessen traffic congestion and vehicle emissions, as drivers are anticipated to spend less time searching for available parking spaces. Reducing greenhouse gas emissions produced by vehicular traffic is one of the City's Climate Action Plan goals.

POSSIBLE FUTURE ACTION

Council could decide to take action regarding the recommended rate adjustments. For example, Council could decide not to implement these recommended rate adjustments, and the City would forego potential additional revenue on blocks that exceed the goBerkeley target occupancy of 65percent to p-85 percent. In addition, these blocks would likely continue to have full or nearly full occupancies that would cause drivers to drive additional blocks searching for on-street parking.

If Council takes no action regarding the recommended rate adjustments, staff will begin public notification on June 20, 2025 through the City website and outreach to business associations. Staff anticipate that these rate adjustments will be implemented on July 20, 2025.

FISCAL IMPACTS OF POSSIBLE FUTURE ACTION

Fiscal impacts are difficult to forecast as parking behaviors resulting from these price adjustments may vary, particularly at on-street meters. Staff anticipate incremental parking revenue from the goBerkeley parking program should continue to be sufficient to cover expected expenditures of the program.

CONTACT PERSON

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Attachments:

- 1: City Council Notification Report
- 2: Parking Occupancy Maps

Attachment 1: City Council Notification Report

PARKING CHANGES

The following seven tables represent the standard notification requirement for each goBerkeley parking program change.

1. Types of Parking Affected		
<u>X</u> ON-STREET METERS	<u> </u> GARAGES	<u> </u> LOTS

2. Dates		
Date of Proposed Change	Date of Previous Change	Days/Years Between Change
July 20, 2025	June 2022 (COVID-19 adjustments)	Approximately 3 years

3. Areas Affected			
Area Name	Area Zone	Boundaries	Map
Fourth Street	Premium	No boundary changes recommended	See Attachment 2.
Alta Bates	N/A	No boundary changes recommended	

4. Rate Changes					
Area Name	Area Zone	Time of Day	Existing Rate	Proposed Rate	Change
4th Street	Premium	Afternoon (12PM–6PM)	\$3.00/hour	\$3.50/hour	+ \$0.50
Alta Bates	N/A	Afternoon (12PM–6PM)	\$1.50/hour	\$2.00/hour	+ \$0.50

5. Time Limit Changes			
Area Name	Area Zone	Existing	Proposed

Attachment 1: City Council Notification Report

No changes recommended

6. Hours of Operation

Area Name	Area Zone	Existing	Change
No changes recommended			

7. Parking Occupancy

Location and Time of Day	Occupancy	Occupancy Target
4th Street Premium	80%	Target
Morning	54%	Under
Afternoon	101%	Over
4th Street Value	45%	Under
Morning	31%	Under
Afternoon	55%	Under
Adeline/Shattuck Premium	35%	Under
Morning	29%	Under
Afternoon	40%	Under
Adeline/Shattuck Value	56%	Under
Morning	52%	Under
Afternoon	61%	Under
Alta Bates	94%	Over
Morning	79%	Target
Afternoon	105%	Over
Claremont Premium	60%	Under
Morning	66%	Target
Afternoon	56%	Under
Downtown Premium	71%	Target
Morning	66%	Target
Afternoon	74%	Target
Downtown Value	56%	Under
Morning	56%	Under
Afternoon	56%	Under
Elmwood Lot Value	61%	Under
Morning	51%	Under
Afternoon	68%	Target

Attachment 1: City Council Notification Report

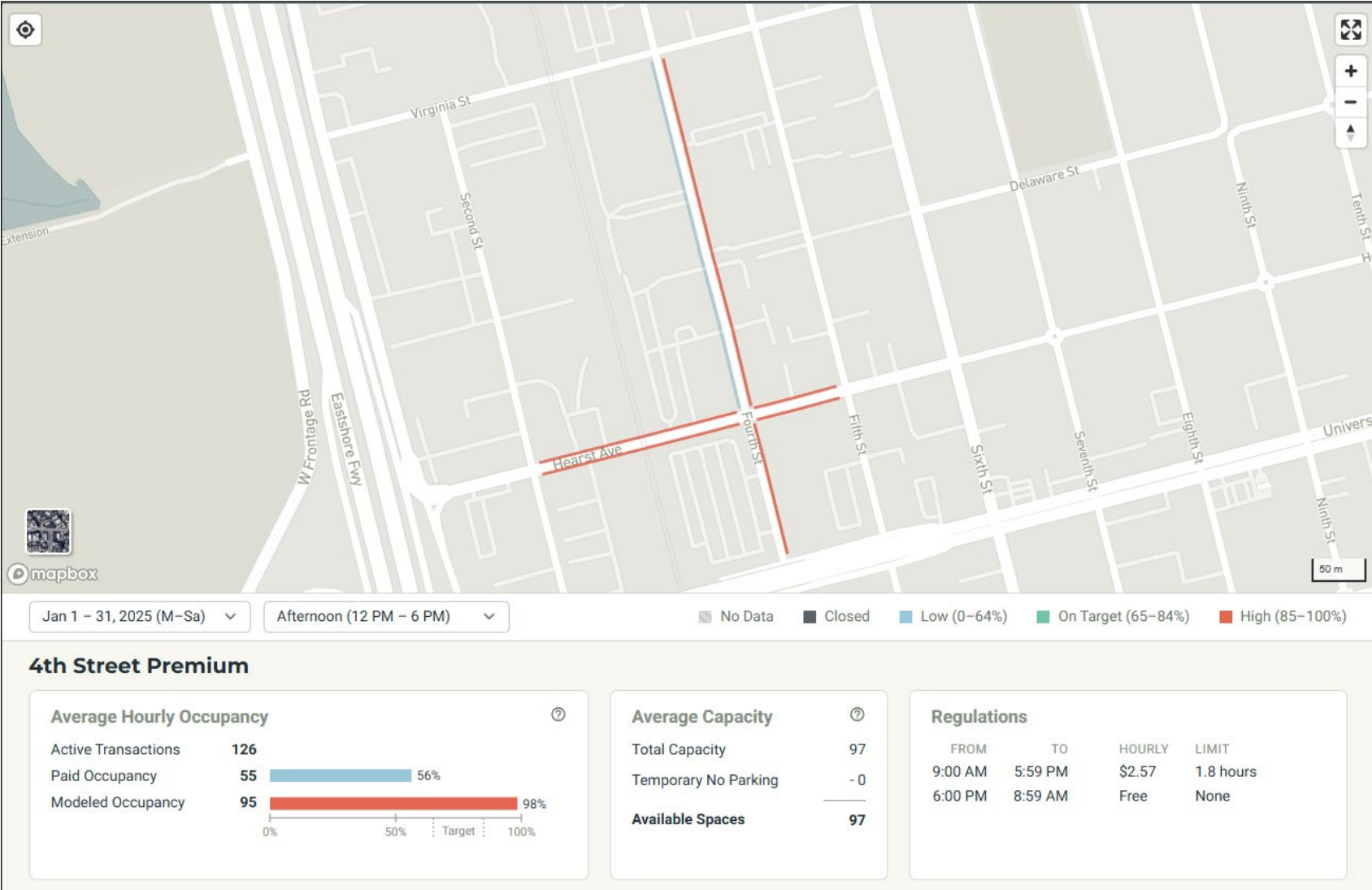
Elmwood Premium	70%	Target
Morning	61%	Under
Afternoon	78%	Target
Hearst 2200 Block Premium	62%	Under
Morning	64%	Under
Afternoon	59%	Under
North San Pablo/Gilman Premium	30%	Under
Morning	34%	Under
Afternoon	27%	Under
North San Pablo/Gilman Value	32%	Under
Morning	35%	Under
Afternoon	30%	Under
North Shattuck Premium	65%	Under
Morning	60%	Under
Afternoon	68%	Target
Northside Premium	61%	Under
Morning	58%	Under
Afternoon	64%	Under
Northside Value	59%	Under
Morning	59%	Under
Afternoon	60%	Under
Rockridge Premium	70%	Target
Morning	66%	Target
Afternoon	73%	Target
San Pablo North Value	40%	Under
Morning	30%	Under
Afternoon	48%	Under
San Pablo North/Gilman Premium	31%	Under
Morning	32%	Under
Afternoon	31%	Under
San Pablo North/Gilman Value	25%	Under
Morning	28%	Under
Afternoon	23%	Under
San Pablo South Premium	67%	Target
Morning	49%	Under
Afternoon	82%	Target
San Pablo South Value	47%	Under
Morning	46%	Under

Attachment 1: City Council Notification Report

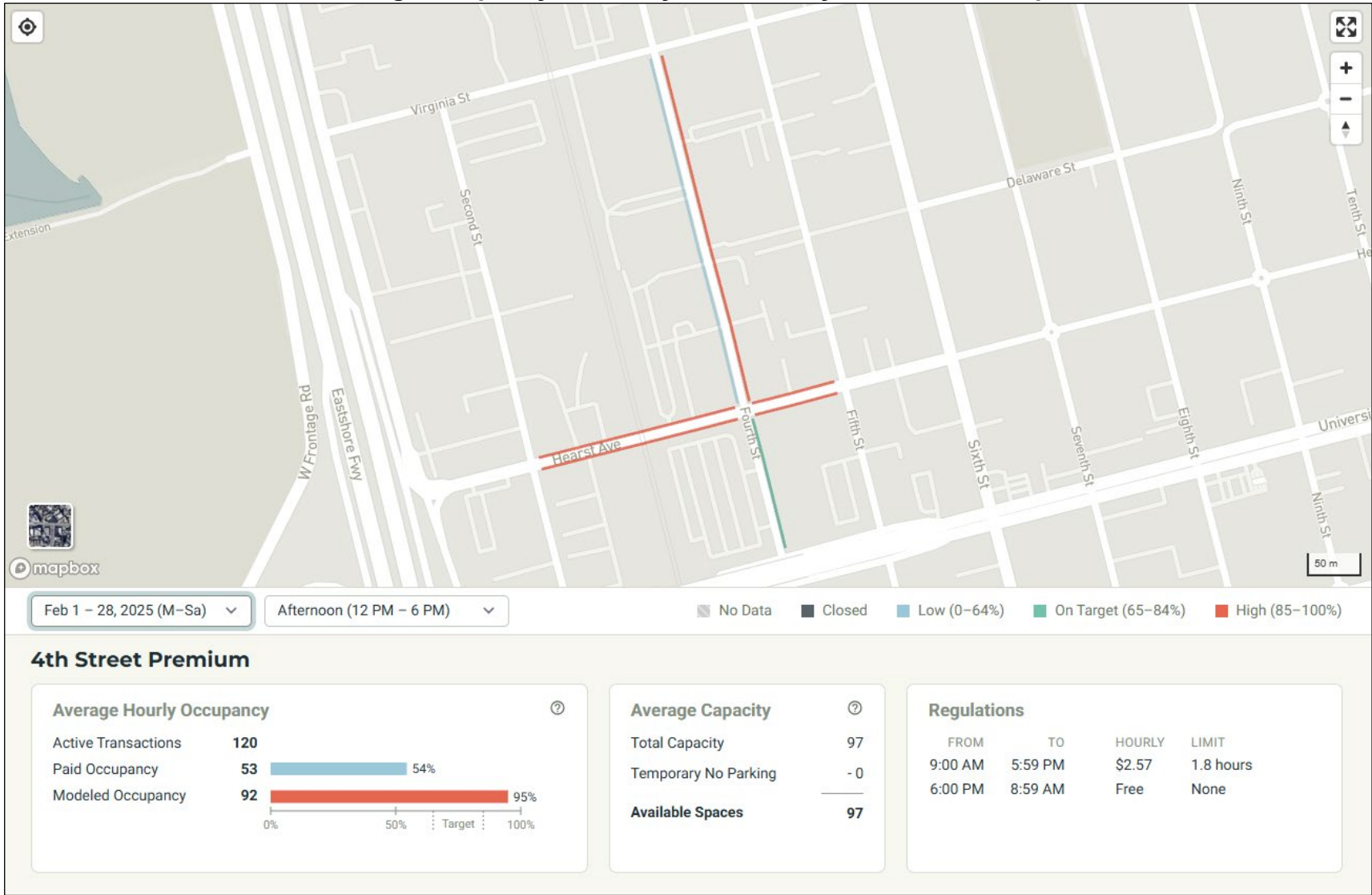
Afternoon	47%	Under
Solano East Value	31%	Under
Morning	25%	Under
Afternoon	36%	Under
Solano Premium	46%	Under
Morning	35%	Under
Afternoon	55%	Under
Solano West Value	34%	Under
Morning	24%	Under
Afternoon	42%	Under
South Shattuck	50%	Under
Morning	43%	Under
Afternoon	56%	Under
South Telegraph	61%	Under
Morning	61%	Under
Afternoon	62%	Under
Southside Visitor Parking Pilot	51%	Under
Morning	51%	Under
Afternoon	51%	Under
Southside/Telegraph Premium	70%	Target
Morning	57%	Under
Afternoon	81%	Target
Southside/Telegraph Value	56%	Under
Morning	46%	Under
Afternoon	65%	Under
Sports Basement Value	47%	Under
Morning	53%	Under
Afternoon	43%	Under
University Ave Value	48%	Under
Morning	47%	Under
Afternoon	49%	Under
University/San Pablo Premium	60%	Under
Morning	52%	Under
Afternoon	65%	Target
Grand Total	57%	
* Occupancy Ranges: “Under” = 0-64% “Target” = 65-84% “Over” = 85%+		Average of M, T, W, Th, F, Sa from January 1, 2025 - March 31, 2025

Attachment 2: Parking Occupancy Maps

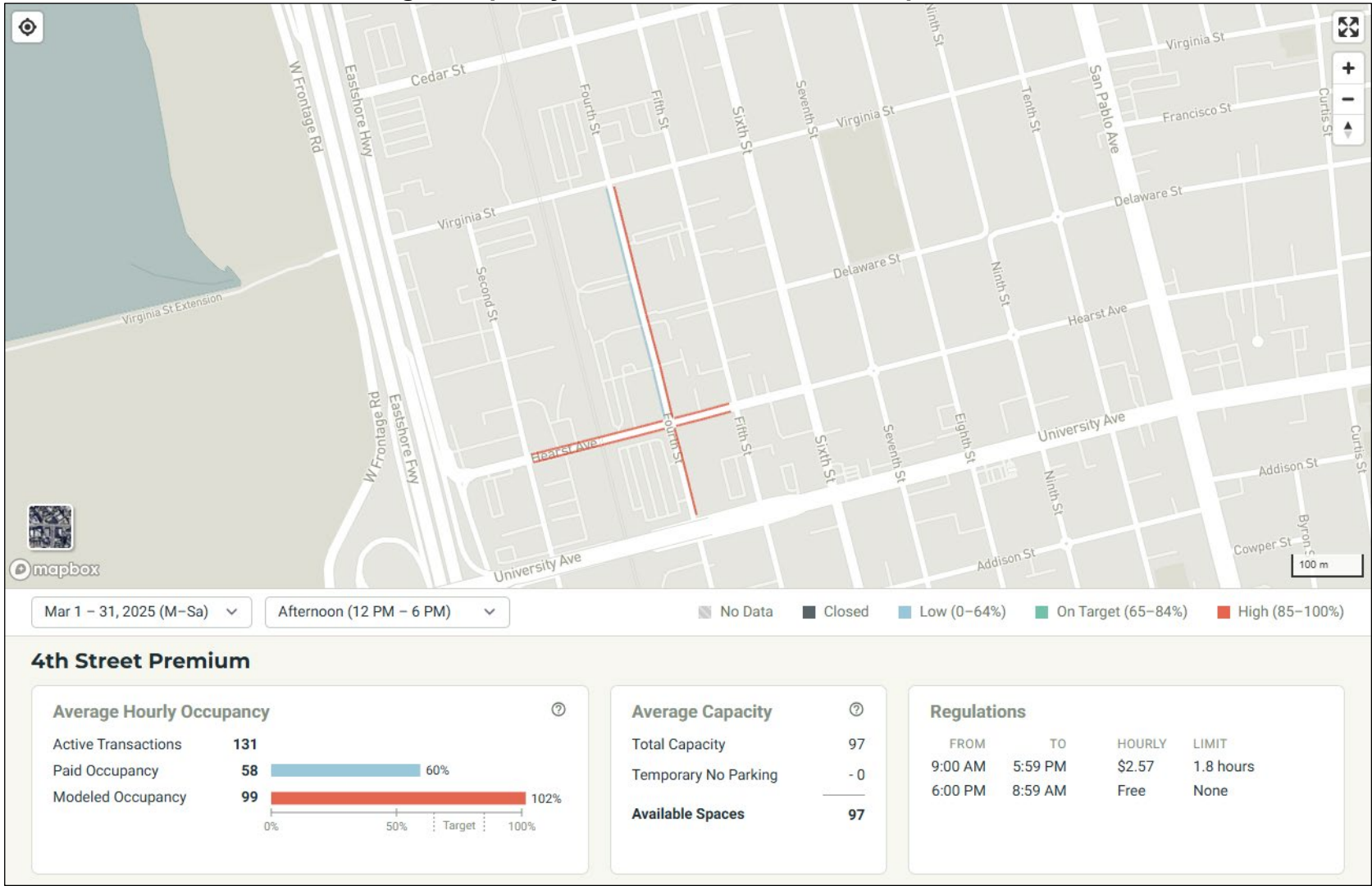
4th Street Premium Zone Parking Occupancy, January 1 – January 31, 2025, 12 – 6 p.m.



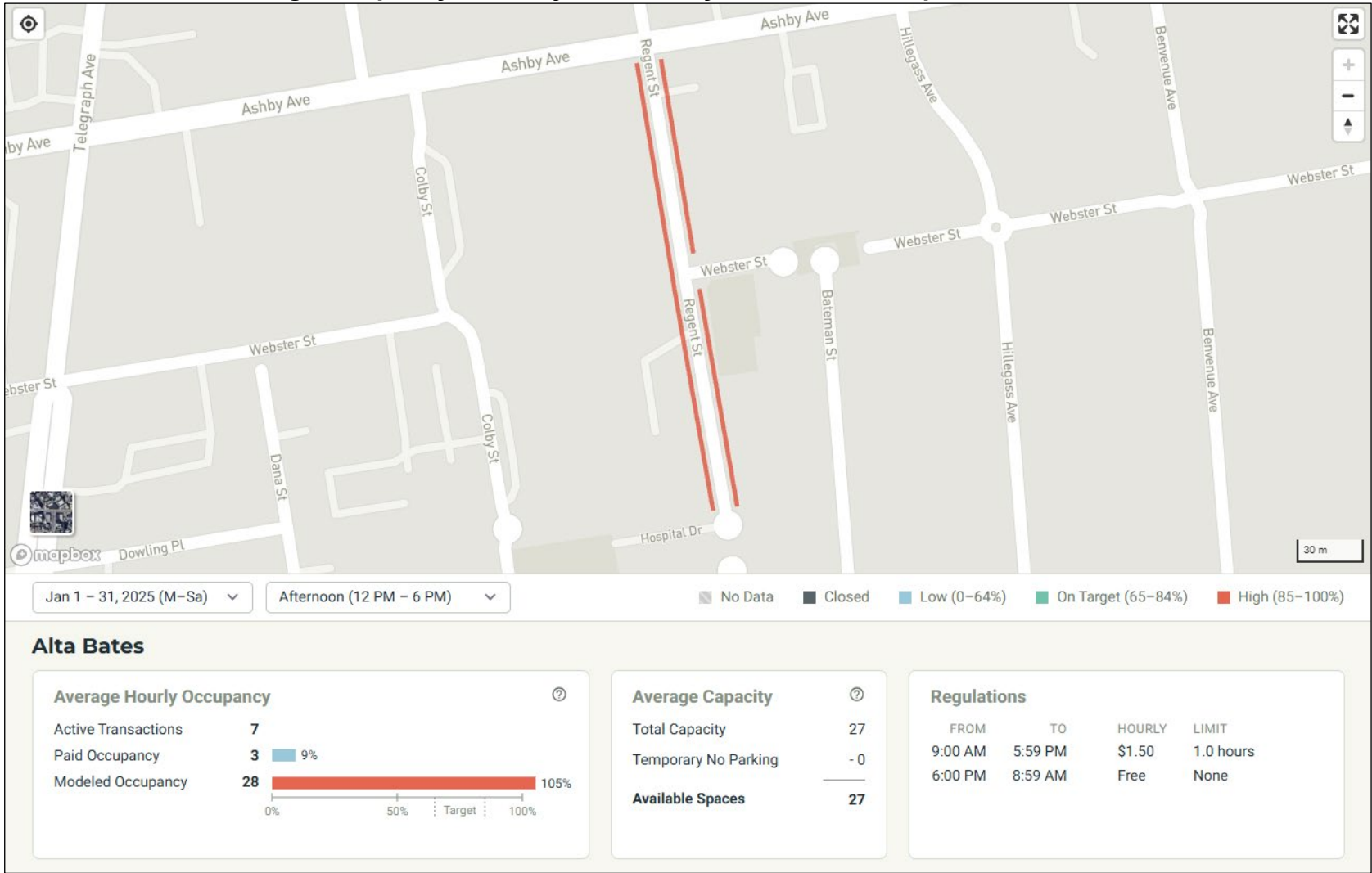
4th Street Premium Zone Parking Occupancy, February 1 – February 28, 2025, 12 – 6 p.m.



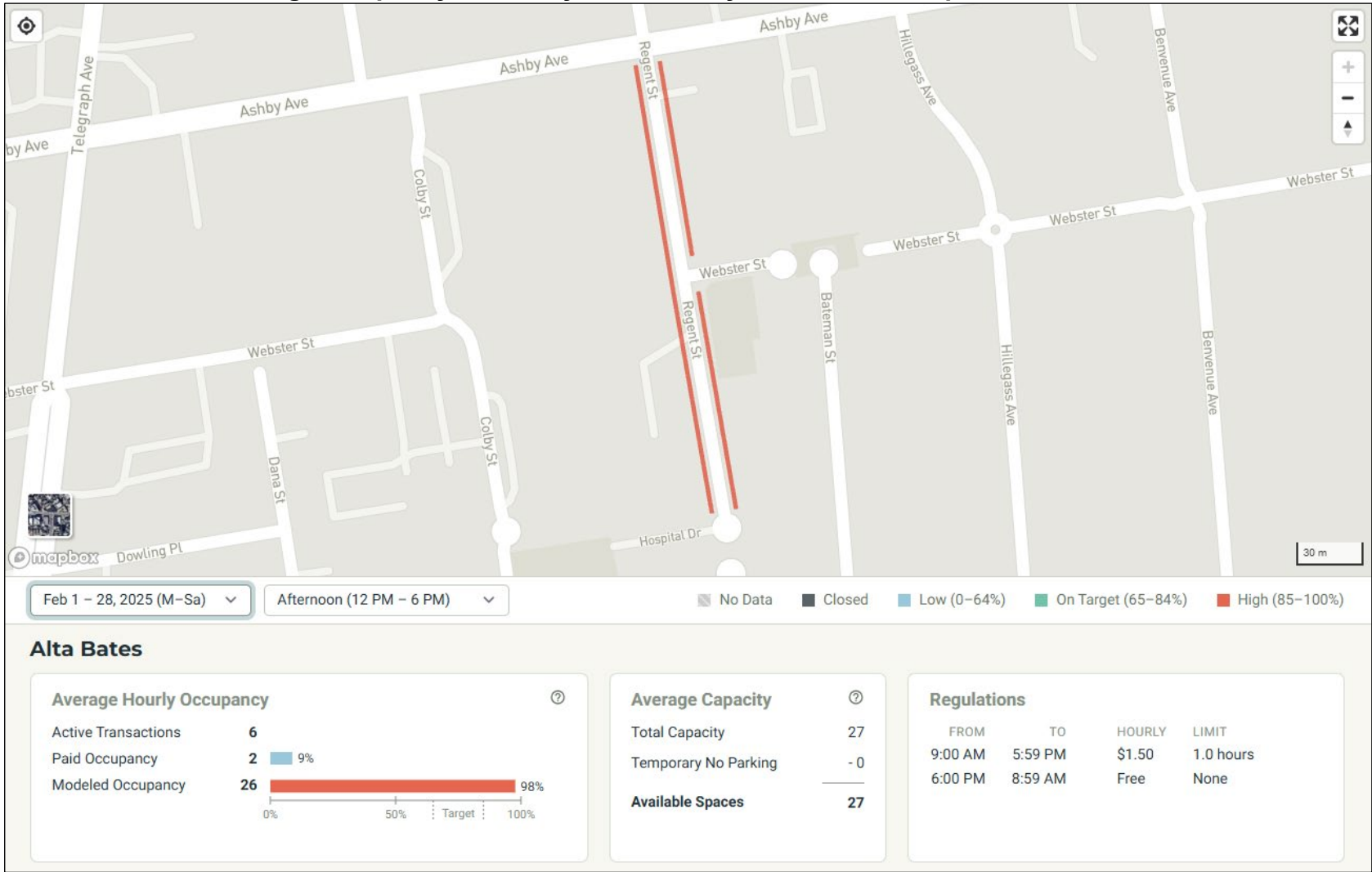
4th Street Premium Zone Parking Occupancy, March 1 – 31, 2025, 12 – 6 p.m.



Alta Bates Zone Parking Occupancy, January 1 – January 31, 2025, 12 – 6 p.m.



Alta Bates Zone Parking Occupancy, February 1 – February 28, 2025, 12 – 6 p.m.



Alta Bates Zone Parking Occupancy, March 1 – 31, 2025, 12 – 6 p.m.

