

# Item 24: Parking Management Strategies & Fiscal Sustainability

City Council Meeting

June 9, 2026

CITY OF BERKELEY  
Public Works





# Staff Recommendation

1. Repeal and Reenact BMC Chapter 14.52 (Parking Meters)
  - Extend hours to 8 p.m.
  - Sunday enforcement
  - New meter zones
  - Transition to cashless pay stations
2. Transparent transaction charges
3. Implement FY 2028 RPP Graduated Fee Schedule
4. Update Parking Violations and Fines Schedule





# Parking Program Overview

## PARKING METERS

# \$8.8M

FY 2025 METER REVENUE

# 1,945

single-space meters



# 242

multi-space pay stations

~\$4,024 / unit · 2,187 total devices



- Meters \$8.8M (64%)
- Garages \$4.9M (36%)

**64% of combined parking revenue**

## OFF-STREET PARKING GARAGES

# \$4.9M

FY 2025 GARAGE REVENUE

# 3

Garages

# 1,239

Total spaces

### Center Street Garage

720 sp

### Telegraph-Channing Garage

420 sp

~\$3,954/space

### Oxford Garage

99 spaces

**36% of combined parking revenue**



# The Need for Change

- Fiscal Health: Structural deficit in Parking Meter and Off-Street Funds
- Aging Infrastructure: Mechanical failures (coins/printers) increasing costs
- Demand Management: High occupancy in evenings and Sundays (unmanaged)
- Equity: Current flat-fee RPP structure subsidizes excessive car storage
- Climate Goals: Reducing 'cruising' for parking to cut GHG emissions

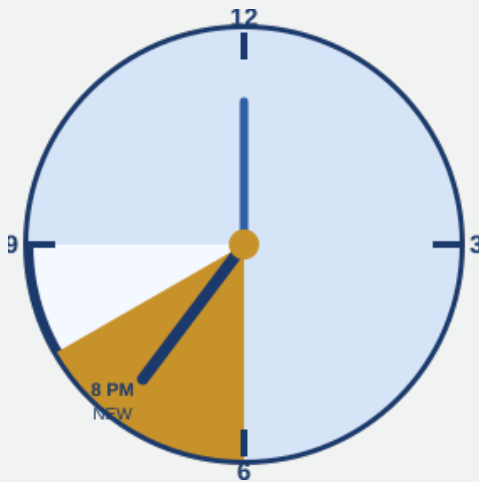
## Projected Deficit Without Action

~\$-1M

Combined parking fund balance  
(end FY 2027)



# goBerkeley Adjustments: Extended Hours and Sunday Operations



Current	Proposed
Mon–Sat: 9 a.m. – 6 p.m.	Mon–Sat: 9 a.m. – 8 p.m.
No Sunday operations	Sunday: 9 a.m. – 8 p.m.
No evening coverage	+2 hrs of coverage daily
	<b>Net new revenue: +\$1M/yr</b>

Regional Context: SF meters run until 10 p.m. and on Sundays in some areas. Oakland began Sunday meters Jan 2026 (12pm-6pm). Walnut Creek operates until 8 p.m. daily.



# goBerkeley Adjustments: Zone Expansion and Cashless Transition

## Zone Expansion

- ~30 new pay stations in high-demand commercial areas
- Target blocks exceeding 85% occupancy without meters
- Net revenue: +\$317K/yr after installation costs
- One-time capital: \$296K + \$26K/yr ongoing fees

*Blocks at 85%+ occupancy discourage access, increase circling, and harm local businesses.*

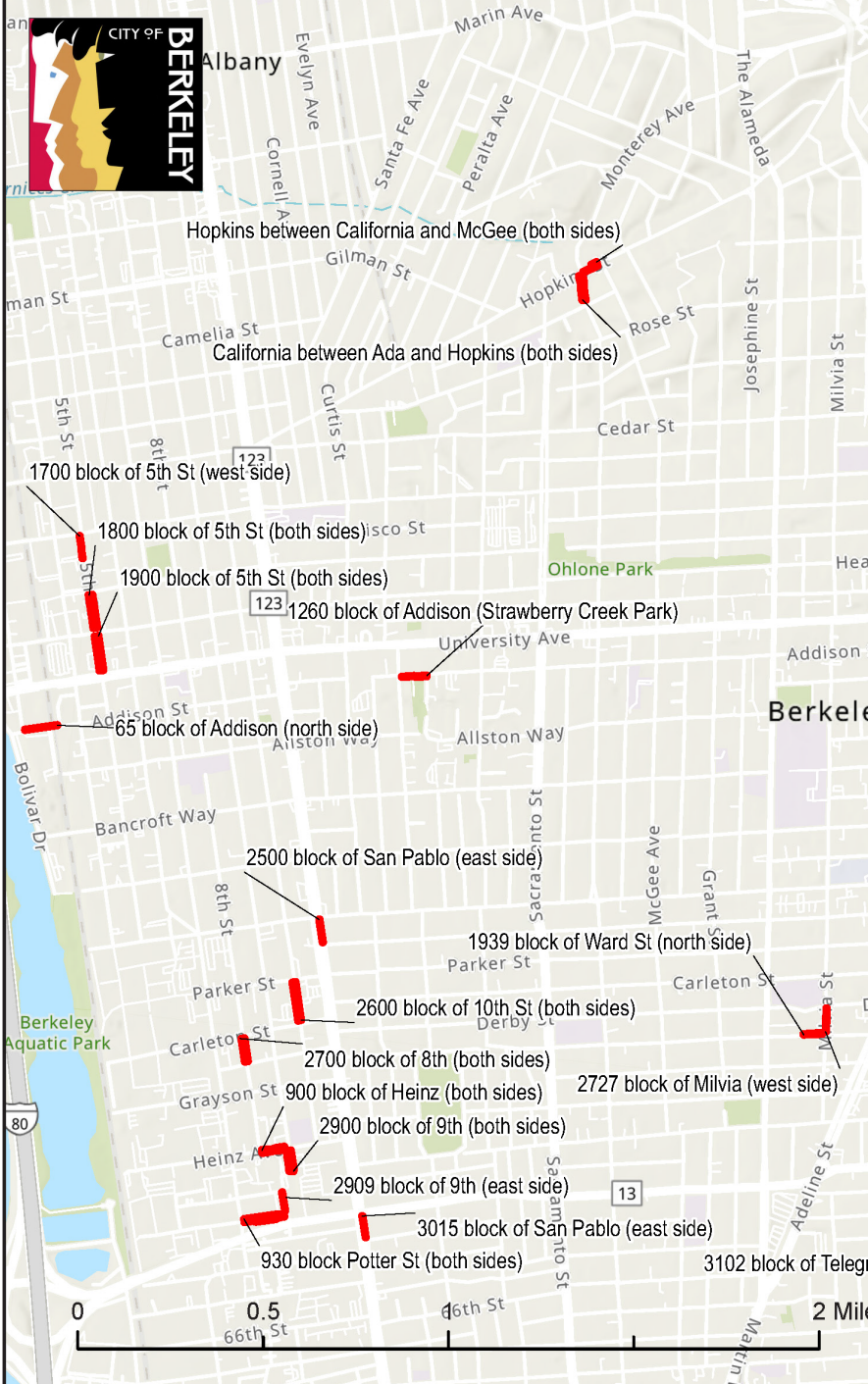
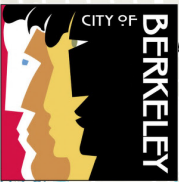
## Cashless Transition

- Replace aging coin/receipt hardware with Tap-to-Pay units
- Eliminate mechanical jams & manual cash collection
- Cost savings: ~\$95K/yr (cash handling, maintenance)
- Pilot one block first; survey users; expand district by district

### **Equity: Clipper Card Integration**

Clipper cards can be loaded with cash at BART stations & retail – ensuring all residents retain access regardless of banking status.

**Public Support: 70% of survey respondents favor Tap-to-Pay with Clipper · 669 total survey responses**



Block Face	Observed Occupancy
Hopkins between California and McGee (south side)	111%
Hopkins between California and McGee (north side)	100%
California between Ada and Hopkins (east side)	85%
California between Ada and Hopkins (west side)	63%
1700 block of 5th St (west side)	118%
1800 block of 5th St (west side)	92%
1800 block of 5th St (east side)	96%
1900 block of 5th St (west side)	68%
1900 block of 5th St (east side)	89%
651 block of Addison (north side)	73%
1260 block of Addison (Strawberry Creek Park)	98%
2500 block of San Pablo (east side)	100%
2600 block of 10th St (east side)	63%
2600 block of 10th St (west side)	69%
2700 block of 8th St (east side)	88%
2700 block of 8th St (west side)	120%
2900 block of 9th St (east side)	104%
2900 block of 9th St (west side)	100%
2909 block of 9th St (east side)	117%
930 block Potter St (south side)	93%
930 block Potter St (north side)	90%
900 block of Heinz (south side)	111%
900 block of Heinz (north side)	88%
3015 block of San Pablo (east side)	106%
1939 Ward St (North side, diagonal spaces only)	103%
2727 block of Milvia (west side)	100%
3102 block of Telegraph (west side)	88%

Note: the goBerkeley Parking Program's target parking occupancy on each block is 65%-85%. In the column, "Observed Occupancy," <64%=below target (no highlighting); 65%-85%=on target (green); and >85%=above target (red).

# goBerkeley Expansion Map

Potential Parking Meter Expansion Blocks

This map is for reference purposes only. Data are not survey precise.

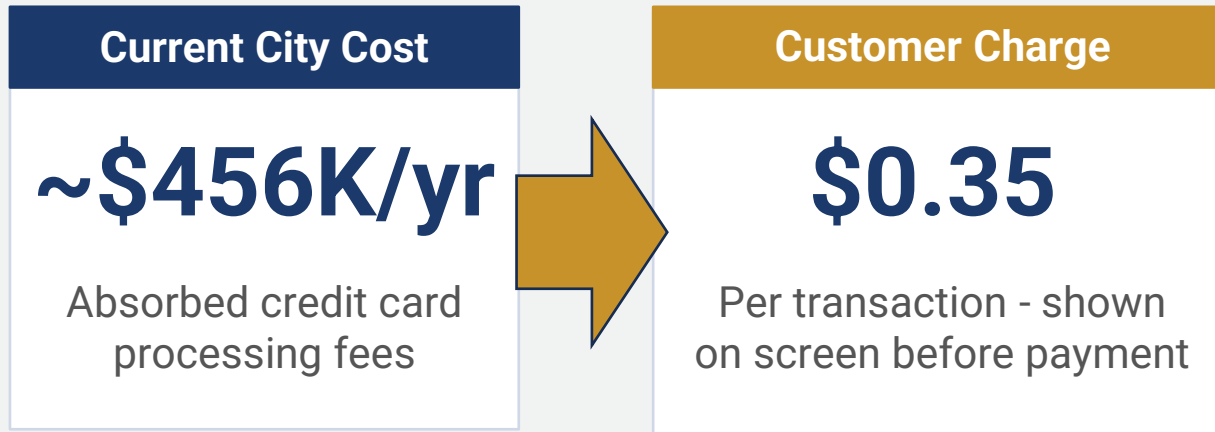
Care was taken in the creation of this map, but it is provided "AS IS". Please contact the City of Berkeley to verify map information or to report any errors.

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March 3, 2026



# Transparent Transaction Charge



**Net Savings**

**+\$406K/yr**

to Parking Meter Fund

**Transparency**

**Visible**

charge shown before payment

**Public Support**

**47%**

of survey respondents favor compared to 33% oppose

*Note: City still obligated to pay an annual service fee of ~\$50,000 after transition.*



# Residential Preferential Parking (RPP) Fee Updates (FY 2028)

**Expenses: ~\$4.12M/yr · Revenue: ~\$2.85M/yr · Deficit: ~\$1.3M/yr**

Permit Type	FY 2027	FY 2028 (Proposed)
1st Annual Residential Permit	\$85	\$100
2nd Annual Residential Permit	\$85	\$125
3rd Annual Residential Permit	\$85	\$150
1-Day Visitor Pass	\$4	\$5
14-Day Visitor Pass	\$44	\$55
Merchant Permit	\$190	\$195
Neighborhood Serving Community Facility (NSCF) Permit	\$90	\$105



*Graduated scale: Higher fees for 2nd/3rd vehicles incentivize off-street parking & reduce curb privatization. Net new revenue: +\$615K/yr*

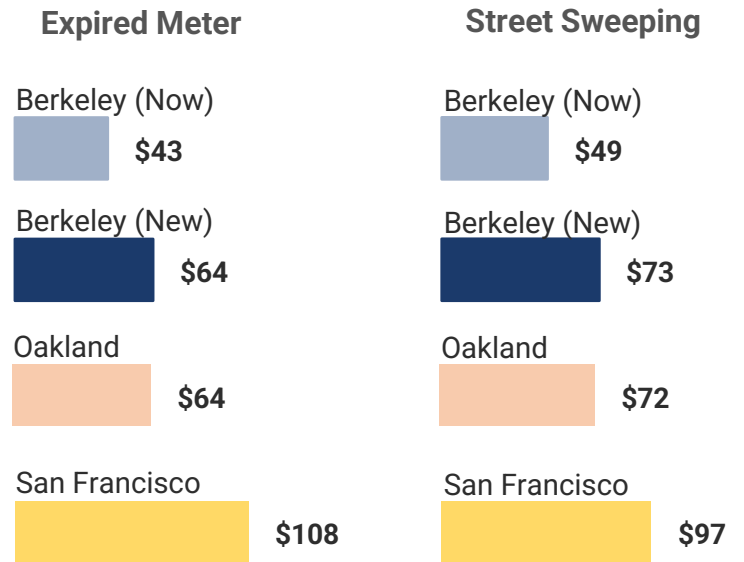


# Fines & Regional Alignment

## The Problem

- Fine amounts unchanged for 15+ years
- 49% cumulative inflation since 2010 – fines have not kept pace
- Berkeley fines far below Oakland & SF – reduced deterrence
- Low fines = less compliance

## Fine Comparison

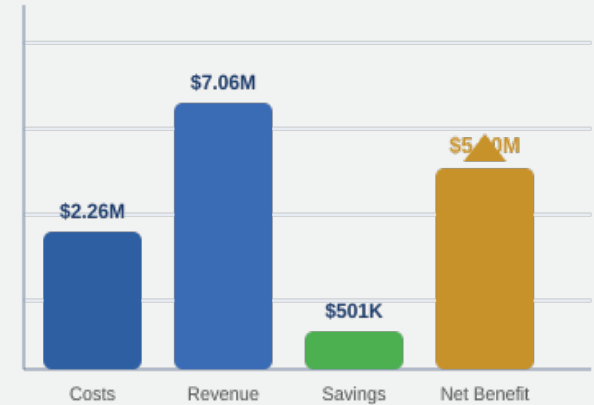


Increases: 3–49% (CPI-based, typically since 2010) · Net new revenue: +\$2.87M/yr · Keeps Berkeley below SF fine levels



# Fiscal Impact (Annual Summary)

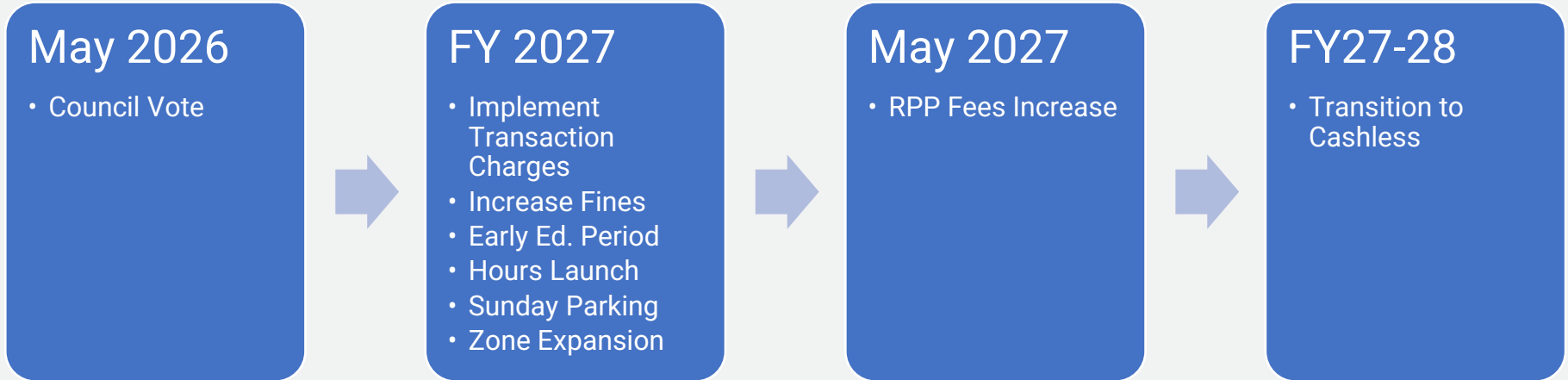
<b>\$7.1M</b> New Annual Revenue	<b>\$2.3M</b> New Annual Costs	<b>\$500K</b> Annual Cost Savings	<b>\$5.3M</b> Net Annual Benefit
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Recommendation	New Cost	New Revenue	Cost Savings	Net Change
Extend hours to 8 p.m.	\$1,001K	\$1,504K	—	+\$503K
Sunday operations	\$1,297K	\$1,429K	—	+\$132K
Zone expansion	\$322K	\$639K	—	+\$317K
Cashless transition	—	—	\$95K	+\$95K
Transaction charge passthrough	—	—	\$406K	+\$406K
RPP fee increases	—	\$615K	—	+\$615K
Parking fines update	—	\$2,871K	—	+\$2,871K
<b>TOTAL</b>	<b>\$2,257K</b>	<b>\$7,058K</b>	<b>\$501K</b>	<b>+\$5,302K</b>



# Implementation Roadmap



- 1 Council Approval**  
April 2026 · Approve Ordinance & Resolutions
- 2 Education Period**  
Early FY 2027
- 3 Hours & Sunday Launch**  
FY 2027 · Soft launch in highest-demand areas first
- 4 Zone Expansion**  
FY 2027 · ~36 new pay stations installed
- 5 RPP New Fees**  
May 1, 2027 · FY 2028 permit year begins
- 6 Cashless Pilot**  
FY 2027–28 · One-block pilot, then gradual rollout



# Action Requested

*Council is asked to:*

1

Adopt first reading of Ordinance repealing/reenacting BMC Chapter 14.52 – extending hours to 8 p.m., Sunday operations, zone expansion, and cashless authorization

2

Adopt Resolution transitioning parking meter transaction costs to a transparent customer charge

3

Adopt Resolution implementing new FY 2028 graduated Residential Parking Permit fee schedule

4

Adopt Resolution updating Schedule of Parking Violations & Fines (CPI-adjusted) and rescinding Resolution No. 71,627-N.S.

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# THANK YOU!

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## CITY OF BERKELEY

Public Works  
*Parking Services*

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