

# Item 10: Parking Reform: Transportation Demand Management and Modifications to Off-Street Parking Requirements

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## Staff requests feedback from the Planning Commission on these two items:

A **Transportation Demand Management (TDM)** program for residential and mixed-use projects in the City of Berkeley.

The scope of work for a **parking study** which will inform modifications to off-street parking requirements.

# Transportation Demand Management

# Menu-Based Approach (San Francisco)

- TDM measures have point values
- Project gets point target
- Sponsor picks measures from list to meet target
- Easy to administer
- Requires no transportation study
- Expensive and time-consuming to develop

TDM MENU OF OPTIONS

Category	Measure	Points
ACTIVE-1	Improve Walking Conditions: Option A - D Provide streetscape improvements to encourage walking.	1
ACTIVE-2	Bicycle Parking: Options A - D Provide secure bicycle parking, more spaces given more points.	1-4
ACTIVE-3	Showers and Lockers	1
ACTIVE-4	Bike Share Membership: Locations A - B Provide a bike share membership to residents and employees for one point, another point given for each project within the Bike Share Network.	1-2
ACTIVE-5A	Bicycle Repair Station	1
ACTIVE-5B	Bicycle Maintenance Services	1
ACTIVE-6	Fleet of Bicycles	1
ACTIVE-7	Bicycle Valet Parking	1
CSHARE-1	Car-share Parking and Membership: Options A - E	1-5
DELIVERY-1	Delivery Supportive Amenities	1
DELIVERY-2	Provide Delivery Services	1
FAMILY-1	Family TDM Amenities: Options A - B	1
FAMILY-2	On-site Childcare	2
FAMILY-3	Family TDM Package	2
HOV-1	Contributions or Incentives for Sustainable Transportation: Options A - D	2-8
HOV-2	Shuttle Bus Service: Options A - B	7-14
HOV-3	Vanpool Program: Options A - G	1-7
INFO-1	Multimodal Wayfinding Signage	1
INFO-2	Real Time Transportation Information Displays	1
INFO-3	Tailored Transportation Marketing Services: Options A - D	1-4
LIJ-1	Healthy Food Retail in Underserved Area	2
LIJ-2	On-site Affordable Housing: Options A - D	1-4
PKG-1	Unbundle Parking: Locations A - E	1-5
PKG-2	Short Term Daily Parking Provision	2
PKG-3	Parking Cash Out: Non-residential Tenants	2
PKG-4	Parking Supply: Option A - K	1-11

NOTES:  
 A project sponsor can only receive up to 14 points between HOV2 and HOV3.

One point may be equal to a 1% reduction in VMT

# Reduction-Based Approach

## (Oakland & Emeryville)

- Projects must meet reductions target for either VMT or vehicle trips
- Sponsors produce transportation study to model TDM measures' impacts on travel
- Greater quantitative certainty
- Cost of transportation study to sponsor
- Administrative costs to review studies.

# Program-Based Approach (Santa Monica)

- Compliance with required programs is presumed to reduce vehicle trips
  - No expensive transportation studies
  - Low administrative costs
  - Low quantitative certainty as to extent of trip reduction

## TDM in the C-DMU

- Minimum parking can be waived via transit fees
- Unbundled parking required
- Transit passes provided
- Access to vehicle sharing
- Residents cannot access RPP permits

# Transform's GreenTRIP Certification

1. Project location
2. Provided parking
3. Two of three TDM measures
  - a. Unbundled parking
  - b. Transit passes
  - c. Carsharing
4. VMT target

Six GreenTRIP certified projects in the Berkeley



## STANDARD CERTIFICATION REQUIREMENTS

Place Type (and examples)	CERTIFICATION REQUIREMENTS		
	 MAXIMUM PARKING SPACES PER UNIT	 TRAFFIC REDUCTION STRATEGIES *Free Transit Passes *Free Carsharing Memberships *Unbundled Parking*	 MAXIMUM PROJECTED DAILY MILES PER UNIT
<b>REGIONAL CENTER</b>			
Downtown SF, Oakland and San Jose	0.75	ALL 3	25 miles
<b>URBAN CENTER</b>			
Downtown Hayward, Berkeley and Santa Rosa	1.00	2 of 3	25 miles
<b>URBAN NEIGHBORHOOD</b>			
Oakland Fruitvale, Mission District - SF, Berkeley Ashby BART	1.00	2 of 3	25 miles
<b>SUB-REGIONAL CENTER</b>			
Pleasant Hill BART, Dublin/Pleasanton BART	1.25	2 of 3	30 miles
<b>TOWN CENTER</b>			
Downtown: San Mateo, Petaluma, San Leandro, South Hayward BART	1.50	1 of 3	35 miles
<b>NEIGHBORHOOD</b>			
Whisman Station - San Jose, Mountain View, Hercules, Sunol-Midtown, Hayward Park Caltrain Station	1.50	1 of 3	35 miles

\*This requirement may be waived for affordable housing, if the MAX parking spaces per unit is met for that place type, and if federal financing rules prohibit unbundled parking.



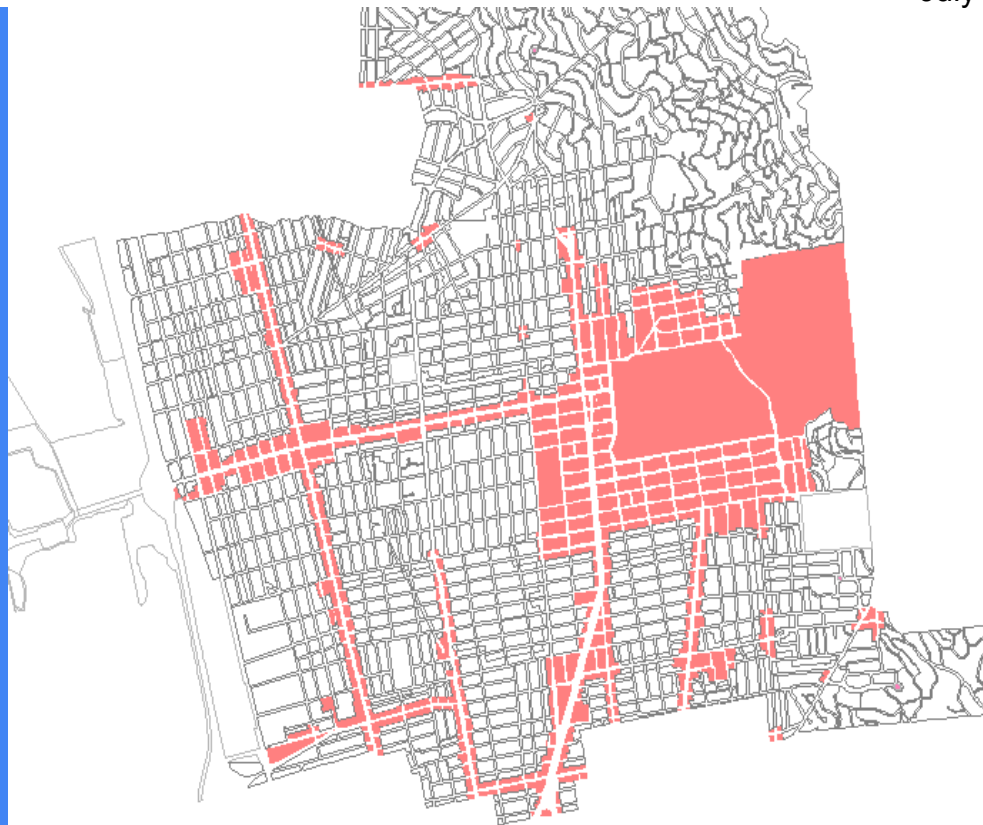
## Eligibility for TDM Requirements

- **Project size.** San Francisco (10+ units), Santa Monica (16+ units)
- **Trips Generated:** Oakland's 50+ new PM peak trips
- **Project Density:** GreenTRIP's 20 units/acre.
- **Project Location:** Proximity to transit

## Zoning District

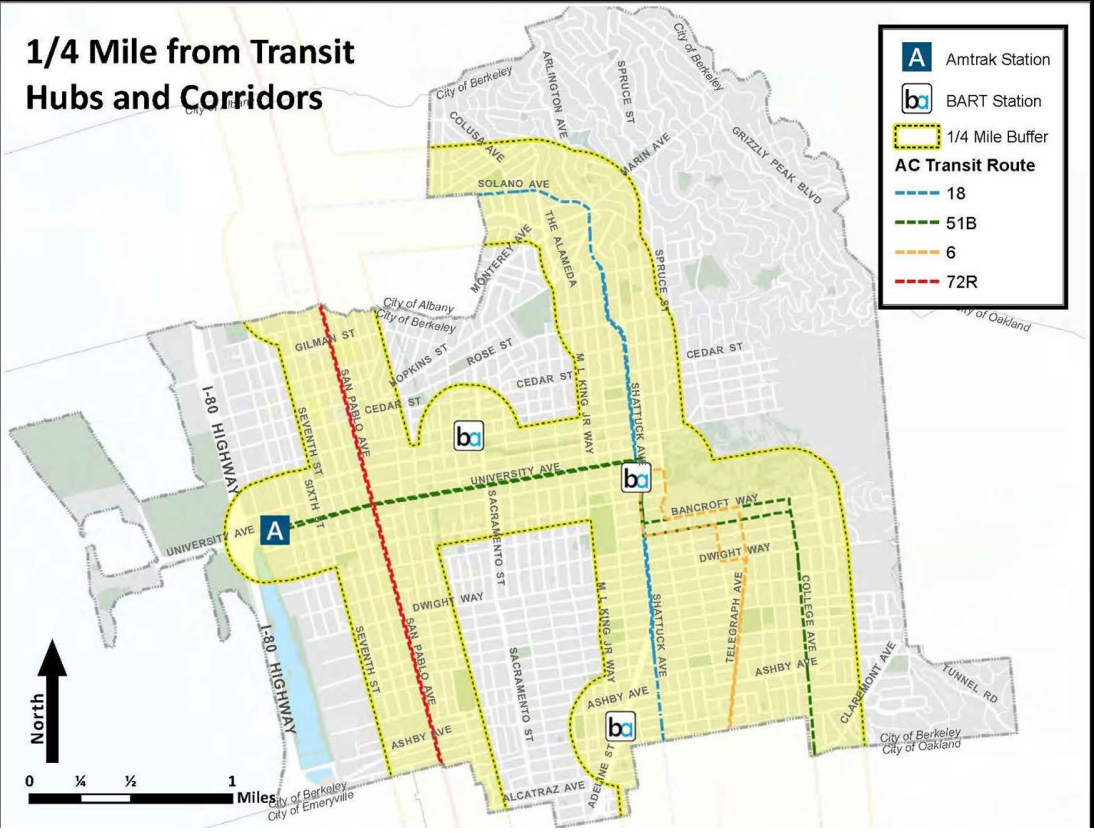
### R-3 or Higher

Districts that permit  
5 units or more per  
parcel.



# Transit Proximity

## 1/4 Mile from Transit Hubs and Corridors



# Parking Capacity Study

# Goals of the Parking Capacity Study

1. Survey and analyze parking required, provided and utilized at 8-10 existing multi-unit buildings;
2. Analyze DMV vehicle registration data and RPP permit information to determine whether people are parking at their residence or elsewhere.
3. Survey on-street parking capacity in certain areas to understand utilization.
4. Consider the use of curb space adjacent to residential developments for private vehicles, loading zones, transit boarding areas or areas for drop off and pick up for transportation network companies.

# Other Parking Capacity Studies

King County Metro's *Right Size Parking*: **62% utilization**

Washington DC's *Parking Utilization Study*: **60% utilization**

Center for Neighborhood Technology (Chicago) *Stalled Out*: **65% utilization**

GreenTRIP Parking Database of three Berkeley projects: **60% utilization**



**Parking Database**

# Questions for Planning Commission

*What should be the City of Berkeley's general approach to a TDM program and a reasonable threshold? What additional information would be helpful in reaching a conclusion?*

*Please provide input on the elements proposed for this study. Is there any aspect of on- or off-street parking that Planning staff have failed to consider?*