



Temescal Parking Policies and Management Plan

March 2012

Prepared For:
The City of Oakland

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Prepared by:
Wilbur Smith Associates and The Planning Center | DC&E

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EXECUTIVE SUMMARY

Review of Policy and Revenue Data

In December 2009, the Oakland City Council adopted “Parking Principles for City of Oakland Commercial Districts.” These principles are meant to guide the City’s improvements of current parking management. The four main principles are:

- Parking is part of a multi-modal approach to developing neighborhood transportation infrastructure
- Parking should be actively managed to maximize efficient use of a public resource
- Parking should be easy for customers
- Parking policy and regulations should help the City meet other transportation, land use and environmental goals

The Temescal Parking Demand and Pricing Study is meant to be a first step towards integrating these principles in Temescal. The study included extensive data collection, including parking counts, surveys, and interviews. There was also significant input from community members, particularly the Temescal Business Improvement District (BID), which served as a key stakeholder and collaborator on the study.

City and Neighborhood Context

Pricing

The City of Oakland uses a parking pricing system that uniformly applies to all on-street and off-street paid parking meters. The rate is currently \$2.00 per hour between 8 a.m. and 6 p.m. throughout the City. At this time, the City installs meters in areas of high parking demand, however there is currently no specific policy in place to address the placement of meters or establishment of prices and time limits.

Residential Parking Permits

A residential parking district (RPD) has been proposed in the vicinity of the MacArthur BART Station because of the anticipated impact from the MacArthur Transit Village development. There are currently 621 public parking spaces at MacArthur BART and the new development will reduce this supply to 400 public spaces. Additionally, at full build there will be one parking space provided for each residential unit. The deficit has led to a community initiated process for an RPD around that station which will include developer funded permits for a period of time.

Parking Revenue

Meter Revenue

Parking revenue data within the study area is limited. Data is available for three multi-space meters that located near the intersection of 51st Street and Telegraph Avenue. These meters cover 25 parking spaces and each space averages \$169.47 in revenue for the month. This means that each day the meters are in operation they earn roughly \$7.00 per space, which shows an average of 3.5 hours of paid occupancy.

Parking Citation Revenue

Selected parking citation data was available for this analysis, including violations within the study area for the month of March 2011 along Telegraph Avenue, 44th Street, and 49th Street. Along these three streets, the City issued \$12,029.00 worth of citations. The majority of citations were for expired meters.

Neighborhood Travel Behavior

The study area is well-served by transit, including an AC transit Rapid Bus line, the MacArthur BART Station, and several local and Transbay bus routes. With so many other options in the neighborhood, residents are not as reliant upon cars and demand for parking may not be as great as in other parts of the City.

The MacArthur BART station is a major transit hub in the East Bay. On average 7,802 riders enter MacArthur Station daily, 4,398 come from home. 43 percent of riders who travel from home to the station walk or bike and 40 percent drive. Based on the daily demand, there seems to be a need for a portion of riders to park in the adjacent neighborhoods.

Intercept Survey Highlights

An intercept survey was conducted of people on foot in the Temescal neighborhood in June 2011. The survey was administered at lunch and evening hours on a Thursday and a Saturday. Over 500 people responded to the 11-question survey.

The majority of people surveyed searched for a parking space for less than two minutes, followed by those who found a parking space within 2 to 5 minutes. These responses represented by far the majority of respondents, with nearly 85 percent. Similarly, the majority of respondents found a parking space one block or less from their destination, followed by those whose space was within 2 to 3 blocks. These two responses represented just over 90 percent of responses.

Parking Occupancy and Turnover

Parking Inventory

Methodology

The inventory of the existing Temescal parking supply and current occupancy trends was conducted in late May and early June of 2011 including all of the on-street blockfaces and off-street facilities in the study area. The inventory was completed on foot by consultant staff. The study area includes all public thoroughfares and off-street parking lots contained within the boundaries of Webster Street, 40th Street, State Route 24 (SR 24), 55th Street west of Telegraph Avenue and 51st Street east of Telegraph Avenue.

Neighborhood Parking Overview

The study area has a total of 2,498 available public parking spaces. There are 1,780 on-street spaces and 718 off-street spaces in 32 parking lots. On weekends one of the lots is closed so the total number of off-street spaces decreases to 697. The on-street parking is mostly free with a swath of metered blocks running the length of Telegraph Avenue from 51st Street to 40th Street.

Parking lot sizes range between three spaces and 142 spaces throughout the study area. There is one publicly-available lot in the study area: the Temescal Plaza lot. It is the largest within the study area with 142 spaces and visitors are allowed to use it for up to two hours and shop at any business in Temescal.

Parking Restrictions

The majority of the parking is unrestricted due to the large residential areas to the east and west of Telegraph Avenue. These east-west streets contain mostly residential uses where the street sweeping schedule is the only parking restriction. Telegraph Avenue has the majority of the metered parking within the study area with a total of 87 metered parking spaces. 95% of meters have a two hour time limit and 5% have a one hour limit.

6% of free on-street parking spaces have time restrictions ranging from 12 minutes to 2 hours during normal business hours (8am-6pm) while the remaining 94% have no time limits. Most off-street lots are intended for the sole use of their customers but none appear to be actively enforcing this policy.

Parking Utilization

Occupancy data was collected every two hours on a Thursday between 4 a.m. and 10 p.m. and on Saturday between 10 a.m. and 10 p.m.

Occupancy levels in Temescal fluctuate throughout the day. Figure E1 presents a combined line graph and table showing the overall occupancy level every two hours for the entire neighborhood public parking supply for the Thursday and Saturday on which data was collected. The table included in Figure E1 also shows the division between on-street and off-street occupancy levels.

The data indicates that most of the time there is ample public parking available in the neighborhood. Even at the peaks, the overall occupancy does not approach practical capacity of 85%.

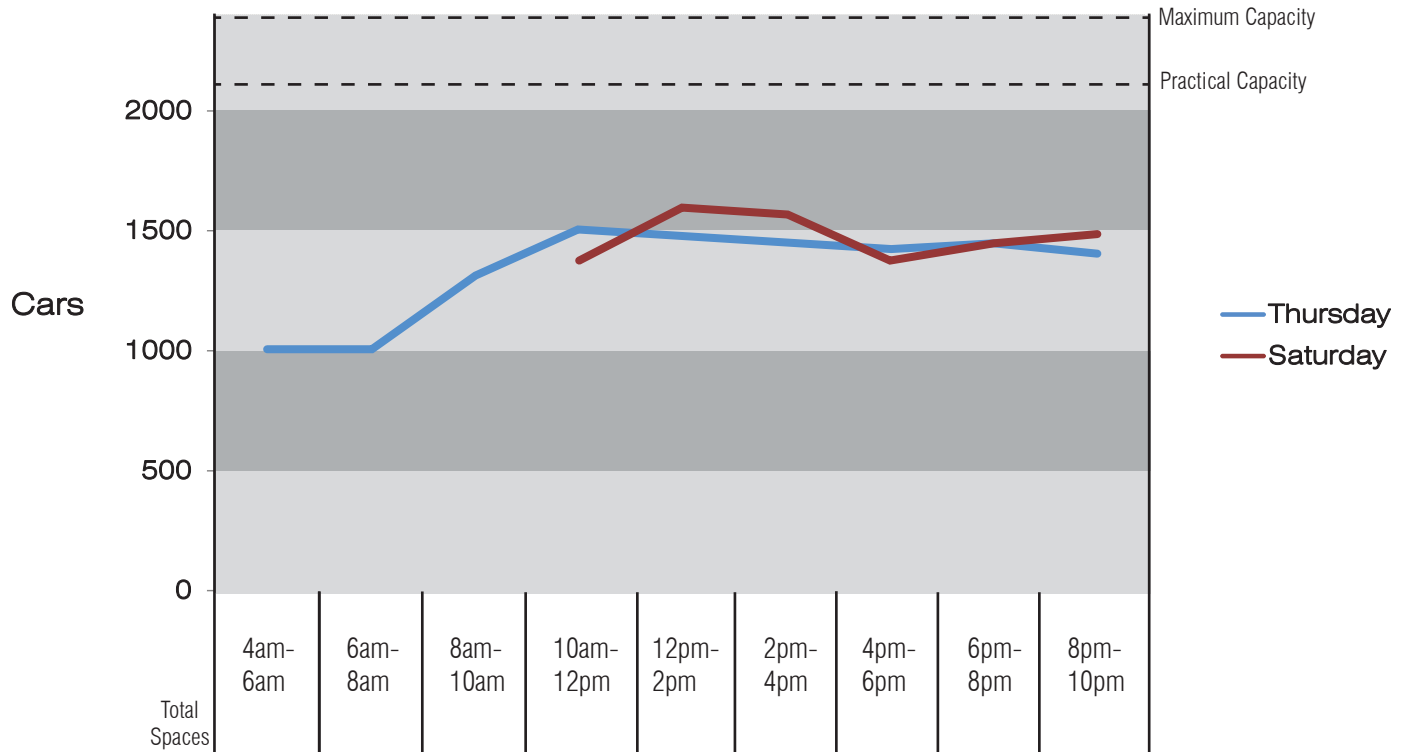
While the overall parking usage does have several peaks, parking occupancies are not evenly distributed across all facilities. The neighborhood has certain hot spots that are more active than others throughout the day. At certain times of day on-street spaces were observed to be 66% full while off-street lots were only 39% occupied.

Hours At or Above Practical Capacity

The Total Hours At or Above Practical Capacity maps (see Figures E2 and E3) show the total number of hours that each facility is at or above practical capacity for those hours measured on a weekday and weekend. These figures highlight the above-mentioned trends, particularly the high on-street occupancy levels in the northeast residential area. They also show that most off-street facilities are underutilized throughout the day and only a few get close to 85% full during the peak periods.

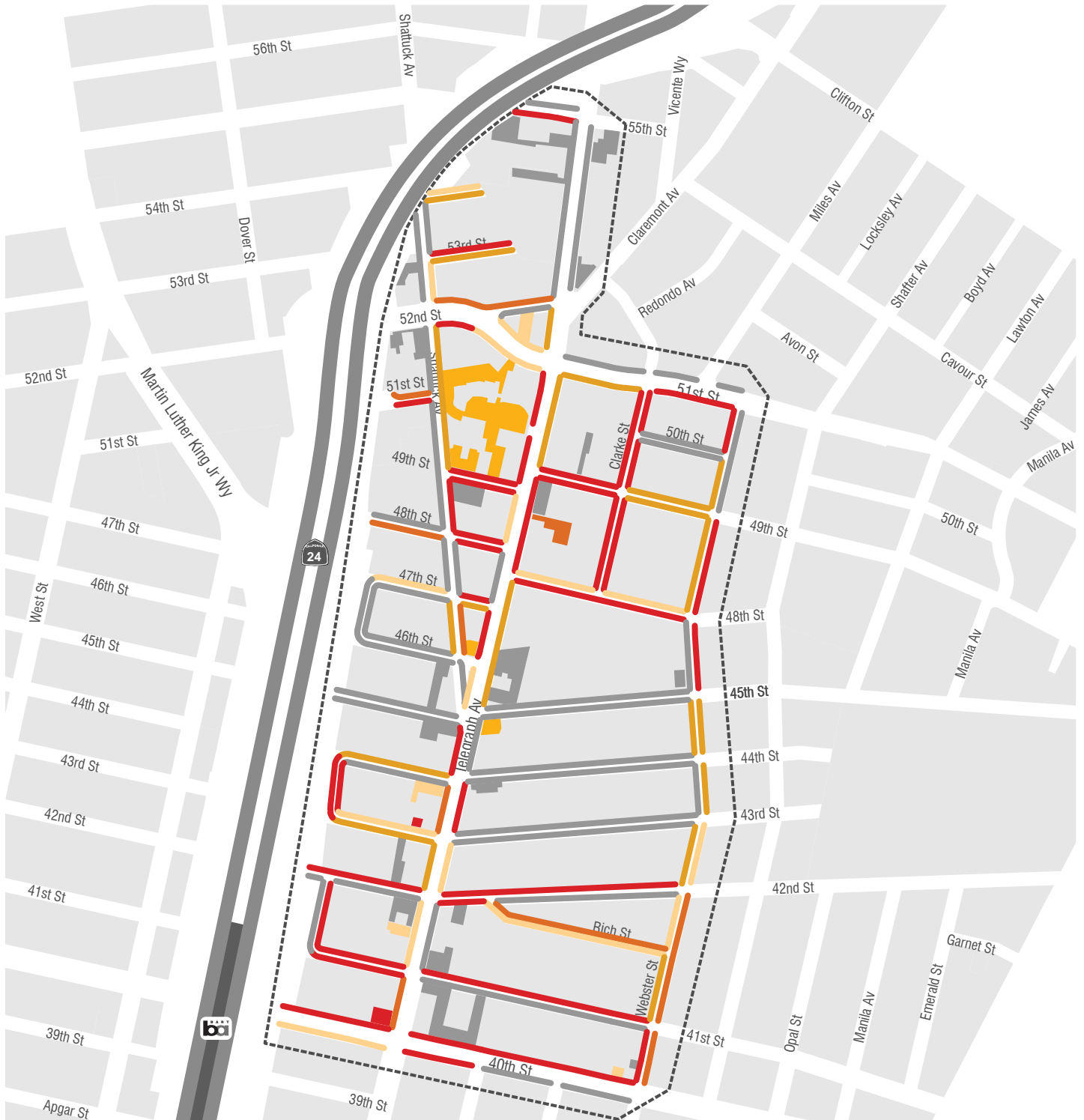
Figure E2 highlights that on weekdays most of 41st Street, both east and west of Telegraph Avenue, is over practical capacity more than seven hours of the day. This is likely the result of spillover from the MacArthur BART parking lot.

TEMESCAL PARKING DEMAND AND PRICING STUDY



Thursday										
Thursday Overall	2498	41%	41%	53%	61%	60%	59%	57%	58%	56%
Thursday On-Street	1780	53%	52%	57%	63%	62%	61%	61%	65%	64%
Thursday Off-Street	718	9%	14%	43%	55%	53%	53%	50%	41%	38%
Saturday										
Saturday Overall	2477	NA	NA	NA	56%	65%	64%	56%	58%	60%
Saturday On-Street	1780	NA	NA	NA	61%	68%	69%	61%	66%	68%
Saturday Off-Street	697	NA	NA	NA	43%	56%	51%	42%	39%	40%
Total Cars Parked										
Thursday	1015	1032	1320	1515	1490	1463	1435	1453	1411	
Saturday				1388	1599	1577	1383	1446	1498	

TEMESCAL PARKING DEMAND AND PRICING STUDY



Legend

Hours per day facility at or above capacity (85% Occupied)

Off-street On-street

0 hours
1 - 2 hours

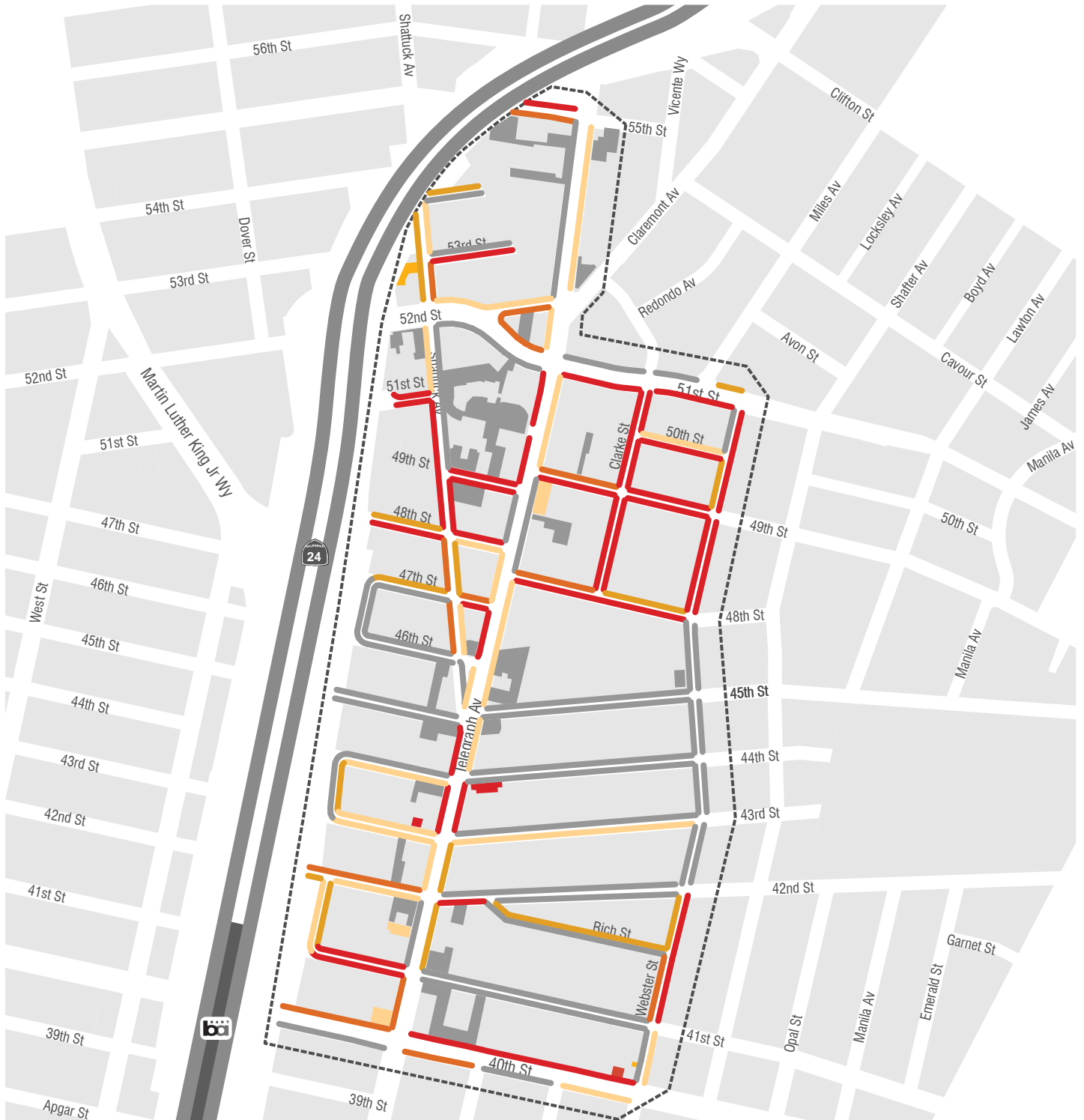
3 - 4 hours
5 - 6 hours
7 hours and up

Study area boundary
BART station



500 1000 FEET

TEMESCAL PARKING DEMAND AND PRICING STUDY



Legend

Hours per day facility at or above capacity (85% Occupied)

Off-street On-street

- 0 hours
- 1 - 2 hours

- 3 - 4 hours
- 5 - 6 hours
- 7 hours and up

- Study area boundary
- BART station



500 1000 FEET

Parking Duration

While occupancy data is a key metric describing how parking in the neighborhood is used, occupancy percentages provide only a series of snapshots of how “full” different parking facilities are at different points in time.

Table E1, below, summarizes the distribution of how long vehicles were parked in hours. The table shows that the majority of all parking events lasted 18 hours or more. The average length of a typical parking event was 11.5 hours.

Table E1: Weekday Parking Duration

Parking Day & Type	Total Cars	Length of Stay (Hours)									Avg event length
		2	4	6	8	10	12	14	16	18+	
On-street											
Thursday	693	69	81	61	59	49	24	44	33	269	11.5 hrs
		10%	11%	8%	9%	7%	3%	6%	5%	41%	

Table E1 highlights the residential nature of the neighborhood, especially the effect it has on the use of on-street parking. While Telegraph Avenue is a busy commercial street there were comparatively fewer short term parkers than those parking long term. Many cars could be classified as employee vehicles, only parking for an eight hour period, but most cars seem to belong to residents as they sat in one place all day.

Parking Hot Spots

There are three parking hot spots in the study area. These are areas that are consistently at or above practical capacity throughout the day:

- Between Telegraph and Shattuck Avenues from 52nd Street to 45th Street.
- On the residential blocks near Clarke and 49th Streets.
- Just north of the MacArthur BART Station.

Occupancy and Demand Conclusions

- Occupancy for the study area as a whole never reaches practical capacity and there is ample parking available. However, parking hot spots represent areas that experience greater demand for parking with higher localized occupancy rates.
- Parking meters tend to be well utilized particularly in the northern and some southern portions of Telegraph Avenue, where the metered spaces were occupied during meter revenue hours. It is interesting that the parking metered spaces are so well utilized given that there is a good supply of free off-street parking and free parking on the side streets in adjacent residential areas.
- In the neighborhoods, where there are no time restrictions, cars are typically parked all day.

Potential Parking Strategies

This effort is primarily based on the Metropolitan Transportation Commission (MTC) Toolbox/Handbook, Parking Best Practices & Strategies for Supporting Transit Oriented Development in the San Francisco

Bay Area and also incorporates public input and ideas gathered through the outreach process. This section also explores the viability of creating new parking and how Temescal can better manage existing off-street facilities.

Parking Development

Current levels of parking utilization indicate minimal demand for new off-street parking facilities and development is not recommended. Even during peak periods the study area does not reach its capacity for parking and never gets more than 65 percent full. Furthermore, intercept surveys found that 62% of drivers visiting Temescal found a parking space within 2 minutes and 69% were able to park within 1 block of their destination. These results indicate that parking availability is not a hindrance to customers visiting the study area. In addition, Temescal has many transit options to and from the neighborhood and it would be beneficial to leverage these assets to reduce parking demand before adding parking capacity.

Shared Parking

Temescal can better utilize and improve the neighborhood parking resources by sharing parking among businesses. A shared parking program would allow Temescal businesses to use each others' unused parking spaces. The intent is that private parking, once only reserved for businesses on the same property, would open to customers of all businesses in the district. Customers of a business without parking of its own can then park in a nearby lot on another parcel rather than compete for the on-street spaces in front of their destination.

For example, customers of Barlata Tapas Bar could park in the Frazee Paint lot, which is just around the corner. Frazee Paint closes at 12 p.m. on Saturdays. Since they won't need their spaces until 6:30 a.m. Monday morning, customers of Barlata could make good use of the available parking rather than look for on-street spaces. This strategy can help reduce pressure on limited publicly owned parking spaces, on- and off-street.

Parking Management District

A parking management district establishes an area where patrons of any business can park in any lot and circulate the neighborhood on foot. This arrangement is best suited for Temescal which has multiple property owners and customers that can park once and visit multiple businesses in one trip. A committee made of property and business owners in the district would oversee parking resources. The district would levy a fee on property owners based on property value and the district would become responsible for parking-related maintenance, security, taxes, enforcement, utilities, and signage.

The intent of a district is to develop the dispersed private off-street parking facilities into a cohesive system of available parking for the district. An important step in establishing and leveraging the benefits of a parking management district will be to install signs to direct drivers to the available off-street lots and to provide security to make visitors and employees feel safer.

Community Input on Parking Strategies

In addition to the MTC parking handbook, a series of stakeholder meetings and a community workshop expanded the list of potential parking strategies. The project team engaged members of the business community and residents in two separate focus groups to gather ideas and impressions of parking in Temescal. Participants in the focus groups and the workshop suggested additional solutions, as well as refinements to the strategies resulting from review of the MTC parking handbook. At the community

workshop, following a presentation reviewing potential strategies participants provided feedback on the strategies and completed a 'dot' exercise indicating their top three preferences for parking strategies.

Recommendations

Recommended Strategies

Based on the evaluation of best management strategies presented in the MTC Handbook, input from the community and the team's interpretation of the data, Table E2 on the following page lists those strategies that are recommended for the Temescal Neighborhood. This list reflects those strategies that are best suited for the neighborhood and are expected to be most cost-effective.

Implementation and Next Steps

Table E2 on the following page identifies the appropriate next steps for each recommendation.

The City should work closely with the Temescal BID to guide the formation of the parking management district. This first step opens the door to many of the improvements discussed above. Once the oversight committee is elected, it will develop guidelines and priorities for the district. The oversight committee can manage meter revenue from the benefit district as well funds from businesses to maintain and improve off-street parking supply. The committee can immediately begin focusing on wayfinding and safety improvements around available parking facilities and walking routes. The committee will be able to guide the City in other changes specific to the neighborhood and should continue to monitor the effectiveness of improvements.

Table E2. Consolidated Implementation Steps and Responsible Agencies

Recommendation	Short/Long Term	City/Community Initiated	Implementation Steps										Responsible Agencies							
			Outreach	Establish management district	Establish benefit district	Develop design standards	Draft code	Have code adopted by City Council	Monitor effectiveness	Adjust policy as needed	Identify possible sites	Identify funding	Police Department	Public Works Agency	Community and Economic Development Agency (Planning)	Finance and Management Agency (Parking enforcement and operations)	Business Improvement District	Transportation Services Division	City Administrator (TBD)	Parking Management District
Variable Rate Parking Pricing	Short	City	X						X	X					X					
Wayfinding	Short	City and Community				X			X		X	X	X							
In-lieu Fees	Short	City					X	X		X			X	X						
Enforcement and Monitoring	Short	City	X						X	X			X		X					
Restriping	Short	City	X			X			X		X		X		X					
On-street: Potential Time Limitations	Short	City	X								X		X		X					
Bicycle and Pedestrian Infrastructure Improvements	Short	City and Community				X					X		X	X						
Prioritize Nighttime Safety Improvements	Short	Community	X	X		X			X		X		X	X		X				
Integrate Parking Payment Technology	Short	City	X								X	X	X	X						
Residential Parking Permit Zones	Short	Community	X						X		X		X				X			
Shared Parking and Valet	Short	Community	X	X	X	X	X	X	X		X					X				X
Parking Benefit District	Short	Community	X		X		X	X				X		X	X					
Parking Management District	Short	Community	X	X			X	X										X		
Carshare Pod	Short	Community									X		X			X				
Transit Incentive Program	Long	Community	X	X					X	X			X			X				
Coordinated On/Off-Street Pricing	Long	City	X	X					X	X										X
Adjustment to City Parking Requirements	Long	City					X	X	X	X			X							
Transportation Demand Management	Long	City					X	X	X				X							
Acquisition of a Lot for Parking Development	Long	City and Community				X					X	X	X							X

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1. Introduction

In December 2009, the Oakland City Council accepted a document titled “Parking Principles for City of Oakland Commercial Districts.” These principles are meant to guide the City’s improvements of current parking management. The four main principles are:

- Parking is part of a multi-modal approach to developing neighborhood transportation infrastructure
- Parking should be actively managed to maximize efficient use of a public resource
- Parking should be easy for customers
- Parking policy and regulations should help the City meet other transportation, land use and environmental goals

The Temescal Parking Demand and Pricing Study is meant to be a first step towards integrating these principles in Temescal. The study included extensive data collection, including parking counts, surveys, and interviews. There was also significant input from community members, particularly the Temescal Business Improvement District, which served as a key stakeholder and collaborator on the study. In addition, focus groups were held with business and resident groups, and a total of two community meetings were held. The first meeting was an introductory meeting to gather input on the project from business and property owners, while the second included a broader cross-section of the community and invited specific input on proposed parking strategies for the neighborhood.

This data collection and community input effort has culminated in the preparation of this Parking Policies and Management Plan. The plan provides an overview of the research and community input that was gathered as part of the project, identifies the range of potential parking strategies that could be effective in Temescal, and provides recommendations based on the research and input as to the parking strategies expected to be the best fit for the neighborhood.

2. City and Neighborhood Context

This section describes the Oakland and Temescal context that underlies parking in Temescal.

2.1 City-wide Parking Policies

The City of Oakland zoning ordinance not only states what land uses are allowed to be developed, but also how much parking must be made available to residents, consumers and visitors. The following zoning categories are present within the study area, each with its own unique parking requirements.

- S-15 Transit Oriented Development Zone regulations: around MacArthur BART station
- RU Urban Residential
- CC Community Commercial
- CN Neighborhood center commercial

Table 1 outlines the parking requirements for each zone.

Table 1: Off-Street Parking Requirements

Land Use	Zone	Parking Requirement
Residential (one family dwelling)	S-15	½ space for dwelling unit
	RU, CC, CN	1 space per dwelling unit
Residential (one-family dwelling with secondary unit)	RU, CC, CN	1 space for the second unit
Residential (two-family dwelling. Multifamily dwelling)	S-15	½ space for dwelling unit
	RU, CC, CN	1 space per dwelling unit
Commercial A (general food sales, restaurant and café)	S-15	No spaces required
Commercial A (convenience market. Alcohol beverage sales)	CN	1 space/300 sq. ft.
	RU, CC	1 space/200 sq. ft.
Commercial B (undertaking service)	S-15	No spaces required
	CN	1 space/600 sq. ft.
	RU, CC	1 space/400 sq. ft.
Commercial C (research service)	S-15	No spaces required
	CN	1 space/900 sq. ft.
	RU, CC	1 space/600 sq. ft.
Commercial D (automobile sales and rental)	S-15	No spaces required
	RU, CC, CN	1 space/1,000 sq. ft., or for each three employees, whichever requires fewer spaces
Commercial E (group assembly, personal instruction..)	S-15	No spaces required
	CN	1 space/8 seats, plus 1 space for each 80 sq. ft. w/o fixed seats, plus spaces for outdoor assembly areas
	RU, CC	1 space/8 seats, plus 1 space for each 80 sq. ft. w/o fixed seats, plus spaces for outdoor assembly areas
Commercial F (transient habitation)	S-15	No spaces required
	RU, CC, CN	1 space/unit in a motel and three spaces for each four units in a hotel
Commercial G (animal care and boarding)	S-15	No spaces required
	RU,CC,CN	1 space/1,000 sq. ft.
Commercial H (automotive fee parking)	S-15	No spaces required
	RU, CC, CN	1 space/1,000 sq. ft.
Commercial I (transport and warehousing)	S-15, RU, CC, CN	1 space/each three employees
Commercial J (Scrap operation)	S-15, RU, CC, CN	1 space/each 2,000 sq. ft. or for each three employees, whichever requires more spaces
Commercial K (fast food restaurant)	S-15	No spaces required
	RU, CC, CN	1 space/200 sq. ft.

Source: Chapter 17.116 Off-Street Parking and Loading Requirements (pgs 409-425)

<http://www2.oaklandnet.com/oakca/groups/ceda/documents/report/oak028430.pdf>

Defined within the zoning code, exceptions to Article II – Off-Street Parking Requirements are allowed if a developer applies for a variance based on the nature of their project. The City of Oakland calls these Special exemptions. Section 17.116.110 of Article II lists the authorized Special exemptions to parking requirements. They are:

- Senior Housing and Dormitories: Up to 75% reduction with Conditional Use Permit (CUP)
- Shared Parking: Up to 50% reduction with Conditional Use Permit
- Within Municipal Parking or Parking Assessment District
- At discretion of Planning Director
- Currently only one exemption exists in the city (in the Lakeshore district)

Reduced parking requirements are permitted in the following zones within the study area:

- The S-15 Transit Oriented Development Zone regulations: around MacArthur BART station - allows reduced parking provision for developments within this area.
- RU Urban Residential - variance required for reduced parking.
- CC Community Commercial - variance required for reduced parking.
- CN Neighborhood center commercial - shared parking allowed with conditional use permit.

The City Planning office is currently reviewing all off-street parking standards as part of the City-wide zoning update process.

The granting of variances for off-street parking is common in Temescal as the City does not require existing buildings to develop additional parking to change uses.

2.1.1 Pricing

Several elements affect how much demand there is for parking. The cost of parking is a significant variable that affects parking demand. The City of Oakland applies a parking pricing system that uniformly applies to all on-street and off-street paid parking meters. Currently the rate is \$2.00 per hour between 8 a.m. and 6 p.m. in all areas of Oakland. The City installs meters where parking demand suggests that they are warranted. However, there is currently no specific policy in place to address the placement of meters or establishment of prices and time limits.

2.1.2 General plan (Transportation and Land Use Element)

Oakland General Plan: Land Use & Transportation Element. Policy T3.10 Balancing Parking Demands and Economic Development Activity. *The City should balance the parking demands and parking charges in City-owned facilities with the need to promote economic activity in certain areas (such as Downtown and neighborhood commercial areas).*

2.1.3 Draft Energy and Climate Action Plan

The following Priority Actions within the Energy and Climate Action Plan are intended to restructure parking policies to reduce vehicle trips and encourage low-carbon mobility. How the city decides to accommodate automobiles in relation to the other modes also affects demand.

- Priority Action PA 35. Establish Alternative Mechanisms for Meeting Parking Requirements. *The City will seek resources to conduct a comprehensive review of parking policy regulations for new development. New regulations will be developed for parking requirements in the planning code pertaining to new development on private property. These regulations would permit parking requirements to be met through alternative approaches demonstrated to reduce demand for parking and GHG emissions. These approaches may involve a range of transportation demand management strategies, including on-site car-share vehicles, secure bicycle parking and showers, and subsidized transit passes.*
- Priority Action PA36. Conduct a Citywide Dynamic Parking Pricing Study.
- Priority Action PA41. Discontinue Subsidizing Parking for City Employees. *The City will seek resources to discontinue the practice of providing parking to City employees based in transit-served locations. Granting employees parking spaces and additional parking subsidies fosters automobile reliance and use. The City can demonstrate leadership by reducing the number of employees receiving subsidized parking in transit-rich areas of the City. This may result in an increased number of parking spaces available for public use.*

- *Action TLU-28: Develop regulations that would permit parking requirements to be met through alternative approaches demonstrated to reduce parking demand and GHG emissions (e.g., on-site car sharing, bicycle parking, transit passes).*
- *Action TLU-29: Conduct a citywide dynamic parking pricing study and develop a strategy to set parking rates at City meters and garages that can reduce trips, favor transit, provide adequate parking supply, encourage economic development, and fund alternative transportation and neighborhood streetscape improvements.*
- *Action TLU-30: Impose parking maximums on new development and assist developers, lenders, property owners and tenants in preparing strategies to minimize parking demand and encourage shifts to transit and other transportation modes.*
- *Action TLU-31: Develop a strategy to facilitate unbundling of the costs of renting parking from renting building space, where appropriate, to more explicitly charge for parking.*
- *Action TLU-32: Review the process of establishing residential permit parking and consider opportunities to expand this program in appropriate locations.*

The Temescal Parking Demand and Pricing Study is in line with the above-listed goals and the data collection and analysis was a first step towards achieving these objectives.

2.1.4 Residential Parking Permits

Oakland has many residential permit parking districts (RPD) that are developed through citizen initiative. They are typically near areas of high parking demand and particularly where there is overflow from commercial areas or BART stations. There is currently a proposed RPD in the vicinity of the MacArthur BART Station because of the anticipated impact from the MacArthur Transit Village development. There are currently 621 public parking spaces at MacArthur BART. The new development will provide 400 spaces to the public and at full build out will have one parking space for each residential unit. The deficit has led to a community initiated process for an RPD around that station which will include developer funded permits for a period of time.

2.2 Parking Revenue

Parking revenue is generated through what drivers pay at the meters and garages and as well as parking citations. While some citations are not paid, many are tracked by the Department of Motor Vehicles and eventually attached to vehicle registrations and must be paid at least every two years.

2.2.1 Meter Revenue

Parking revenue data within the study area is limited. Data is not available for the 91 meters specifically in Temescal because it is not currently possible to separate revenue collected from those meters in the study area from those adjacent to it. Recently, the City has been replacing older single-space meters with electronic, multi-space, pay and display meters throughout the city. Data is available for three electronic multi-space meters located near the intersection of 51st Street and Telegraph Avenue.

The revenue for these meters in the month of March 2011 is as follows:

49 th and Telegraph (East side)	\$1,118.85
51 st and Telegraph - south of intersection (West side)	\$985.80
51 st and Telegraph - south of intersection (East side)	\$2,132.10

These meters cover 25 spaces and each space averages \$169.47 in revenue for the month. This means that each day the meters are in operation they earn roughly \$7.00 per space, which shows an average of

3.5 hours of paid occupancy. Variations in parking occupancy make it difficult to apply a uniform revenue projection for every meter in the study area, or in the City.

2.2.2 Parking Citation Revenue

Selected parking citation data was available for this analysis, including violations within the study area from March 2011 along Telegraph Avenue, 44th Street, and 49th Street. Along these three streets, the City issued \$12,029 in citations. The majority of citations were for expired meters. Table 2 identifies the types of violations and their frequency.

Table 2: March 2011 Violations Telegraph Ave, 44th and 49th Streets

Violation Type	44 th Street	49 th Street	Telegraph Ave	Total
Current tab not attached			3	3
Double parking			1	1
Expired meter			95	95
Fire hydrant			1	1
License plate missing			1	1
No park certain hours	5	4	29	38
No parking red zone		5	9	14
No parking yellow zone			8	8
Non display of parking receipt			6	6
One hour zone			5	5
Two hour zone		13		13
TOTAL	5	22	158	185

Source: City of Oakland parking citation data

2.3 Neighborhood Travel Behavior

The study area is well-served by transit, including an AC transit Rapid Bus line, the MacArthur BART Station, and several local and transbay bus routes. A study is underway to evaluate Bus Rapid Transit (BRT) on International Boulevard, through Downtown Oakland, and possibly along Telegraph Avenue.

The 2005-2009 American Community Survey developed journey to work estimates by mode. These were compiled for those residents living within the Census Tract most closely fitting the study area, Tract 4011. Table 3 shows these results. This information estimates how neighborhood residents typically get to work and how the proximity of several transit options affects their travel choices. This can also show how many residents use and own cars which can give an indication of parking demand in the neighborhood. With so many other options in the neighborhood, this data shows that residents are not as reliant upon cars as residents of other parts of the city. Therefore, demand for parking may not be as great as in other parts of the City.

Table 3: 2005-2009 American Community Survey Mode to Work Estimates

Mode	Percent Mode Share
Drove alone	37%
Carpooled	9%
Public transportation	33%
Motorcycle	2%
Bicycle	9%
Walked	4%
Other means	0%
Worked at home	6%

Source: U.S. Census Bureau, 2005-2009 American Community Survey

The MacArthur BART station is a major transit hub in the East Bay and provides access and transfer points for trains bound for San Francisco, Fremont, Pittsburgh/Bay Point and Richmond. On average 7,802 riders enter MacArthur Station daily, of which 4,398 come from home. 43 percent of riders who travel from home to the station walk or bike and 40 percent drive. There is currently a 621 space parking lot at the BART station. However, based on the daily demand, there seems to be a need for a portion of riders to park in the adjacent neighborhoods. As mentioned above, the final MacArthur Transit Village development will provide 400 public parking spaces, a loss of over 200.

2.4 Perceptions of Parking in Temescal

The public's opinion of parking was gauged through the use of intercept surveys, online surveys and phone interviews with owners/managers of Temescal businesses. Following are highlights of each of these sources of input.

2.4.1 Intercept Survey Highlights

An intercept survey was conducted of people on foot in the Temescal neighborhood in June 2011. The survey was administered at lunch and evening hours on a Thursday and a Saturday. Over 500 people responded to the 11-question survey.

Most people's primary reason for visiting Temescal was for dining, followed by other activities. Responses that resulted in coding as "other" included people who said that they lived around there and were just passing through, people who were meeting or visiting a friend, and people going to the laundromat. The third highest percentage of people visiting Temescal was for shopping, followed by those there for working or for professional services.

The most common length of time people spent in Temescal was 30 minutes or less, followed by 1 to 2 hours. The third most popular highest time slot was from 30 minutes to an hour.

It is notable that most survey participants arrived in Temescal by automobile, despite the neighborhood's strong transit service and walkable/bikeable nature. The majority of parkers found spaces on non-residential streets; followed by residential streets, public parking lots, and private parking lots. The second highest percentage of people arrived to Temescal as pedestrians and the third highest

percentage arrived by public transportation. These two groups were not asked the remaining questions related to auto parking.

The majority of people surveyed searched for a parking space for less than two minutes, followed by those who found a parking space within 2 to 5 minutes. These responses represented by far the majority of respondents, with nearly 85 percent. Similarly, the majority of respondents found a parking space one block or less from their destination, followed by those whose space was within 2 to 3 blocks. These two responses represented just over 90 percent of responses.

When asked about time restrictions on parking in Temescal the majority of people responded that they were 'somewhat satisfied' followed by 'not satisfied.' Similarly, when asked about the satisfaction with the availability public parking in Temescal the most respondents were 'somewhat satisfied' followed by 'not satisfied.'

Roughly half of the people responded that they would be willing to pay a small amount for parking if they could more easily and consistently find a space close to their destination, as well as for parking if they could park for longer than time restrictions would typically allow. About 40 percent of the people answered no to these two questions.

The majority of people who bicycled to Temescal locked their bike to a bike rack and the second highest percentage secured their bike to a tree/parking meter, or other informal rack. There were roughly equal percentages of people who were very satisfied, somewhat satisfied, and not satisfied with the availability of bike parking in Temescal.

2.4.2 Online Survey Highlights

- Survey respondents representing businesses in the northern portion of the study area, between 48th Street and 52nd Street were less satisfied with the ease of finding a parking space and their customers parking experience, than businesses in other locations.
- Overall, respondents expressed ambivalence about parking in the district, with the largest number stating they were somewhat satisfied with their and their patrons ability to find parking. However, the second most common response was that they were satisfied.
- The majority of respondents said that employees drive to work, and that they park either in the commercial area or in nearby residential neighborhoods.

2.4.3 Phone Interview Highlights

Parking Availability

In general, the majority of owners/managers interviewed felt that the availability of parking directly affects their business. Many owners/managers of retail or service businesses felt that if customers cannot find a parking spot adjacent to their business then the customers will go elsewhere and the businesses will lose customers. The owners/managers of eating establishments shared that many of their customers are local and ride their bikes or walk to their establishments, so parking is not an issue for those customers. However, they did state that parking is a problem for non-local customers, who complain that they could not find a convenient place to park.

On-Street Metered Parking

When the owners/managers were asked about the on-street metered parking, their biggest concern was maintenance and vandalism of the coin-fed meters. A number of owners/managers stated that the coin-fed meters are often broken and their customers still park there thinking the meters will not be enforced. In addition, they stated that the coin-fed meters are often in disrepair for a significant amount of time, leaving their clients with no choice but to park there. When their customers then receive a ticket they are unhappy, and often complain to the business. Many of the owners/managers suggested the installation of the new smart meters, like the meters that have been installed along northern Telegraph Avenue (near 51st), is a potential solution.

Many owners/managers felt that having metered on-street parking along Telegraph Avenue is important to encourage parking turnover during the day. There was no overall consensus on whether the meter timing should be altered, although a number of owners/managers suggested that the time limits of the meters should be reassessed to more closely coordinate with the adjacent land uses. In general, owners/managers of retail type businesses supported shorter meter times to encourage turnover, and owners/managers of eating establishments supported longer meter times so their customers can enjoy a meal without worrying about their car.

A number of owners/managers suggested that there is a need to reassess the striping of on-street parking along Telegraph Avenue. There are a number of locations where on-street parking could be more efficiently striped to make use of unutilized space.

There was no real support for extending the meter hours into the evening.

Shared Parking

All owners/managers interviewed were in favor of creating shared parking within the BID, although not many of them could imagine how or where this would happen. A number of owners/managers of businesses that have their own parking areas stated that shared parking in the BID already informally exists. Specifically, the manager of the Frazee Paint shop, located at the 49th Street intersection, stated that after business hours their lot, which contains approximately 26 spaces, is used by diners of the surrounding eating establishments. He suggested that it might be possible to formalize this use. Similarly, the owner of Reed Brothers Security, located at the 45th Street intersection, stated that their parking lot is currently informally shared and the sharing could be formalized.

Temescal Plaza

When Temescal Plaza was originally developed it closed what was 50th Street, and since it removed existing on-street parking, as part of the Planned Unit Development (PUD) agreement all parking created is public parking serving the entire commercial area. Temescal Plaza has approximately 150 parking spaces which are a mixture of 2-hour public parking and 30 minute parking for customers only and 8-hour parking for employees. The parking is owned and managed by the owners of Temescal Plaza. They pay for the maintenance and security of the parking lot. The PUD for Temescal Plaza is very specific and governs how the parking areas may be used. Enforcing the parking time limits is a difficult job for the manager of the Plaza and he feels pressure from his tenants to improve the facility, but must abide by the PUD.

The current tenants of the Plaza, especially the larger businesses such as Walgreens and Genova Delicatessen, would like more customer and employee parking. They also feel that the owner/managers of the Plaza do not enforce the parking limits, and that the availability of parking directly affects their businesses. These owners/managers of the businesses within the Plaza interviewed do not prevent their employees from parking in the adjacent parking lots where employee parking is allowed, and view availability of employee parking as a major concern.

Parking Benefit District

All owners/managers interviewed thought that creating a Parking Benefit District for the Temescal BID was a good idea. Many expressed frustration that the Temescal BID does not already have a Parking Benefit District and feel that the parking needs of the Temescal commercial area have been ignored by the City of Oakland.

Bicycle Parking

Many owners/managers stated that a number of their employees bicycle to work. Most of the owners/managers with employees who bicycle to work provide some sort of off-street secure bicycle parking because bicycle security is an issue. A number of the eating establishment owners/managers stated that a good portion of their customers ride bicycles to their establishments, and they feel that there is a need for more on-street public bicycle parking. They also said that there is a need for bicycle parking to be more evenly spaced throughout the BID, and for extra bicycle parking near high-volume bicyclist destinations.

Employee Parking

The majority of business owners/managers interviewed do not think employee parking is a major concern, with notable exceptions. Many of the owners/managers interviewed stated that a fair portion of their employees ride bicycles to work, or take public transit. The employees who do drive to work typically park in the surrounding residential neighborhoods where there are no parking limits. Employees of businesses in the northern portion of the study area park on Shattuck Avenue where there is no time limit. In general, business owners/managers do not feel that parking limited their employees' ability to get to work on time, or satisfaction with their job. The majority of owners/managers stated they would not accept lack of parking as an excuse to be late to work.

None of the owners/managers interviewed currently provide any incentive programs to their employees to encourage non-automobile commuting. Furthermore, they expressed little interest in providing these incentives to their employees as they would take away from other benefits they currently provide their employees. As such, they do not think this would be a good use of resources.

The following business owners/managers had specific employee parking concerns:

- The owner of Reed Brothers Security (employer of 55) feels that employee parking is an issue. He thinks the lack of available parking affects his employees' satisfaction and ability to get to work on time.

- The manager of Walgreens stated that limited employee parking is a problem. There is available employee parking within the Plaza; however there is not enough for all employees and lack of parking often makes their employees late for work.

Creation of New Parking

A number of the owners/managers interviewed felt that the creation of a new public parking lot, or parking garage would benefit the area. Quite a few people suggested a new lot or garage could be located at the northeast corner of 51st Street and Telegraph Avenue, which is currently vacant.

Safety

Many business owners/managers feel that safety is a concern for their employees and customers walking to and from their cars, especially in the evening. A number of them reported that their employees' and customers' vehicles had been vandalized or broken in to, and that some people had been mugged. A number of interviewees suggested that investing in lighting and other streetscape improvements would help to improve the safety of the BID.

3. Parking Occupancy and Turnover

This section contains an analysis of the parking data collected in Temescal. The purpose is to gain an understanding of current on- and off-street parking availability and demand to inform the recommendations found in Section 6 of this Plan as well as future parking management efforts in Temescal.

3.1 Parking Inventory

A detailed inventory of the public parking supply was conducted. Once complete, this inventory was developed into a spatial database using aerial photographs and GIS data from the City. The results of this inventory are presented in the subsequent figures and discussion.

3.1.1 Inventory Methodology

The inventory of the existing Temescal parking supply was conducted in late May and early June of 2011 for the entirety of the study area, including all of the on-street blockfaces and off-street facilities shown in Figures 1 and 2. The inventory was completed on foot by consultant staff.

On-street parking was inventoried for all sides of all public thoroughfares contained within the boundaries of Webster Street, 40th Street, State Route 24 (SR 24), 55th Street west of Telegraph Avenue and 51st Street east of Telegraph Avenue. The number of spaces and signage dictating time restrictions, enforcement hours and days, or other information impacting parking were noted and recorded by blockface. Since the City of Oakland does not individually designate unmetered on-street spaces, the number of spaces per blockface was estimated based on standard, 20 foot lengths. Because on-street spaces are not marked, however, the actual capacity of each blockface may vary slightly depending on individual parking behavior (i.e. parking efficiency).

For all off-street lots included in the study, the number of spaces and signage dictating time restrictions, enforcement hours and days, or other information impacting parking were noted. Handicap parking and other restricted parking spaces were also documented.

3.1.2 Inventory Overview

The study area has a total of 2,498 available public parking spaces. There are 1,780 on-street spaces and 718 off-street spaces in 32 parking lots. On weekends one of the lots is closed so the total number of off-street spaces decreases to 697. The on-street parking is mostly free with a swath of metered blocks running the length of Telegraph Avenue from 51st Street to 40th Street.

The On-Street Parking Inventory map (see Figure 1) identifies the number of spaces along each blockface and differentiates between standard spaces and metered spaces. Most blocks within the study area include on-street parking. Only metered parking spaces have lines painted to mark the exact boundaries. On the streets adjacent to Telegraph Avenue the number of available spaces can sometimes change depending upon the size of the cars and how closely together they park. These counts usually vary by 1 or two spaces depending upon the length of the block. The average number of spaces per blockface is 9. In Figure 1, those blockfaces without a number have no parking spaces.

The Off-Street Parking Inventory map (see Figure 2) identifies the total number of available spaces for each off-street parking lot within the study area. The lots counted in the inventory include both public and privately-owned lots that are open to the public. Parking lot sizes range between three spaces and 142 spaces throughout the study area. There is one publicly-available lot in the study area: the

Temescal Plaza lot. It is the largest within the study area with 142 spaces and visitors are allowed to use it for up to two hours and shop at any business in Temescal.

3.2 Parking Restrictions

The Parking Restrictions map (see Figure 3) shows locations with different types of parking restrictions, including unmetered free parking, time-restricted free parking, and metered parking. As the figure shows, the majority of the parking is unrestricted due to the large residential areas to the east and west of Telegraph Avenue. These east-west streets contain mostly residential uses where the street sweeping schedule is the only parking restriction.

Telegraph Avenue has the majority of the metered parking within the study area with a total of 87 metered parking spaces. There are a handful of meters on the east side of Webster Street in the southeast corner of the study area. The majority of metered spaces throughout the study area have single-space meters. However, there are 25 spaces on the north end of Telegraph Avenue that use three multi-space meters. 95% of meters have a two hour time limit and 5% have a one hour limit. All meters cost \$2.00 an hour in accordance with citywide meter rates and operate Monday through Saturday 8am to 6pm.

However, many of the single-space meters in the study area state that meter hours are from 8am to 8pm.¹ This incongruity between signage and enforcement may be confusing to neighborhood visitors not familiar with the history of Oakland parking policy.

Six percent of free on-street parking spaces have time restrictions ranging from 12 minutes to 2 hours during normal business hours (8am-6pm) while the remaining 94% have no time limits. Some of the off-street lots have time restrictions but they do not charge for parking.

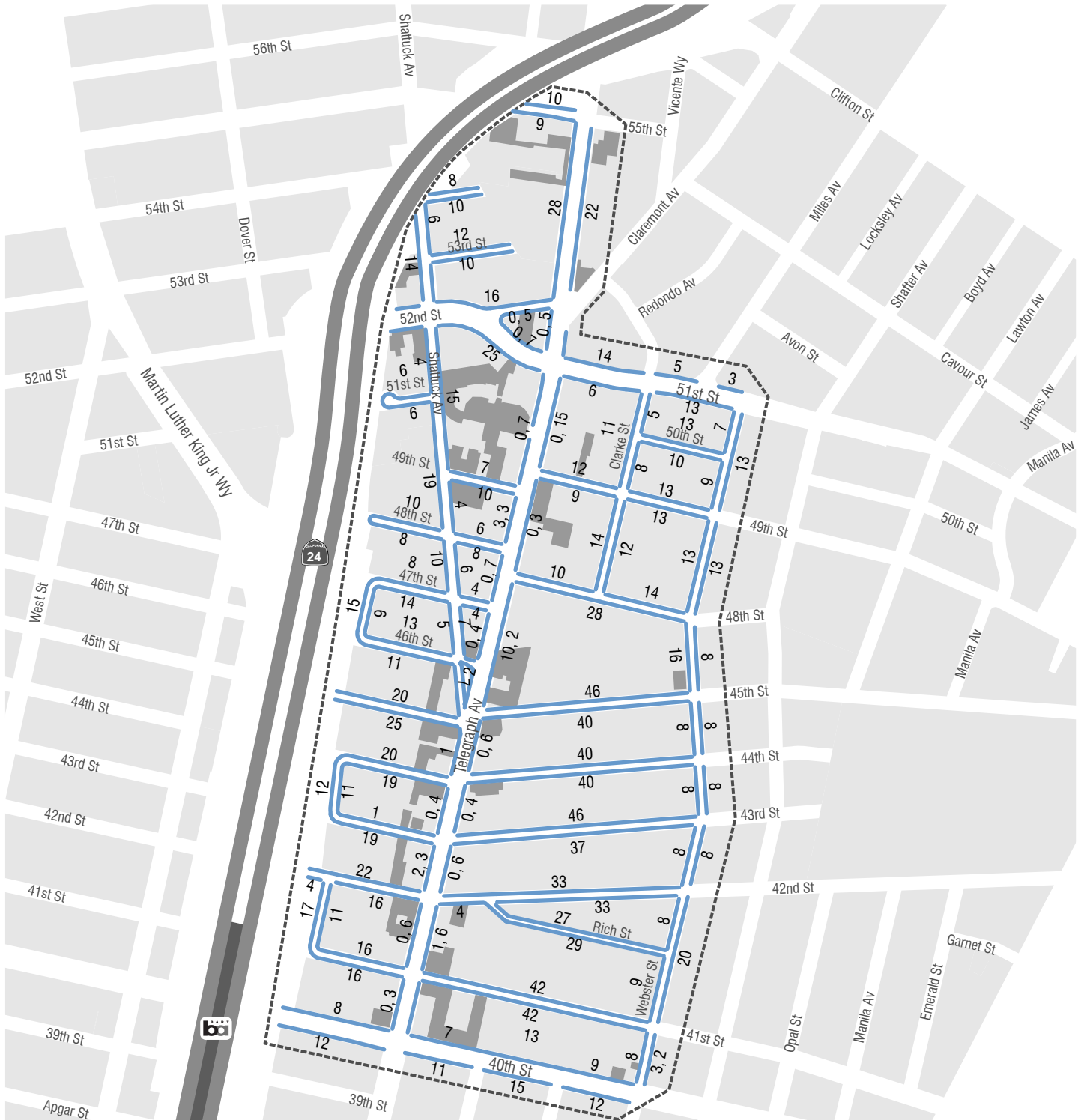
For off-street parking, the following lots have time restrictions:

- The Subway lot – 30-minute time limit.
- Temescal Plaza lot (33 spaces) – 30-minute time limit.
- Temescal Triangle lot – 1-hour limit from 9am to 6pm; 2-hour limit from 6pm to 9am.

Most lots are intended for the sole use of their customers but none have an active system of enforcing this policy. The exception is the Temescal Plaza lot, which is a private lot with publicly available parking discussed in detail on page 10.

¹ This is a legacy regulation from 2009 when the City extended parking enforcement until 8pm. This extension was terminated shortly after inception due to public opposition.

TEMESCAL PARKING DEMAND AND PRICING STUDY



Legend

— On-Street Parking

Metered Spaces
2, 3 Spaces per Block face
 Standard Spaces

Key: 44 = 44 standard spaces and zero metered spaces
 1, 3 = 1 standard space and 3 metered spaces

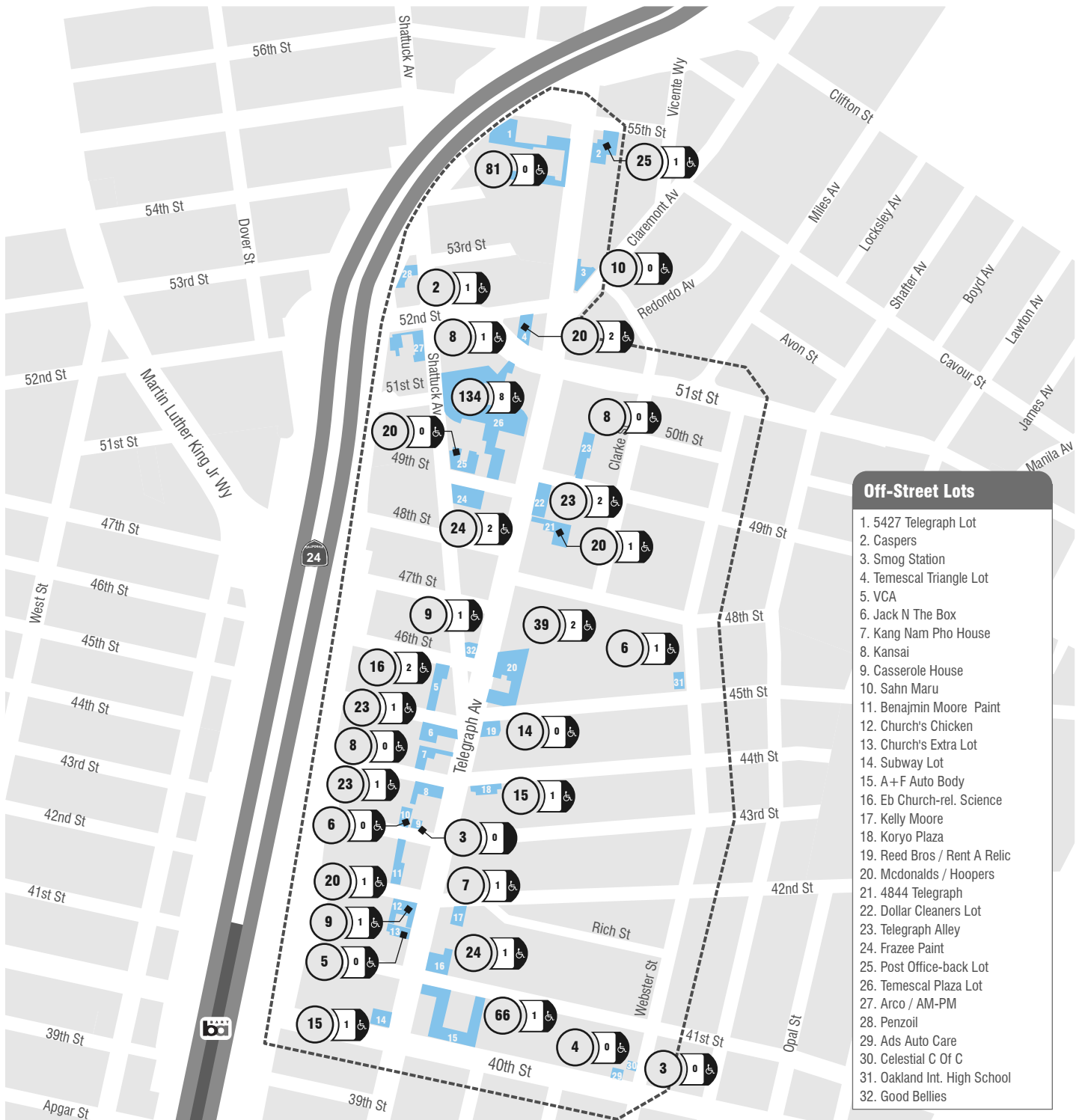
Study area boundary

BART station

NORTH

500 1000 FEET

TEMESCAL PARKING DEMAND AND PRICING STUDY



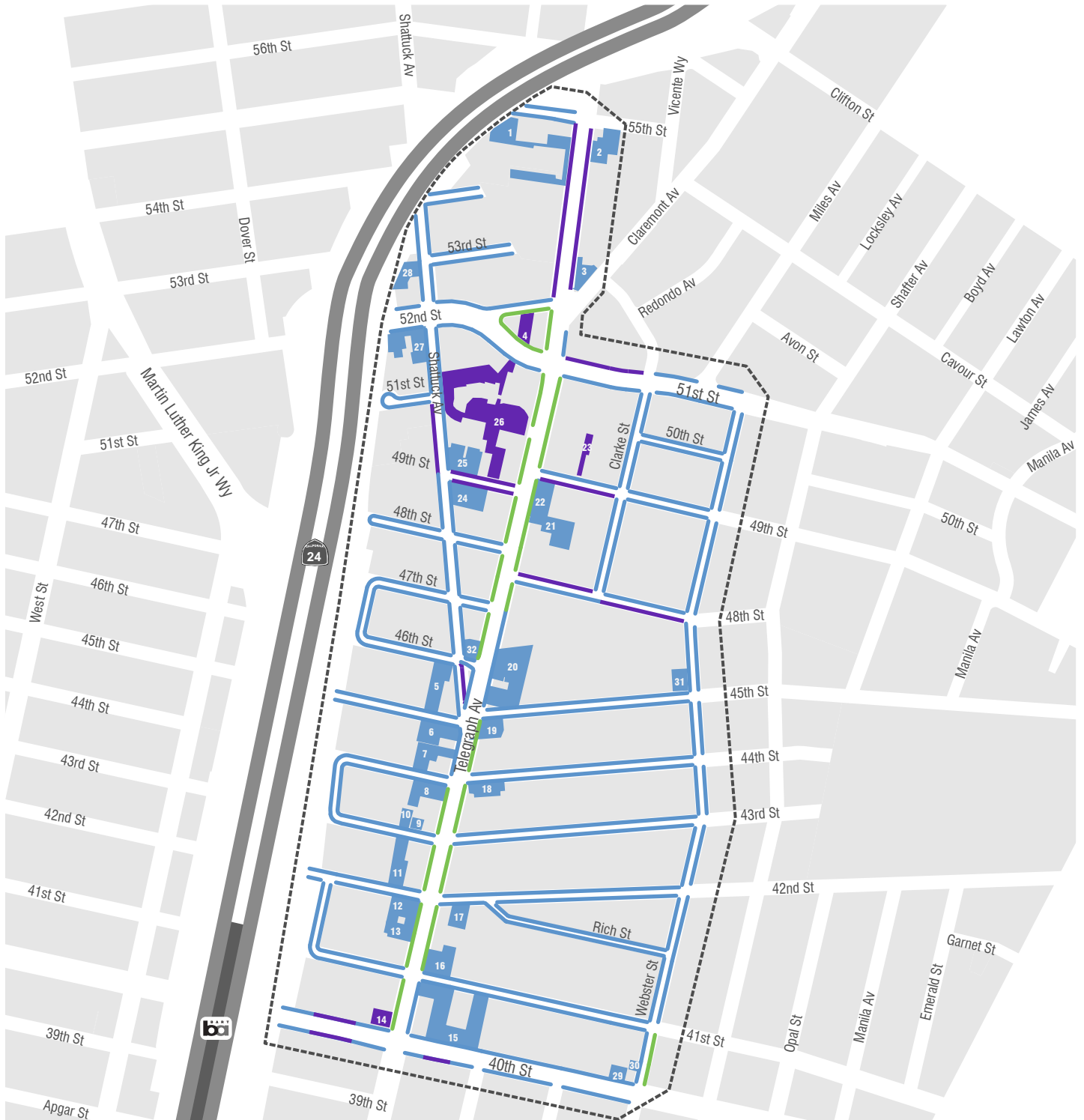
- ### Off-Street Lots
- 5427 Telegraph Lot
 - Caspers
 - Smog Station
 - Temescal Triangle Lot
 - VCA
 - Jack N The Box
 - Kang Nam Pho House
 - Kansai
 - Casserole House
 - Sahn Maru
 - Benjamin Moore Paint
 - Church's Chicken
 - Church's Extra Lot
 - Subway Lot
 - A+F Auto Body
 - Eb Church-rel. Science
 - Kelly Moore
 - Koryo Plaza
 - Reed Bros / Rent A Relic
 - Mcdonalds / Hoopers
 - 4844 Telegraph
 - Dollar Cleaners Lot
 - Telegraph Alley
 - Frazee Paint
 - Post Office-back Lot
 - Temescal Plaza Lot
 - Arco / AM-PM
 - Penzoil
 - Ads Auto Care
 - Celestial C Of C
 - Oakland Int. High School
 - Good Bellies

Legend

- Off-street parking lot with ID number
- Total spaces in lot
- Handicap Spaces
- Standard Spaces
- NORTH
500 FEET 1000 FEET

- Study area boundary
- BART station

TEMESCAL PARKING DEMAND AND PRICING STUDY



Legend

Off-Street Parking

- Unrestricted Free Parking
- Time Restricted Free Parking

On-Street Parking

- Unrestricted Free Parking
- Restricted Free Parking
- Metered Parking (1 or 2 hr limit)

Study area boundary

bi BART station



500 1000 FEET

3.3 Parking Utilization

Parking utilization data was also collected at all of the parking facilities described above. This data paints a detailed picture of how public parking is currently used in and around Temescal. Prior to a discussion of the major findings of this effort, it is important to briefly define a number of terms that are used when discussing parking utilization here and throughout the report.

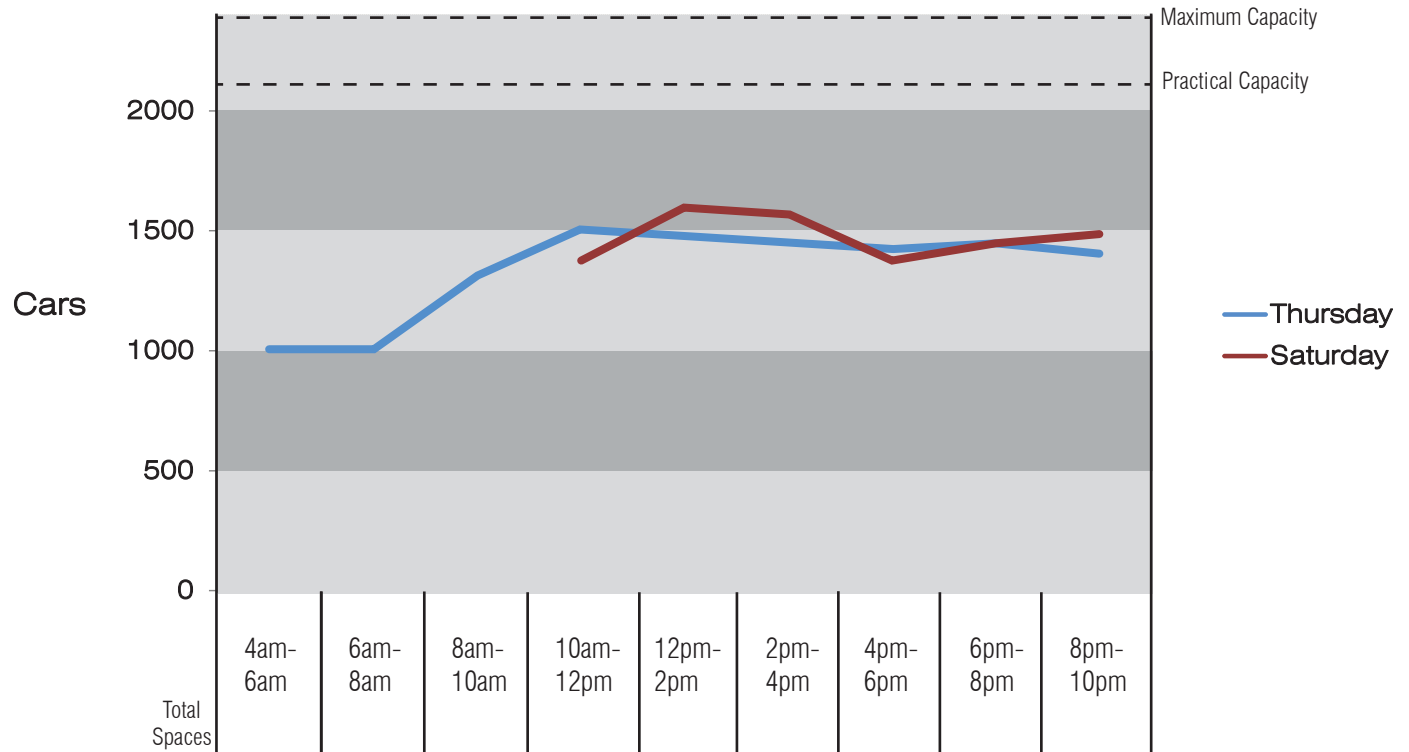
- **Occupancy:** The number of cars parked in a specific area, lot, or blockface during one period of observation. Often expressed as the percentage of the total physical supply that is occupied by parked cars.
- **Practical Capacity:** The occupancy level or number of vehicles that can be parked in a facility or area before it becomes difficult for a driver to find a space without having to circle or “cruise” for parking. Practical capacity is typically set at an 85% occupancy level. For on-street parking this equates to roughly 1 vacant space per blockface.
- **Peak:** The time period associated with the highest observed level of occupancy in a specific area or parking facility. In Temescal, two peaks in parking activity were observed each day; two on Thursday, from 10:00 a.m.-12:00 p.m. and 6:00 p.m.-8:00 p.m., and two on Saturday, from 12:00 p.m.-2:00 p.m. and 8:00 p.m.-10:00 p.m.
- **Duration of Stay:** Refers to the length of time a vehicle is parked in a specific parking space.
- **Parking Event:** A parking event refers to each instance where a single, unique vehicle is observed parked in a single, unique space. A single vehicle could thus be involved in multiple parking events over the course of a single day if it was reparked.
- **Parking Hot Spot:** An area where parking is consistently near or above practical capacity and is over practical capacity during peak periods.

Occupancy data was collected every two hours on a Thursday between 4 a.m. and 10 p.m. and on Saturday between 10 a.m. and 10 p.m. License plate data was recorded only for Thursday on-street parking while the remaining data consists of total occupancy counts per lot and blockface. License plate data is helpful for identifying parking turnover throughout the neighborhood. All data was collected at two hour intervals.

3.3.1 Overall occupancy trends

Occupancy levels in Temescal fluctuate throughout the day. Figure 4 presents a combined line graph and table showing the overall occupancy level every two hours for the entire neighborhood public parking supply for the Thursday and Saturday on which data was collected. The table included in Figure 4 also shows the division between on-street and off-street occupancy levels.

TEMESCAL PARKING DEMAND AND PRICING STUDY



Thursday										
Thursday Overall	2498	41%	41%	53%	61%	60%	59%	57%	58%	56%
Thursday On-Street	1780	53%	52%	57%	63%	62%	61%	61%	65%	64%
Thursday Off-Street	718	9%	14%	43%	55%	53%	53%	50%	41%	38%
Saturday										
Saturday Overall	2477	NA	NA	NA	56%	65%	64%	56%	58%	60%
Saturday On-Street	1780	NA	NA	NA	61%	68%	69%	61%	66%	68%
Saturday Off-Street	697	NA	NA	NA	43%	56%	51%	42%	39%	40%
Total Cars Parked										
Thursday	1015	1032	1320	1515	1490	1463	1435	1453	1411	
Saturday				1388	1599	1577	1383	1446	1498	

This data shows a relatively steady amount of parking activity throughout the day with mild peaks during the mid-day and evening periods. The highest overall peak was observed on Saturday between 12:00pm and 2:00pm when the neighborhood's parking facilities were 65% occupied. The highest evening peak was observed between 8:00pm and 10:00pm on Saturday when the overall occupancy level reached 60%. In general, occupancy rates appear to be similar during the day for Thursday and Saturday with slightly more vehicles parked during the Saturday peaks. The data indicates that most of the time there is ample public parking available in the neighborhood. Even at the peaks, the overall occupancy does not approach practical capacity of 85%.

Parking occupancies are not evenly distributed across all facilities. The neighborhood has certain hot spots that are more active than others throughout the day. At certain times of day on-street spaces were observed to be 66% full while off-street lots were only 39% occupied. These hot spots are described in the sections that follow.

3.3.2 Peak Hour Occupancies

Figures 5 through 8 depict on and off-street occupancy by facility during the mid-day and evening peak periods for both weekdays and weekends.

Weekday

The weekday daytime peak for the study area is 10am to 12pm. During this time the Temescal Plaza lot reaches 87% occupancy, greater than practical capacity. Additionally, five other lots reach practical occupancy during the daytime peak. However, most other off-street lots are below 50% occupied. For on-street parking, many of the blockfaces on Telegraph Avenue are completely full while adjacent residential streets remain below 50% occupied. This trend, where there are higher occupancies on Telegraph and Shattuck Avenues with lower occupancy on nearby residential streets, shows that there is parking available in the neighborhood but high demand for spaces closest to the commercial blocks.

While many of the residential streets near the center of the study area are underutilized, residential blocks in the northeast corner are full all day both during weekdays and the weekend. There may be more demand for residential parking in the northeast portion of the study area because of its mix of single family and multi-family uses. Also, the parking occupancy of nearby commercial uses along Telegraph Avenue is high, which may account for spillover parking within this residential area.

The Thursday evening peak period, depicted in Figure 6, was observed to have greater than 95% occupancy along Telegraph Avenue. This peak occurs after parking meter operation. Many of the northeast blocks along Clarke and 49th Streets are over practical capacity. Conversely, many of the off-street lots remain below 50% occupied.

Weekend

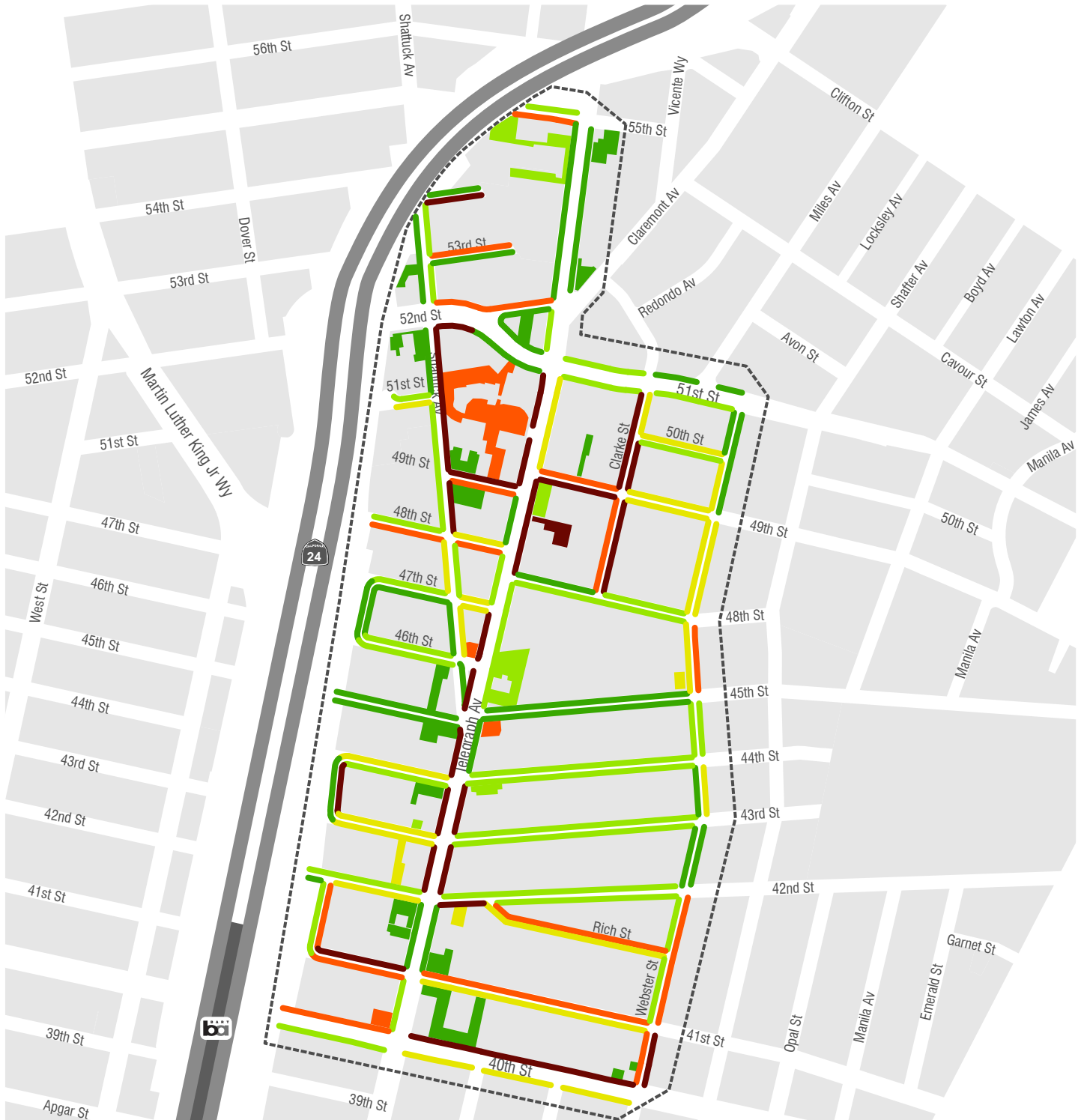
Figures 7 and 8 depict the weekend peak periods. Weekend daytime and evening peak periods are similar. For both peak periods the Temescal Plaza lot experiences occupancy just under 85%. Much of the free on-street parking in the vicinity of Shattuck and Telegraph Avenues is completely full during the day and evening.

3.3.3 Hours At or Above Practical Capacity

The Total Hours At or Above Practical Capacity maps (see Figures 9 and 10) show the total number of hours that each facility is at or above practical capacity for those hours measured on a weekday and weekend. These figures highlight the above-mentioned trends, particularly the high on-street occupancy levels in the northeast residential area. They also show that most off-street facilities are underutilized throughout the day and only a few get close to 85% full during the peak periods.

Figure 9 highlights that on weekdays most of 41st Street, both east and west of Telegraph Avenue, is over practical capacity more than seven hours of the day. This could potentially be the result of spillover from the MacArthur BART parking lot. Drivers may be taking advantage of the free all-day parking to either avoid paying \$1.00 per day to park in the BART lot or may park there if that BART lot is full.

TEMESCAL PARKING DEMAND AND PRICING STUDY



Legend

Parking Occupancy

Off-street On-street

█ 0 - 50%
█ 50 - 70%

█ 70 - 85%
█ 85 - 95%
█ 95 - 100%

Study area boundary
ba BART station



500 1000 FEET

TEMESCAL PARKING DEMAND AND PRICING STUDY



Legend

Parking Occupancy

Off-street	On-street

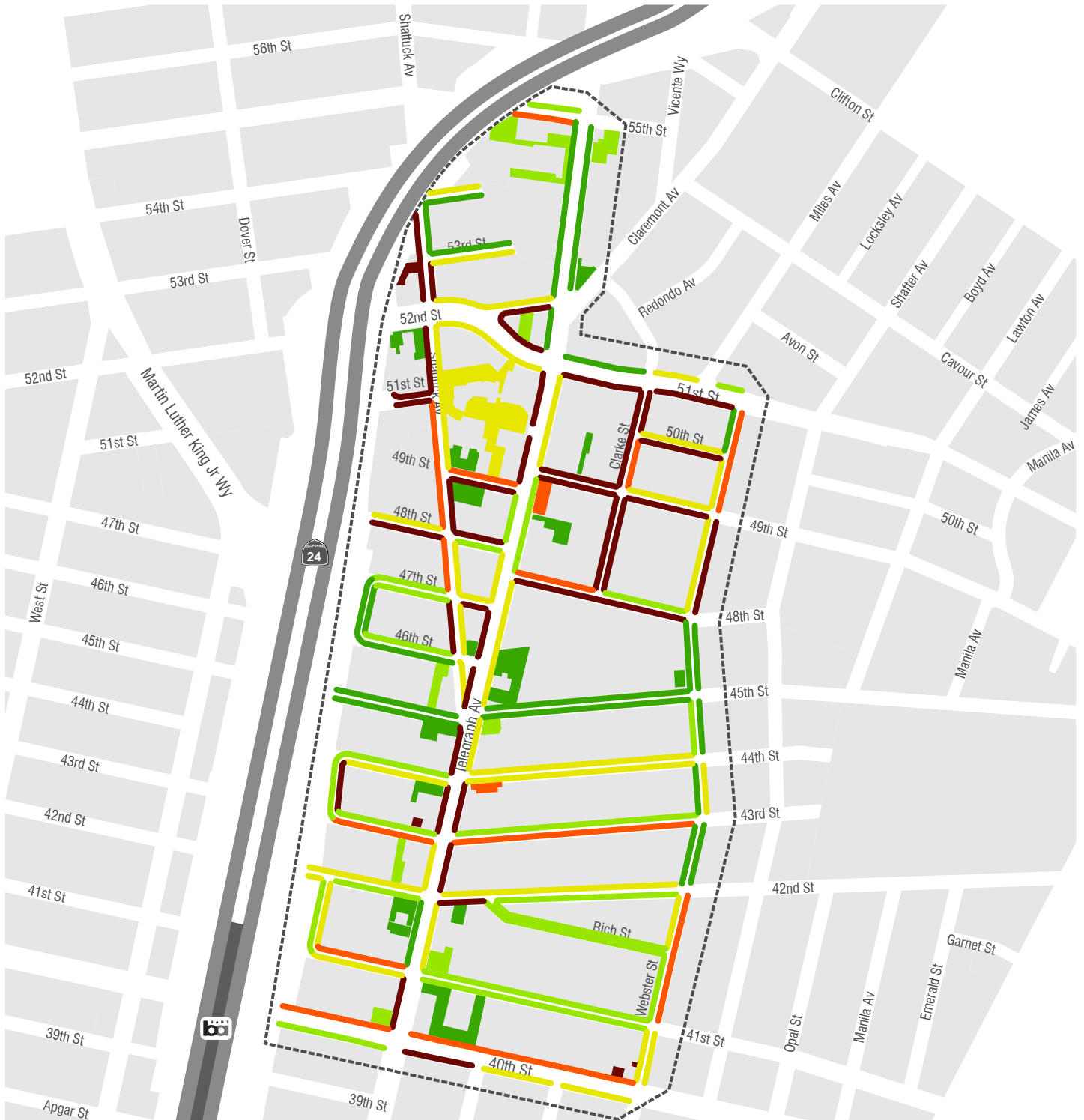
	70 - 85%
	85 - 95%
	95 - 100%

	Study area boundary
	BART station



500 1000 FEET

TEMESCAL PARKING DEMAND AND PRICING STUDY



Legend

Parking Occupancy

Off-street On-street

0 - 50%
50 - 70%

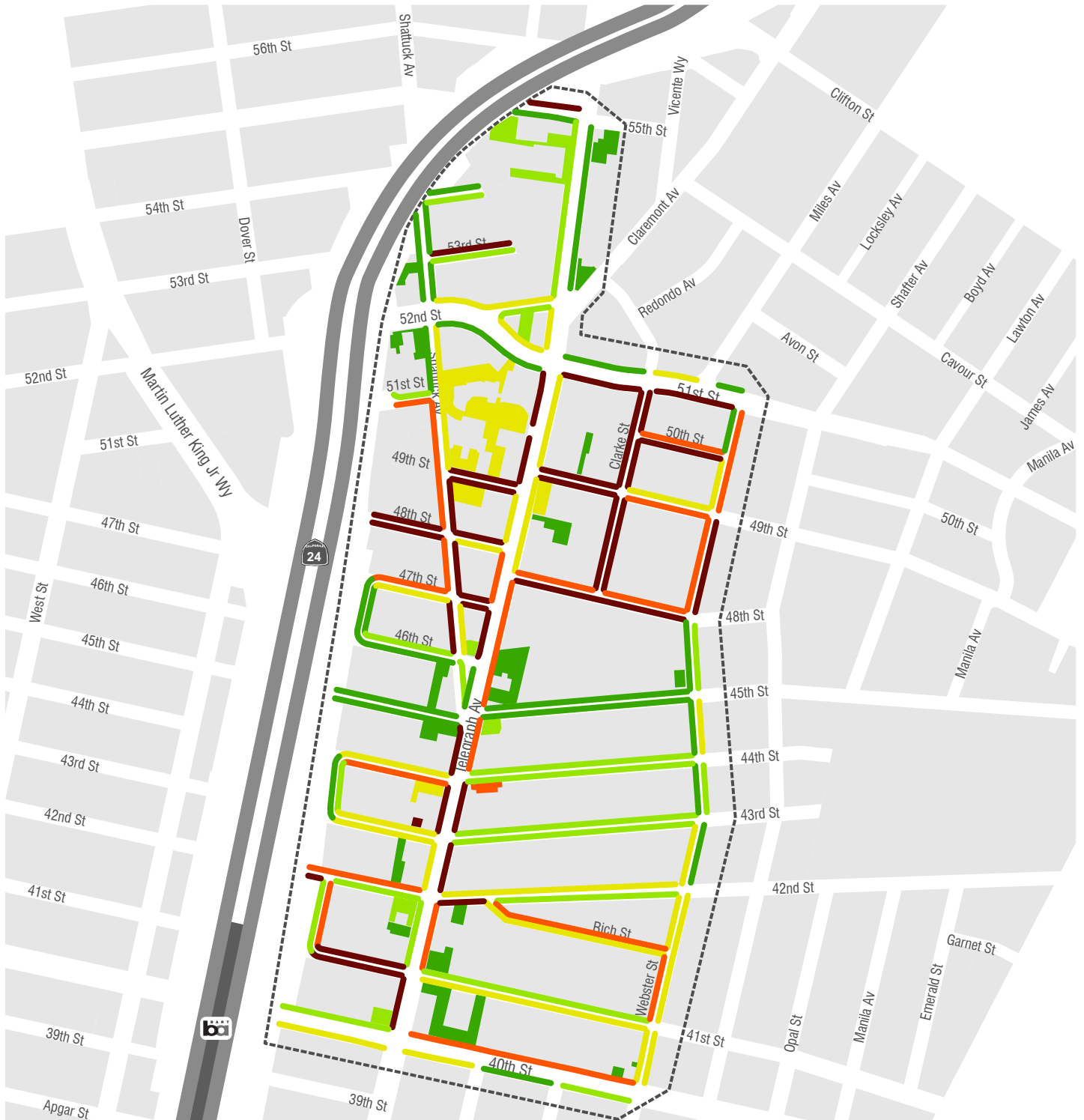
70 - 85%
85 - 95%
95 - 100%

Study area boundary
BART station



500 1000 FEET

TEMESCAL PARKING DEMAND AND PRICING STUDY



Legend

Parking Occupancy

Off-street	On-street

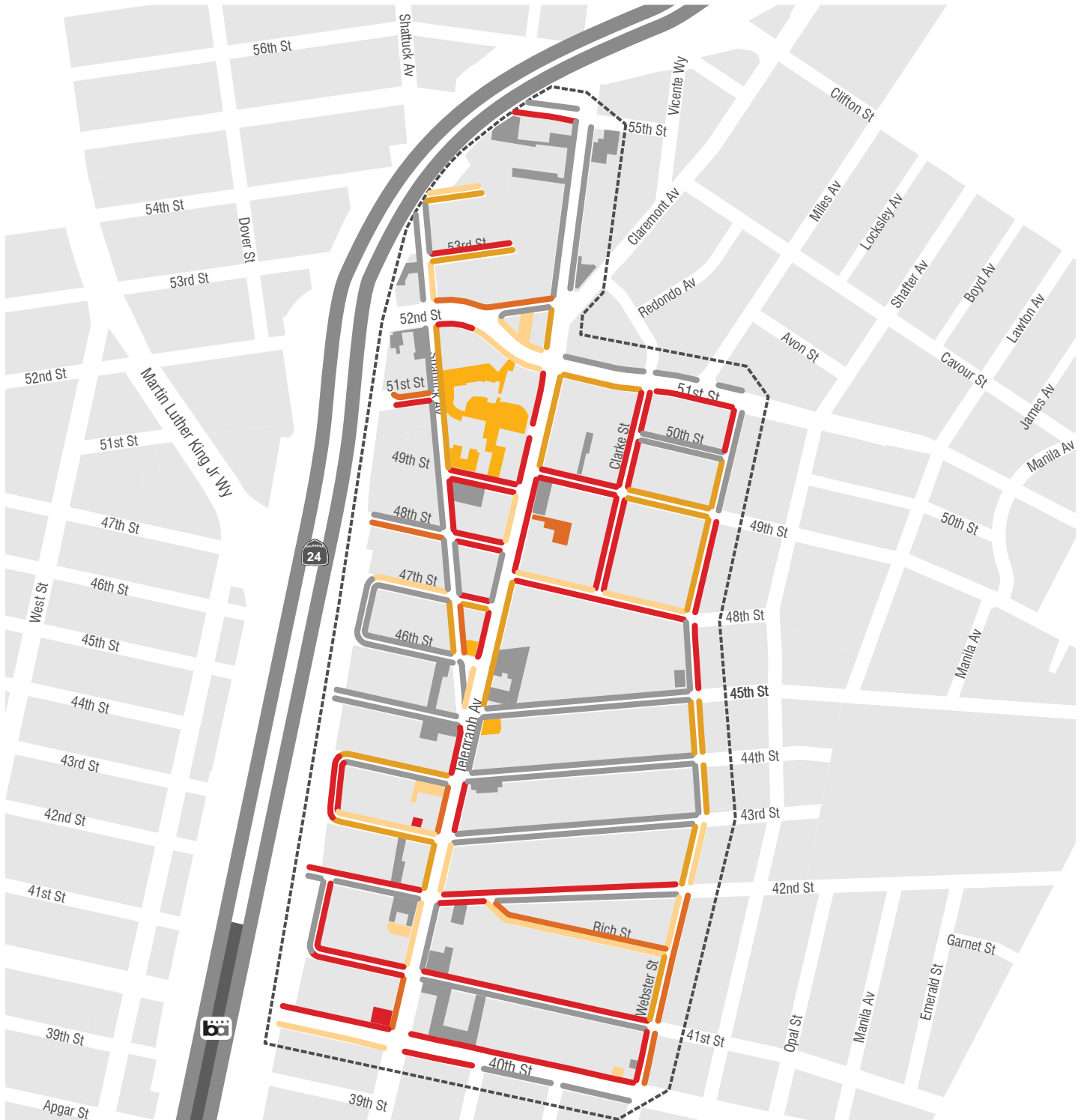
	70 - 85%
	85 - 95%
	95 - 100%

	Study area boundary
	BART station



500 1000 FEET

TEMESCAL PARKING DEMAND AND PRICING STUDY



Legend

Hours per day facility at or above capacity (85% Occupied)

Off-street On-street

- 0 hours
- 1 - 2 hours

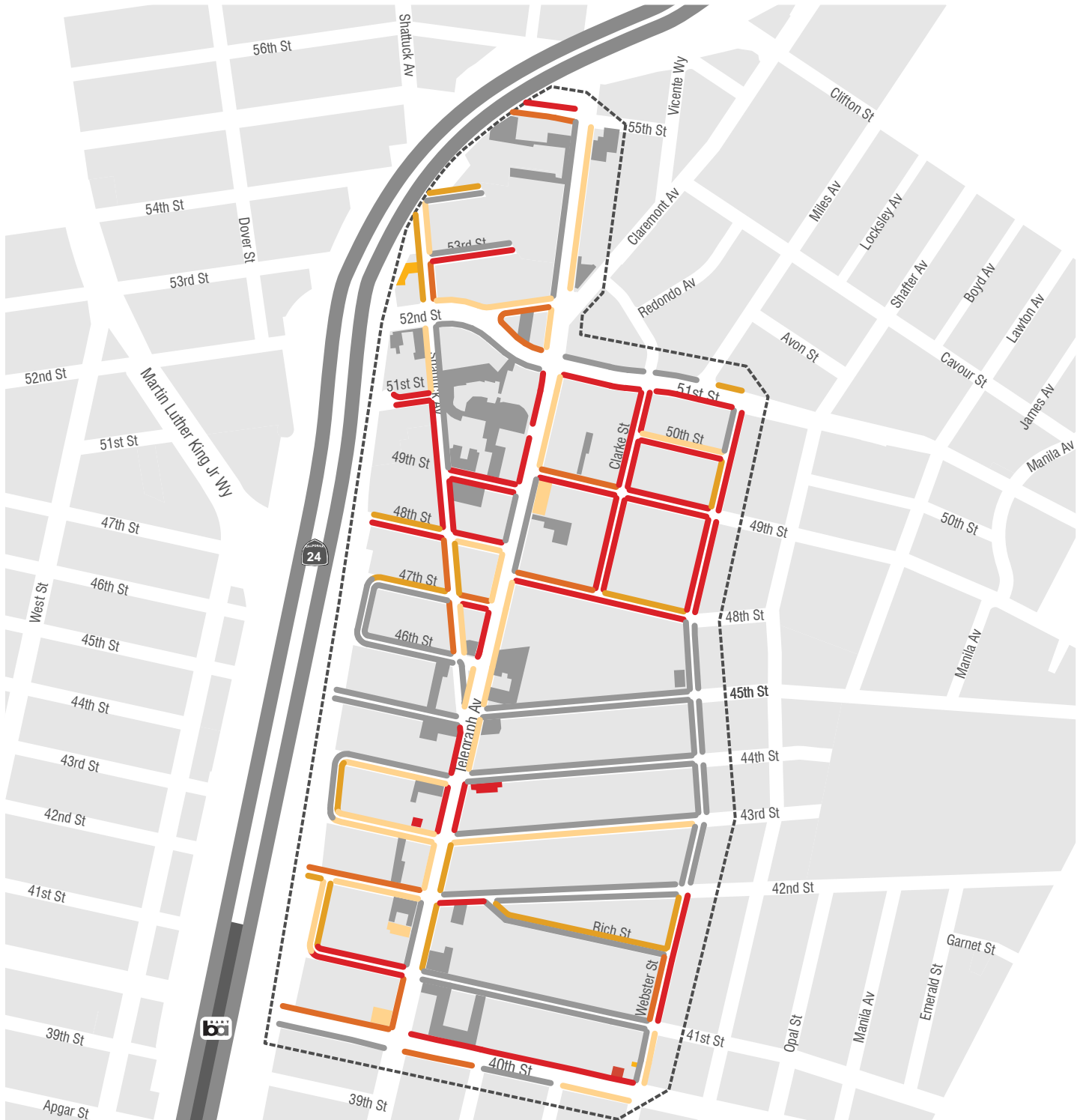
- 3 - 4 hours
- 5 - 6 hours
- 7 hours and up

- Study area boundary
- BART station



500 1000 FEET

TEMESCAL PARKING DEMAND AND PRICING STUDY



Legend

Hours per day facility at or above capacity (85% Occupied)

Off-street On-street

0 hours
1 - 2 hours

3 - 4 hours
5 - 6 hours
7 hours and up

Study area boundary
BART station

500 1000 FEET
NORTH

3.3.4 Parking Duration

While occupancy data is a key metric describing how parking in the neighborhood is used, occupancy percentages provide only a series of snapshots of how “full” different parking facilities are at different points in time. To truly understand current parking usage in Temescal, it is equally important to develop an insight into how long parkers stay. License plate data was collected gain insight into the duration of parking events. Short-term shoppers and visitors to the local businesses may only park one to two hours. Long term parkers may include employees of the local businesses, who can be expected to park for approximately eight to 10 hours. Residents, that own cars use alternate modes of transportation to commute, are most likely represented by cars parked more than 12 hours.

For over 18 hours of data collection, 11,348 car observations were made in the study area. Many of these observations were not unique, meaning that the same vehicle had already been observed earlier on the same blockface. A unique parking observation equates to every instance where a unique license plate was observed to be parked on a particular blockface. During the day, observers recorded 693 unique license plates within the study area. Table 4, below, summarizes the distribution of how long vehicles were parked in hours. The table shows that the majority of all parking events lasted 18 hours or more. The average length of a typical parking event was 11.5 hours.

Table 4: Weekday Parking Duration

Parking Day & Type	Total Cars	Length of Stay (Hours)									Avg event length
		2	4	6	8	10	12	14	16	18+	
On-street											
Thursday	693	69	81	61	59	49	24	44	33	269	11.5 hrs
		10%	11%	8%	9%	7%	3%	6%	5%	41%	

Table 1 highlights the residential nature of the neighborhood, especially the effect it has on the use of on-street parking. While Telegraph Avenue is a busy commercial street there were fewer short term parkers than those parking long term. Many cars could be classified as employee vehicles, only parking for an eight hour period, but most cars seem to belong to residents as they sat in one place all day.

Short term parkers may be underrepresented in the parking duration analysis. Because license plate data was only collected every two hours, it is likely that in some cases one or two cars parked in the same spot between counts. This would result in undercounting short term parkers. Another reason short term parking may be undercounted is that duration data for off-street parking was not collected or included in this analysis. Many short term parkers likely utilize available off-street facilities instead of parking on the street. Still it is clear that residential parking activity and long term parking by employees and BART overflow parkers is the dominant parking activity in the study area.

3.4 Parking Hot Spots

There are three parking hot spots in the study area. These are areas that are consistently at or above practical capacity throughout the day. The first is between Telegraph and Shattuck Avenues from 52nd Street to 45th Street where most blockfaces were full during peak periods and also tended to be above capacity throughout the day. The Temescal Plaza lot in this hot spot is the most utilized lot in the study area. This hot spot most likely results from the density of commercial destinations in this area, including many popular restaurants that do not have parking of their own.

The second hot spot is located on the residential blocks near Clarke and 49th Streets, which are consistently above practical capacity. The hot spot in this location is likely caused by a combination of

residential, employee and customer parking. There are many multi-family residential buildings in this neighborhood, so the housing density is high; many of the residences require parking on-street. Many residents may need cars to run errands during the evenings or weekends but likely use AC Transit or BART to commute to and from work each day, so their vehicles remain on-street most of the day.

The third area is just north of the MacArthur BART Station and is likely highly utilized BART parking spillover. As identified above, there is excess demand for BART parking and drivers may consistently find a space in a neighborhood street rather than even attempt to seek out a space in the BART lot. Since there is currently no RPD along 40th and 41st Streets there is a window open for spillover.

3.5 Occupancy and Demand Conclusions

The following represent conclusions related to occupancy rates within the study area.

- Occupancy for the study area as a whole never reaches practical capacity and there is ample parking available. However, parking hot spots represent areas that experience greater demand for parking with higher localized occupancy rates.
- Parking meters tend to be well utilized both in the northern and southern portions of Telegraph Avenue, where the metered spaces were occupied during meter revenue hours. It is interesting that the parking metered spaces are so well utilized despite the fact that there is a good supply of free off-street parking and free parking on the side streets in adjacent residential areas.
- In the neighborhoods, where there are no time restrictions and cars are typically parked all day.

4. Potential Parking Strategies

The purpose of this section is to identify the universe of parking strategies for the Temescal neighborhood. This effort is primarily based on the Metropolitan Transportation Commission (MTC) Toolbox/Handbook, *Parking Best Practices & Strategies for Supporting Transit Oriented Development in the San Francisco Bay Area*. These strategies were refined and added to through the public input and outreach process. This section also explores the viability of creating new parking and how Temescal can better manage existing off-street facilities. Recommendations for targeted parking strategies follow in Section 6.

Identifying strategies in the MTC parking handbook requires two initial steps to ensure the strategies are appropriate to the context and goals of the Temescal neighborhood. The first step is to define Temescal’s community type. Based on the area's moderate housing density and proximity to BART, the Temescal neighborhood most closely resembles a "Suburban Center." Based on this categorization specific strategies are recommended as potentially appropriate (see Table 6).

The second step is to define the community's goals related to parking. While specific goals have not been outlined by the Temescal community, as part of the grant proposal for this study, the City has identified its parking goals for the Temescal district as increasing efficiency and ensuring economic vitality.

4.1 Strategy Evaluation

Based on the goals presented in the previous section, the management strategies vary in their appropriateness for the study area. Table 6 provides an evaluation of management strategies using the list of strategies from MTC’s Toolbox/Handbook and identifies the appropriateness of each strategy for the Temescal neighborhood.

Table 5 defines the categories for level of appropriateness and color code used in the evaluation

Table 5. Level of Appropriateness

Color	Appropriateness
	Recommended
	Potentially helpful
	Not recommended

Table 6. Parking Strategy Evaluation

Category	Strategy (Appropriateness for Temescal)	Reasoning	Applicable Data and Policies
TOD/Transit Supportive Policies	Transit incentive programs	Given the abundance of local and regional transit service available in the neighborhood, many of the multi-family housing developments and businesses could reduce demand for off-street parking spaces by providing transit passes to residents and employees. Larger organizations like UC Berkeley are able to provide discounted	MTC and AC Transit piloted a transit pass program in Oakland and saw an increase in transit usage by residents. AC Transit’s Easy Pass program is open to business associations with a minimum of 100 eligible participants, all of whom must participate in the program.

Category	Strategy (Appropriateness for Temescal)	Reasoning	Applicable Data and Policies
		passes to students. Businesses would need to group together to gain enough participants to warrant a discounted transit pass program.	
	Car sharing	Implementing a car sharing program at various points in the neighborhood would improve mobility and potentially reduce congestion.	The only current car share parking spaces near the study area are at the MacArthur BART station and the intersection of 41 st Street and Broadway. Priority Action 35 of the Energy and Climate Action Plan identifies car sharing as an option for parking reductions.
	Transit friendly parking design	If parking structures are constructed within the study area, they should be integrated with ground floor retail and mixed with other uses. Any new surface parking should be located away from Telegraph Avenue in accordance with Planning Department criteria.	There are limited parcels large enough to accommodate parking garages. Any structure would be subject to the Planning Department's list of design criteria for parking in commercial districts.
	Wayfinding	Take advantage of the ample parking capacity in the neighborhood by directing drivers to the underutilized Temescal Plaza lot, the only publicly available lot. Wayfinding for pedestrians can also make visitors more aware of the many transit options.	Private off-street parking is underutilized. If these private lots were managed by the district through a shared parking agreement, wayfinding to those lots would relieve pressure on the high value on-street spaces.
Parking Requirements	Reduced parking requirements	Parking requirements can be an inhibitor to multi-family mixed use development. Reducing them may make development of neighborhood center mixed use along Telegraph Avenue easier as there are few large parcels available to accommodate a mixed used development with a large required parking structure.	Developers can apply for reductions based upon the type of facility they are building.
	TOD friendly parking requirements	These exist near the MacArthur BART Station already. Instituting these along the entire corridor could potentially take advantage of the high-quality bus service in the area as well as the potential BRT line that would run along Telegraph Avenue.	Because of the MacArthur BART Station, the City allows reduced parking requirements within its vicinity to support TOD. The City is also working to modernize off-street parking requirements as part of a comprehensive zoning code update.
	Parking maximums	Parking maximums cap the amount of parking allowed for each development, this could also make it easier to build neighborhood center mixed use development.	The City has already identified this as a priority as this is Action TLU-30 of the Energy and Climate Action Plan. These may be included in the zoning code update.
	Shared parking	With the metered street parking along Telegraph Avenue usually full and the adjacent off-street lots mostly under 50% full, there is an opportunity to work with merchants and land owners to use these lots for multiple businesses. There is also the potential to share spaces with nearby residential developments to reduce their need for off-street parking.	A 50% reduction in parking is authorized for shared parking with a conditional use permit. The policy review in Section 2 revealed that there are currently no policies related to shared parking for existing uses.
Parking Pricing	On-street parking pricing	Pricing is considered to have the greatest effect on parking behavior. Adjusting prices to match the demand in Temescal will be a key element in managing the available	Currently, all on-street parking in the City costs the same, \$2.00 per hour. The Parking Principles for City of Oakland Commercial Districts recognize that pricing could vary by

Category	Strategy (Appropriateness for Temescal)	Reasoning	Applicable Data and Policies
		parking.	location. PA36 of the Energy and Climate Action Plan is to conduct a citywide dynamic parking pricing study.
	Variable rate parking pricing	Demand in Temescal is different from other parts of the City and varies at different times of day. Changing the rate to better manage demand during peak periods will help spread drivers to underutilized parking areas of the neighborhood.	The Parking Principles for City of Oakland Commercial Districts recognize that pricing could vary by location. PA36 of the Energy and Climate Action Plan calls for a citywide dynamic parking pricing study.
	Coordinated off-street and on-street pricing	All off-street parking is currently free. The City could price the Temescal Plaza lot other private land owners would need to coordinate pricing for off-street lots. Higher overall parking demand might convince land owners to price parking. At current levels of demand this would be unlikely.	This is only possible if all off-street parking becomes part of a parking management district. The oversight committee can then coordinate pricing with on-street metered spaces. There is currently no City policy that deals with the establishment and supervision of parking management districts.
	Unbundled parking	Could reduce the cost of renting or leasing property in Temescal. It could also allow a building owner to lease parking to other businesses in the neighborhood, not just to tenants. The intent is to better utilize off-street parking.	Action TLU-31 of Energy and Climate Action Plan is to develop a strategy to facilitate unbundling.
	Parking cash out	Only a handful of employers provide employee parking on their property.	California Law AB 2109 (1992) requires all employers with 50 or more employees who provide free parking to offer their employees the cash equivalent of their parking space for use toward other modes. Parking cash out can be implemented at all places of employment however it is not applicable for most employers in Temescal.
Parking Management Strategies	Parking payment technology	Temescal could benefit from the installation of new parking meters that allow variable pricing and allow drivers to pay with prepaid cards, credit cards, cash, and cell phone.	Technology that allows multiple methods of payment is one of the Parking Principles for City of Oakland Commercial Districts. Merchants also identified meter maintenance as an issue for customers.
	Parking database	The regular collection of parking data could inform future demand management decisions.	A parking database could be beneficial in conjunction with a pricing mechanism based on occupancy data.
	Real time parking information	Improved information provided both via mobile devices and at parking facilities can direct drivers to available parking. The intent is to spread demand spatially as well as reduce circling and congestion.	
Parking districts	Assessment districts	Temescal could benefit from parking and streetscape improvements; however, levying taxes on local businesses may not be the best way to raise the funds to do it.	
	Revenue/benefit districts	The Temescal district can benefit from directing parking revenues toward streetscape improvements.	On average, each metered space in Temescal earns roughly \$2,000 each year. Temescal could use a portion of that revenue for streetscape improvements and aiding the safe movement of all modes in and around

Category	Strategy (Appropriateness for Temescal)	Reasoning	Applicable Data and Policies
	Residential permit district (RPD) also named residential permit parking (RPP)	RPP primarily reserves parking for residents, but also helps provide short-term parking for visitors by restricting all-day parking by non-residents.	the corridor. There are two locations where an RPP could be helpful. One location is in the vicinity of MacArthur BART where commuters park on residential streets. A second, smaller area is along Clark Street where parking is now at practical capacity, probably due to use by residents, employees, and short term visitors. These blocks were identified as parking hot spots during the occupancy analysis. The area around MacArthur BART is currently being implemented as an RPD due to a community initiated process.
Parking financing	In-lieu fees	If a developer would like to pay a fee in-lieu of building parking that could encourage development and the City could direct those funds to improve the district. Typically in-lieu fees are lower than the cost of providing parking.	Temescal is made up of relatively small parcels and many developments might be limited by parking requirements. Any mechanisms to relieve developers of parking requirements may allow for multi-family mixed use development.
	Risk fund	A risk fund may encourage private lot owners to open their parking to all Temescal visitors, taking pressure off of the most highly sought spaces.	
	Parking occupancy tax	Parking occupancy taxes are levied on paid parking. Since there is no paid private parking in Temescal, this would not be appropriate.	
	Parking tax by space	Placing a tax on free parking spaces may be an effective measure, but all of the off-street parking in the neighborhood is free and that may be a difficult to implement. While this may be effective way to raise money for local streetscape improvements, a measure such as this may upset and drive away the locally owned and operated businesses that make up Temescal.	Overall parking occupancy does not exceed 65 percent even during the most busy times.
	Tax exemptions and variable rate tax	Creating a tax incentive to those parking lot land owners that allow short term parking on their facility may encourage sharing of the ample parking available in the neighborhood.	

4.2 Parking Development

In addition to considering the strategies discussed above, Temescal must also consider how to relieve pressure on some of the most-sought public parking, the on-street spaces. Parking development is an option identified for consideration by stakeholders, including business representatives and participants at the community workshop. It can happen in two ways, through construction of a residential, commercial or mixed use facility or as a dedicated parking lot or garage. This section describes the potential of each type of parking to come to the neighborhood as well as the appropriateness of each for Temescal.

4.2.1 Parking Within New Developments

There are very few new off-street parking resources planned for the Temescal neighborhood. The City Planning Department identified four planned development projects that may occur in the neighborhood within the next several years, including two mixed-use housing developments with retail and commercial uses. They are both located near the intersection of Telegraph and Claremont avenues and include 188 new residential units and 10,700 square feet of commercial space. The majority of parking included in these developments would be for residents only. The Planning Department has not identified the number of public parking spaces incorporated into these projects but neither is expected to cause a significant shift in parking availability.

One upcoming project will ultimately decrease the number of total available public parking spaces. McDonald's Restaurant, near the intersection of Shattuck and Telegraph Avenues and 45th Street, is planning to remodel soon and will lose 15 of its 41 parking spaces.

The non-profit organization Transform has developed a TOD certification program called GreenTrips that could reward multi-family infill projects for applying comprehensive greenhouse gas reduction strategies. Strategies warranting Transform support include reducing parking supply in order to encourage the use of other modes as well as transit and bicycle amenities.

4.2.2 New Paid Off-Street Lots

The other option to create new parking in Temescal would be an entirely new garage or lot. There are currently no plans to develop any of the underutilized parcels in Temescal into new parking facilities. The parcels on which a parking garage would be potentially viable are southeast of the Telegraph and Claremont Avenue intersection and are currently approved to become mixed use developments. A private developer would likely charge for this new parking to offset development costs and eventually turn a profit.

Current levels of parking utilization indicate minimal demand for new off-street parking facilities and such development is not recommended. During peak periods the study area does not reach its capacity for parking and does not get more than 65 percent full. Furthermore, intercept surveys found that 62% of drivers visiting Temescal found a parking space within 2 minutes and 69% were able to park within 1 block of their destination. These results indicate that parking availability is not a hindrance to customers visiting the study area. In addition, Temescal has many transit options to and from the neighborhood and it would be beneficial to leverage these assets to reduce parking demand before adding parking capacity.

It is important to note the conditions under which the City will approve a new parking development. The City Planning Department has a series of findings that must be met before they will approve development of a paid parking lot. These regulations emphasize preserving the character and urban design features of the surrounding context. Findings include:

1. That the proposal will not detract from the character desired for the area;
2. That the proposal will not impair a generally continuous wall of building facades;
3. That the proposal will not weaken the concentration and continuity of retail facilities at ground level, and will not impair the retention or creation of an important shopping frontage;
4. That the proposal will not interfere with the movement of people along an important pedestrian street; and

5. That the proposal will conform in all significant respects with any applicable district plan which has been adopted by the City Council.

These findings are intended to preserve the character of walkable commercial districts like Temescal. As mentioned above, a new parking structure or lot should not be under consideration at this time.

4.3 Shared Parking

As noted in Table 6, shared parking is a promising strategy for Temescal. Temescal can better utilize and improve the neighborhood parking resources by sharing parking among businesses. Shared parking would allow Temescal businesses to use each others' parking spaces through a mutually or agreed-upon approach. The intent is that private parking, once only reserved for businesses on the same property, would open to customers of all businesses in the district. Customers of a business without parking of its own can then park in a nearby lot on another parcel rather than compete for the on-street spaces in front of their destination.

For example, customers of Barlata Tapas Bar could park in the Frazee Paint lot, which is just around the corner. Frazee Paint closes at 12 p.m. on Saturdays. Since they won't need their spaces until 6:30 a.m. Monday morning, customers of Barlata could make good use of the available parking rather than look for on-street spaces. This strategy can help reduce pressure on limited publicly owned parking spaces, on- and off-street.

A fundamental aspect of shared parking is that it is voluntary in nature. There are two common approaches to establishing shared parking:

- Contractual agreements between adjacent uses; or
- A parking management district.

Contractual agreements are typically best suited for two adjacent land uses that complement each other in terms of demand and would not be affected by a third use. This arrangement would be suitable for the Barlata/Frazee Paint example if they were the only two businesses in the neighborhood. The City may encourage businesses to enter agreements for shared parking but it is ultimately up to those business or property owners to establish a contract. These arrangements are usually best suited for auto-oriented commercial districts and is not the recommended strategy for Temescal.

4.4 Parking Management District

A parking management district establishes an area where patrons of any business can park in any lot and circulate the neighborhood on foot. This arrangement is suited for Temescal which has multiple property owners and customers that can park once and visit multiple businesses in one trip. A committee made of property and business owners in the district would oversee parking resources. The district would levy a fee on property owners based on property value and the district becomes responsible for parking-related maintenance, security, taxes, enforcement, utilities, and signage.

The intent of a district is to develop the dispersed private off-street parking facilities into a cohesive system of available parking for the district. An important step in establishing and leveraging the benefits of a parking management district will be to install signs to direct drivers to the available off-street lots and security to make visitors and employees feel safer.

4.4.1 Sharing Off-Street Parking

Merchant interviews and site analyses have helped identify those businesses that would be ideally suited for the Temescal parking management district. Table 7 is a summary of available information and analysis concerning the existing off-street parking in Temescal.

Table 7. Potential Shared Off-Street Parking Information and Analysis

Lot	Available Spaces	Viability	Business Hours	Notes
CASPERS	26	High	M-Th: 9 a.m. – 7 p.m. F-Sa: 10 a.m. - 7 p.m. Su: 11 a.m. – 7 p.m.	
5427 TELEGRAPH LOT	81	High	Multiple businesses Wine Mine is not open later than 6 p.m.	Wine Mine owner thinks shared parking would be good for the neighborhood but not for his business due to its location (northern edge of study area). Businesses currently share parking on parcel.
SMOG STATION	10	Medium	WD: 7:30 a.m. – 7 p.m. WE: 9 a.m.-4 p.m.	Property has a gate that is closed during non-business hours. The Smog Station occupies one of the parcels slated for development.
TEMESCAL TRIANGLE LOT	22	High	Multiple businesses One late night restaurant/bar: SR24.	The owner of SR24 and La Calaca Loca is supportive of shared parking if land owners maintenance costs are covered. Businesses currently share parking on parcel.
TEMESCAL PLAZA LOT	142	High	Multiple Businesses Walgreens is open 24 hours. Most others are daytime businesses.	Genova Delicatessen owner thinks shared parking is a great idea. However, parking on this lot is governed by a planned unit development agreement between the City and the land owner. This would have to be modified in order to change management of parking there.
MCDONALDS/HOOPERS	41	Medium	5 a.m. – 9 p.m. restaurant lobby is open. Drive thru is open 24 hours.	Upcoming remodeling will decrease to 25 available spaces. Manager/owner concerned about customer and employee parking after remodel. May need corporate approval to allow shared parking.
GOOD BELLIES	10	High	Multiple businesses Good Bellies: T-Th: 8 a.m. – 6 p.m. F-Sa: 9 a.m. – 7 p.m. Su: 9 a.m. – 5 p.m.	Businesses currently share parking on parcel.
VCA	18	Medium	WD: 8 a.m. – 9 p.m. WE: 8 a.m. – 5 p.m.	As an animal medical facility, owner may want to keep customer access close to the building to ease mobility of patients.
JACK N THE BOX	24	Medium	7 a.m. – 9 p.m. restaurant lobby is open. Drive thru is open 24 hours.	May need corporate approval to allow shared parking.
PHO'S	8	High	M-Sa: 10:30 - 9:30 Su: 10:30 – 9 p.m.	
KANSAI	19	High	M-Sa: 11:30 a.m. – 2 a.m. Su: 5 p.m. – 2 a.m.	
CASSEROLE HOUSE	3	Medium	M-Sa: 11 a.m. – 10 p.m. Su: 1 p.m. – 10 p.m.	These spaces are tandem spaces which would require one car to block in one or two. All three may not be available for public use without management. It is not recommended that the district spend funds to manage this three car lot.
SHAN MARU	6	High	M, W-Su: 11 a.m. – 12 a.m.	
BENAJMIN MOORE PAINT	21	High	M-F: 7-5 Sa: 8-4 Closed Sundays	May need corporate approval to allow shared parking.
CHURCH'S CHICKEN	10	Medium		May need corporate approval to allow shared parking.
CHURCH'S EXTRA LOT	5	Medium		May need corporate approval to allow shared parking.
SUBWAY LOT	16	High	Multiple businesses	Businesses currently share parking on parcel.
A+F AUTO BODY	67	Low		Auto parts shop that keeps their gate locked after hours. This use may not be suitable for full participation in a parking management district. Auto oriented use.

Lot	Available Spaces	Viability	Business Hours	Notes
KELLY MOORE	8	High	M-F: 6:30 a.m. – 6 p.m. Sa: 8 a.m. – 5 p.m. Su: 8:30 a.m. – 5 p.m.	May need corporate approval to allow shared parking.
KORYO PLAZA	16	Medium	Multiple businesses	Businesses currently share parking on parcel.
REED BROS/RENT A RELIC	14	High	WD: 7:30 a.m. – 5:30 p.m. Sa: 8:30 a.m. – 5 p.m. Su: closed	Owner is interested in shared parking. Currently shares parking informally, would like to receive some form of compensation for doing so. Rent a Relic stores rental cars on lot.
4844 TELEGRAPH	21	High	M-F: 9 a.m. – 5 p.m. WE: closed	Mostly employee parking for Lapham Company. May be interested in sharing parking during evenings when employees do not need to park in the lot. Property has gate, unclear if it is regularly closed during non-business hours.
DOLLAR CLEANERS LOT	25	Medium	Multiple businesses	Businesses currently share parking on parcel.
FRAZEE PAINT	26	High	M-F: 6:30 a.m. – 5 p.m. Sat: 8 a.m. – 12 p.m. Su: closed	Owner is interested in sharing parking. Needs authorization from corporate headquarters to allow formal shared parking arrangement.
POST OFFICE-BACK LOT	20	Low	M-F: 8:30 a.m. – 5 p.m. Sa: 8:30 a.m. – 1:30 p.m. Su: Closed	This lot is exclusively for Post Office employees and operations and is locked after hours.
TEMESCAL ALLEY	8	Medium	Multiple businesses	This space has approximately four business store fronts facing west onto the lot. The space is gated and posted times of closure are 6 p.m. to 8 a.m. although some businesses inside may stay open later and keep the gate open during their business hours.
ARCO/AM-PM	9	Medium	Unknown	May need corporate approval to allow shared parking. Auto oriented use.
PENNZOIL/SAM	3	Medium	Unknown	May need corporate approval to allow shared parking. Auto oriented use.
ADS AUTO CARE	4	Low	M-Fr: 8 a.m. – 5:30 p.m. Sa: 9 a.m. – 5 p.m.	Lot is too far removed from Temescal commercial district. Auto oriented use.
CELESTIAL C of C	3	Low	Unknown	Lot is too far removed from Temescal commercial district.
OAKLAND INT. HS	7	Low	Unknown but most likely normal school hours 7 a.m. to 4 p.m.	Lot is too far removed from commercial district and spaces should be reserved for school activities.

4.4.2 Shared Parking Resources

During their phone interviews, Frazee Paint and Reed Brothers both felt that their parking was already informally shared and were interested in a formal arrangement that would allow them to recover costs for maintenance. The manager of McDonald's seemed to be wary of limiting parking for their own customers and employees. The lot has ample parking right now, 41 spaces, but will lose 15 of them after an upcoming remodel.

One paint store already sells the use of their parking spaces on Sunday to the Harmony Missionary Baptist Church.

The following businesses, without parking of their own to offer, expressed interest in participating in a shared parking program:

- Aunt Mary's Café
- Pizzaiolo
- East Bay Depot for Creative Reuse
- Baby World
- Bakesale Betty and adjacent property (building owner)
- Lanesplitter Pizza

There is interest in the neighborhood for shared parking however it appears unlikely all businesses will want to participate. One thing most businesses did agree upon was improved security in the neighborhood for customers and employees, especially those walking to their cars late at night. The funds from a parking management district can help improve lighting and security at all off-street lots.

The following areas contain groups of businesses that do not have off-street parking of their own. The list also identifies those lots that will benefit each area the most through shared parking:

- West side of Telegraph Avenue between 46th and 49th Streets – Frazee Paint, Temescal Plaza, Dollar Cleaners, 4844 Telegraph, McDonald's, Good Bellies, Reed Brothers, VCA.
- Businesses on the northeast corner of Telegraph Avenue and 48th Street - Frazee Paint, Temescal Plaza, Dollar Cleaners, 4844 Telegraph, McDonald's, Good Bellies, Reed Brothers, VCA.
- East side of Telegraph Avenue between 51st and 49th Streets – Temescal Plaza, Frazee Paint, 4844 Telegraph, Dollar Cleaners and possibly McDonald's.
- East and West side of Telegraph Avenue between 44th and 43rd Streets – Reed Brothers, VCA, Benjamin Moore, Kelly Moore, East Bay Church of Religious Science. Jack N the Box, Kang Nam Pho House, Kansai, Sahn Maru, and Koryo Plaza are all restaurants and may have conflicts with sharing spaces, due to similar demand profiles.

Daytime Shared Parking

Weekday daytime parking will cause the greatest conflict for Temescal businesses if they share their parking. Since most businesses with lots are open during the day, they have the potential to lose business if their lot is full when a potential customer arrives. An example would be during the Bakesale Betty noontime lunch rush. The Dollar Cleaners lot is very convenient for Bakesale Betty customers and could easily fill up if made available to them. That same period could be a rush period for people

dropping off and picking up dry cleaning during their lunch breaks. Dollar Cleaner customers may not have access to convenient parking then.

Another way to look at it is that if Bakesale Betty's customers park in the Dollar Cleaner lot, they will then get exposure to the Dollar Cleaners when they otherwise may not have. That exposure may draw new business to Dollar Cleaners. In the future, customers may combine a trip to the cleaners with a trip to Bakesale Betty's and only park once. That is an ideal scenario but potentially difficult to 'pitch' to parking lot owners.

Evening Shared Parking

The best scenario for shared parking in Temescal is to utilize the parking of daytime operating businesses for evening operating restaurants, many of which do not have parking of their own. The lots likely to benefit the district the most are:

- Frazee Paint
- Dollar Cleaners
- Good Bellies
- VCA
- East Bay Church of Religious Science
- Kelly Moore
- Benjamin Moore
- Reed Brothers
- 4844 Telegraph (Lapham Company)
- 5427 Telegraph

These lots hold 168 parking spaces and the lot at 5427 Telegraph has an additional 81 spaces although it is somewhat removed from the most active areas of the district. Using the full capacity of the Temescal Plaza lot is important as well. The remaining lots are owned by other restaurants and would be allowing customers from competing businesses to use their parking.

Weekend Shared Parking

Weekend parking could also benefit from the excess off-street capacity. 4844 Telegraph is currently occupied by the Lapham Company, which only uses their lot during the week for employee parking. This lot of 21 spaces is a valuable weekend parking resource. Task C revealed that the Rent a Relic/Reed Brothers lot reaches capacity for 3-4 hours during weekdays but not at all on Saturdays and they are closed on Sundays. This lot would be another weekend parking resource.

An additional parking resource that is not technically in the study area but is very close to it and was identified by several business owners as a possible lot to share with is on the northeast corner of the intersection of Telegraph Avenue and 51st Street. The parking lot is owned by the Oakland Children's Hospital that sits a few blocks to the west, and is currently only accessible by key card. The lot is within a few hundred feet of some of the neighborhood's major destinations. If shared parking is considered, the hospital should be included in the discussion.

Employee Shared Parking

Employee shared parking will be the most problematic type of parking because many businesses will want to reserve parking for their employees. For example, McDonald's will likely want to hold onto some parking for its employees rather than allow customers from the East Bay Center for Creative Reuse to park there. However, it will be possible to accommodate employee parking. Businesses with parking on their property can withhold some spaces from the parking district and reserve them for their employees. Keeping them from public use should proportionately reduce the amount of compensation the property owner receives. That owner could also pay more in maintenance taxes to the district for the sole use of those spaces. The district can also create an arrangement for business owners without parking to reserve spaces on a nearby parcel for their employees, if they desire.

4.4.3 Implementing a Parking Management District

Steps required for implementation in Temescal:

1. Amend the zoning code to allow the City to authorize parking management districts in commercial corridors as needed.
2. Conduct outreach to all merchants about possible costs and benefits of a parking management district.
3. Gauge merchant support for a parking management district either at a separate community merchant meeting or a BID meeting.
4. Elect an oversight committee of interested merchants.
5. City facilitates fee collection through a property tax line item.
6. Establish the parking management district as a pilot that allows for reconsideration within a two to four year period. Less than two years may not be enough time to adequately assess the benefits.
7. The oversight committee addresses parking concerns and maintains and improves the parking resources of the neighborhood as a whole. They may also work with the City to adjust policies so they better support the district and its parking goals.
8. Based upon City and Temescal merchant feedback, the district can decide whether to renew the district and for how long.

4.4.4 Issues and Considerations with a Parking Management District

One important consideration with establishing the parking management district is that not every business may want to participate. Some property owners who have no parking may not want to pay to maintain a parking lot on another business's property, especially if they are not in close proximity to some of the available lots. An intensive outreach campaign will be necessary to contact every property owner and make them aware that the City, in conjunction with neighborhood business representatives, is considering establishing a parking district. Every business could be affected. Essentially those without parking will have to pay more in taxes while those who own parking lots, given that they spent money to maintain their lots, may see their overhead decrease.

If a vote is held by businesses in the community, there is a chance that some may end up participating against their will as parking taxes would be leveraged across properties in the entire district. Because all businesses in a parking district can benefit from the available parking, taxes are levied on all businesses within the district, it requires 100 percent participation. If there are some business owners who do not wish to participate, the boundary of the district does not necessarily need to encompass all of Temescal. It is important to have a contiguous set of businesses as members of the district.

A final consideration is how property owners can make changes to buildings on their property after their land becomes part of the management district. If a land owner wants to make changes to their parcel, potentially affecting the amount of available parking, the Parking Management District must have a procedure in place to adjust fees to account for these and potential future changes in the district.

Temporary and Long Term Solutions

Businesses within Temescal can establish a parking management district on a temporary basis to determine how well it addresses the neighborhood parking concerns. It can be a pilot program that allows the district to reevaluate and adjust after a predetermined time period.

Section 6 identifies a list of long term strategies to better manage on- and off-street parking in Temescal. In addition, if a parking management district were to become a permanent fixture of the neighborhood and if parking demand began to reach and exceed capacity the district would be in the position to apply other management techniques like pricing to encourage turnover in the off-street lots. However local businesses would like to proceed, establishing a management district would present the neighborhood with more options.

5. Community Input on Parking Strategies

In addition to the MTC parking handbook, a series of stakeholder meetings and a community workshop expanded the list of potential parking strategies. The project team engaged members of the business community and residents in two separate focus groups to gather ideas and impressions of parking in Temescal. Participants in the focus groups and the workshop suggested additional solutions, as well as refinements to the strategies resulting from review of the MTC parking handbook.

The following ideas were identified through this process and were considered as possible solutions:

- Contract out parking meter management to save the City money.
- Provide discounts at businesses for bike and transit riders to encourage use of those modes.
- Charge for parking on Sundays.
- Create an employee parking lot.
- Establish more 20-minute parking zones.
- Allowing truck drivers to double-park when loading/unloading, freeing up commercial zones.
- Only use commercial loading zones as such during early morning hours, when they are most needed and open to the public afterward.
- Restriping existing 22 foot-long spaces to 20 feet to create more regular or commercial parking or other uses such as bicycle parking or parklets.

- Enforcement, monitoring and adjustment – changing the focus of local parking enforcement to serve as parking ambassadors and give visitors a positive parking experience.
- Build additional surface level public parking.
- Bicycle and pedestrian infrastructure improvements to encourage biking and walking and decrease parking demand.
- Night time safety improvements focused around available parking.

Approximately 25 people participated in the community meeting, which was publicized on the City of Oakland website, through the neighborhood listserve, through the Business Improvement District, and through extensive distribution of fliers around the neighborhood. Roughly a third of participants represented business interests, either property owners or business owners/managers. The remaining participants were residents, mostly of the Temescal area, but also a few from surrounding areas in Oakland. Following a presentation reviewing potential strategies, participants provided feedback on the strategies and completed a ‘dot’ exercise indicating their top three preferences for parking strategies. The most popular strategies were shared parking, restriping on-street parking, providing car-sharing in the neighborhood, improving bicycle and pedestrian infrastructure, and night-time safety improvements.

6. Recommendations

6.1 Existing Policies Supporting Recommendations

The City has already put policies in place to improve parking management in neighborhoods throughout Oakland. These are listed above in Section 2.1. Through the Draft Energy and Climate Action Plan, the City has identified many new policies that will allow for development with less parking, notably allowing parking requirements to be met through alternatives such as transit passes and shared parking as well as creating parking maximums. The City has also identified investment in new payment technologies as a high priority. A parking database in conjunction with new technology that allows ease in fee adjustments will aid the implementation of other policies recommended below.

6.2 Recommended Strategies

Based on the evaluation of best management strategies presented in the MTC Handbook, input from the community and the team’s interpretation of the data, Table 8 lists those strategies that are recommended for the Temescal Neighborhood. This list reflects those strategies that are best suited for the neighborhood and are expected to be most cost-effective.

Table 8. Recommendations and Implementation Considerations

Recommendation	Short /Long Term	City or Community Initiated	Description	Implementation Considerations
Variable Rate Parking Pricing	Short Term	City	Variable rate parking pricing involves adjusting the pricing structure and meter revenue times to better fit demand in the neighborhood. This strategy conforms with the parking principles for City of Oakland Commercial Districts. In combination with a regularly-maintained parking database and new parking technology, the City will be able to adjust prices based on occupancy both by location and time of day.	<ol style="list-style-type: none"> 1. Gather parking data 2. Advertise price changes 3. Set prices 4. Monitor effects for change in usage patterns 5. Adjust prices as needed Responsible Agencies: Finance and Management
Wayfinding	Short Term	City	Guiding drivers to the Temescal Plaza Lot could relieve some of the pressure on on-street parking, which experiences high demand during peak periods. Signage more clearly indicating the lot is public parking would also help. In addition, wayfinding to and from the BART Station may help patrons make their journey by transit in the future.	Identify those lots or areas that need signage Develop a design standard Install signs and monitor impacts Responsible Agencies: Police Dept, Public Works, Community and Economic Development
In-lieu Fees	Short Term	City	In-lieu fees are a viable option that allows developers to buy out of minimum parking requirements. This policy would need to be adopted into the City's City zoning code. Funds raised can be dedicated to developing and maintaining community parking resources or to improving facilities that support other modes such as walking and biking (e.g. pedestrian scale lighting, benches, bike parking).	<ol style="list-style-type: none"> 1. Determine appropriate fee – see precedents from other cities 2. Draft a code 3. Propose and adopt into code 4. Monitor effectiveness 5. Adjust or apply as necessary Responsible Agencies: Community and Economic Development, Finance and Management
Enforcement and Monitoring	Short Term	City	The City should consider reshaping enforcement into asset management. With this approach, enforcement personnel could take on the role of parking ambassadors to the neighborhood. The aim is to give parkers a more positive experience in the district while encouraging turnover.	Identify other cities that have had similar aims and gather lessons learned Identify priorities and goals Identify any necessary procedural changes Conduct training Monitor progress – drivers' experience and possibly tax revenue gains Responsible Agencies: Police Dept, Finance and Management

Recommendation	Short /Long Term	City or Community Initiated	Description	Implementation Considerations
Restriping	Short Term	City	The City of Oakland still has striped parking spaces for 22' long vehicles. Vehicles of that length were more common 40 years ago. The modern day standard parking space length is now 20'. The City could restripe spaces to create an additional space or two per blockface or use the extra space for bicycle parking, parklets or loading zones.	<p>Outreach to determine neighborhood needs</p> <p>Prioritize improvements</p> <p>Identify space gains and necessary meter pole/head movements (or use multi space meters)</p> <p>Restripe spaces</p> <p>Responsible Agencies: Public Works, Finance and Management</p>
On-Street: Potential Time Limitations	Short Term	City	<p>This strategy involves modifying the regulations on certain streets to better manage demand. Some streets could benefit from restricted parking (e.g. 2 hours) or could take new meters. Only non-residential portions of these streets would be considered. Locations include:</p> <ul style="list-style-type: none"> • All east/west streets between Telegraph and Shattuck Avenues • The first three spaces of each residential street east and west of Telegraph Avenue • The first three spaces west of Shattuck Avenue • 51st Street east and west of Telegraph Avenue 	<p>Outreach to notify residents and businesses</p> <p>Install new meters</p> <p>Responsible Agencies: Public Works, Finance and Management</p>
Bicycle and Pedestrian Infrastructure Improvements	Short Term	City and Community	<p>Members of the local community expressed a concern for the safety of bicyclists and pedestrians in the Temescal neighborhood and view an improvement in this area as a way to decrease parking demand. Despite the lack of infrastructure (no bicycle lanes on Telegraph, long crosswalk distances) there is still a high percentage of people accessing Temescal by bike and on foot. The neighborhood could continue to reduce the demand for parking by creating greater bicycle and pedestrian amenities to and through the study area. (e.g. pedestrian scale lighting, bike parking, benches, etc)</p>	<ol style="list-style-type: none"> 1. Consult current Bicycle Master Plan and Pedestrian Master Plan for planned improvements. 2. In sidewalk bike parking provided on demand by the City's bicycle and pedestrian program, as long as physical conditions are met. 3. In street bicycle parking (corrals) are entering a trial phase, with final regulations expected shortly. <p>East Bay Bicycle Coalition and the City's Bicycle and Pedestrian Task Force can be consulted.</p> <p>Responsible Agencies: Police Dept, Public Works</p>
Prioritize Night Time Safety Improvements	Short Term	Community	<p>In conjunction with a parking management and/or benefit district, the City can focus lighting improvements around off-street parking in the neighborhood. The district can also consider late night security patrols or programs to walk employees or patrons to their cars.</p>	<p>Improvements will be most effective through the oversight and coordination of a Parking Management District. Establishing one is the recommended first step</p> <p>Outreach with businesses and</p>

Recommendation	Short /Long Term	City or Community Initiated	Description	Implementation Considerations
				community to determine problem areas Develop safety plan, prioritize improvements Implement plan Responsible Agencies: BID, Police Dept, Public Works, Community and Economic Development
Integrate Parking Payment Technology	Short Term	City	When funds become available the City should continue to replace the antiquated meters along Telegraph Avenue. The most immediate change will be the decrease in maintenance issues that many community members mentioned during surveys and community meetings.	Identify or raise funds Procure meters Install meters Responsible Agencies: Public Works, Finance and Management
Residential Parking Permit Zones	Short Term	Community	RPP preserves parking for neighborhood residents and short term visitors on residential streets. Creation of a new RPD is underway around MacArthur BART in anticipation of the development of the Transit Village. The effectiveness of RPDs in the area should be monitored. A program that could possibly enhance the RPD is to give residents incentives to surrender their on-street permits for other transit benefits (carshare membership, transit pass, etc). This could encourage those residents with garages or driveways to use them instead of getting a permit and parking on-street. Another option to enhance the RPD would be a pilot program to test the effectiveness of allowing non-residents to purchase RPPs in certain areas to allow them to park all day. This should be instituted after the RPD is established so as not to take away from the residents' ability to participate.	Community Petitions, works with City to determine RPD boundaries Responsible agencies: Public Works, Transportation Services Division.
Transit Incentive Program	Long Term	Community	Developers and business owners may want to consider providing transit passes to residents and employees and reducing the amount of parking they provide. It would help better utilize the small parcels in the neighborhood. AC Transit and BART would be potential partners for a program to provide transit passes. These programs would take advantage of on the neighborhood's proximity to the MacArthur BART Station. Business owners would need to join together through the BID to gather great enough numbers to implement a discounted employee transit pass program.	Outreach to businesses Responsible Agencies: BID, Community and Economic Development
Shared Parking	Short Term	Community	As discussed above, there is ample opportunity for Temescal to take advantage of the benefits of a	Establish Management District Responsible Agencies: BID, Parking

Recommendation	Short /Long Term	City or Community Initiated	Description	Implementation Considerations
			shared parking system.	Management District
Parking Benefit District	Short Term	Community	Telegraph Avenue could gain from a parking benefit district. It would require electing a parking oversight committee to direct funds back to neighborhood infrastructure to improve the streetscape or other district improvements.	Approach City about creating a benefit district Appoint an oversight committee Responsible Agencies: BID, Finance and Management
Parking Management District	Short Term	Community	As discussed above, Temescal businesses should establish a district that pools the off-street parking resources and uses funds to improve the connectivity and safety of the neighborhood. This system would be the most effective way to manage and improve the shared off-street parking resources.	See steps listed in Section 4.4.3 Responsible Agencies: City Administrator (implementing agency TBD)
Carshare Pod	Short Term	Community	Several members of the community expressed interest in selling their personal cars if a car share pod were established in the northern portion of the study area. Since so many residents commute daily via public transportation and use their cars for one or two trips a week, a nearby car share pod would allow them to live in the neighborhood without occupying an on-street parking space. Carshare membership could also be part of a TDM program, an incentive program similar to a transit incentive program or Parking Management District as a way to reduce parking demand.	Conduct outreach to identify strong community interest Contact local carshare businesses expressing interest Responsible Agencies: Public Works, BID
Coordinated On/Off-Street Pricing	Long Term	City	If the local businesses establish a parking management district to collectively manage the private off-street lots, and the committee decides to price the off-street parking, they should ensure that off-street parking prices are lower than that of the more desirable on-street spaces.	1. Determine appropriate requirements – see precedents from other cities 2. Draft a code 3. Propose and adopt into code 4. Monitor effectiveness 5. Adjust or apply as necessary Responsible Agencies: Parking Management District
Adjustments to City Parking Requirements	Long Term	City	The City is currently conducting a City-wide off-street parking requirement study. The City should consider analyzing land uses to guide overarching district changes to parking requirements. Project based adjustments will require a parking/traffic study (see TDM below).	Complete off-street study Identify necessary changes Responsible Agencies: Community and Economic Development
Transportation Demand Management	Long Term	City	Give the Planning Commission the discretion to require TDM as part of new developments, this is in practice currently for large-scale developments but is not explicitly written in the Planning Code	Write TDM code language Adopt code Responsible Agencies: Community and Economic Development

Recommendation	Short /Long Term	City or Community Initiated	Description	Implementation Considerations
Acquisition of a Lot for Parking	Long Term	City and Community	As a low cost alternative to building a parking structure and only recommended if the above mentioned strategies are ineffective at fully managing parking issues, the City could consider acquiring a nearby unused parcel to create another public parking lot.	Monitor parking usage over time to determine if/when there is a need Identify possible lots Identify funding sources Procure lot Develop parcel into public parking lot Responsible Agencies: Parking Management District, Public Works, Community and Economic Development

6.3 Relationship of TDM to Short Term Strategies

Participation in a Transportation Demand Management (TDM) program should become a mandatory step for all future developments as a standard condition of approval. Future developments must do analysis of TDM for each project and particularly if they want to build with less than the required parking. Non auto or transit incentive programs and bicycle facility improvements are all elements of a TDM program. New facilities must include amenities to accommodate alternate modes, including: bike facilities (bike lockers and parking), transit passes, pedestrian improvements, etc to compensate for decreased parking availability. Parking spillover will most likely result if tenants are not incentivized to switch to alternate means of transportation to get around the neighborhood.

Parking should be unbundled from rent in apartment buildings so units do not automatically include a parking space but tenants can rent one if they elect to pay for it. Offering transit passes for free or at a discounted rate would be an attractive alternative for those not owning a car but still seeking viable commuting options to/from the neighborhood.

If Temescal establishes a parking management district, they would need to work with the City to manage TDM for the area as a whole. Improvements should be targeted to benefit existing neighborhood residents. The district should coordinate with AC Transit to establish a discounted transit pass program for employees.

6.4 Implementation and Next Steps

Table 9 identifies the appropriate next steps for each recommendation as well as those City agencies that should be involved.

The City should work closely with the Temescal BID to guide the formation of a parking management district. This first step opens the door to many of the improvements discussed above. Once the oversight committee is elected, it will develop guidelines and priorities. The parking oversight committee can also work to establish a parking benefit district as well. The oversight committee can

manage meter revenue from the benefit district as well funds from businesses to maintain and improve off-street parking supply. The committee can immediately begin focusing wayfinding and safety improvements around the available parking. The committee will be able to guide the City in other changes specific to the neighborhood and should continue to monitor the effectiveness of improvements.

Table 9. Consolidated Implementation Steps and Responsible Agencies

Recommendation	Short/Long Term	City/Community Initiated	Implementation Steps										Responsible Agencies							
			Outreach	Establish management district	Establish benefit district	Develop design standards	Draft code	Have code adopted by City Council	Monitor effectiveness	Adjust policy as needed	Identify possible sites	Identify funding	Police Department	Public Works Agency	Community and Economic Development Agency (Planning)	Finance and Management Agency (Parking enforcement and operations)	Business Improvement District	Transportation Services Division	City Administrator (TBD)	Parking Management District
Variable Rate Parking Pricing	Short	City	X						X	X					X					
Wayfinding	Short	City and Community				X			X		X	X	X							
In-lieu Fees	Short	City					X	X		X			X	X						
Enforcement and Monitoring	Short	City	X						X	X			X		X					
Restriping	Short	City	X			X			X		X		X		X					
On-street: Potential Time Limitations	Short	City	X								X		X		X					
Bicycle and Pedestrian Infrastructure Improvements	Short	City and Community				X					X		X	X						
Prioritize Nighttime Safety Improvements	Short	Community	X	X		X			X		X		X	X		X				
Integrate Parking Payment Technology	Short	City	X								X	X		X						
Residential Parking Permit Zones	Short	Community	X						X		X		X					X		
Shared Parking and Valet	Short	Community	X	X	X	X	X	X	X		X					X				X
Parking Benefit District	Short	Community	X		X		X	X				X		X	X					
Parking Management District	Short	Community	X	X			X	X											X	
Carshare Pod	Short	Community									X		X			X				
Transit Incentive Program	Long	Community	X	X					X	X				X		X				
Coordinated On/Off-Street Pricing	Long	City	X	X					X	X										X
Adjustment to City Parking Requirements	Long	City					X	X	X	X				X						
Transportation Demand Management	Long	City					X	X	X					X						
Acquisition of a Lot for Parking Development	Long	City and Community				X					X	X		X	X					X

