December 7, 2020

Cindy Horvath
Senior Planner
Alameda County Planning Department
224 W Winton Avenue, Suite 111
Hayward, CA 94544

Re: Ashland and Cherryland Parking Demand and Management Strategy Study

Walker Project No. 33-2118.00

Dear Ms. Horvath,

Walker Consultants is pleased to submit the Ashland and Cherryland Parking Demand & Management Study for Alameda County. As you know per our discussions, the parking issues facing Ashland and Cherryland are multifaceted. To address the scope of services and complex issues, the following document presents a comprehensive analysis and recommendations.

We appreciate the opportunity to be of service to you on this project. If you have any questions or comments, please do not hesitate to call.

Sincerely,

WALKER CONSULTANTS

Chrissy Mancini Nichols
Parking and Mobility Consultant

Shannon Edwin
Planning Analyst

Ashland & Cherryland Parking Demand & Management Study

Alameda County, CA

December 7, 2020

Prepared for:

Alameda County

WALKER CONSULTANTS

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Executive Summary

The County of Alameda engaged Walker Consultants ("Walker") to conduct a comprehensive parking study to further the planning and transportation goals and policies outlined in the Ashland Cherryland Business District Specific Plan (ACBDSP).

Study Area

The Ashland and Cherryland study area is comprised of the following parking facilities located within the Ashland and Cherryland Business District Specific Plan as well as residential side-streets one block off the major commercial corridors – East 14th Street, Mission Street, and East Lewelling Boulevard.

Existing Conditions

Existing Parking Supply

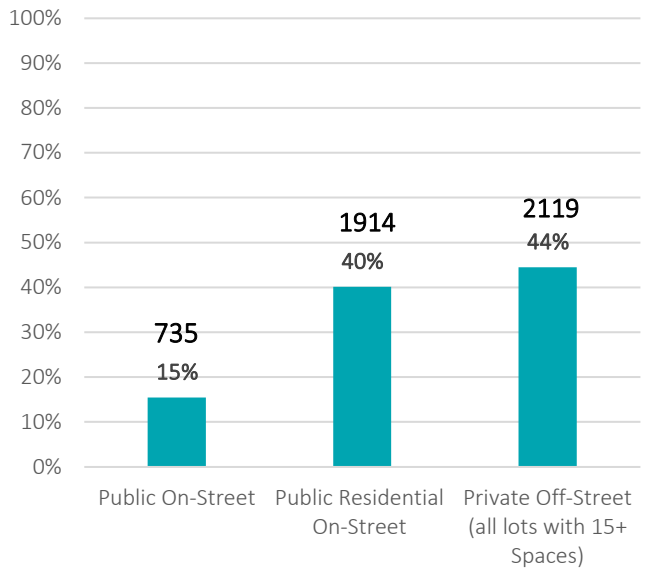
- There is an estimated supply of 4,768± parking spaces, including:
  - 735± public on-street spaces on the main commercial streets including East 14th Street, Mission Boulevard, and East Lewelling Boulevard.
  - 1,914± public on-street spaces on residential streets (number of spaces one-block off of East 14th Street, Mission Boulevard, and East Lewelling Boulevard in the residential neighborhoods).
  - 2,119± private off-street spaces (private lots with 15 spaces or more were included in this study).

Existing Parking Demand

- Peak parking demand occurred on the weekend at 2:00 p.m.

Existing weekend peak parking utilization is shown in ES-Table 1 and graphically in ES-Figure 2.

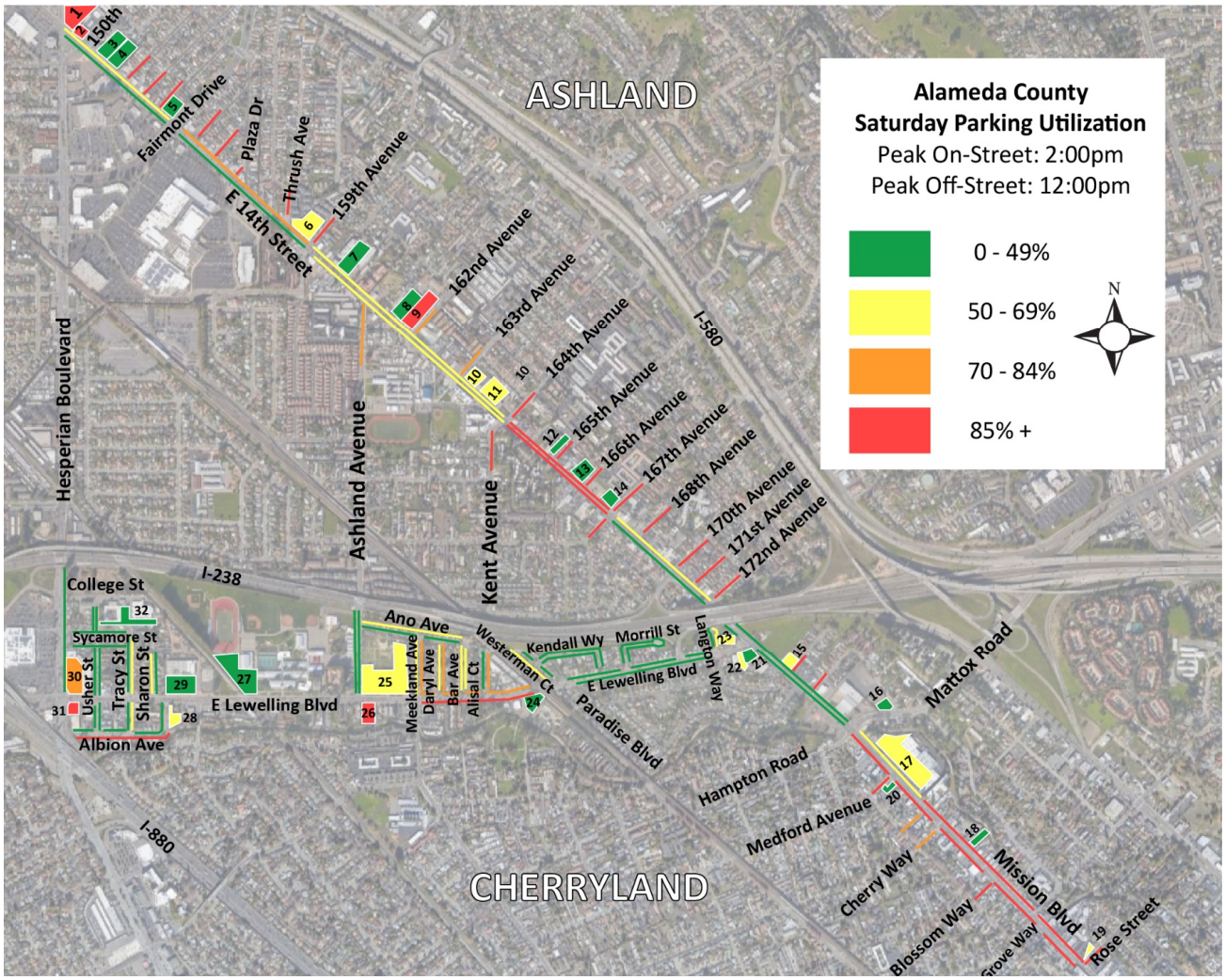
ES-Figure 1: Existing Parking Supply Percent Breakdown by Location



ES-Table 1: Existing Weekend Peak Parking Occupancy

Area	Supply	Peak Occupancy, 2:00 PM	Utilization
E 14th St	*407*	*259*	*64%*
Mission Blvd	*204*	*125*	*61%*
E Lewelling Blvd	*124*	*74*	*60%*
Total Commercial Public On-Street	735	458	62%
Public Residential On-Street	1,914	1,342	70%
Total On-Street	2,649	1,800	68%
		Peak Occupancy 12:00 PM	
Private Off-Street	2,119	855	40%

ES-Figure 2: Existing Weekend Peak Parking Demand

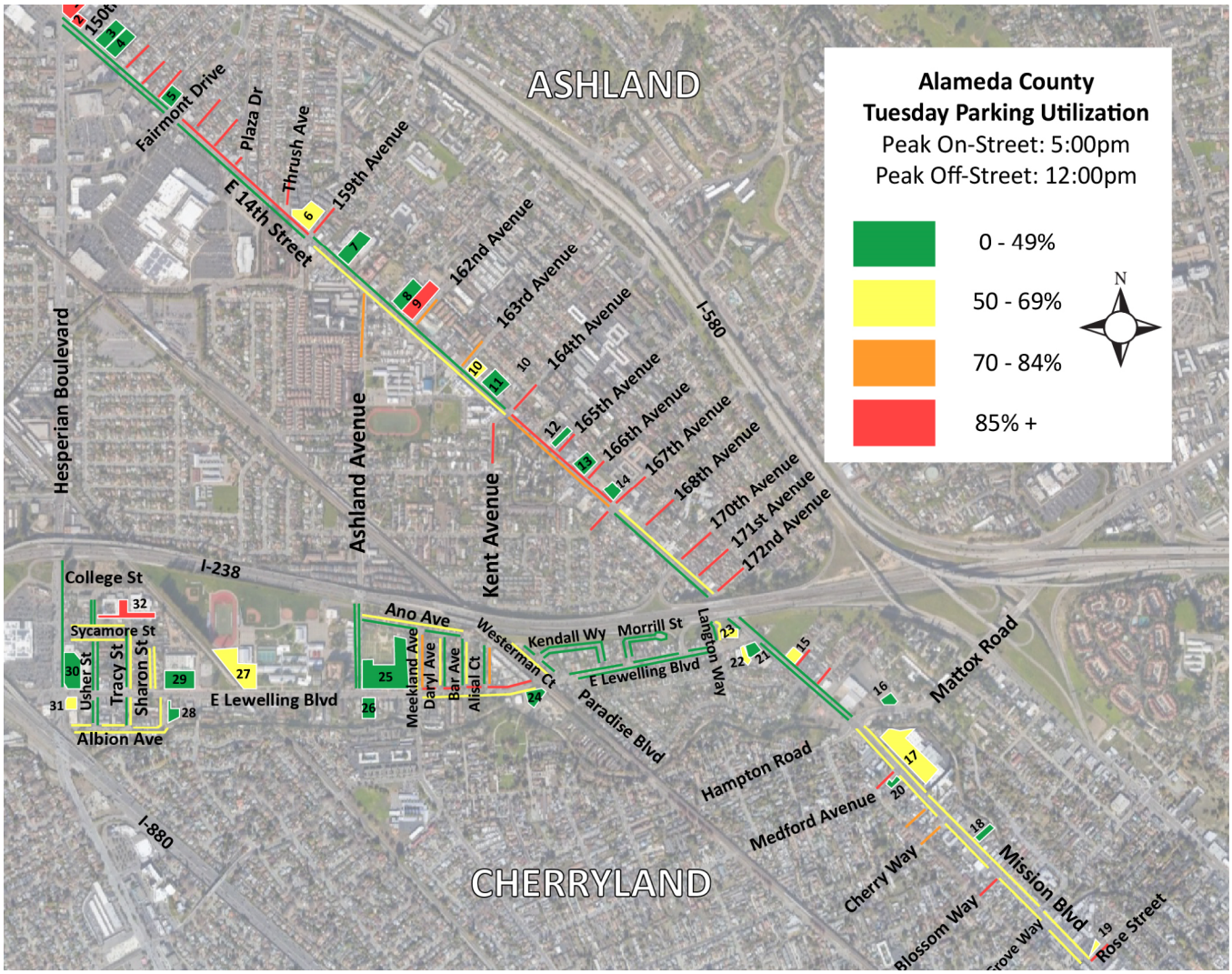


ES-Table 2 presents existing weekday parking demand and utilization and ES-Table 3 shows it graphically.

ES-Table 2: Existing Weekday Peak Parking Occupancy

Area	Supply	Peak Occupancy, 5:00 PM	Occupancy
E 14th St	*407*	*202*	*50%*
Mission Blvd	*204*	*83*	*41%*
E Lewelling Blvd	*124*	*54*	*44%*
Total Commercial Public On-Street	735	339	46%
Public Residential On-Street	1,914	1,342	70%
Total On-Street	2,649	1,681	63%
		Peak Occupancy 12:00 PM	
Private Off-Street	2,119	961	45%

ES-Figure 3: Weekday Peak Parking Demand



Parking Demand Over Time

- Overall, on both the weekend and weekday, on-street parking demand remained relatively stable throughout the day in the study area, largely remaining within 59% to 68% occupied throughout the day.

BART Neighborhood

- Parking occupancy data was collected near the Bayfair BART station to understand parking demand patterns near BART and to understand if BART parkers are utilizing neighborhood parking.
- Weekend and weekday parking occupancy results were:

ES-Table 3: Weekend & Weekday BART Parking Occupancy

	Saturday			Tuesday		
Time	10AM	12PM	7PM	10AM	12PM	7PM
Occupancy	215	217	216	271	280	217
Utilization	45%	45%	45%	57%	59%	45%

- Weekday occupancy around the BART station was higher than on the weekend.
    - This may indicate some additional demand associated with BART commuters parking in the neighborhood. Typically, residential parking demand peaks in the evening and weekends, as more residents are home. Since around Bay Fair BART parking demand is lower in the evenings and on the weekend, some of the weekday daytime parking in this neighborhood may be from commuters. The Bay Fair BART station has a surface lot and currently charges for parking ($3.00 per day). Some riders may be attempting to avoid payment by parking in nearby neighborhoods.

Overall Parking Occupancy Findings

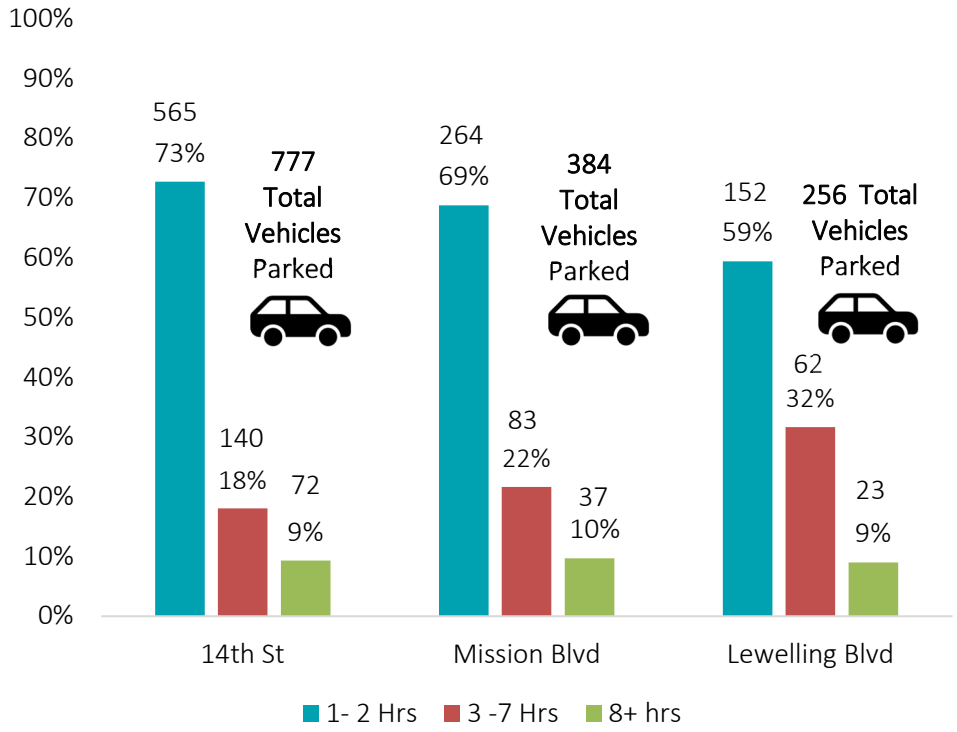
- An 85% utilization rate is the typical target for on-street parking spaces within most parking systems. In general, when parking facilities experience occupancies greater than 85%, users begin to perceive parking as “full” and are likely to spend more time circling to find a space, which creates traffic congestion and increases vehicle emissions. At 85%, most spaces are being utilized but those drivers seeking a space can find one with minimal searching. Therefore, 85% is typically used as a target for optimal parking occupancy.
- With a peak occupancy of 68% for on-street and 46% for off-street, Ashland and Cherryland currently have a surplus of parking capacity available within the parking system, when compared to this standard. This leaves a lot of lands dedicated to parking in the community underutilized almost all the time. However, there are some “hot spots”, areas of high utilization, throughout the study area where blocks of parking are at full capacity and available parking may be more challenging to find.

How Long do People Park?

- A length-of-stay analysis, or turnover analysis, was conducted to understand how long people park on the main commercial corridors in Ashland and Cherryland. Over 10 counts, 1,147 unique license plates were collected.

- Overall, the majority of vehicles are parked for one to two hours. However, there are many vehicles parked for over three hours, likely violating posted two-hour time limits. When cars are parked three hours or more hours in two-hour zones, it indicates employees or other commercial-use vehicles may be limiting access for customers, to the extent that a lack of public parking is an issue. ES-Figure 4 provides a summary of the length-of-stay data.

ES-Figure 4: Summary of Parking Turnover



Source: *Walker Consultants*, 2020

- A turnover analysis was also conducted for the BART neighborhood.
    - There were 447 unique plates collected in the BART neighborhood. Of these vehicles, 100, or 22% were parked all day (10:00 a.m. to 8:00 p.m.).

Overall Access to Ashland and Cherryland

- Public transportation access to Ashland and Cherryland is available via multiple transportation options, including:
    - Bay Area Rapid Transit (BART), with the Bay Fair BART station located within proximity to the Ashland and Cherryland corridor.
    - There are also multiple AC Transit Lines available in the area, though connections to BART are limited.

- Bicycle access is limited, with bike lanes only available on part of East Lewelling Boulevard.
- East 14th Street Corridor Improvements
    - Alameda County Public Works Agency is currently in the process of implementing plans for a series of improvements on East 14th Street from 162nd Avenue to Interstate 238. Project plans include new sidewalks, bike lanes, intersection improvements, lighting, pavement improvements, landscaping, and public art, among other improvements.
    - The intent of this project is to beautify the Ashland business corridor and make the street safer for people walking, riding bicycles, and driving through the area. The project is designed to improve safety and access for all users, strengthen community identity, and revitalize the corridor.

Benchmarking – Key Lessons Learned

San Leandro, CA

- The City recently (in 2017) re-introduced paid parking in the downtown area. To facilitate the transition process, the City conducted extensive public outreach with the community and gradually rolled out the enforcement of the new parking regulations.
- Along with the implementation of the new programs in the downtown area, the City created a website devoted to parking to communicate the parking changes that were occurring.
- To reduce on-street parking demand, the City lowered the parking rates in the public parking garage and eliminated assigned parking spaces. Monthly permits are offered for downtown employees and other monthly parkers, who can pay permits through an online system. Parking permits are also available for qualifying low-income parking patrons.
- To mitigate spillover from BART users onto surrounding residential streets, the City adjusted on-street time limits, posted additional signage and conducted regular enforcement of regulations.

Richmond, CA

- Richmond has a residential parking permit program called the Neighborhood Parking Permit Program (NPP). The program is an "opt-in" program where residents petition to designate their neighborhood as a permit zone. The program was implemented to address the increased demand for on-street parking in residential neighborhoods, such as:
    - Increased development near the San Francisco Ferry
    - Spillover from BART users
    - A larger number of vehicles per household due to multi-family and multi-generational housing.
- One of the challenges of the NPP program is the additional resources needed to enforce the NPP zones.
- The City has implemented several initiatives to promote greater use of alternative modes of transportation, including a Commuter Benefits Ordinances, R-Transit/Paratransit service, and a new bike-share program that will be implemented.

West Sacramento, CA

- The City of West Sacramento transitioned from a residential parking permit program to paid parking in the Bridge District to promote greater turnover of parking spaces; and therefore, more access for businesses and visitors in the area.

- Rather than implementing residential parking permit districts, the City encourages residential developments to build parking off-site and for on-street parking spaces to be shared among users.
- The City has a two-hour time limit at parking meters. The City has established a tiered parking rate structure for on-street parking meters to provide parkers with the opportunity to extend their parking session beyond the two-hour limit and pay a higher hourly rate at the meter or via a mobile application.

Alameda, CA

- The parking rates in the parking structure are lower than the on-street meter rates and the metered parking lots to encourage its use. Parking validations are available for the parking structure from nearby businesses.
- The City adopted an 85% on-street parking occupancy threshold to promote greater turnover of parking spaces and access to businesses.
- The City has implemented several parking management initiatives to improve parking and transportation management. However, the City lacks the parking enforcement necessary to support the City's policy objectives.
- The City has implemented several initiatives to promote greater use of alternative modes of transportation, including a bike-share program, carshare program, and several mobility services to seniors and persons with disabilities.

North Fair Oaks, CA

- North Fair Oaks struggles from a lack of available on-street parking spaces due to a variety of factors, such as inoperable vehicles and spillover from nearby auto body shops. Additional resources have been required to enforce on-street regulations.
- To address the limited parking, San Mateo County considered the implementation of a residential parking permit program. However, due to the cost of enforcement, the program has not been implemented.

Community Outreach

- Walker, in partnership with the County, executed the following community outreach strategies:
    - Community workshop
    - Online survey
    - Project website
    - Presentations to the Eden Area Municipal Advisory Council
    - Presentations and meetings with community associations, business groups, and other entities working in Ashland and Cherryland
    - Informational materials including a project fact sheet, presentations, and postcards
    - Social media engagement on Instagram, Nextdoor, and Facebook
    - Distributing postcards to local businesses to inform the community about the study and opportunities for public input

Online Survey Results

- Results of the online survey showed that the majority of respondents visit Ashland and Cherryland for shopping and errands.
- The majority of respondents drive the business district.
- Residents who participated said that they primarily work outside of Ashland and Cherryland

- Approximately 60% of respondents reported being unsatisfied with parking in Ashland and Cherryland, though the majority indicated that they can find parking relatively quickly (2-10 minutes).
- The open-ended responses
    - Respondents find it difficult to find parking on commercial streets due to people parking vehicles to sell, abandoned vehicles, and lack of enforcement of existing time limits.
    - Several respondents mentioned feeling uncomfortable due to high speeds of vehicles traveling on East 14th Street and desired traffic calming and improve pedestrian and bike facilities.
    - Some cited it is difficult to find parking in residential areas.

Community Workshop

- Attendees participated in interactive actives to provide input on their experiences and perceptions of parking and transportation in Ashland and Cherryland.
- When asked where they visit most, most respondents reported they visit Bay Fair Center, the Bay Fair BART station, and East 14th Street between 163rd and 167th.
- When asked where they typically park, in general, community members shared that they found it difficult to park on 14th Street between 163rd and 167th as well as around the Bay Fair BART Station.
- Those who attended the workshop were asked what they want parking and transportation to be in Ashland and Cherryland. Participants noted blight abatement, more accessible parking and more parking near the Bay Fair BART station, more frequent bus service, and enforcement of existing two-hour limit regulations.

Stakeholder Meetings

- Eden Area Municipal Advisory Council (MAC). In general, the MAC commented on:
    - Explore opportunities for more enforcement and resources to enforce the current two-hour limit parking regulation on East 14th Street and Mission Boulevard.
    - Potential to share underutilized private off-street parking with auto-oriented businesses who may be parking vehicles on the street.

- Ashland and Cherryland Community Associations provided the following input:
  <u>Parking Concerns</u>
    - Concern with an overall number of commercial vehicles parked on the street.
    - There is often no parking at Bay Fair BART station.
    - Difficult to park in residential areas. Supportive of a residential parking permit and parking restrictions around Bay Fair BART.
    - There is a need to enforce the two-hour time limit. regulations on Mission Boulevard and 14th Street,
    - Better signage to alert drivers about parking regulations.
    - Very difficult to enforce 72-hour regulation of vehicles parked on the street because you have to tag and identify the owner of the vehicle. Difficult to determine if the vehicle is related to a business.
    - Because vehicles do not move when parked on-street, it is difficult to perform street sweeping.

  <u>Safety</u>
    - Traffic calming is necessary to slow vehicle speeds.

Opportunities and Neighborhood Amenities

- Parklets would be a nice amenity in the business district.
- Opportunities to share underutilized off-street parking with auto-oriented businesses that may be parking vehicles on the street for long periods.

- The Eden Area Chamber of Commerce provided the following input:

  Parking Concerns
  - Need for additional pickup and drop-off spaces, especially related to Covid-19 restrictions on retail shopping.
  - The need for better signage about two-hour parking time limits.
  - Concern with large trucks and auto repair related vehicles parked in the street.
  - Need for better enforcement to solve parking issues.

  Transit and Streetscape Amenities
  - Should look to the future to what could be instead of current conditions, need to leverage several projects to make an overall impact (like streetscaping project, potential parklets, and improved bus service).
  - Streetscaping will improve safety and make parking more convenient.
  - Parklets may make the area more attractive to businesses and improve curb appeal.
    - Liked the idea that parklets could be thoughtfully designed and connected to a business in a planned manner.
  - The community is very reliant on public transit, business especially rely on bus service, but there are gaps. For example, the Ashland Youth Center has no connection to BART.

Walker and the County also met with the following stakeholders to present fieldwork findings and gain input:

- Alameda County Transit
- Bay Area Rapid Transit
- Alameda County Transportation Commission
- City of San Leandro
- Alameda County Technical Working Group with members from the Public Works Department, the Community Development Agency, and Economic Development.

Project Website

A project website www.ashlandandcherrylandparking.com was created in both English and Spanish to provide ongoing communication with the community. The website provided information on existing parking and transportation conditions, enabled visitors to view presentations on the study given during various community meetings, and provided a portal to the online survey to receive input.

Recommendations

Based on the information gathered from the existing conditions analysis, input from community outreach, the benchmarking analysis, and reviewing relevant policies and documents, Walker developed a series of recommendations to improve and enhance the transportation and parking system in Ashland and Cherryland.

These recommendations are organized into the following categories:

- Parking Policies to Support Economic Development
- Activate the Street and Provide More Mobility Options
- Plan and Manage the Curb
- Improve Transit Service and Connections
- Transit-Oriented Development and Parking
- Signage and Wayfinding
- Parking Operations

The recommendations are organized by the near-term, mid-term, and long-term. Near-term is estimated to be one to five years, mid-term is five to 10 years, and long-term is 10+ years. ES-Table 4 provides a summary of the proposed recommendations. Greater detail for each can be found in Section 5, Recommendations, of this report.

ES-Table 4: Summary of Recommendations

Category	Near-Term	Mid-Term	Long-Term	Ongoing
Parking Policies to Support Economic Development	• Apply parking requirements based on the Specific Plan • Permit shared parking for all land uses • Maximize existing parking with joint use agreements • Promote the Resident Parking Program	• Create a parking in-lieu fee • Unbundle Parking	-	-
Activate the Street and Provide More Mobility Options	• Create a parklet program • Implement a bike and/or scooter share	-	-	-
Plan and Manage the Curb	-	• Implement curb management policies and regulations • Study curb management in Ashland and Cherryland	-	-
Improve Transit Services & Connections	• Explore the feasibility of implementing Rapid Bus and BRT	• Implement a Rapid Line	• Implement Bus Rapid Transit	-
Transit-Oriented Development & Parking	• Create a Parking Ambassador Program	-	-	• Coordinate on Transit Oriented Development Related to Parking & Access • Effectively manage parking
Signage & Wayfinding	• Upgrade parking signage	-	-	-
Parking Operations	• Establish dedicated parking staff	• Study the need to implement a paid parking pilot	• Implement paid parking • Create a parking benefit district	

Source: Walker Consultants, 2020

01 Introduction

1. Introduction

The County of Alameda engaged Walker Consultants ("Walker") to conduct a comprehensive parking study to further the planning and transportation goals and policies outlined in the Ashland Cherryland Business District Specific Plan (ACBDSP). This includes an overview of the existing parking conditions and recommendations for improvements.

This report includes the following sections:

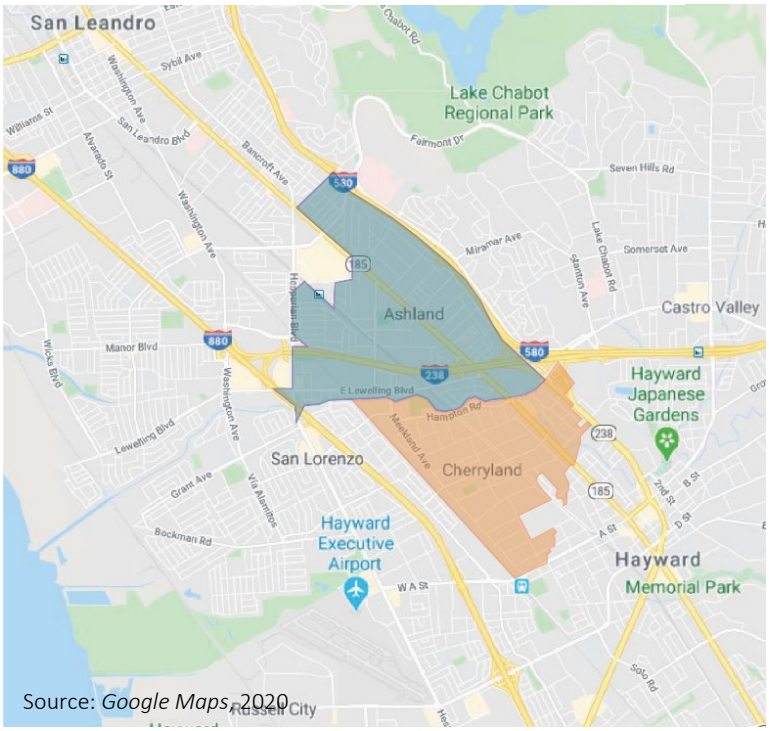
- Section 1: Introduction
- Section 2: Existing Conditions
- Section 3: Benchmarking
- Section 4: Stakeholder Outreach
- Section 5: Recommendations

The combination of these sections provides an in-depth analysis of the existing parking system in the Ashland and Cherryland Business District and associated recommendations for improvements based on the findings presented in these sections.

Setting

Ashland and Cherryland are unincorporated communities located in Alameda County within the East Bay Area of the San Francisco Bay region. As shown in Figure 1, Ashland resides north of Cherryland, between the cities of San Leandro and Hayward.

Figure 1: Ashland & Cherryland Proximity Map



Source: *Google Maps*, 2020

According to U.S. Census data, Ashland has a population of 21,925 and a land area of approximately 1.84 square miles. The community is displayed in green in Figure 1, adjacent to San Leandro and Castro Valley.

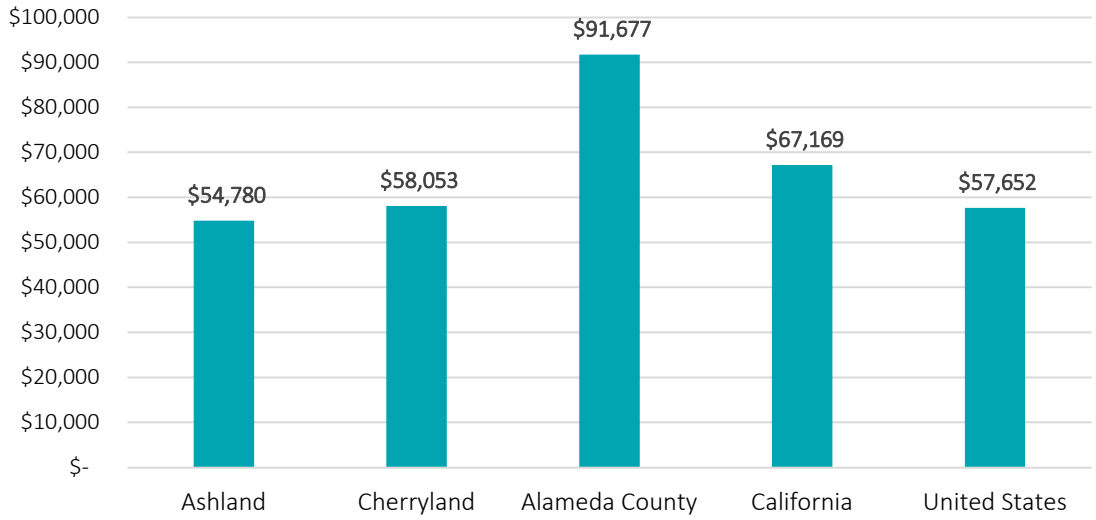
Cherryland is located between Ashland (north) and Hayward (south), as displayed in orange in Figure 1. Cherryland has a population of 14,728 and a land area of approximately 1.197 square miles.

The Ashland and Cherryland Business District (ACBD) encompasses the East 14th Street, Mission Boulevard, and East Lewelling Boulevard corridors. There is a mix of big-box retail and independently-owned businesses in both communities. Auto body shops have a strong presence throughout the corridors, especially in Cherryland.

The residential areas of Ashland and Cherryland have a comparably lower density in relation to Alameda County. Based on 2017 ACS estimates, there are 7,905 households in Ashland, with a median household income of $54,780. There are 4,785 households in Cherryland, with a similar median household income of $58,053.

Ashland and Cherryland are relatively lower income in comparison to the median household income in Alameda County, $91,677, but on par with California and the United States (though with a higher cost of living), as shown below in Figure 2.

Figure 2: Annual Median Household Income

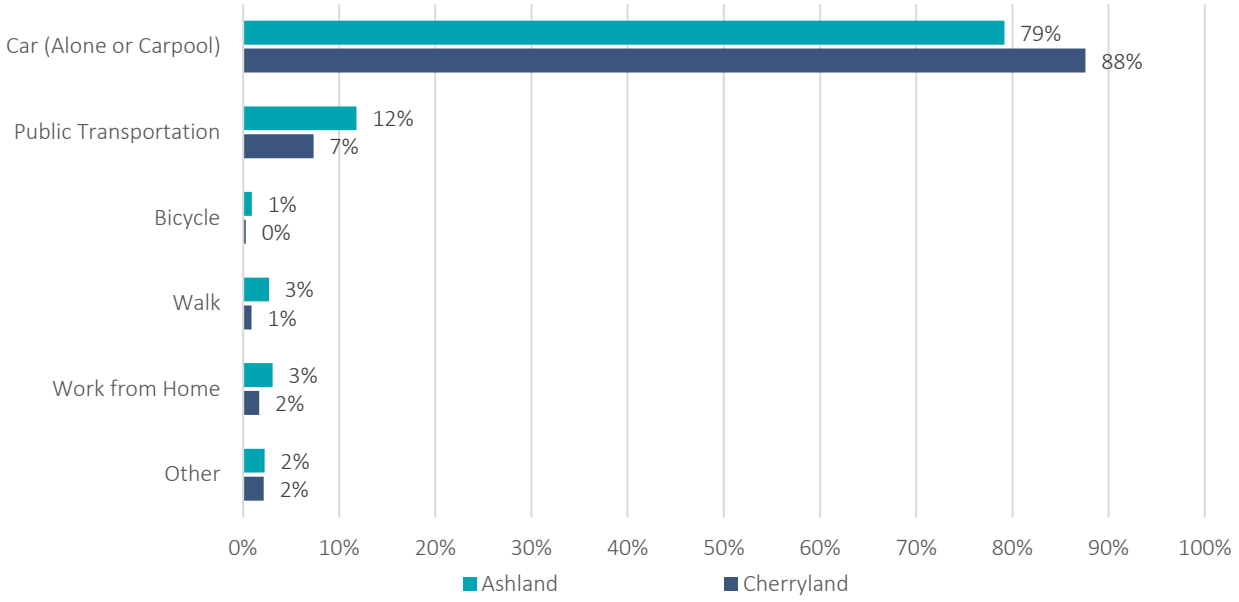


Source: *U.S. Census American Community Survey,* 2017

Ashland and Cherryland are accessible from the I-238, the I-880 to the west, and the I-580 to the east. The Bay Fair Bay Area Rapid Transit (BART) station located in Ashland operates the Dublin/Pleasanton—MacArthur line and Richmond—Warm Springs/South Fremont line.

As shown in Figure 3, the majority of Ashland and Cherryland residents drive alone or carpool to work. Only 10% of residents commute by BART or Alameda County Transit bus.

Figure 3: Resident Commute Types



Source: *U.S. Census American Community Survey,* 2017

Based on the BART commuter survey, most daily Bay Fair BART commuters walk, drive, carpool, or are dropped off at the station. Only 6% of riders arrive by bike and 8% by bus or other public transportation modes. BART riders live an average of 1.24 miles away from the station. Those who walk live an average of 0.7 miles away, while those who drive are an average distance of 1.87 miles.

The Alameda County Community Development Agency published the Ashland and Cherryland Business District Specific Plan (ACBDSP), which was adopted in December 2015. The ACBDSP outlines future land use patterns to improve multi-modal transportation access and strengthen neighborhood development.

Purpose of the Study

Alameda County engaged Walker Consultants to provide a parking demand and management strategy study for the ACBD Specific Plan area. This study intends to build on the plan's recommendations and identify strategies to accommodate parking and transportation needs now and upon full build-out of the Specific Plan.

The objectives of the study were:

- Understand existing parking conditions and transportation options within the plan area.
- Understand how parking policies can incentivize economic development and compliment mobility options.
- Understand how parking and transportation management compares to similar communities in the Bay Area.
- Gather perspectives from members of the public, residents, business owners, government bodies, and local organizations on parking and transportation in the ACBD.
- Based on the information gathered and analyzed for this study, develop a series of recommendations that will aid the County in future parking and transportation planning within the Specific Plan area.

Overall, the study provides a summary of the existing parking conditions in the ACBD Specific Plan area including the existing parking supply, weekday and weekend utilization, existing regulations, and current parking management practices. This study also includes a comprehensive review of five comparison cities to gain an understanding of how similar communities in the Bay Area are managing parking and transportation. Further, the study provides results of public outreach efforts including a survey and community workshops.

The result of these activities is a set of recommendations in Section 5 that align with the ACBD Specific Plan Area build-out to assist Alameda County in making improvements to accommodate a potential increase in demand.

Methodology

To meet the stated objectives, Walker worked closely with Alameda County to gather the required information and develop recommendations. The project team consisted of Alameda County's Planning Department staff and Walker. In partnership, this team developed project parameters, objectives, and worked together to coordinate stakeholder outreach.

The study methodology consisted of the following:

- Review of County documents and information
- Data collection and existing conditions analysis
- Stakeholder outreach
- Development of recommendations

Walker began by reviewing the ACBD Specific Plan to gain an understanding of the study area and guiding policies and plans. Additionally, Walker and the County had multiple conversations that informed Walker's understanding of the area, how parking currently functions, transportation patterns, and land uses included in the area. This review

of existing documentation and feedback from the County informed Walker's approach to data collection for the existing conditions analysis.

The study area for the existing conditions analysis included all public on-street parking with the ACBD Plan Area, as well as private off-street spaces in lots with 15 or more spaces. Walker collected occupancy data for on-street public parking on residential streets, one-block out from the three main corridors – East 14th Street, Mission Boulevard, and East Lewelling Boulevard.

Parking occupancy counts were collected on Saturday, November 9, 2019, and Tuesday, November 12, 2019. On-street parking occupancy was collected hourly from 10:00 a.m. and 8:00 p.m. Off-street was collected during the lunchtime and evening for the weekend count and in the morning, lunchtime, and evening for the weekday count. In addition to occupancy counts, Walker also collected length-of-stay data for on-street parking within the main commercial corridor and near the Bay Fair BART station. This provided an understanding of how long vehicles were parked on the street.

This data was compiled and used to identify peak parking demand in the area as well as locations of highly utilized and underutilized spaces. The results of this analysis are presented in Section 2, Existing Conditions, of this report.

After existing conditions data was compiled, Walker and the County worked together to host a variety of opportunities for stakeholder outreach. This included the following:

- Community workshop
- Online survey
- Project website
- Presentations to the Eden Area Municipal Advisory Council
- Presentations and meetings with community associations, business groups, and other entities working in Ashland and Cherryland
- Informational materials including a project fact sheet, presentations, and postcards
- Social media engagement on Instagram, Nextdoor, Facebook
- Flyering postcards to local businesses to inform the community about the study and opportunities for input

The combination of understanding existing policies and plans, parking occupancies and behavior, existing transportation options, plans for the future, and input from a variety of stakeholders provided Walker with the necessary information to develop recommendations. These recommendations were developed after thoughtful review and analysis of the compiled information and developed with consult from County staff.

02 Existing Conditions

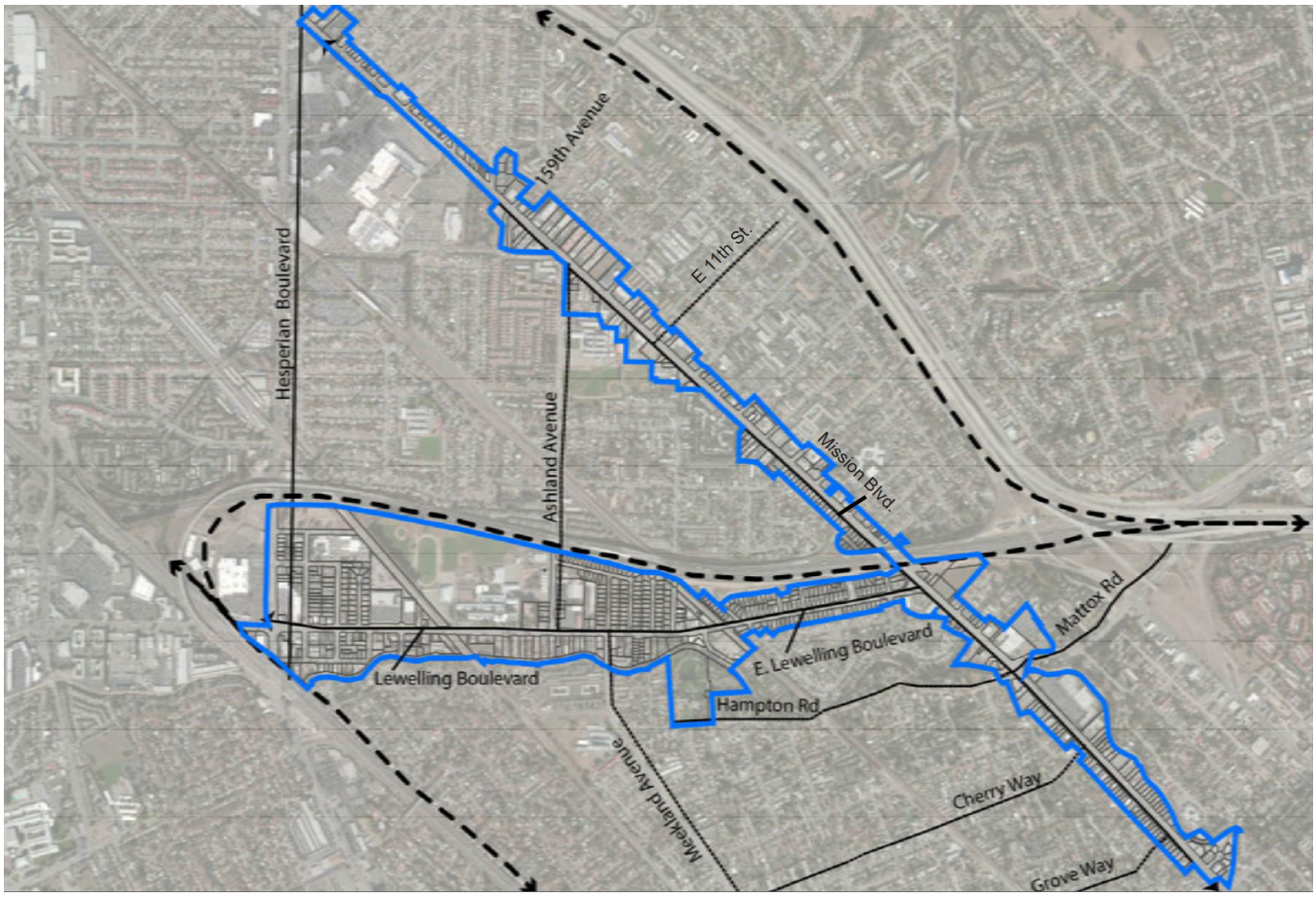
2. Existing Conditions

Study Area

The Ashland and Cherryland study area is comprised of all parking located within the Ashland and Cherryland Business District Specific Plan as well as residential side-streets one block off the major commercial corridors – East 14th Street, Mission Street, and East Lewelling Boulevard.

The Specific Plan boundaries are shown in Figure 4.

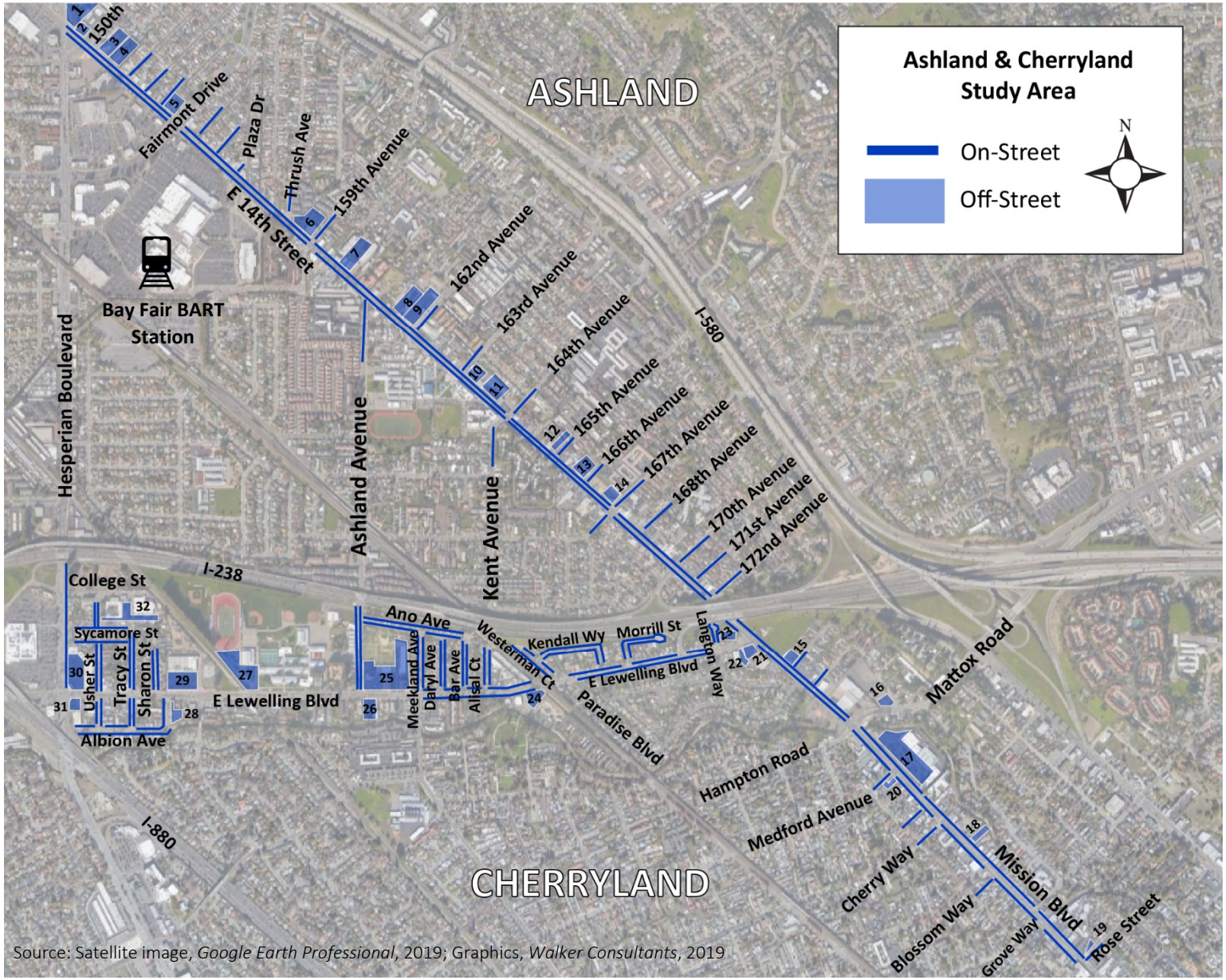
Figure 4: Ashland & Cherryland Business District Specific Plan Boundaries



Source: *Ashland and Cherryland Business District Specific Plan*, 2015

The entire study area for this study is shown in Figure 5.

Figure 5: Ashland & Cherryland Study Area



Source: Satellite image, *Google Earth Professional*, 2019; Graphics, *Walker Consultants*, 2019

Parking Supply

Within the Ashland/Cherryland study area, there is an estimated supply of 4,768± parking spaces. This includes:

- 735± public on-street spaces on the main commercial streets including East 14th Street, Mission Boulevard, and East Lewelling Boulevard.
- 1,914± public on-street spaces on the residential streets (number of spaces one-block off of East 14th Street, Mission Boulevard, and East Lewelling Boulevard in the residential neighborhoods).
- 2,119± private off-street spaces (private lots that had 15 spaces or more were included in this study).

Figure 6: Parking Supply Distribution

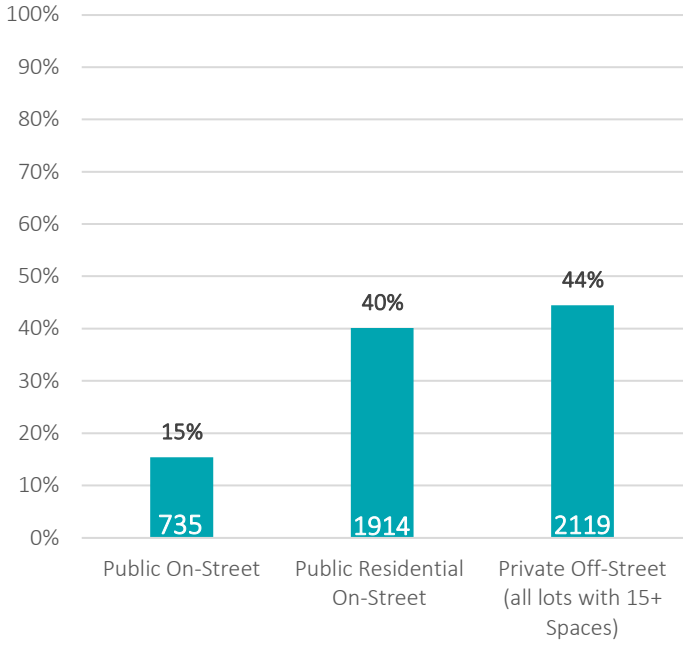


Figure 6 shows a visual distribution of the parking supply in Ashland/Cherryland and Table 1 provides a summary.

Table 1: Ashland/Cherryland Study Area Parking Supply

Area	Supply
Public On-Street	
E 14th St	*407*
Mission Blvd	*204*
E Lewelling Blvd	*124*
Total Public On-Street Supply	735
Public Residential On-Street	1,914
Private Off-Street (all lots with 15+ Spaces)	2,119
Total Supply	4,768

Note: Some on-street spaces were comprised of unmarked curbs; therefore, the number of spaces was estimated based on the amount of curb available and observed occupancies.

Source: *Walker Consultants*, 2020

Existing Parking Restrictions & Wayfinding

Public on-street spaces on East 14th Street in Ashland, and Mission Street, in Cherryland primarily serve these commercial corridors. Currently, these spaces have a posted time-limit of two-hours, from 8:00 a.m. to 6:00 p.m. Based on conversations with the County, time limits are currently not actively enforced. If enforcement does occur, the County Sherriff is responsible for issuing citations.

Residential side streets currently have no posted time limits or restrictions.

Off-street parking analyzed for this study were all privately owned and operated and restricted to customer and employee parking for the businesses or institutions they serve.

Other than the posted two-hour time limit signs, there is currently no other signage within the area directing visitors to available parking or nearby land uses such as the BART Station or Bay Fair Shopping Center.

Existing Parking Demand

Walker evaluated parking demand in Ashland and Cherryland by conducting weekend and weekday parking occupancy counts on Saturday, November 9, 2019, and Tuesday, November 12, 2019. On-street parking occupancy was collected hourly from 10:00 a.m. and 8:00 p.m. Off-street was collected during the lunchtime and evening for the weekend count and in the morning, lunchtime, and evening for the weekday count.

On-street counts were collected on the major commercial corridors including East 14th Street, Mission Boulevard, and East Lewelling Boulevard. On-street counts were also collected approximately one block out from the main corridors, primarily serving residential neighborhoods. Due to the large size of the study area, residential parking occupancy was estimated based on visual observations. Generally, residential streets were 70% to 100% full on both the weekday and weekend at every hour.

Off-street parking demand was collected at all lots that had 15 or more spaces. It should be noted that there is currently no public off-street parking available in the Ashland and Cherryland study area. All lots included in the study area are privately owned and operated and are restricted to the exclusive use of the businesses or institutions they serve. These lots were included in the study area to gain an understanding of how much available parking is utilized throughout the area and identify any potential opportunities for private-public partnerships in the future (i.e. the County leasing underutilized private off-street spaces for public use).

Weekend Parking Occupancy

On-Street Occupancy

Weekend on-street peak parking occupancy occurred between 2:00 p.m. and 3:00 p.m., with 1,800± vehicles parked, 849± parking spaces available, and a utilization rate of 68%

East 14th Street, Mission Boulevard, and East Lewelling Boulevard experienced occupancies of 64%, 61%, and 60% during peak parking occupancy.

Off-Street Occupancy

Peak off-street parking occupancy on the weekend occurred at noon with 855± spaces occupied, 1,264 parking spaces available, and a utilization rate of 40% during the peak.

A summary of parking occupancy on the weekend for both on-street and off-street parking is shown in Table 2.

Table 2: Weekend Peak Parking Occupancy Summary, 2:00 PM

Area	Supply	Spaces Occupied Saturday 2:00 PM	Occupancy
E 14th St	*407*	*259*	*64%*
Mission Blvd	*204*	*125*	*61%*
E Lewelling Blvd	*124*	*74*	*60%*
Total Commercial Public On-Street	735	458	62%
Public Residential On-Street	1,914	1,342	70%
Total On-Street	2,649	1,800	68%
		Spaces Occupied Saturday 12:00 PM	
Private Off-Street	2,119	855	40%

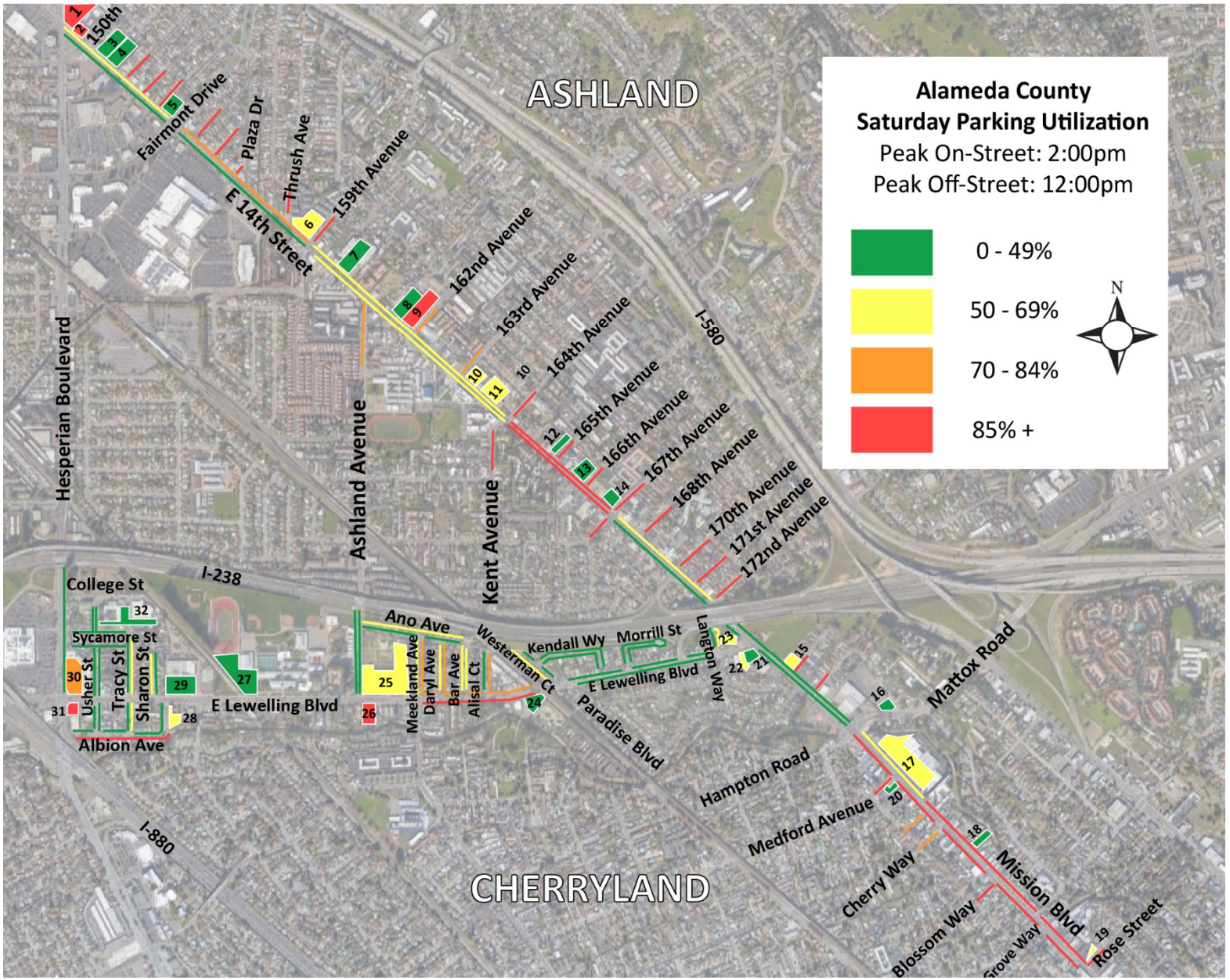
Source: Walker Consultants, 2020

Weekend peak parking occupancy is also shown graphically in Figure 7.

As shown in the Figure 4 map, on the weekend, there are areas of highly concentrated parking demand on East 14th Street and Mission Boulevard. Walker field staff observed that some of this demand is likely the result of automobile-related businesses parking vehicles on the street throughout the day in these areas.

Additionally, residential parking on side streets was found to be heavily utilized throughout the day which is likely due to heavily populated areas and the combination of single-family housing and apartment complexes.

Figure 7: Weekend Peak Parking Occupancy: Higher utilization in areas of red



Source: Satellite image, *Google Earth Professional*, 2019; Graphics, *Walker Consultants*, 2020

Weekday Parking Occupancy

On-Street Parking Occupancy

On a weekday, on-street parking occupancy peaked between 5:00 p.m. and 6:00 p.m. with 1,681± spaces occupied, 968± spaces available, and a utilization rate of 63%.

In general, on-street demand was lower on a weekday than the weekend, with utilization on East 14th Street, Mission Boulevard, and East Lewelling Boulevard at 50%, 41%, and 44% during the peak.

Off-Street Parking Occupancy

On weekdays, off-street parking peaked at noon with 961± spaces occupied, 1,158± spaces available, and a utilization rate of 45%.

A summary of weekend on-street and off-street parking demand is shown in Table 3.

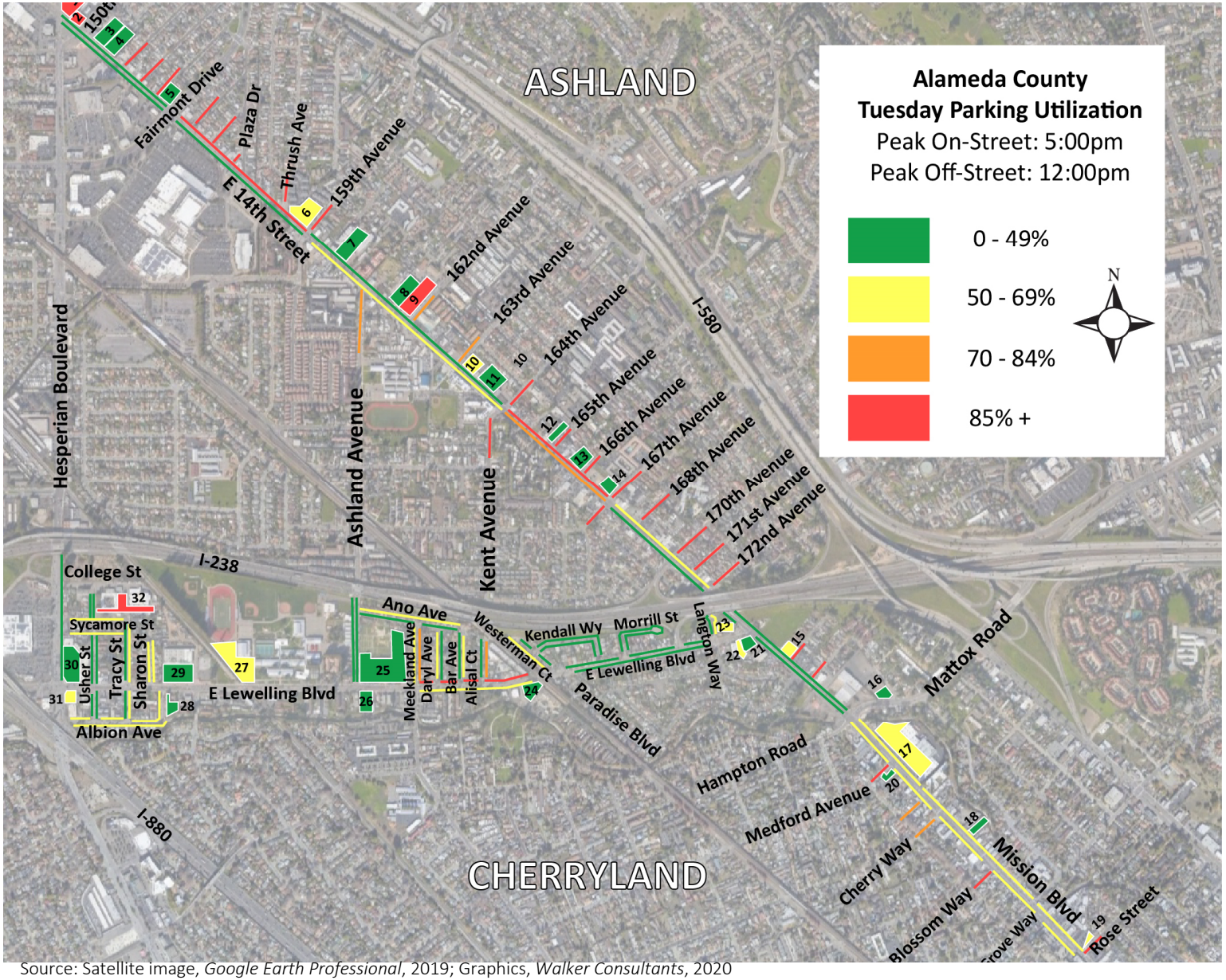
Table 3: Weekday Peak Parking Occupancy Summary, 2:00 PM

Area	Supply	Tuesday 5:00 PM	Occupancy
E 14th St	*407*	*202*	*50%*
Mission Blvd	*204*	*83*	*41%*
E Lewelling Blvd	*124*	*54*	*44%*
Total Commercial Public On-Street	735	339	46%
Public Residential On-Street	1,914	1,342	70%
Total On-Street	2,649	1,681	63%
		Saturday 12:00 PM	
Private Off-Street	2,119	961	45%

Source: Walker Consultants, 2019

Figure 8 shows the peak parking demand graphically during the weekday.

Figure 8: Weekday Peak Parking Occupancy: Higher utilization in areas of red



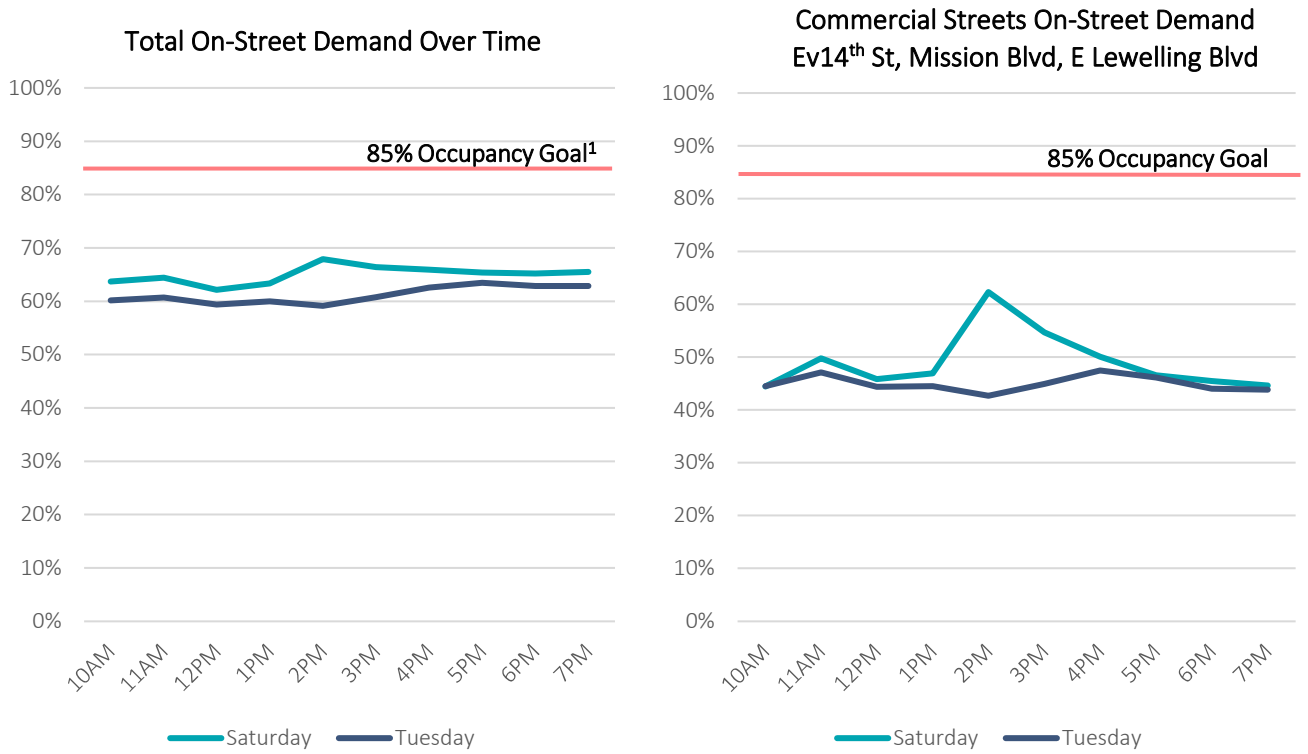
Source: Satellite image, *Google Earth Professional*, 2019; Graphics, *Walker Consultants*, 2020

Parking Demand Over Time

Overall, on both the weekend and weekday, on-street parking demand remained relatively stable throughout the day in the study area, largely remaining within 59% to 68% occupied throughout the day.

Examining just the commercial streets (East 14th Street, Mission Boulevard, and East Lewelling Boulevard), on-street demand fluctuated more throughout the day, with a notable peak on the weekend. Figure 9 shows both the total on-street demand overtime (commercial and residential streets) as well as only the commercial streets.

Figure 9: On-Street Occupancy Over Time



Note: [1] An 85% occupancy is the optimal goal for on-street parking in commercial districts. At 85%, the majority of spaces are utilized while those seeking a space can find one with minimal searching. When occupancy is over 85%, people begin perceiving parking as "full" and often must search longer to find a space.
Source: *Walker Consultants*, 2019

Off-street parking demand was also observed to be relatively consistent throughout the day, with peak parking demand occurring at noon on both the weekend and weekday. Table 4 provides a summary of utilization during each period collected for off-street parking.

Table 4: Off-Street Parking Demand Over Time

	10AM	12PM	7PM
Saturday	-	40%	34%
Tuesday	39%	45%	39%

Source: *Walker Consultants*, 2020

BART Neighborhood

The Bay Fair Bay Area Rapid Transit (BART) station is located within one to two miles from the main commercial corridors of the Ashland and Cherryland study area. As part of this analysis, Walker evaluated parking on the neighborhood streets adjacent to the BART station to determine potential spillover from parking demand for the BART station onto neighborhood streets.

There are approximately 477± on-street spaces within the neighborhood surrounding the Bay Fair BART station.

The neighborhood area that was evaluated for this study is shown in Figure 10.

Figure 10: BART Neighborhood Study Area

Source: Satellite image, *Google Earth Professional*, 2019; Graphics, *Walker Consultants*, 2020

Similar to off-street occupancy counts, parking occupancy counts were collected in the BART neighborhood at 10:00 a.m., 12:00 p.m., and 7:00 p.m. during the weekend and weekday.

Peak parking demand occurred during the Tuesday count at noon with 280 vehicles parked and a utilization of 59%. On the weekend, parking demand peaked at noon with 217 vehicles parked and a utilization rate of 59%. A summary of the data collected is shown in Table 5.

Table 5: BART Neighborhood Parking Demand

	Saturday			Tuesday		
Time	10AM	12PM	7PM	10AM	12PM	7PM
Occupancy	215	217	216	271	280	217
Utilization	45%	45%	45%	57%	59%	45%

Source: *Walker Consultants*, 2020

In general, weekday occupancy around the BART station was higher than on the weekend. This may indicate some additional demand associated with BART commuters parking in the neighborhood. Typically, residential parking demand peaks in the evening and weekends, as more residents are home. Since around Bay Fair BART parking demand is lower in the evenings and on the weekend, some of the weekday daytime parking in this neighborhood may be from commuters. The Bay Fair BART station has a surface lot and currently charges for parking ($3.00 per day). Some riders may be attempting to avoid payment by parking in nearby neighborhoods.

Parking Occupancy Findings

An 85% utilization rate is the typical target for on-street parking spaces within most parking systems. This ensures most spaces are being utilized while adequate parking availability remains for those seeking a space. Off-street parking facilities can have an acceptable parking occupancy rate of 90% or higher for facilities where employees regularly park, although the 85% for off-street simply represents a higher level of service to the driver (more regular availability is provided). Parking availability is typically the key concern, but too many empty spaces at peak or an imbalance between locations with a lack of parking and with abundant parking is an efficiency and potentially convenience issue.

In general, when parking facilities experience occupancies greater than 85%, users begin to perceive parking as “full” and are likely to spend more time circling to find a space, which creates traffic congestion and increases vehicle emissions. At 85%, most spaces are being utilized but those drivers seeking a space can find one with minimal searching. Therefore, 85% is typically used as a target for optimal parking occupancy.

With a peak occupancy of 68% for on-street and 46% for off-street, Ashland and Cherryland currently have a surplus of parking capacity available within the parking system as a whole, when compared to this standard. This leaves a lot of lands dedicated to parking in the community underutilized almost all of the time. However, there are some “hot spots”, areas of high utilization, throughout the study area where blocks of parking are at full capacity and available parking may be more challenging to find.

Ashland and Cherryland currently have a surplus of parking capacity available.

How Long Do People Park?

Many of the on-street spaces in the study area have a two-hour time limit. Time limits are useful to ensure the most convenient on-street spaces are available for short term stays and turnover to allow more people to park throughout the day. When spaces turnover it increases the capacity of the parking system, thereby increasing the convenience and access to the main commercial corridors – East 14th Street, Mission Boulevard, East Lewelling Boulevard.

To understand how often parked cars leave a space, or, turnover, a license plate inventory (LPI) was collected hourly from 10:00 a.m. to 8:00 p.m. (10 counts) on Tuesday, November 12, 2019. Turnover data was collected for on-street spaces on the commercial corridors.

Length-of-stay data was collected using a License Plate Recognition (LPR) unit, which digitally collects license plate numbers. This data is then used to determine how long vehicles were parked. It is noted that LPR has some margin of error as conditions in the field may impact the unit's ability to capture the plate. If vehicles are parked too close together or other objects, such as trash cans, are blocking plates, these can be missed by the unit. Additionally, the LPR unit typically cannot capture black license plates. However, despite this margin of error, the LPR unit collected a sufficient number of plates to evaluate, generally, how long vehicles are parked on the street in the commercial corridors.[1]

Over 10 counts, 1,147 unique license plates were collected. Findings show that overall, the majority of vehicles are parked for one to two hours. However, there are many vehicles parked for over three hours, likely violating posted time-limits. The hourly turnover data are summarized in Table 6.

Table 6: Parking Turnover Data

Street	Plates	Hours Parked									
		1	2	3	4	5	6	7	8	9	10
E 14th St	777	480	85	55	22	20	14	29	5	17	50
% of Plates		62%	11%	7%	3%	3%	2%	4%	1%	2%	6%
Mission Blvd	384	209	55	28	18	11	16	10	4	12	21
% of Plates		54%	14%	7%	5%	3%	4%	3%	1%	3%	5%
Lewelling Blvd	256	131	21	19	22	15	12	13	6	7	10
% of Plates		51%	8%	7%	9%	6%	5%	5%	2%	3%	4%
Total	1,147	820	161	102	62	46	42	52	15	36	81
% of Plates		58%	11%	7%	4%	3%	3%	4%	1%	3%	6%

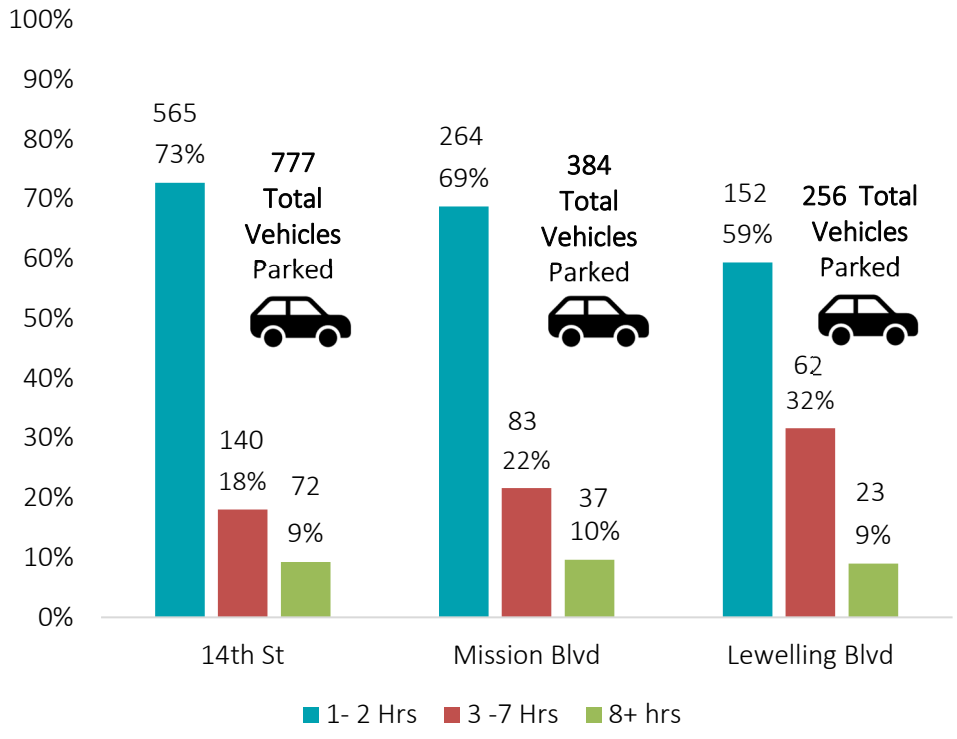
[1] The LPR data was collected solely for the purpose of identifying how long vehicles were parked and is not used or shared beyond those Walker staff for the purpose of this specific analysis. The data will be deleted once this engagement is complete.

Since East 14th Street and Mission Boulevard have posted two-hour time limits, an analysis of the number of vehicles violating this limit was determined. Based on turnover data, the majority of vehicles parked on East 14th Street, Mission Boulevard, and East Lewelling Boulevard parked for one to two hours. However, there are still many vehicles parked for three or more hours, likely violating posted time limits.

- An analysis of turnover data shows: On East 14th Street, 18% of vehicles parked (140 vehicles) stayed in those spaces three to seven hours, and 9% (72 vehicles) were parked for eight or more hours. In total 52% of spaces on East 14th street were parked for three or more hours.
    - Many of these vehicles were likely parked in the high-occupancy areas (those that were 85% or more occupied) based on a review of occupancy counts. In general, on-street spaces in these high-occupancy areas are staying least 60% full throughout the day, making them unavailable for customers.
- Mission Boulevard experienced lower turnover than 14th Street, with 22% of vehicles (83 vehicles) parked for three to seven hours and 10% (37 vehicles) parked for more than eight hours. In total, almost 60% of spaces on Mission Boulevard were parked for three or more hours.
- East Lewelling Boulevard does not have restrictions and therefore experienced the lowest turnover, with 85 vehicles staying for three or more hours in the 124 total parking spaces. That means 70% of parking spaces were occupied for three or more hours and not turning over.

A summary of the turnover data for each street is shown in Figure 11.

Figure 11: Summary of Turnover Data



Source: *Walker Consultants*, 2020

BART Neighborhood Turnover

A turnover analysis was also conducted for the BART neighborhood. License plate data were collected three times in the neighborhood – in the morning, midday, and evening. Those parking for all three counts were likely parked for the majority of the day.

There were 447 unique plates collected in the BART neighborhood. Of these vehicles, 100, or 22% were parked all day (10:00 a.m. to 8:00 p.m.). A summary of the turnover data collected is provided in Table 7.

Table 7: BART Neighborhood Turnover Data

Number of Hours Parked	1	2	3
Number of Plates	235	112	100
% of Plates	53%	25%	22%

Source: *Walker Consultants,* 2020

Overall Access to Ashland & Cherryland

Access to Ashland and Cherryland is provided via a variety of transportation options beyond driving including transit, biking, and walking. The following provides an overview of the existing facilities available that support these modes.

Transit

BART

The Ashland and Cherryland study area is within proximity to the Bay Fair BART Station (within one mile). BART is a heavy rail and subway system that serves the San Francisco Bay Area. It provides connections to San Francisco and Oakland as well as suburban areas in Alameda County, San Mateo County, and Contra Costa County.

The following lines currently serve the Bay Fair station:

- Dublin/Pleasanton – Daly City
- Richmond – Warm Springs/South Fremont
- Daly City – Warm Springs/South Fremont
- MacArthur – Dublin/Pleasanton
- Dublin/Pleasanton – Macarthur

Parking at this station is available for $3.00 per day as well as permit parking options for monthly parking, airport parking, and extended weekends. Based on the BART Bay Fair Station web page, this lot is typically estimated to fill by 8:30 a.m.

Figure 12 shows a service map for the various BART lines with the Bay Fair station highlighted.

Figure 12: BART Weekday & Saturday Service Map

Source: *Bay Area Rapid Transit, System Map,* accessed via https://www.bart.gov/system-map, 2020

Bus Transit

The bus service in the study area is provided by AC Transit. AC Transit is a public transit agency serving the western portions of Alameda and Contra Costa counties in the East Bay. AC Transit also operates "Transbay" routes across the San Francisco Bay to San Francisco and selected areas in San Mateo and Santa Clara counties.

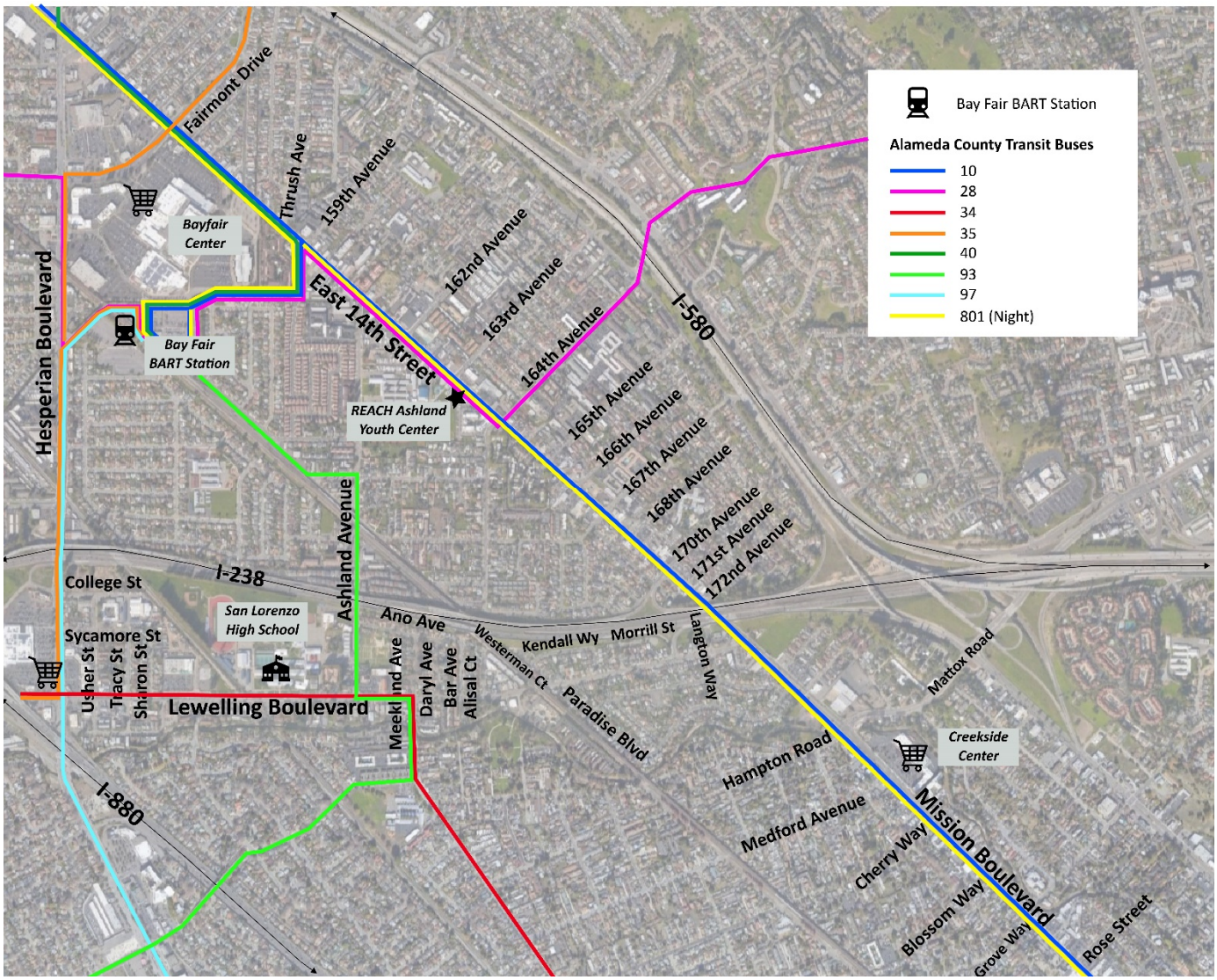
Four AC Transit routes primarily serve the Ashland and Cherryland Area. The following descriptions were pulled from the AC Transit website:

- Route 10 - San Leandro BART to Hayward BART via E. 14th St., Bay Fair BART, and Mission Blvd. Stops are located at:
    - East 14th Street and 150th Avenue, 153th Avenue, Bayfair Drive, 159th Avenue, Ashland Avenue, 163rd Avenue, 165th Avenue, 167th Avenue, 170th Avenue
    - Mission Boulevard and East Lewelling Boulevard, Medford Avenue, Cherry Way, Blossom Way, Grove Way
- Route 801 - All Nighter. San Leandro BART to Fremont BART via International Blvd., E. 14th St., Mission Blvd., Union City BART, Decoto Rd., and Fremont Blvd. Stops are located at:
    - East 14th Street and 150th Avenue, 153th Avenue, Bayfair Drive, 159th Avenue, Ashland Avenue, 163rd Avenue, 165th Avenue, 167th Avenue, 170th Avenue
    - Mission Boulevard and East Lewelling Boulevard, Medford Avenue, Cherry Way, Blossom Way, Grove Way
- Route 40 - Downtown Oakland to Bay Fair BART via Foothill Blvd., Eastmont Transit Center, and Bancroft Ave. Stops are located at:
    - East 14th Street and 150th Avenue, 153th Avenue, Bayfair Drive, 159th Avenue
- Route 28 - From San Leandro BART to Hayward BART via Williams St., Alvarado St., Monterey Blvd., Floresta Blvd., Halcyon Dr., Bay Fair BART, 159th Ave., E. 14th St., 164th Ave., Miramar Ave., Stanton Ave., Lake Chabot Rd., Castro Valley Blvd., Castro Valley BART, Redwood Rd., Seven Hills Rd., Center St. and A St. Stops are located at:
    - East 14th Avenue, 159th Avenue, Ashland Avenue, 163rd Avenue

Routes 10, 801, 28 as well as 93, 706, 35, 97 also have stops at the Bay Fair BART station.

A summary of transit routes available in the area is shown in Figure 13.

Figure 13: Public Transportation in the Ashland and Cherryland Study Area



Source: Aerial Image – *Google Earth Professional*, 2020; Graphic – *Walker Consultants*, 2020

Bicycle

There are currently no existing bike lanes or bike paths on 14th Street or Mission Boulevard. On East Lewelling Boulevard there are Class II bike lanes from Meekland Avenue to Hesperian Boulevard. Class II bike lanes are on-street facilities marked by striping that provides separation between bicyclists and the vehicle travel lanes.

Pedestrian

In general, a continuous sidewalk is provided along 14th Street, Mission Boulevard, and East Lewelling Boulevard. There are also marked pedestrian crosswalks at several of the intersections.[2] Additionally, Walker field staff

[2] A pedestrian facilities study or walk score was not included in the scope of this study.

observed multiple instances of pedestrians crossing the street mid-block, and therefore not using the crosswalks available at intersections.

Transportation Network Companies

Transportation Network Companies (TNC), such as Uber and Lyft, are another mode option already utilized, with increasing usage across the Bay Area. However, little to no TNC activity was observed in the Ashland and Cherryland study area.

East 14th Street Corridor Improvements

Alameda County Public Works Agency is currently in the process of implementing plans for a series of improvements on East 14th Street from 162nd Avenue to Interstate 238. Project plans include new sidewalks, bike lanes, intersection improvements, lighting, pavement improvements, landscaping, and public art, among other improvements.

The intent of this project is to beautify the Ashland business corridor and make the street safer for people walking, riding bicycles, and driving through the area. The project is designed to improve safety and access for all users, strengthen community identity, and revitalize the corridor. Figure 14 shows renderings of planned improvements.

Figure 14: East 14th St Corridor Improvements Renderings

Source: *Alameda County Public Works*, September 2017

03 Benchmarking

3. Benchmarking

Walker, in coordination with Alameda County, selected five San Francisco Bay Area communities to benchmark their parking programs and policies. The five communities were selected based on their proximate location to the study area, similar socioeconomic characteristics, and/or the recently implemented new parking changes. The purpose of the benchmarking analysis was to understand the program programs and policies that other communities have implemented and derive key lessons learned for the Ashland and Cherryland study area. The five communities including in this benchmarking analysis include:

- San Leandro, CA
- Richmond, CA
- West Sacramento, CA
- Alameda, CA
- North Fair Oaks, CA (unincorporated community in San Mateo County)

San Leandro, CA

The City of San Leandro is a 13.3 square-mile city located in Alameda County. The population of San Leandro is 89,683. The median household income is $81,722, which is approximately three-quarters of the amount in the San Francisco-Oakland-Hayward Metropolitan Area ($107,898). 7.3% of people live below the poverty line, which is slightly less than the rate in the San Francisco-Oakland-Hayward Metropolitan Area (9.5%). 34% of the population is Asian, 29% is Hispanic, 23% is White, 11% is Black, 3% is two or more races, and 1% is Islander.[3]

Key Lessons Learned

- The City recently (in 2017) re-introduced paid parking in the downtown area. To facilitate the transition process, the City conducted extensive public outreach with the community and gradually rolled out the enforcement of the new parking regulations.
- Along with the implementation of the new programs in the downtown area, the City created a website devoted to parking to communicate the parking changes that were occurring.
- To reduce on-street parking demand, the City lowered the parking rates in the public parking garage and eliminated assigned parking spaces. Monthly permits are offered for downtown employees and other monthly parkers, who can pay permits through an online system. Parking permits are also available for qualifying low-income parking patrons.
- To mitigate spillover from BART users onto surrounding residential streets, the City adjusted on-street time limits, posted additional signage and conducted regular enforcement of regulations.

[3] Population, income, and demographic statistics from ACS 2018 5 Year census data, reported by censusreporter.org.

Organizational Parking Management

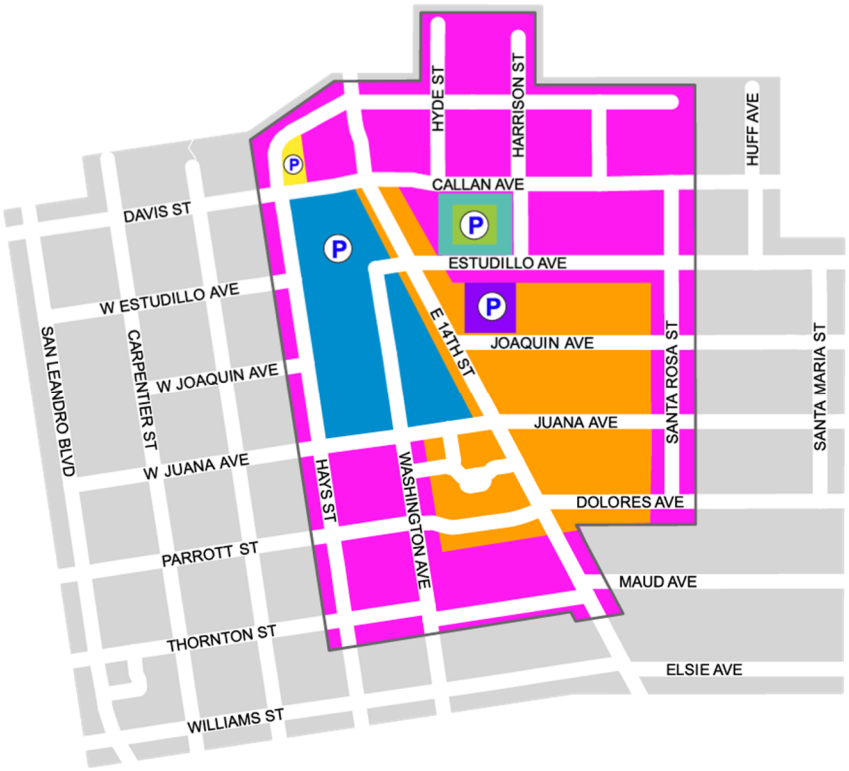
Parking in San Leandro is managed by several City departments:

- Public Works – Meter collection, maintenance, equipment management.
- Engineering – Residential parking permits and changes in the physical design of on-street and off-street facilities.
- Police Department – Coordinates parking enforcement with third party parking operator, SP+.
- Economic Development – Non-residential parking permits and coordination with the business community on parking issues.

Public Parking

The City of San Leandro offers on-street and off-street parking facilities in the downtown area. The City recently re-introduced paid parking in the downtown area by establishing eight total parking zones with different parking rates and time limits. The City undertook an extensive community outreach process to establish the new parking program in the downtown area. Figure 15 summarizes the parking zones in the downtown area.

Figure 15: Downtown San Leandro Parking Zones



Source: City of San Leandro (parksl.com).

On-Street Parking

The City of San Leandro charges for on-street parking in the downtown area and has approximately 800 metered parking spaces. The City has established three different on-street parking zones with different time limits and hourly rates. The orange zone parking spaces are within the downtown core and charge a higher rate ($1.50 per hour) than the pink zone ($0.75 per hour), which is just outside the downtown core. The higher rate charged in the orange zone is designed to encourage turnover, and the pink zone offers the option to park a few blocks away from the downtown core and provides more options for parking. The location of the orange and pink zones is shown in the parking zone map in Figure 15, above. The third zone (green zone) is located around the Pelton Plaza shopping center (not pictured in Figure 15).

Parking meters are in the form of single-space meters that accept quarters, only. The City has partnered with the vendor ParkMobile to provide parking patrons with the option to pay with their smartphones. Patrons download a cell phone application and enter their zone number and license plate number to pay for parking. ParkMobile offers the option to send patrons a 15-minute notification when a parking session is about to expire, and patrons can extend their parking session through the mobile application.

Table 8 summarizes the different zones, rates, and restrictions for the on-street parking.

Table 8: Downtown San Leandro On-Street Parking Meter Zones

Zone	Location	Hourly Rate	Time Limit	Hour of Enforcement	Meter Type	Payment Method
Zone 1 -- Orange	Downtown Core	$1.50	3 hours	Mon-Sat 9:00 a.m.-6:00 p.m.	Single-space	Quarters Only, Pay-by-Cell
Zone 2 - Pink	Outside Downtown Core	$0.75	3 hours	Mon-Sat 9:00 a.m.-6:00 p.m.	Single-space	Quarters Only, Pay-by-Cell
Zone 3 -- Green	Pelton Plaza	$1.50	2 hours	Mon-Sat 9:00 a.m.-6:00 p.m.	Multi-space	Quarters Only, Pay-by-Cell

Source: data- City of San Leandro (parksl.com), table- Walker Consultants, 2020.

Off-Street Parking

The City of San Leandro has a mix of paid and free off-street parking facilities in the downtown area. The City has established five different parking zones for off-street facilities with different time limits and hourly rates.

The Downtown Parking Garage, which opened in 2013, serves daily parkers as well as those with parking permits.

The City has five parking zones in off-street parking facilities. Table 9 summarizes the different zones, rates, and restrictions for the off-street parking.

Table 9: Downtown San Leandro Off-Street Meter Zones

Zone	Location	# Total Spaces	# EV Spaces	Parking Rate	Time Limit/ Restrictions	Hour of Enforcement	Payment Technology	Payment Method
Zone 4 – Light Green	Downtown Parking Garage – 1st Floor	384 (total for Garage)	2 (total for Garage)	$0.75/hour	No parking 2:00 a.m. – 4:00 a.m.	Mon-Sat 8:00 a.m.-5:00 p.m.	Pay on Foot Stations, Pay by Plate	Coin or Credit Card
Zone 5 – Teal	Downtown Parking Garage – 4th Floor	384 (total for Garage)	2 (total for Garage)	$2.50 (all day)	No parking 2:00 a.m. – 4:00 a.m.	Mon-Sat 8:00 a.m.-5:00 p.m.	Pay on Foot Stations, Pay by Plate	Coin of Credit Card
Zone 6 – Blue	Washington Plaza	484	0	Free	2 hours		N/A	N/A
Zone 7 –Yellow	Dan Miemi Way Parking Lot	N/A	0	Free	No parking 2:00 a.m. – 5:00 a.m.	Mon-Sun 5:00 a.m - 2:00 a.m.	N/A	N/A
Zone 8 – Purple	Best Building Parking Lot	57	0	Free	2 hours	Mon-Sat 8:00 a.m. – 6:00 p.m.	N/A	N/A

Source: data- City of San Leandro (parksl.com), table- Walker Consultants, 2020.

Parking Enforcement

Enforcement of public parking is conducted by the third-party operator, SP+. License Plate Recognition Technology is used to enforce parking restrictions.

Parking Permits

The City of San Leandro offers permits for employees, residents, and downtown visitors.

Employee Permits

The City offers four different types of employee permits, as summarized in Table 10. Employee parking permit areas are in designated spaces in the Washington Plaza Lot and Downtown Parking Garage (2nd and 3rd Levels). Parking patrons pay for permits through an online system. Patrons enter their license plate, which serves as their credentials to park. Table 10 summarizes the employee permits offered.

Table 10: San Leandro Employee Parking Permits

Permit Type	Monthly Permit Rate	User Group	Reserved Spaces	Payment Technology	Payment Method	Location
Downtown Employee Permit	$35	Downtown Employees	First-come, first-served, based on availability.	Online Permit System, Pay by Plate	Credit Card	Downtown Parking Garage – 2nd and 3rd Floor - Designated Employee parking areas.
Low Income Employee Permit	$15	Downtown Employees making minimum wage	First-come, first-served, based on availability.	Online Permit System, Pay by Plate	Credit Card	Downtown Parking Garage – 2nd and 3rd Floor - Designated Employee parking areas.
Washington Plaza Employee	$15	Washington Plaza Employees	First-come, first-served, based on availability.	Online Permit System, Pay by Plate	Credit Card	Select spaces in Washington Plaza lot or Downtown Parking Garage – 2nd and 3rd Floor - Designated Employee parking areas.
Washington Plaza Employee with Safeway Designation	$15	Washington Plaza Safeway Employees	First-come, first-served, based on availability.	Online Permit System, pay by plate	Credit Card	Select spaces in Washington Plaza lot or Downtown Parking Garage – 2nd and 3rd Floor - Designated Employee parking areas.

Source: data- City of San Leandro (parksl.com), table- Walker Consultants, 2020.

Monthly Permits

The City offers monthly parking permits for the 2nd and 3rd floor of the Downtown Parking Garage. Monthly permit spaces are designated as "permit only" in the Garage. The cost for a monthly permit is $35/month, and $15/month for low-income permits.

Similar to the employee permits, parking patrons pay for permits through an online system. Patrons enter their license plate, which serves as their credentials to park.

Residential Permits

San Leandro has a residential parking permit program in place to address parking spillover from non-residential uses onto residential streets. The City has a petition process to establish new residential parking permit areas:

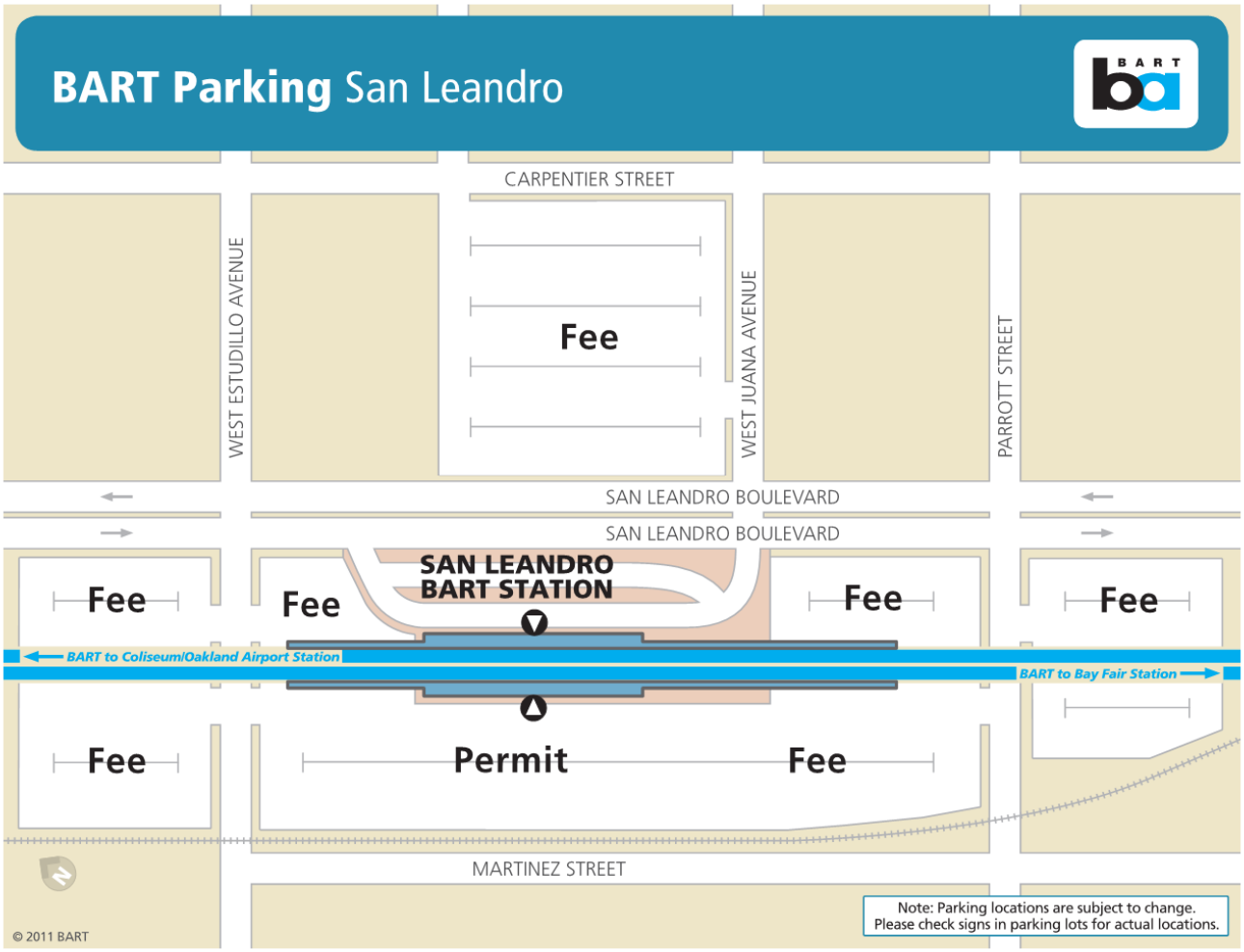
- Permit Zone Requirements
    - The area must be at least four contiguous block faces.
    - Signature of at least 75% of addresses within the proposed area.

- Petition Process
    - The petition is submitted to the City of San Leandro Engineering and Transportation Department, which reviews the petition to determine whether adequate parking restraints exist in the proposed zone.
        - At least 80% of the block faces with unlimited on-street parking must be zoned residential.
        - At least 75% of unlimited on-street parking spaces within the proposed area must be occupied during any two one-hour periods.
    - If the petition is approved by the Engineering and Transportation Department, it is presented at the Planning Commission.
        - Notice of the Planning Commission meeting is mailed to properties within 300 feet of the proposed area.
    - If the petition receives the Planning Commission recommendation, the City Council will consider a resolution to establish the proposed area.
        - If approved by City Council, at least 60% of the households must purchase permits before signs identifying the program and establishing the area are installed.
- Parking Restrictions
    - Time restrictions and hours of enforcement permit areas are determined on a case by case basis by the Engineering and Transportation Director with neighborhood input.
- Permits Issued
    - Each household may purchase a maximum of two annual parking permits.
    - Residents must show proof of residence, vehicle registration, and vehicle ownership.
    - The first permit costs $20 and the second permit is $40.
    - 14-day visitor permits are offered for $15 each.

BART Station

There is a BART station serving San Leandro “San Leandro Station.” The station has Monthly Reserved Parking and daily parking for $3. Extended Weekend and Airport/Long Term parking is available. There are also 76 bike lockers available at this location. Figure 16 shows the location of the BART parking facilities serving the San Leandro Station.

Figure 16: San Leandro Station BART Parking Facilities



Source: bart.gov

To mitigate spillover from BART parkers onto neighboring residential streets, the City changed the time limits to promote pick-up and drop-off near the station. The City also increased the signage and enforcement of the time limits.

Another measure the City undertook to mitigate spillover was to lower the parking rates in the Downtown Parking Garage to encourage Downtown employees and BART users to use the Garage rather than park on on-street spaces.

Mobility Services

San Leandro offers mobility services including the FLEX Shuttle Service and San Leandro LINKS.

FLEX Shuttle Service

The FLEX shuttle service provides transportation for seniors and persons with disabilities:

- The FLEX Shuttle Bus consists of a series of shuttle stops at specific locations throughout the City.
- To use the service, riders must be:
    - A resident of the City of San Leandro, and
    - Must be 60 years or older or at least 18 years old and East Bay Paratransit certified.
- An annual registration fee of $20/rider/year is required. Once the fee is paid, the rides are free.
- The shuttle operates Monday through Friday between 9:00 a.m. and 5:00 p.m.
- Funding for the FLEX Shuttle is provided by funds from Measure B and BB, a voter-approved ballot measure that set aside a portion of Alameda County Sales tax revenue to fund transportation projects.

San Leandro Links

The City of San Leandro offers the San Leandro Links service, which is a free shuttle service:

- The shuttle provides free transportation between places of employment and the San Leandro BART Station.
- The shuttle runs every 20 minutes Monday through Friday 5:45 a.m. to 9:45 p.m. and 3:00 p.m. to 7:00 p.m.
- A mobile app is available (Nextbus) for a shuttle schedule and updates.
- The LINK is managed by the San Leandro Transportation Management Organization (SLTMO), a non-profit organization with representation from the business community and the City.
- The LINK is funded through a variety of sources including regional grants and the surrounding Business Improvement District (BID).
    - The BID provides approximately 50% of the funding for the LINK.
    - The Bay Area Air Quality Management District requires all employers with 50+ employees to provide commuter benefits to their employees. Participation in the LINKS BID satisfies the requirement.

Parking Website

As a result of the 2017 Downtown Parking Management study that the City conducted, one of the identified goals of the plan was to improve communication about parking downtown. As a result, the City developed a website dedicated to downtown parking, called ParkSL. The website provides information about parking meters, downtown parking zones, parking permit portal, and information about the City's Pay-by-Cell program. The City has partnered

with the vendor Spot Angeles to create an interactive parking map showing time limits and parking rates. Parkers can download the SpotAngels mobile app to search for parking options.

Richmond, CA

The City of San Richmond is a 30.1 square-mile city located in Contra Costa County. The population of Richmond is 110,175. The median household income is $72,270, which is approximately two-thirds of the amount in the San Francisco-Oakland-Hayward Metropolitan Area ($107,898). 13.8% of people live below the poverty line, which is more than 1.5 times the rate in the San Francisco-Oakland-Hayward Metropolitan Area (9.5%).40% of the population is Hispanic, 20% is Asian, 19% is White, 16% is Black, 3% is two or more races, 1% is Islander, and 1% is Other.[4]

Key Lessons Learned

- Richmond has a residential parking permit program called the Neighborhood Parking Permit Program (NPP). The program is an "opt-in" program where residents petition to designate their neighborhood as a permit zone. The program was implemented to address the increased demand for on-street parking in residential neighborhoods, such as:
    - Increased development near the San Francisco Ferry
    - Spillover from BART users
    - A larger number of vehicles per household due to multi-family and multi-generational housing.
- One of the challenges of the NPP program is the additional resources needed to enforce the NPP zones.
- The City has implemented several initiatives to promote greater use of alternative modes of transportation, including a Commuter Benefits Ordinances, R-Transit/Paratransit service, and a new bike-share program that will be implemented.

Organizational Management

Richmond Parking Management Services, within the City's Department of Transportation, has the following responsibilities:

- Manage public parking stall inventory and City-owned parking facilities.
- Responsible for developing a Parking Management Plan.
- Assist in the implementation of Transportation Demand and Sustainability Strategies.
- Steward the expansion of electric vehicle (EV) ownership and public access to EV charging.

Parking enforcement is conducted by the City's Police Department.

[4] Population, income, and demographic statistics from ACS 2018 5 Year census data, reported by censusreporter.org.

Public Parking

The City of Richmond offers both on-street and off-street public parking facilities.

On-Street Parking

It is free to park in the City of Richmond's on-street parking facilities. There are time restrictions in the City, which vary by area. Most restrictions are for two hours.

Off-Street Parking

The City has two paid off-street public parking facilities and free off-street surface parking lots, as summarized in Table 11.

Table 11: Richmond Off-Street Paid Parking Facilities

Parking Facility	Number of Spaces	EV Spaces	Parking Rate	Payment Technology	Payment Method
Market Square Lot	30		$1/hour, $4/day	Pay on Foot station (Pay by Plate), Pay-by-Cell	Credit Card
Marina Way Lot	43		$1/hour, $3/day, $45/month	Pay on Foot Stations (Pay-by-Plate), Pay-by-Cell	Credit Card
Art Center Parking Lot	N/A	6	Free	N/A	N/A
Main Library Civic Center	N/A	2	Free	N/A	N/A
Civic Center Main Lot	N/A	4	Free	N/A	N/A

Source: data- City of Richmond, table- Walker Consultants, 2020.

Parking Enforcement

The City of Richmond Police Department conducts parking enforcement in the City. The City considering the implementation of License Plate Recognition Technology as the method of enforcement.

Parking Permits

Residential Parking Permits

In January 2017, the City adopted a Neighborhood Permit Parking (NPP) Ordinance. The program is designed to balance the needs of those who park on residential streets including residents, visitors, and commuters. The City's residential neighborhoods have multi-family and multi-generational households that contribute to higher demand for on-street parking. NPP zones can be created within neighborhoods where public parking limits are unique to that area and account for the specific needs of the neighborhood.

Five parking permit areas have been established throughout the City.

- Permit Zone Requirements
    - Areas where on-street parking for non-residents is limited or border commercial areas within the City.
    - At least 75% of the block faces with unlimited on-street parking must be zones residential.
    - At least 75% of all unlimited on-street parking spaces within the proposed area must be occupied during any two-hour periods between 10:00 a.m. and 4:00 p.m.
    - The district area must be at least two blocks.
- Petition Process
    - Applicants must submit a petition to the City's Department of Transportation with the signature of the majority (at least 51%) of the households within the neighborhood.
    - The Department of Transportation reviews the application and recommends an area for permit parking to the City Council.
        - A public hearing is held and is posted to all blocks proposed to be included in the parking permit area.
- Parking Restrictions
    - Spaces have a two-hour time limit between 8:00 a.m. to 6:00 p.m. Monday through Saturday for non-permit holders.
    - Vehicles without a permit may park only once per day within the two-hour restriction.
- Permits Issued
    - The permit fee is $20 per vehicle.
    - Single-family units are limited to two parking permits per household and multi-family units are limited to one permit per household.
    - One visitor parking permit for $20 is permitted per single-family household, in the form of a hangtag permit.
    - Boat trailers, camping trailers, motor homes, and work-type commercial vehicles are not eligible to obtain parking permits.
    - Permits can be obtained online or in-person through the City's Transportation Parking Services.
    - Applicants must show current vehicle registration, California ID, utility bill, proof of homeownership, or rental agreement.

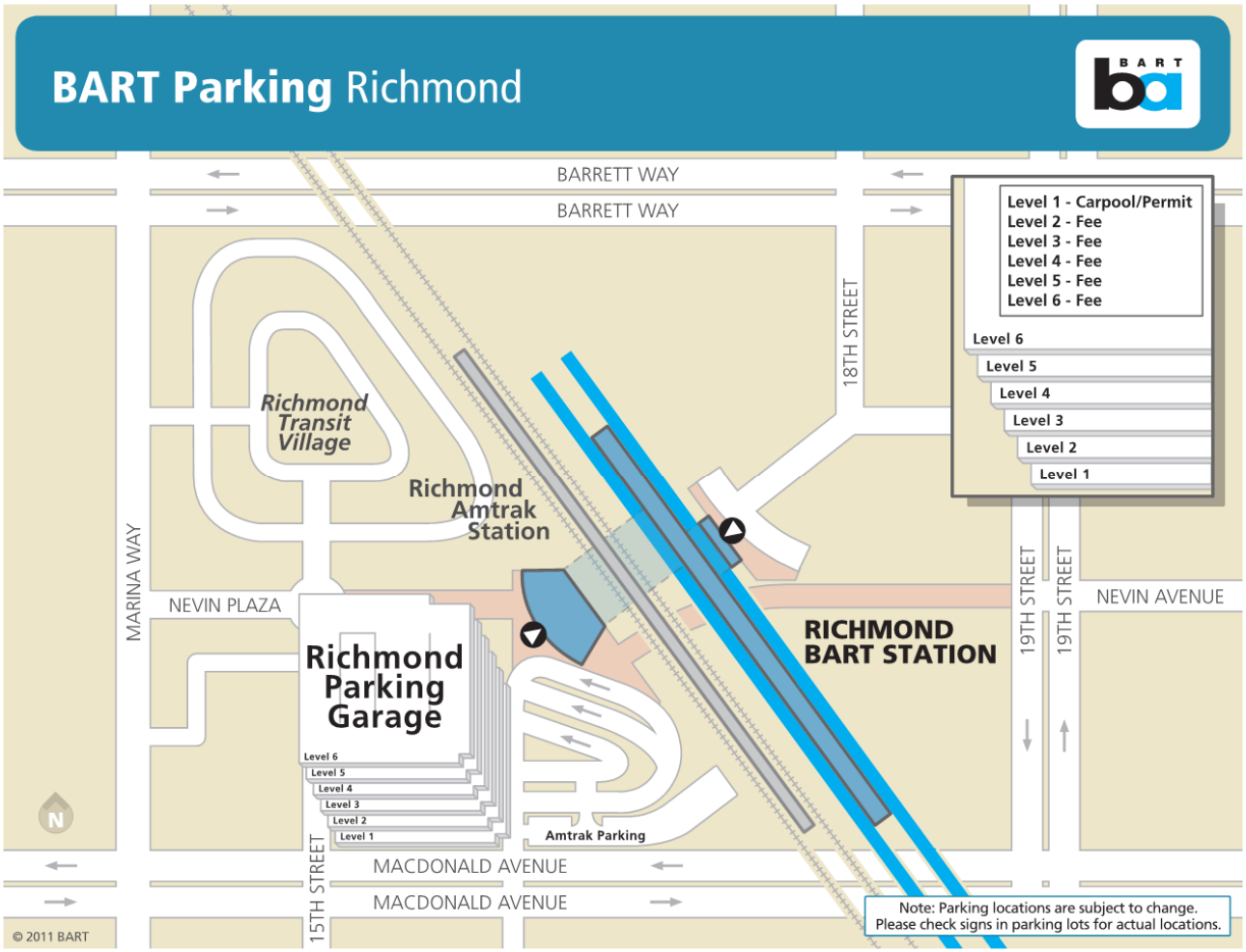
The City has communicated that one of the challenges of the NPP program is the additional resources needed to enforce the NPP zones.

BART Station

The City of Richmond is served by a BART station "Richmond Station." The station has daily parking for a $3 fee. Monthly reserved parking, Single-Day Reserved parking, and Extended Weekend parking area are also available. 32 bike lockers are available at this location.

Figure 17 shows the location of the Richmond Station BART parking facilities.

Figure 17: Richmond Station BART Parking



Source: bart.gov

One of the City's residential parking permit district areas is located in the area surrounding the BART station in Richmond.

Mobility Services

Richmond offers mobility programs as discussed in this section.

Bike Share

The City obtained the Metropolitan Transportation Commission (MTC) funds to launch a public bike-share system in Richmond. 250 electric-assist bikes at 25 stations will be available for use 24/7. The City has partnered with third-party operator Gotcha Mobility to launch this service.

Commuter Benefits Ordinance

The City has a Commuter Benefits Ordinance to encourage alternative modes of transportation such as public transit, ridesharing, bicycling, and walking. The Ordinance requires all registered businesses in the City that have ten or more employees who work on average of at least ten hours per week to offer commuter benefits, including one or more of the following:

- A pre-tax election for transit, vanpool, and bicycles
- Employer-paid benefit, in which the employer supplies a transit pass or reimbursement
- Employer-provided transit services such as a vanpool or bus
- An alternative benefit that must be pre-approved by the City.

If a business has 50+ employees in the City of Richmond and/or across all sites in the Bay Area, the employer must register with the Bay Area Commuter Benefits Program administered by the Bay Area Air Quality Management District and Metropolitan Transportation Commission.

R-Transit/Paratransit

The City has the R-Transit/Paratransit program which provides transportation for seniors (55 and older) and persons with disabilities. R-Transit provides low-cost transportation services to residents of the City of Richmond, and unincorporated areas of Each Richmond Heights, El Sobrante, Kensington, North Richmond, Hasford Heights, and Rollingwood. The City recently partnered with Lyft to offer subsidies to use on-demand service.

Guaranteed Ride Home

Contra Costa County offers the 511 Guaranteed Ride Home program that provides a commute option for commuters that need a ride home due to unexpected circumstances. The program is free for commuters who work in Contra Costa County and participants can use the program up to six times per year. Participants submit a reimbursement request for the cost of the trip. The following services are offered as part of the program:

- Taxi
- Bike rental
- Public transit
- Transportation Network company

West Sacramento, CA

The City of San West Sacramento is a 21.5 square-mile city located in Yolo County. The population of West Sacramento is 52,826. The median household income is $64,664, which is slightly less than the amount in the Sacramento-Roseville-Arden-Arcade Metropolitan Area ($68,662). 16.4% of people live below the poverty line, which is approximately 10% higher than the rate in the Sacramento-Roseville-Arden-Arcade Metropolitan Area (14.3%). 47% of the population is White, 31% is Hispanic, 9% is Asian, 5% is Black, 7% is two or more races, and 1% is Islander.[5]

Key Lessons Learned

- The City of West Sacramento transitioned from a residential parking permit program to paid parking in the Bridge District to promote greater turnover of parking spaces; and therefore, more access for businesses and visitors in the area.
- Rather than implementing residential parking permit districts, the City encourages residential developments to build parking off-site and for on-street parking spaces to be shared among users.
- The City has a two-hour time limit at parking meters. The City has established a tiered parking rate structure for on-street parking meters to provide parkers with the opportunity to extend their parking session beyond the two-hour limit and pay a higher hourly rate at the meter or via a mobile application.

Organizational Management

Parking in West Sacramento is handled by several entities:

- West Sacramento Parking Services manages parking for the City of West Sacramento.
- The Police Department handles the adjudication of the parking citations.
- The Administration Department conducts customer service aspects such as permit issuance.
- The City of West Sacramento has a contract with the City of Sacramento to provide parking enforcement services. The two cities have a revenue share agreement for the parking citation revenue.

Public Parking

The City of West Sacramento offers both on-street and off-street public parking spaces.

On-Street Parking

West Sacramento has approximately 307 parking metered spaces within the Bridge District of the City. The Bridge District was a former industrial area that is redeveloping into an urban mixed-use environment. The City implemented metered parking in the City in 2017, as the district was still being redeveloped. Previously, the District had a residential parking permit program. The City recognized that the residential parking on the street was

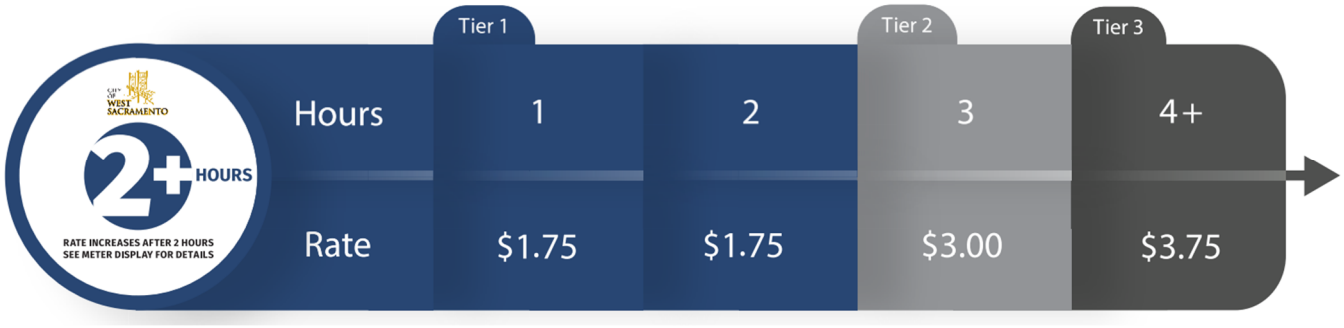
[5] Population, income, and demographic statistics from ACS 2018 5 Year census data, reported by censusreporter.org.

impacting the available spaces for businesses and visitors. Therefore, the City eliminated the residential parking permit program and implemented paid parking.

The following are key points regarding the on-street metered parking:

- Hours of Operation - Parking meters are operational seven days per week from 8:00 a.m. to 10:00 p.m.
- Payment Method - Parking patrons have two options to pay for parking:
    - Parkmobile pay by a cell phone app. Patrons can extend their parking session through the app.
    - At the multi-space parking meters, which are pay by the license plate. Meters accept both credit cards and coins.
- Time Limit – There is no time limit at the parking meters. However, the parking rate increases after two hours of parking.
- Parking Rates – Parking rates operate on a tiered rate structure to allow parking patrons to extend their parking sessions, if necessary:
    - Hour 1 and 2 – Regularly hourly rate. ($1.75/hour)
    - Hour 3 - $3.00/hour
    - Hour 4+ - $3.75/hour

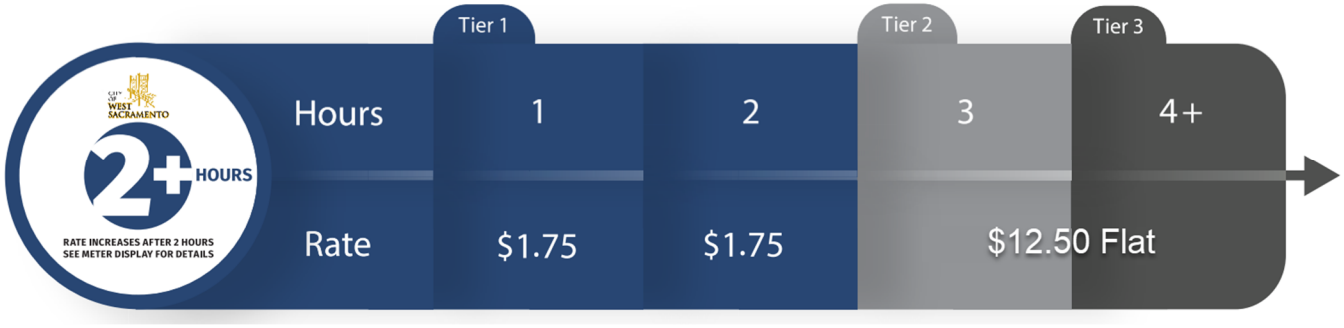
Figure 18: West Sacramento Parking Meter Rates



Source: cityofwestsacramento.org

- Special Event parking rates – To protect residents, visitors, and businesses from increased parking demand during special events, the City has a special event meter rate. When a special event is occurring, a special event rate will be activated after two hours of parking:
    - Hour 1 and 2 – Regularly hourly rate. ($1.75/hour)
    - Hour 3+ - $12.50 flat rate
    - The special event rate is set at 125% of the rates charged to part in the Sutter Health Park (formerly Raley Field) lots.

Figure 19: West Sacramento Special Event Parking Meter Rates



Source: cityofwestsacramento.org

In the Washington District of the City, an established neighborhood in the City has time-restricted parking spaces. Parking is limited to one hour Monday through Friday from 8:00 a.m. to 5:00 p.m. Residents can purchase parking permits that exempt them from this requirement. Select non-residential areas that have 90-minute maximum parking.

Enforcement of the on-street parking spaces is done through a vehicle-mounted License Plate Recognition (LPR). Since the parking credential for the paid parking spaces is the license plate, the enforcement is done through LPR.

Off-Street Parking

West Sacramento also owns five off-street public parking facilities that are a mix of free and paid. Table 12 summaries the rates for public parking facilities.

Table 12: West Sacramento Public Parking Facilities

Parking Facility	Number of Spaces	EV Spaces	Daily Parking Rate	Monthly Parking Rate	Time Limit	Hour of Operation	Payment Technology	Payment Method
5th and Bridge Lot	255	4	First 2 hours free, $1.75/hour	$30	72 hours	24/7	Pay-by-Cell	Parkmobile, Pay-on-Foot Machine
Ziggurat Garage (28 City Spaces)	28	0	$1.75/hour (increases after one hour)	$95	72 hours	24/7	Pay-by-Cell	Parkmobile*
7th and Tower Bridge Gateway Lot	75	0	$1/hour, $5/day	$40	72 hours	24/7	Pay-by-Cell	Parkmobile*
3rd and C Lot (Burger's and Brew)	41	0	Free	Free	72 hours	24/7	N/A	N/A
City Hall Overflow Lot	121	0	Free	Free	72 hours	24/7	N/A	N/A

*Pay on Foot machines will be added.

Source: City of West Sacramento, Walker Consultants, 2020.

Parking Enforcement

Parking enforcement is conducted by the City of Sacramento. The City of West Sacramento entered into a revenue share agreement with the City of Sacramento to provide enforcement for the City. Enforcement is conducted using License Plate Recognition (LPR) technology.

Parking Permits

Monthly Parking Permits

Monthly public parking permits are available for the three of the off-street parking facilities and can be purchased online, through an online portal the City established through Parkmobile, a third-party vendor. New users must register for an account.

For monthly parking permit holders at the 5th and Bridge parking lot, who are also Bridge District residents, daily visitor passes are available:

- The visitor passes allow a visitor to park in the lot.
- The license plate number of the visitor's vehicle is required.

- Permit holders purchase visitor permits online.
- Visitor passes are $5/day.
- A maximum of two visitor passes per month is permitted.
- Visitor passes can be purchased up to 31 days in advance.

Residential Parking Permits

The City of West Sacramento offers residential parking permits in the B permit area (within the City's Washington District). Below are key features of the B parking permits:

- In the fall of 2018, the City switched from using physical parking permits to digital permits by the license plate.
- B permits are valid for one year and expire on June 30th of every year.
- The permit fee is $5/year.
- Permit holders apply for and renew permits online. Residents without a computer or in need of assistance may purchase permits at City Hall, where a computer has been installed.
- Applicants must show one of the following:
    - Current vehicle registration
    - Valid CA driver's license
    - Current lease or rental agreement
- 2 visitor placards (hang tag) are permitted per address ($5/permit). Visitor permits are only available in person at City Hall.

The City also offers permits for the Habitat Apartments, which is within the City's Bridge District Below are key features of the Habitat Permits:

- Residents of the Habitat Apartments can purchase monthly permits online (up to 45 residents).
- The permit allows residents to park in the City's 5th & Bridge parking lot, on Bridge Street, Central Street, and Mill Street.
- The rate for a Habitat permit is $50/month.
- Residents obtain Habitat permits online.

In discussions with city staff, the City seeks to limit the number of residential parking permit areas to promote a greater turnover of on-street spaces. Instead of residential parking permit areas, the City promotes the provision of residential parking spaces off-street in private development projects and a shared parking concept.

Mobility Services

The City of West Sacramento offers mobility programs as described in this section.

Micromobility

The City of West Sacramento has shared bikes and scooters (also known as shared mobility or micromobility). The City has established a Micromobility Ordinance and has a permitting process to allow new vendors to operate. As of August 2019, the third-party vendor JUMP (owned by Uber) is the only shared mobility company permitted to operate in West Sacramento.

Via Rideshare

The City of West Sacramento offers West Sacramento On-Demand in partnership with the third-party vendor Via:

- Customers interested in the service create an account through downloading the Via Rideshare App.
- Customers book a ride through the app, which provides an estimated time of arrival of a Via Van.
- Rides are typically shared with other customers traveling in the same direction.
- Standard fares are $3.50 one-way or $1.75 for Seniors and Disabled Riders.
- Riders can also purchase weekly passes, which allow rides up to four times per day every day. Weekly passes cost $15/week or $7.50/week with a senior/disabled rider discount.
- The Hours of Operation of the services are:
    - Monday through Friday 6:00 a.m. to 11:00 p.m.
    - Saturday 9:00 a.m. to 11:00 p.m.
    - Sunday 8:00 a.m. to 8:00 p.m.

Alameda, CA

Alameda is a 1.2 square-mile city in Alameda County. The population of Alameda is 78,322. The median household income is $114,750, which is slightly higher than the amount in the San Francisco-Oakland-Hayward Metropolitan Area ($107,898). 7.2% of people live below the poverty line, which is slightly less than the rate in the San Francisco-Oakland-Hayward Metropolitan Area (9.5%). 43% of the population is White, 28% is Asian, 13% is Hispanic, 8% is two or more races, 7% is Black, 1% is Islander, and 1% is Other.[6]

Key Lessons Learned

- The parking rates in the parking structure are lower than the on-street meter rates and the metered parking lots to encourage its use. Parking validations are available for the parking structure from nearby businesses.
- The City adopted an 85% on-street parking occupancy threshold to promote greater turnover of parking spaces and access to businesses.
- The City has implemented several parking management initiatives to improve parking and transportation management. However, the City lacks the parking enforcement necessary to support the City's policy objectives.
- The City has implemented several initiatives to promote greater use of alternative modes of transportation, including a bike-share program, carshare program, and several mobility services to seniors and persons with disabilities.

Organizational Management

Parking enforcement is conducted by the City of Alameda Police Department.

Public Parking

On-Street Parking

The City of Alameda has paid on-street parking. Meters enforced Monday through Saturday from 9:00 a.m. to 6:00 p.m. Parking meters are in the form of single-spaces meters. Parking rates range from $1-$1.50 per hour.

On-street occupancy in Alameda regularly exceeded 85%. In 2014, the City Council approved a parking occupancy goal of 85% for its existing 1,100+ public paid parking spaces. The purpose of establishing this goal was to promote parking turnover, access to local business, reduce traffic congestion due to drivers searching for an available parking space, and reduce vehicular/pedestrian conflicts due to distracted drivers.

[6] Population, income, and demographic statistics from ACS 2018 5 Year census data, reported by censusreporter.org.

Off-Street Parking

The City of Alameda has one paid parking garage (Civic Center Parking Structure) and three free surface lots, as summarized in Table 13.

Table 13: Alameda Public Parking Facilities

Parking Facility	Number of Spaces	EV Spaces	Bike parking	Daily Parking Rate	Monthly Parking Rate	Time Limit	Hour of Enforcement	Payment Technology	Payment Method
Civic Center Parking Structure	341	4	24 bike racks, 16 elockers	$0.75/ hour	$35 8am-5pm Mon-Fri, $45 Mon-Sat	None	9:00 a.m. – 6:00 p.m. Monday through Saturday	Pay-by-Space	Cash or Credit Card
Lot A	N/A	N/A	N/A	$1.50/ hour		N/A	9:00 a.m. – 6:00 p.m. Monday through Saturday	Single-space parking meter	Cash or Credit Card
Lot C	N/A	N/A	N/A	$1.50/ hour		N/A	9:00 a.m. – 6:00 p.m. Monday through Saturday	Single-space parking meter	Cash or Credit Card
West End Lot	N/A	N/A	N/A	$1/ hour		N/A	9:00 a.m. – 6:00 p.m. Monday through Saturday	Single-space parking meter	Cash or Credit Card

Source: City of Alameda, Walker Consultants, 2020.

Parking Enforcement

In 2014, the City Council approved infrastructure upgrades to prepare the City to better manage pricing and time limits, including installing new smart single-space meters, improving parking guidance signage, and refreshing curb painting. Despite having completed these improvements, data collected in 2017 showed that, at many times of the day, the Park Street and Webster Street areas continued to have parking occupancies well above the goal and were generally similar to the occupancy that drove the 2014 goal. Without consistent enforcement and resulting compliance, improvements, and upgrades to parking infrastructure alone will not significantly improve occupancy management.

With the opening of the Alameda Point Town Center and the new Seaplane Lagoon Ferry Terminal will be operating direct ferry service to San Francisco, the City's parking collection and enforcement program must expand dramatically. With two ferry terminals, 1,425 housing units planned, 9,000 new jobs, 4,000 new public parking spaces, and over 900 acres to manage and enforce, the redevelopment of Alameda Point represents a major challenge for the expansion of the City's existing parking program.

The City's parking program is not currently adequately staffed to effectively manage the existing parking supply and cannot manage the expanding demand. The existing program is comprised of eight part-time Police Assistant positions in the Alameda Police Department, but only three part-time positions are currently filled due to high turnover rates stemming from the position's part-time status. The current active enforcement staff represents less than 30% of the City's current estimated enforcement needs. An additional full-time, grant-funded position covers abandoned vehicle monitoring and enforcement.

To address the need to improve parking enforcement, staff presented four options to the City Council in September 2019. The ensuing City Council discussion revealed that at least four Councilmembers were in support of utilizing City employees to improve and expand the program. Two of the four Councilmembers were in support of utilizing contract services for a short, initial time to address immediate needs, with the intent that the contractors would be replaced with City employees after a few years. Two of the four Councilmembers who were in favor of a City employee-staffed program spoke in opposition to using contract services. The fifth Councilmember stated that the current program was working and no improvement was necessary.

Based on the divided City Council opinions, in November 2019 staff proposed an interim plan that includes the following:

- Two (2) full-time, non-sworn, Parking Enforcement Officers.
- Continuation and expansion as necessary of part-time, non-sworn, Parking Enforcement Officers.
- Realigning the salary of the Parking Enforcement Officer position to be competitive with the compensation being offered in the East Bay region.

Parking Management Recommendations

The city's policy documents have recommended parking management to reduce traffic and GHG emissions citywide. Specific recommendations that relate to both on-street and off-street parking include:

- Implementing paid parking at the Harbor Bay Ferry Terminal, Main Street Ferry Terminal, and new Seaplane Lagoon Ferry Terminal.
- Restricting the supply of free private parking at Alameda Point and providing City-owned shared public parking lots and on-street parking restrictions that can be managed through paid parking policies.
- Increasing parking fees in commercial areas citywide to maintain a goal of 85% occupancy.
- Establishing parking restrictions, parking charges, and other transportation demand management strategies on "Day One" of new developments, so that new residents, businesses, and visitors are not asked to adapt to and embrace new strategies at a later date.

Parking Permits

Monthly parking permits are available in the Civic parking structure. Permit rates at $35 to park 8:00 a.m. to 5:00 p.m., Monday through Friday, and $45 for Monday through Saturday. The City was considering increasing the number of parking permits to encourage long-term parkers to park in the structure instead of on-street parking spaces.

A limited number of parking permits are available for local businesses within the surface lots.

BART Station

There is not a BART station in the City of Alameda. However, AC Transit services Downtown Alameda through the 19, 20, 21, and 51A bus lines, which pass through Alameda and connect to the Fruitvale BART station and the stations in Downtown Oakland.

Mobility Services

Bikeshare

Alameda was the first East Bay city with a public dock-less bike share system, using Lime. The program ran from October 2017 through March 15, 2019, when Lime stopped operating dockless bike-share systems nationwide. The City is now exploring other bike-share options.

Lime launched in Alameda in October 2017. Over the 17-month program period, almost 100,000 rides were taken by over 15,000 unique riders. The median trip was just 0.4 miles and over 80,000 miles were ridden. The City contributed staff resources to running the program.

At least 300 LimeBikes were available throughout the island during the six-month pilot period (October 2017 to March 2018). In early 2018, the City conducted a community survey and evaluated the pilot program. Based on the results, staff recommended continuing the dock-less bike share program in Alameda to both the Transportation Commission at their March 28, 2018 meeting and to the City Council on May 1, 2018. Council approved this recommendation. A Request for Proposals for dockless bike share was issued in mid-2018 and Lime was selected to operate that system.

Gig Carshare

On May 1, 2018, the Alameda City Council approved an agreement with third-party operator Gig Car Share to have up to 50 Gig Car Share vehicles on the main island of Alameda. Carsharing is defined as a membership-based service, which allows all qualified, licensed drivers to make vehicle trips with the use of a rented vehicle without a separate written requirement for each trip. Gig Car Share has a team of fleet operators who clean and fuel the cars throughout the communities they serve. The vehicles are available for one-way trips between the main island of Alameda, core East Bay communities, and two San Francisco locations.

Other Mobility Services

The City of Alameda offers mobility services through Measure B/BB funds, which are from a one-cent sales tax for transportation. These programs primarily support seniors and persons with disabilities.

Alameda Loop Shuttle

The City of Alameda provides a free shuttle service, the Alameda Loop Shuttle:

- The shuttle operates three loops that run on different days of the week (Tuesday, Wednesday, and Thursday) from 8:30 a.m. to 4:00 p.m.
- The shuttles run every 30 minutes.

- Each of the loops serves Downtown Alameda every half hour, and also stops at institutions including Alameda Hospital, Matsick Senior Center, Kaiser Permanente, Alameda Theatre & Cineplex, South Shore Center at Trader Joes's/Safeway, and the Alameda Main Library.

Subsidized Taxi Service for Seniors and Persons with Disabilities

The City of Alameda offers two discounted taxi programs for seniors and persons with disabilities:

- Premium Program
    - The City of Alameda offers a premium taxi service program for residents who are 70+ years of age or East Bay Paratransit-certified:
    - Eligible riders purchase discount taxi vouchers in advance of using the service.
    - Vouchers are provided at a 70% discount compared to the contracted value of the ride.
        - For example, a one-way trip that costs $10 would cost the rider $3.
        - Each voucher costs $1.50 ($5.00).
    - Individuals are limited to a maximum of 30 vouchers per quarter.
    - The contracted taxi company is First American Transit (also known as Welcome Taxi)
    - Enrolled riders can use the service for different types of trips, with shopping and doctor's appointments being the most common. Rides must be within Alameda County.
- Medical Return Trip Improvement Program (MRTIP)
    - The City of Alameda offers the MRTIP program, which provides Alameda residents who are enrolled with East Bay Paratransit taxi service after medical appointments:
    - Taxi vouchers cost $2.50 each.
    - Individuals are limited to a maximum of 10 vouchers per month.
    - Appointments can be anywhere in Alameda County.

Group Trips

The City of Alameda assists with transportation for groups, including:

- Mastick Monthly Trips
    - The City of Alameda provides financial assistance for the Matisck Senior Center monthly trip program, which provides transportation from the Senior Center to various Bay Area locations (e.g, San Francisco, Livermore)
    - Sign up is first-come, first-served.
    - Patrons must be at least 50 years or older.
    - Trip fees range from $45 to $75, depending on trip amenities and group size.
- Leisure Club

- The City of Alameda provides transportation to pick up and return members of the Alameda Recreation and Park Department Leisure Club (a social recreation program offered twice a month for adults, 18 years or older, with developmental disabilities).
- The service is free.

Scholarships

The City offers two scholarship programs for assisting residents with transportation costs:

- Taxi trip subsidies
  - The City offers limited matching funds to assist individuals with Premium Taxi Service expenses.
  - Patrons must be Alameda residents.
  - A limit of $90/family is available each year.
  - Proof of income is required (e.g. SSA/SSI award letter, paychecks, etc.)
- Free AC Transit bus passes
  - The City provides free passes to Alameda Housing Authority residents who are seniors or individuals with disabilities and meet the low-income requirements.

North Fair Oaks, CA

North Fair Oaks is a 1.2 square-mile unincorporated community in San Mateo County. The population of North Fair Oaks is 14,547. The median household income is $76,825, which is less than three-quarters of the amount in the San Francisco-Oakland-Hayward Metropolitan Area ($107,898). 16.5% of people live below the poverty line, which is more than 1.5 times the rate in the San Francisco-Oakland-Hayward Metropolitan Area (9.5%). 70% of the population is Hispanic, 19% is White, 7% is Asian, 2% is two or more races, 1% is Black, and 1% is Other.[7]

Key Lessons Learned

- North Fair Oaks struggles from a lack of available on-street parking spaces due to a variety of factors, such as inoperable vehicles and spillover from nearby auto body shops. Additional resources have been required to enforce on-street regulations.
- To address the limited parking, San Mateo County considered the implementation of a residential parking permit program. However, due to the cost of enforcement, the program has not been implemented.

Organizational Parking Management

The San Mateo County Sheriff's Office provides parking enforcement for North Fair Oaks. Parking outreach is conducted by the Planning and Building Department. Public Works conducts the administration and management of parking.

[7] Population, income, and demographic statistics from ACS 2018 5 Year census data, reported by censusreporter.org.

Public Parking

North Fair Oaks offers public on-street and off-street parking facilities.

On-Street Parking

All on-street parking in the community is free. On Middlefield Road, the district's primary commercial core, there is two-hour time-restricted parking. Middlefield Road is being reconstructed, and the diagonal parking is being converted to parallel parking.

Off-Street Parking

There are approximately 60 off-street public parking spaces. The County recently purchased three adjacent parcels at the corner of Middlefield Road and 2nd Avenue to create more public parking in North Fair Oaks.

Parking Permits

North Fair Oaks has experienced a lack of on-street parking in residential neighborhoods. Residents often have to circle to find available parking spaces. Inoperable vehicles and spillover of parking from auto body shops have contributed to the lack of on-street parking availability. To address these issues, the County has increased the number of Community Safety Officers to enforce parking restrictions.

To address the lack of on-street parking availability, San Mateo County explored implementing a residential parking permit program. The County was considering implementing a fee of $75 per permit. However, due to the increased cost of enforcement, the program has not been implemented.

Mobility Services

San Mateo County has mobility initiatives and programs as described in this section.

Middlefield Road Project

In July of 2013, the Board of Supervisors approved $12.5 million from Measure K funding to redesign Middlefield Road from Pacific to 5th Avenue. The design will include the undergrounding of utilities, new streetlights, and other streetscape changes. Streetscape changes approved by the North Fair Oaks Community Council and Board of Supervisors include a 3-lane roadway, wider sidewalks, and the addition of bike lanes.

San Mateo County Active Transportation Plan

The County is working to develop an Active Transportation Plan to help determine priorities for walking and biking improvements in unincorporated San Mateo County.

San Mateo County SHIFT Employee Commute Program

Shift provides cash subsidies to San Mateo County employees who telework, or who commute by public transit, vanpool, carpool, bicycle or by walking, as well as by providing resources for an Emergency Ride Home program, carpool-only parking facilities, and bike lockers. Employees are eligible for two benefits:

- Commute Cash, in which employees who telework, or carpool, bike, or walk to work can earn $2 per day for each day they log a trip in one of these modes.
- Transit Subsidy, in which the County offers $150 each month to cover the costs of taking the bus, train, Vanpool, paratransit, and Lyft Line or Uber Pool.

04 Community Outreach

4. Community Outreach

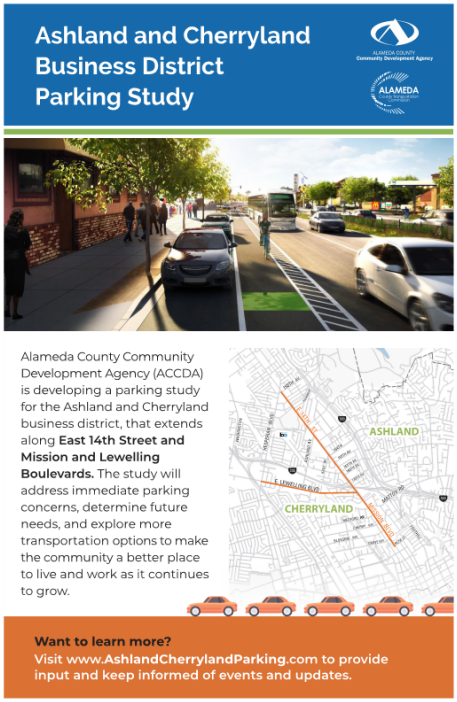
Community outreach is a vital component to understanding parking and transportation in a community. To gain a better understanding of the perspectives of residents, business owners, workers, and visitors in Ashland and Cherryland, a series of public outreach and engagement efforts were designed to gather input on their views and needs to inform recommendations related to parking and transportation. Engagement efforts were coordinated with Alameda County Board of Supervisors Districts 3 and 4.

Outreach and engagement strategies include:

- Community workshop
- Online survey
- Project website
- Presentations to the Eden Area Municipal Advisory Council
- Presentations and meetings with community associations, business groups, and other entities in Ashland and Cherryland
- Informational materials including a project fact sheet, presentations, and postcards
- Social media engagement on Instagram, Nextdoor, and Facebook
- Distributing postcards to local businesses to inform the community about the study and opportunities for public input (shown in Figure 20).

This section describes each outreach strategy with key findings.

Figure 20: Postcard Flyer (available in English and Spanish)



Online Survey

A 13-question online survey was issued to receive input from the community. Survey participation was encouraged through posts to social media outlets, email messages to community associations, and District 3 and 4 email lists, as well as via postcard flyers dropped off at local businesses. The survey was opened on March 15, 2020, and closed June 30, 2020. The online survey received a total of 56 responses.

Of the survey respondents, 20 participants identified as "residents" of the Ashland and Cherryland area and six said they were employees or business owners.

The following section summarizes the key findings of the survey. A full summary of results is provided in Appendix A.

Figure 21: Social Media Post for Online Survey

Purpose and Frequency of Downtown Visits

A majority of survey respondents visit Ashland and Cherryland at least a few times per week with 33% reporting "a few times per week" and 33% reporting "daily".

When respondents were asked why they visit Ashland and Cherryland, the **majority (43%) selected "shopping, errand."**

Traveling in and out of Ashland and Cherryland

Many participants travel short distances to get to the business district—32% said they travel less than one-mile and 14% said between one-mile and three miles. Twenty-one percent (21%) of respondents travel more than 10 miles.

When asked what mode of travel they use to access the business district, most respondents reported that they drive alone (82%). Very few walk (5%), ride transit (4%), or carpool (5%). No one responded that they ride a bicycle to the business district.

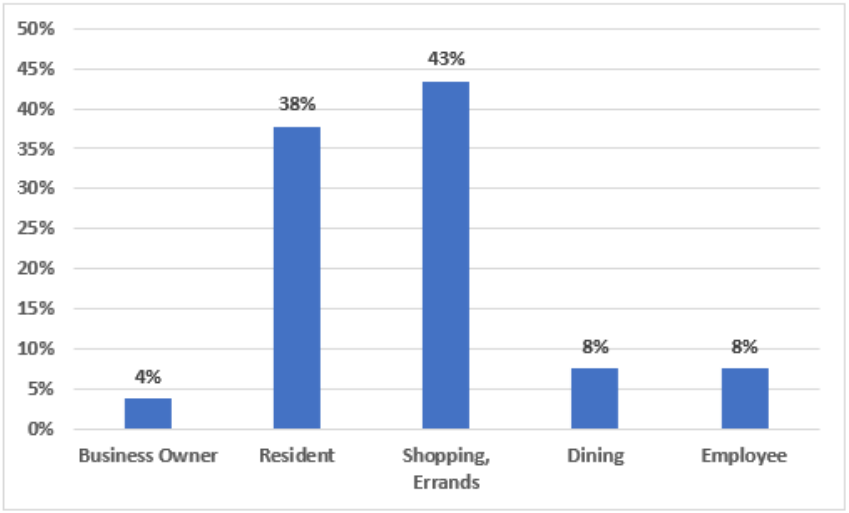
Most residents (77%) reported that they commute to work outside of Ashland and Cherryland. Of those that commute out, 61% drive alone, while 22% ride the Bay Area Rapid Transit (BART).

Parking Perceptions

Survey participants were asked how they would describe parking in Ashland and Cherryland. Approximately 60% of respondents reported being unsatisfied with parking in the business district (58%) and 48% were either satisfied or somewhat satisfied.

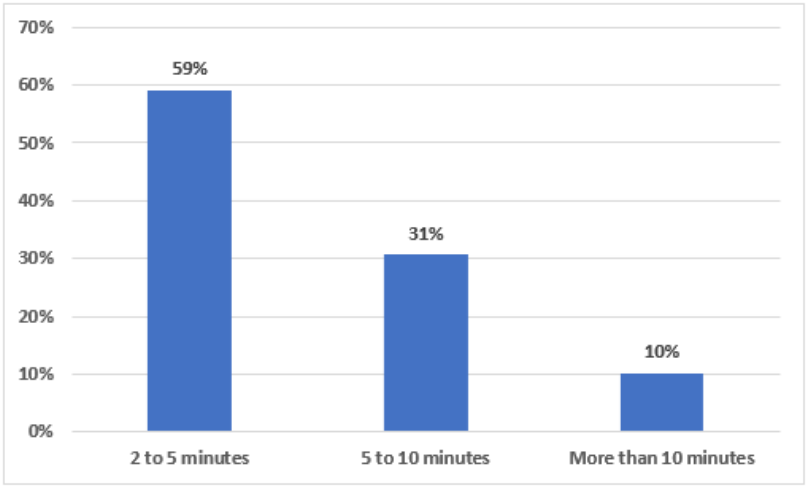
When asked about parking on residential streets, 41% believe parking is problematic.

Figure 22: Reason for Visiting Ashland and Cherryland



In general, the majority of respondents indicated that they can find parking relatively quickly. Most respondents reported only taking two to five minutes to find a parking space (59%). Only 10% of respondents said it takes more than 10 minutes to park. Most (59%) can find parking within two blocks of their destination and 29% directly in front.

Figure 23: Time it Takes to Find a Parking Space in Ashland & Cherryland



Experience Once Parked

Survey participants were asked how long they typically stay once they are parked. Most respondents reported that they stay in the business district between 30 minutes and two hours. Less than 10% reported staying for eight or more hours. For respondents with disabilities or disabled family members, 77% reported that there is not enough accessible parking.

Nearly 60% of respondents reported being unsatisfied with parking in the business district

Open-Ended Comments

The last question of the survey allowed respondents to provide any additional input they would like to share regarding parking and access in Ashland and Cherryland. The following summarizes the key findings that emerged from Walker's reviews of these responses:

Parking Overall

- Several respondents commented that parking is difficult to find on commercial streets due to people parking vehicles to sell, abandoned vehicles, and a lack of enforcement of the two-hour parking time limit on Mission Boulevard and 14th Street.
- Some cited it is difficult to find parking in residential areas.
- Respondents expressed frustration with parking at the Bay fair BART station and the need for more convenient parking, pickup and drop-off spaces, and improved bus service to BART.

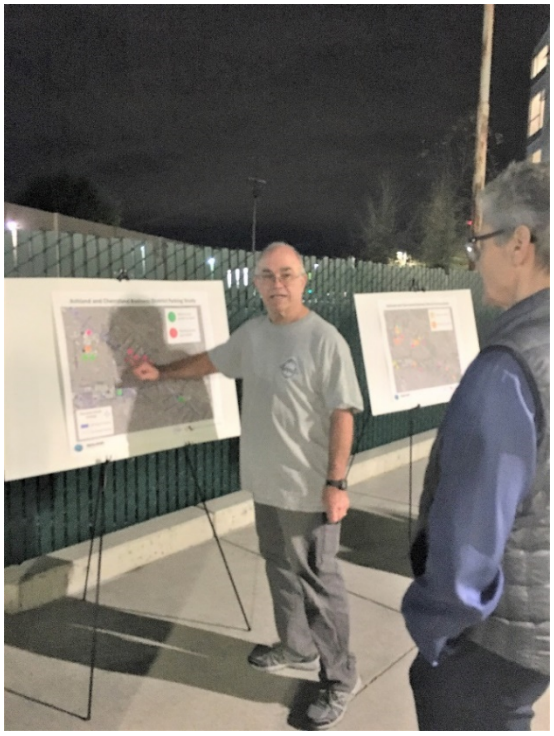
Safety, Walking, and Biking

  - Several respondents noted potential safety issues including high-speed conditions on East 14th Street as well as too many vehicles parked at intersections and in red zones leaving limited visibility.
  - Respondents commented that biking feels unsafe due to a lack of bike lanes and bike racks.
  - Some respondents commented on the need for traffic calming to increase biking and walkability.
  - Others said they do not see the need for separate bike lanes.
- A respondent noted that many private parking lots sit empty throughout the day, stating, "There appears to be an opportunity to get owners together to establish some shared parking agreements and strategies."

Community Workshops

A community workshop was held on March 13, 2020, in the evening at the San Lorenzo library to share parking data collection findings and gather feedback and input from the community.

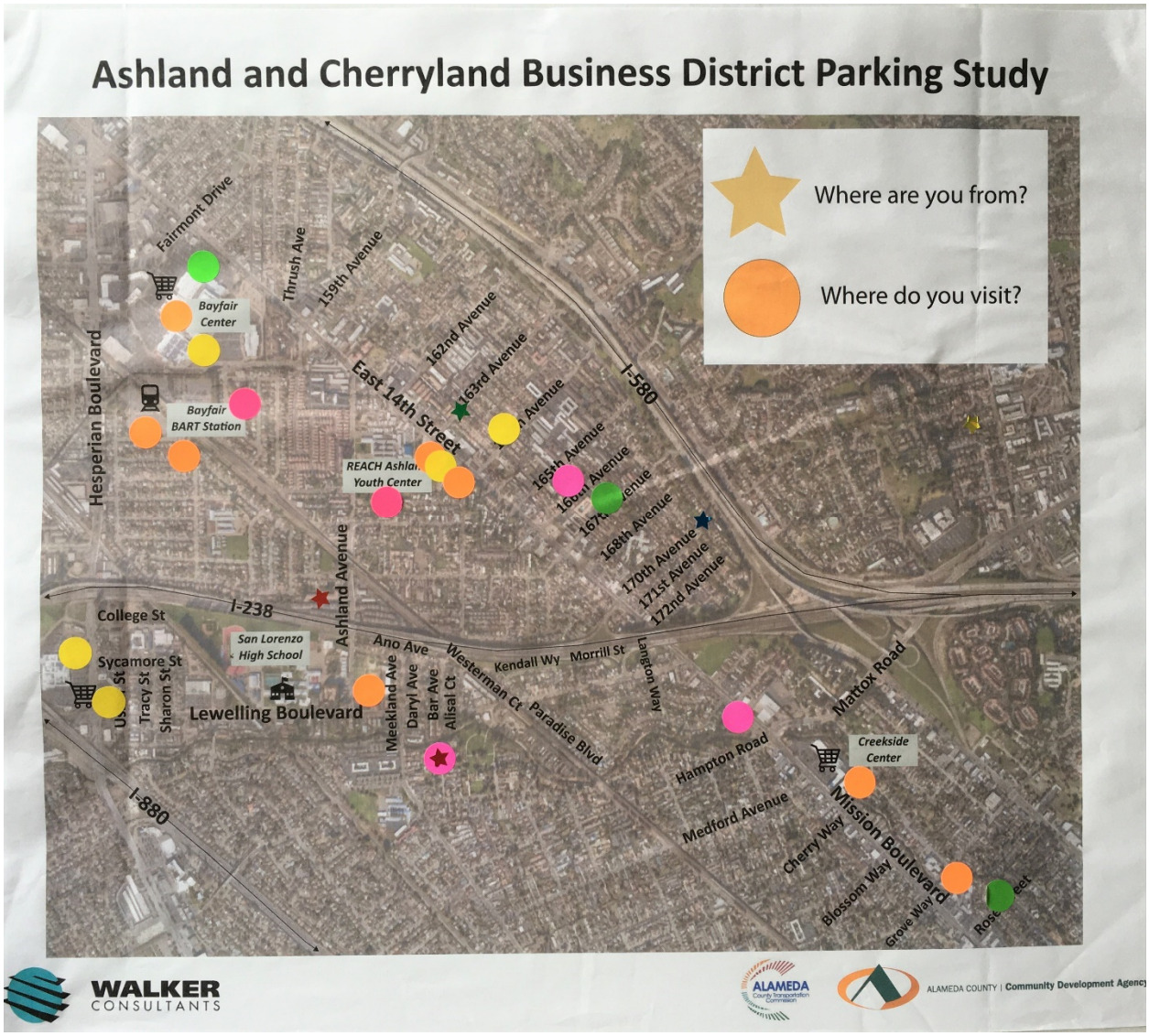
Walker, in partnership with the County, presented the existing conditions data collected and major findings, as well as general information on parking and transportation in Ashland and Cherryland.



To gather perceptions of parking and transportation from the community, business owners, and community members were given the opportunity to participate in multiple activities.

Community members were asked to share, with stickers on a map, where they visit. Most respondents reported they visit Bay Fair Center, the Bay Fair BART station, and East 14th Street between 163rd and 167th. The results of this exercise are shown in Figure 24.

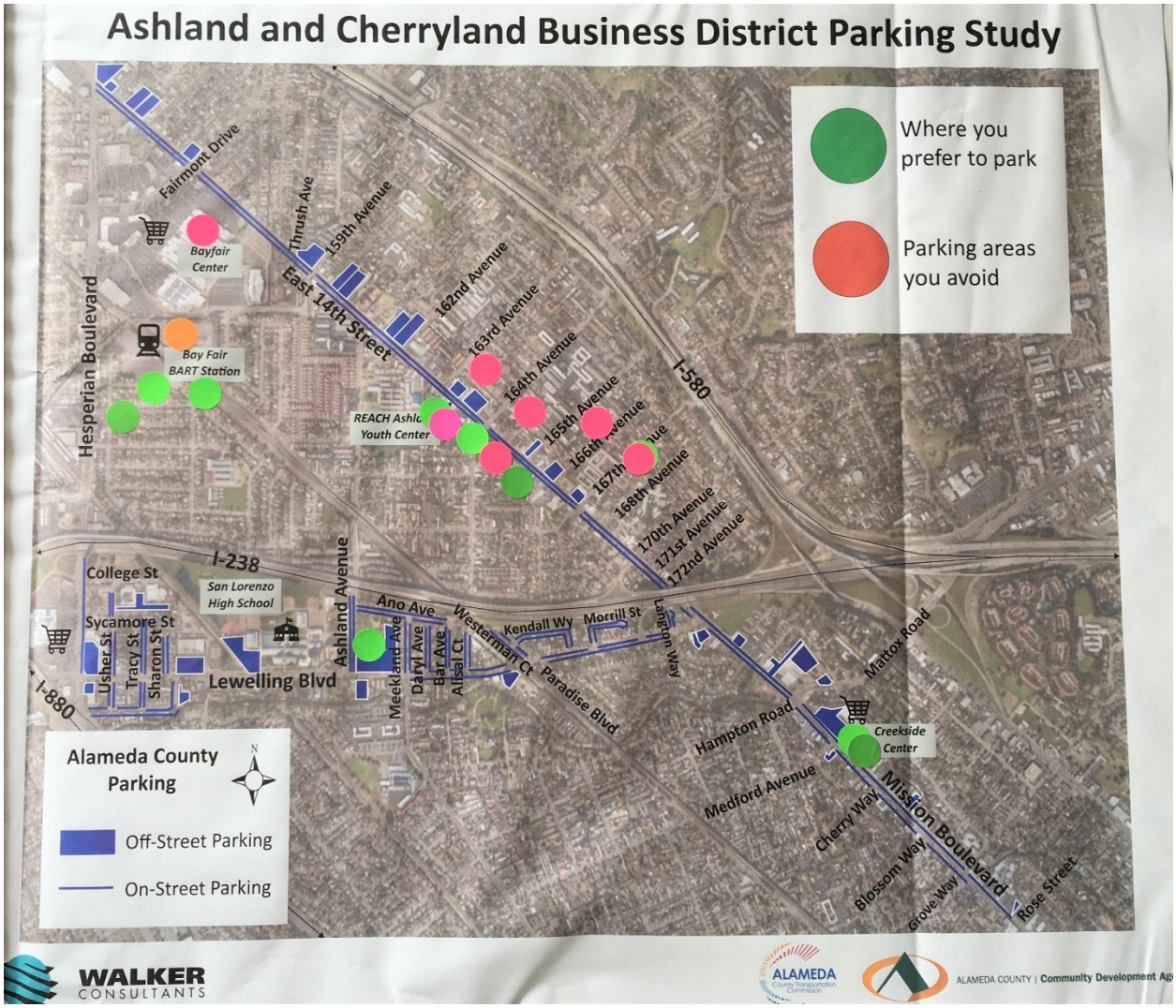
Figure 24: Where Do You Visit in Ashland and Cherryland?



Source: *Walker Consultants*, 2020

Community members were also asked to share where they prefer to park and areas they typically avoid parking. In general, community members shared that they found it difficult to park on 14th Street between 163rd and 167th as well as around the Bay Fair BART Station. The results of this exercise are shown in Figure 25.

Figure 25: Where People Prefer to Park

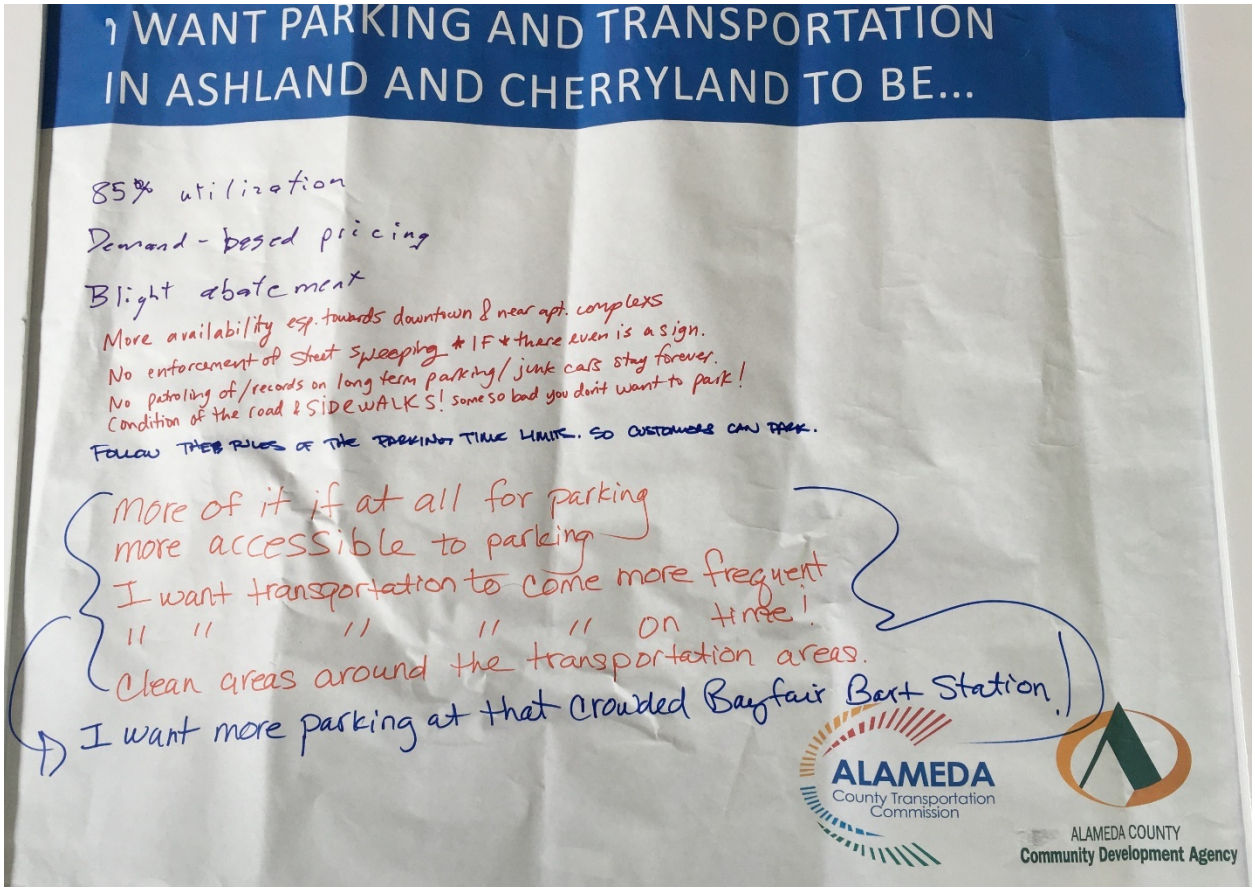


Source: *Walker Consultants*, 2020

Those who attended the workshops were then asked what they want parking and transportation to be in Ashland and Cherryland. The purpose of this was to provide an opportunity for workshop attendees to vision their optimal parking and transportation environment.

The results of this exercise are shown in Figure 26. Participants noted blight abatement, more accessible parking and more parking near the Bay Fair BART station, more frequent bus service, and enforcement of existing two-hour time limit regulations.

Figure 26: "I Want Downtown Parking to Be" Exercise Results



Source: *Walker Consultants*, 2020

Stakeholder Meetings

A range of stakeholders were engaged throughout the study to provide information to the community about the study and data collection findings and receive feedback and input to inform recommendations.

Eden Area Municipal Advisory Council

Walker and the County presented a study overview to the Eden Area Municipal Advisory Council (MAC) on February 11, 2020, and then again on March 10, 2020, to provide parking data collection results. Both the MAC committee members and the public were welcome to comment on the presentation and provide feedback.

In general MAC committee members provided feedback to explore opportunities for enforcement of the current two-hour limit parking regulation on East 14th Street and Mission Boulevard, as there are currently limited resources to enforce the regulations. The committee also commented on the potential to share underutilized private off-street parking with auto-oriented businesses who may be parking vehicles on the street.

Ashland & Cherryland Community Associations

Walker and the County also met with both the Ashland and Cherryland Community Associations to present parking data collection findings and gain input. Meetings were held online due to Covid-19 stay-at-home orders. Attendees could join by video or phone. We did not find that moving the meeting online had any negative effect on participation and attendance.

In general, the Associations provided the following input on the study:

Parking Concerns

- Concern with an overall number of commercial vehicles parked on the street.
- There is often no parking at Bay Fair BART station.
- Difficult to park in residential areas. Supportive of a residential parking permit and parking restrictions around Bay Fair BART.
- There is a need to enforce the two-hour time limit. regulations on Mission Boulevard and 14th Street,
- Better signage to alert drivers about parking regulations.
- Very difficult to enforce 72-hour regulation of vehicles parked on the street because you have to tag and identify the owner of the vehicle. Difficult to determine if the vehicle is related to a business.
- Because vehicles do not move when parked on-street, it is difficult to perform street sweeping.

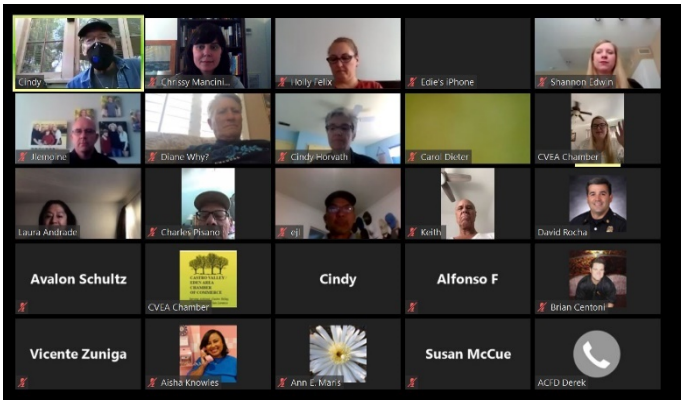
Safety

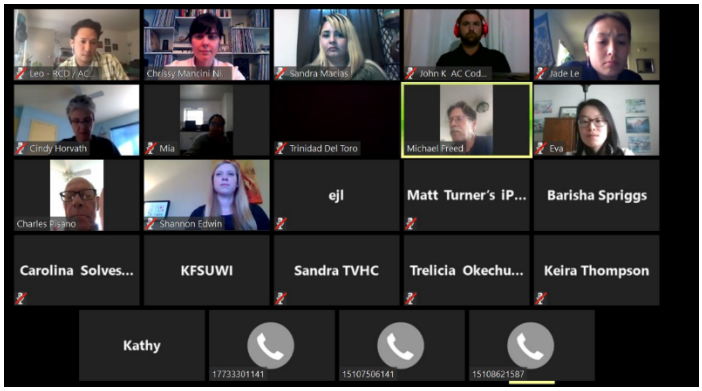
- Traffic calming is necessary to slow vehicle speeds.

Opportunities and Neighborhood Amenities

- Parklets would be a nice amenity in the business district.
- Opportunities to share underutilized off-street parking with auto-oriented businesses that may be parking vehicles on the street for long periods.

Figure 27: Meetings with the Ashland & Cherryland Community Associations





Eden Area Chamber of Commerce

Walker and the County met with the Eden Area Chamber of Commerce on April 30, 2020 and the Eden Area Chamber of Commerce Economic Development Committee on May 11, 2020. The May 11, 2020 meeting was open to the public. During these meetings, Walker and the County presented parking data collection findings and gained feedback to inform the study recommendations. Meetings were held online due to Covid-19 stay-at-home orders. Attendees could join by video or phone.

In general, the Chamber provided the following input on the study:

Parking

- Need for additional pickup and drop-off spaces, especially related to Covid-19 restrictions on retail shopping.
- The need for better signage about two-hour parking time limits.
- Concern with large trucks and auto repair related vehicles parked in the street.
- Need for better enforcement to solve parking issues.

Transit and Streetscape Amenities

- Should look to the future to what could be instead of current conditions, need to leverage several projects to make an overall impact (like streetscaping project, potential parklets, and improved bus service).
- Streetscaping will improve safety and make parking more convenient.

- Parklets may make the area more attractive to businesses and improve curb appeal.
    - Liked the idea that parklets could be thoughtfully designed and connected to a business in a planned manner.
- The community is very reliant on public transit, business especially rely on bus service, but there are gaps. For example, the Ashland Youth Center has no connection to BART.

Walker and the County also met with the following stakeholders to present fieldwork findings and gain input:

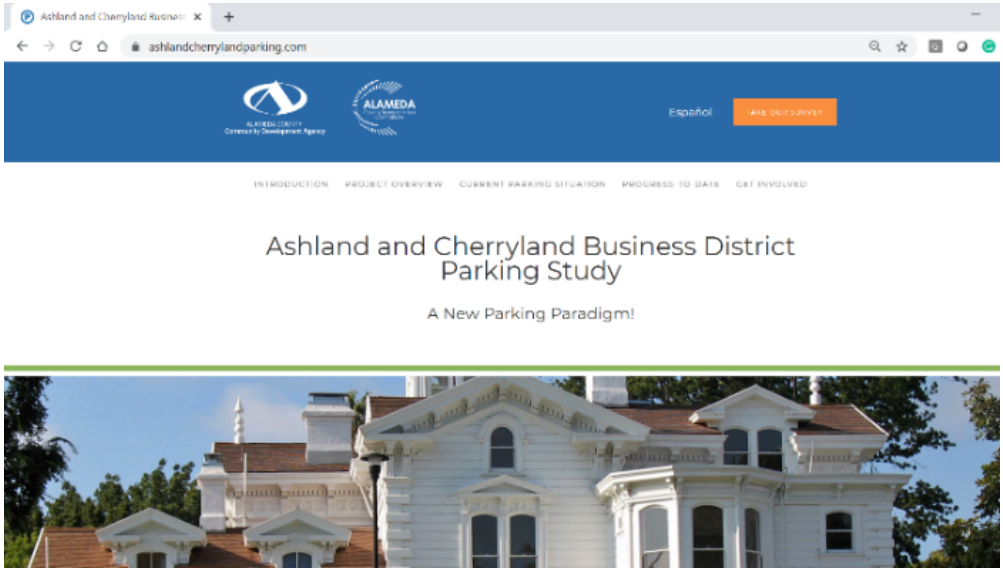
- Alameda County Transit
- Bay Area Rapid Transit
- Alameda County Transportation Commission
- City of San Leandro
- Alameda County Technical Working Group with members from the Public Works Department, the Community Development Agency, and Economic Development.

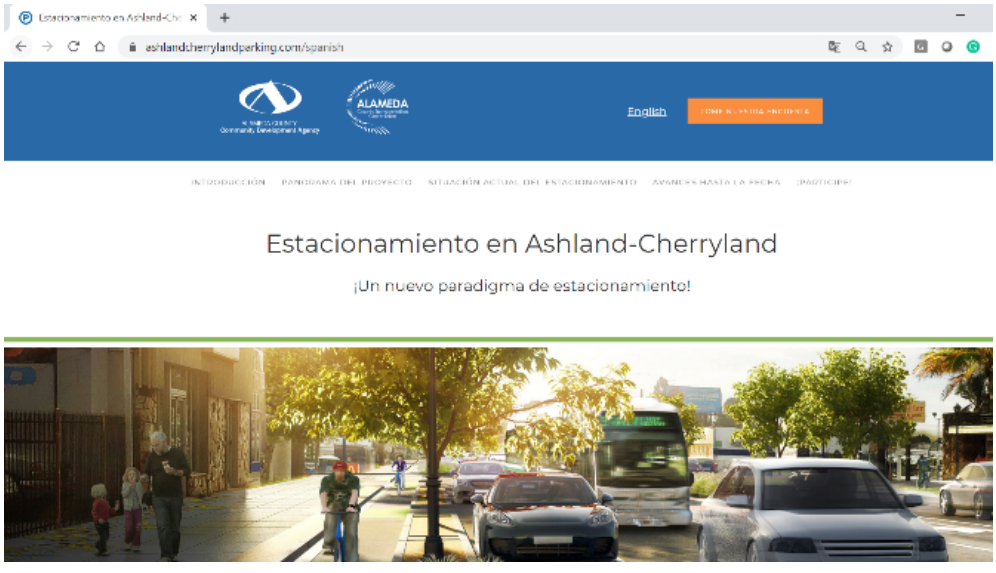
Project Website

A project website www.ashlandandcherryландparking.com was created in both English and Spanish to provide ongoing communication with the community. The website provided information on existing parking and transportation conditions, enabled visitors to view presentations on the study given during various community meetings, and provided a portal to the online survey to receive input.

The following images detail the information provided on the project website.

Figure 28: Ashland and Cherryland Parking Study Website





"Parking strategies can complement improvements to bicycle, pedestrian, and transit infrastructure."

Ashland & Cherryland map

Project Overview

Parking supply can support businesses and residents and stimulate economic growth to balance current demand for driving—including new opportunities for mobility (walking, bicycling, ride share services, and public transit). Our study will address these demands and evaluate them as the community continues to grow.

Project Fact Sheet (English)

Project Fact Sheet (Spanish)

Situación actual del estacionamiento

Nuestra investigación inicial sobre el estacionamiento en el Distrito Zona Comercial descubrió que el uso de los lugares de estacionamiento disponibles está desequilibrado. Hay mucho estacionamiento disponible en la zona, pero muchas calles están totalmente ocupadas.

Hay más de 4,770 espacios de estacionamiento en total.

- 2,650 espacios en la calle
- 2,120 espacios fuera de la calle

Durante los periodos de utilización máxima, los lugares de estacionamiento se utilizan de la siguiente manera:

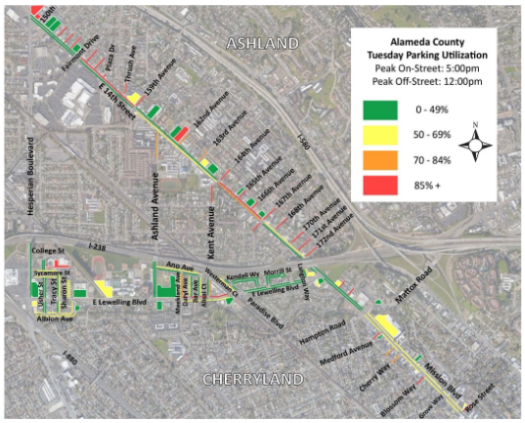
- El estacionamiento en la calle se utiliza al 63%. Hay 970 espacios de estacionamiento disponibles en la calle.
- El estacionamiento fuera de la calle se utiliza al 45%. Hay 1,160 espacios de estacionamiento disponibles fuera de la calle.

Algunas cuadras en el Bulevar Mission, en la Calle 14 Este y en muchas cuadras residenciales se encuentran totalmente ocupadas y no tienen espacios disponibles.

63%
Utilización del estacionamiento en la calle

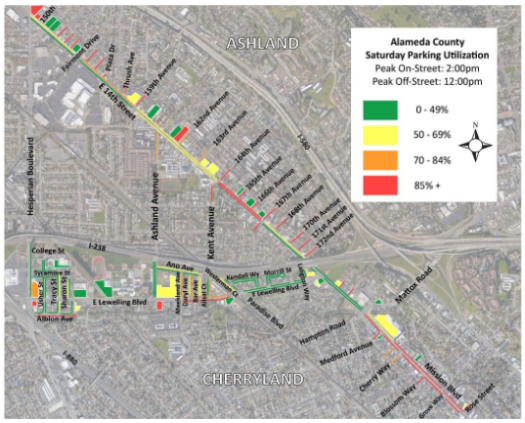
45%
Utilización del estacionamiento fuera de la calle

Weekday Parking



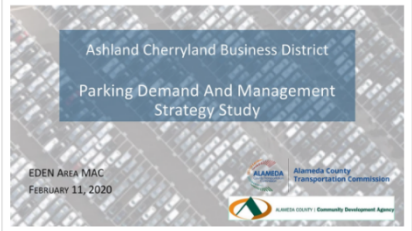
Weekday Peak Parking Utilization. Areas of **red** have the highest parking utilization.

Weekend Parking



Weekend Peak Parking Utilization. Areas of **red** have the highest parking utilization.

Outreach and Engagement



Eden Municipal Advisory Council Meeting

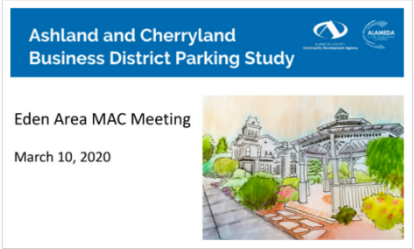
February 11, 2020

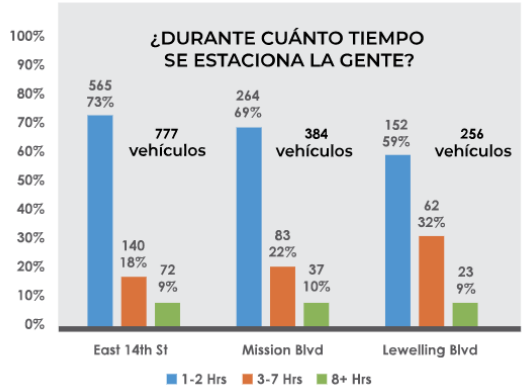
Download Presentation (English)

Eden Municipal Advisory Council Meeting

March 10, 2020

Download Presentation (English)



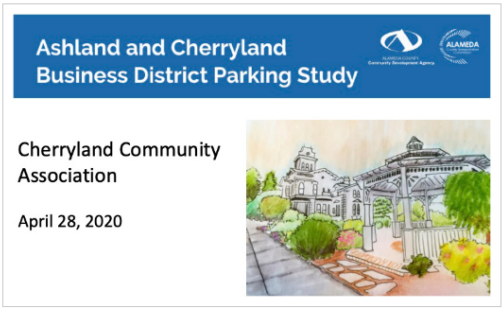


Número de horas que los vehículos permanecen estacionados en la zona del estudio. Por ejemplo, 72 vehículos permanecen estacionados en la Calle 14 Este durante 8 horas o más.

Avances hasta la fecha

Hemos recopilado datos sobre uso del estacionamiento y realizado análisis preliminares de los hallazgos. Durante los próximos meses compartiremos con la comunidad los resultados y las recomendaciones del estudio.

Durante las reuniones locales habrá varias oportunidades para conocer más sobre el proyecto. Por favor comparta sus comentarios con nosotros completando la encuesta en línea. Manténgase al pendiente de las actualizaciones.



Asociación de la Comunidad de Cherryland

28 de abril de 2020

Ver Presentación

¡Participe!

Futuro alcance comunitario y oportunidades de aportes

Debido al orden de permanencia en el hogar del Condado de Alameda relacionado con COVID-19, estamos trabajando con la comunidad para reprogramar los eventos de divulgación planificados y para celebrar sesiones de entrada de video. Estén atentos para futuros eventos.

Aún puede darnos su opinión directa al **completar la encuesta de estacionamiento en línea!**

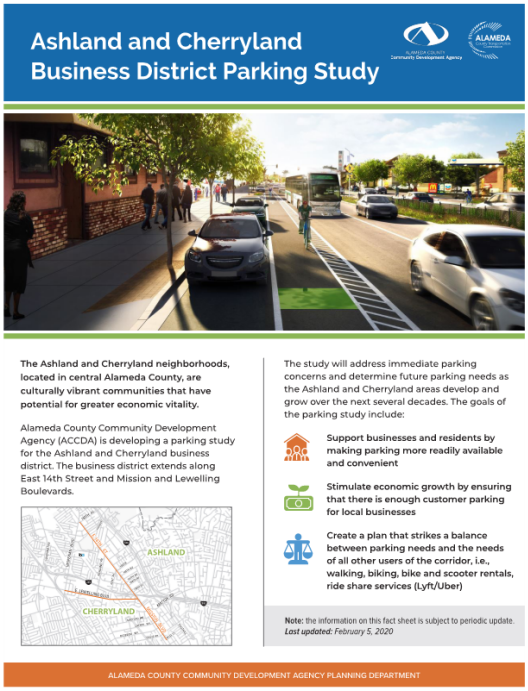
Futuras reuniones del Comite del Condado/Consejo de Supervisores *(verano/otoño 2020)*

- Servicios no incorporados del Consejo de Supervisores
- Comisión de Planificación del Condado de Alameda
- Comité de Transporte/Planificación del Consejo de Supervisores
- Reunión del Consejo de Planificación del Consejo de Supervisores

Informational Materials

A fact sheet and flyer were created to provide an overview of existing conditions findings and encourage community members to provide input. The flyer was distributed to businesses in the study area. The materials were also available in both English and Spanish. Figure 29 presents some of the informational materials created for the study.

Figure 29: Ashland and Cherryland Parking Study Informational Materials



05 Recommendations

5. Recommendations

Based on the information gathered from the existing conditions analysis, input from community outreach, the benchmarking analysis, and reviewing relevant policies and documents, Walker developed a series of recommendations to improve and enhance the transportation and parking system in Ashland and Cherryland.

These recommendations are organized into the following categories:

- Parking Policies to Support Economic Development
- Activate the Street and Provide More Mobility Options
- Plan and Manage the Curb
- Improve Transit Service and Connections
- Transit-Oriented Development and Parking
- Signage and Wayfinding
- Parking Operations

Recommendations for each of these categories are organized by near-, mid-, and long-term time frames. It is estimated that near-term recommendations could be implemented within one to five years, mid-term from five to 10 years, and long-term would be 10+ years. These time frames are estimates, and actual implementation timing could vary depending on the County's decisions.

A summary of the recommendations presented in this report is summarized in Table 14. Robust analysis and description of each recommendation are provided in the following sections.

Table 14: Summary of Recommendations

Category	Near-Term	Mid-Term	Long-Term	Ongoing
Parking Policies to Support Economic Development	• Apply parking requirements based on the Specific Plan • Permit shared parking for all land uses • Maximize existing parking with joint use agreements • Promote the Resident Parking Program	• Create a parking in-lieu fee • Unbundle Parking	-	-
Activate the Street and Provide More Mobility Options	• Create a parklet program • Implement a bike and/or scooter share	-	-	-
Plan and Manage the Curb	-	• Implement curb management policies and regulations • Study curb management in Ashland and Cherryland	-	-
Improve Transit Services & Connections	• Explore the feasibility of implementing Rapid Bus and BRT	• Implement a Rapid Line	• Implement Bus Rapid Transit	-
Transit-Oriented Development & Parking	• Create a Parking Ambassador Program	-	-	• Coordinate on Transit Oriented Development Related to Parking & Access • Effectively manage parking
Signage & Wayfinding	• Upgrade parking signage	-	-	-
Parking Operations	• Establish dedicated parking staff	• Study the need to implement a paid parking pilot	• Implement paid parking • Create a parking benefit district	

Parking Policies to Support Economic Development

Maximize the Existing System Before Building New Parking

Parking costs include land, construction, operations, and maintenance expenses that can vary depending upon the local market. For above-grade structured parking, Walker estimates construction costs to be $20,000 to $50,000 or more per space. Walker also assumes an annual operating cost per space of $500, which includes cleaning, lighting, facility maintenance, insurance, equipment, and administration. These estimates are based on Walker's experience both designing and planning for new parking facilities in a variety of contexts as well as industry standards.

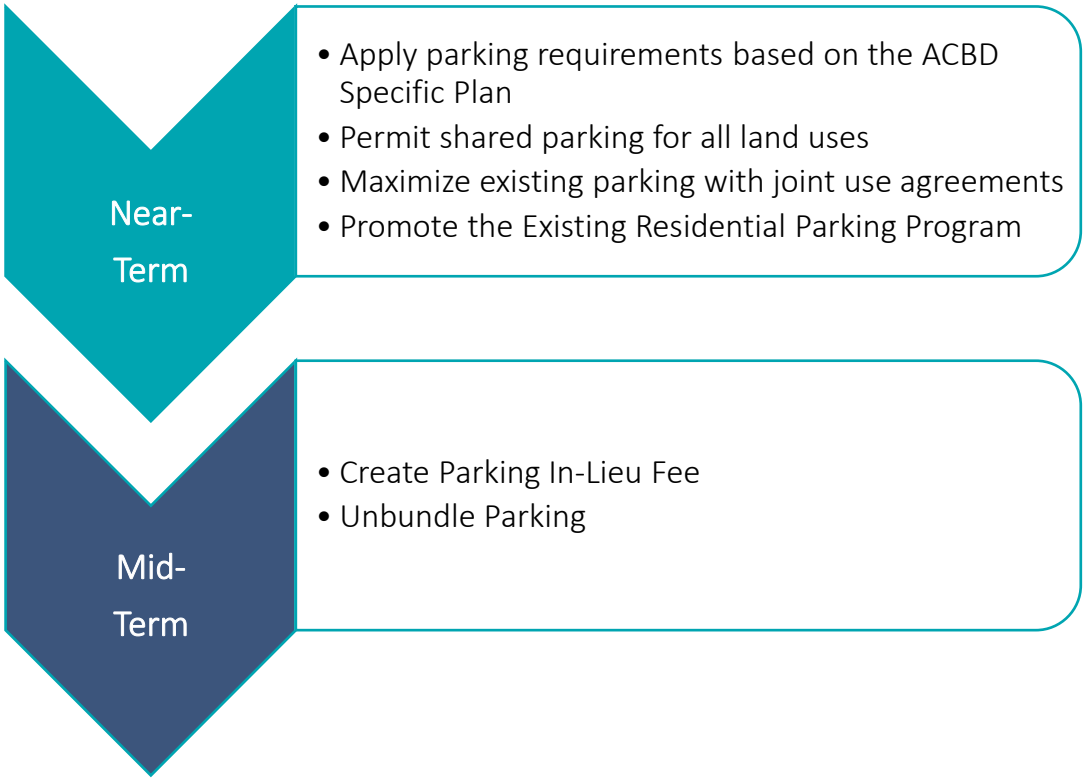
In Ashland and Cherryland, Walker does not recommend constructing additional public parking. There is a significant existing capacity to park current and future uses. Further, Walker's parking and mobility recommendations are expected to make the existing system more efficient through active management and innovative planning and policy solutions.

These recommendations are in line with the Ashland and Cherryland Business District Specific Plan, which calls for a balanced and complete circulation network that allows for flexibility in parking requirements to support business and residents. Specifically, these recommendations forward Goal 8 of the ACBD plan:

- Goals 8: A balanced and complete circulation network that creates a strong economy and vibrant community and accommodates the internal and external transportation needs of the Plan Area by promoting walking, biking, and transit while continuing to serve automobile traffic.
    - Policy 8.7: Flexibility in Parking Requirement Satisfaction
        - Program 8.7.1: Parking Benefit District
        - Program 8.7.2: Parking In-Lieu Fee Program
        - Program 8.7.5: Encourage Shared Parking Within and Between Developments
    - Policy 8.8 Parking Supply Will Support Business and Residents
        - Program 8.8.1 Require Residential Developments to Unbundle Costs of Parking from the Costs of Housing

To achieve these goals, the following parking policies are recommended over the near, mid, and long-term:

Figure 30: Parking Policies to Support Economic Development - Recommendations



Details of each recommendation are provided in the following sections.

Near-Term Recommendations

Apply parking requirements based on the ACBD Specific Plan

For most land uses, the ACBD Plan requires lower minimum parking requirements than the Alameda County Municipal Code. Further, the Specific Plan sets parking maximums, limiting how much parking a development can build. The following are examples of how the code and plan differ:

Commercial retail development less than 5,000 square feet:

- Municipal code: One space for every 300 square feet and no maximum
- ACBD Specific Plan: No minimum and a maximum of 1 space for every 400 square feet

Residential Development:

- Municipal Code: Two paces for each dwelling unit, plus one space for each bedroom available for accommodating a paying guest
- ACBD Specific Plan: One space per unit, except in a CMU-R zone, the requirement for single-family and multi-family is two spaces per unit and 0.25 guest spaces per unit

The Specific Plan also calls for the following policies to allow flexibility in providing parking:

- Parking in-lieu fee
- Shared parking
- A 10% reduction in minimum parking requirements for locations within a quarter-mile of frequent transit service
- A 5% reduction in minimum parking requirements for locations within a half-mile of frequent transit service
- Parking reductions for providing Transportation Demand Management, bike parking, and car share

Within Ashland and Cherryland, the County should require parking based on the ACBD Plan within all municipal and zoning code requirements. The municipal code rates would likely lead to overbuilding parking when data shows there is already a significant surplus. As recommended in this study, the County should consider flexibility in parking requirements including analyzing projects on a case by case basis and taking into consideration the public supply, opportunities for shared parking and in-lieu fees, and joint parking in underutilized lots.

Permit shared parking for all land uses

Shared parking is the use of a parking space to serve two or more individual land uses without conflict or encroachment. The significant benefits of shared parking have been identified as a tool to serve the collective public good. These benefits include:

- More efficient use of a parking supply so that a commercial district has more businesses and destinations and less asphalt devoted solely to vehicle storage. Attractive business districts thrive based on the quality and number of businesses first, not based on an overabundance of parking spaces.
- Promotes optimal use of land as more people-oriented uses are built that generated economic development, tax revenues, and improve the overall atmosphere of an area.
- Facilitates development and new businesses through reduced development costs.
- Where there is a parking fee, sharing parking makes each parking space more efficient (sitting empty fewer hours of the day) and potentially generating more revenue.
- Improved management and customer service; fewer spaces are used exclusively for a small group of parkers can make parking more convenient and easy parking for residents, businesses, customers, and visitors.
- Right-sizing parking can also increase the use of non-driving forms of transportation.

The Specific Plan Program 8.7.5 calls for encouraging shared parking within and between developments. However, the Alameda County Municipal Code restricts shared parking to only businesses and restaurants/bars. Specifically, the code states:

> Section 17.52.870 - Mixed uses
> *When two or more uses occupy the same building or building site, the required number of parking and loading spaces shall be the sum of the requirements of the various uses computed separately. No parking or loading space required to be provided for one of such uses shall be considered as providing a required space for any other such use, except pursuant to and in conformity with the provisions of Section 17.52.880.*

Section 17.52.880 permits the joint use of parking spaces if one of the uses is a place of assembly and the other a business use:

> 17.52.880 - Joint use of parking spaces (shared parking)
> *Where an attested copy of a contract between the parties concerned is filed with the application for a building permit, which contract sets forth a valid agreement for joint use of parking spaces for the life of the buildings or uses concerned, the number of spaces required jointly for a place of assembly, the use of which is principally exercised during nonbusiness hours, and a business use or uses regularly closed at such times may be reduced so that the total equals whichever is greater of: (A) all the spaces required for the business use or uses plus one-half of the spaces required for the place of assembly, or (B) all the spaces required for the place of assembly plus one-half of the spaces required for the business use or uses.*

The definition of "assembly" includes a restaurant, bar, or other establishments.

The shared parking mechanism (referred to as "Joint Use" in the municipal code) limits the land uses that can share parking as it does not allow sharing spaces for residential land uses. Restricting the types of land uses that can take advantage of shared parking likely eliminates many of the future developments that will be built in Ashland and Cherryland from taking advantage of this policy. For example, mixed-use development of residential and restaurant or residential and retail would not be permitted to share parking.

Alameda County should permit shared parking on a mixed-use site for all land uses, including residential, this will give developers more flexibility and potentially lower development costs and associated housing costs. Further, the County should define how a shared parking review should be conducted or the parking reduction amount that the County would consider. For example, the use of a shared parking study by a parking expert could inform the County's decision-making and would result in a transparent process for how shared parking is applied.

Maximize existing parking with joint use agreements

The County should make better use of existing parking resources by permitting joint use agreements by allowing:

1. Current property owners to lease excess parking spaces to adjacent or nearby property owners. This could relieve some of the on-street parking congestion likely caused by auto-oriented businesses.

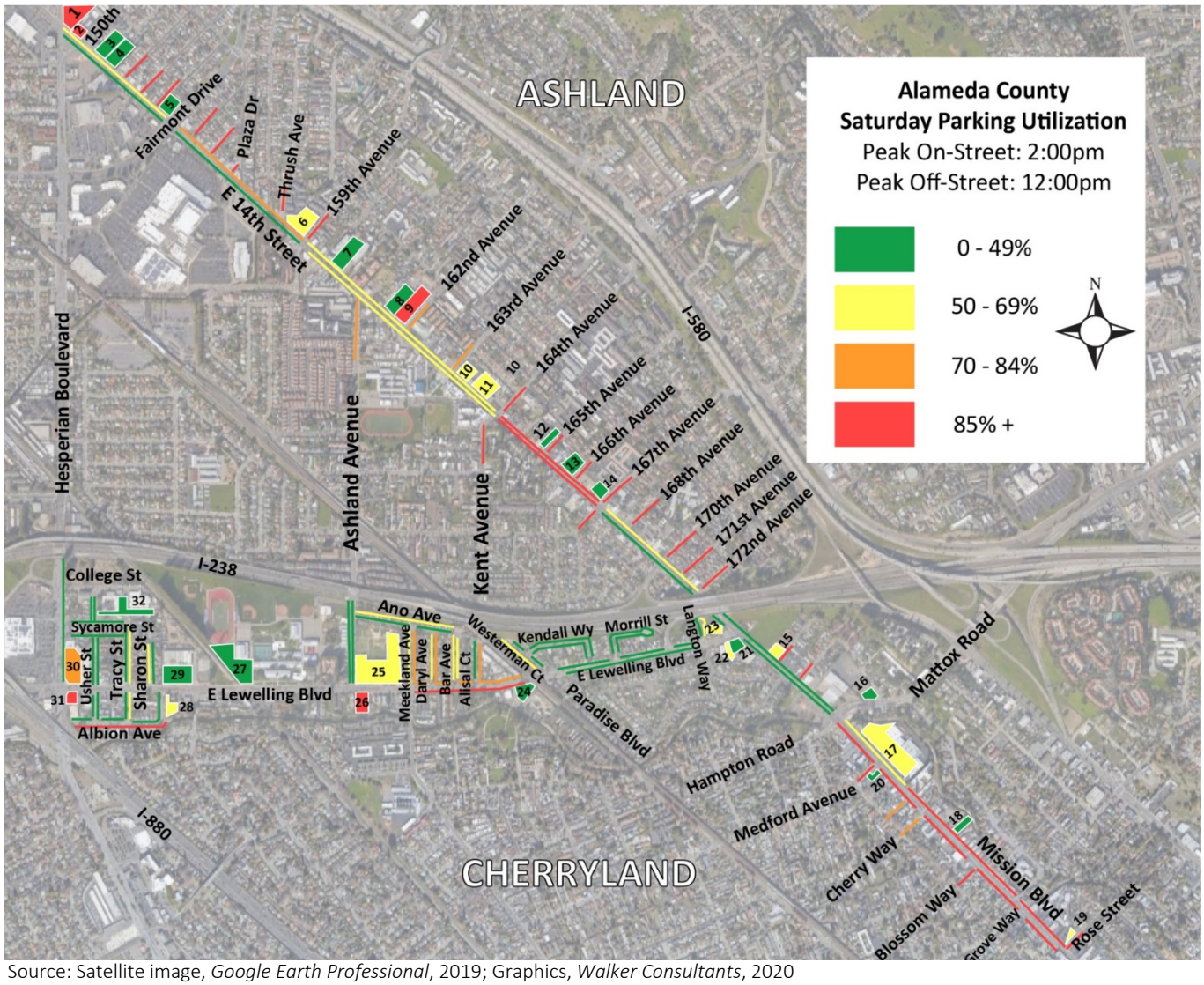
2. Current and future property owners to open their parking facilities to public use or for new development.

Alameda County Municipal Code Section 17.52.880 - Joint use of parking spaces - allows sharing parking on the same site between retail businesses and places of assembly (for example restaurants and bars), but it does not permit the joint use of parking between adjacent or nearby parking facilities.

There is an imbalance of parking utilization within Ashland and Cherryland, with some on-street locations utilized at 85% and higher throughout the day, while much of the rest of the on-street and private parking sits empty. Many of the parking "hot spots" are near auto-related businesses, where vehicles are parked on-street for periods longer than the two-hour time limit.

There is a total of 2,119 parking spaces in private off-street lots in Ashland and Cherryland. At the peak, when most vehicles are parked in these spaces, parking utilization is 45%, leaving 1,158 spaces available. As Figure 31 shows, there are areas where there is significant off-street parking available (shown in green and yellow on the map) adjacent to areas of on-street parking that is highly utilized throughout the day (shown in red on the map).

Figure 31: Weekend Peak Parking Occupancy



Source: Satellite image, *Google Earth Professional*, 2019; Graphics, *Walker Consultants*, 2020
Note: This figure is also presented in Section 2, Existing Conditions, and presented again here for easy reference.

Joint Use Agreement Between Current Property Owners

The County should encourage joint use agreements between private property owners. Under this type of agreement, an owner of a private parking facility leases spaces to another private property. Agreements can be made to lease parking during all times, specific times, or on a long-term basis. The community would benefit from this policy because additional parking would be provided where it is most needed, moving long-term parkers to off-street spaces and allowing turnover of on-street spaces. The lessee benefits from both obtaining additional parking without the cost of capital and the lessor collects parking revenue on spaces that otherwise sit empty.

Common Elements of Joint Use Parking Policy

There are several common components to facilitate joint use parking. Those elements include, but are not limited to:

- Rates/Revenue Sharing: The agreement must define how and what entity determines parking rates and who collects revenue. The agreement should also define who monitors and modifies rates, as well as auditing procedures.
- Data Sharing: The agreement should define what data is collected and how it is shared between each entity (for example occupancy and revenue data).
- Lease Terms: Lease terms can be flexible and range from month to month to a long-term agreement.
- Access: The agreement should include facility access times and any access restrictions to the entire facility or individual reserved spaces.
- Operations and Maintenance: A key component of such an agreement is defining maintenance of the parking facilities including routine and preventative maintenance.
- Security is a major issue for parking and can reduce the liability for incidents and property damage. Determining the appropriate level of security and who is responsible for the security and any associated liability typically needs to be addressed in a joint-use parking agreement. It is rather common today that much, if not all, of the liability for property and personal injury, is transferred to the parking operator.

  One of the key security provisions may specifically address minimum light levels and hours such lighting levels are to be maintained. Other provisions may include the level of staffing, monitoring of audio and video systems, frequency of patrols through parking, etc.

- Insurance: Insurance is a key piece of a shared parking agreement. Insurance considerations include:
  - Responsible party
  - Existing municipal and private entity insurance coverage and private entity
  - Indemnification
  - Hold harmless agreements

Joint Use Agreements Permitting New Developments to Use Existing Available Parking

Areas of Ashland and Cherryland have been identified as a Priority Development Area, one of 200 in the Bay Area prioritized for focused, compact growth, and development. Priority Development Areas (PDA) are defined as being accessible by one or more transit services and near business districts and other services. PDAs are expected to accommodate 78% of new housing production (over 500,000 units) and 62% of employment growth (almost 700,000 jobs) in the Bay Area through the year 2040.

The ACBD Specific Plan defines development goals:

- Goal 4: Development of E. 14th Street/Mission Boulevard as a place for higher intensity uses calls for fostering complete neighborhoods in this area centered around transit and a mix of uses and activities. Further that developing this area into a mixed-use transit-oriented place is an important component of not only the PDA but also the Specific Plan.
- Policy 4.1 calls for promoting high-intensity, clustered development supporting transit use.

While the Priority Development Areas have been identified, city and county governments are responsible for how their communities develop. Regarding parking policy, Plan Bay Area 2040 states that Priority Development Areas should have policies that reduce the cost of building through eased parking minimums.[8]

Several new developments have either recently been constructed or are in the permit process in the study area. Because Ashland and Cherryland is with the Priority Development Areas and there is access to transit, it will likely see continued development, especially in areas of vacant or underutilized land, as identified in Figure 32

[8] Metropolitan Transportation Commission and Association of Bay Area Governments. Final Plan Bay Area 2040 available at http://2040.planbayarea.org/

Figure 32: Areas of Vacant or Underutilized Land

Source: *Walker Consultants*, 2020

New developments in Ashland and Cherryland will build new parking, required by market conditions and requirements. This will likely add to the surplus of private parking available in the area. Given the abundance of available parking in existing private facilities (over 1,100 spaces at the peak), the County should allow new development to satisfy some of their required parking through existing underutilized parking facilities through joint use agreements. New developments can enter into agreements with existing properties that have excess, unused parking, which will reduce the amount of parking built overall and maximize the existing land dedicated to parking. This will also achieve the goals of the Priority Development Areas and the ACBD Specific Plan to facilitate growth.

The County could also encourage existing private properties with excess parking to open their parking facilities to public use and provide compensation for those spaces, but this is only a strategy if the existing public parking is at full capacity (it is not currently at full capacity). If a private/public joint use program is implemented, wayfinding is critical, so the public knows where they are permitted to park and any restrictions on that parking.

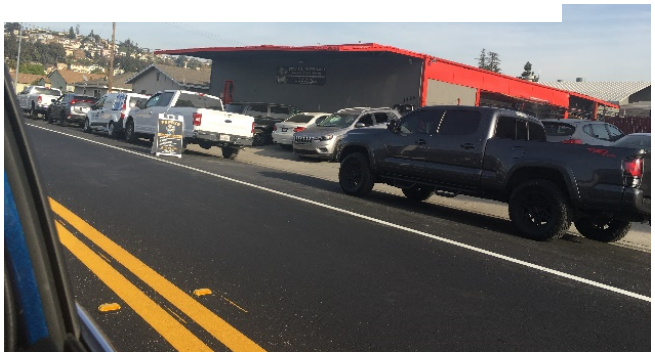
Appendix B presents an example of a joint-use agreement.

Promote the Resident Parking Program

On-street parking in some residential areas of Ashland and Cherryland is highly occupied throughout the day, especially in Ashland along the residential streets adjacent to the entire East 14th Street corridor.

Some of the vehicles parked on residential streets are used for commercial storage and other long-term uses. Many of these types of vehicles were observed parked during each hour of data collection as shown in Figure 33.

Figure 33: Example of On-Street Parking Used for Commercial Vehicles and Storage



Source: *Walker Consultants*, 2020

While there are no hourly parking regulations on the residential streets, feedback from community meetings discussed that it is difficult to find residential on-street parking and that as a result there is potential for a residential parking program.

Alameda County permits residential permit programs under municipal code Chapter 12.30: Residential permit parking program. The policy is intended to:

> *Mitigate the serious adverse effects of congestion associated with on-street parking of motor vehicles by nonresidents upon roadways within certain areas and neighborhoods of Alameda County. Such long-term parking by nonresidents displaces resident parking, impairs the health, safety, and welfare of all Alameda County residents and negatively impacts the aesthetic appearance of residential neighborhoods.*

Feedback from stakeholder meetings and community input found that residents are unaware of the residential permit program. The County should work with community organizations to inform residents about the permit program and help determine if residents of a block area should create a residential parking district. The following describes the permit process.

One caution is that because fieldwork observations found many commercial vehicles parked in residential areas, limiting the number of businesses that can receive residential permits may be necessary. As an alternative,

promoting joint use parking agreements for businesses that need additional parking is a better parking solution for these vehicles.

Residential Permit Process

The code requires that residential permit parking areas include at least six adjacent block fronts and at least 80% of the block fronts must be residentially zoned, and at a minimum, seventy-five 75% of all on-street parking spaces within the proposed area must be occupied during any two one-hour periods between eight a.m. and six p.m.

Both sides of a roadway must be included in each area unless determined by the director of public works or his/her designee to be impractical or undesirable.

A petition must be circulated, supported, and signed by 67% of the addresses within the area and presented to the Department of Public Works. The Department then conducts a public hearing to determine whether to accept or reject the proposal for the residential permit program. If approved, residents and businesses may purchase a permit. Annual permit prices range from $25 for residents to $75 for businesses.

If the permit program is approved, all vehicles parked on the street must display a residential parking permit for the specified period posted. The Alameda County Sheriff's Department issues citations to persons violating the restriction.

Residential Permits

A permit is issued for each vehicle owned or leased under an applicant who provides proof of residency within the permit area and proof of vehicle ownership, up to a maximum of three parking permits per address. The three-permit maximum may be decreased if it is found to exceed the on-street capacity.

Visitor Permits

Visitors may apply for three types of permits: One (1) day, 14 days, or One (1) year.

Neighborhood Service Establishment

An employee or representative of a neighborhood service establishment can also apply for a residential permit, one per vehicle, subject to the following criteria:

- An establishment for which there are inadequate off-street parking and no financially feasible way of creating adequate off-street parking on the site of the establishment.
- The total number of permits issued, under no circumstances, shall exceed the lesser of 60% of the establishment's employees present on any given weekday or the number of unrestricted parking spaces along the establishment's frontage of the roadway designated as residential permit parking.
- In areas where it appears that the number of permits sold per block would exceed the number of legal on-roadway parking spaces per block, the initial sale would be limited to one or possibly two permits per neighborhood-serving establishment.

Business Permits

Businesses may also be issued a permit if they are determined by the director of public works to be significantly impacted by the implementation of residential permit parking on adjacent residential roadways. Any business is located on a qualifying portion of a roadway will be allowed to obtain one permit for each motor vehicle they own or lease, up to a maximum of two permits per address.

Mid-Term Recommendations

Create a Parking In-Lieu Fee

A parking in-lieu fee typically provides developers with flexibility in parking requirements, reduces the amount of land dedicated to unnecessary parking, and gives cities an on-going funding source to help make parking operate more efficiently and improve mobility options. Walker recommends that Alameda County consider implementing a parking in-lieu fee, which can be used to meet some parking requirements in Ashland and Cherryland.

A parking in-lieu fee provides developers with an alternative to the traditional method of satisfying minimum parking requirements. Developers have the option to pay an in-lieu fee on a per space basis to fully satisfy parking requirements. For example, if a site is required to provide 20 parking spaces, a developer can pay a per space fee to satisfy all or some of the requirements. The payment of a fee-in-lieu of providing required parking spaces can be more cost-effective from a construction and land cost perspective than devoting a portion of the site to parking, along with significant construction costs, to required parking spaces.

In California, parking in-lieu fee amounts vary substantially, ranging from $1,000 to $70,000 per space. Some cities collect an amount that is sufficient to build new structured parking spaces. Others charge enough to operate or maintain existing surface parking spaces. Some cities base their fee on the cost and benefit of investing in infrastructure that reduces the need for parking, such as transit, pedestrian, and cycling improvements.

To the extent that the County identifies parking and transportation needs, and the associated costs, the fee could be implemented in the form of an ongoing parking credit payment on an annual basis or a combination of a one-time fee and ongoing payment.

A parking in-lieu fee policy has the potential to address many policy objectives. The priorities used to determine the parking in-lieu fee therefore include:

- Use of parking in-lieu fee funds that are not limited to solely enhancing automobile access to Ashland and Cherryland, but are consistent with the community's goals, priorities, and actual conditions regarding transportation and access.
- Recognition that new development is likely to cause some transportation impact for which developers bear some responsibility to mitigate.
- Use of funds that allows for cost-effective and incremental, yet meaningful, expenditure for improvement in the transportation system.
- A fee that is high enough to improve in transportation and access but low enough to be in line with the economic realities and the constraints of the area.
- Clarity and consistency of when payment is required.

Below is a summary of the major advantages and disadvantages of a parking lieu fee policy:

Advantages

- Flexibility for developers and businesses to satisfy parking requirements, the flexibility provided by a fee-in-lieu of providing a physical parking space can encourage economic development.
- An emphasis on shared rather than reserved parking. Shared parking, especially public parking, allows parking spaces to serve multiple uses and can result in fewer necessary parking spaces. Rather than reserved parking spaces, which exclude many drivers from parking and may sit unoccupied, the shared parking spaces created by in-lieu fees are more efficient.
- Supports a less automobile-centric area by reducing the amount of private surface parking lots that could negatively affect the area. This preserves the scale and quality of a place's existing design and promotes land uses for people and not cars.
- Funding infrastructure that creates more access to Ashland and Cherryland by encouraging transit, biking, and walking, which also reduces the need for parking.
- Funding and construction of public parking spaces if necessary and flexibility for the County to dictate where parking is built.

Disadvantages and Caveats

- Given the significant cost of building new parking, especially a new parking structure, depending on the development environment, it can take time for the in-lieu fees to accrue to fund new parking spaces if that is the goal of the policy. The elapse of time between the payment of in-lieu fees by a developer, the lack of predictability regarding the rate at which fees will accumulate, and the availability of new public parking spaces or other methods of access can result in significant unpredictability within the system.
- High in-lieu fees may discourage development or simply result in developers not selecting an in-lieu fee option.[9] Developers may balk at paying in-lieu parking fees if they perceive them as too high, defeating the purpose of a parking in-lieu program if developers choose to simply provide parking on site.
- Low in-lieu fees may not be sufficient to cover the capital and maintenance costs of new or existing parking spaces. Additional sources of revenue may be needed to finance the parking system.
- Fewer on-site parking spaces may be less desirable to many developers than providing parking for their patrons or employees on site.
- The public parking spaces constructed by in-lieu fees are not reserved or guaranteed for specific uses. When a business provides its own private parking, it may be easier to ensure that customers have spaces.

Peer City Parking In-Lieu Fee Rates

Of the peer cities reviewed in this analysis, San Leandro, Richmond, and West Sacramento permit developers to pay a parking in-lieu fee to satisfy parking requirements. The parking in-lieu fees in the peer cities range from $6,000

[9] A few cities mandate the payment of parking fees whether or not the developer provides parking space on their site. This is typically considered to be an impact fee, rather than an in-lieu fee, and is more strictly regulated under California law because it is mandatory rather than discretionary, as is the case of the parking in lieu fee. Such a practice reduces developer flexibility and can increase developer cost, if some onsite parking spaces are deemed necessary to the success of the project.

per year in San Leandro to half the cost of construction a parking space in West Sacramento (currently the fee is approximately $12,000 to $15,000).

Unbundle Parking

Typically, the price of parking is "bundled" with the price of housing or rent. Tenants, buyers, and employers pay for parking as a part of their monthly rent, purchase price, or lease. This hides the true cost of parking and increases rents and the purchase prices of homes, as each space in a parking structure can cost between $30,000 and $60,000 or hundreds of dollars monthly. While many households and employers would choose to pay for parking, some residents would likely opt-out for financial savings.

Bundled parking drives up the price of rents, as renters or employers have no option but to pay for parking square footage. If parking was unbundled from the price, those savings could be spent in local businesses, which could generate more economic activity in Ashland and Cherryland.

Unbundled parking is the practice of selling or leasing parking spaces separate from the purchase or lease of commercial or residential use. It separates the cost to rent a parking space from the cost of renting an apartment, condo, or workspace is an effective way to promote transit, walking, and biking. This policy can also lower rents, especially for households who do not own vehicles, which tend to be lower income.

Additionally, Policy 8.8 of the ACBD Specific Plan calls for unbundling the cost of parking from the cost of housing.

Unbundling Parking for Commercial Uses

Developers of new offices should unbundle the cost of parking from the cost of the tenant lease by identifying parking costs as a separate line item in the lease agreement. Employers can choose to lease the number of spaces as they see fit for their workers.

Unbundling Parking for Residential Uses

Developers of both new residential rental and for sale should unbundle the full cost of parking from the cost of housing by creating a separate parking fee. Residents would then have the option to choose to purchase parking as part of their home cost or rent.

Unbundled parking policy should be combined with targeted on-street parking policies to eliminate street spill-over, as recommended in this study. This will prevent residential parkers, employees, or other long-term parkers from migrating to on-street spaces that are needed for local business customers. Unbundled parking also is tied to policies that reduce the need to build parking, such as shared parking and a parking in-lieu fee or credit. If minimum parking requirements are too high, a developer might get stuck with an oversupply of parking that could not be rented or purchased.

Activate the Street and Provide More Mobility Options

While driving is the major form of travel in Ashland and Cherryland, it is important to provide more transportation options that balance travel modes and encourage transit, walking, and biking. This will also potentially take the pressure off of the study area's parking supply.

One of the major themes of community and business input was the need to make the street and pedestrian experience livelier and more attractive, walkable, and bikeable. Many noted that walking along the business district is not very inviting, with very few landscaped areas and with many commercial and for sale vehicles parked in the street for long periods. Respondents also noted that there are not many areas with greenspace, benches, or ways to get around other than driving.

There are efforts already underway that will beautify the commercial corridor and provide the necessary infrastructure to make Ashland and Cherryland more walkable and bikeable. In Ashland, the East 14th Street/Mission Boulevard Corridor Improvement project will improve multi-modal access and revitalize the corridor. Planned improvements include roadway repaving, improved sidewalks, enhanced crosswalks, new bike lanes, and stormwater treatment systems. The project will also green the street, with street trees, furnishing, bike racks, and public art.

Given these investments, there is the opportunity to activate the pedestrian experience and provide more multi-modal options for residents, workers, and visitors to Ashland and Cherryland, including bike and scooter share. Further, parklets, can create more outdoor space and even be used for outdoor dining. Phase II of the Corridor Improvement project is scheduled to be completed in 2022. Phase II project boundaries and project renderings are shown in Figure 35 on the following page.

Walker's recommendations for additional mobility improvements are shown in Figure 34 and described in the following sections.

Figure 34: Activate the Street and Provide More Mobility Options - Recommendations

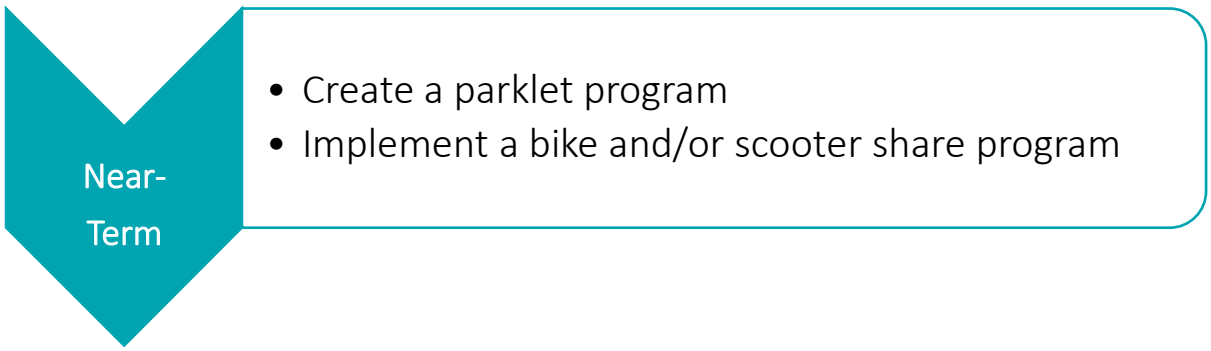


Figure 35: East 14th Street Corridor Improvement Projects (Phase II)

Source: *Alameda County Dept. of Public Works*

Near-Term Recommendations

Create a parklet program

Several goals and policies of the Business District Specific Plan call for the creation of parklets:

- Goal 1: Economic Revitalization, Program 1.4.5 of the Business District Specific Plan calls for, "Partnering with a local organization to create temporary community recreation area or community gardens."[10]
- Goal 5: Landscaping and Open Spaces, Program 5.2.3 calls for promoting open space with parklets along corridors to provide pedestrian amenities and invite more foot traffic.

The County can partner with local businesses, the Eden Area Chamber of Commerce, and other organizations to create parklets that provide additional outdoor seating for a restaurant or provide additional public space.

[10] Ashland and Cherryland Business District Specific Plan page 5-7. Adopted December 2015.

Parklets work best when built in a location where a business owner or other entity can provide upkeep (i.e. setting up tables and chairs, providing free Wi-Fi). For example, a location outside of existing restaurants or cafes, especially those with no cost Wi-Fi. The County can partner with these locations to assist in the responsibilities and upkeep of the space.

A parklet reimagines on-street parking as places to "park" people instead of cars, expanding the sidewalk into one or more on-street parking spaces. The intent of parklets is to provide more space for people and people-oriented activity. Parklets also provide more street amenities such as seating, landscaping, public art, bicycle parking, among others.

Similar to a public park, a parklet is typically open to the public and allows for a free flow of community activity. Many cities across the country have implemented parklets in varying capacities with great success in generating community and economic development by attracting more people to retail corridors where they are shopping, people watching, or just plain having fun. Businesses have reported a 10% to 20% increase in sales when parklets were built.[11] Further, studies have shown that parklets can active a commercial district by encouraging people to walk and visit when they otherwise would stay home.

Additionally, with the ongoing response and recovery to the Covid-19 pandemic, businesses may need less long-term parking on the street. Repurposing these spaces into parklets allows an extension of the sidewalk that provides additional spaces for amenities such as seating, dining, and retail spaces as businesses re-open according to required public health standards. Sidewalk seating can make it challenging for those walking to pass others while maintaining a six-foot distance.

Figure 36 and Figure 37 show examples of a parklet and parklet design considerations. Parklets should be level with the sidewalk, ADA accessible, and outfitted with seating and planters to provide a barrier to the street. Figure 37 was created by Walker to show design considerations that consider social distancing guidelines as a result of the Covid-19 pandemic.

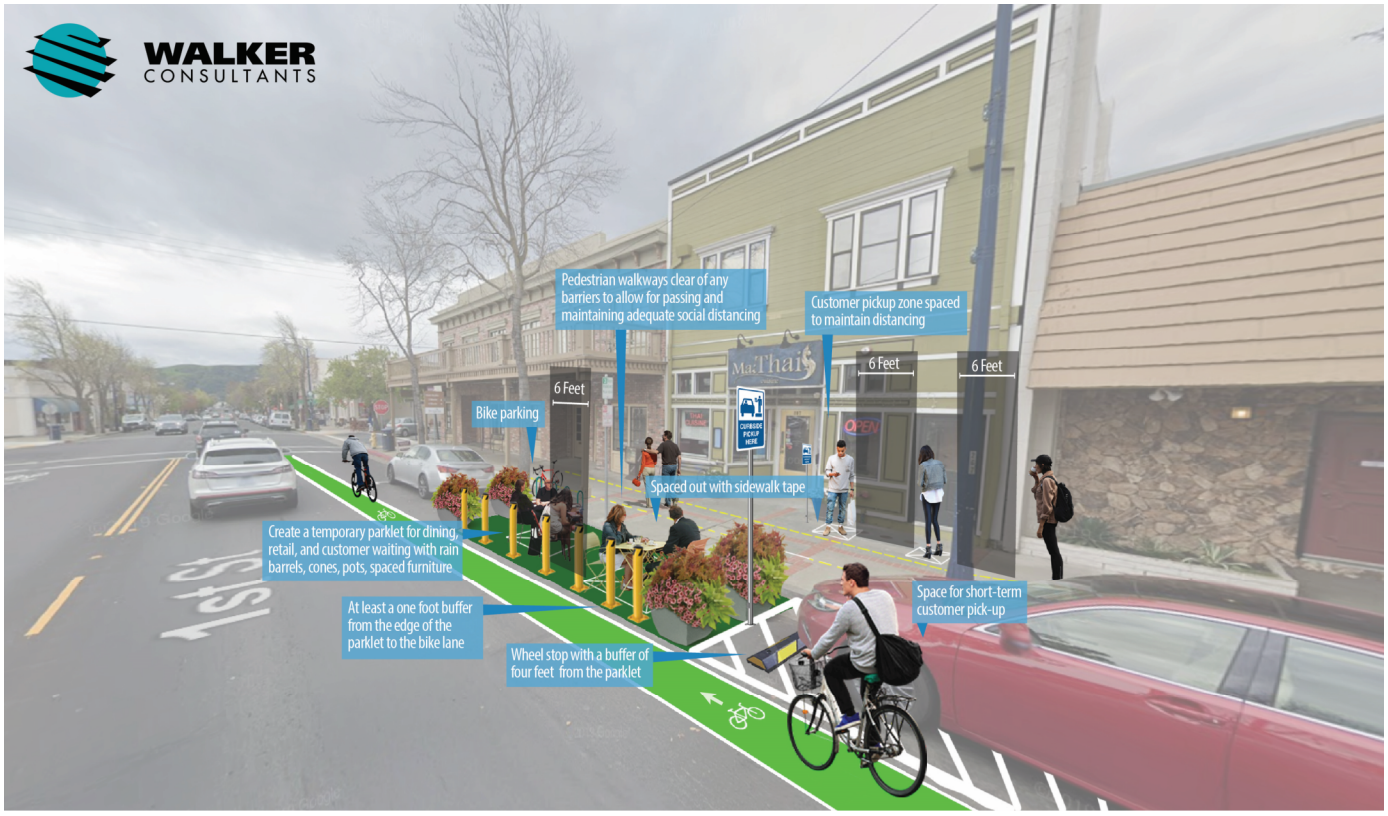
Beyond just dining or sitting, parklets may be used for bike or scooter parking. Some parklets may be designed to allow for a combination of both seating and parking for bikes or scooters. Some additional benefits of parklets include:

- Flex space increases foot traffic around nearby businesses, providing a positive economic impact
- Can provide a traffic-calming effect on the street
- Enhanced pedestrian experience
- Increase a sense of place and community

[11] Metropolitan Planning Council study of Chicago's People Spots, 2014 available at www.metroplanning.org/peoplespots

Figure 36: Parklet with Outdoor Seating Examples

Figure 37: Example for Parklet Design with Covid-19 Health & Safety Guideline Considerations



Source: *Walker Consultants*, 2020

Implement a bike and/or scooter share program

Most residents, workers, and visitors in Ashland and Cherryland drive as their primary form of travel. Input from the online survey, stakeholder, and community meetings stated the need for more travel options. The County should work toward providing additional amenities to encourage alternative modes of travel including bike and scooter share programs.

In general, the street is currently designed to prioritize automobile travel with wide travel lanes and curb space entirely devoted to parking. BART and AC Transit is not an option for many residents because bus routes, including service to BART, run along major business corridors, which require a long walk from some of the residential areas.

The Phase II Corridor Improvement Project will provide the necessary infrastructure to make biking and scooter use to feel more comfortable. Providing these facilities for new mobility services and alternative modes may help encourage visitors and employees of Ashland and Cherryland to consider other methods of travel beyond their car and provide more first and last-mile options for both bus and BART.

The County should undertake a study to create a business plan for implementing a dockless bike or scooter share system. One option is to partner with the Alameda County Transportation Commission (Alameda CTC) to implement the program. The Alameda CTC is working with cities in Alameda County to implement dockless micromobility programs. For example, it provided funding and staff support for the City of Oakland's bike share program, Bay Wheels.

Implementing a bike and/or scooter share system will increase mobility options for residents and visitors to travel to and around Ashland and Cherryland and would help connect locations throughout the Plan Area.

Figure 38: Example of Dockless Scooter Parking

Source: *Walker Consultants*, 2019

Over the past few years, both dockless bikes and scooters have become popular modes of travel. These modes provide flexibility in how they are used and accessed. Since they do not have to be parked at a station, users can typically locate the nearest bike or scooter via a mobile application (app). This is a major benefit when compared to a typical bike share that requires users to return the bike to a designated docking station. A designated docking station may severely limit how far users may travel as they will only be able to travel to areas with stations, likely limiting them to only a block or two from their location.

The intent of these programs is to provide mobility services for people, especially those who lack transit access. Additionally, since these bikes and scooters are typically motorized, they make traveling easier.

While these vehicles do not need to be parked at a designated dock or station, to ensure that they do not end up blocking the sidewalk, designated scooter and bike corrals should be provided in popular, high-pedestrian areas. These may be just painted on a sidewalk or be provided in a flex space on the street.

When implementing a dockless vehicle program, there is an opportunity to generate fees associated with permits and trips. Typical fees in cities across the country range from a per-unit fee of $30/unit to $80/unit per year to a per-trip surcharge of $0.25. There are typically permit fees and performance bond requirements, which must be paid in advance of permit approval. These fees can help offset administrative costs.

Cities have reported a significant amount of administrative time allocated to managing dockless mobility programs. Some cities have one person dedicated to program management and others allocate management across multiple staff members. If the County were to implement a dockless vehicle program, the County would need to enact policy and regulations around permitting operators, the total number of vehicles allowed in operations, insurance requirements, data privacy and sharing, fees, compliance, and rider regulations.

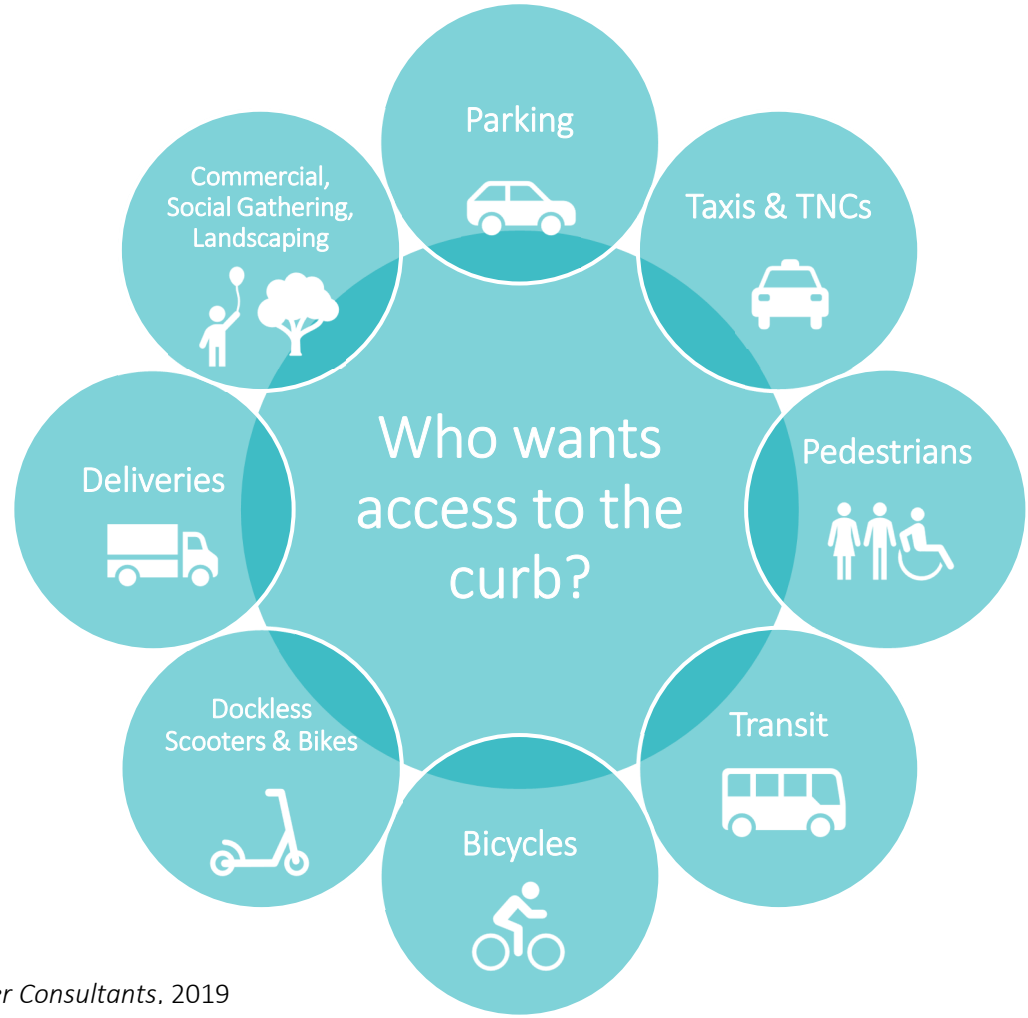
Plan and Manage the Curb

Now that shared mobility and technology have changed how people want to travel beyond private vehicles, the curb is seeing a convergence of competing uses such as Transportation Network Companies (TNCs such as Uber and Lyft), bicycles, scooters, delivery vehicles, and private cars. Given these demands, non-existent or limited curb management can result in congestion and create accessibility and safety issues.

While Autonomous Vehicles (AVs) are on the long-term horizon, municipalities, state, and federal entities are considering how these vehicles will maneuver and function on existing roadways, and the need for updated to existing infrastructure. These types of vehicles will also likely increase pickup/drop-off activity considerably at the curb. Because the impact of autonomous vehicles on the single-occupancy and shared mobility markets is not yet quantifiable, neither is the precise impact of pick-up and drop-off space at the curb. It is reasonable to expect that when and if fully autonomous vehicles become widely accepted, a significant portion of existing on-street parking would be readily convertible into an active pick-up and drop-off space.

Figure 39 provides a graphical illustration of the various user groups seeking space at the curb.

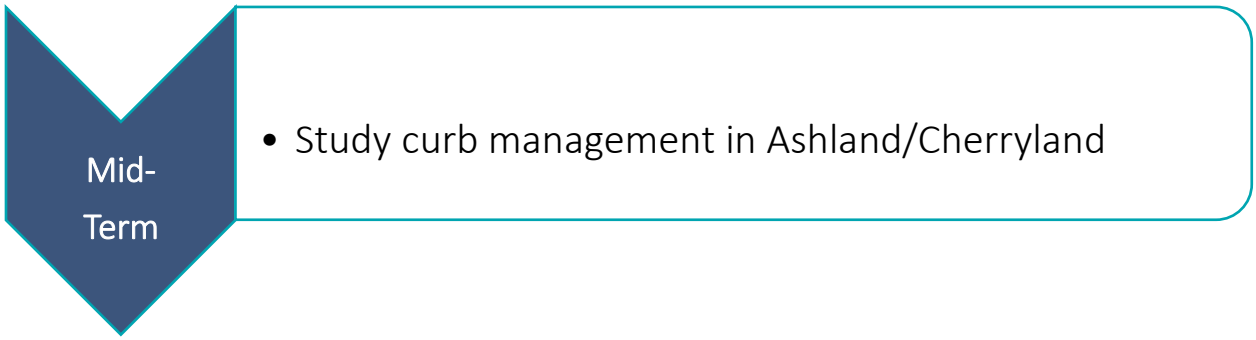
Figure 39: User Groups Seeking Access to the Curb



Source: *Walker Consultants*, 2019

For Ashland and Cherryland, Walker recommends the following related to planning and managing the curb, shown in Figure 40.

Figure 40: Plan and Manage the Curb - Recommendations



What is curb management?

It is increasingly important for communities to understand the utilization of their curbs, they can then determine if parking is the best use based on actual activity and demand, or if parking/vehicle storage needs can be shifted to off-street locations. The curb also has the potential to provide greater access to more people if options beyond parking are considered.

In general, supporting travel behavior other than driving alone may drastically increase the number of people that can access a street and destinations. Implementing curb management strategies can assist in supporting multiple travel options and thereby increase person throughput. While a parking space may be able to serve those who drive, providing space at the curb for walking, biking, and transit modes, increases the person throughput and therefore accessible on that street segment.

The goal of curb management is to inventory, optimize, and manage curb space to determine specific priorities, maximize access, and balance growing needs. The types of curb management strategies implemented will vary considerably depending on the size, context, and priorities of the community. Curb access can be flexed or prioritized throughout the day based on changing demand.

With active and intentional curb management, Alameda County can make access in Ashland and Cherryland more equitable between different modes of travel, improve the level of service for all modes of travel, collect data on transportation behaviors, and eventually monetize the curb when it's a priority. Figure 41 provides an example of active curb management.

Figure 41: Example of Active Curb Management

Source: *Walker Consultants*, 2020

Static & Flexible Curb Management

The combination and types of curb management strategies vary considerably and may be designed to change over the course of a day. Curb management treatments may be static and/or flexible depending on the types of activities occurring on the street and treatments implemented.

Static Curb Management

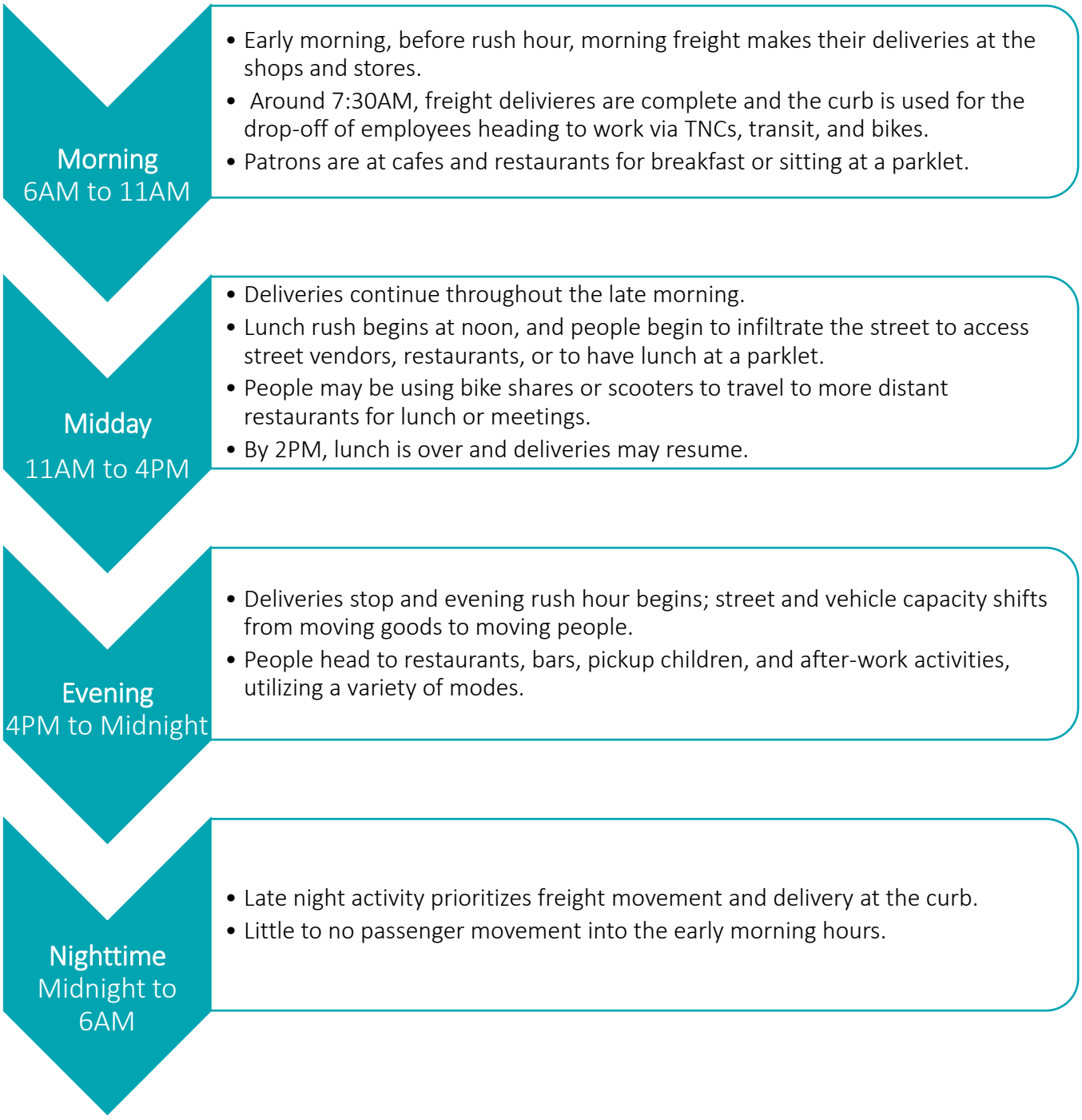
Static curb management strategies include permanent treatments such as protected bike lanes, bus-only lanes, and bus bulbs. The installation of a bike share or permanent implementation of a parklet might also be static. Additionally, on-street parking, as well as striped loading zones, may also be considered static as they serve a single, unchanging use.

Flexible Curb Management

The curb may be designated as a "flex zone" with modal and service priorities shifting throughout the day based on needs. This can be specified through signage and other physical markings (such as painting and striping) and enforced via digitized in-person options or camera-based technologies.

An example of this type of schedule is shown in Figure 42.

Figure 42: Flexible Curb Management Example



Source: Adapted from *Curb Control, Planning Magazine*, June 2019

Curb Monetization

Cities have the opportunity to monetize the curb in exchange for dedicated space. Monetizing curb space can generate revenue to cover administrative costs as well as invest in mobility options. Curb monitoring technology is necessary to enforce, regulate, and monetize the curb.

Mid-Term Recommendation

Study Curb Management in Ashland and Cherryland

While activity by TNCs and delivery vehicles is relatively low in Ashland and Cherryland and there are no bike or scooter share options, it is likely there will be an increase in the use of these modes over the mid to long-term. It is also likely that the demand for commercial goods and food delivery services will continue to grow, especially with the changes related to the Covid-19 pandemic. This may also increase the demand for short-term loading in front of retail locations. The County needs to consider how these uses may impact future travel and curb demands.

Curb management will also be necessary to align with recommendations to increase transit and micromobility options and manage on-street parking.

There are many different treatments and solutions to issues that arise at the curb. Determining an appropriate solution and implementing that solution requires a multi-step process that should be studied.

- **Where in Ashland and Cherryland Does Curb Management Make Sense?** Curb management is best implemented in areas where different and competing activities occur. This might include a commercial area, a central business district, or a mixed-use retail and restaurant corridor.

- **What Modes and Activities Should be Prioritized, and Where?** The Business District Specific Plan identifies goals for increasing mobility and access that prioritize active modes of travel, like pedestrian and bike usage and better levels of service on the AC Transit. T

  The County should work with the community to identify areas where certain modes should be prioritized over others. For example, in a central retail district with extensive commercial activity like along East 14th Street and Mission Boulevard, access for business usage—like commercial loading and unloading—might be prioritized.

- **What Does the Data Tell Us?** The County should then conduct both quantitative and qualitative data collection to assess the needs within the identified area of focus. For example, intercept surveys to identify user challenges, and may collect on-the-ground counts of bus and transit activity, Uber and Lyft activity, and commercial loading activity.

- **What are the Tradeoffs?** Tradeoffs should be evaluated in keeping with the modal priorities the community has set. For example, the installation of a protected bike lane might impede the speed of movement in the travel way among motorists, but if active modes have been prioritized in the focus area, this might be an appropriate and necessary tradeoff. Conversely, a commercial loading zone would increase ease of this business activity but may pose a challenge if on-street parking is a priority.

- **How do we Know This Treatment Works Well?** Finally, after selecting and implementing treatments, the County should continue to monitor their success in accordance with the issues identified and priorities set. This evaluation should include quantitative data collection (such as with on-the-ground counts or video data collection), as well as qualitative data collection through surveys and public outreach.

Improve Transit Service and Connections

Public transit in Ashland and Cherryland is operated by the Bay Area Rapid Transit (BART) with a station at Bay Fair and the Alameda-Contra Costa Transit District (AC Transit) bus service.

As stated in Section 1, there are several bus lines throughout Ashland and Cherryland and three bus routes that serve the Bay Fair BART station, the 10, 28, and 801:

- Route 10: Routes from Hayward to San Leandro along Mission Blvd. and E. 14th Street, stopping at the Bay Fair BART station. Service is approximately every 20 minutes from 6:30 a.m. until 12:30 a.m.
- Route 28: Routes through Castro Valley to 164th Street and E. 14th Street to the Bay Fair BART station. Service is approximately every hour from 6:30 a.m. until 10:30 p.m.
- Route 801: Overnight service that runs along Mission Blvd. and E. 14th Street, stopping at the Bay Fair BART station. Service is approximately every hour from 12:30 a.m. to 7:30 a.m.

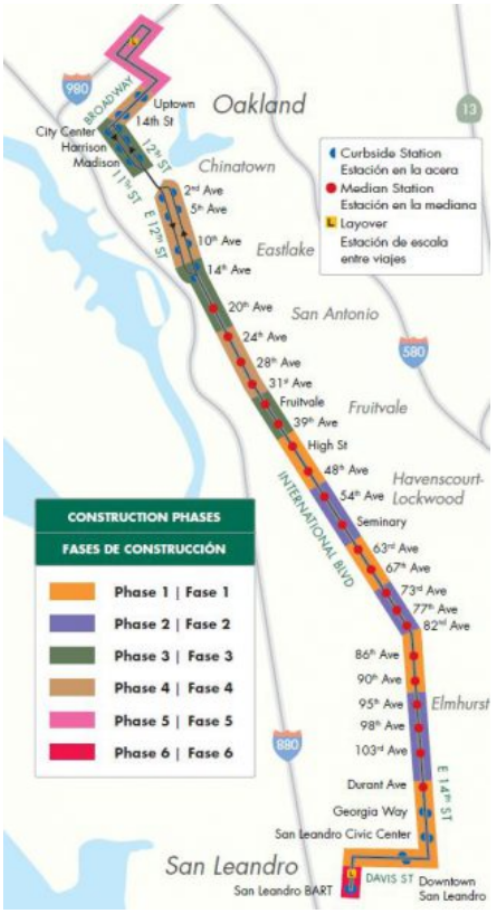
Based on the community's input, BART is not a convenient option for some trips because it is difficult to find available parking at the station, which may result in people choosing not to ride BART and instead of driving to work or another destination. Feedback from the online survey also suggested community members would be more willing to ride BART if there were a better bus connection from Ashland and Cherryland to the station. Based on BART data, only 8% of people riding BART at the Bay Fair station arrive by bus.

In Ashland, 12% of residents commute via transit, and in Cherryland 7% of residents commute via transit. The Ashland and Cherryland Business District Specific Plan notes that a significant number of future residents, workers, visitors, and shoppers are expected to rely on transit for their trips. The long-term vision of the Specific Plan for the area, "…is enhanced efficiency and effectiveness of transit services within the District, Corridors, and Neighborhoods." [12] Specifically, the goals and policies of the Specific Plan state:

- Goal 8: A Balanced and Complete Circulation Network:
  - Program 8.5.2 Explore the Feasibility of Bus Rapid Transit to coordinate with AC Transit to improve bus service along with E. 14th / Mission through the Plan Area.

Currently, AC Transit is implementing Bus Rapid Transit from the City of Oakland south on East 14th Street to the San Leandro BART station. The line stops just north of Ashland and Cherryland and the Bay Fair

Figure 43: BRT Construction Phases



Source: *AC Transit*

[12] Ashland and Cherryland Business District Specific Plan, Page 3-10. Adopted December 2015.

BART station. BRT bus stops are every one-third to one-half miles, above ground. The BRT has its own dedicated lane for most of the route and there is signal prioritization technology so that traffic lights turn green as the bus approaches, allowing them to continue through the intersection safely and without stopping. The BRT arrives every seven minutes during peak times reducing wait times. To make boarding faster and easier, the bus floor and station platform are the same levels so people in wheelchairs or with strollers can easily board. To further quicken the boarding process, there is pay before boarding.

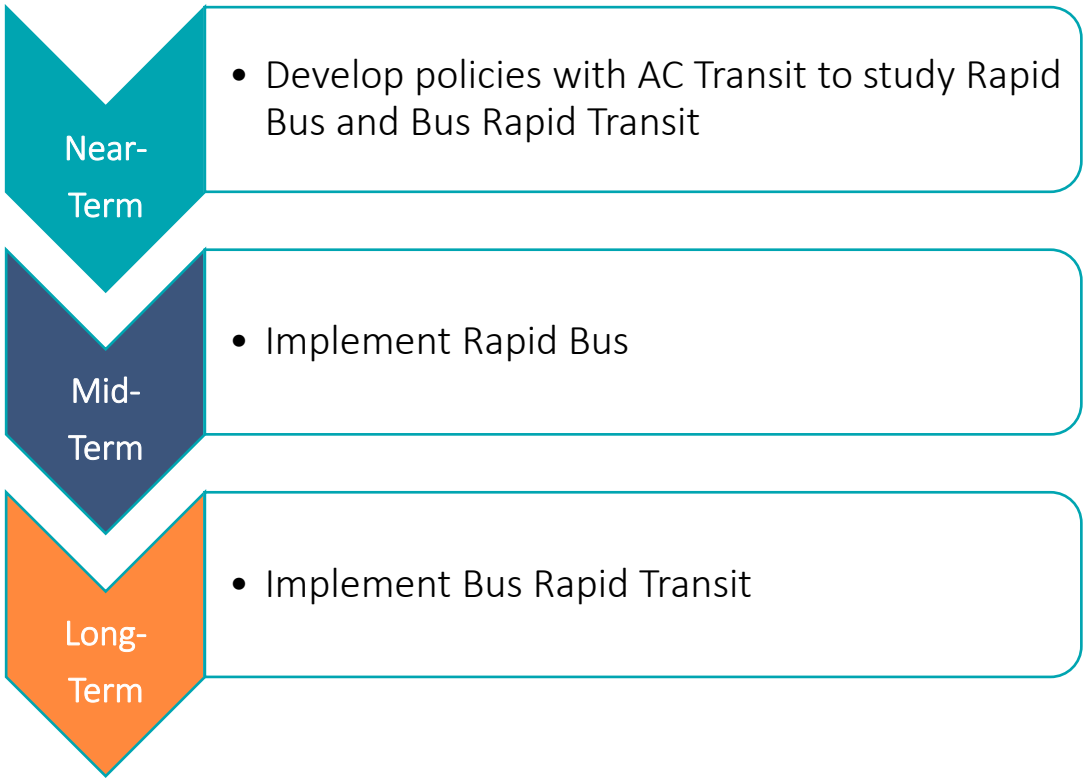
Importantly the BRT creates a more attractive and comfortable pedestrian environment because stations have improved lighting and landscaping as well as a camera system. New sidewalks and crosswalks can enhance the pedestrian experience.

Continuing the BRT route through Ashland and Cherryland would complement existing transit and provide many benefits including improved service to the Bay Fair BART station allowing greater transit access for residents and workers to and within Ashland and Cherryland. The Eden Area Chamber of Commerce reported that many businesses rely on bus service in the corridor for the employees and customers. Implementing improved bus service would provide access to a larger pool of employees and customers.

BRT would also activate and enhance the pedestrian environment and incentivize development. Unlike a bus stop with a sign, a BRT station is a permanent, iconic transit station that can--and should--serve as community hubs and attract economic development.

To implement BRT in the Ashland and Cherryland area, Walker recommends the following:

Figure 44: Improve Transit Service and Connections - Recommendations



Near-Term Recommendation

Explore the feasibility of implementing Rapid Bus and BRT

AC transit worked with the Cities of Oakland and San Leandro as well as Alameda County on the BRT plan. AC Transit should continue to work with Alameda County and the communities of Ashland and Cherryland to explore the feasibility of implementing a Rapid Line over the mid-term and continuing BRT over the long-term along with E. 14th/Mission through the Plan Area.

Mid-term Recommendation

Implement a Rapid Line

AC Transit's Rapid bus is a precursor to Bus Rapid Transit and has many similar elements such as traffic signal technology, low-floor busses that are easier to board, and better bus stop infrastructure. For the mid-term, as BRT continues to be explored, implementing a rapid bus will provide more transit reliability, convenience, and access to and throughout the corridor.

Long-term Recommendation

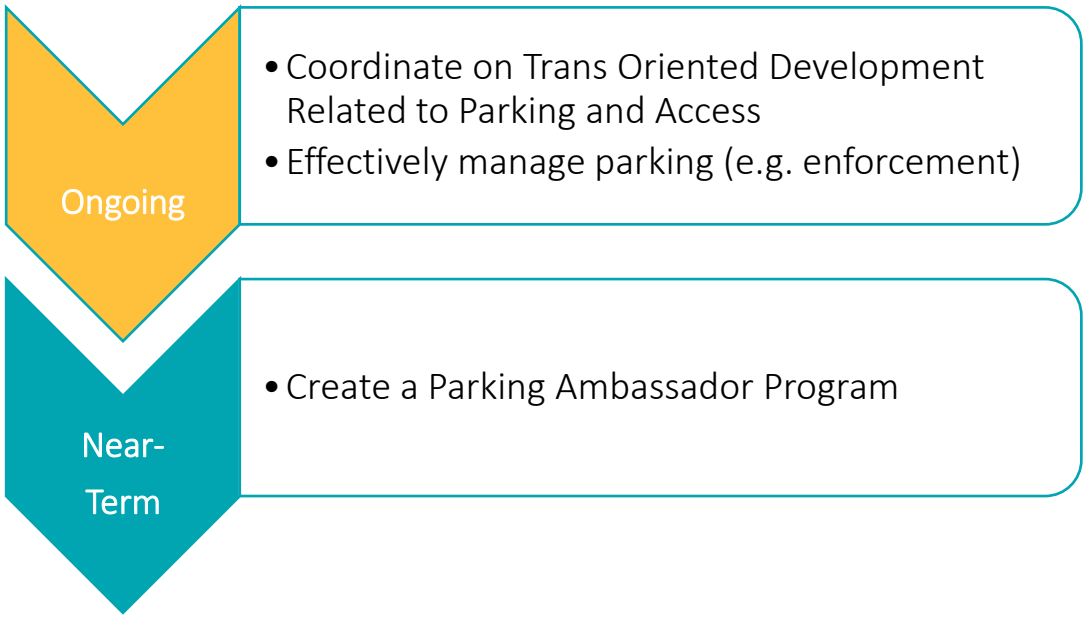
Implement Bus Rapid Transit

Over the long-term, the County should work with AC Transit to implement and connect BRT from San Leandro to Hayward through East 14th Streets and Mission Boulevard.

Transit-Oriented Development and Parking

Walker recommends the following related to improvements to transit-oriented development and parking:

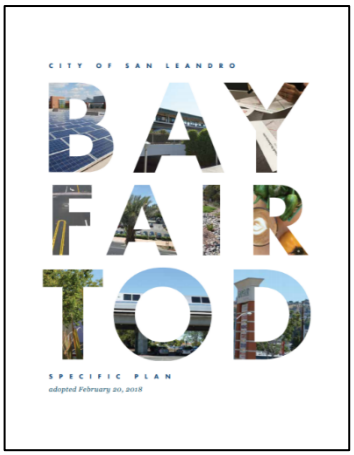
Figure 45: Transit Oriented Development and Parking - Recommendations



Ongoing Recommendations

Coordinate on Transit Oriented Development Related to Parking and Access

The County should continue coordination with the City of San Leandro and BART on the development of the Bay Fair BART Station and Enact Appropriate Parking Policies

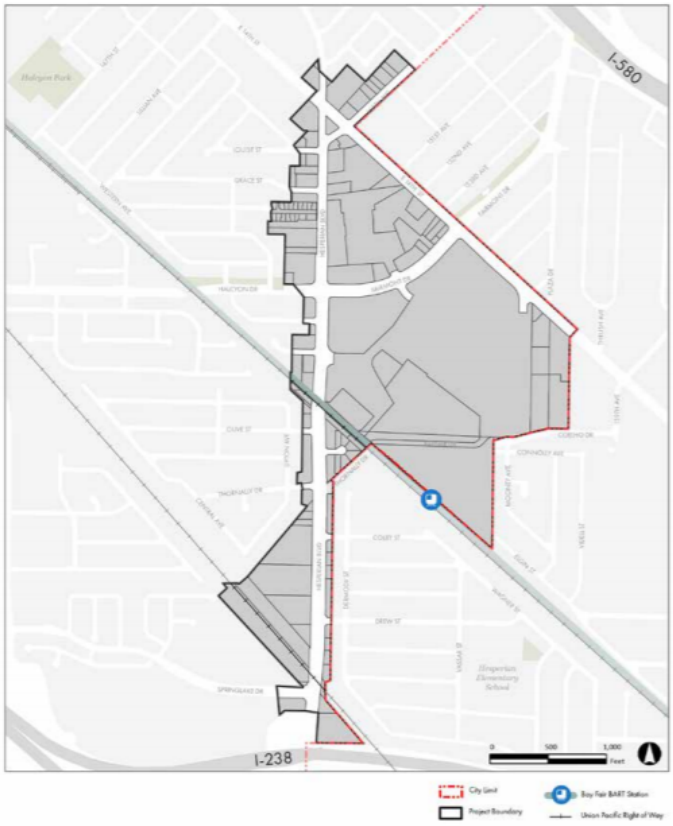


The City of San Leandro adopted the Bay Fair Transit Oriented Development (TOD) Specific Plan in 2018. The plan sets a vision for the Bay Fair area to become a walkable, transit-oriented community with the development of retail and residential. The plan is a collaboration between Alameda County, BART, Madison Marquette (the owners and operators of Bayfair Center), the City of San Leandro, and the community.

In terms of transit and parking, It calls for stronger connections to BART including BRT, shared parking, the potential to reduce parking requirements, parking in-lieu fees, and adaptive reuse of parking space. The plan also recommends designing streets to provide flexibility for potential autonomous vehicle accommodations, including parking and signage.

The Bay Fair TOD Plan relates to the Ashland and Cherryland Business district Specific Plan's "Bayfair Corridor" zone from 150th to 159th Avenue. The Bayfair Corridor is intended to be developed into a mixed-use transit-oriented development. The area between 159th and 163rd Avenues is a District Mixed-Use zone intended to be a vibrant, walkable, urban main street.

Figure 46: Bay Fair TOD Specific Plan Boundaries



Many of the recommendations in this parking study align with the Bay Fair TOD Plan, including implementing BRT to create stronger connections to BART, shared parking, and flexibility in parking requirements. Further, as development occurs, it will be important to continue to monitor parking demand, implement residential parking permit areas, conduct parking enforcement of hourly time limits as well as consider additional areas for time limits and even paid parking.

For example, as the TOD plan is implemented, there will likely be related parking impacts including BART spillover parking on residential neighborhoods. While the on-street parking surrounding the Bay Fair BART station is not highly utilized (only 40%) parking demand should be monitored and studied as development is built.

The County should continue to coordinate with the partners of the Bay Fair TOD plan and monitor parking demand over the life of the plan and implement the recommended parking policies.

Effectively Manage Parking

Enforcement

Currently, enforcement is primarily done via posted signs showing the limit, with no enforcement officers checking to see if parkers are abiding by the regulations, given the County's limited resources. As a result, several long-term parkers, including vehicles for sale, related to the auto businesses, and employees are parking for long periods, utilizing on-street spaces for four and even eight or more hours. This limits the supply of prime parking spaces for customers.

The existing conditions analysis in Section 2 of this report analyzes the following parking turnover data:

- Approximately 110± vehicles are parked on East 14th Street and Mission Boulevard for eight or more hours.
- On Mission Boulevard, 60% of the 204 spaces were parked for three or more hours.
- On East 14th Street, approximately 50% of the 407 spaces were parked for three or more hours

Increasing enforcement of the existing two-hour limit would assist in deterring long-term parking and remove some of the vehicles on-street that likely parked for commercial purposes.

Figure 47 presents an example of commercial vehicles identified as parked all day during data collection fieldwork.

Figure 47: Example of Commercial Vehicles Parked on Mission Boulevard

Source: *Walker Consultants*, 2020.

Public parking is a finite commodity. Enforcing the two-hour restriction will encourage greater parking turnover and increased the capacity of the most in-demand spaces, as well as the number of people who can park in front of storefronts. This will allow more vehicles to park during the day in the most desirable locations and will encourage commercial usage out of public on-street parking. Enforcing the two-hour time limit will also improve the feel of the area because it will likely remove commercial vehicles that sit in the street for long periods.

There are varying types of enforcement options to consider. It is important to find a balance with enforcement to deter unwanted parking behavior as well as not penalizing customers shopping in Ashland and Cherryland.

Near-Term Recommendations

Create a Parking Ambassador Program

Given the limited resources and to make enforcement a more acceptable program, Adopting an "Ambassador Program" model for the enforcement area is an option. In addition to the hospitality-oriented nature of the program, ambassadors are still required to enforce parking regulations.

The mission of an Ambassador Program would be to provide hospitality, customer service, and public safety services to residents, businesses, and visitors, in addition to enforcing parking regulations, the Ambassadors would be required to complete a multi-faceted training program in hospitality and customer service, emergency response and first aid, public transportation, and community services.

A comfortable and weather-appropriate uniform or other methods to make Ambassadors identifiable would be necessary. However, it is also important that they are not imposing or seem police oriented. The goal is for them to be identifiable but approachable in both how they look and act.

The primary goals of an Ambassador program are to provide customer service, resolve concerns, and help make the Ashland and Cherryland a better, safer, and friendlier place to live, visit, shop, and conduct business. Ambassadors should initiate personal contacts with the parking public (known as "touches"), issue more warnings and slightly fewer citations, and interact with visitors and citizens in a genuinely positive manner.

Beyond enforcing parking regulations, the following are examples of encouraged behaviors of Ambassadors:

- To greet visitors and offer customer service
- To give a friendly face to many people's initial interaction with the City.
- To give accurate directions to visitors and direct visitors to destinations
- To provide information and explain local traffic and parking regulations to seek voluntary compliance

Enforcement Process and Technology

On-street parking spaces are currently unmarked and unmetered. Signage exists to identify on-street parking regulations. Enforcement can be performed in several different ways:

License Plate Recognition (LPR) Reader.

This is a camera-based technology that is mounted to an enforcement vehicle that reads license plate numbers across a defined area. Through software applications, parameters can be put in place to create enforcement rules and hours. The enforcement officer drivers a route on an hourly basis with the camera recording occupied parking spaces.

Enforcement "APPS"

Many systems offer mobile applications, "apps", for parking enforcement. The apps are downloaded, accessed, and used in very similar ways to most other smartphone apps. This type of system can be a great option for small to medium-sized operations as it can significantly reduce the upfront costs and offer an easy interface for parking enforcement hardware and software. The traditional electronic handheld ticket-writer can be quite expensive when compared to the cost of a standard smartphone. Most of these applications, both the enforcement software as well as the back-end management system, are accessed through standard apps and web-browsers thereby significantly reducing the up-front hardware costs for new computers and equipment.

Mobile License Plate Recognition (LPR)

LPR technology has made the enforcement of on-street time limits, on-street, and off-street meters, and even parking ramps remarkably efficient and cost-effective. This technology is enabling parking operations to offer a comprehensive and user-friendly paid parking program. Mobile LPR utilizes vehicle-mounted cameras that read and record license plate numbers as an enforcement vehicle is driven throughout the enforcement area. The cameras and associated software application use a series of algorithms to convert the photographic image of license plates into text data that can be compared with lists or databases of paid or permitted license plates, to determine if the vehicle has the right to park in that particular location at that particular time.

- The LPR software can integrate permit software, multi-space meter software, pay-by-cell software, and other databases such as law enforcement agencies to not only identify paid and unpaid parkers, but also scofflaw violators or stolen license plates.
- If the LPR camera reads a plate that is not recorded as registered or paid an audible alarm sounds to alert the driver/enforcement personnel and appropriate action can then be taken.
- Mobile LPR can be used to enforce time-restricted parking, as the software time-stamps every image. The software can be programmed to identify license plates that are captured beyond the time limits of that particular zone and notify the enforcement personnel.
- At a driving speed of 20 miles-per-hour (MPH), mobile LPR is approximately seven times more efficient than foot-patrol, as the average walking speed is less than 3 MPH. This means that one vehicle will cover the same territory as seven enforcement officers on foot-patrol.
- Mobile LPR is not perfect. Accuracy varies greatly (from 80%-95%) due to a number of factors and variables; however, the 7:1 efficiency in coverage will enable the operation to increase its capture rate even at a lower than human-eye accuracy rate.

Signage and Wayfinding

Walker recommends the following regarding signage and wayfinding.

Figure 48: Signage and Wayfinding - Recommendations

Near-Term

- Upgrade parking signage

Near-Term Recommendation

Upgrade parking signage

Parking signage and wayfinding is limited in the study area. Currently, signage is primarily provided via white and green signs displaying the two-hour parking restriction on East 14th Street and Mission Boulevard.

Signage is placed throughout the corridor, but it is faded and may go unnoticed. During community meetings, it was revealed that many residents and stakeholders were unaware of the two-hour time restriction on East 14th Street and Mission Boulevard. This may be a reason so many vehicles are parked for long periods.

To help parkers more easily find available parking and be aware of the time restriction, the County should consider updating and providing additional wayfinding signage and features. One option is to upgrade existing two-hour parking restriction signs, so they are clear and placed on each block, ensuring parkers are aware of the regulations.

There is also an opportunity to explain the importance of adhering to the restriction to drivers because parking turnover supports more local business by allowing more access to prime spaces and storefronts. For example, a marketing campaign with banners that state the need to comply with the two-hour restriction to support business will convey the importance of the regulation and encourage drivers to comply.

Figure 49: Parking Signage on Mission Boulevard

Source: *Google Maps*, 2020

Parking Operations

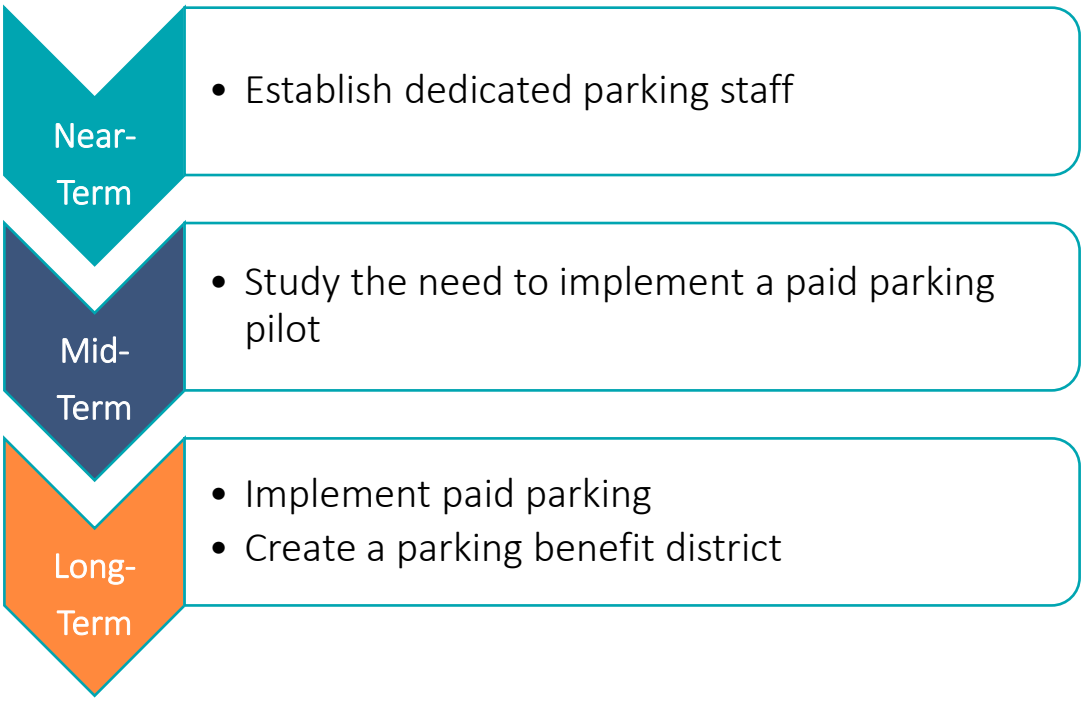
This parking study has been undertaken in part to analyze how to more efficiently use the existing supply of public parking in the study area to better meet the needs of parkers balanced with other modes of travel. Improvements to the parking system occur through changes in the parking supply and parking policies, which have been discussed throughout this plan document. However, in studying how parking systems are administered in cities throughout the country, we observe that the ability to effectively execute policy and management changes and, equally important, monitor and respond to the actual results of policy changes, depends in large part on the structure of parking organizational management. Good policies and competent staff can be hindered by an organizational structure that is inappropriate to manage the parking system.

A public parking system consists of many different components that interact for the parking system to function properly. In Alameda County, the following components are administered by multiple departments:

- Unmetered spaces
- Off-street parking facilities
- Enforcement/citations
- Financial reporting
- Parking requirements and zoning

Walker recommends the following to improve parking operations in Ashland and Cherryland:

Figure 50: Parking Operations - Recommendations



Near-Term Recommendation

Establish Dedicated Parking Staff

There is a need for comprehensive management of the County's public parking system. A significant challenge observed is the County lacks a position solely devoted to parking operations, a parking manager, who monitors the system and then can address parking operational issues as well as work across departments on parking planning and policy. The management of Alameda County's parking system is essentially dispersed among several departments and agencies:

- The Sheriff's Department is responsible for enforcing parking rules and restrictions
- The Public Works Department maintains the parking facilities, plans for the right-of-way, and administers the residential parking program
- The Community Development Agency enforces the parking element of its zoning ordinance and develops and administers plans related to its parking program
- The Economic and Civic Development Department approves development permits and works on incentivizing economic development, including planning related to parking

This organizational structure makes it difficult for any entity to effectively manage the existing on- and off-street parking resources. A best practice for parking system administration is the creation and existence of a single source responsibility center that is in charge of the planning and management of the parking system. This single-source entity makes it easier to coordinate on- and off-street parking management policies and practices across departments. It also allows the program to be operated consistently, in accordance with a stated vision, mission, and objectives for a parking program.

The County is advised to consider creating a County parking manager position. If the costs of this are too onerous, we recommend that the County create a champion of parking. At this point, it may be a part-time position or a responsibility for an existing employee. One person should have responsibility for leading the County's parking mission, comprehensively overseeing all elements of the parking system, including policy and planning, code implementation, and management, promoting the maintenance and financial soundness of the parking system, and addressing the concerns and requests of the stakeholders who rely on the system.

Mid-Term Recommendation

Study the Need to Implement a Paid Parking Pilot

Specific Plan Policy 8.9.1 Monitor Parking Supply and Demand Program, Parking Pricing Strategy encourages a parking pricing strategy after non-pricing parking management strategies have been explored, and if parking demand warrants paid parking.

At this time, given the abundance of available parking as well as because there is no enforcement of the existing two-hour time limit regulations, on-street paid parking is not recommended. However, the County should continue to study and monitor parking demand and utilization as recommendations are implemented and development occurs, to determine if paid parking is warranted.

If it is determined that paid parking is necessary, a pilot in limited, high occupancy parking locations could be the first step. The goal of the paid parking pilot is a significant reduction in the abuse of time-limited spaces by all-day parkers, thereby improving parking space availability and the overall experience of people who drive to Ashland and Cherryland. This would likely make spaces available to customers and increase turnover and the number of people who can park in a spot over the course of the day. At the same time, there is ample free parking in private lots for employees and shoppers.

The parking pilot would target a small area with the highest utilization—Likely a section of East 14th and Mission Boulevard where parking space turnover data finds that a significant portion of spaces are occupied all day. Parking turnover issues could be resolved with increased enforcement efforts, but also through paid parking. This would also promote a customer-friendly atmosphere. Often people would rather pay a small fee for a parking meter than a much higher parking citation fine.

The following are implementation steps to implement a paid parking pilot:

- Parking rates should be set with a goal to manage and balance the supply of parking to a target occupancy rate of 85%.
    - Three of the reviewed comparison cities have paid parking, San Leandro, West Sacramento, and the City of Alameda. All have variable pricing based on location and time.
- Recommend paid parking is in effect from 10:00 a.m. to 8:00 p.m.
- Parking utilization in the pilot area should be regularly evaluated to understand if the areas are hitting the 85% occupancy goal. The pilot should be evaluated after one year to determine if adjustments to locations of paid parking and rates are necessary to meet utilization goals.
- Parking technology such as smart meters and mobile payments should be implemented to make the system convenient, easy, and provide the County with parking data for monitoring and auditing. See Appendix C for more information on parking technology.

Long-Term Recommendations

Implement Paid Parking

Over the long term, and if a paid parking pilot has been successfully implemented, full implementation of paid parking is a parking management tool that can be leveraged further to comprehensively manage and fund parking and transportation in Ashland and Cherryland. Comprehensive parking management is facilitated by a management and funding structure that tracks and, ideally, covers all expenses. Paid parking provides this opportunity.

Enforcement becomes more important with the implementation of paid parking. As with other recommendations in this report, the goal is to make the management of parking as comprehensive and focused as possible.

If paid parking is implemented, the County should strongly consider the recommended organization changes assigning parking and transportation responsibilities to a dedicated staff position, who would monitor the financial structure as well as enforcement recommendations.

Create a Parking Benefit District

If paid parking is implemented, we recommend creating a Parking Benefit District. Revenue generated from paid parking would be directed to a Parking Benefit District to create a self-sustaining parking system that, to the extent possible, generates a revenue stream that is sufficient to cover ongoing operating and maintenance expenses as well as outstanding debt service obligations to ensure its solvency.

The ACBD Specific Plan recommends creating a parking benefit district:

- Policy 8.7 Flexibility in Parking Requirement Satisfaction, Program 8.7.1 establishes a Parking Benefit District to manage and off-street parking supply and use the revenues to fund the capital and maintenance of parking facilities and improve circulation int eh Plan Area.

Excess parking revenues should be used to fund parking and other transportation-related capital and operational improvements that enhance access to and within Ashland and Cherryland. We recommend that it be made explicit that money from the Fund can be used for pedestrian, bicycle, and transit-related improvements and operations to improve access, not solely by physically building new parking spaces and maintenance.

Pilot Projects

One of the most effective methods of presenting new treatment options on the roadway is to organize a pilot program and test the proposed changes, such as parklets and bike lanes. This would include a temporary installation of the proposed treatment.

A pilot program would allow community members to interact and engage with the treatment and provide feedback on their experience. This feedback would allow for adjustments to be made to the proposed treatment to best serve the corridor and community before more permanent implementation. Opportunities for pilot projects include:

- **Parklets:** Test parklets for a six to nine-month trial. The County could partner with the Reach Youth Center, Chamber of Commerce or another entity to have a "Park (ing) Day" contest. Park (ing) Day is a grass-roots event where people redesign parking spaces into places for people for a few hours of the day. The redesign uses low-cost temporary materials such as AstroTurf and lawn chairs.

- **Parking Ambassador:** A one-year parking ambassador program to determine the effect in moving long-term parkers off of First Street.

Figure 51: Example of a Temporary Flex Space Using Astroturf and Lawn Furniture

Source: BikeArlington.

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A Appendix A:

Survey Results

Ashland & Cherryland Survey (E…

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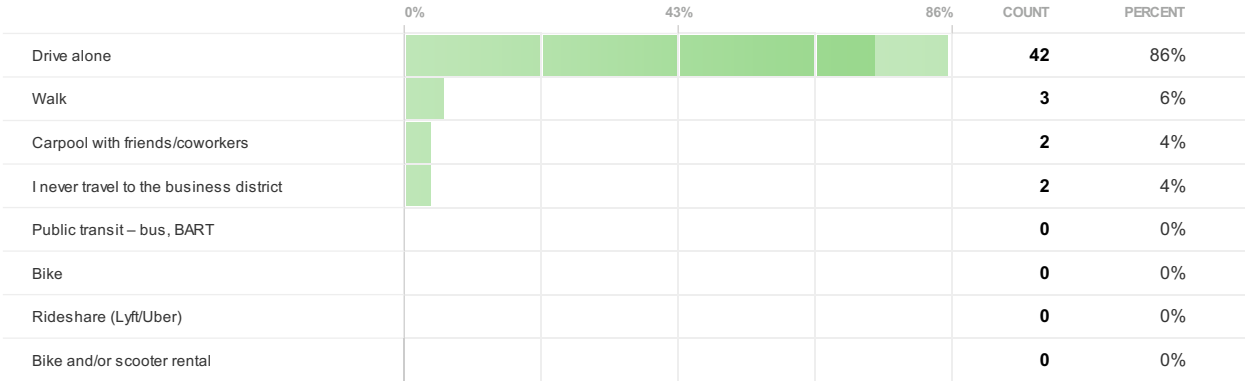
Survey Results

Question 01

How do you primarily travel to the Ashland and Cherryland Business District? (Mandatory)

Answers 49 100%

Skips 0 0%



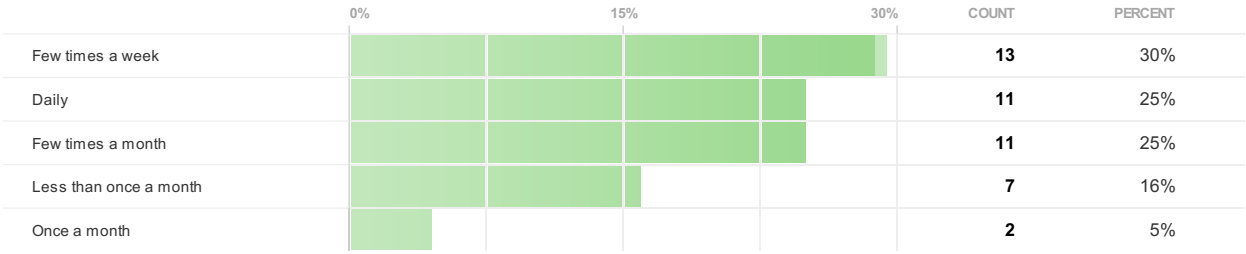
	COUNT	PERCENT
Drive alone	42	86%
Walk	3	6%
Carpool with friends/coworkers	2	4%
I never travel to the business district	2	4%
Public transit – bus, BART	0	0%
Bike	0	0%
Rideshare (Lyft/Uber)	0	0%
Bike and/or scooter rental	0	0%

Question 02

If you primarily drive, how often do you typically drive to and park in the Ashland and Cherryland Business District? (Mandatory)

Answers 44 90%

Skips 5 10%



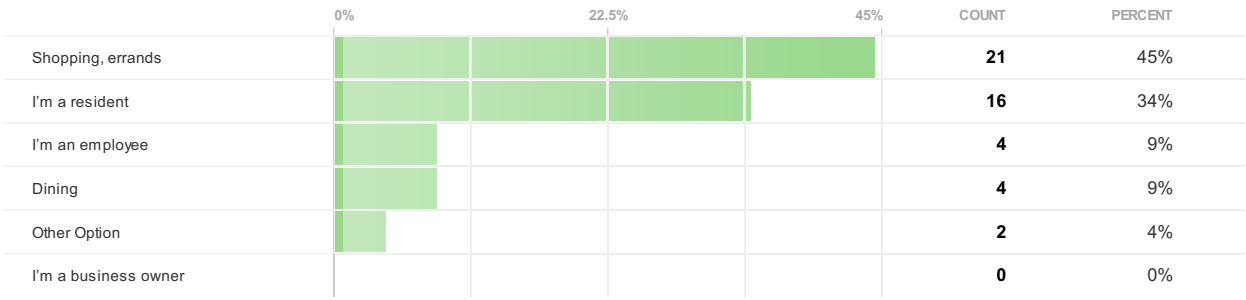
	COUNT	PERCENT
Few times a week	13	30%
Daily	11	25%
Few times a month	11	25%
Less than once a month	7	16%
Once a month	2	5%

Question 03

What is the main reason you visit the business district (East 14th Street, Mission Boulevard, or Lewelling Boulevard) (Mandatory)

Answers 47 96%

Skips 2 4%



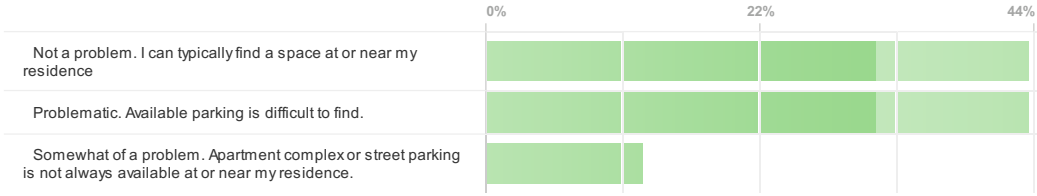
	COUNT	PERCENT
Shopping, errands	21	45%
I'm a resident	16	34%
I'm an employee	4	9%
Dining	4	9%
Other Option	2	4%
I'm a business owner	0	0%

Question 04

If you are a resident, how would you describe parking on residential streets in Ashland and Cherryland? (Mandatory)

Answers 16 33%

Skips 33 67%



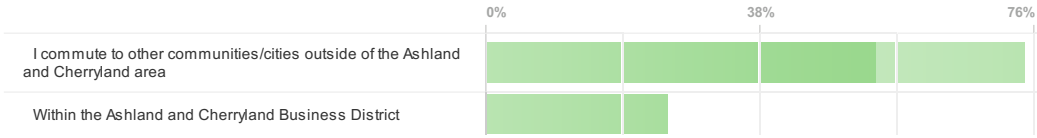
	COUNT	PERCENT
Not a problem. I can typically find a space at or near my residence	7	44%
Problematic. Available parking is difficult to find.	7	44%
Somewhat of a problem. Apartment complex or street parking is not always available at or near my residence.	2	13%

Question 05

If you are a resident, where do you currently work? (Mandatory)

Answers 16 33%

Skips 33 67%



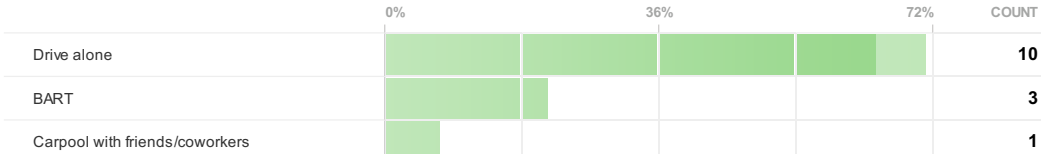
	COUNT	PERCENT
I commute to other communities/cities outside of the Ashland and Cherryland area	12	75%
Within the Ashland and Cherryland Business District	4	25%

Question 06

I commute to other communities/cities outside of the Ashland and Cherryland area (Mandatory)

Answers 12 24%

Skips 37 76%



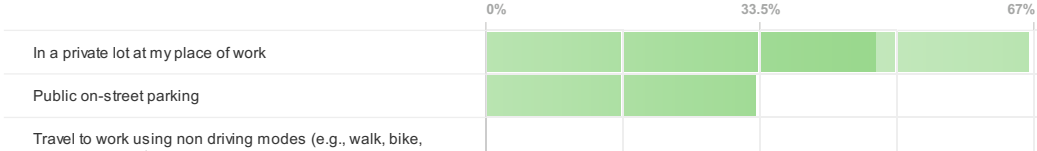
	COUNT	PERCENT
Drive alone	10	71%
BART	3	21%
Carpool with friends/coworkers	1	7%
Local buses	0	0%
Walk	0	0%
Bike	0	0%
Rideshare (Lyft/Uber)	0	0%
Bike and/or scooter rental	0	0%

Question 07

If you are an employee/business owner, where do you typically park for work? (Mandatory)

Answers 6 12%

Skips 43 88%



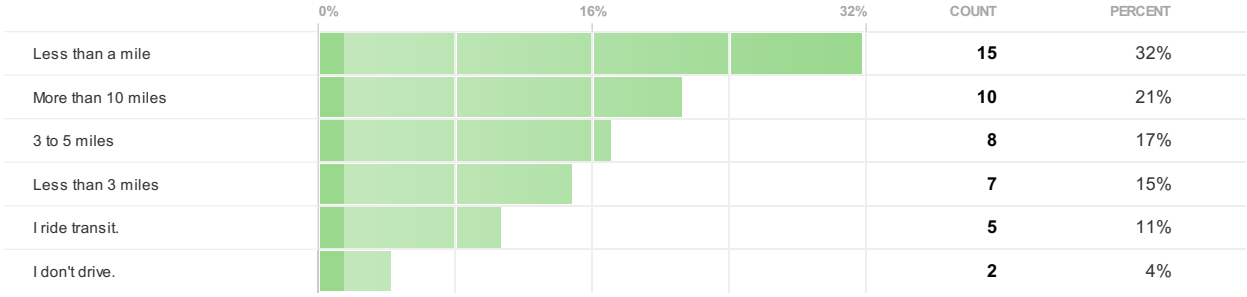
	COUNT	PERCENT
In a private lot at my place of work	4	67%
Public on-street parking	2	33%
Travel to work using non driving modes (e.g., walk, bike, transit, or carpool)	0	0%

Question 08

Travel to work using non driving modes (e.g., walk, bike, transit, or carpool) (Mandatory)

Answers **47** 96%

Skips **2** 4%



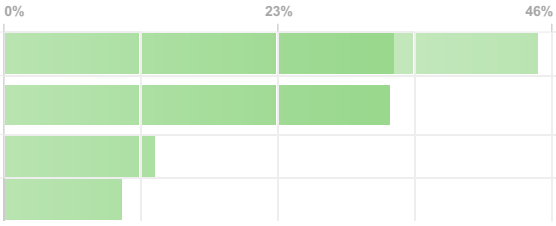
	COUNT	PERCENT
Less than a mile	15	32%
More than 10 miles	10	21%
3 to 5 miles	8	17%
Less than 3 miles	7	15%
I ride transit.	5	11%
I don't drive.	2	4%

Question 09

How would you describe parking in the business district (East 14th Street, Mission Boulevard, or Lewelling Boulevard)? (Mandatory)

Answers **40** 82%

Skips **9** 18%



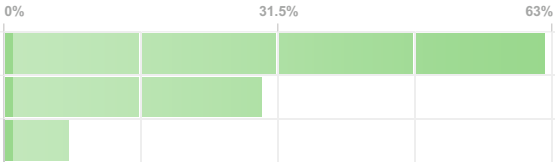
	COUNT	PERCENT
Not satisfied. Available parking is difficult to find	18	45%
Somewhat satisfied. Parking is convenient some or most of the time.	13	33%
Neither satisfied nor dissatisfied	5	13%
I'm satisfied. Parking is easy and convenient	4	10%

Question 10

How long does it typically take to find parking in the business district (East 14th Street, Mission Boulevard, or Lewelling Boulevard? (Mandatory)

Answers **40** 82%

Skips **9** 18%



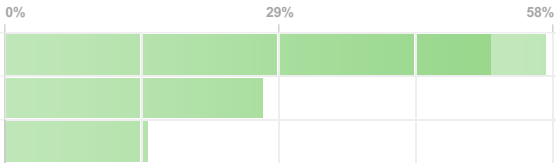
	COUNT	PERCENT
2 to 5 minutes	25	63%
5 to 10 minutes	12	30%
More than 10 minutes	3	8%

Question 11

When visiting the Ashland and Cherryland Business District, where do you typically park relative to your destination? (Mandatory)

Answers **40** 82%

Skips **9** 18%



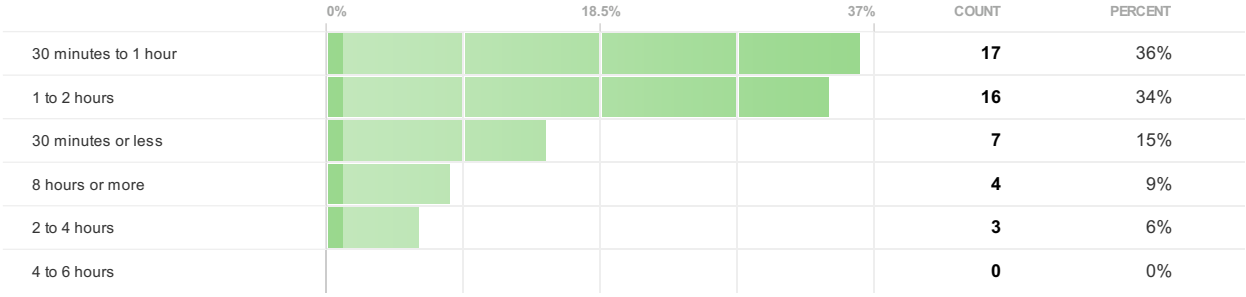
	COUNT	PERCENT
On the street, 1 to 2 blocks away	23	58%
Directly in front of my destination	11	28%
On the street, 3 to 4 blocks away	6	15%

Question 12

When you visit the business district, how long do you typically stay? (Mandatory)

Answers **47** 96%

Skips **2** 4%



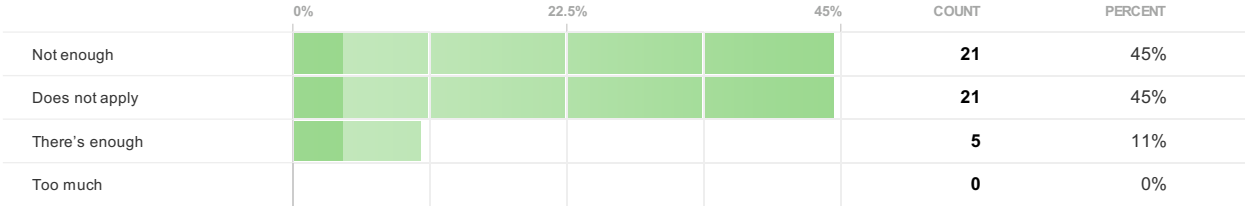
	COUNT	PERCENT
30 minutes to 1 hour	17	36%
1 to 2 hours	16	34%
30 minutes or less	7	15%
8 hours or more	4	9%
2 to 4 hours	3	6%
4 to 6 hours	0	0%

Question 13

If you or a family member has a disability, is there adequate parking for people with disabilities? (Mandatory)

Answers **47** 96%

Skips **2** 4%



	COUNT	PERCENT
Not enough	21	45%
Does not apply	21	45%
There's enough	5	11%
Too much	0	0%

Question 14

Answers **2** 4%

Skips **47** 96%

237,111,764	davesquare24@gmail.com	Wednesday, May 13th 11:04AM
236,365,321	I think it would be helpful to include questions about bike lanes!	Wednesday, Apr 22nd 10:56AM

Question 15

Anything else you'd like to share about your transportation needs related to parking availability in the Study Area?

Answers **20** 41%

Skips **29** 59%

237,111,764	More protected bike routes are needed.	Wednesday, May 13th 11:04AM
236,571,930	Too many cars are parked into/at the intersection, even in unenforced red zones. This leaves zero visibility at many intersections for the cars leaving side streets attempting to turn onto E14th st between Lewelling and downtown San Leandro. People cannot see and just jump into the intersection blindly. I have had to slam on my brakes many times to avoid these people. When I have to jump out, I find myself for safety reasons, just turning right and making a u-turn at the next intersection, just to avoid a blind left turn. Even though there's not enough parking, there has to be a no parking zone at intersections for visibility purposes. An idea would be to close off several streets coming out of neighborhoods entering E14th st and force them to drive a couple of blocks and exit/enter at limited traffic lights. In other words, for like every 4 blocks, redirect the flow to one main street with a light. Streets without a light will be blocked from entering/exiting E14th. Hope this makes sense. Also, parking is bumper to bumper, damaging peoples cars with people bumping into the car in front and behind them to squeeze in.	Wednesday, Apr 29th 9:57AM
236,516,468	Lewelling Blvd due to its business/residential nature has mejor issues w/ parking and jaywalking	Tuesday, Apr 28th 3:16AM

236,376,476	I occasionally use BART and can find it frustrating if I can't find convenient parking in the BART parking facility so Need to either get dropped off or park illegally so I'm not late Would rather have secure and convenient parking even if I have to pay HOWEVER Could see remote or satellite parking with a shuttle bus to remedy this or make bus to Bart more	Wednesday, Apr 22nd 10:36PM
236,365,321	I like bike a lot more in the Ashland Area then drive. I have been doing it since I was 15 and I am now 23 and I wish I have seen improvements in bike lanes and safety in the Ashland and Cherryland district. I like the vision of having a concrete green barrier between the streets and bike lane as added protection. I believe there are a lot of residential areas (162 - 164th) that do not have much sidewalk that forces cars to park all along the "walking" area for residents. I think bringing an electric bike and scooters to this area would be helpful with parking because it would eliminate the high need to drive everywhere but with that there needs to be better bike lanes to ensure that safety of riders. I believe the old Italian restaurant, Bancheros at the end of Lewelling by the Jack in the Box could parking since it has been closed for so long. I think street sweeping services on all streets would help with the movement of cars that have stayed on the street for multiple hours but if commercial body shops are really the problem then finding a way to force these business to stay on their property. I think creating drop off zones at Bayfair and along East 14th for rideshares would be very helpful. I will say I have not experienced this being an issue but it would be helpful. Please do not start charging people to park in Ashland, I hate that the Pelton plaza in San Leandro enforced it :(	Wednesday, Apr 22nd 10:56AM
236,340,748	Parking is really hard to find in residential areas with large apartment complexes. On the commercial streets, some of it is due to people parking cars there to sell, including some of the used car dealerships. The businesses on E. 14th and Mission are pretty marginal and residents are mostly working-class - A parking permit program or parking meters wouldn't really meet community needs since our area is not that economically vibrant (wouldn't want to deter customers or visitors). Not sure if it's within the purview of this study, but it seems like the lack of parking enforcement by the Sheriff's Office is an issue.	Tuesday, Apr 21st 6:06PM
236,333,786	I do not like the plans that I saw for the improvements along Mission Boulevard. I don't see the necessity for a separate bike lane. I am usually home during the day and rarely see more than five or six bikes and they are usually riding on the sidewalk. I don't know how that narrow bike only lane between sidewalk and parking areas would ever be sweeped. I can only imagine the amount of trash that would be dropped or blown into that small bike lane. I also see many many illegal turns into and out of driveways along Mission Boulevard.	Tuesday, Apr 21st 12:17PM
236,333,184	Car lots in the area are parking for sale vehicles on street taking available spaces from residents.	Tuesday, Apr 21st 12:00PM
236,332,025	We should be able to select more than 1 answer for some of the questions. Parking is terrible, especially near the small stores along Meekland/Blossom [Priya's Market] - drivers block Meekland, and on Grove Way / Redwood Road IT IS UNSAFE unable to turn onto Grove Way because cars block trying to get into the parking lot where the Mexican Market/Smoke Shop/Chinese Restaurant is located. Also, theres a section with no sidewalk near Wickman Court on East Lewelling, wheelchairs get stuck in the mud during the rainy season and they have to go out into the street. It is difficult to turn (R) onto Meekland from Grove Way, because cars block the view when parking next to the old Fire Station, difficult to see oncoming traffic to make turn. Also, lighting is bad on Grove Way and on Meekland during the winter season when the time changes, difficult to see bicyclists and pedestrians who run across the street [not in a cross walk].	Tuesday, Apr 21st 11:21AM
236,291,795	We need a study and attention to parking on the residential streets of Ashland and Cherryland. The number of abandoned cars is out of control.	Monday, Apr 20th 9:54AM
236,258,928	Yes please Road Diet these streets. Walkability/bikeability must be increased.	Sunday, Apr 19th 11:07AM
235,146,617	—	Wednesday, Mar 11th 10:09PM
235,095,366	I think it would be a good idea to establish some shared parking lots to encourage visitors to certain areas to support local businesses. There are many private parking lots that sit empty for many hours of the day. There appears to be an opportunity to get owners together to establish some shared parking agreements and strategies.	Tuesday, Mar 10th 9:24AM
235,075,856	More bike racks near and in front of businesses would be awesome.	Monday, Mar 9th 3:53PM
235,074,805	Please don't do this Road diet with cars parked in the middle of the street.	Monday, Mar 9th 2:35PM
235,024,997	Parking is particularly scarce near the intersection of Meekland and E. Lewelling. Apartment residents have little to no parking to accommodate visitors. Within a two to three block radius.	Saturday, Mar 7th 8:02PM
235,022,896	I know it is tough to balance parking and pedestrian needs, but both are valuable. We need safe, accessible parking lots spread through the area.	Saturday, Mar 7th 4:41PM

235,022,030	Safety an issue	Saturday, Mar 7th 3:56PM
235,021,698	You have no consideration for retired people who live in the community. Not driving to work, not working in the area etc.	Saturday, Mar 7th 3:47PM
235,020,983	Overall speed conditions on E. 14th make the street unwelcoming aside from the parking situation. AC transit is slow and infrequent. Overall design of many driveways to businesses are unfriendly for both walkers and drivers. Angry Fish & Adjacent liquor store sort of share a driveway.	Saturday, Mar 7th 2:41PM

Ashland & Cherryland Surve...

Print

Survey Results

Question 01

¿Cómo viaja principalmente al Distrito Comercial de Ashland y Cherryland? (Mandatory)

Answers 3 100%

Skips 0 0%

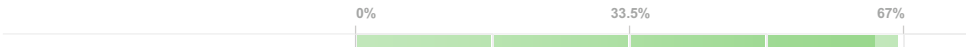
	COUNT	PERCENT
Manejo solo(a)	2	67%
Comparto el auto con amigos/colegas	1	33%
Transporte público – autobús, BART	0	0%
A pie	0	0%
Bicicleta	0	0%
Transporte compartido (Lyft/Uber)	0	0%
Bicicleta y/o monopatín rentados	0	0%
Nunca viajo al distrito de negocios	0	0%

Question 02

Si conduce principalmente, ¿con qué frecuencia suele conducir y estacionar en el distrito comercial de Ashland y Cherryland? (Mandatory)

Answers 3 100%

Skips 0 0%



	COUNT	PERCENT
Varias veces por semana	2	67%
Varias veces por mes	1	33%
Diariamente	0	0%
Una vez al mes	0	0%
Menos de una vez al mes	0	0%

Question 03

¿Cuál es el principal motivo por el que visita y maneja al Distrito de negocios (Calle 14 Este, Bulevar Mission o Bulevar Lewelling)? (Mandatory)

Answers 3 100%

Skips 0 0%

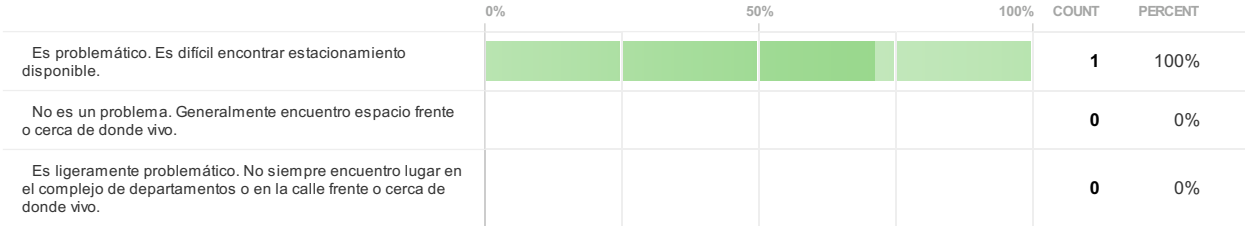
	COUNT	PERCENT
Soy residente	1	33%
Para ir de compras, hacer mandados	1	33%
Other Option	1	33%
Soy empleado(a)	0	0%
Soy propietario(a) de un negocio	0	0%
Para almorzar, cenar	0	0%

Question 04

Si es residente, ¿cómo describiría el estacionamiento en las calles residenciales de Ashland y Cherryland? (Mandatory)

Answers 1 33%

Skips 2 67%



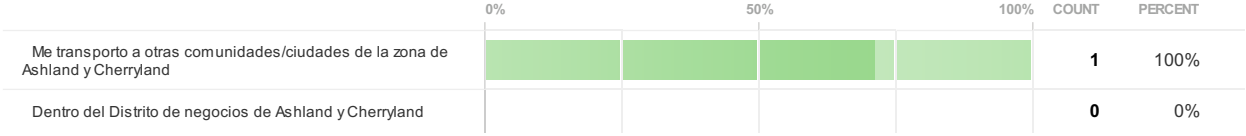
	0% 50% 100%	COUNT	PERCENT
Es problemático. Es difícil encontrar estacionamiento disponible.		1	100%
No es un problema. Generalmente encuentro espacio frente o cerca de donde vivo.		0	0%
Es ligeramente problemático. No siempre encuentro lugar en el complejo de departamentos o en la calle frente o cerca de donde vivo.		0	0%

Question 05

Si es residente, ¿dónde trabaja actualmente? (Mandatory)

Answers 1 33%

Skips 2 67%



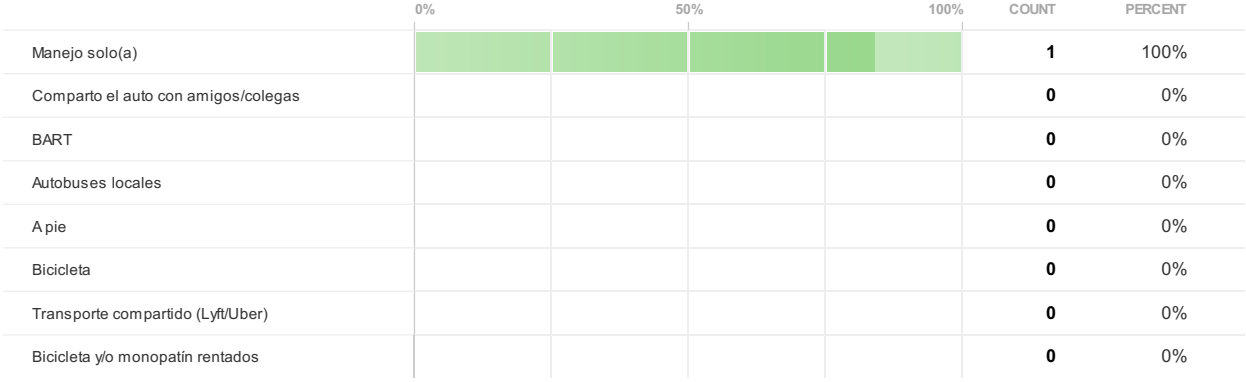
	0% 50% 100%	COUNT	PERCENT
Me transporto a otras comunidades/ciudades de la zona de Ashland y Cherryland		1	100%
Dentro del Distrito de negocios de Ashland y Cherryland		0	0%

Question 06

Si es usted un residente que se transporta fuera de la zona de Ashland y Cherryland, ¿qué método de transporte utiliza generalmente para llegar a su trabajo? (Mandatory)

Answers 1 33%

Skips 2 67%



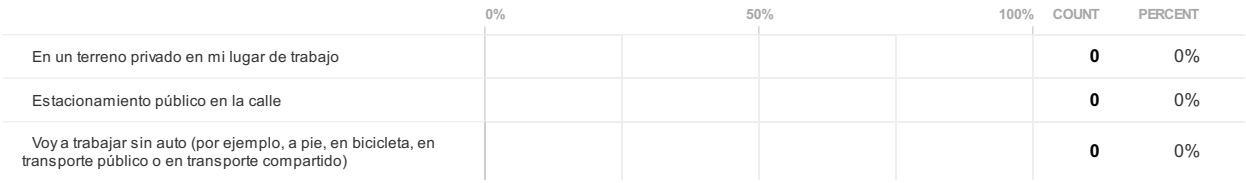
	0% 50% 100%	COUNT	PERCENT
Manejo solo(a)		1	100%
Comparto el auto con amigos/colegas		0	0%
BART		0	0%
Autobuses locales		0	0%
A pie		0	0%
Bicicleta		0	0%
Transporte compartido (Lyft/Uber)		0	0%
Bicicleta y/o monopatín rentados		0	0%

Question 07

Si es empleado(a)/propietario(a) de un negocio, ¿dónde se estaciona generalmente para ir a trabajar? (Mandatory)

Answers 0 0%

Skips 3 100%



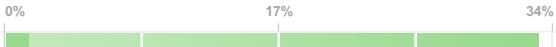
	0% 50% 100%	COUNT	PERCENT
En un terreno privado en mi lugar de trabajo		0	0%
Estacionamiento público en la calle		0	0%
Voy a trabajar sin auto (por ejemplo, a pie, en bicicleta, en transporte público o en transporte compartido)		0	0%

Question 08

¿Qué tan lejos maneja generalmente para llegar al Distrito de negocios (Calle 14 Este, Bulevar Mission o Bulevar Lewelling)? (Mandatory)

Answers 3 100%

Skips 0 0%



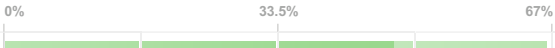
	COUNT	PERCENT
Menos de 1 milla	1	33%
Menos de 3 millas	1	33%
De 3 a 5 millas	1	33%
Más de 10 millas	0	0%
Yo no conduzco.	0	0%
Yo viajo en transito.	0	0%

Question 09

¿Cómo describiría el estacionamiento en el Distrito de negocios (Calle 14 Este, Bulevar Mission o Bulevar Lewelling)? (Mandatory)

Answers 3 100%

Skips 0 0%



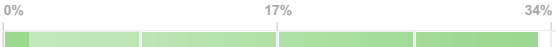
	COUNT	PERCENT
Insatisfecho(a). Es difícil encontrar estacionamiento disponible.	2	67%
Algo insatisfecho(a). El estacionamiento es conveniente algunas veces o la mayor parte de las veces	1	33%
Estoy satisfecho(a). El estacionamiento es fácil y conveniente.	0	0%
Ni satisfecho(a) ni insatisfecho(a).	0	0%

Question 10

Generalmente, ¿cuánto tiempo tarda en encontrar estacionamiento en el Distrito de negocios (Calle 14 Este, Bulevar Mission o Bulevar Lewelling)? (Mandatory)

Answers 3 100%

Skips 0 0%



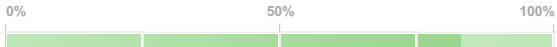
	COUNT	PERCENT
De 2 a 5 minutos	1	33%
De 5 a 10 minutos	1	33%
Más de 10 minutos	1	33%

Question 11

Cuando visita el Distrito de negocios de Ashland y Cherryland, ¿dónde se estaciona generalmente, en relación con su destino? (Mandatory)

Answers 3 100%

Skips 0 0%



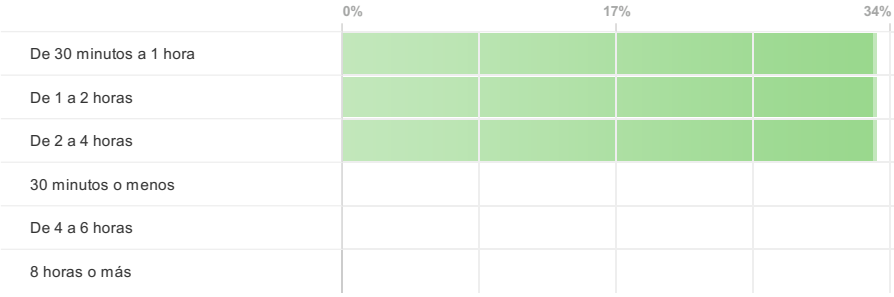
	COUNT	PERCENT
En la calle, a 1 o 2 cuadras de distancia	3	100%
Directamente frente a mi destino	0	0%
En la calle, a 3 o 4 cuadras de distancia	0	0%

Question 12

Cuando visita el Distrito de negocios, ¿cuánto tiempo permanece ahí generalmente? (Mandatory)

Answers 3 100%

Skips 0 0%



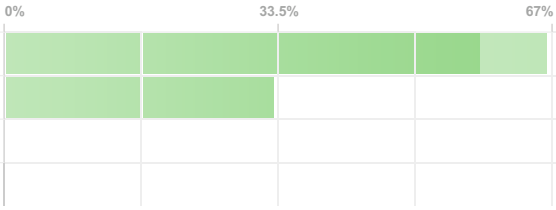
	COUNT	PERCENT
De 30 minutos a 1 hora	1	33%
De 1 a 2 horas	1	33%
De 2 a 4 horas	1	33%
30 minutos o menos	0	0%
De 4 a 6 horas	0	0%
8 horas o más	0	0%

Question 13

Si usted o un miembro de su familia tiene una discapacidad, ¿hay estacionamiento adecuado para personas con discapacidad? (Mandatory)

Answers 3 100%

Skips 0 0%



	COUNT	PERCENT
No hay suficiente estacionamiento	2	67%
No se aplica	1	33%
Hay suficiente estacionamiento	0	0%
Hay demasiado estacionamiento	0	0%

Question 14

Answers 0 0%

Skips 3 100%

There is no data to display.

Question 15

Todas las respuestas son anónimas y confidenciales. Nunca pediremos su nombre o dirección. Sin embargo, con fines de clasificación, agradeceremos nos proporcione su código postal (opcional)

Answers 2 67%

Skips 1 33%

236,548,187	94541	Tuesday, Apr 28th 6:57PM
236,546,640	94541	Tuesday, Apr 28th 5:51PM

B Appendix B:

Joint-Use Agreement Example

Appendix B – Joint Use Agreement Example

SUBLEASE AGREEMENT BETWEEN
U.S. BANK N.A. AND THE VILLAGE OF OAK PARK
FOR VILLAGE PARKING LOTS 13, 59, AND 96

THIS SUBLEASE is entered into on the 1st day of July, 2013, between **U.S. Bank National Association**, as successor to Firstar Bank Illinois (hereinafter referred to as "**the Bank**"), and **Village of Oak Park**, a municipal corporation (hereafter referred to as "**the Village**").

1. **Term**

The term of this sublease shall be for a five year term, or until June 31, 2018.

2. **Description of Property**

The Bank hereby subleases the three parcels of property described below to the Village for the purpose of public parking only.

a. Village Lot 13 – 835 Lake Street, Oak Park, Illinois

The South one hundred fifty (150) feet of the West half (W ½) of Lot Six (6) and the South one hundred fifty (150) feet of Lots Seven (7) and Eight (8) and Nine (9) except the West fifteen (15) feet thereof, all in Holley & Smith's Subdivision of Lot Eighteen (18) and Lots One (1) and Two (2) of Lot Seventeen (17) in Kettlestring's Subdivision in the Southeast corner of the Northwest quarter (NW ¼) of Section Seven (7), Township Thirty-Nine (39) North, Range Thirteen (13), East of the Third Principal Meridian, in Cook County, Illinois.

b. Village Lot 59 - 117 S Kenilworth Avenue, Oak Park, Illinois.

The East Sixty (60) feet of the North One Hundred Forty-Three and One-Half (143 ½) feet of Lot 35 in J. Hurlburt and others Resubdivision of Lot 1 to 11 in George W. Scoville's Subdivision in the Southwest quarter (SW ¼) of Section Seven (7), Township Thirty-nine (39) North, Range Thirteen (13) East of the Third Principal Meridian, in Cook County, Illinois.

c. Village Lot 96 – 824 North Boulevard, Oak Park, Illinois

Lot 17 in Holley and Smith's Subdivision of Lots 1 and 2 of Scoville's Subdivision of Section 7, Township Thirty-nine (39) North, Range Thirteen (13) East of the Third Principal Meridian, in Cook County, Illinois.

3. **USE**

The Bank hereby subleases the premises to the Village for the purpose of providing public parking only.

4. **IMPROVEMENTS**

The Village may make at its own expense certain improvements to the parking Lots, such as curb replacement, resurfacing or repair, or other intermittent repairs. The Village shall notify and request the approval of the Bank for any improvements costing over $5,000. The costs of any improvements will be amortized in accordance with Section 11 below. Upon termination of the Sublease, the Village shall remove the parking meters from the Lot at its own expense.

5. **RENT AND OTHER CONSIDERATION**

The Village shall pay as rent to the Bank without demand for setoff, a sum equal to 50% of the Village's quarterly gross receipts from Lot 59 and 96 parking lots derived from parking permits collections.

Payments shall be made by the Village on a quarterly basis, and shall be on the last day of the month following the month for which payment is made. The first payment under this Sublease shall be made due on October 31, 2013. The Village shall provide with each payment a statement of gross receipts for the quarter.

As further consideration for the use of Lot 13 as provided in this Sublease, the Village agrees to provide the Bank with seventy (70) parking spaces in Municipal Lot #2A, located on Euclid Avenue between North Boulevard and Lake Street, for day parking by Bank personnel for the duration of the SubLease, which is to be without charge. Day parking is defined as 7:00 a.m. to 7:00 p.m. The Village will provide the Bank with parking permits for the vehicles of personnel entitled to use the space.

6. **UTILITIES**

The Bank shall pay the cost of furnishing electricity for lights in the parking lots.

7. **SUPERVISION**

The Village shall supervise the use of the parking lot through its Parking and Mobility Services Department and regulated its use by its Police Department

8. EFFECT OF SUBLESSEE HOLDING OVER

Any holding over by the Village after the expiration of the term of this Sublease, with the consent of Sublessor, shall be construed to be a tenancy from month to month at the same prorated quarterly rental required to be paid by the Village for the period immediately prior to the expiration of the expiration of the term of this Sublease, and shall be otherwise on the terms and conditions specified in this Sublease, so far as applicable.

9. INDEMNITY

To the extent allowed by law, the Village agrees to indemnify the Bank and hold Sublessor harmless from and against any losses, damages or claims, including attorney fees and costs incurred by Sublessor for any breach of this Sublease or damage to the premises arising out of the use of the Premises by Sublessee, its customers, invitees, employees, contractors or agents. The terms of this Section 9 shall survive the termination of this Sublease.

10. NOTICES

All notices required herein shall be by registered mail. Notices to the Bank shall be mailed to:

Joseph G. Ullrich
U.S. Bank Corporate Real Estate
811 E. Wisconsin Ave
MK-WI-J8N
Milwaukee, WI 53202

With a copy to:

U.S. Bank National Association
800 Nicollet Mall – 21st Floor
Minneapolis, MN 55402
Attn: Corporate Real Estate – Corporate Counsel

Notices to the Village shall be mailed to :

Village of Oak Park
Village Hall
123 Madison Street
Oak Park, IL 60302
Attention: Director of Parking and Mobility Services

10. ASSIGNMENT

C Appendix C

Parking Technology

Appendix C – Parking Technology

SMART METERS

Smart meters generally indicate that a meter is networked to a back-end management system. Often, the network connection is established wirelessly via a cellular network. Smart meters report status, transaction data, and errors/ alarms in near real-time, offering operational efficiency improvements, better planning, and improved meter up-time. Additionally, some single-space smart meters offer sensor readers to detect space occupancy.

Most smart meters also include credit card acceptance, along with bill acceptance and solar power options that increase revenue while also reducing both the cost of implementation and ongoing utility expenses. Additionally, multi-space meters can cover up to 15 on-street spaces, depending on block size, parking angle, and overall level of service delivery. This ratio can significantly increase in open surface lots and parking structures because most off-street parking locations have centralized entry and exit points, pushing both vehicle and pedestrian traffic through the a few access areas.

Meter technology is an important tool for a parking operation to better manage and distribute demand across their scarce on-street parking assets. Offering additional payment options will increase both the number of compliant payments as well as the average transaction amount. However, with increasing parking rates it is no longer practical to limit payment options or ignore pricing impacts on utilization. Smart meters come in two main formats, single-space and multi-space. Multi-space systems have a number of possible configurations that will be discussed in more detail below.

SINGLE-SPACE SMART METERS Single-space smart meters have a very similar form factor to the older coin-only meter technology. The biggest difference is the addition of a credit card reader that facilitates single-swipe credit card payments at each meter head. The user simply swipes their credit card, chooses the amount of time / rate, and proceeds to their destination.

Benefits:

- This type of meter system offers a familiar user experience, therefore reducing the overall learning curve for local users.
- Potential to re-use some existing infrastructure to reduce the initial implementation costs.
- Coin, credit card, and debit card acceptance.
- Cellular connection options.
- Some reductions in collection times due to increased credit card payments.

Challenges:

- Do not accept dollar note payments or provide change. The parking patron must still use exact change when paying with cash. o Possible higher long-term maintenance costs due to the number of devices in the field. o Negative perception of sidewalk “clutter” that reduces the overall walking space.
- Less efficient use of overall on-street space due to the pre-determined size required for each unique space.
- Limited number of rate options.
- Still requires PEO’s to check every individual space This system still requires Parking Enforcement Officers check every space.

MULTI-SPACE SMART METERS

Multi-space meters cover many spaces for each single meter installed. Many factors impact the number of spaces an operation can optimize per total meters; however, a general rule of thumb is one meter per ten spaces. This ratio can increase for larger open surface lots, but can decrease for on-street blocks with a lower stall count or long walking distances.

Benefits:

- Cash note, coin, credit card, debit card, and value card acceptance.
    - Many can provide coin change back to the parking patron.
- Meters with the ability to cover multiple parking spaces, but number of meters per number of spaces can vary. Generally, can expect around 1 meter per 10 spaces.
    - This ratio can increase in large open parking lots with limited entry / exit points
    - This ratio can decrease for on-street blocks with a lower stall count, or long walking distances
- Offer the highest reductions in overall collection times due to credit card usage, and reduction in the number of units that must be emptied.
- Provides receipts
- Variable rates
- Remote top-up via mobile app or web-site
- High potential for enforcement efficiencies when implemented with an integrated software application. No need to visit every space, the software application can provide data on which specific spaces are out of time or not paid
- Cellular connection and solar power options, reducing upfront network infrastructure requirements and long-term cost of ownership. o Reductions in sidewalk “clutter”.
- Potential for lower long-term maintenance costs, due to decreased device volume. o Can offer variable rates, including the ability to have initial free (grace-period)

Challenges:

- Higher up-front cost per meter, usually resulting in higher overall initial and replacement costs. o Local service and support for particular vendors must be carefully considered.
- Higher patron learning curve due to a completely new form factor.
    - The learning curve and negative perceptions can be decreased through a targeted marketing effort and parking ambassador presence to assist and inform customers during the initial roll-out.
    - Walking distances from space to meter, and meter to destination.
- The different multi-space meter types offer a number of benefits and drawbacks, many relating to the requirement to either enter a space, or license plate number, or have the user return to their vehicle to place the receipt on their dash. o Some demographics find interfacing with this type of technology challenging.

MULTI-SPACE METERS HAVE THREE COMMON CONFIGURATIONS

Pay by Space – this multi-space configuration requires each parking space, associated to meters, to be outlined (striped) and numbered. Parking patrons must remember the space number and input it into the meter to facilitate fee payment.

Pay by (License) Plate – this configuration does not require space striping or numbering. It does, however, require the parking patron to remember their license plate number and enter this in the meter to facilitate fee payment.

Pay and Display – this multi-space meter requires no additional striping or numbering, nor does the patron need an additional piece of data to process the fee transaction. The parking patron receives a receipt once the fee has been paid, and that receipt must be placed on the vehicles dash.

No one multi-space system is necessarily better than another, operational preference, systems integrations, climate / region, cost, and stakeholder buy-in should all be considered when choosing a particular multi-space meter system.

PAY BY SPACE Every space is numbered and associated with a multi-space machine. User parks in a space and enters the associated signed space number into the machine and choose time and payment option.

Benefits:

- Simplest version for the transition from single space meters and offers a low learning curve for most parking patron demographics.
- Provides the ability for multi-system integrations including, but not limited to mobile payment applications and parking enforcement citation applications.
- Can facilitate targeted enforcement. Parking enforcement officers do not need to enforce every space, only those that are classified as currently unpaid.

Negatives:

- High number of space signs contributing to a ‘cluttered’ streetscape and sidewalk. o Patron’s may forget or enter the wrong space number, resulting in multiple trips from the space to the meter or improperly issued citations. o Pass-back (re-using) of paid spaces – patrons may pull into an already paid space. Different vendors and systems configurations can negate this problem.

PAY BY PLATE

Patron enters their full plate number at the meter as the payment identifier. The license plate number is also used by the Parking Enforcement personnel to monitor and check payment status.

Benefits:

- No pass-back of previously paid meter time, resulting in higher revenues.
- For this configuration there is no need for individual space signs, thereby reducing sidewalk ‘clutter’ and initial cost of implementation. o Provides the ability for multi-system integrations including, but not limited to mobile payment applications, license plate recognition solutions, and parking enforcement citation applications.
    - Can help transition parking systems to ‘permit-less’ operations, allowing the license plate to act as a single unique identifier for both payment association and permit parking compliance.

Negatives:

- Patrons need to remember their license plate number, which could result in multiple trips between meter and vehicle, and challenges for patrons with rental cars.
- Required alpha and numeric keypads on the multi-space meter device, which can result in a more confusing transaction instructions and processing.
- Increased transaction start-to-completion times for infrequent patrons.

PAY AND DISPLAY

Patron chooses their desired duration of stay and pays, receiving a receipt that needs to be displayed on their vehicles dashboard. The receipts are then routinely checked by parking enforcement staff to ensure compliance.

Benefits:

- Quick transaction times because there is no need to enter a qualifier like space number or license plate to start the transaction.
- Decreased patron learning curve due to the reduction in steps and data required for a transaction.

Negatives:

- Doubles the walking distance for every patron. Many infrequent and first-time users will not read the instructions or forget to place the receipt on their dash, resulting in improper citation issuance.
- Increased difficult to enforce due to:
  - Snow, rain, etc. can hide or distort the view of the receipt
  - Users may not properly display the receipt
  - Every vehicle must be checked, increasing the time allocated to enforce
  - Users can re-use old receipts to try and game the system

Pass-back of receipts to other parking patrons is common, allowing the second user to utilize unused time, instead of requiring them to pay for their own, independent parking transaction

CREDIT CARD ACCEPTANCE

There are significant benefits to allowing parking patrons to pay for parking with a credit card. Much of this is based simply on convenience to the parker, avoiding the need for exact coin change, and simplifying the overall process. The ease of use, along with the ability to quickly choose the maximum allowable time, improves the overall customer experience while also increasing system revenue without changing rates. Additionally, many users choose to pay with credit card, particularly those without exact change, instead of risking a ticket.

Studies have shown a greater revenue capture with credit cards due to ease of use, increased compliance, and longer durations of stay. Industry studies have reported credit card acceptance as increasing the average transaction price by 20-40%. This increase comes from the parking patrons becoming more risk averse and more often pay the maximum available time when the credit card option exists. Some operations have also reported as high as a 60% adoption rate for credit card payments, reducing overall meter collection times and the cost of cash handling.

- Significant benefit to end-user by providing more options for users to pay, instead of 'risk' a ticket or spending time finding exact change. o Greater revenue capture due to ease of use, and ability for those customers without change the opportunity to properly pay for parking.
- CC's have been shown to increase the average transaction price by 20-40% due to patrons tending to be more risk averse, paying for the max available time/price parking more often.
- Operations have reported upwards of a 30% reduction in collections times post CC implementation.
    - On average, CC's tend to make up 30-40% of the transaction volume, reducing the overall number of times required to collect cash.
- Considerations:
    - PA-DSS – product compliance
    - PCI-DSS – service provider certification
    - EMV – NFC / smart chip technology set to be introduced to the U.S. late in 2015

UTILIZATION

Increased data analytics, or big data, is gradually re-shaping how businesses understand consumer habits, priorities, and values and react to their changing needs and technological improvements... and parking systems are no different.

On-street pricing and utilization data is the basis for understanding parking patron behaviors, to better understand and serve their needs. A few large municipal parking operations have invested large sums of money to implement solutions that gather significant amounts of data to better monitor and regulate their pricing methods and manage the overall parking systems. These solutions usually include a mixture of on-street single space parking sensors, smart parking meters, mobile payment applications, and enforcement solutions. At their core, these eco-systems gather utilization data to manage space availability through demand pricing mechanisms. The goal is to have at a minimum 10 – 20 percent of parking spaces available at all public on street parking blocks. This would be accomplished by increasing pricing on the block-faces above this occupancy threshold and decreasing pricing where occupancy is low. Sophisticated systems may be able to adjust these pricing mechanisms by hour, based on how demand changes and shifts throughout a day.

However, at this time, complex systems of this nature are not financially feasible for many parking operations, nor are they required in order to use technology to better manager parking assets. For example, significant data related to on-street occupancy, meter utilization, and transaction pricing can be derived through smart meter systems. Parking operations can use the transactional data, gathered by smart meters, to better understand demand and the variables, like time of day, price, or location, that impact it.

MOBILE PAYMENT ("PAY BY CELL / PHONE")

Mobile payment applications are gaining popularity in many cities throughout North America. Smart phone adoption rates are at their highest points and continue to climb, making your smart phone as essential as your keys and wallet. Mobile shopping is also growing and the mobile payment market is constantly evolving, regularly introducing new more convenient payment options to consumers. The parking industry is certainly experiencing and reacting to these trends and parking consumers are responding positively.

How do mobile parking payment applications work?

The majority of mobile payment applications in the parking industry require account creation, through a mobile phone "app" or a standard website. This account is backed by the account holder's credit card, and includes basic data about vehicles and license plates to facilitate quick transaction processing by reducing the number of "clicks".

The basic process flow starts when the user finds a parking space, which is usually designated by a space and zone number. This number is then entered into the mobile application, and the user chooses the license plate for the parked vehicle. Lastly, the user selects the amount of total parking time and approves the amount and payment. Generally, there is a small service fee charged to the account holder for each transaction. This fee is usually $.35 per transaction, but, there are options to parking operations if they want to reduce this passthrough expense by absorbing it into the parking transaction price.

What are the benefits to offering mobile payment options?

A significant upside is that this type of payment option can be a very quick and inexpensive way for an operation to introduce credit card payment options. This is especially true when the application is introduced into an existing infrastructure of the antiquated coin only meters. It also allows the patron to avoid meters entirely, essentially eliminating an interaction point in the parking process, allowing parkers to process the transaction while "on the go".

Additionally, many mobile payment systems include features that notify the parking patron when their paid time is about to expire and allows them to add time ("top-up") from anywhere. Parking patrons are given the flexibility to stay in their space longer, thereby removing the hassle of "meter feeding". This can result in more time spent visiting local restaurants and retail or eliminating customer concerns when a meeting runs over.

Increasing the number of payment options, and the convenience of payment options will significantly improve overall compliance. Many implementations of this technology experience an overall decrease in the number of citations written, but an increase in total revenues. This is a win-win, no one likes a citation and parking operations can both decrease costs and improve the return on their existing parking asset