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CONSENT CALENDAR  
April 4, 2017

To: Honorable Mayor and Members of the City Council  
From: Councilmember Kriss Worthington  
  
Subject: City Manager Referral; Expansion of the GoBerkeley Transportation Program to Increase Parking Efficiency

RECOMMENDATION:

City Manager Referral; Expansion of the GoBerkeley Transportation Program to allow private parking vendors to charge adjustable rates for parking spaces.

BACKGROUND:

The City Council of Berkeley hopes to expand the GoBerkeley transportation program to improve private parking efficiency by offering private parking vendors the ability to be a part of the GoBerkeley program or an equivalent program. With GoBerkeley, parking space vendors would not be required to provide free-parking and instead be allowed to charge adjustable rates for parking spaces, similar to the adjustable parking rates currently utilized by the city of Berkeley. Adjustable rates would permit parking vendors to help ensure that there will be parking vacancies available for motorists.

The adoption of this proposal would increase the efficiency of private parking space owners, and reduce both the time motorists spend on searching for parking spaces as well as their environmental impacts.

FINANCIAL IMPLICATIONS:

Allowing private vendors to offer adjustable rates would have minimal financial implications.

ENVIRONMENTAL SUSTAINABILITY:

The environmental impact of diminishing the time motorists spend on searching for parking spaces will reduce carbon emissions, air pollution, and traffic congestion in the City of Berkeley. These tangible environmental benefits are consistent with the City of Berkeley's Climate Action plan.

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