



Kriss Worthington

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CONSENT CALENDAR

April 3, 2018

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 proposes an expansion of the GoBerkeley transportation program in an effort to improve overall private parking efficiency by offering private parking vendors the option join the GoBerkeley program or an equivalent program. Coupled with increased public demand, this suggestion is further legitimized as this same proposal was not only submitted and garnered support one year prior but was also approved as a recommendation at the Agenda Meeting on April 4, 2017.

With GoBerkeley, parking space vendors would not be required to provide free-parking, instead being able 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.

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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