



BART Parking Program

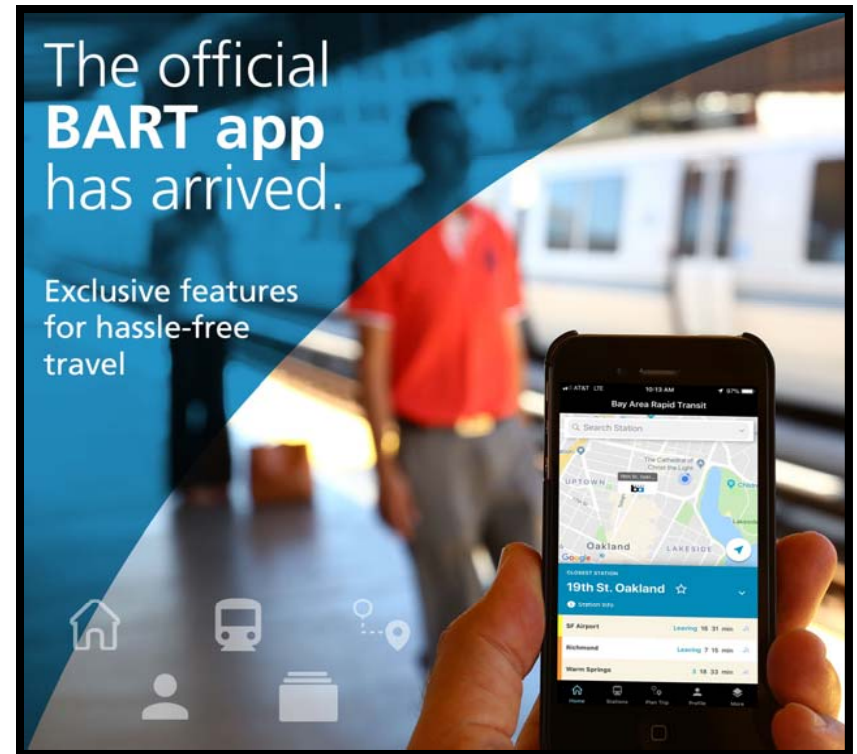
Parking Modernization and Policy Update
BART Board 2020 Workshop



Photo: Flickr/Andy Arthur

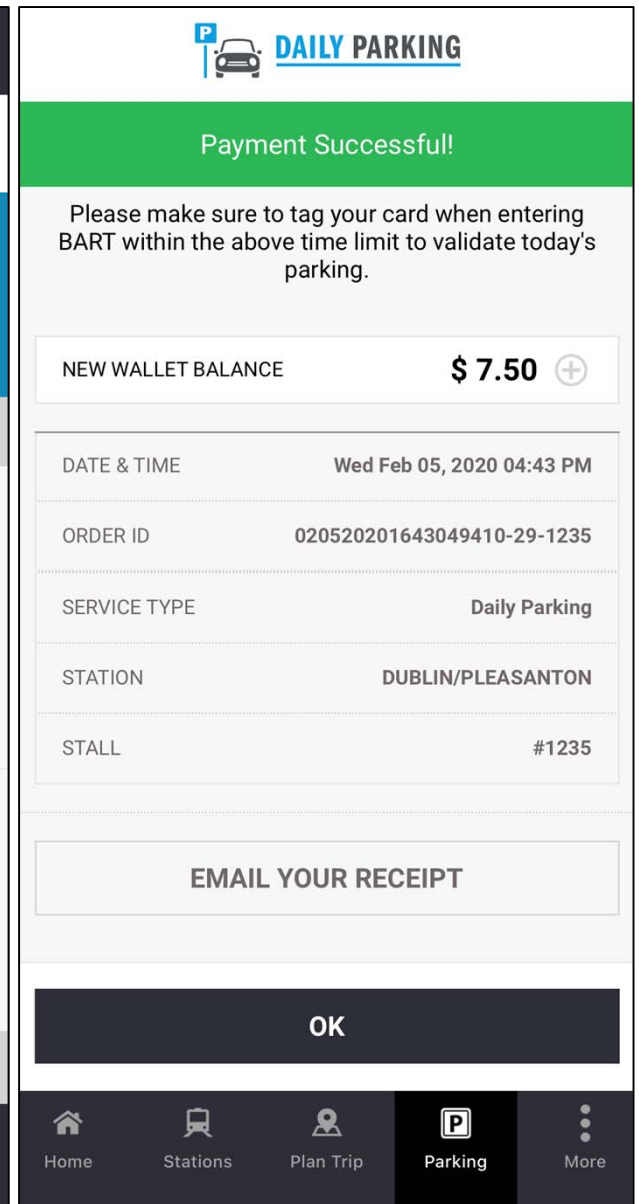
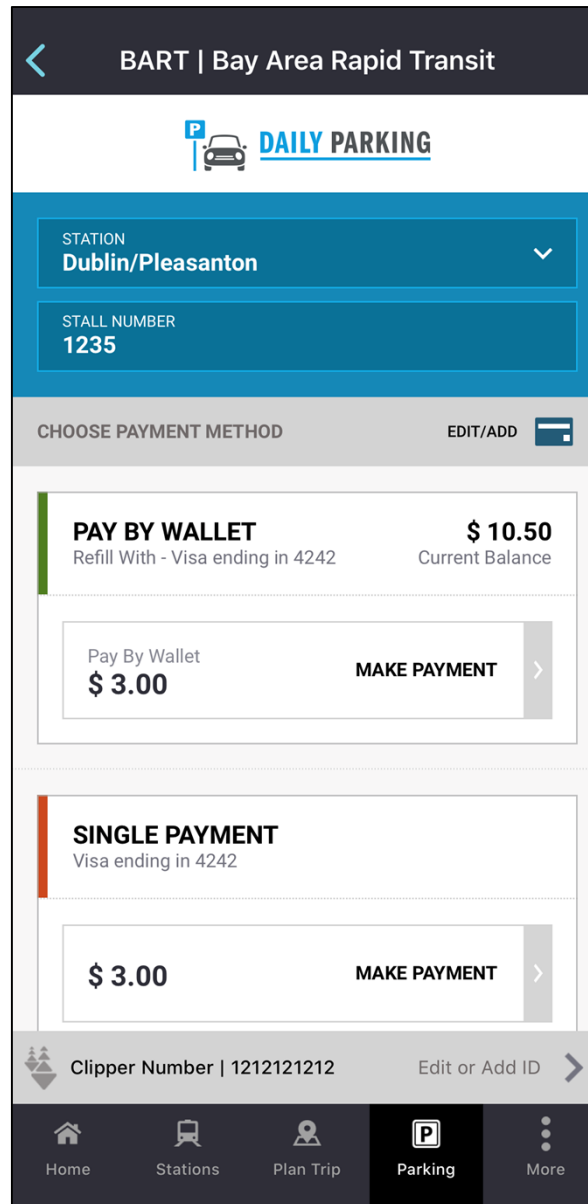
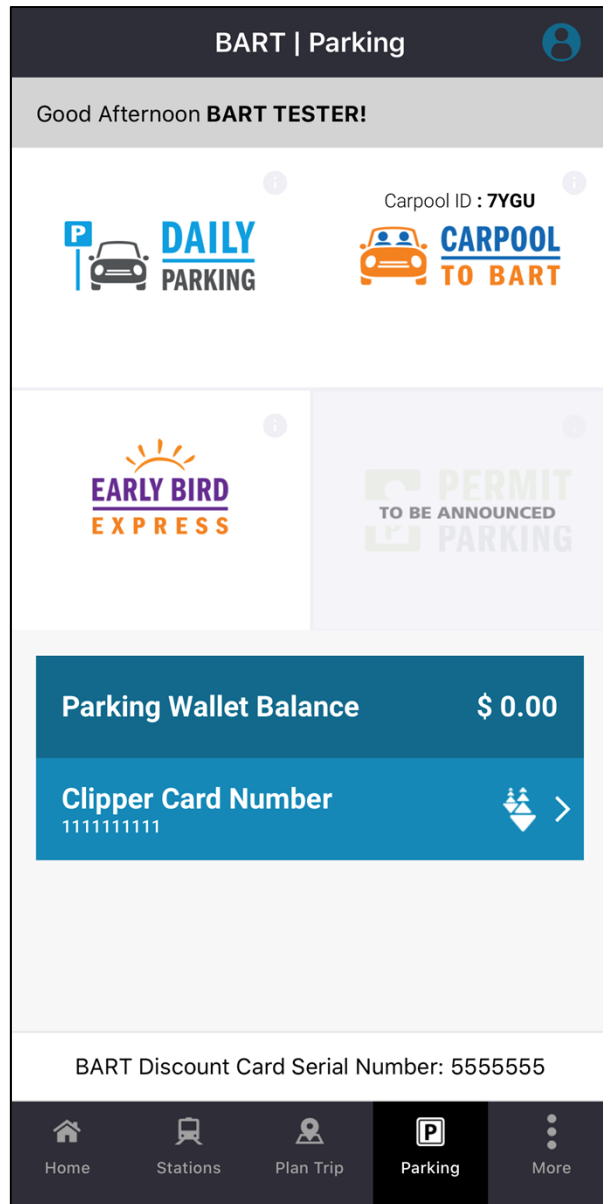
Parking User Experience

Parking payment is difficult and confusing



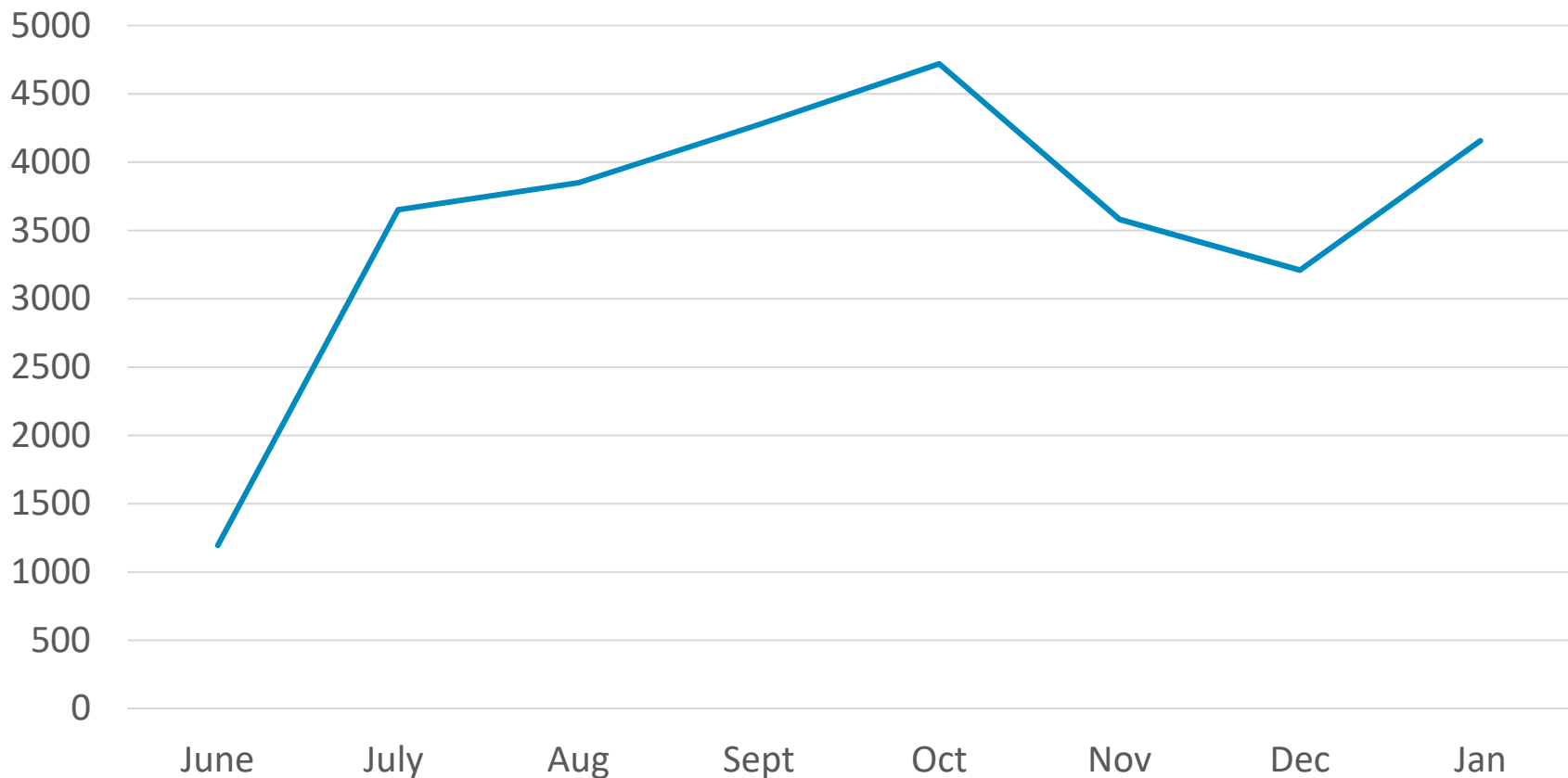
New mobile app offers one stop shop, on the spot payment, and instant confirmation





Carpool app usage on the rise

Transactions per month at Antioch, Dublin, Orinda and Warm Springs Stations



Carpool app offers access to prime permit areas and improves program compliance



Parking User Experience

Parking scofflaws take up valuable space



We are working to obtain license plate cameras to improve parking compliance and safety

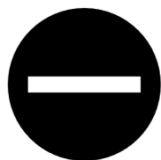


Parking User Experience

Finding a parking space requires waking up early



Fill time is before 8 AM at 9 stations






All but two stations 95% full

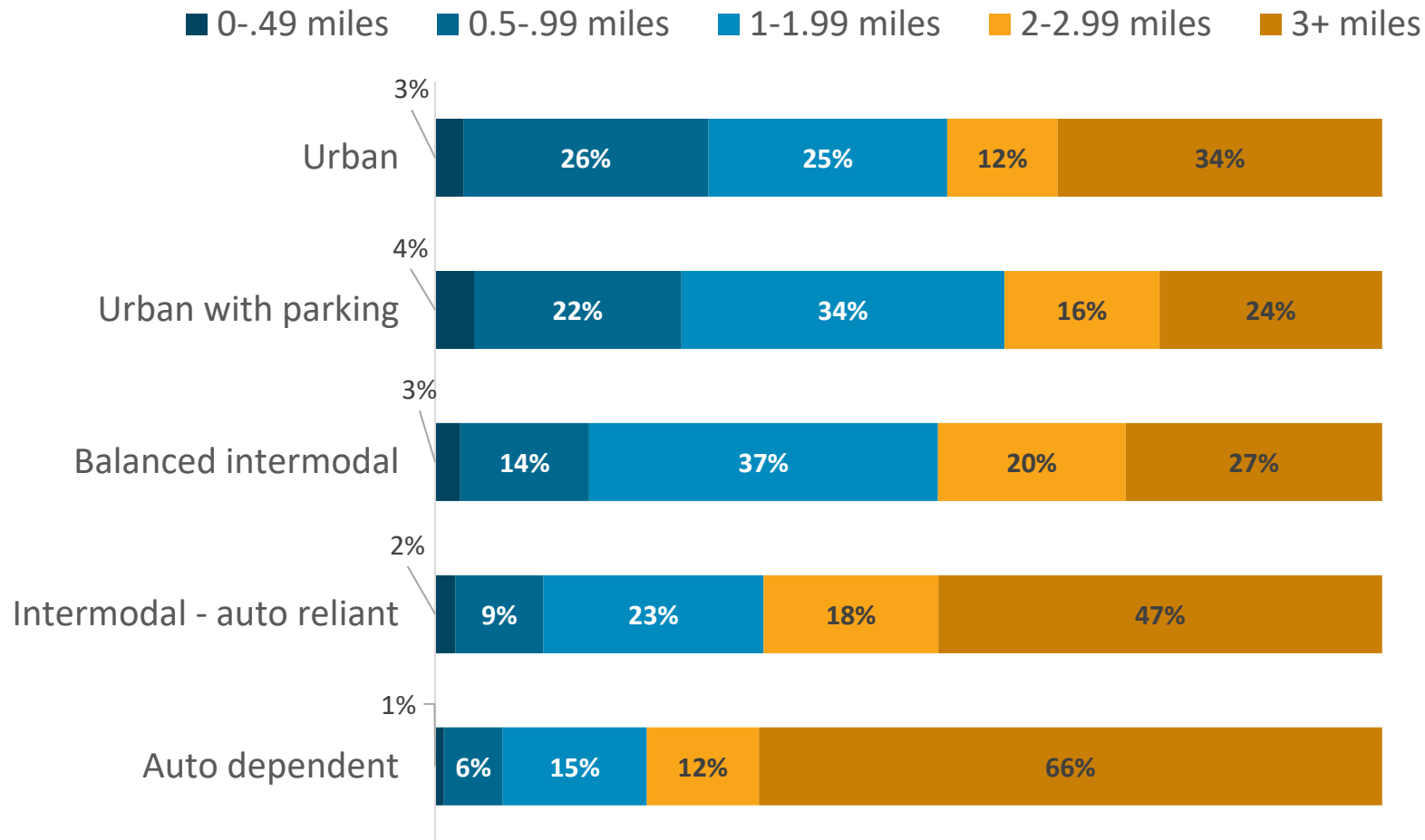


40,000 names on the monthly permit waitlist

How market based pricing supports the 2016 Station Access Policy goals

Goal	Market based parking pricing
Better experience 	Ensures some parking availability most of the time
Productive and efficient 	Spreads demand across stations and time to maximize ridership
Healthier/greener 	Encourages biking, walking and taking transit

Drive and park by distance by station typology (home based trips 2015)



Even at auto-dependent stations, more than 20 percent of people live within less than two miles



Jack

- Lives two miles away
- Prefers to get into work early
- Partner drives to work
- Always finds a spot at 7:00 AM



Jill

- Lives six miles away
- Has to take kids to childcare
- Can't find a spot at 8:30 AM
- Drives all the way to work and pays \$25 a day to park

Major BART Access Investment Programs

**Measure RR Access
Program - \$135 M**

**Connecting Bus
Subsidy
\$16 M/year**

**Paratransit Services
\$15M/year + 1,000 ADA
spaces**

Policy Proposals

For Discussion Today

1. Proposed rate adjustment process
2. Price ranges (constrained or unconstrained)

Additional Topics

1. Discounts during low demand periods
2. Adjust parking pricing hours
3. Eliminate carpool paper permits
4. Mobile app wallet

Proposed Rate Adjustment Process



Review every 6 months



Evaluate performance criteria by product

Daily Fee

Single Day

Monthly

Availability

Availability

Availability

Fill time

% Sold

Waitlist



Adjust rates up or down

Up to 50% one time adjustment, 10-33% thereafter

Illustrative Pricing Scenarios (Hypothetical)

	Hypothetical Price Range Scenarios		
	Today	Constrained	Unconstrained
Daily Fee	\$2-3	\$2-\$6	Market based
Permit			
Single day	\$4-\$6	\$2-\$10	
Monthly	\$84-\$105	\$84-\$180	

Illustration - Constrained Scenario 3-5 years from now

Low & Medium Demand Stations



- Price never reaches cap
- Fill time is late
- Finding parking is easy

High Demand Station



- Price caps out at \$6
- Fill time remains early
- Hard to find parking

Illustrative Pricing Scenarios (Hypothetical)

	Hypothetical Price Range Scenarios		
	Today	Constrained	Unconstrained
Daily Fee	\$2-3	\$2-\$6	Market based
Permit			
Single day	\$4-\$6	\$2-\$10	
Monthly	\$84-\$105	\$84-\$180	
Incremental annual revenue*	Flat	\$10-15m	\$12-\$17m

**Range of incremental additional annual revenue per year after the 3rd year of implementation*

Discussion / Feedback

