

Agenda



1. Parking Modernization Program
2. Upcoming Title VI Study
3. Current Policies
4. Potential Policy Updates
5. Next Steps

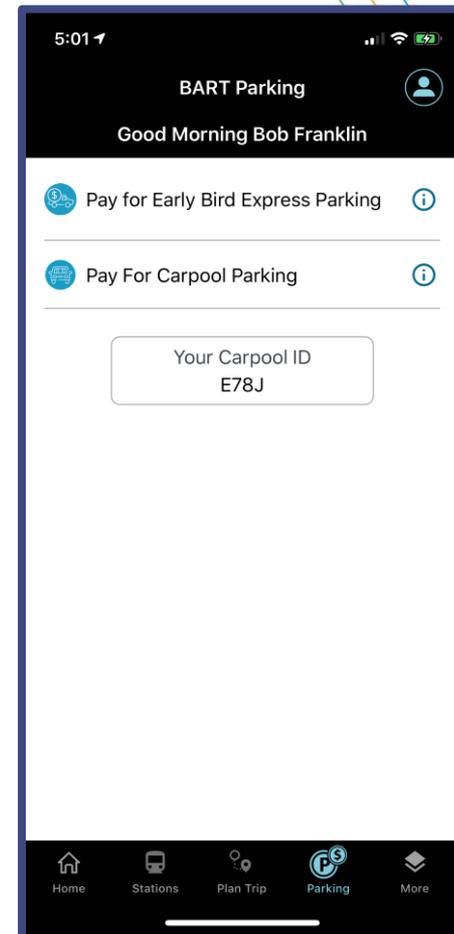
Parking Modernization Program

Objectives

- Improve the customer experience
- Improve security and compliance
- Better manage parking resources

Initiatives

- Modernize payment options
- Modernize enforcement



Upcoming Title VI Study

Areas of Study

1. Purse for parking payments in mobile app
2. New carpool program
3. *Potential pricing policy change?*

Timeframe

1. Confirm areas of study (November 2019)
2. Initiate study (January 2020)
3. Conclude study (June 2020)

Current Parking Policies

- Last modified 2013
- Demand-based prices for daily fee parking
 - Price adjustments based on occupancy
 - \$3.00 cap, except for West Oakland
 - Cap reached in 2015
- Permit prices tied to daily fee



Permit 4–10 AM Monday–Friday	Fee 10 AM–3 PM Monday–Friday
One of the following permits must be displayed during these hours:	Remember your stall number.
 Monthly Reserved	Pay at Addfare/ Parking Validation machine inside station.
 Single Day Reserved	24-hour maximum.
 Airport/Long Term	
Violators subject to citation and/or towing. For towed vehicles call 1-877-679-7000. To purchase permits, go to www.bart.gov/parking .	

Demand varies by day of week



Mondays through Thursdays at Dublin/Pleasanton

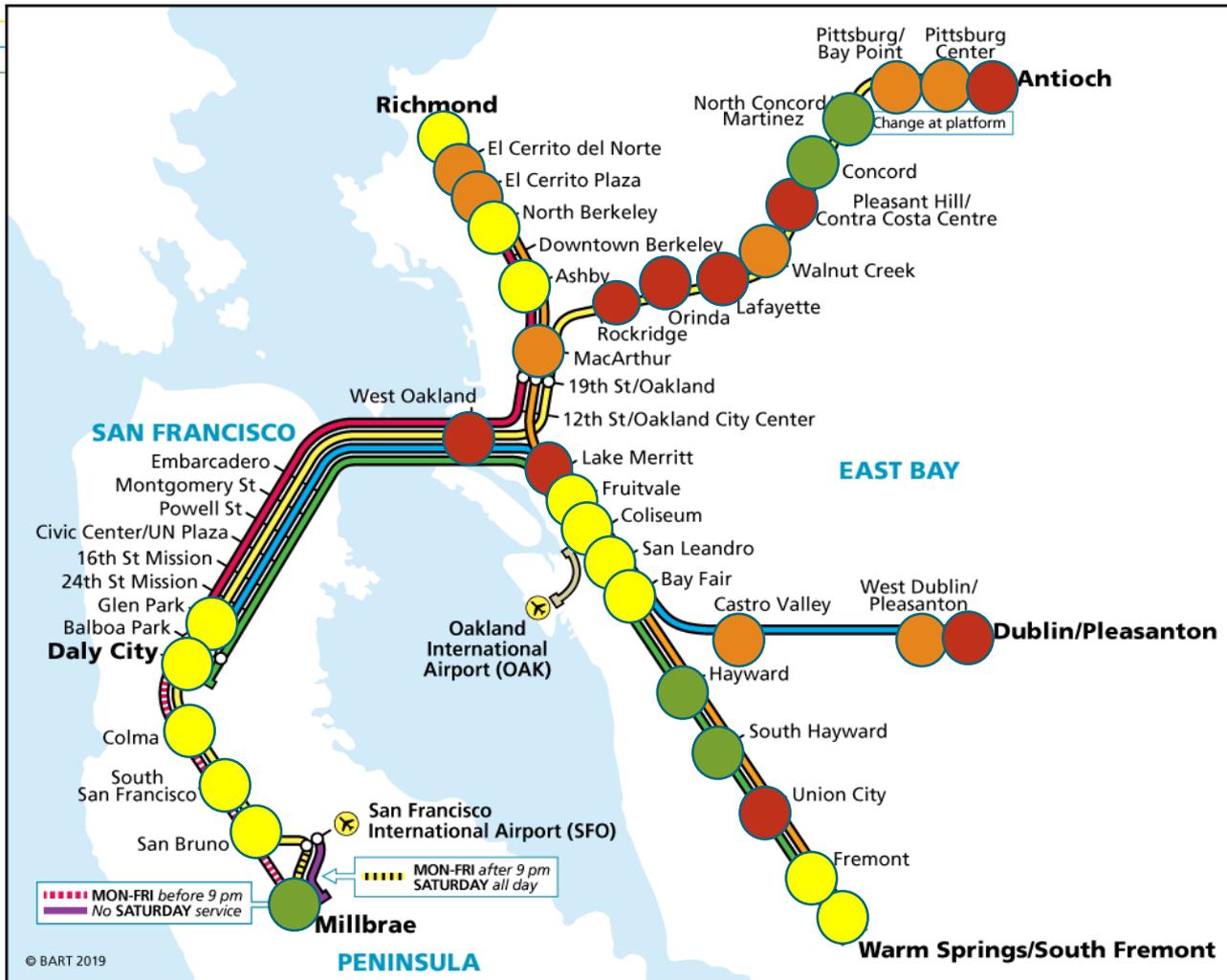


Fridays

Demand for Permits also varies on Fridays



Fill times vary by station

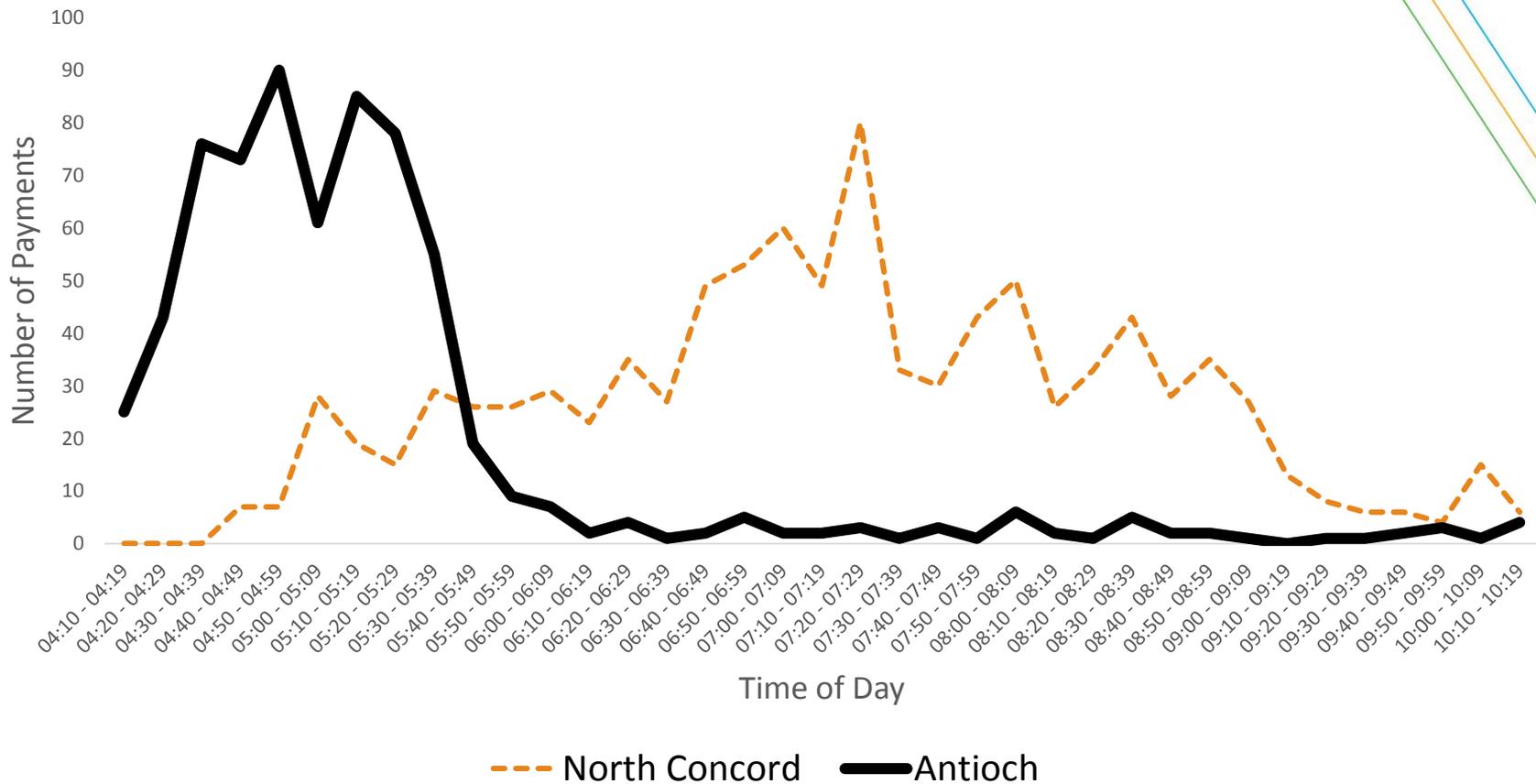


- Fills before 8am
- Fills by 8:30am
- Fills around 9am
- Some availability

Limited Tools to Manage Demand



Comparison of when parkers arrive at 2 nearby stations



Adjacent parking more expensive



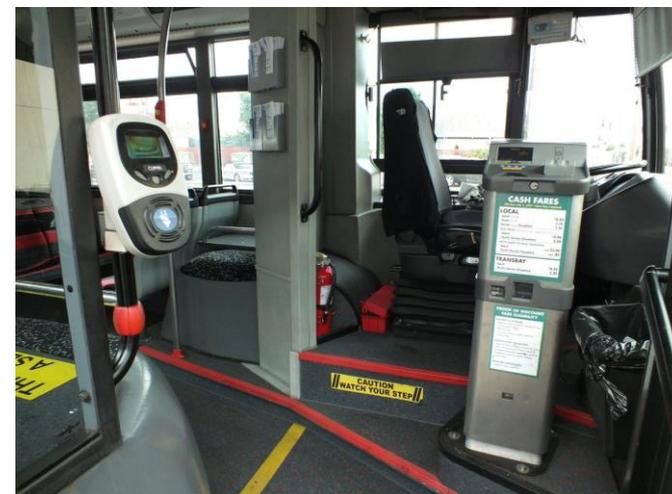
Caltrain: \$5.50/day



Lafayette: \$5/day

Benefits of variable, demand-based pricing

- Improve access by spreading demand
- Make parking more available for those who need it most
- Encourage parity among modes of access
 - Bus more expensive than parking
- Incentivize carpooling



Potential Policy Updates

Move to variable, demand-based pricing

1. Decouple permit and daily fee pricing

Demand for permit and daily fee programs vary independently

2. Implement variable pricing to match demand

By station, day of week, time of day, season

3. Revise cap

Supports Access Policy Goals



More riders



Better experience



Productive and efficient

Next Steps

- Oct 2019: Memo seeking input on potential policy changes
- Nov 2019: Board comments due on policy changes
- Jan 2020: Begin Title VI analysis
- June 2020: Conclude Title VI study