

Item 21:
**Authorize Adding North Shattuck Metered
Parking Area to goBerkeley Program**

Berkeley City Council

November 12, 2019

Public Works Department

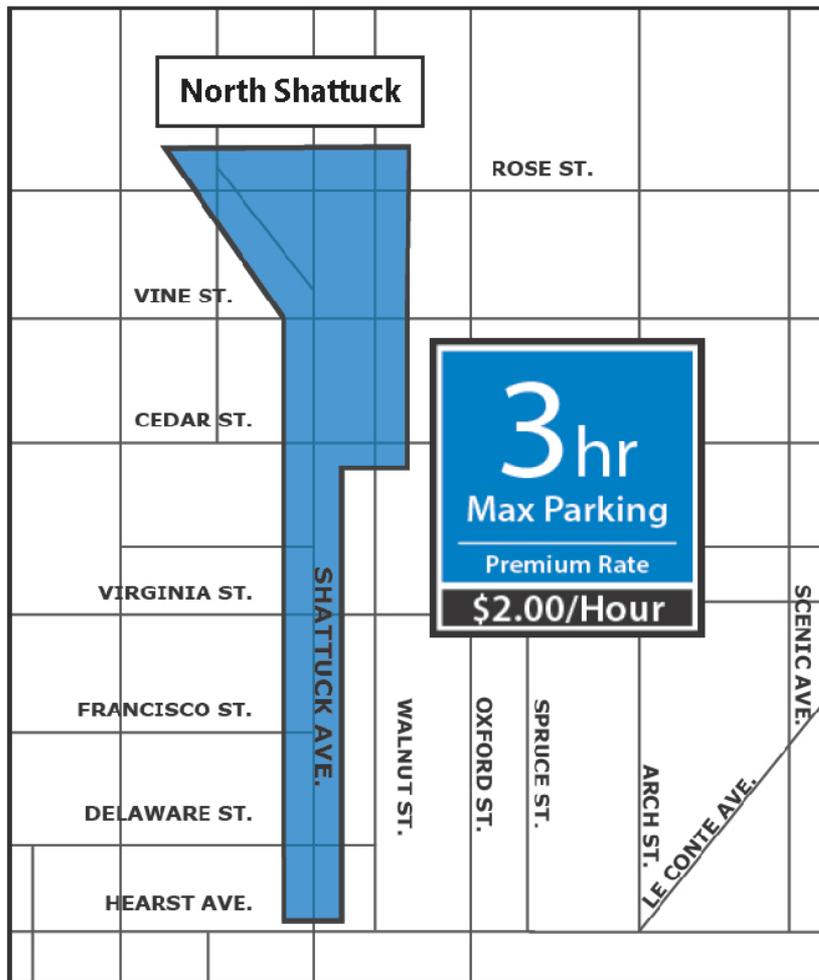
Recommendation & Fiscal Impacts

- Add the North Shattuck Commercial Area to the goBerkeley Parking Management Program
 - 10/29/19 Information Report (Item #41)
Summarizes Recommended Adjustments to Rates and Time Limits
- No Immediate Fiscal Impact as Existing Meters Will Be Used
 - Effects of Demand-Responsive Pricing
Difficult to Forecast

Process & Public Outreach

- Parking Occupancy Data From Spring 2019 Confirmed Parking Is Difficult to Find
- Four Stages of Public Outreach
 - #1: Understand Local Parking Needs and Perceptions via In-Person Visits and Survey
 - #2: Discuss with North Shattuck Association (NSA) – Board Recommended 3-Hour Limit
 - #3: Present Recommendation via In-Person Visits, Presentation to NSA, and Survey
 - #4: Follow-Up Visits with NSA After 10/29 Feedback from Council

Recommended Changes



Effective January 1, 2020

The North Shattuck district will have new meter rates and time limits.

goBerkeley in North Shattuck will include...



3 Hour
Time Limit



\$2.00/Hour
Rate



New
Signage

Responding to local needs, the changes are designed to simplify the parking experience, increase options for parkers, and improve parking availability.

Next Steps

- Approve Staff Recommendations
- New Rates, Time Limits, and Signage in North Shattuck goBerkeley Area Effective January 1, 2020
- Notification to Begin December 1, 2019