



Parking Pricing Policy Proposal

June 8, 2023 Board Meeting



Parking Policy Timeline

- Jan 24, 2019 & Feb 13, 2020 – Parking Policy Update (Board Workshops)
- Mar 24, 2022 – Parking Policy Update
- April 27, 2023 – Information Item & Means Based Parking Analysis
- May 25, 2023 – Public Hearing & Title VI Analysis

Parking Pricing Policy Proposal

| | Current | Proposed (2023) |
|---|--------------|---------------------|
| Price Range | | |
| Daily Fee <i>(per day)</i> | \$1 - \$3 | \$3 - \$6.30 |
| Single/multi-day <i>(per day)</i> | \$4 - \$7 | \$4 - \$11 |
| Monthly | \$63 - \$105 | \$84 - \$220 |
| Hours | | |
| Until 3pm Weekdays | ✓ | ✓ |
| Weekends & 3-6pm Weekdays | ✗ | If 90% full |

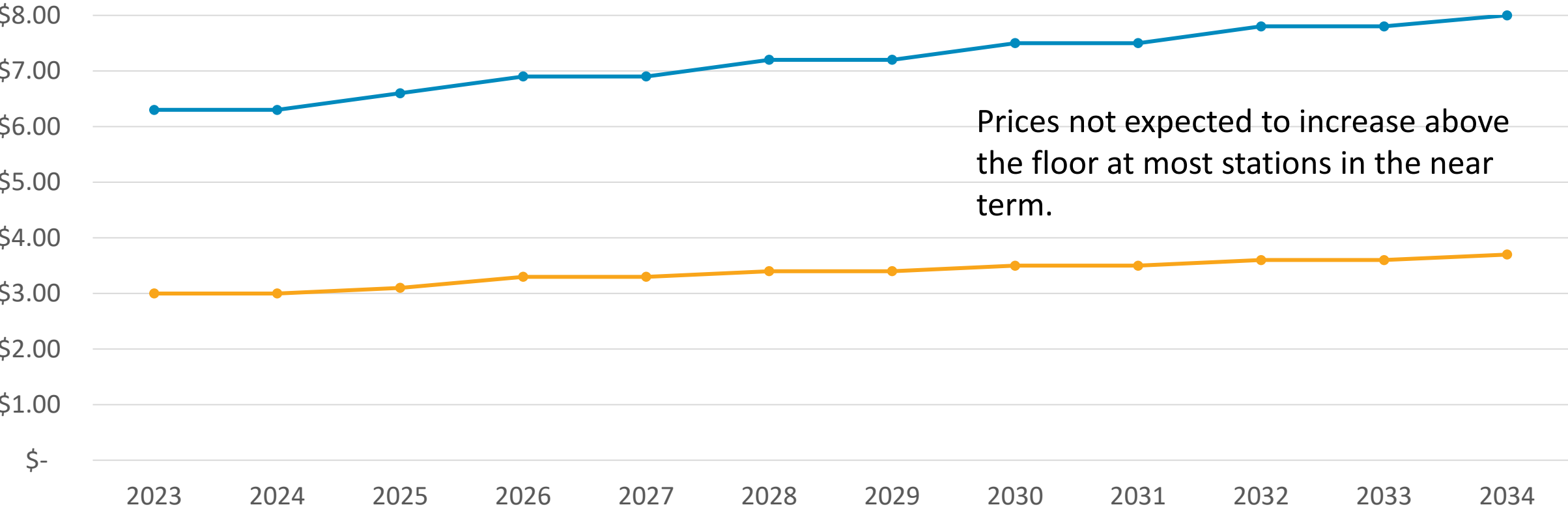
Prices may:

- Increase max 30% at a time /every 6 mos. when 90% full
- Vary by station & time of day / day of week
- Be adjusted for inflation within the range studied under Title VI
- Be extended to evenings/weekends *when variable pricing technology is available*

Also note:

- West Oakland has no cap
- Local parking taxes apply in Oakland (18.5%), Berkeley (10%) and San Francisco (25%)

Daily Fee Price Range – Forecast Inflation Adjustment*



Prices not expected to increase above the floor at most stations in the near term.

—●— Price ceiling (applies at highest demand stations) —●— Price floor (applies at lowest demand stations)

*For illustrative purposes only; depends on future inflation and Board action.

Next Steps

- Board considers policy adoption: Resolution and Attachment A
- Implementation:
 - Fall 2023: Adjust S. Hayward & North Concord prices to \$3.00; measure occupancy at all stations
 - Jan 2024: Adjust prices at stations w/ >90% occupancy
 - Jan 2025: Begin inflation-adjustment to price range
 - Next ~2 years: Clipper START evaluation; pursue variable pricing technology