

**MTC CLIMATE INITIATIVES  
PARKING MANAGEMENT AND  
TDM GRANT**

NORTH HOLLIS PARKING PROGRAM AND TDM MEASURES

# MTC CLIMATE INITIATIVES

## PARKING MANAGEMENT AND TDM GRANT

June 1, 2015	MTC announces grant opportunity for use of federal funding to support regional investment in parking pricing programs and related Transportation Demand Management (TDM) activities
July 17, 2015	Letter of intent due. Staff prepared letter and secured letters of support from AC Transit and Emeryville TMA
August 28, 2015	MTC notifies selected applicants for further evaluation
October 2, 2015	Proposals due to MTC
December 9, 2015	Resolution of support due/MTC Programming and Allocation Committee to Approve Funding
January 31, 2017	Obligation deadline*

\* NEPA and DBA requirements

# PARKING INVESTMENTS

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## Multispace Meters

31 multi-space meters for the short term area	286,000
63 meters for long term area	577,000
Third party maintenance and installation	<u>112,800</u>
<i>Subtotal Multi-space Meters</i>	975,800

## Enforcement Personal Digital Assistant

1 unit for short term area	1,500
2 units for long term area	3,000
1 unit for Residential Parking Permit area	<u>1,500</u>
<i>Subtotal Enforcement PDA</i>	6,000

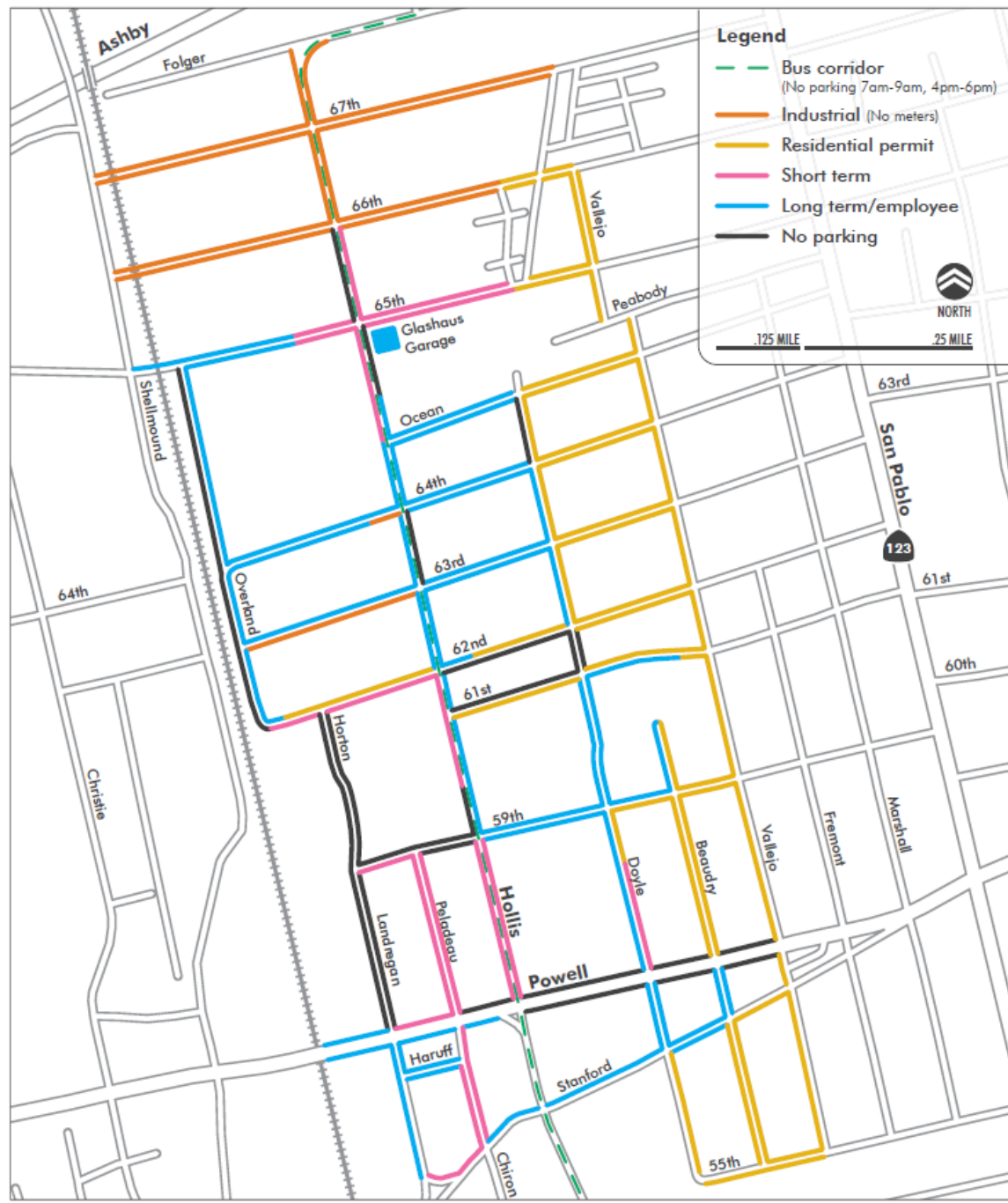
Three enforcement vehicles for all areas 83,000

Signs - 38 Residential Parking Permit signs 3,000

***TOTAL COST \$ 1,067,800***

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# GEOGRAPHIC EXTENT



# ANNUAL REVENUE (2011 DOLLARS)

Gross revenue\* (after 3 years of operations) as follows:

Short Term Revenue: \$373,000

Long Term Revenue: \$471,000

Residential Parking Program Revenue: \$131,000

Gross Revenue: \$975,000

Operating Costs: (\$510,000)

Net Revenue: \$465,000

\*Assumes completion of all program components



# TRANSPORTATION DEMAND MANAGEMENT

- **Parking pricing is a critical element of any Transportation Demand Management (TDM) system as it can cause drivers to seek cost saving strategies**
  - Induces modal switches such as carpools, biking, and transit
  - Reduce roadway congestion
- **Options for transit and active transportation must be readily available in order for parking pricing to induce modal shifts**
- **Funding from parking revenue can augment TDM strategies including:**
  - Easy Passes for AC Transit access
  - Emery Go Round expansion/sustenance
  - Bike share
  - Transit or bicycle/pedestrian infrastructure to increase these option's relative desirability against driving alone

# AC TRANSIT PROPOSAL

- On June 6, 2015 AC Transit staff provided City of Emeryville staff a proposal for a citywide Easy pass program
  - Program costs estimated \$3.50 - \$10 per monthly pass/person
  - Compares very favorably to the cost of a Transbay pass (\$150/month)
- **Plan cost varies by level of service (LOS)**
  - AC Transit plans significant service upgrades related to the passage of Measure BB and AC Transit's Comprehensive Operations Analysis such that all Emeryville residents will receive LOS 1
  - <http://www.actransit.org/overview-albanyberkeleyemeryville-proposed-improvements/>
- **AC Transit estimates a citywide program, including Transbay service, would cost \$290,000 to \$680,000 per year**
  - Given these costs, a citywide easy pass is potentially fundable by net parking revenues

# EMERY GO ROUND FUNDING NEEDS

- General benefit – Emery Go Round (EGR) Property Based Improvement District (PBID) June 2015 Engineer’s Report defines \$455,531 (12.29%) of operational costs as “General Benefit” to be funded by the City or funding other than the assessed parties
- Fleet replacement was assessed as requiring \$6M in 2011
- Service expansions would increase operation’s costs beyond current assessment and may not be assessable, including
  - In Emeryville
  - From Emeryville to West Oakland BART station, through Oakland
- Secure Bus Yard

Parking revenue could be used to fully fund or offset the cost of the General Benefits or be applied to any of the other EGR needs.



# OTHER BIKE/PEDESTRIAN/TRANSIT CAPITAL IMPROVEMENTS

- TDM could be furthered by capital improvements facilitating transit or active transportation alternatives including:
  - Bus bulb outs
  - Bus lanes
  - Bike share
  - Unfunded Bike or pedestrian pathways

# EXISTING ORDINANCE – METER REVENUE


4-9.14 Parking Meter – Allocation and Expenditure of Funds.

(a) For meters located on public property, all of the gross revenues received from all on-street parking meters shall be deposited by the City Treasurer in the General Fund as unrestricted funds.

(Sec. 3 (part), Ord. 10-008, eff. May 20, 2010)

# OTHER CONSIDERATIONS

Possible conflicts with meters include:

- Bus stops
  - Bus bays
  - Bike corrals
  - Bike share
  - Parklets
  - Bus Corridor parking limitations (no parking during peak commute hours)
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# NEXT STEPS

## Staff seeks support for:

- Submittal of a grant application to MTC's Climate Initiatives Parking Management and TDM Grant Program for the North Hollis Paid Parking Program (NHPPP) and related TDM Program
- Commitment of \$133,530 in matching funds and reallocation of \$20,000 for parking study update for the project match

## Further, staff seek direction as to:

- Geographic scope of program, both in terms of rollout of NHPPP and related TDM measures to be defined in application, due October 2015
- TDM programmatic direction(s) to explore further in terms of viability, necessary agreements with programmatic partners and possible funding commitments
- Policies regarding possible conflicts with streetscape infrastructure/lost revenue

## Committee discussion recommended:

- Staff recommend the discussion be forwarded to the Sustainability Committee for further development before returning for specific direction on program elements