



Kathryn Harrison
Councilmember District 4

SUPPLEMENTAL AGENDA MATERIAL

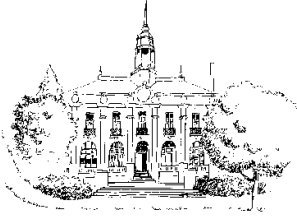
Meeting Date: April 4, 2017

Item Number: 18

Item Description: Short-term City Manager Referral; Expansion of the GoBerkeley Transportation Program to Increase Parking Efficiency

Submitted by: Councilmember Harrison

Our office has recommended slight changes to Councilmember Worthington's report with his approval. We have added that the partnership between GoBerkeley Transportation Program and Streetline Hybrid Smart Parking be non-exclusive so other firms with similar programs have an opportunity to partner with the GoBerkeley Transportation Program if they wish to.



Kriss Worthington

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CONSENT CALENDAR

April 4, 2017

To: Honorable Mayor and Members of the City Council
From: Councilmember Kriss Worthington

Subject: Short-term City Manager Referral; Expansion of the GoBerkeley
Transportation Program by installing Streetline Hybrid Smart Parking

RECOMMENDATION

Short-term City Manager Referral; Expansion of the GoBerkeley Transportation Program to include the installment of Streetline Hybrid Smart Parking on a non-exclusive basis.

BACKGROUND

The Berkeley City Council hopes to expand the GoBerkeley transportation program to improve parking accessibility and environmental accountability for automobiles by installing Streetline’s Smart Parking system, a program dedicated to maximizing Berkeley’s usage of parking spaces. Streetline’s business model, the Streetline Hybrid Platform, aims to install sensors and cameras along parking spaces that can identify the presence of an automobile. In conjunction with these sensors, Streetline’s use of data analytics and machine learning techniques will measure parking data duration/occupancy and anticipate trends to optimize the cost and management of city parking. Streetline’s capacity to improve parking management efficiency for the City of Berkeley will ease municipal revenue expenditures, save time for motorists, and increase revenue for local businesses. Motorists will be provided real-time parking space updates within the city, and businesses will receive increased customer access. Attached under Appendix A are images that will provide data on the impacts of parking congestion and the analytical benefits of Streetline’s Smart Parking system. As other firms offer similar, if not identical, parking applications, the agreement with Streetline will be non-exclusive allowing other firms to offer a similar pilot in other portions of the city.

FINANCIAL IMPLICATIONS

Streetline plans to install sensors for 700 parking spaces in commercial districts in the City of Berkeley, chosen by and at no expense to the City of Berkeley.

ENVIRONMENTAL SUSTAINABILITY

Streetline’s Smart Parking system aims to maximize the parking utilization of motorists, businesses, and the city. The environmental impact of minimizing parking inefficiencies will be consistent with the City of Berkeley’s Climate Action plan.

CONTACT PERSONS

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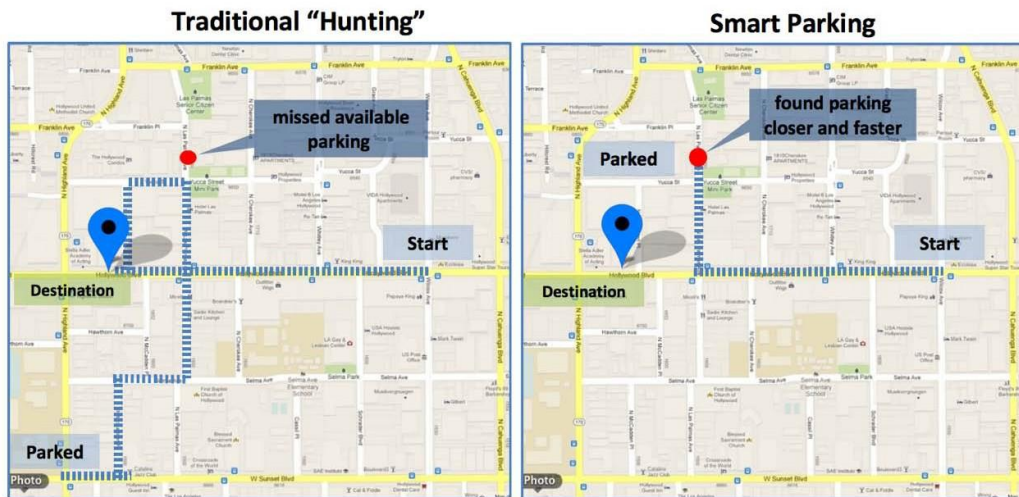
APPENDIX A

Source: Streetline

- A 10% reduction in traffic congestion will increase GDP by 2% and create 132,000 jobs
- 30% of city Traffic derives from people looking for parking spaces
- 60% of people abandoned an activity due to parking
- An average American spends 6- 20 minutes looking for parking in American cities



7 PARKING – THE NEW OPPORTUNITY

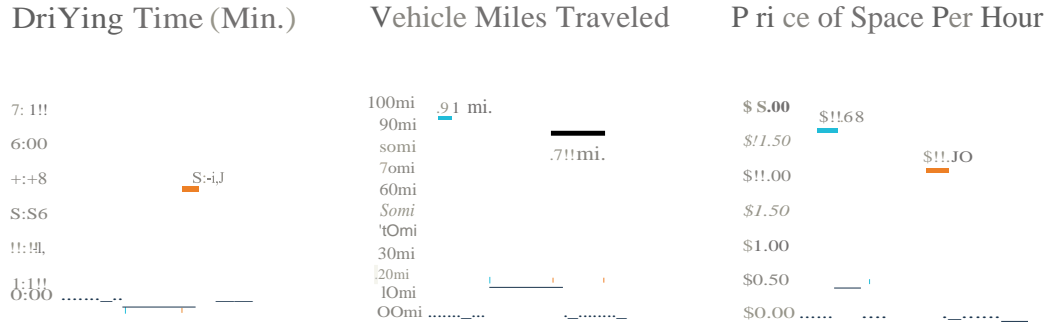


The following data analytics were retrieved from Streetline’s successful installation in San Carlos and San Mateo:



ARKER IMPACTS - USER TEST

Parker™ by Streetline guides motorists to open parking spaces. The app was put to the test. Here are the results:

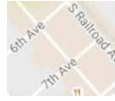


B CITY SOLUTION: PARKSIGHT ANALYTICS & Streetline



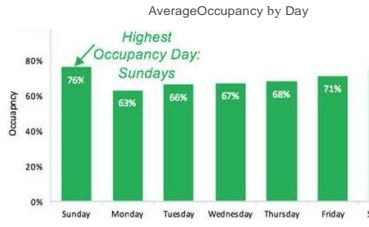
Average Occupancy by Block

Political Hours



1

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Average Occupancy by Hour

