



Office of the City Manager

October 5, 2021

To: Honorable Mayor and Members of the City Council

From: *Dee* Dee Williams-Ridley, City Manager

Re: goBerkeley Parking Management Program –  
Fourth Street Area Transition Adjustments

City Council approved expanding goBerkeley citywide on January 26, 2021. The first of the citywide program expansions took place on October 1, 2021. The City is implementing a new Fourth Street goBerkeley parking management area. The parking changes include a new 8-hour “Value Zone,” where prices are currently \$0.50 per hour, and upgraded signage throughout the commercial district. Staff conducted outreach to Fourth Street area businesses about these changes in August 2021.

Under the nearly decade-old goBerkeley program, the City of Berkeley uses a demand-based street parking strategy to better maximize available parking, reduce unnecessary circling for parking, and reduce carbon emissions. In goBerkeley program areas where demand is highest, prices are higher and time limits shorter, while the lower-demand areas have lower prices and longer time limits. Parking rates are set to achieve 1-2 available spaces per block (65-85% full), so visitors do not need to circle for a spot. When parking is too full (over 85%) or empty (under 65%), the City adjusts parking rates by no more than \$0.50/hour to reach optimum availability.

In response to rapidly changing conditions during the pandemic, the City’s parking meters have been effectively managed using goBerkeley demand-based pricing principles since June 1, 2020. Adjustments have occurred in discrete commercial areas as the economy improves, with some changes every two months on average. Prices currently range from \$0.50/hour in low-demand areas like San Pablo Avenue to \$3.50/hour in Downtown Berkeley. Adjustments are posted on the City’s website prior to going into effect.<sup>1</sup> When rate adjustments take place, all parking meter screens and the ParkMobile contactless payment app display current rate information.

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<sup>1</sup> “COVID-19 Parking Information,” accessed 7/28/21 via <https://bit.ly/2IBG0Es>

Staff's findings and adjustments for the Fourth Street area are summarized below:

### New goBerkeley Area: Fourth Street

#### A. Observed Conditions

- Parking demand is consistently strong in the 1700, 1800, and 1900 blocks of Fourth Street and 700 Hearst Avenue. The current parking rate is \$2.50/hour in this area.
- There is an excess of available metered parking along University Avenue from Third Street to Eighth Street and on adjacent streets, while the 2000 block of Fourth Street has an optimum amount of parking availability at the peak hour. The current parking rate is \$0.50/hour in these areas.

#### B. Planned Adjustments

- Create a "Premium" zone on Fourth Street (1700-1900 blocks and the 700 block of Hearst Avenue). Existing two (2) hour and 30-minute time limits to remain.
- Create a "Value" zone comprising the 2000 block of Fourth Street, along University Avenue from Third Street to Eighth Street, and on adjacent streets as applicable. Time limits will be extended to eight (8) hours. This new zone will provide new parking opportunities for visitors and/or employees who want a legal parking option for longer stays, helping alleviate parking shortages in the Premium zone.

These adjustments, summarized in Attachment 1,<sup>2</sup> were shared with Fourth Street and University Ave Association leadership, and staff conducted outreach to businesses in August 2021. Generally, Fourth Street and University Ave merchants and employees welcomed the news from the City. Some employees were particularly enthusiastic about the new 8-hour parking zone. A copy of the flyer distributed to merchants is provided as Attachment 2.

As approved, staff are in line to fully expand goBerkeley time limits and improved signage to all remaining commercial districts by summer 2022. This will involve outreach to these business districts to understand what time limit zones are appropriate for the area. As these efforts move forward, staff will continue to adjust parking prices citywide to maximize parking availability.

With more permissible options for longer term parking in the Fourth Street area, drivers are anticipated to spend less time searching for available parking spaces, which should

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<sup>2</sup> These changes are made in compliance with the July 12, 2016 Resolution No. 67,613-N.S. that specifies how demand-responsive on-street and off-street parking is implemented within goBerkeley parking program areas.

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reduce traffic congestion and vehicle emissions. Reducing greenhouse gas emissions produced by vehicular traffic is one of the goals of the City's 2009 Climate Action Plan.

Fiscal impacts are difficult to forecast as demand-responsive parking pricing may result in increased or decreased parking rates in different areas, and parking behaviors resulting from these price adjustments may vary. Nevertheless, staff anticipates incremental parking revenue from the goBerkeley parking program should continue to be sufficient to cover expected expenditures of this baseline program.

Attachment 1: City Council Notification Report

Attachment 2: Summer 2021 Public Outreach Flyer

cc: Paul Buddenhagen, Deputy City Manager  
LaTanya Bellow, Interim Deputy City Manager  
Jenny Wong, City Auditor  
Mark Numainville, City Clerk  
Matthai Chakko, Assistant to the City Manager  
Liam Garland, Director of Public Works  
Farid Javandel, Transportation Manager, Public Works  
Danette Perry, Parking Services Manager, Public Works  
Gordon Hansen, Senior Planner, Public Works

**PARKING CHANGES**

The following tables show the seven (7) elements that staff updates Council and the public on prior to each goBerkeley Program change.

<b>1. Types of Parking Affected</b>		
<input checked="" type="checkbox"/> ON-STREET METERS	<input type="checkbox"/> GARAGES	<input type="checkbox"/> LOTS

<b>2. Dates</b>		
<b>Date of Proposed Change</b>	<b>Date of Previous Change</b>	<b>Days Between Change</b>
October 1, 2021	N/A	N/A

<b>3. Areas Affected</b>			
<b>Area Name</b>	<b>Area Zone</b>	<b>Boundaries</b>	<b>Map</b>
Fourth Street	Premium	<ul style="list-style-type: none"> <li>• Fourth Street, both sides, from University Avenue to Virginia Street.</li> <li>• Fifth Street, both sides, from University Avenue to Hearst Avenue.</li> <li>• Fifth Street, west side, from University Avenue to Virginia Street.</li> <li>• Hearst Avenue, north side, from Third Street to Fifth Street.</li> <li>• Hearst Avenue, south side, from Third Street to Sixth Street.</li> </ul>	See Attachment 2.
Fourth Street	Value	<ul style="list-style-type: none"> <li>• University Avenue, both sides, from Eighth Street to Third Street</li> <li>• Fourth Street, both sides, from Addison Street to University Avenue.</li> <li>• Fifth Street, both sides, from Addison Street to University Avenue.</li> <li>• Sixth Street, east side, Addison Street to University Avenue.</li> <li>• Seventh Street, east side, from University Avenue to 150 feet south of University Avenue.</li> <li>• Eighth Street, west side, from 100 feet north of University Avenue to 200 feet south of University Avenue.</li> <li>• Ninth Street, west side, from 75 feet north of University Avenue to 150 feet south of University Avenue.</li> </ul>	See Attachment 2.

4. Rate Changes				
Name	Parking Type	Existing Rate	Proposed Rate	Change
4 <sup>th</sup> Street	Premium	\$2.50/hour	\$2.50/hour	N/A
4 <sup>th</sup> Street	Value	\$0.50/hour	\$0.50/hour	N/A

5. Time Limit Changes			
Area Name	Area Zone	Existing	Proposed
Fourth Street	Premium	30 or 120 minutes	30 or 120 minutes
Fourth Street	Value	30, 60, or 120 minutes	480 minutes

6. Hours of Operation			
Area Name	Area Zone	Existing	Change
No changes recommended at this time.			

7. Parking Occupancy						
Occupancy Key: "Under" = 0-65% "Target" = 65-85% "Over" = 85%+			Spring 2021 <sup>3</sup>			
Area Name	Area Zone	Parking Occupancy	Weekday (Typ. 12pm)		Saturday (Typ. 12 pm)	
			# of Blockfaces	%	# of Blockfaces	%
Fourth Street	Value	Under	16	89%	N/A	N/A
		Target	2	11%	N/A	N/A
		Over	0	0%	N/A	N/A

<sup>3</sup> Data were collected at 12pm on Thursday, April 22.

# Longer parking time limits for Fourth Street visitors

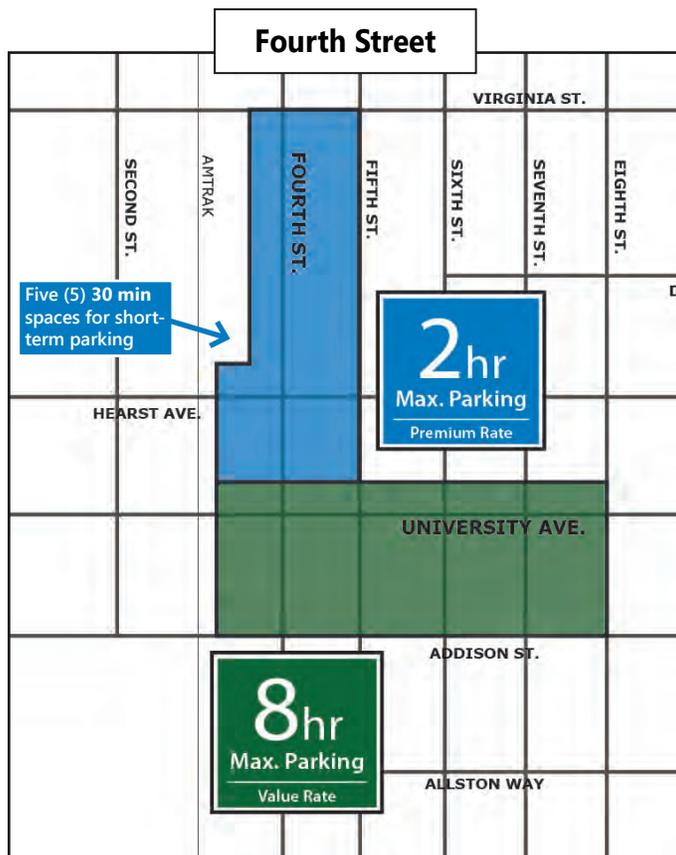
goBerkeley is here to help



Fourth Street Expansion

Coming Soon

## STARTING OCTOBER 1, 2021



### On October 1, 2021

Some on-street parking meters in the Fourth Street area will have new time limits under the goBerkeley program.



2 & 8 Hour Time Limits



New Signage

New 8-hour time limits on University Ave and side streets between Second and Eighth Streets will provide more parking options for visitors and employees. Parking meter rates will be periodically adjusted so parking is always easy to find.

## What is goBerkeley?

**goBerkeley** is a City program with the goal of making it easier to park in Berkeley. Currently in place in five Berkeley commercial districts, goBerkeley was authorized to expand to all parking meters citywide in January 2021. goBerkeley uses an evidence-based approach to increase parking availability. Meter rates are periodically adjusted so that 1-2 parking spaces are always open and drivers don't have to circle for a spot. goBerkeley also creates areas with longer time limits and installs clearer, brighter signage to simplify the parking experience. **Questions? Email [goberkeley@cityofberkeley.info](mailto:goberkeley@cityofberkeley.info).**



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City of Berkeley - Public Works | Transportation  
goBerkeley Program  
[www.goberkeley.info](http://www.goberkeley.info)