

**Minutes—December 17, 2009 Meeting of the
Oakland Bicycle and Pedestrian Advisory Committee
City Hall Hearing Room 4, 5:30-7:30 pm**

Attendees: Brian Toy, Chris Hwang, Daniel Schulman, Jason Patton, Jennifer Stanley, Jonathan Bair, Mark Dieter, Midori Tabata, Rebecca Saltzman, Ron Bishop, Sanjiv Handa, Bruce Williams

1. Introductions, appointment of note taker

Introductions were made and Jennifer Stanley volunteered to take minutes.

2. Approval of meeting minutes (from November)

Minutes were approved by consent.

3. AC Transit Bus Rapid Transit Project (BRT): City of Oakland Draft “Locally Preferred Alternative” (LPA)

Bruce Williams, Senior Transportation Planner with the City’s Transportation Services Division, explained that each of the three cities through which the proposed BRT project would run (San Leandro, Oakland, and Berkeley) is developing a “Locally Preferred Alternative” (LPA). The LPAs will be analyzed in the Final EIR. To develop Oakland’s LPA (OLPA), City and agency stakeholders held a series of charrettes to better understand how the project would impact multi-modal traffic and parking. All stakeholders agreed to a “complete streets” approach.

Bruce shared a large detailed schematic showing the proposed project for Telegraph Ave from the Berkeley border to downtown Oakland, including the dedicated bus lanes, new bus platforms, bike lanes, parking removal, crosswalks, etc.

A series of five public meetings will be held in January (*see attachment*) in neighborhoods along the alignment (generally, starting on Telegraph Ave at the Berkeley border, through downtown on Broadway—in mixed-flow, rather than dedicated lanes--then along International to the San Leandro border). Each meeting will describe the full project, but will focus on the changes the project would bring to the specific neighborhood. Prior to the meetings, in early January, detailed information will be provided online at www.oaklandbrt.com.

Notes on OLPA:

- BRT is expected to decrease bus travel times by 1/3rd and have stops at approximately every 1/3rd mile—closer than the current ½ mile stop spacing for the 1R rapid bus.
- Includes many more crosswalks than currently exist along the alignment, and will install pedestrian refuges (like those on Market St in SF) to improve pedestrian access and safety.
- The length of the bike lanes is greater than those in the Telegraph bike lanes proposal.
- Since the street is 68’, removing bike lanes (10’) does not allow parking (14’) to be restored.
- AC Transit will be required to offset some of the parking loss that must occur to provide sufficient width for the dedicated BRT lanes. Ways to offset the loss include moving meter to side streets (to keep the supply rotating throughout the day) and developing off-street parking.

Jason Patton distributed a memo (*attached*) about bike access along Telegraph Ave, one of three memos developed to compare three alignments for bike access along the BRT corridor. (The two other memos focus on the Eastlake area and International Blvd east of 54th Ave.) Three bikeway alignments (Telegraph Ave, Webster/Shafter, and West/45th /Shattuck Ave) are compared based on: distance to destination points on Telegraph Ave; slope; number of turns; and collisions. The comparisons are provided in graph and tabular formats. All three memos present data but do not provide conclusions or recommendations.

Comments included:

- How were the bus stop locations chosen? Turning radii vs. the platform location was one factor.
- How would bikes access the buses? It might be difficult to load bikes onto the front racks from the foot-high loading platforms. Might bicycles be allowed inside the bus? How would bike loading effect travel times with the planned five-minute headways? A suggestion was made to limit the number of stop locations for bike boarding.
- Provide information in tabular form (e.g. total number of crosswalks, number of stops) for public review.

4. Citywide Parking Study

Bruce Williams outlined the draft scope of a planned upcoming citywide bike parking study (see *attachment*). The study was inspired by the recent attempt to increase parking fees and extend meter hours: Council directed staff to study the issue and develop recommendations. At the 12/1/09 Council meeting, staff outlined general principles to guide the study. In response, Council requested a more multi-modal approach.

The goal of parking management is to maintain an 85% occupancy rate to ensure that a parking spot is always available. To do so, many cities have implemented flexible fee systems based on real-time occupancy. Staff will be looking at these systems when developing recommendations. Next steps are to develop the study scope, determine who will conduct the study (in-house/consultant), identify funding, and return to Council in late February/early March 2010.

Comments:

- Study should address residential areas since too many cars parked on the streets could be a fire safety issue in the hills, and, in other areas, results in parked cars illegally blocking sidewalks. (Staff responded that the study was only focusing on paid parking.)
- There is likely to be those who support free but time-limited parking with heavy enforcement.
- TransLink card would be a good way to pay plus it could facilitate transit use amongst a new population.
- In addition to the cities listed in the handout, Santa Monica and West Hollywood have systems that should be studied.
- The Redevelopment Agency is pushing more parking downtown seemingly without consideration of its impact on BRT or conformance with the General Plan. Too much downtown parking could undermine Oakland's burgeoning urbanism.

4. Bicycle Wayfinding Signage Project Implementation

Jason Patton distributed three maps (*attached*) that illustrate the process for developing a bicycle wayfinding signage plan for a particular route (in this case, 55th/53rd Sts corridor).

The first map graphically represents the status of work on both striping and signage projects (which may not be implemented concurrently). Statuses are installed, designed, in design, and next priorities.

The Overview Map shows the proximity of supported destinations to the route under development, and how the route connects with other existing routes. The Overview Map allows staff to analyze various options and decide on the destinations to support along the route and at intersecting routes.

The Wayfinding Guide Signage Plan applies the outcome of the Overview Map and shows the locations of the signs to be installed, along with the messaging (destinations, distances, turns).

Jason asked for feedback on how to sign the few supported destinations that are not on any bike route. Comments included:

- If a destination is supported along a route, that the turn to the destination should be signed (example: right turn to Children's Hospital from the West/Genoa Sts route when the route turns left onto 52nd St).
- Could the few off-route blocks be added to the bikeway network?

5. Announcements, suggestions for next meeting topics

None.

ADJOURN: 7:30 p.m.

Respectfully submitted,
Jennifer Stanley

Meeting handouts attached

Oakland Community Meetings on East Bay BRT

Meetings will feature an open house, formal presentation and time for questions/comments.

Monday

January 11

6pm-8pm

Fruitvale Senior Center

3301 East 12th St., Ste. 201

Tuesday

January 12

6pm-8pm

Eastside Arts Alliance

2277 International Blvd.

Thursday

January 21

6pm-8pm

**East Oakland Youth
Development Center**

8200 International Blvd.

Tuesday

January 26

6pm-8pm

Faith Presbyterian Church

430 49th St.



Wednesday

January 27

11pm-1pm (Hearing Room 2)

5pm-7pm (Hearing Room 4)

Oakland City Hall

1 Frank Ogawa Plaza (Broadway and 14th St.)

For translation services, call 510-238-3792 or email brt@oaklandnet.com; transit directions, call 5-1-1 or visit 511.org



BRT Outreach

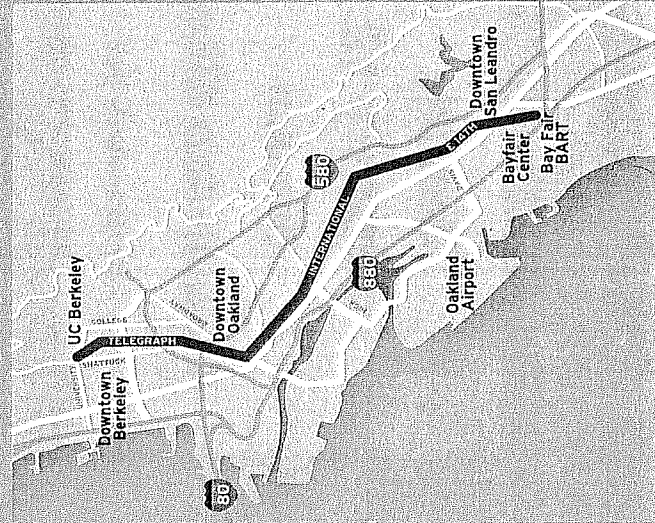
250 Frank Ogawa Plaza #4344
OAKLAND Oakland, CA 94612

Bus Rapid Transit (BRT) in Oakland

Oakland needs your input on the proposed plan for BRT. Come to one of six community meetings! (see reverse) Similar to light rail without tracks, BRT features bus-only lanes, level boarding and fare payment at stations to achieve faster and more reliable service.

Oakland necesita de su participación sobre el plan propuesto para el BRT. ¡Venga a una de las seis reuniones de la comunidad! (Vea al reverso) Similar al tren ligero, pero sin rieles, el BRT ofrece carriles sólo para autobús, nivel parejo de embarque y el pago de tarifas en las estaciones para lograr un servicio rápido y más confiable.

屋希市需要你對 BRT 建議計劃提供意見。我們將舉行六個社區會議（參看背頁），請出席其中一個。BRT 與輕鐵類似但無軌道，設有巴士專線，等高上下車，和在車站支付車費，以提供更快速和更可靠的服務。



More information: www.oaklandbrt.com or 510-238-3792

MEMORANDUM

Date: November 12, 2009

To: Bruce Williams and Jason Patton, City of Oakland

From: Sam Tabibnia and Rob Rees

Subject: Telegraph Avenue Bicycle Lanes and BRT

WC09-2645

Currently AC Transit is proposing to install Bus Rapid Transit (BRT) service along Telegraph Avenue in Oakland and Berkeley. Telegraph Avenue is a major arterial in north Oakland and south Berkeley. It is an important transportation corridor for cars, buses and bikes in these parts of Oakland and Berkeley. Currently, many segments of Telegraph Avenue either provide Class 2 bike lanes or are identified to provide Class 2 bike lanes in the future. However, potential installation of BRT lanes on Telegraph Avenue may result in elimination of existing bike lanes or preclude the installation of planned bike lanes. This memorandum explores the suitability for biking and the likelihood that bikes would use Telegraph Avenue and two parallel corridors.

Telegraph Avenue provides the most direct route for bicycles between downtown Oakland and south Berkeley. It is compared to two parallel corridors primarily consisting of Shattuck Avenue and West Street to the west of Telegraph Avenue and Webster Street and Shafter Avenue to the east of Telegraph Avenue. For this analysis, the three routes are defined as between Telegraph Avenue/20th Street and Telegraph Avenue/Bancroft Way intersections. These intersections were selected as they represent almost the entire length of Telegraph Avenue and correspond to the endpoints of the proposed BRT corridor on Telegraph Avenue.

The three routes are shown on Figure 1 and described below.

- **Telegraph Avenue** – Bicycle facilities would be provided along Telegraph Avenue between downtown Oakland and Bancroft Way in UC Berkeley. Currently, Class 2 bicycle lanes are provided on Telegraph Avenue between Aileen Street in Oakland and Woolsey Street in Berkeley and also between Ashby Avenue and Dwight Way in Berkeley. North of Dwight Way, Telegraph Avenue is currently one-way northbound. The City of Oakland *Bicycle Master Plan 2007 Update* (BMP) identifies Telegraph Avenue between 20th Street and Aileen Street as proposed Class 2 bicycle lanes.
- **Shattuck Avenue/West Street** – This route is west of Telegraph Avenue and would consist of (south to north) 20th Street, San Pablo Avenue, West Street, 45th Street, and Shattuck Avenue in Oakland and Shattuck Avenue, Woolsey Street, Deakin Street, Russell Street, Ellsworth Street, and Channing Street in Berkeley. Currently, Class 2 bicycle lanes are provided along West Street and Class 3 bicycle routes are provided on 20th Street and San Pablo Avenue segments of the route. In addition, the BMP identifies Shattuck Avenue between 45th Street and 63rd Street as proposed Class 2 bicycle lanes and 20th Street, San Pablo Avenue and Shattuck Avenue north of 63rd Street as proposed

Class 3A arterial bike routes. In Berkeley, Woolsey Street, Deakin Street, and Russell Street provide Class 3 bicycle routes and Channing Way provides Class 2 bicycle lanes. Russell Street and Channing Way are also identified as bicycle boulevards.

- **Webster Street/Shafter Avenue** – This route is east of Telegraph Avenue and would consist of (south to north) 20th Street, Franklin Street, Broadway, Webster Street, 48th Street, Shafter Avenue, Forest Street and Colby Street in Oakland, and Woolsey Street, Hillegass Avenue, Bowditch Street, and Bancroft Way in Berkeley. Currently, the segment of the route on Broadway north of 25th Street provides Class 2 bicycle lanes. Twentieth Street, Broadway south of 25th Street, and the rest of the route north of Broadway are currently designated as Class 3 bicycle routes. The BMP identifies Franklin Street as proposed Class 2 bicycle lane, 20th Street and Forest Street as proposed Class 3A arterial bike routes, and Webster Street, 48th Street, Shafter Street, and Colby Street as proposed Class 3B bicycle boulevards. In Berkeley, Woolsey Street and Hillegass Avenue provide class 3 bike routes and Bowditch Street provides class 2 bike lanes. In addition, Hillegass Avenue and Bowditch Street are identified as bicycle boulevards and Bancroft Way is identified as a Class 2.5 bike route.

Various aspects of these three routes are discussed below.

Key Characteristics

Table 1 compares the key characteristics of these three routes. Telegraph Avenue provides the most direct and shortest route between these two points. In comparison, the two parallel routes are each about one mile (20 percent) longer than Telegraph Avenue. Bicyclists on Telegraph Avenue generally travel in a straight line and are only stopped at signalized intersections. In comparison, bicyclists on the two parallel routes utilize several roadways and are required to frequently turn. The number of turns on a route can contribute to the overall understandability of a route and ease of use by bicyclists. Frequent turns can contribute to bicyclist confusion and turning, especially from major arterials, and can result in potential conflicts with motor vehicles and/or pedestrians. Potentially difficult turning movements for bicyclists on the Shattuck Avenue/West Street corridor include the left turns from southbound West Street into San Pablo Avenue and from eastbound 45th Street into Shattuck Avenue; and on the Webster Street/Shafter Avenue corridor, navigating through the area around the Broadway/27th Street intersection where many cyclists use the pedestrian plaza just north of the Broadway/27th Street intersection instead of 29th Street to travel between Broadway and Webster Street.

In addition to stopping at signals and turning at numerous intersections, bicyclists on the two parallel routes also stop at stop signs and travel through various traffic calming devices such as traffic circles, speed humps, and diverters.

The BMP designates the entire length of Telegraph Avenue in Oakland as a proposed Class 2 bikeway. In addition, the BMP also designates most of the Shattuck Avenue/West Street and Webster Street/Shafter Avenue corridors as bikeways (Class 2, 3A or 3B).

Overall Travel Distance and Distance to Points along Telegraph Avenue

Since many services and destinations are located along Telegraph Avenue, many bicyclists may use one of the two parallel corridors to travel to/from/between points along Telegraph Avenue. Thus, Figure 2 shows the distance to bike from the Telegraph Avenue/20th Street intersection to various points along Telegraph Avenue using Telegraph Avenue and the two parallel corridors.

**TABLE 1
ROADWAY CHARACTERISTIC SUMMARY**

Characteristic	Telegraph Avenue Route ¹	Shattuck Avenue/ West Street ¹	Webster Street/ Shafter Avenue ¹
Length (miles)	4.1	5.2	5.0
Number of Intersections	70	78	65
Number of Turns on Route	0	10	15
Number of Signals	32	20	16
Number of Stop Signs	0	13	26
Number of Traffic Circles	0	5	2
Number of Speed Humps	0	6	11
Number of Vehicle Diverters ²	0	3	1
Total Elevation Gain (feet)	248	255	280
Consistency with BMP Proposed Bikeway Network	Corridor designated as a Class 2 bikeway	Corridor designated as Class 2, Class 3A or Class 3B bikeway	Corridor designated as Class 2, Class 3A or Class 3B bikeway
<p>1. Characteristics for all three routes between Telegraph Avenue/20th Street and Telegraph Avenue/ Bancroft Way intersections.</p> <p>2. Diverters prohibit through vehicle movements only. They do not affect bicycle movements.</p> <p>Source: City of Oakland, City of Berkeley, Fehr & Peers, 2009</p>			

The horizontal axis on this graph shows intersections along Telegraph Avenue. The Telegraph Avenue route shows the distance from 20th Street/Telegraph Avenue intersection to cross-streets along Telegraph Avenue using Telegraph Avenue. The graph also shows the distance from 20th Street/Telegraph Avenue intersection to cross-streets along Telegraph Avenue using the two parallel corridors. For each cross street on the parallel routes, it is assumed that cyclists would use the shortest path from the parallel corridor to reach Telegraph Avenue with minimal use of Telegraph Avenue.

Figure 3 shows the difference in distance between using the two parallel corridors and Telegraph Avenue to bike from Telegraph Avenue/20th Street intersection to various points along Telegraph Avenue. As shown on the figure, Shattuck Avenue/West Street route can be as much as 1.1 miles and Webster Street/Shafter Avenue route can be as much as 1 mile longer than using Telegraph Avenue. South of 55th Street, Webster Street/Shafter Avenue route is generally shorter than the Shattuck Avenue/West Street route. North of 55th Street, as the roadway network becomes less grid-like, the difference in distance between the two parallel routes varies depending on the destination along Telegraph Avenue.

Elevation and Grade

Figure 4 shows elevations along the three routes. Telegraph Avenue has a generally consistent ascending grade of about 1.1 percent along its length. Although the two parallel routes start and end at the same elevation as the Telegraph Avenue route, the grades along each route varies. Both parallel corridors experience uphill and downhill grades along their routes as they experience hills and freeway underpasses. Grades along the parallel corridors can be as high as

nine percent (on Webster Street just north of 34th Street). As a result, bicyclists on the Shattuck Avenue/West Street corridor have a slightly higher elevation gain (i.e., bicycling uphill) and bicyclists on the Webster Street/Shafter Avenue corridor have about ten percent more elevation gain than bicyclists along Telegraph Avenue.

Bicycle Volumes

An automated bicycle loop counter was recently installed on southbound Telegraph Avenue at 66th Street by City of Oakland and UC Berkeley Traffic Safety Center. Based on data collected in March 2009 and extrapolated using manual counts collected on March 29, 2009, UC Berkeley Traffic Safety Center estimates that about 860 bicyclists use this segment of Telegraph Avenue (both directions) on a typical weekday. It is also estimated that about 35 bicyclists during the AM peak hour and 75 bicyclists during the PM peak hour use this segment of Telegraph Avenue.

Table 2 compares bicycle volumes on the three routes (Telegraph Avenue, Webster Street, and West Street) just south of MacArthur Boulevard based on AM and PM peak hour data collected in fall 2008 and spring 2009. As shown in the table, more bicyclists currently use Telegraph Avenue than the other two routes during both AM and PM peak hours. The number of bicyclists observed on Telegraph Avenue south of MacArthur Boulevard during the PM peak hour is similar to the data collected on Telegraph Avenue at 66th Street.

TABLE 2 BICYCLE VOLUME COMPARISON JUST SOUTH OF MACARTHUR BOULEVARD				
Time Period	Direction	Telegraph Avenue Route	Shattuck Avenue/ West Street	Webster Street/ Shafter Avenue
AM Peak Hour	Northbound	17	3	5
	Southbound	37	9	33
	<i>Total</i>	<i>54</i>	<i>12</i>	<i>38</i>
PM Peak Hour	Northbound	31	17	38
	Southbound	40	4	16
	<i>Total</i>	<i>71</i>	<i>21</i>	<i>54</i>
Source: Data collected by Fehr & Peers in Fall 2008 and Spring 2009 for the Alta Bates Summit Medical Center Master Plan EIR.				

Bicycle Collisions

Figure 2 shows bicycle collisions along the three routes and the surrounding areas by intersection based on data collected between October 2002 and September 2007 in Oakland. As shown in Table 3, during this period, 63 collisions involving bicycles were reported along Telegraph Avenue. In comparison, 28 collisions along Shattuck Avenue/West Street route and 21 collisions along Webster Street/Shafter Avenue route were reported during the same time period. Several factors may contribute to the lower number of bicycle collisions on the parallel corridors including lower number of bicyclists and lower number of vehicles. In general, most collisions occurred where major arterials intersect.

**TABLE 3
BICYCLE COLLISION SUMMARY**

Route	Total Bicycle Collisions	Injury	Fatality	Percent Injury	Percent Fatality
Telegraph Avenue ¹	63	45	0	71%	0%
Shattuck Avenue/ West Street ¹	28	21	1	75%	3.6%
Webster Street/ Shafter Avenue ¹	21	13	0	62%	0%
Oakland Average ²				67%	0.5%

1. Based on collision data from October 2002 to September 2007 as provided by City of Oakland.

2. Based on collision data from 1995 to 2004 as summarized in City of Oakland Bicycle Master Plan 2007 Update.

Source: Fehr & Peers, 2009

The Telegraph Avenue and Shattuck Avenue/West Street routes had a higher rate of collisions resulting in injuries than citywide average and Webster Street/Shafter Avenue route had a lower rate. During this period, one fatality was reported on the Shattuck Avenue/West Street route. This fatality occurred at the San Pablo Avenue/West Street intersection and involved a bicycle and moving vehicle.

Table 4 summarizes the bicycle collisions along the three routes by type and provides a comparison to citywide averages. Similar to citywide statistics, the majority of bicycle collisions along the three routes involve bicyclists and moving vehicles.

Please contact us with questions or comments.

**TABLE 4
BICYCLE COLLISION SUMMARY BY TYPE**

Collision Type	Telegraph Avenue Route ¹	Shattuck Avenue/ West Street ¹	Webster Street/ Shafter Avenue ¹	Oakland Average ²
Bicyclist/Driver	57 (90.5%)	25 (89.3%)	17 (81.0%)	791 (92.8%)
Bicyclist/Parked Car	3 (4.8%)	1 (3.6%)	3 (14.3%)	28 (3.3%)
Bicyclist Only	1 (1.6%)	0 (0.0%)	0 (0.0%)	16 (1.9%)
Bicyclist and Pedestrian	2 (3.2%)	2 (7.1%)	1 (4.8%)	5 (0.6%)
Other	0 (0.0%)	0 (0.0%)	0 (0.0%)	12 (1.4%)
Total	63 (100%)	28 (100%)	21 (100%)	852 (100%)

1. Based on collision data from October 2002 to September 2007 as provided by City of Oakland.

2. Based on collision data from 2000 to 2004 as summarized in City of Oakland Bicycle Master Plan 2007 Update.

Source: Fehr & Peers, 2009

FIGURE 1
BICYCLE CORRIDOR TRAVEL LOCATION

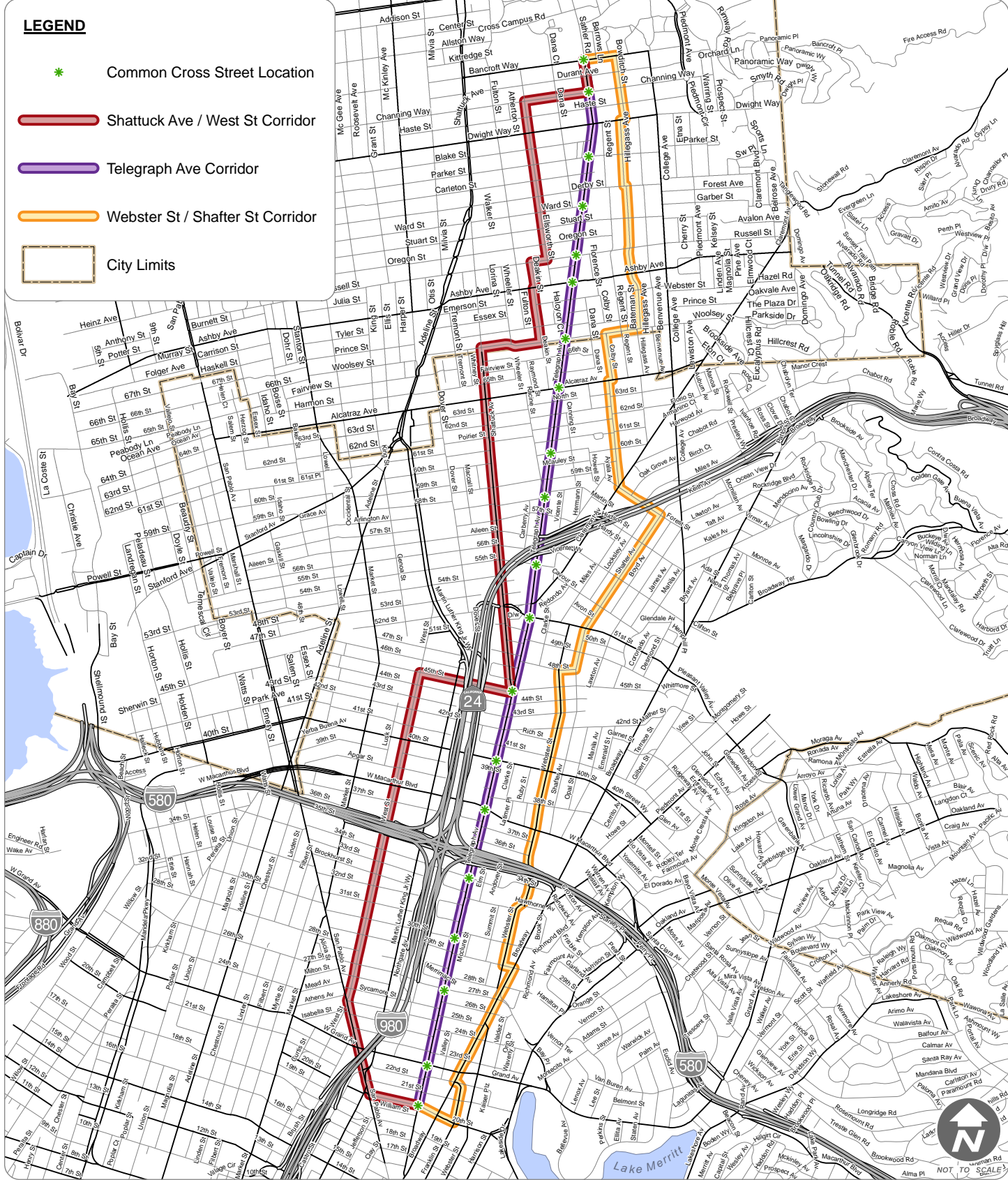


FIGURE 2

DISTANCE FROM TELEGRAPH AVE./20TH ST. INTERSECTION TO POINTS ALONG TELEGRAPH AVE.

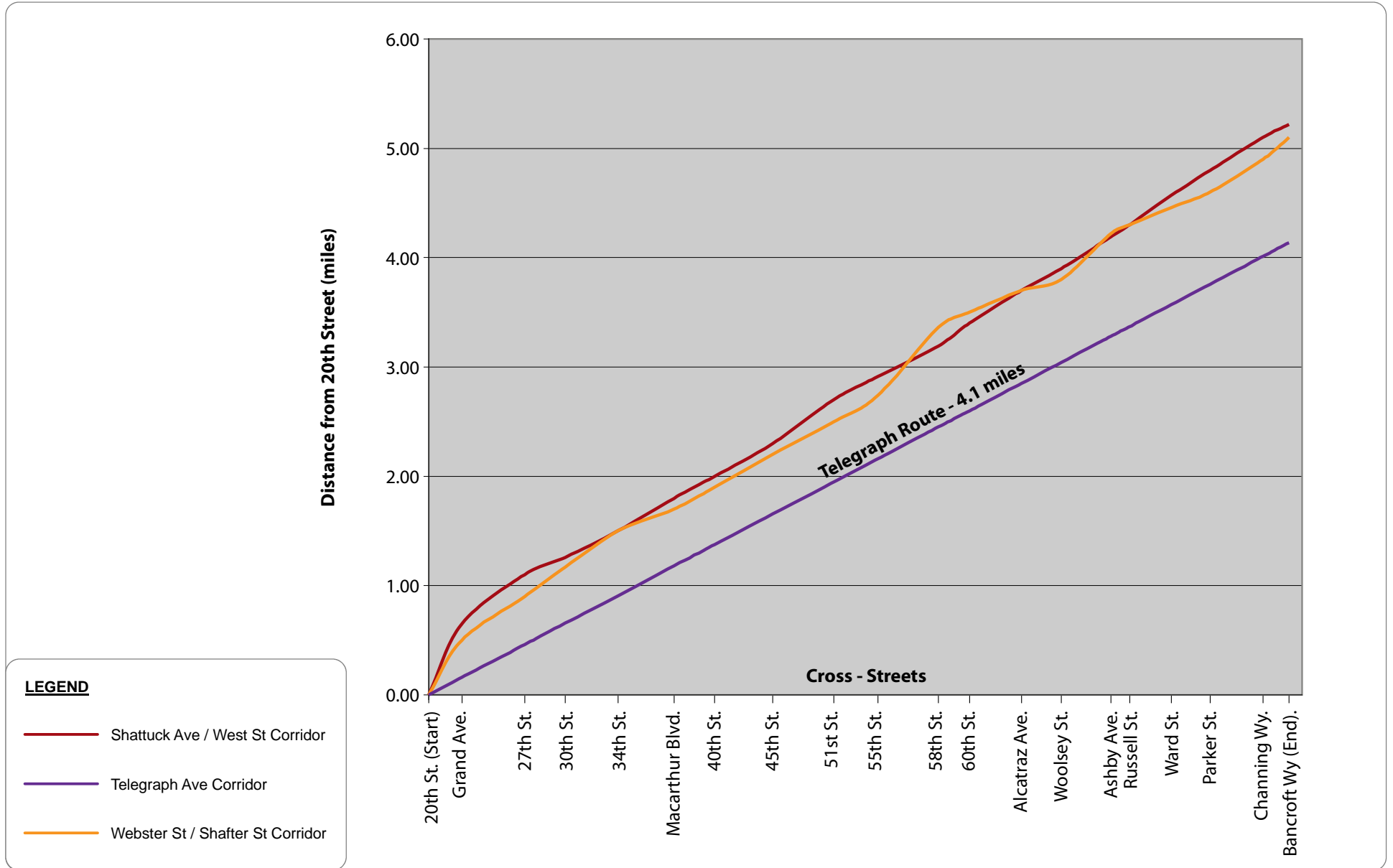
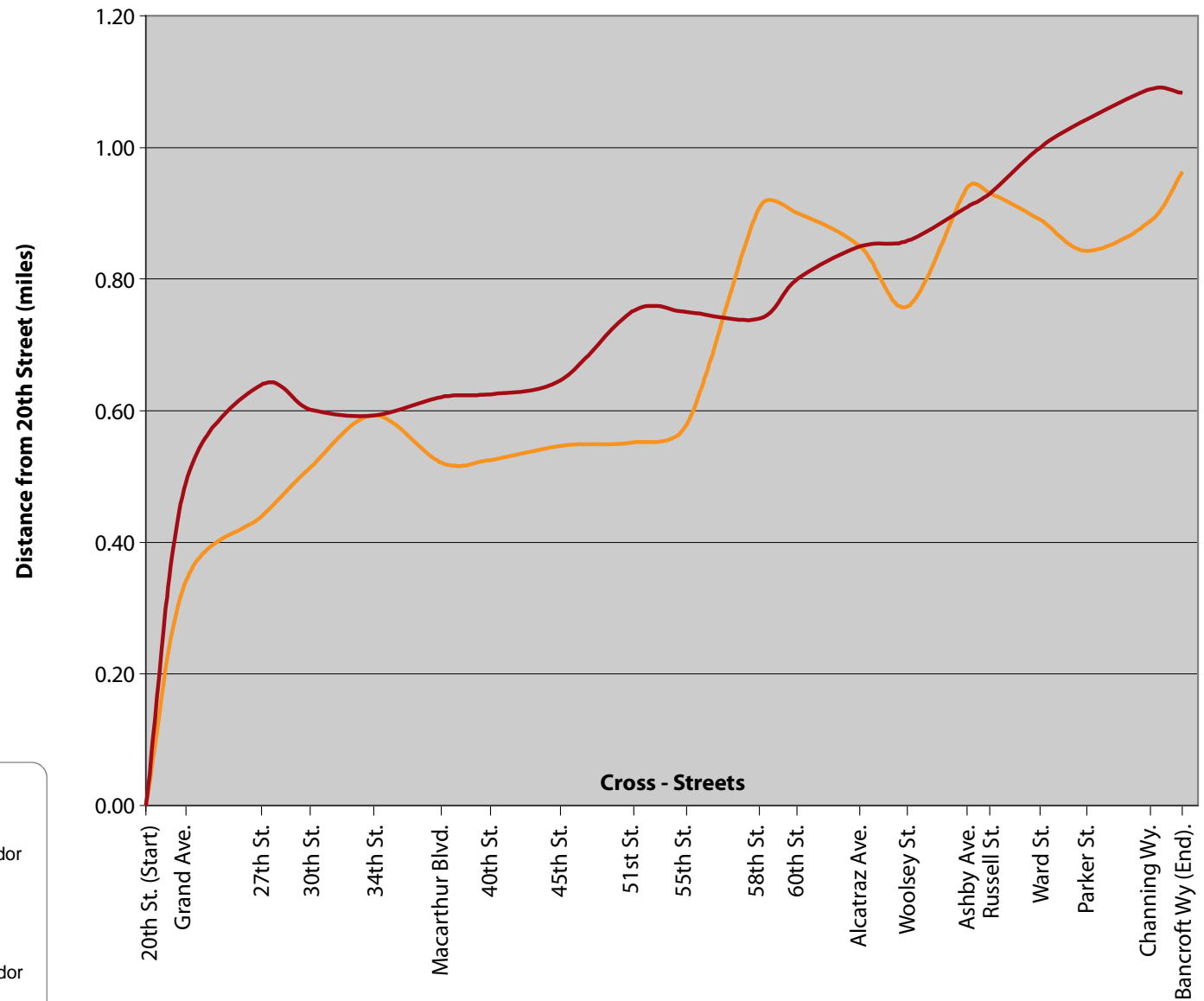


FIGURE 3

DIFFERENCE IN DISTANCE BETWEEN THE ALTERNATIVE ROUTES AND THE TELEGRAPH AVE. ROUTE



LEGEND

Shattuck Ave / West St Corridor

Telegraph Ave Corridor

Webster St / Shafter St Corridor



FEHR & PEERS
TRANSPORTATION CONSULTANTS

FIGURE 4
ELEVATION ALONG TELEGRAPH AVE. AND ALTERNATIVE ROUTES

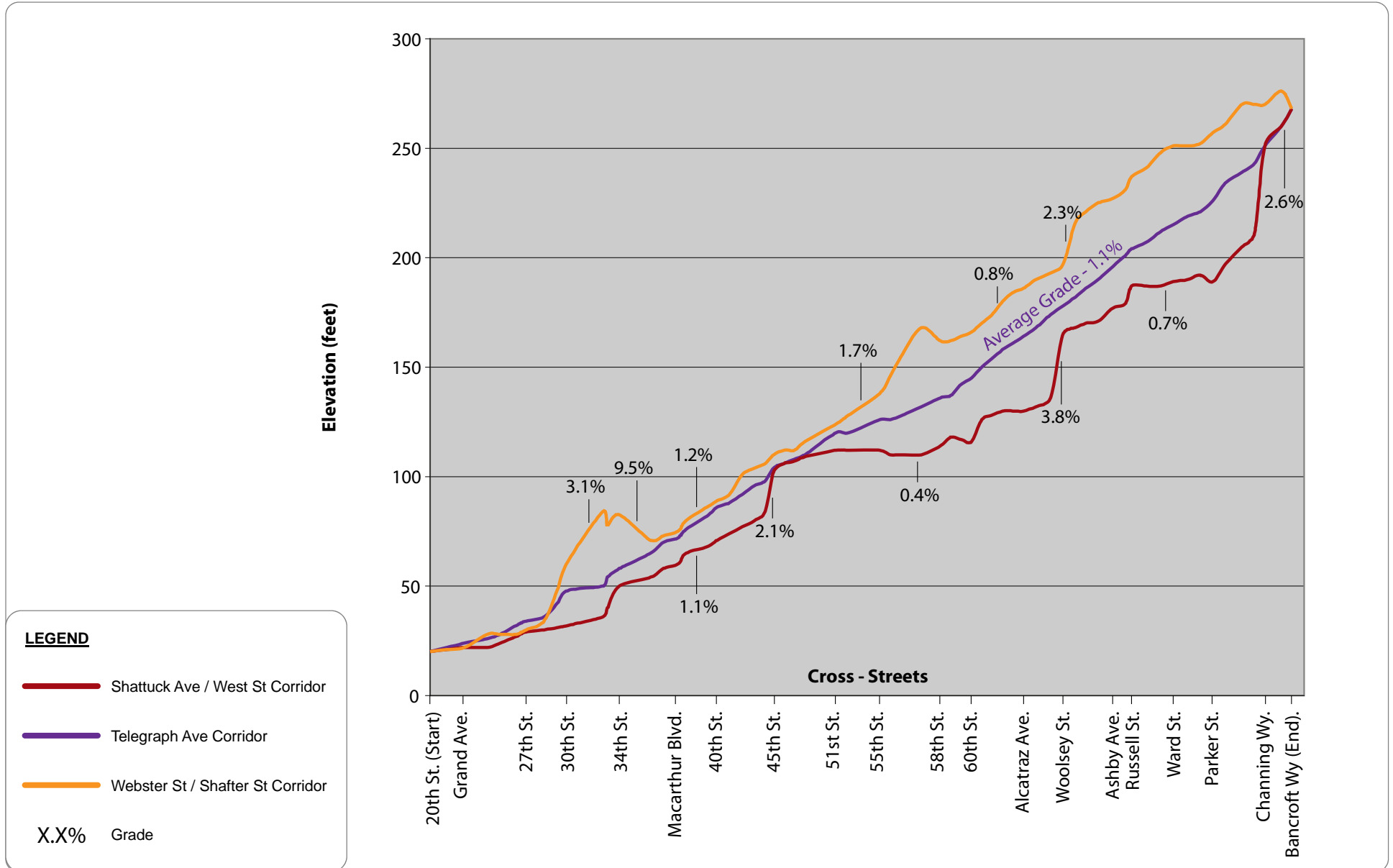
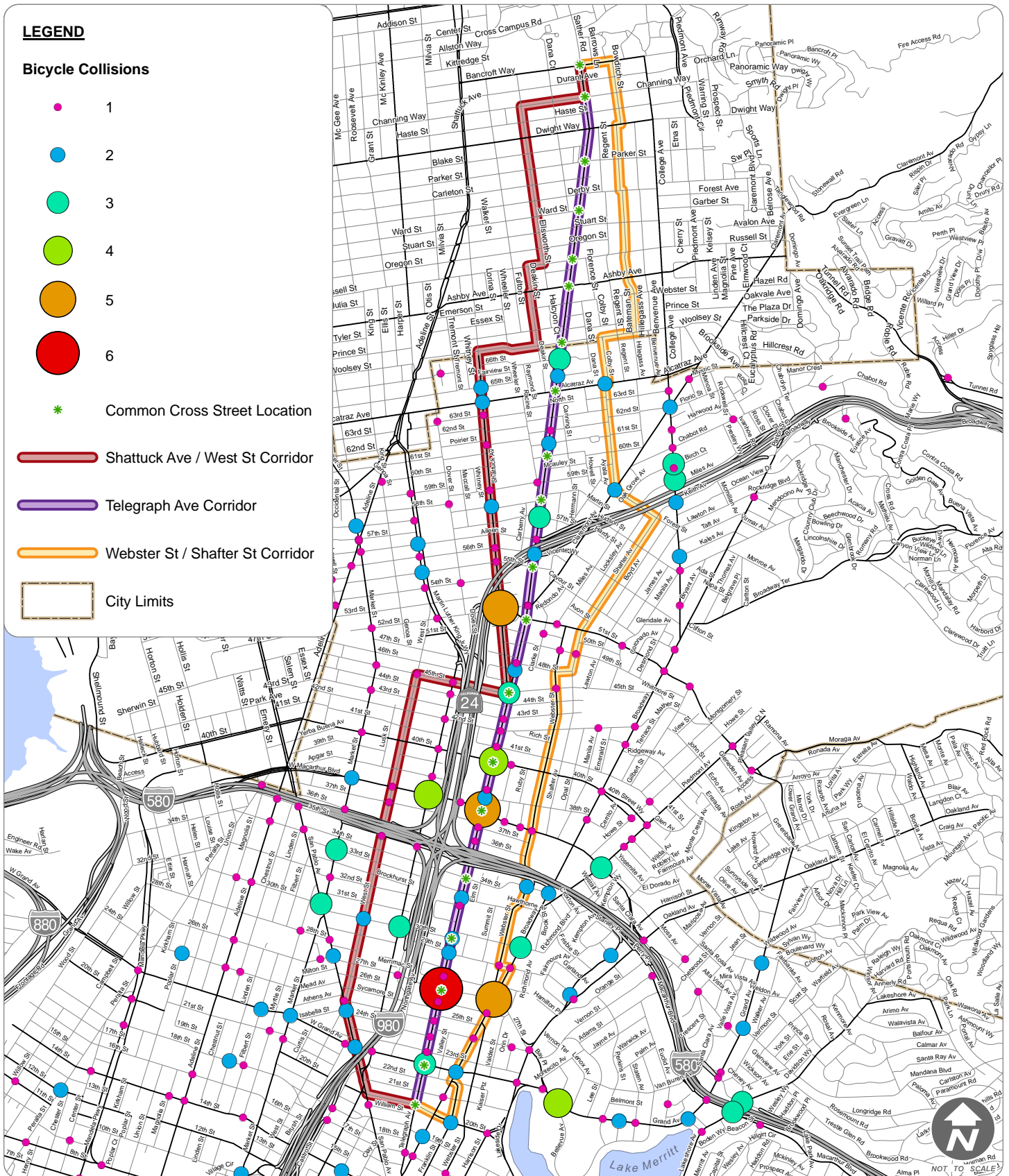


FIGURE 5
BICYCLE COLLISIONS ALONG BRT STUDY CORRIDORS



Draft Principles and Scope for a City-Wide Parking Study

BACKGROUND

Parking is an important component of Oakland's transportation and economic infrastructure. Public parking, whether on City streets or on public lots, is a resource that the City must manage with care. Management of the parking supply has real benefits for the City, not only through the direct revenue of paid, metered parking, but also by enhancing the economic vibrancy of our neighborhood commercial districts and thereby generating sales and property taxes. While enhancing access via foot, bike, and transit is also integral to creating dynamic successful districts, there will always be a need for parking, and thus a need for appropriate parking policy.

The City of Oakland does not have a clearly articulated policy regarding the management of its parking supply, particularly around the issue of paid (metered) parking. This issue came to the fore when the City Council raised meter rates and lengthened meter hours in July 2009, an action which created great controversy in the community. Collection times were subsequently modified following community objections.

In direct response to the community interest in this issue, Council asked staff to advise Council on what actions would be appropriate. This report is intended to present a policy direction that Oakland may choose to take regarding its parking resources. We seek input, comments and suggestions from Council on a general philosophy and approach before proceeding to further define specific actions to change meter rates, hours, or any other regulations related to paid parking.

POLICY DESCRIPTION

Staff proposes a set of policies that would reform the way the City manages its paid on-street and off-street parking supply in commercial districts. These parking policies are grounded in an understanding that private vehicle parking is one of many modes that need to be accommodated on city streets and lots. This is in keeping with Oakland's General Plan, Land Use and Transportation Element, (LUTE) Policy T3.9, Providing Parking for Transportation, which states:

"The City should strive to provide parking for multiple modes of transportation throughout the city where it is needed and does not unduly disrupt traffic flow."

Private vehicle parking in curb space and off-street lots (both public and private) is a critical component of the economic function of Oakland's commercial districts, even as the City encourages access by walking, bicycling and transit. The policy refinements proposed recognize that paid parking is primarily a tool to provide convenient access to commercial districts, and therefore support their economic vitality. Direct revenue generation to the City through meter revenue should be a by-product and not a direct driver of parking policy. These policies are supported by the LUTE, Policy T3.10, Balancing Parking Demands and Economic Development Activity, which states:

“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).”

Briefly summarized, the major principles of this approach are as follows:

Draft Parking Principles for City of Oakland Commercial Districts:

- **Parking is part of a multi-modal approach to developing neighborhood transportation infrastructure.**
 - Users of commercial districts (shoppers, employees, visitors) have varied needs for access, via private auto, transit, bicycle and foot.
 - Curbside parking must be balanced with multiple complementary and competing needs, including but not limited to delivery vehicles, taxis, car share vehicles, bus stops, bicycle parking and sidewalk widening.
- **Parking should be actively managed to maximize efficient use of a public resource.**
 - Parking should be treated as an asset that helps bolster the economic vitality of neighborhood commercial areas
 - Parking should be managed to achieve an approximate 85% maximum occupancy per block so that there will always be some parking available to shoppers and visitors
 - Parking should be priced to achieve usage goals (“market pricing”); market prices may vary by area, by time of day and may be adjusted occasionally to reflect current use.
 - Pricing and policies should encourage use of off-street parking lots where they are available.
- **Parking should be easy for customers.**
 - Costs, rules and penalties should be easily comprehensible.
 - Fees should be payable by a variety of fare media (prepaid cards, credit cards, cash and cell phones).
 - If possible, and where appropriate, time limits should be avoided in favor of market pricing.
 - The role of tickets should be minimized in generating parking revenue; it should be easier to pay parking fees, which may lower the incidence of tickets.
- **Parking policy and regulations should help the City meet other transportation, land use and environmental goals.**
 - Pricing policies should encourage a “park once” approach, to minimize driving from store-to-store within a commercial district and adding to congestion and air pollution.
 - Whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district.

Proposed Parking Study

Staff proposes to proceed with a study that looks at the implications of using these general guidelines to review and refine Oakland's paid parking regulations for commercial areas.

A critical component of the study will be early outreach and continuing involvement with a breadth of stakeholders, including merchants, residents, and transit, bike and pedestrian advocates.

Staff seeks to first refine the parking principles articulated above, with particular attention to "best practices" observed in cities such as Portland, Pasadena, San Diego and locally in Redwood City, San Francisco and Walnut Creek. In consultation with the community, staff would recommend several (three to five) pilot study locations to determine how these principles would be translated into specific parking policies and regulations in various types of Oakland neighborhoods. Different neighborhoods have different parking dynamics caused in part by the supply of on-street and off-street parking, the predominant types of neighborhood businesses and the quantity and quality of multi-modal access, to name just a few. Pilot study locations would be chosen to provide a full cross section of these conditions.

Importantly, the study will seek to address the role of paid parking with other curbside uses of space, and clarify policies and procedures, as necessary, for providing space for all the transportation uses that support vital neighborhoods. These uses include, but are not limited to, goods delivery (loading zones), taxis, disabled parking, bicycle parking, bus stops, car share parking and sidewalk widening (bulb-outs). Balancing these uses requires that the City take a holistic view of access, weighing the competing needs of a full-range of users and modes.

The study will address not only on-street parking, but will also investigate the use of off-street resources, both public and private. While the study will focus specifically on paid parking in commercial areas, the study may also need to address issues related to spill-over impacts on nearby residential districts. As previously articulated, the overarching goal of the study is to devise a system of parking policies and procedures that supports neighborhood economic development and activity and helps the City meet its multi-modal transportation goals. The following is a proposed scope:

Draft Scope of Parking Study

- Assemble citywide stakeholder group to form Study Steering Committee
- Review of existing parking policies and regulations
- Review/recap and summary of City's goals and objectives around parking and multi-modal transportation access
- Review of industry best management practices and principles in a developed urban environment
- Review potential pilot study locations and make recommendations
- Update Parking Principles, choose pilot locations, and present final detailed scope of study for Council adoption
- Study Pilot Areas:
 - Determine boundaries and parking supply
 - Chart land/business uses
 - Collect parking data by location, time of day, days of week
 - Survey users and businesses
 - Summarize data and prepare draft recommendations
- Present Results and Recommendations to Stakeholders/Participants
- Present Final Draft Recommendations to City Council
- Revise Policies, Procedures and Ordinances
- Final Report, Recommendations and Conclusions



55th St / 53rd St Corridor Overview Map

