



SPECIAL CITY COUNCIL MEETING
Tuesday, February 5, 2019 – 6:00 p.m.
Hillside Conference Room

REGULAR CITY COUNCIL MEETING
Tuesday, February 5, 2019 – 7:00 p.m.
City Council Chambers

Meeting Location
El Cerrito City Hall
10890 San Pablo Avenue, El Cerrito

Rochelle Pardue-Okimoto – Mayor

Mayor Pro Tem Greg Lyman
Councilmember Paul Fadelli

Councilmember Janet Abelson
Councilmember Gabriel Quinto

6:00 PM ROLL CALL - CONVENE SPECIAL CITY COUNCIL MEETING

1. ORAL COMMUNICATIONS FROM THE PUBLIC

All persons wishing to speak should sign up with the City Clerk. Remarks are typically limited to 3 minutes per person and to items on the special meeting agenda only.

2. COMMISSION INTERVIEWS, STATUS AND APPOINTMENTS

Action Proposed: Conduct interviews of candidates for City Boards and Commissions. Interviews may result in an announcement of appointment at the meeting.

Contact: Holly M. Charléty, City Clerk, City Management

3. ADJOURN SPECIAL CITY COUNCIL MEETING

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| ▪ The special meeting will not be televised. |
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7:00 PM ROLL CALL - CONVENE REGULAR CITY COUNCIL MEETING

1. PLEDGE OF ALLEGIANCE TO THE FLAG OR OBSERVATION OF MOMENT OF SILENCE – Councilmember Fadelli

2. COUNCIL/STAFF COMMUNICATIONS

Reports of closed session, commission appointments and informational reports on matters of general interest which are announced by the City Council and staff.

3. ORAL COMMUNICATIONS FROM THE PUBLIC

All persons wishing to speak should sign up with the City Clerk. Remarks are typically limited to 3 minutes per person. The Mayor may reduce the time limit per speaker depending upon the number of speakers. Kindly state your name and city of residence for the record. Comments regarding non-agenda, presentation and consent calendar items will be heard first. Comments related to items appearing on the Public Hearing or Policy Matter portions of the Agenda are taken up at the time the City Council deliberates each action item. Individuals wishing to comment on any closed session scheduled after the regular meeting may do so during this public comment period or after formal announcement of the closed session.

4. ADOPTION OF THE CONSENT CALENDAR

All items on the consent calendar shall be acted upon in one motion, unless a member of the City Council or staff request separate consideration.

A. Proclamation – Black History Month

Action Proposed: Pass a motion to approve a proclamation recognizing February as Black History Month in the City of El Cerrito.

Contact: Kristin Cunningham, Human Resources Manager, City Administration

B. Proclamation – Lunar New Year

Action Proposed: Pass a motion to approve a proclamation recognizing the Cultural and Historical Significance of Lunar New Year in the City of El Cerrito.

Contact: Kristen Cunningham, Human Resources Manager, City Management

C. Proclamation – Officer of the Year

Action Proposed: Pass a motion to approve a proclamation commending and congratulating Officer Edward Perales as the 2018 Officer of the Year.

Contact: Robert De La Campa, Captain, Police Department

D. Proclamation – Professional Staff Member of the Year

Action Proposed: Pass a motion to approve a proclamation commending and congratulating Community Service Officer Michael Olivieri as the 2018 Professional Staff Member of the Year.

Contact: Robert De La Campa, Captain, Police Department

E. Proclamation – Volunteer of the Year

Action Proposed: Pass a motion to approve a proclamation commending and congratulating Jerry Duda as the 2018 Volunteer of the Year.

Contact: Robert De La Campa, Captain, Police Department

F. Appointment of Member to Economic Development Committee

Action Proposed: Pass a motion to approve the appointment of Eric Wright to the Economic Development Committee, effective February 5, 2019.

Contact: Jennifer Peat, Management Assistant and Committee Liaison; Melanie Mintz, Community Development Director, Community Development Department

G. Annual Payment for El Cerrito's Share of the West Contra Costa Integrated Waste Management Authority Operating Expenses for the Calendar Year 2018

Action Proposed: Adopt a resolution authorizing payment for the City of El Cerrito's share of the West Contra Costa Integrated Waste Management Authority's operating expenses for calendar year 2018 in an amount not to exceed \$76,400.

Contact: Maria Sanders, Operations & Environmental Division Manager; Yvetteh Ortiz, Public Works Director/City Engineer, Public Works Department

H. Amendments to the City Classification Plan

Action Proposed: Adopt a resolution amending the City's Classification Plan to 1) Restore and revise the class specification of Planning Manager; 2) Establish the class of Senior Accountant and establish with an initial control point of \$8,750; and 3) Authorize the reclassification of one Accountant II to Senior Accountant in the Finance Department

Contact: Kristin Cunningham, Human Resources Manager, City Administration

I. Professional Services Agreement with Urban Planning Partners, Inc.

Action Proposed: Adopt a resolution authorizing the City Manager to amend the Professional Services Agreement between the City of El Cerrito and Urban Planning Partners, Inc. in an amount not to exceed \$100,000 bringing the total contract to an amount not to exceed \$145,000 and extending the term of the Agreement through June 30, 2019.

Contact: Sean Moss, Acting Planning Manager; Melanie Mintz, Community Development Director, Community Development Department

5. PRESENTATIONS

A. Bay Area Rapid Transit (BART) Plaza Access and Transit-Oriented Development - Request for Proposal Update

Action Proposed: Receive and File.

Contact: Melanie Mintz, Community Development Director, Community Development Department; Sean Brooks, Real Estate and Property Development Manager, Bay Area Rapid Transit.

6. PUBLIC HEARINGS – None

7. POLICY MATTERS

A. On-Street Parking Studies-Priority Development Area Implementation

Action Proposed: Accept and provide feedback on the *2019 On-Street Parking Studies*.

Contact: Melanie Mintz, Community Development Director, Community Development Department; Yvetteh Ortiz, Public Works Director/City Engineer, Public Works Department

B. San Pablo Avenue Specific Plan Update

Action Proposed: Receive presentation regarding implementation of the San Pablo Avenue Specific Plan, provide staff feedback on the proposed update, and direct staff to update the Plan and Programmatic Environmental Impact Report.

Contact: Melanie Mintz, Community Development Director; Sean Moss, Acting Planning Manager, Community Development Department; Yvetteh Ortiz, Public Works Director/City Engineer, Public Works Department

8. CITY COUNCIL LOCAL & REGIONAL LIAISON ASSIGNMENTS

Mayor and City Council communications regarding local and regional liaison assignments and committee reports.

9. ADJOURN REGULAR CITY COUNCIL MEETING *in memory of former Mayor Ken Berndt.*

The next regularly scheduled City Council meeting is Tuesday, February 19, 2019 at 7:00 p.m. in the City Council Chambers, 10890 San Pablo Avenue, El Cerrito.

The City of El Cerrito serves, leads and supports our diverse community by providing exemplary and innovative services, public places and infrastructure, ensuring public safety and creating an economically and environmentally sustainable future.

- Council Meetings can be heard live on FM Radio, KECG – 88.1 and 97.7 FM and viewed live on Cable TV - KCRT- Channel 28 and AT&T Uverse Channel 99. The meetings are rebroadcast on Channel 28 the following Thursday and Monday at 12 noon, except on holidays. Live and On-Demand Webcast of the Council Meetings can be accessed from the City's website <http://www.el-cerrito.org/streamingmedia>. Copies of the agenda bills and other written documentation relating to items of business referred to on the agenda are on file and available for public inspection in the Office of the City Clerk, at the El Cerrito Library and posted on the City's website at www.el-cerrito.org prior to the meeting.
- In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk, (510) 215-4305. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title I).
- ***The Deadline for agenda items and communications*** is eight days prior to the next meeting by 12 noon, City Clerk's Office, 10890 San Pablo Avenue, El Cerrito, CA. Tel: 215-4305 Fax: 215-4379, email cityclerk@ci.el-cerrito.ca.us
- IF YOU CHALLENGE A DECISION OF THE CITY COUNCIL IN COURT, YOU MAY BE LIMITED TO RAISING ONLY THOSE ISSUES YOU OR SOMEONE ELSE RAISED AT THE COUNCIL MEETING. ACTIONS CHALLENGING CITY COUNCIL DECISIONS SHALL BE SUBJECT TO THE TIME LIMITATIONS CONTAINED IN CODE OF CIVIL PROCEDURE SECTION 1094.6.
- The City Council believes that late night meetings deter public participation, can affect the Council's decision-making ability, and can be a burden to staff. City Council Meetings shall be adjourned by 10:30 p.m., unless extended to a specific time determined by a majority of the Council.



**Special City Council Meeting – 6:00 p.m.
February 5, 2019**

Date: February 5, 2019
To: Honorable Mayor and Members of the City Council
From: Holly M. Charléty, City Clerk
Subject: Commission Interviews

ACTION REQUESTED

Staff requests that City Council conduct interviews and, at the conclusion of interviews, confer with staff regarding the ongoing recruitments, any remaining vacancies, and the scheduling of further special meetings to conduct interviews (if applicable). Council may decide to make appointments at the conclusion of the meeting.

INTERVIEW SCHEDULE

February 5, 2019			
6:00 p.m.	Prachi Amin	Street Oversight Committee	
6:15 p.m.	Ben Chuaqui	Parks & Recreation Commission	Reappointment
6:30 p.m.	W. Mina Wilson	Human Relations Commission	Reappointment
February 19, 2019			
6:15 p.m.	George Fruehan	Street Oversight Committee	
6:30 p.m.	Michael Fisher	Civil Service Commission Library Commission	Reappointment Reappointment

BACKGROUND

Staff continues to publicize board, commission and committee vacancies as they occur. Vacancies are published on the City's website and in the West County Times, and posted at City Hall, the Community Center and Library. Staff is also utilizing social media outlets to increase awareness and opportunities for citizens to participate by attending meetings and/or serving on a board, commission or committee. For your reference, the most recent list of vacancies is attached, as well as interview questions and applications for interviews.

Attachments:

1. Current Board, Commission, and Committee Vacancy List
2. Interview Questions
3. Applications



VACANCIES ON EL CERRITO'S BOARDS, COMMISSIONS AND COMMITTEES

C. C. LIBRARY COMMISSION	(1 Upcoming Vacancy)
C. C. MOSQUITO & VECTOR CONTROL DIST.	(1 Upcoming Vacancy)
CITIZENS STREET OVERSIGHT COMMITTEE	(1 Vacancy)
CIVIL SERVICE COMMISSION	(2 Upcoming Vacancies)
COMMITTEE ON AGING	(2 Vacancies)
CRIME PREVENTION COMMITTEE	(9 Vacancies)
DESIGN REVIEW BOARD	(1 Upcoming Vacancy)
ECONOMIC DEVELOPMENT COMMITTEE	(8 Vacancies)
ENVIRONMENTAL QUALITY COMMITTEE	(1 Vacancy)
HUMAN RELATIONS COMMISSION	(1 Vacancy & 1 Upcoming Vacancy)
PARKS AND RECREATION COMMISSION	(2 Upcoming Vacancies)
PLANNING COMMISSION	(1 Upcoming Vacancy)
URBAN FOREST COMMITTEE	(9 Vacancies)

The El Cerrito City Council is seeking applicants interested in serving on its Boards, Commissions and Committees. There are several opportunities for El Cerrito residents to serve their community. If you are interested in volunteering, please submit an application to the City Clerk, 10890 San Pablo Avenue, El Cerrito, CA 94530. Vacancy information and the [application form](#) may be obtained by contacting the City Clerk at 215-4305 or by downloading the application form from the City's website at <http://www.el-cerrito.org/>.

Members of Boards, Commissions and Committees provide an invaluable service to our community. The detailed study and considered recommendations of our local advisory bodies are often catalysts for innovative programs and improved services. Serving as a commissioner or committee member can be a rewarding experience for community service minded residents. It is an excellent way to participate in the functioning of local government and to make a personal contribution to the improvement of our community. Commissioners and Committee Members are appointed by the City Council for terms of four years. Commission and committee meetings are generally held once a month during evening hours. The City Council conducts its recruitment on a continuous, ongoing basis. **Please consider submitting an application now! For additional information please contact Holly Charléty, City Clerk at 215-4305, CityClerk@ci.el-cerrito.ca.us**

January 18, 2019

City of El Cerrito
BOARD/COMMISSION INTERVIEW QUESTIONS

1. Will you give us a quick summary of why you chose to apply or how you selected the _____ commission/board?
2. Briefly outline what in your professional background, work experience, education, or volunteer work would be relevant to the commission/board and highlight any special or unique qualifications or qualities you feel would contribute to the commission?
3. Are you aware of any issues that this commission addressed recently? Have you attended any commission or council meetings?
4. Do you have any thoughts or ideas on how this commission might contribute to the quality of life in El Cerrito?
5. In the few minutes remaining do you have any questions for us?

City of El Cerrito
REAPPOINTMENT INTERVIEW QUESTIONS

1. How is the commission currently functioning?

2. What suggestions for change might you have for this commission? Please briefly outline them.

3. Are there any Council policies affecting this particular commission which you especially agree with? Disagree with?



**February 5, 2019
Special City Council Meeting**

Commission Interviews

Attachment 3 Applications

are available for review in hardcopy format at the
following locations:

Office of the City Clerk
10890 San Pablo Avenue
El Cerrito
(510) 215-4305

and

The El Cerrito Library
El Cerrito
6510 Stockton Avenue

EL CERRITO CITY COUNCIL PROCLAMATION
Recognizing February as Black History Month in the City of El Cerrito

WHEREAS, much of the City of El Cerrito's honor, strength and distinction can be attributed to the diversity of cultures and traditions that are celebrated by our residents; and

WHEREAS, African Americans have played a significant role in the history of our nation and California's economic, cultural, spiritual, and political development while working tirelessly to promote their culture and history; and

WHEREAS, as a result of their determination, hard work, and perseverance, African Americans have made valuable and lasting contributions to our community and our state, achieving exceptional success in all aspects of society including business, education, politics, science, and the arts; and

WHEREAS, in 1976, Black History Month was formally adopted to honor and affirm the importance of Black History throughout our American experience, and is full of individuals who took a stance against prejudice, advanced the cause of civil rights, strengthened families, communities, and our nation; and

WHEREAS, all Americans are encouraged to reflect on past successes and challenges of African Americans and look to the future to improve society so that we live up to the ideals of freedom, equality, and justice.

NOW THEREFORE, the City Council of the City of El Cerrito does hereby declare February as Black History Month in the City of El Cerrito, and invites everyone to recognize this month to celebrate the diversity and character of our community and highlight the importance of sharing our culture, customs and traditions with those around us.

Dated: February 5, 2019

Rochelle Pardue-Okimoto, Mayor

EL CERRITO CITY COUNCIL PROCLAMATION
Recognizing the Cultural and Historical Significance of Lunar New Year in the
City of El Cerrito

WHEREAS, Lunar New Year begins on the second new moon following the winter solstice, or the first day of the new year according to the lunisolar calendar, and extends until the full moon 15 days later; and

WHEREAS, February 5, 2019, marks the first day of Lunar New Year for calendar year 2019; and

WHEREAS, Lunar New Year began in China more than 4,000 years ago and is widely celebrated in East and Southeast Asia; and

WHEREAS, Lunar New Year is often referred to as Spring Festival in various Asian countries; and

WHEREAS, the Asian diaspora has expanded the Lunar New Year celebration into an annual worldwide event; and

WHEREAS, Lunar New Year is celebrated by Asian Americans and many non-Asian Americans in El Cerrito and throughout California and the entire United States; and

WHEREAS, participants celebrating Lunar New Year travel to spend the holiday reuniting with family and friends, enjoying community activities and cultural performances; and

WHEREAS Lunar New Year is traditionally a time to wish others good fortune, health, prosperity, and happiness.

NOW, THEREFORE, the City of El Cerrito recognizes the cultural and historical significance of Lunar New Year; in observance of Lunar New Year, expresses its deepest respect for Asian Americans and all individuals in El Cerrito and throughout the world who celebrate this significant occasion; and wishes Asian Americans and all individuals who observe this holiday a happy and prosperous new year.

Dated: February 5, 2019

Rochelle Pardue-Okimoto, Mayor

EL CERRITO CITY COUNCIL PROCLAMATION

Commending and Congratulating Officer Edward Perales for his Recognition by the Richmond Elks Lodge No. 1251 Police Officer Appreciation Program and for his Selection as Officer of the Year

WHEREAS, Edward Perales assumed the position of Police Explorer with the El Cerrito Police Department in May of 2011, was hired as a Police Cadet on February 27, 2013, and was hired as a Police Officer on August 27, 2014; and

WHEREAS, Officer Edward Perales earned a special assignment as a School Resource Officer and began working at Korematsu Middle School in 2017 where he fostered collaboration between the El Cerrito Police Department and the staff of both Korematsu Middle School and El Cerrito High School; and

WHEREAS, Officer Edward Perales earned a Life Saving Award for administering CPR on a person suffering from a drug overdose, leading to a full recovery; and

WHEREAS, Officer Edward Perales solved significant crimes, including a robbery and residential burglary, through the use of social media based investigations; and

WHEREAS, In 2018 Officer Edward Perales graduated from San Jose State University with a major in Sociology and a minor in Justice Studies; and

WHEREAS, Officer Edward Perales will be recognized by the Richmond Elks Lodge No. 1251 through their Police Officer Appreciation Program on February 27, 2019; and

WHEREAS, Officer Edward Perales has displayed his dedication to the community, possesses a commendable work ethic, has shown exemplary performance throughout the year, and has been selected for special recognition.

NOW THEREFORE, the City Council of the City of El Cerrito does hereby commend and congratulate Officer Edward Perales for his selection as Officer of the Year. The City Council extends sincere appreciation to Officer Perales for his devotion to the mission, vision, and values of the El Cerrito Police Department.

Dated: February 5, 2019

Rochelle Pardue-Okimoto, Mayor

EL CERRITO CITY COUNCIL PROCLAMATION
Commending and Congratulating Community Service Officer Michael Olivieri
for his Selection as Professional Staff Member of the Year

WHEREAS, Michael Olivieri assumed the position of Police Cadet on February 9, 2016; and

WHEREAS, Michael Olivieri was hired as a Records Specialist on October 9, 2017 and as a Community Service Officer on January 22, 2018; and

WHEREAS, CSO Olivieri quickly learned to become proficient at writing reports and processing crime scenes; and

WHEREAS, CSO Olivieri has an excellent attendance record throughout the year; and

WHEREAS, CSO Olivieri helped the El Cerrito Police Department by filling in for vacant positions in the Records Unit; and

WHEREAS, CSO Olivieri did all of this while studying at the University of California at Berkeley with a planned graduation in 2019; and

WHEREAS, CSO Olivieri works to enhance public trust, possesses a commendable work ethic, demonstrates exemplary performance, and has been selected for special recognition.

NOW THEREFORE, the City Council of the City of El Cerrito does hereby commend and congratulate Community Service Officer Michael Olivieri for his accomplishment. The City Council extends sincere appreciation to CSO Olivieri for his devotion to the mission, vision, and values of the El Cerrito Police Department.

Dated: February 5, 2019

Rochelle Pardue-Okimoto, Mayor

EL CERRITO CITY COUNCIL PROCLAMATION
Commending and Congratulating Volunteer Jerry Duda for his recognition by
the El Cerrito Police Department as Volunteer of the Year for 2018

WHEREAS, Jerry Duda completed the El Cerrito Police Department Community Police Academy in March 2016; and

WHEREAS, Jerry Duda was appointed as a Volunteer on May 11, 2016; and

WHEREAS, Jerry Duda possesses a profound and commendable work ethic, taking on tasks which help the El Cerrito Police Department in every aspect of service delivery; and

WHEREAS, Jerry Duda was the Volunteer of the Year in 2016 and continued his high level of community service; and

WHEREAS, Jerry Duda donated 1,105 hours to the Volunteers in Policing program in 2018; and

WHEREAS, Jerry Duda has displayed his dedication to the community by working to enhance public trust, exemplifies the values of public service throughout the year, and has been selected for special recognition.

NOW THEREFORE, the City Council of the City of El Cerrito does hereby commend and congratulate Jerry Duda for his accomplishments. The City Council extends sincere appreciation to Jerry Duda for his devotion to the mission, vision, and values of the El Cerrito Police Department.

Dated: February 5, 2019

Rochelle Pardue-Okimoto, Mayor



AGENDA BILL

Agenda Item No. 4(F)

Date: February 5, 2019
To: El Cerrito City Council
From: Jennifer Peat, Management Assistant/EDC Staff Liaison
Melanie Mintz, Community Development Director
Subject: Appointment of Member to Economic Development Committee

ACTION REQUESTED

Approve an Economic Development Committee recommendation to appoint Eric Wright to the Economic Development Committee, effective February 5, 2019.

BACKGROUND

An application to be appointed to the Economic Development Committee (EDC) was recently received from Eric Wright, who has attended three meetings of the Economic Development Committee. During the regular Committee meeting on January 24, 2019 the Committee voted unanimously to recommend to the Council that Eric Wright be appointed to the Economic Development Committee.

Eric is an El Cerrito resident and Director of Operations at 4 Musketeers Restaurant Group. He has a strong interest in developing the El Cerrito economy and to take an active role in the City.

If the Council approves this recommendation, the number of Committee members will be 8. Resolution 2013-66 establishes a maximum committee size at 15.

Reviewed by:

Karen Pinkos
City Manager

Attachments:

1. Application



**February 5, 2019
Regular City Council Meeting**

**Agenda 4(F)
Appointment of Member to Economic Development Committee**

Attachment 1 Application

are available for review in hardcopy format at the
following locations:

Office of the City Clerk
10890 San Pablo Avenue
El Cerrito
(510) 215-4305
and
The El Cerrito Library
El Cerrito
6510 Stockton Avenue



AGENDA BILL

Agenda Item No. 4(G)

Date: February 5, 2019
To: El Cerrito City Council
From: Maria Sanders, Operations & Environmental Services Division Manager
Yvetteh Ortiz, Public Works Director/City Engineer
Subject: Annual payment for El Cerrito's share of the West Contra Costa Integrated Waste Management Authority operating expenses for calendar year 2018

ACTION REQUESTED

Adopt a resolution authorizing payment for the City of El Cerrito's share of the West Contra Costa Integrated Waste Management Authority's operating expenses for calendar year 2018 in an amount not to exceed \$76,400.

BACKGROUND

The City of El Cerrito is a member of the West Contra Costa Integrated Waste Management Authority (Authority) and a party to the Joint Powers Agreement that created the Authority in 1991. The Authority, commonly known as RecycleMore, provides a variety of services to its member agencies (El Cerrito, Richmond, San Pablo, Pinole, Hercules, and the unincorporated areas of West County). The services provided by the Authority include management and administration of State mandated AB939 recycling diversion reporting and programs, regional household hazardous waste (HHW) collection programs, and other outreach and education to residents, businesses, schools, and community groups.

Historically, the City and all other parties to the Joint Powers Agreement have funded Authority operating expenses via a portion of the Integrated Resource Recovery Facility (IRRF) Fees that were set by the Authority and charged on garbage bills paid by residents and businesses. However, with the December 31, 2013 expiration of the Integrated Resource Recovery Agreement, the Authority ceased setting IRRF Fees as of January 1, 2014. While other Authority members included a mechanism to fund Authority operating expenses in their newly negotiated post-collection agreements with solid waste processor Republic Services, the City's adopted Post-Collection Agreement with Republic Services (Resolution No. 2013-54) is silent on such a mechanism, thereby providing the City with more options to pay its share of Authority expenses.

Since 2014, Council has authorized payment of El Cerrito's share of Authority operating expenses through the City's Integrated Waste Management (IWM) Fund, rather than from fees collected and remitted by Republic Services directly to the Authority. Thus, these payments are computed as part of the City's annual IWM fee setting process prior to the start of each calendar year.

ANALYSIS

The City's share of the Authority is based on a price per ton of El Cerrito waste processed through the Golden Bear Transfer Station. This cost is similar to the price per ton paid by other Authority member agencies through their post-collection agreements, as established each calendar year by the Authority Board during its rate setting process. In 2018, the Authority rate per ton was set at \$6.16/ton. Using this rate and estimated tons of El Cerrito waste for 2018, payments for 2018 will amount to approximately \$76,400 (12,400 tons of processed waste at \$6.16 per ton). The City expects to receive a final waste tonnage report for calendar year 2018 in March 2019 and will finalize its payment to the Authority after that time.

STRATEGIC PLAN CONSIDERATIONS

Approval of proposed payments to the Authority is consistent with Goal F - *Foster environmental sustainability citywide* of the City's Strategic Plan. Specifically, approval of the proposed payments will result in the continuation of waste diversion and reduction programs provided to the City by the Authority, which is consistent with the "Reducing the amount of waste generated in El Cerrito" strategy under Goal F.

ENVIRONMENTAL CONSIDERATIONS

Approval of the proposed payments will allow the continuation of waste diversion and reduction programs currently provided to El Cerrito by the Authority.

FINANCIAL CONSIDERATIONS

Funding of \$76,400 for payment of El Cerrito's share to the Authority's annual operating expenses was approved as part of the Adopted Fiscal Year 2018-19 Budget, as an allocation from the Integrated Waste Management Fund.

LEGAL CONSIDERATIONS

The City Attorney has reviewed the proposed action and found that legal considerations have been addressed.

Reviewed by:



Karen Pinkos
City Manager

Attachments:

1. Resolution

RESOLUTION 2019-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL CERRITO
AUTHORIZING PAYMENT FOR THE CITY OF EL CERRITO'S SHARE OF THE WEST
CONTRA COSTA INTEGRATED WASTE MANAGEMENT AUTHORITY'S
OPERATING EXPENSES FOR CALENDAR YEAR 2018 IN AN AMOUNT NOT TO
EXCEED \$76,400

WHEREAS, the City of El Cerrito (City) is a member of the West Contra Costa Integrated Waste Management Authority (Authority) and a party to the Joint Powers Agreement that created the Authority in 1991; and

WHEREAS, the City and all other parties to the Joint Powers Agreement have historically funded Authority operating expenses via a portion of the Integrated Resource Recovery Facility (IRRF) fees that were set by the Authority and charged on garbage bills paid by residents and businesses; and

WHEREAS, with the expiration of the Integrated Resource Recovery Agreement on December 31, 2013, the Authority ceased setting IRRF fees, effective January 1, 2014; and

WHEREAS, the City did not include a mechanism to pay its share of Authority's operating expenses as a part of its Post-Collection Agreement with Republic Services approved via Resolution No. 2013-54 thereby providing the City with more options to pay its share of Authority's expenses; and

WHEREAS, the City's share of the Authority's 2018 operating expenses is estimated to not exceed \$76,400; and

WHEREAS, funding is available in the Adopted Fiscal Year 2018-19 Budget in an allocation from the Integrated Waste Management Fund.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of El Cerrito that it hereby authorizes payment for the City of El Cerrito's share of the West Contra Costa Integrated Waste Management Authority's operating expenses for calendar year 2018 in an amount not to exceed \$76,400.

BE IT FURTHER RESOLVED that this Resolution shall become effective immediately upon passage and adoption.

I CERTIFY that at a regular meeting on February 5, 2019 the City Council of the City of El Cerrito passed this Resolution by the following vote:

AYES:	COUNCILMEMBERS:
NOES:	COUNCILMEMBERS:
ABSTAIN:	COUNCILMEMBERS:
ABSENT:	COUNCILMEMBERS:

Agenda Item No. 4(G)
Attachment 1

IN WITNESS of this action, I sign this document and affix the corporate seal of the City of El Cerrito on February XX, 2019.

Holly M. Charl  ty, City Clerk

APPROVED:

Rochelle Pardue-Okimoto, Mayor



AGENDA BILL

Agenda Item No. 4(H)

Date: February 5, 2019
To: El Cerrito City Council
From: Kristen Cunningham, Human Resources Manager
Subject: Amendments to the City Classification Plan

ACTION REQUESTED

Adopt a resolution amending the City's Classification Plan to 1) Restore and revise the class specification of Planning Manager; 2) Establish the class of Senior Accountant and establish with an initial control point of \$8,750; and 3) Authorize the reclassification of one Accountant II to Senior Accountant in the Finance Department

BACKGROUND

The City's Strategic Plan identifies "Deliver Exemplary Government Services" as a primary goal. The strategies outlined for this goal include recruiting and retaining a talented workforce and maintaining an emphasis on providing excellent customer service.

Human Resources works continuously with Department and Division managers to review class specifications throughout the City to confirm that they are representative of organizational changes and duties performed that have evolved over time.

ANALYSIS

Staff has conducted a review of the current staffing and positions within the Community Development and Finance Departments.

Planning Manager

In 2012, the position of Development Services Manager was established in the Community Development Department as a part of a restructuring of the Planning and Building Divisions. With the restructuring, the Development Services Manager position replaced the Planning Manager position and had direct responsibility for both Divisions. Upon the recent departure of the City's Development Services Manager, staff has conducted a review of the current functions within the Community Development Department. Staff's recommendation is to restore and revise the class specification of Planning Manager to replace the Development Services Manager position which better aligns with the functions and responsibilities required of the position and the Department's overall organizational structure. In terms of the reporting structure of the Building and Planning Divisions, the Building Official and the Planning Manager will each report directly to the Department Director.

Senior Accountant

Based on a review of the current structure and business needs within the Finance Department, staff recommends the establishment of the Senior Accountant position in the management/unrepresented group. This position will be responsible for a variety of professional level accounting duties involved in preparing, analyzing, verifying, and reconciling the most complex financial transactions, statements, records, and reports. The Senior Accountant will also be responsible for coordinating the annual external audit and GASB reporting, preparing the CAFR, ROPS and the State Controller's reports, preparing quarterly budget reports and resolving variances as needed with Department Directors and Managers.

Staff recommends establishing a salary with an initial control point of \$8,750 per month. The recommended salary has been benchmarked to the Management Analyst III position, as the classifications reflect similar levels of education, experience, and Knowledge, Skills, Abilities requirements.

Accountant II Reclassification

During the review of the Finance Department's current structure, a determination has been made that the City's Accountant II is performing duties that are more appropriately aligned with those of the Senior Accountant classification. Staff recommends a reclassification as the responsibilities assumed by the Accountant II have evolved over time to include duties of a more complex nature that are consistent with the higher level classification.

STRATEGIC PLAN CONSIDERATIONS

Amending the City's classification plan will help fulfill City of El Cerrito Strategic Plan Goal A: Delivering Exemplary Public Services and the following objectives:

- Recruit and retain a talented and effective workforce
- Maintain emphasis on providing excellent customer service

FINANCIAL CONSIDERATIONS

There will be no additional costs for the proposed changes to the classification plan.

Reviewed by:



Karen Pinkos
City Manager

Attachments:

1. Resolution
2. Class Specification – Planning Manager
3. Class Specification – Senior Accountant

RESOLUTION 2019-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL CERRITO AMENDING
THE CITY CLASSIFICATION PLAN

WHEREAS, the City Council of the City of El Cerrito has an adopted Classification Plan for positions in the City's service; and

WHEREAS, staff has conducted a review of positions in the Community Development and Finance Departments; and

WHEREAS, staff recommends restoring and revising the Planning Manager class specification to better align with the functions and responsibilities required of the position and the Department's overall organizational structure; and

WHEREAS, staff recommends the establishment of the class specification of Senior Accountant based on a study of the Finance Department and the need to expand the level of service provided; and

WHEREAS, the City's Personnel Rules and Regulations 2.6 allow for changes in classification if it is believed that a job being performed is inconsistent with the approved position classification; and

WHEREAS, staff has proposed personnel changes that allow for the reclassification of Accountant II to Senior Accountant to better reflect the duties being performed by the current position and the desired level of service to be provided.

NOW, THEREFORE, BE IT RESOLVED, that the City Council does hereby amend the City's Classification Plan to:

- a. Restore and revise the class specification of Planning Manager; as specified in Exhibit A to this resolution; and
- b. Establish the classification of Senior Accountant in the Finance Department as specified in Exhibit B to this resolution; and
- c. Authorize implementation of the reclassification of Accountant II to Senior Accountant in the Finance Department.

I CERTIFY that at a regular meeting on February 5, 2019, the El Cerrito City Council passed this resolution by the following vote:

AYES:	COUNCILMEMBERS:
NOES:	COUNCILMEMBERS:
ABSENT:	COUNCILMEMBERS:
ABSTAIN:	COUNCILMEMBERS:

Agenda Item No. 4(H)
Attachment 1

IN WITNESS of this action, I sign this document and affix the corporate seal of the City of El Cerrito on February XX, 2019.

APPROVED:

Holly M. Charléty, City Clerk

Rochelle Pardue-Okimoto, Mayor

PLANNING MANAGER

*Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are **not** intended to reflect all duties performed within the job.*

DEFINITION

To direct, manage, supervise and coordinate the activities, staff and operations of the Planning Division within the Community Development Department, including advanced and current planning, ~~and~~ zoning and code enforcement; provide highly responsible and complex administrative support to the Community Development ~~Manager; Director~~; coordinate assigned activities with other divisions, departments and outside agencies; and to provide staff support to appointed and elected bodies who make decisions that affect the environment of the community.

SUPERVISION RECEIVED AND EXERCISED

Receives administrative direction from the Community Development ~~Manager~~Director.

Exercises direct supervision over professional and clerical staff and consultants.

ESSENTIAL FUNCTION STATEMENTS

Essential and other important responsibilities and duties may include, but are not limited to, the following:

Essential Functions:

- Assume management responsibility for assigned services and activities of the Planning Division, including advanced and current planning, ~~and~~ zoning and code enforcement and customer service and procedures.
- Serve as ~~zoning administrator~~Zoning Administrator; enforce applicable zoning ordinances and codes.
- Review and revise, as necessary, zoning and subdivision ordinances and other regulations; oversee the preparation of zoning and land use regulations and ordinance revisions.
- Coordinate, participate in, and oversee development plan review; assist applicants with advice and recommendations regarding planning issues.
- Coordinate review of~~Review~~ building permit applications for conformance with applicable zoning codes, regulations and ordinances.
- Perform on-site inspections; serve as City coordinator of compliance with California Environmental Quality Act; ensure conformance with applicable planning requirements and environmental regulations.
- Confer with builders, engineers, contractors and the public regarding City planning policies and procedures.

- Monitor and evaluate new legislation and economic and development trends which may affect City planning processes.

Essential Functions: (continued)

- Manage and participate in the development and implementation of goals, objectives, policies and priorities for assigned programs; direct the review and update of the City's ~~general~~ General plan ~~Plan~~; conduct studies leading to the recommendation and administration of policies and procedures.
- Plan, direct, coordinate and review the work plan for planning staff and consultants; assign work activities, projects and programs; select, train, motivate and evaluate planning personnel; provide and coordinate staff training; work with employees to correct deficiencies; review and evaluate work products, methods and procedures; meet with staff to identify and resolve problems; and implement discipline and termination procedures.
- Oversee and participate in the development and administration of the division's annual budget; participate in the forecast of funds needed for staffing, equipment, materials and supplies; monitor and approve expenditures; implement adjustments.
- Serve as a resource on modern technology related to planning activities, including a Geographic Information System (GIS); recommend, implement, and maintain appropriate systems.
- Serve as the liaison for the Planning division with other divisions, departments and outside agencies; negotiate and resolve sensitive and controversial issues.
- Serve as staff to a variety of boards, commissions and committees; prepare and present staff reports and other necessary correspondence.
- Provide responsible staff assistance to the Community Development ~~Manager~~ Director.
- Attend and participate in professional group meetings; stay abreast of new trends and innovations in the field of urban planning.

Marginal Functions:

Perform related duties and responsibilities as required.

QUALIFICATIONS

Knowledge of:

- Operational characteristics, services and activities of a comprehensive planning program.
- Principles and practices of urban planning.
- Principles and practices of program development and administration.
- Principles of development plan review and approval.
- Principles and procedures of zoning and code enforcement.

Planning Manager

- Methods and techniques of planning, zoning and subdivision design.
- Principles and practices of municipal budget preparation and administration.
- Principles of supervision, training and performance evaluation.

Knowledge of: -(continued)

- Pertinent Federal, State and local laws, codes and regulations governing zoning, land use, and environmental protection.
- Procedures of real estate development.
- Principles and practices of community redevelopment.
- Technology pertinent to the planning function.

Ability to:

- Oversee and participate in the management of a comprehensive planning program.
- Oversee, direct and coordinate the work of assigned staff.
- Select, supervise, train and evaluate staff.
- Participate in the development and administration of division goals, objectives and procedures.
- Oversee the preparation of zoning and land use regulations and ordinance revisions.
- Review a variety of planning permits and development plans for conformance with applicable codes and ordinances.
- Perform site inspections to ensure compliance with codes.
- Prepare and administer program budgets.
- Prepare clear and concise administrative reports.
- Identify, coordinate and resolve a wide variety of interests in the development of land use policy.
- ~~• Research, recommend, and implement appropriate technological systems, such as a Geographic Information System—or similar system(s).~~
- Analyze problems, identify alternative solutions, project consequences of proposed actions and implement recommendations in support of goals.
- Interpret and apply Federal, State and local policies, laws and regulations.
- Communicate clearly and concisely, both orally and in writing.
- Establish and maintain effective working relationships with those contacted in the course of work.
- Assimilate information, process logically, and make sound decisions.
- ~~• Maintain effective audiovisual discrimination and perception needed for making observations, communicating with others, reading, writing and operating assigned equipment.~~
- ~~• Maintain physical condition appropriate to the performance of assigned duties and responsibilities.~~

Planning Manager**Experience and Education Training Guidelines**

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Five years of increasingly responsible professional planning experience including two years of administrative and supervisory responsibility.

Training: Education:

Equivalent to a Bachelor's degree from an accredited college or university with major course work in urban planning or a related field. A Master's degree is preferred.

PHYSICAL DEMANDS

Sitting:	Frequently	Lifting:	
Standing:	Occasionally	up to 10 lbs:	Occasionally
Walking:	Occasionally	11 to 25 lbs:	Occasionally
Bending:	Occasionally	26 to 50 lbs:	Never
Crouching:	Occasionally	51 to 75 lbs:	Never
Stooping:	Occasionally	76 to 100 lbs:	Never
Kneeling:	Never	100 + lbs:	Never

Crawling:	Never	Carrying:	
Climbing:	Never	up to 10 lbs:	Occasionally
Balancing:	Never	11 to 25 lbs:	Occasionally
Running:	Never	26 to 50 lbs:	Never
Twisting:	Occasionally	51 to 75 lbs:	Never
Turning:	Occasionally	76 to 100 lbs:	Never
Jumping:	Never	100 + lbs:	Never

Pushing/Pulling:	
up to 10 lbs:	Occasionally
11 to 25 lbs:	Occasionally
26 to 50 lbs:	Never
51 to 75 lbs:	Never
76 to 100 lbs:	Never
100 + lbs:	Never

Grasping – firm:	Occasionally
Finger dexterity:	Occasionally to Frequently
Reaching forward:	Occasionally
Reaching overhead:	Occasionally
Pinch grasp:	Occasionally
Grasp – light:	Occasionally

PHYSICAL DEMANDS (continued):

Planning Manager

Coordination	-	Eye-hand: Eye-hand-foot: Driving:	Frequently Never Occasionally
Talking	-	Face-to-face: Verbal contact: Public:	Occasionally Occasionally Occasionally
Vision	-	Acuity far: Acuity, near: Depth perception: Field of vision: Accommodation: Color vision:	Required Required Required Required Required Required
Hearing	-	Conversation: Telephone: Earplugs:	Occasionally Occasionally Never

MENTAL REQUIREMENTS

Abstract variables, Interpret instructions, Problems-standard, Reading-simple, Reading-complex, Writing-simple, Writing-complex, Math skills-simple, Math skills-complex, Spatial, Form, Clerical, Coordination, Analyzing, Compiling, Computing, Copying, Comparing, Mentoring, Negotiating, Instructing, Supervising, Diverting, Persuading, Speaking-signaling, Serving, Taking instructions-helping, Precision Working, Operating-controlling, Driving-operation, Manipulation, Tending, Handling, Comprehend/follow instructions, Perform simple-repetitive tasks, Maintain work pace, Relate to other people, Influence other people, Perform varied-complex tasks, Generalizations/evaluations, Responsibility for direction.

WORK ENVIRONMENT

Exposure to: Indoors, Outdoors, Slippery/uneven surfaces, Using computer/computer monitor screen, Works around others, Works alone, Works with others.

CITY OF EL CERRITO

SENIOR ACCOUNTANT

Class specifications are intended to present a descriptive list of the range of duties performed by employees in the class. Specifications are not intended to reflect all duties performed within the job.

DEFINITION

Under general direction from the Finance Director, performs a variety of professional level accounting duties involved in preparing, maintaining, analyzing, verifying, and reconciling complex financial transactions, statements, records, and reports; assists in the preparation of assigned budgets, annual audit, and year end closing; and provides highly responsible and complex technical and staff assistance to assigned management staff and performs related work as required.

DISTINGUISHING CHARACTERISTICS

This is the advanced journey level class in the Accountant series. Positions at this level are distinguished from other classes within the series by the level of responsibility assumed and the complexity of duties assigned. Incumbents perform the most difficult and responsible types of duties assigned to classes within this series including serving as a senior technical resource providing advanced technical support and analysis to a functional area.

SUPERVISION RECEIVED AND EXERCISED

General direction is provided by the Finance Director/City Treasurer.

ESSENTIAL FUNCTION STATEMENTS

Essential responsibilities and duties may include, but are not limited to, the following

Essential Functions:

- Performs professional accounting work in accordance with a prescribed automated and manual accounting system and generally accepted principles of accounting (GAAP).
- Maintains and supervises the maintenance of general ledger and subsidiary ledgers of various funds; performs year-end review of accounts, prepares adjusting and closing entries, and prepares year-end financial statements; reconciles information produced by automated reporting systems with accounting records.
- Analyzes and reconciles expenditure and revenue accounts; processes transfers of expenditures and appropriations; prepares, analyzes, and verifies statements of financial condition, including schedules of balance sheets, investments, cash balances, fund balances, revenue, expenditure and statistical reports.
- Assists outside auditors and explains City policies and procedures; may perform audits of business license fee collections, franchise fee collections, transient occupancy taxes, real property transfer tax receipts and other revenues and fees collected throughout the

Senior Accountant

City by various departments.; may perform internal control auditing of departmental revenue collections and petty cash funds.

- Oversees and participates in the annual budget process for assigned areas; may make presentation on the budget process.
- Participate in and assume responsibility for a computerized financial and information system; identify, develop and implement new automated applications as needed to facilitate effectiveness and efficiency.
- May assist with investments, portfolio management and cash management, debt management, new financing, annexations and subdivisions and revenue and expense projections.
- May train and provide work direction to Finance Department employees.
- May provide accounting training to City employees.
- Assist the Finance Director at budget reviews with City departments.
- Prepare quarterly budget reports in Excel and analyze and resolve variances as needed with department heads.
- Coordinates the annual external audit.
- Prepares reports for redevelopment agency finances, debt service payments and ROPS.

QUALIFICATIONS**Knowledge of:**

- Principles and practices of public and government fund accounting, financing and auditing.
- Principles and practices of business organization and public administration.
- Budgeting principles and terminology.
- Applicable laws regulating public agency accounting and fiscal operations.
- Modern office methods, procedures and equipment.
- Policies and practices related to municipal banking and investments

Ability to:

- Independently perform the most difficult professional accounting assignments
- Prepare a variety of budgets, financial statements, reports, and analyses.
- Analyze, post, balance, and reconcile financial data, ledgers, and accounts.
- Evaluate and develop improvements in procedures to streamline and maximize efficiency within the Finance Department
- Establish and maintain effective working relationships with other departments and outside agencies.
- Plan, organize and set priorities for assigned work.

Senior Accountant

- Communicate clearly and effectively both orally and in writing with all levels of staff.
- Prepare clear and concise reports; make effective public presentations.
- Maintain physical and mental capacities appropriate to the performance of assigned duties and responsibilities.
- Work collaboratively with all City staff both within and outside Finance to obtain information for auditors and outside agencies

Education and Experience Guidelines

Any combination of experience and training that would likely provide the required knowledge and abilities is qualifying. A typical way to obtain the knowledge and abilities would be:

Education:

Equivalent to a Bachelor's Degree from an accredited college or university with major course work in accounting, business administration, finance or a closely-related field. CPA preferred.

Experience:

Three years of increasingly responsible professional accounting experience that includes experience in a public agency.

Licenses/Certificates/ Other Requirements:

Possession of, or ability to obtain, California drivers' license. CPA preferred.

PHYSICAL DEMANDS

Sitting:	Frequently	Lifting:	
Standing:	Occasionally	up to 10 lbs:	Occasionally
Walking:	Occasionally	11 to 25 lbs:	Occasionally
Bending:	Occasionally	26 to 50 lbs:	Never
Crouching:	Occasionally	51 to 75 lbs:	Never
Stooping:	Occasionally	76 to 100 lbs:	Never
Kneeling:	Never	100 + lbs:	Never

PHYSICAL DEMANDS (continued)

Crawling:	Never	Carrying:	
Climbing:	Never	up to 10 lbs:	Occasionally
Balancing:	Never	11 to 25 lbs:	Occasionally
Running:	Never	26 to 50 lbs:	Never
Twisting:	Occasionally	51 to 75 lbs:	Never
Turning:	Occasionally	76 to 100 lbs:	Never
Jumping:	Never	100 + lbs:	Never

Pushing/Pulling:	
up to 10 lbs:	Occasionally
11 to 25 lbs:	Occasionally
26 to 50 lbs:	Never
51 to 75 lbs:	Never
76 to 100 lbs:	Never

CITY OF EL CERRITO**Page 4****Senior Accountant**

100 + lbs: Never

Grasping – firm: Occasionally

Finger dexterity: Frequently

Reaching forward: Occasionally

Reaching overhead: Occasionally

Pinch grasp: Occasionally

Grasp – light: Frequently

Coordination	-	Eye-hand:	Occasionally to Frequently
		Eye-hand-foot:	Occasionally
		Driving:	Occasionally

Talking	-	Face-to-face:	Occasionally
		Verbal contact:	Occasionally
		Public:	Occasionally

Vision	-	Acuity far:	Not Required
		Acuity, near:	Required
		Depth perception:	Required
		Field of vision:	Not Required
		Accommodation:	Not Required
		Color vision:	Required

Hearing	-	Conversation:	Occasionally
		Telephone:	Occasionally
		Earplugs:	Never

MENTAL REQUIREMENTS

Abstract variables, Interpret instructions, Problems-standard, Detailed, uninvolved instructions, Reading-simple, Reading-complex, Writing-simple, Writing-complex, Math skills-simple, Math skills-complex, Form, Clerical, Synthesizing, Coordination, Analyzing, Compiling, Computing, Copying, Comparing, Negotiating, Instructing, Supervising, Speaking-signaling, Taking instructions-helping, Driving-operation, Comprehend/follow instructions, Perform simple-repetitive tasks, Maintain work pace, Relate to other people, Perform varied-complex tasks, Generalizations/evaluations, Responsibility for direction.

WORK ENVIRONMENT

Exposure to: Indoors, Using computer/computer monitor screen, Works around others, Works alone, Works with others.



AGENDA BILL

Agenda Item No. 4(I)

Date: February 5, 2019
To: El Cerrito City Council
From: Sean Moss, Acting Planning Manager
Melanie Mintz, Community Development Director
Subject: Professional Services Agreement with Urban Planning Partners, Inc.

ACTION REQUESTED

Adopt a resolution authorizing the City Manager to amend the Professional Services Agreement between the City of El Cerrito and Urban Planning Partners, Inc. in an amount not to exceed \$100,000 bringing the total contract to an amount not to exceed \$145,000 and extending the term of the Agreement through June 30, 2019.

BACKGROUND

On December 4, 2018 the City of El Cerrito entered into a Professional Services Agreement with Urban Planning Partners, Inc. to provide temporary staffing assistance to the Planning Division. This contract was necessitated by immediate staffing needs in the Division. Pursuant to Administrative Policy/Procedure IIIA, (Procurement including Professional Services Contracts) contracts up to \$45,000 may be authorized by the City Manager.

Staff anticipates filling a vacant position in the Planning Division as soon as feasible. This contract amendment is needed to ensure continued staffing until the position is filled.

STRATEGIC PLAN CONSIDERATIONS

Maintaining staffing levels in the Planning Division is consistent with the Strategic Plan Goal A: Deliver exemplary government services.

FINANCIAL CONSIDERATIONS

Funding for the \$100,000 amendment is available in the Fiscal Year 2018-19 Community Development Department's adopted budget through anticipated regular staff salary savings created by recent vacancies. No new appropriations are needed.

LEGAL CONSIDERATIONS

The professional services agreement has been reviewed and approved by the City Attorney.

Reviewed by:



Karen Pinkos
City Manager

Attachments:

1. Resolution

RESOLUTION 2019-

RESOLUTION OF THE CITY COUNCIL OF THE CITY OF EL CERRITO
AUTHORIZING THE CITY MANAGER TO AMEND THE PROFESSIONAL SERVICES
AGREEMENT BETWEEN THE CITY OF EL CERRITO AND URBAN PLANNING
PARTNERS, INC. IN AN AMOUNT NOT TO EXCEED \$100,000 AND TO EXTEND
THE TERM OF THE AGREEMENT TO JUNE 30, 2019.

WHEREAS, on December 4, 2018, the City of El Cerrito entered into a professional services agreement with Urban Planning Partners, Inc. for \$45,000 to provide temporary staffing; and

WHEREAS, Administrative Policy and Procurement Memorandum IIIA stipulates that purchases over \$45,000, and purchases from a single vendor over \$45,000 in one fiscal year must be approved by the City Council; and

WHEREAS, the proposed amendment is necessary to provide necessary staffing while Community Development Department vacancies are filled; and

WHEREAS, the proposed amendment is for an amount not to exceed \$100,000, and brings the total contract amount to \$145,000 and extends the contract term through June 30, 2019.

NOW THEREFORE, BE IT RESOLVED by the City Council of the City of El Cerrito that it hereby authorizes the City Manager to amend the professional services agreement with Urban Planning Partners, Inc. in an amount not to exceed \$100,000 for a term through June 30, 2019.

I CERTIFY that at a regular meeting on February 5, 2019 the City Council of the City of El Cerrito passed this Resolution by the following vote:

AYES:	COUNCILMEMBERS:
NOES:	COUNCILMEMBERS:
ABSTAIN:	COUNCILMEMBERS:
ABSENT:	COUNCILMEMBERS:

IN WITNESS of this action, I sign this document and affix the corporate seal of the City of El Cerrito on February XX, 2019.

Holly M. Charléty, City Clerk

APPROVED:

Rochelle Pardue-Okimoto, Mayor



AGENDA BILL

Agenda Item No. 7(A)

Date: February 5, 2019
To: El Cerrito City Council
From: Melanie Mintz, Community Development Director
Yvetteh Ortiz, Public Works Director/City Engineer
Subject: On-Street Parking Studies-Priority Development Area Implementation

ACTION REQUESTED

Staff is requesting that the City Council accept and provide feedback on the attached *2019 On-Street Parking Studies*.

BACKGROUND

Upon adoption of the San Pablo Avenue Specific Plan (Resolution 2014-52), the City reduced off-street parking requirements for new transit-oriented development, for residential, commercial and mixed-use projects within the Specific Plan area. This off-street parking reduction was in response to market studies that recommended the reduction in order to make new investment and development financially feasible, as well as to align the City's parking requirements with best practices in transit-oriented development, the City's Climate Action goals, and other regional and statewide housing, greenhouse gas emission, and planning goals that call for providing public and private improvements to promote alternative modes of transportation. Staff recognized that the reduced off-street parking requirements would necessitate coordinated and improved management strategies for on-street parking in and near the Specific Plan area as the development goals of the Specific Plan are realized. The City does not currently have a comprehensive plan or policy guidance related to parking in general, and on-street parking management specifically.

In 2014, Community Development staff applied for and the City was awarded \$302,500 from Surface Transportation Program (STP) funds allocated to the Metropolitan Transportation Commission (MTC) for San Pablo Avenue Priority Development Area (PDA) assistance. As a part of this grant and its amendments, MTC assisted the City to move forward with efforts to support implementation of the San Pablo Avenue Specific Plan including a parking study for the northern portion of San Pablo Avenue. To date, efforts funded and completed through the MTC PDA assistance grant include the City's Affordable Housing Strategy (Resolution 2017-61), the Transportation Impact Fee program (Resolution 2018-70), and portions of the Stege San Pablo Avenue Sewer Capacity Improvement Impact Fee Program (adopted by Stege Sanitary District 2017). The aforementioned studies and efforts augmented and built upon work completed through a complementary Contra Costa Transportation Authority (CCTA) PDA Implementation grant (Resolution 2015-15) for \$317,500. Through the CCTA grant, the consultant team of Nelson Nygaard was selected to perform parking studies for the

southern portion of the San Pablo Avenue Specific Plan area. Due to their work on this portion of the Specific Plan, Nelson Nygaard was also selected to complete the parking study of the northern portion of San Pablo Avenue (Resolution 2018-17) and to consolidate the work of the study presented in this agenda bill.

ANALYSIS

The *2019 On-Street Parking Studies* contain a set of findings and recommendations to help guide the City's parking management programs, both new and existing. A series of appendices provide data to inform the dialogue and on-going deliberation regarding parking. Currently, on-street parking is managed in the City without the benefit of a comprehensive management strategy and implementing programs, or set of data and accepted set of best practices to guide decision making. On-street parking is currently implemented and enforced by Public Works, the Police Department and singular adopted policies of the City, such as Municipal Code Chapter 11.40 (Vehicles and Traffic: Stopping, Standing, Parking) and Chapter 11.68 (Permit-Parking Privileges). The recommendations of the *2019 On-Street Parking Studies* provide information and guidance to City staff in enhancing existing programs and provide a set of recommendations going forward in regards to time limits, parking permits, paid parking, data collection and enforcement strategies for both commercial and residential parking, as well as a potential implementation schedule based upon staffing levels, resources and parking conditions (i.e. on-street occupancy levels.). Acceptance of the studies tonight provides staff with the direction to move forward utilizing the information contained in the studies and further develop recommended measures including additional public outreach as needed. Most of the measures would be brought forth for City Council consideration in the future, as described in the studies in the form of policy or revisions to existing ordinances

Community Engagement

Completion of the studies involved outreach efforts to engage residents and businesses through a series of four public workshops. The first three focused on soliciting feedback specific to existing parking conditions/needs. Two of those targeted Downtown and Uptown businesses, which included a direct postcard mailing to 455 business license holders, located in the Study area. A separate workshop was hosted for Residential Parking Permit Holders that also included a direct postcard mailing to 741 households. Nelson Nygaard utilized the information received from the initial meetings to formulate their draft strategies and recommendations that were presented at the fourth and final workshop to both business and residential stakeholders. Staff also published all workshop materials on a dedicated project page on the City's website at www.el-cerrito.org/transportationstudies to keep the public informed throughout the process and give the opportunity to provide comments.

Key Findings

The *Executive Summary* in the studies (Attachment 1) summarizes the key findings of the studies as derived from on-street data collection, a review of existing programs, and a review of best practices that are all contained in the appendices. The key findings include:

- **An on-street parking surplus exists in both Downtown and Uptown.** Overall on-street parking occupancy reached 54% in Downtown and 60% in Uptown at the peak hour of demand during the parking survey. Approximately 261 on-street spaces in the combined survey areas sat unused during the busiest time of day.
- **Hot spots of high parking demand** occur on weekdays on blocks without time limits that are closest to BART stations, and on a few blocks of San Pablo Avenue with a lot of commercial activity.
- **There is less demand for on-street parking on weekends.** On-street occupancy at the peak hour was 49% Downtown and was 47% Uptown.
- **Enforcement of parking time limits is uneven.** Approximately 12-14% of parked cars Downtown exceeded the parking time limits on weekdays and Saturday.
- **The current Residential Parking Permit program can be updated** to manage BART commuters who park on residential streets, simplify visitor parking passing, update household permit caps, and consider fee adjustments to cover costs.

A set of recommendations is provided in the *Executive Summary* as Figures 3 and 4 (pp. 6-9). The recommendations for both commercial and residential parking programs were developed considering input garnered through a community engagement effort, interdepartmental staff meetings, evaluations of existing conditions and policies, and look into the future through a Parking Demand Model generated by Nelson Nygaard. The Parking Demand Model (Appendix D Attachment 1) examined future parking demand that can be expected to result from new development. Their analysis concludes that overall on-street and off-street parking supply will accommodate future parking demand. The Parking Demand Model does not consider the effects of additional transportation demand management (TDM) measures, that are scheduled be implemented through project conditions of approval and ongoing Citywide programs. TDM measures aim to further reduce the demand for additional parking, while still promoting and maintaining vibrant commercial areas and supporting reasonable residential parking access.

As noted in the study, as activity increases throughout the Plan area, it is likely that parking occupancy levels will increase. A key principle of contemporary parking programs, and sustainable urban planning, is maintaining enough parking to provide access, while not requiring too much parking at a cost to both urban form and project feasibility. This balance is discussed throughout the On-Street Parking Studies.

STRATEGIC PLAN CONSIDERATIONS

Acceptance of the studies presented fulfills the City's Strategic Plan Goal A: Deliver exemplary government services by providing solid data and advance planning to meet future needs of residents and businesses; Goal B: Achieve long-term financial sustainability, by identifying programs that produce revenue to offset program costs; Goal C: Deepen a sense of place and community identity, by planning for ongoing access to commercial areas.

ENVIRONMENTAL CONSIDERATIONS

The proposed action is exempt from the California Environmental Quality Act (CEQA) Section 15262: Feasibility and Planning Studies, as acceptance of the study does not have a legally binding effect on later activities.

FINANCIAL CONSIDERATIONS

There are no immediate financial considerations of the proposed actions. Strategies proposed in the document could require additional staff time that would be recommended and proposed as revenues and conditions warrant, as described in the studies. Furthermore, some recommendations in the studies, such as charging for commuter on-street parking, increasing residential parking permit costs, and implementing paid parking in the future could generate revenue for the City to offset future activity costs.

LEGAL CONSIDERATIONS

The staff recommendation has been reviewed by the City Attorney and there are no legal considerations.

Reviewed by:



Karen Pinkos
City Manager

Attachments:

1. 2019 On-Street Parking Studies
(Available online at www.el-cerrito.org/transportationstudies)



On-Street Parking Studies REPORT

January 2019

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1. EXECUTIVE SUMMARY

The El Cerrito Parking Demand and Management Strategy Plan is the result of a two-year effort to study current parking conditions and estimate future parking needs to improve the management of on-street parking in the San Pablo Specific Plan Area plus an opportunity for changes to the City's Residential Parking Permit (RPP) Program. This report presents a series of strategies to manage parking in ways that achieve the Specific Plan and the City's goals, including enhanced public realm, environmental responsibility, and economic growth. The recommendations in this report should be implemented over time in response to evolving parking supply and demand.

1.1. KEY FINDINGS

Nelson\Nygaard's mapping and analysis of the parking inventory and occupancy data yielded several key findings. These include:

- **An on-street parking surplus exists in both Downtown and Uptown.** Overall on-street parking occupancy reached 54% in Downtown and 60% in Uptown at the peak hour of demand during the parking survey. Approximately 261 on-street spaces in the combined survey areas sat unused during the busiest time of day.
- **Hot spots of high parking demand** occur on weekdays on blocks without time limits that are closest to BART stations, and on a few blocks of San Pablo Avenue with a lot of commercial activity.
- **There is less demand for on-street parking on weekends.** On-street occupancy at the peak hour was 49% Downtown and was 47% Uptown.
- **Enforcement of parking time limits is uneven.** Approximately 12-14% of parked cars Downtown exceeded the parking time limits on weekdays and Saturday.
- The **current RPP program can be updated** to manage BART commuters who park on residential streets, simplify visitor parking passing, update household permit caps, and consider fee adjustments to cover costs.

The peak hour counts for commercial on-street parking for Uptown and Downtown are shown in Figure 1 and Figure 2. On commercial streets, parking is available within one block from areas of high demand. There is a lot of parking availability across the Specific Plan Area.

Figure 1 Uptown On-Street Parking Count at Peak Occupancy

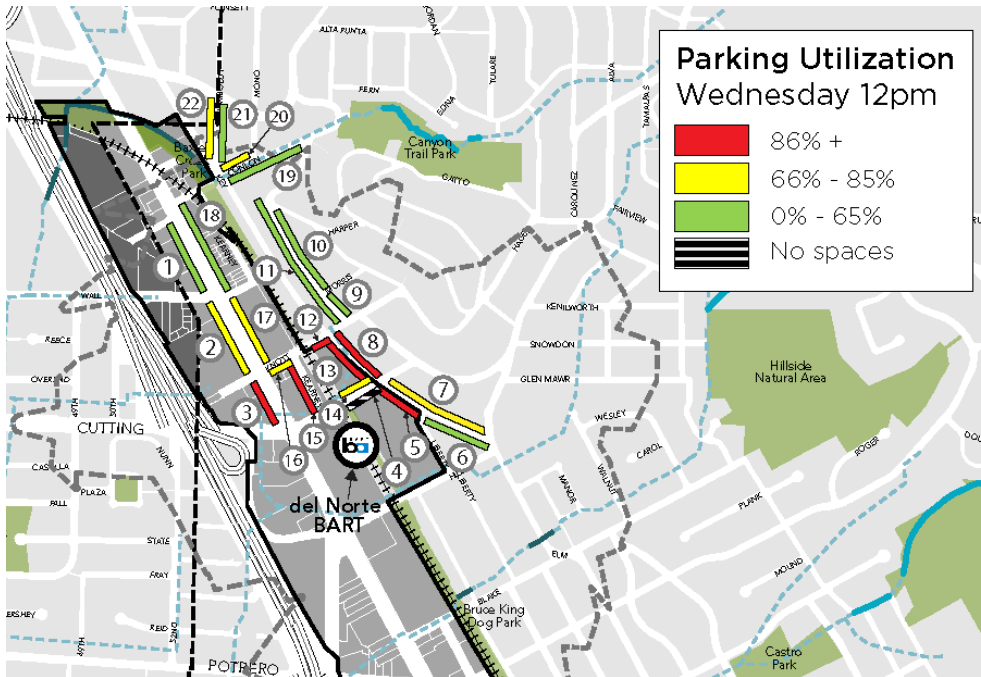
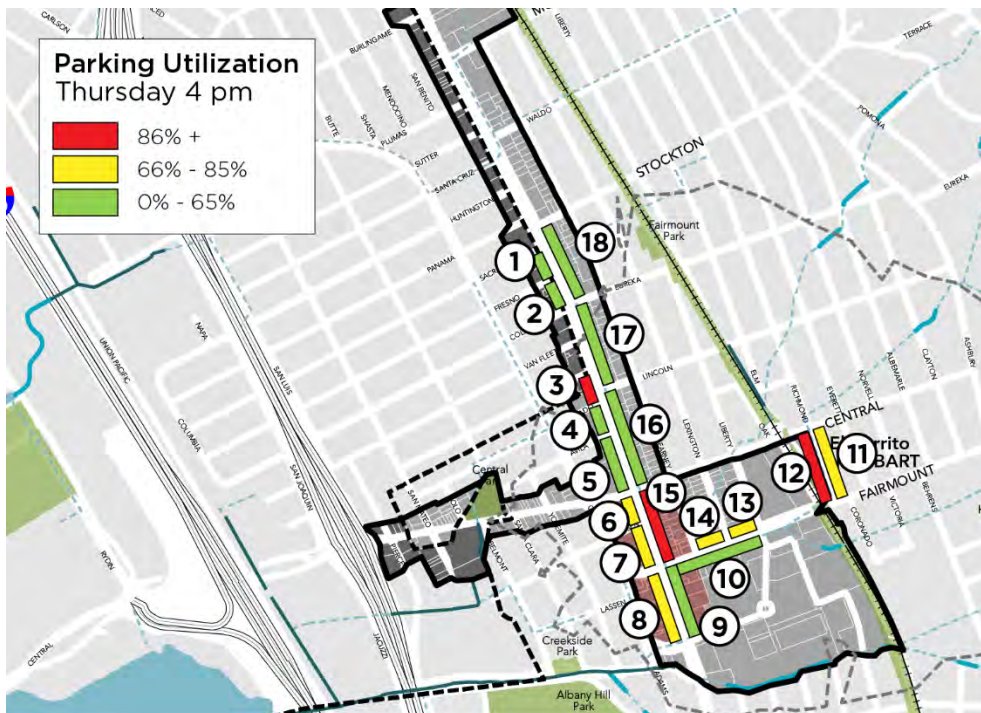


Figure 2 Downtown On-Street Parking Count at Peak Occupancy



1.2. OUTREACH

To complement the quantitative measures of parking observations and mapping, the project team conducted four stakeholder outreach meetings and a public workshop. Participating residents, business owners, and community members informed current issues and opportunities and helped refine the proposed parking strategies.

1.3. PARKING DEMAND MODEL

Nelson\Nygaard used a shared parking demand model to estimate future parking supply and demand, taking into account planned development and anticipated changes to the land use type and intensity. The analysis indicates the overall on-street and off-street parking supply will accommodate future parking demand. This validates the flexible approach to off-street parking requirements in the San Pablo Specific Plan Area.

1.4. PARKING STRATEGY RECOMMENDATIONS

This study recommends a holistic parking management strategy, in which elements can be implemented over time as parking conditions change. The list of strategies are shown in Figure 3 and Figure 4.

The on-street commercial parking strategy recommendations meet the objective of supporting commercial activity on blocks with commercial land use and mitigating commuter parking impacts near the two BART stations. The short-term approach begins with expanding consistent time limits across all blocks in the Specific Plan Area to ensure that BART commuters do not park on-street all day, while providing parking spaces for people who visit, shop, live, or work in El Cerrito. As new development comes online, the plan recommends regularly monitoring parking occupancy and implementing a set of longer-term strategies as needed.

The residential parking strategy recommendations meet the objective of mitigating parking impacts from commuter, commercial, and new mixed-used development parking. The approach begins with establishing smaller permit zones, updating the permit cap and visitor permit policies, and ensuring—through regulatory changes, pricing, and consistent enforcement—BART commuters do not park on-street all day or if they are to be accommodated on-street, that is allowed in areas where it will not negatively impact residential and commercial parking needs. BART commuter parking provides a potential revenue source to offset the impact and provide revenue to implement parking and transportation demand management programs.

An implementation schedule and anticipated staffing needs was developed for the recommended parking strategies. The general approach is for strategies and programs to be implemented sequentially over time, as changing conditions warrant. This allows one staff to lead parking rollout in a coordinated fashion and additional staff to be added as needed as programs grow and revenues are developed.

Figure 3 Commercial Parking Recommendations Summary Table

Proposed Policy	Current Policy	Proposed Modification	Rationale	Term*	Example Cities
1. Adopt a Formal Parking Policy and Program Parameters with On-Street Availability Target	None	Establish parking program and identify occupancy targets	Assigns oversight and establishes targets to meet Specific Plan Area goals	Short-Term	Berkeley, CA
1.1. Establish Parking Data Collection Program	None	Track occupancy, stay duration, and violations	Provides data to make decisions	Short-Term	Berkeley, CA Redwood City, CA Ventura, CA
1.2. Establish Management Thresholds	None	Identify when and where to enforce parking, extend time limits, or implement paid parking	Creates goals to manage parking decisions	Short-Term	San Francisco, CA
2. Establish Parking Enforcement Protocols	Informal	Enforce parking rules, track violations Graduated fees for repeatedly breaking parking regulations	Supports parking management and meeting parking access targets Mitigate parking regulation abuse, while avoiding harsh penalties for isolated parking violations	Short-Term	San Francisco, CA Claremont, CA Birmingham, MI
2.1. Implement Performance-Based Fine Rates				Short-Term	
2.2. Enforce Commercial and Residential Permit Blocks with 80% Occupancy				Short-Term	
3. Establish Default 4-hour Parking Time Limit Across Specific Plan Area	Time limits vary from one hour to unlimited	Make a consistent time limit across the Specific Plan Area, except in the highest occupancy areas (See 3.1)	Reduces confusion, allows enough time for multiple errands and activities	Short-Term	San Leandro, CA
3.1. Allow Time-Limit Variances				Short-Term	
3.2. Consider Employee Parking	None	Provide employers a limited number of on-street parking permits	Allows employees to park beyond the 4-hour time limit or in a shared-parking lot	Short-Term	Palo Alto, CA Berkeley, CA
4. Create a Parking Communications Package	Some information provided on City website	Create a central hub for parking information, conduct	Advertises changes to the public	Short-Term	See below

Proposed Policy	Current Policy	Proposed Modification	Rationale	Term*	Example Cities
4.1. Develop Clear and Consistent Parking Signage		public engagement campaign		Short-Term	Los Angeles, CA
4.2. Conduct Outreach Program to Public				Short-Term	Berkeley, CA
5. Create a Curbside Management Policy	The El Cerrito Municipal Code includes some curbside management policies, such as for commercial and passenger loading zones and short-term parking, in Chapter 11.40 – Stopping, Standing and Parking.	Establish priorities for using limited curbside space for people walking, biking, driving, deliveries and transit, and possible bike corrals etc. as the Specific Plan Area develops	Informs parking policy and curbside use	Short-Term	Seattle, WA Washington, DC Philadelphia, PA
6. Establish Parking Benefit District	None	Create a mechanism to bring parking revenue back to Downtown/Uptown (high occupancy, commercial areas)	Supports Downtown/Uptown goals and growth	Long-Term	Ann Arbor, MI Boulder, CO Berkeley, CA Pasadena, CA
7. Design and Implement a Performance-Based Paid Parking Management Program	None	Charge people to park based on demand	Supports parking availability goals	Long-Term	Berkeley, CA Pasadena, CA

Figure 4 Residential Parking Recommendations Summary Table

Proposed Policy	Current Policy	Proposed Modification	Rationale	Term	Example Cities
8. Create Smaller, Context-Sensitive Residential Permit Zones	Half mile around BART	Create smaller, context sensitive zones	Reduces potential for people in the larger permit zone from parking for BART commuting	Short-term	N/A

Proposed Policy	Current Policy	Proposed Modification	Rationale	Term	Example Cities
8.1. Modify Multifamily Housing On-Street Permit Parking	None	Manage number of residential parking permits for multifamily housing	Prevents oversupply of parking permits	Short-term	Santa Rosa, CA
9. Allow Residential Permit Program Beyond a Half Mile from BART Stations	Half-mile area	Eliminate half-mile constraint	Ensures commuters do not park beyond permit area	Short-term	Berkeley, CA
10. Add a Parking Occupancy Requirement to the Parking Permit Petition Process	60% support of households on a block	Add an occupancy threshold	Demonstrates need for parking regulation and enforcement	Short-term	Walnut Creek, CA Emeryville, CA
11. Set Permit Prices to Fully Recover Program Costs	\$7 per year	Cost recovery	Reflects program costs and incentivizes TDM	Short-term	Berkeley \$66 Richmond \$20 Hayward \$25 Orinda \$40 Lafayette \$51 Walnut Creek \$20
12. Update Residential Permit Cap	There is currently a maximum of four permits per household (address). Applicants must provide local car registration or proof of residency with non-local registration.	Increase cost per each parking permit and create policy for accessory dwelling units (ADUs). Also, consider reducing number of permits allowed per household and allow the cap to be appealed.	Encourages off-street parking and create a more flexible permit program	Short-term	See below
12.1. Establish Graduated Cost for Multiple Permits			Encourages households to use their garage and driveway for parking	Short-term	West Hollywood, CA
12.2. Consider reducing Residential Parking Permit Cap and Consider Reducing Residential Parking Permit Cap and Allow Cap to be Appealed (Criteria to be determined.)			Provides flexibility for unique household circumstances	Short-term	Berkeley, CA, Lafayette, CA

Proposed Policy	Current Policy	Proposed Modification	Rationale	Term	Example Cities
12.3. Create a Policy to Address Parking Permits for ADUs			Ensures policy for new auxiliary dwelling units	Short-term	None
13. Update Visitor Permits	Residents may obtain 14—day visitor passes for their guests	Change to single day permits that are valid for a year (date is marked when used). Include 10 with an annual permit. Consider Offering an on-going care-giver permit as a part of the household cap.	Maximizes usefulness for residents	Short-term	Berkeley, CA, Emeryville, CA, West Hollywood, CA Berkeley, CA Sunnyvale, CA
13.1. Offer Single Day Permits				Short-term	
13.2. Offer Caregiver Permits				Short-term	
14. Charge BART Commuters for On-Street Parking	None	Create mechanism for BART commuters to pay to park on-street	Creates policy to reduce BART commuters from on-street parking without revenue	Short-term	Union City, CA
14.1. Create a BART Commuter Permit		Offer limited on-street parking permits to BART commuters	Gives BART commuters opportunity to park on-street without guaranteed or reserved parking; provides revenue to City	Short-term	Hercules, CA, Union City, CA
14.2. Install Parking Meters		Install on-street paid parking spots near BART stations	Gives BART commuters opportunity to park on-street without guaranteed or reserved parking; provides revenue to City	Long-term	San Leandro, CA, Union City, CA
14.3. Use Pay-by-Phone to Charge for Parking		Allows BART parkers to pay to park on-street using mobile technology	Gives BART commuters opportunity to park on-street without guaranteed or reserved parking or capital cost of meters; provides revenue to City	Long-term	San Leandro, CA, Union City, CA
*Short-term strategies are intended for immediate implementation. Long-term strategies should be considered in the future as development increases and once on-street parking in the Specific Plan Area meets thresholds defined in Strategy 1.2. A proposed implementation schedule is provided on page 43.					

2. INTRODUCTION

The San Pablo Avenue Specific Plan (SPASP, 2014) identified off-street parking requirements for land uses and activities within El Cerrito's San Pablo Avenue Priority Development Area (PDA). However, the City does not have an adopted plan or policy to guide management of on-street parking within the PDA. As the SPASP is implemented and area land uses and travel and parking patterns change, adaptive on-street parking management and policy will be needed to maintain access and manage demand.

The City of El Cerrito initiated the Parking Study to improve the management of on-street parking in the San Pablo Specific Plan Area. As the City continues to revitalize the San Pablo Avenue corridor to support residents, businesses and visitors, it recognizes these efforts must be supported by smart parking policies. An effective parking management plan can support economic development, while also helping the City meet its mode shift goals.

2.1. GOALS

Well-managed on-street parking within the Specific Plan Area is intended to support the SPASPs¹ goals and other objectives listed below.

1. Develop and foster an on-street parking system that supports the Specific Plan Area's goals (Section 1.05 of SPASP):
 - Strengthen Sense of Place
 - Ensure Return on Investment
 - Encourage Practical and Market Friendly Development
 - Enhance and Humanize Public Realm
 - Catalyze Mode Shift
2. Support commercial activity in the Specific Plan Area.
3. Use policies and management tools to achieve a target availability rate.
4. Use potential parking revenue to support the citywide parking system, mobility improvements, and demand management programs.
5. Make the parking system intuitive, convenient, and consistent for all users, including residents, businesses, and visitors.
6. Protect residential areas from excessive commercial/commuter spillover parking.
7. Manage on-street parking demand to respond to new residential and commercial development.
8. Use data consistently to inform decision-making, enhance community understanding, guide system investments, and inform program adjustments.

¹ www.el-cerrito.org/spasp

3. STUDY PROCESS

The El Cerrito Parking Demand and Management Strategy Plan is the result of a two-year effort documenting the current parking supply, regulations, and demand levels and patterns; estimating expected future parking demand; and recommending a series of strategies to achieve the study goals. To establish a baseline of key parking conditions, the study began with parking utilization counts conducted over two days, the results of which are described in the **Existing Conditions Analysis** on Page 14.

To complement these quantitative measures, the project team participated in four stakeholder meetings and a public workshop. Findings from the field surveys and stakeholder meetings, as well as our understanding of national best practices (see Appendix A), guided the development of parking strategies, and, in turn, the recommendations summarized at the conclusion of this report.

This document is the compilation of three technical memoranda that detail the analysis supporting the Downtown Parking Management Strategy:

- Technical Memorandum #1: Best Practices in On-Street Parking
- Technical Memorandum #2: Existing Conditions
- Technical Memorandum #3: Parking Demand Model

3.1. OUTREACH MEETINGS

Stakeholder Meeting #1: City Staff

The first stakeholder meeting took place on August 1, 2018 at City Hall with members of El Cerrito City Staff and the El Cerrito Police Department at City Hall offices. City staff included Melanie Mintz (Community Development Director), Yvetteh Ortiz (Public Works Director), Jennifer Peat (Community Development), Sean Moss (Planning), and Maya Williams (City Manager's Office). Lieutenant Steve Bonini represented the El Cerrito Police Department. Consultant staff included Alex Sweet, David Fields and Ben Kaufman from Nelson\Nygaard. The purpose of the stakeholder meeting was to present and discuss the results of the existing parking demand analysis, and to provide feedback on the presentation for the subsequent stakeholder meetings.

Stakeholder Meeting #2 Downtown Business Stakeholders

On Sept. 13 the City of El Cerrito hosted a business-focused meeting to share study information with businesses and the community, including the results from on-street data collection analysis, existing on-street parking conditions and opportunities, and future potential parking strategies. This meeting also included information on the El Cerrito Complete Streets Project for San Pablo Avenue, which was represented by other project staff.

The meeting took place on Thursday, Sept. 13, 4 – 5:30 p.m. at Nong Thon Restaurant, 10086 San Pablo Ave. City staff in attendance included Melanie Mintz, Yvetteh Ortiz, and Aissia Ashoori. Alex Sweet and Brian Manford (Nelson\Nygaard) attended to represent the parking study, and

Rob Rees (Fehr & Peers) and Katie DeLeuw² (EnviroIssues) represented the complete streets project.

Despite outreach efforts by City staff including coordination with the El Cerrito Chamber of Commerce, no business representatives or members of the public attended this meeting. The City's outreach efforts targeted business license holders as well as business addresses located on San Pablo Avenue and the surrounding area. Postcards were mailed the week of August 27 to 455 businesses notifying them of both upcoming meetings dates including a link to the City's website.

The team was prepared to provide a presentation and host an open-house style meeting but did not move forward due to the lack of business participation. The meeting presentation materials were subsequently posted on the City's website at www.el-cerrito.org/transportationstudies.

Stakeholder Meeting #3: Uptown Business Stakeholders

The Uptown Business Stakeholder's Meeting took place on Wednesday, Sept. 19th from 4:00–5:30 p.m. at Del Norte Place, 11720 San Pablo Ave., Suite D.

City staff included Melanie Mintz, Yvetteh Ortiz, and Aissia Ashoori. Alex Sweet (Nelson\Nygaard) attended to represent the parking study, and Rob Rees (Fehr & Peers) and Katie DeLeuw³ (EnviroIssues) represented the complete streets project.

Business, public and agency participants included Lisa Martinengo (El Cerrito Chamber of Commerce), Garland Ellis (Richmond Annex Neighborhood Council), Ada Chan (Metropolitan Transportation Commission), Ryan Lau (AC Transit), and Carolyn Clevenger (Alameda County Transportation Commission).

Melanie Mintz provided some background and context for these projects within the SPASP. Alex Sweet then described the methodology, initial findings of, and next steps for the parking study. Finally, Yvetteh Ortiz and Rob Rees presented complete streets project, including the purpose, preliminary concept for San Pablo Avenue, and next steps. Both project teams returned to the community on Oct. 11 with additional updates and recommendations.

A summary of the stakeholder discussion about the parking study with questions/comments in italics followed by responses follows:

- *Blocks 8 and 13 face each other – why are there different time limits on opposite block faces? (Ada Chan, MTC)*
Currently there is only a time limit on the residential side of the block; this may be worth re-evaluating.
- *Did the City study the origin of the cars on these blocks? It may be helpful to know who is parking long term and whether they are residents of El Cerrito or not. (Ada Chan, MTC)*
No, we collected just enough information to know which cars stay and which cars move.
- *Does this data indicate that the theater block is underutilized? (Lisa Martinengo, El Cerrito Chamber of Commerce)*
Street parking along the theater block was full, but within a block or two there is a lot of availability. With the yoga studio and restaurants there, the City could consider extending the time limit.

² Katie DeLeuw provided the summary for this outreach meeting

³ Katie DeLeuw provided the summary for this outreach meeting.

- o Lisa suggested speaking with Tom at Noodles Fresh about potential changes to the parking on this block.

Stakeholder Meeting #4: Residential Stakeholders

The Residential Stakeholder's Meeting took place on Thursday, September 20 from 7:00-8:30 p.m. at El Cerrito City Hall, Council Chambers. Postcards were mailed the week of September 3rd to 741 Residential Parking Permit households notifying them of the meetings date including a link to the City's website.

City staff included Yvetteh Ortiz and Aissia Ashoori. Consultant staff included Alex Sweet and Brian Manford (Nelson\Nygaard). Fifteen members of the public attended. Aissia Ashoori provided background and context for these projects within the SPASP. Alex Sweet described the methodology and initial findings of the existing residential parking conditions, and then facilitated a Q&A session. Following the presentations, the meeting broke into an open house format. Below is a summary of the questions and comments from this meeting.

Questions:

- *Does the City verify that households do not exceed the 4-permit limit?* Yes, that is verified in the permit application or renewal process. The average permit amount for households with a parking permit is 1.6.
- *Did we count things blocking spaces/inability to reach curb – i.e. residents that leave trash cans out beyond the collection timeframe, cones in front of homes?* Obstructions or objects in the parking area were noted during data collection.
- *Can neighbors become volunteer parking enforcement officers?* The City does not have a program in place to train and manage volunteer officers.
- *What's the City's – specifically police department's– budget to enforce parking?* One full time officer and two part time.
- *What ever happened to the measure at the Plaza for new garage/shuttle?* The measure was years ago and has long been spent. BART has moved away from prioritizing expanding parking at existing stations.
- *Why do we allow cars to remain parked during street sweeping?* See the City's Trash Management Plan.
- *Why didn't we count resident permit program (RPP) streets?* RPP streets were included in both parking count study areas. Downtown parking counts focused on commercial parking areas and the San Pablo Avenue Specific Plan boundary.

Comments:

- Key Street becomes gridlocked when I-80 is backed up
- Tenants in apartment complexes typically park on surrounding streets (Lexington)
- Housing architecture in some neighborhoods prevent households from parking in the garage and sometimes the driveway (garage is too small, or driveway is too short)
- With RPP parking on both sides of the street, there is only room for one moving vehicle and others must pullover and wait their turn (Norvell and Liberty)
- Some residents admit that walking up Cutting is hard since there is not a bus to get back, so they will use their RPP to park near the station

- Residents would like to see shuttle service such as those in Emeryville and Sacramento
- Residents admit that when guests come to visit in the daytime (M-F), they will save a street space and then move their car when their company arrives “merry go round”
- El Cerrito should not subsidize commuters
- Guest pass policy is a hassle, instead can we have parking “tags” instead of stickers that can be displayed in the rear-view mirror
- The public knows that parking is not enforced, so they will often risk the ticket realizing that although they parked at 7 a.m., the police may not begin enforcement until 11 a.m. so the 4-hour designation cannot be enforced until after 2 p.m.
- City will study parking and shelve the results with no action

Public Workshop Community Meeting

The Public Workshop Community Meeting took place on Thursday, Oct. 11th from 7:00–8:30 p.m. at El Cerrito City Hall, Council Chambers.

City staff included Melanie Mintz, Yvetteh Ortiz, and Aissia Ashoori. Alex Sweet, David Fields, and Brian Manford (Nelson\Nygaard) attended to represent the parking study, and Rob Rees (Fehr & Peers) and Katie DeLeuw⁴ (EnviroIssues) represented the complete streets project. Approximately 15-20 members of the public participated in the meeting.

The project team presented on each project. Melanie Mintz provided background and context for these projects within the SPASP. Alex Sweet then described the methodology, initial findings of, and recommendations for the parking study, and then facilitated a Q&A session. Yvetteh Ortiz and Rob Rees presented on the complete streets project, including the purpose, preliminary concept for San Pablo Ave, and next steps, and also facilitated a Q&A. Following both presentations, the meeting broke into an open house format, where participants discussed the projects one-on-one with project team members.

Meeting participants and the project team engaged in a discussion throughout the presentation. This section summarizes questions and key discussion items. Presentations are available on the City's Transportation Studies webpage: www.el-cerrito.org/transportationstudies.

- *Consider changing the nomenclature of time when describing distances, as different people walk at different speeds. So, a 5-minute walk from the BART station might be different distances depending on the person. Related, 5 minutes could mean different things based on the location within the BART station from which someone starts their walk. The parking zones for BART uses the ½ street network distance from the BART Station entrance. 5-minute walk was intended as an easy to understand reference point.*
- *The parking garage for the El Cerrito Plaza station was supposed to be built 10-15 years ago, and more recently there was discussion of a shuttle. What happened to these ideas? BART is rethinking their right-of-way use and have adopted different models for different stations based on how multimodal or car dependent they are. Instead of investing in new parking, BART is investing in ridership. Regarding shuttles, these can be expensive and often need sponsorship.*
- *During the study of parking occupancy, did the team take into consideration the usage of the BART parking lot at El Cerrito Del Norte, to see how full they are during the day*

⁴ Katie DeLeuw provided the summary for this outreach meeting

compared to residential street parking? Is there a concern of BART riders using the El Cerrito Plaza shopping center to park?

The team did not count BART parking lot occupancy, and it is important to note that there were some BART parking lot closures at the time that likely resulted in higher demand for on-street parking. BART riders may be using the shopping center parking lot. It is the responsibility of the shopping center to enforce this.

- *Did the parking study identify a priority one way or the other for preserving on-street parking availability for residents vs. BART riders? Are there measures that could make it easier to accommodate residential parking near the BART station?*
BART is interested in reassessing parking around the station. There may be an opportunity to charge commuters for street parking to produce revenue in areas impacted by BART parking demand.
- *Is the finding out of the parking study that there is too much parking around BART stations?*
The parking permit area is too big. Because of the parking permit program, people from other neighborhoods of El Cerrito seem to be driving closer to the BART station and parking for free. It seems like the permit program was not intended to allow residents to access BART parking, and the City needs to address this.
- *What are the parking requirements for new developments?*
The city sets parking requirements based upon financial feasibility and the goal of providing much-needed housing near transit, transit-oriented development best practices seen in other similar environments (e.g. near fixed transit), and the policy goal to promote mode-shift. The City sets a maximum amount for residential development and allows a developer to determine their amount, within a range.
- *The city is not adequately valuing the parking spaces. Charging \$7 per year for a residential parking permit is not enough, and the city should evaluate increasing this. Also, through this study, the city is not taking other uses of the space into consideration, such as active transportation modes. Safety should not be compromised to accommodate parking.*
This is being evaluated in this study, and the Complete Streets Plan identifies the need to use ROW to support other modes, including active transportation.
- *Does the city have a formal process to evaluate whether or not parking is the best use of that public space?* Not at this time
- *I love all the suggestions!*
- *Raise the residential permit fee to accurately reflect that value of that space. Changes to permit fees are being considered as part of the parking strategies.*
- *If you cap permits by curb space, how would you decide who gets how many permits?*
Permit distribution would be addressed if that strategy is developed further. Capping permits by curb space is not recommended in the final report.
- *We understand “adjust” to mean raise, to cover the actual cost of the program.*
Adjusting the permit price to cover the cost of the program would result in raising the permit cost.

4. EXISTING CONDITIONS ANALYSIS

This study looked at on-street parking conditions in the Uptown Area near the Del Norte BART station area and Downtown Area near the Plaza BART station area, along with the City's existing residential permit parking program. Each area is described below.

4.1. UPTOWN AREA EXISTING CONDITIONS

Although on-street and off-street parking occupancy data were collected around the El Cerrito Del Norte BART Station in 2011 (El Cerrito Parking Study⁵) and again for areas south of Potrero Avenue in 2018 (San Pablo Avenue Corridor Project⁶), additional data collection is necessary to better understand current parking conditions around the El Cerrito Del Norte BART Station⁷. These findings will inform recommendations for effective management of on- and off-street parking near El Cerrito del Norte Station and along the San Pablo Avenue corridor. They will also help understand current access and parking utilization patterns associated with new residential and transit-oriented development in the area. The recommendations will support SPASP goals as they pertain to both desired commercial activity and residential parking targets. Key findings from both this memo and the San Pablo Avenue Corridor Project can be found in the Key Findings section below.

The Nelson\Nygaard team collected a limited sample of on-street parking data Uptown to understand on-street parking behavior and its implications for access to new and existing development within the Specific Plan Area. This data included occupancy and duration of stay surveys of 22 block faces in total (Figure 5). These block faces were selected in collaboration with City of El Cerrito staff, with a focus on collection of new data in areas that will experience increased development or commercial activity since the 2011 parking occupancy study.⁸ Data collection took place every two hours on Saturday, May 19th and Wednesday, May 23rd, 2018 between the hours 10 a.m. and 6 p.m. These dates were chosen due to their "typical" nature, meaning that there were no special events or activities that occurred in the vicinity on those dates. The only activity that may have affected parking behavior along the observed blocks was the ongoing El Cerrito del Norte Station Modernization Project, which may have temporarily removed some spaces from the station's West Parking Lot. The station modernization will not permanently affect parking supplies.

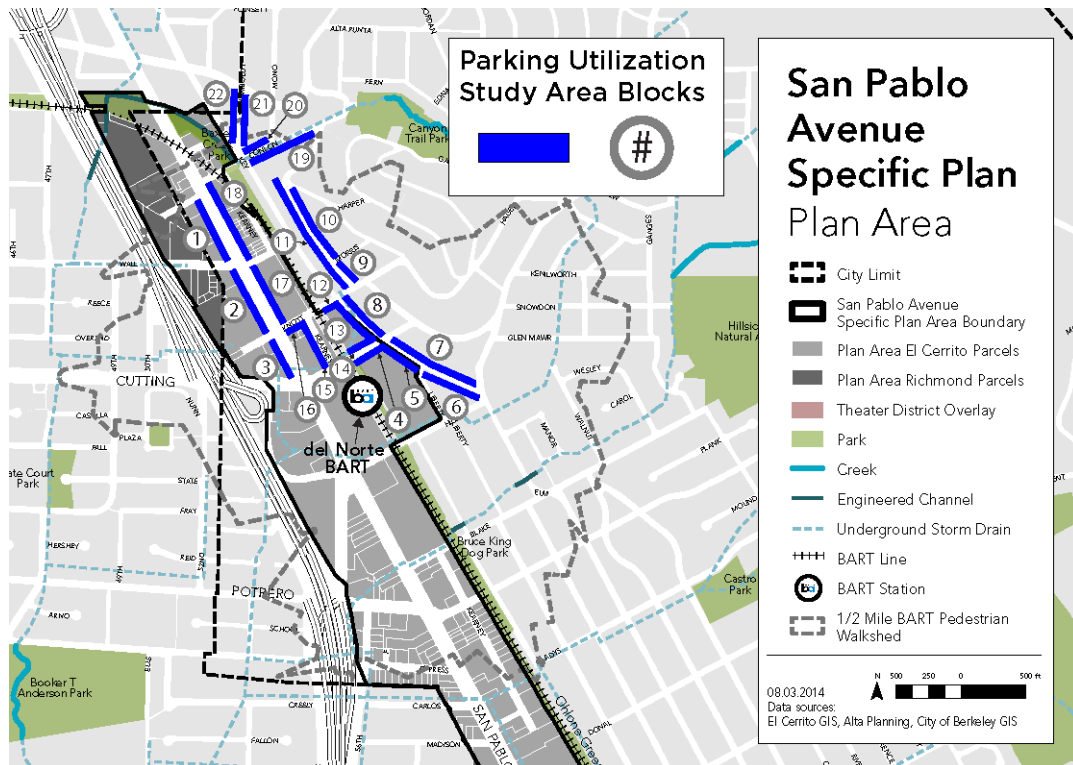
⁵ El Cerrito Parking Study Final Report, CHS Consulting Group, November 28 2011

⁶ San Pablo Avenue Corridor Project Existing Conditions Report, Alameda County Transportation Commission, January 5 2018

⁷ There was construction at the Del Norte BART Station during data collection and there may have been parking restrictions and unavailability within and around the station during data collection.

⁸ El Cerrito Parking Study Final Report, CHS Consulting Group, November 28 2011

Figure 5 Uptown Parking Utilization Study Area⁹



The majority of the parking data collection area is within the Uptown section of the 2014 San Pablo Avenue Specific Plan, which describes the area as, “A mixed-use commercial area that serves as the northern gateway to the City. Positioned within ½ mile of the del Norte BART Station, a regional multi-modal center, this district is characterized by larger lots and building footprints. The area has potential to be humanized to be a stronger neighborhood that is more walkable and bikeable, while still serving as a transportation hub.”

The results of the data collection are presented below.

4.1.1. Key Findings

Results from the data collection effort indicate that there is an overall surplus of on-street parking in the study area, and that any localized shortages at key locations can be improved through parking management strategies. Additional key findings from the parking analysis include:

1. **Overall, a significant parking surplus exists, with a few hot spots of high demand.** The overall peak occupancy in the study area occurred at noon on both Wednesday and Saturday, when 60% and 47% of on-street spaces were occupied, respectively. A few hot spots of high occupancy do exist, including several block faces around the El Cerrito Del Norte Station (Blocks 5, 8, 12, 13, 14, 15, and 16) and some blocks of on-street parking immediately in front of commercial uses (Blocks 2 and 3).

⁹ Base map from San Pablo Avenue Specific Plan (2014)

However, even at peak hour, these high-demand block faces sat next to underutilized ones.

2. **The study area's on-street parking supply is underutilized.** Even during the busiest hour on Wednesday, 40% of the parking supply in the study area was vacant. That is, 122 parking spaces within the study area sat unused at even the busiest time of day. On Saturday, these numbers are even starker, with 53% or 161 parking spaces unoccupied in the peak hour.
3. **There is a high non-compliance rate among parked vehicles in time-limited spaces.** On Wednesday, over a quarter (27%) of parked vehicles violated parking time limits. Among vehicles parked in time-limited parking spaces, that number was even higher, at 41 percent. The number of parking violations on Saturday was lower than Wednesday but still high, with 21% of vehicles parked in time-limited parking spaces violating those limits.
4. **There is a wide variety of time limits for the on-street spaces.** On-street spaces within the studied area are governed by at least four different time limit lengths, including passenger loading, two hour limits, four hour limits, and unlimited. The variety of time limits may create confusion and lead to staying past the designated limit. Simplifying these time limits and rationalizing their locations may help to improve compliance and could better distribute short- and longer-term parking throughout the area.
5. **There is a lack of clear parking signage along block faces.** Parking signage along block faces in the study area often contains cryptic or faded text, and the signage itself is sporadically placed or entirely absent. Installing clear and consistent signage may help to improve compliance and avoid confusion among system users.

The Alameda County Transportation Commission conducted a separate evaluation of parking supply and demand in the fall of 2017, titled the San Pablo Avenue Corridor Project.¹⁰ In this study, parking data were collected for an eight-mile segment of the corridor between 36th Street in Oakland and Potrero Avenue in El Cerrito, of which 1.75 miles fall within El Cerrito's city limits. Relevant findings from the San Pablo Avenue Corridor Project are summarized below.

- **San Pablo Avenue's parking supply is metered in downtown Oakland and Berkeley, time limited everywhere else along the corridor.** Twenty one percent of parking spaces along the corridor are metered. Metered spaces are concentrated exclusively in Berkeley and Downtown Oakland. Parking spaces along San Pablo Avenue in El Cerrito and other parts of the corridor outside of Berkeley and Oakland are free with some restrictions. In total, around 40% of spaces have time restrictions, 4% are designated as loading zones, and less than 1% are reserved for specific users.
- **Parking utilization is low overall, with several hot spots around commercial destinations.** On-street parking utilization on San Pablo Avenue is low to moderate overall. During each time period observed, most blocks were less than 60% full. Parking occupancy tended to be higher in commercial areas of the corridor, and during peak periods on weekdays and Saturday evening. In a few select locations, parking was more than 90% full during peak periods. Even in areas where parking occupancy was high, open spaces were always available within three blocks or on the other side of the street.

¹⁰ San Pablo Avenue Corridor Project Existing Conditions Report, Alameda County Transportation Commission, January 5 2018

The only segment of San Pablo Avenue in El Cerrito that showed on-street parking occupancies greater than 90 percent during peak periods was in the vicinity of El Cerrito Plaza Station. This is consistent with results from the Nelson\Nygaard team's data collection effort.

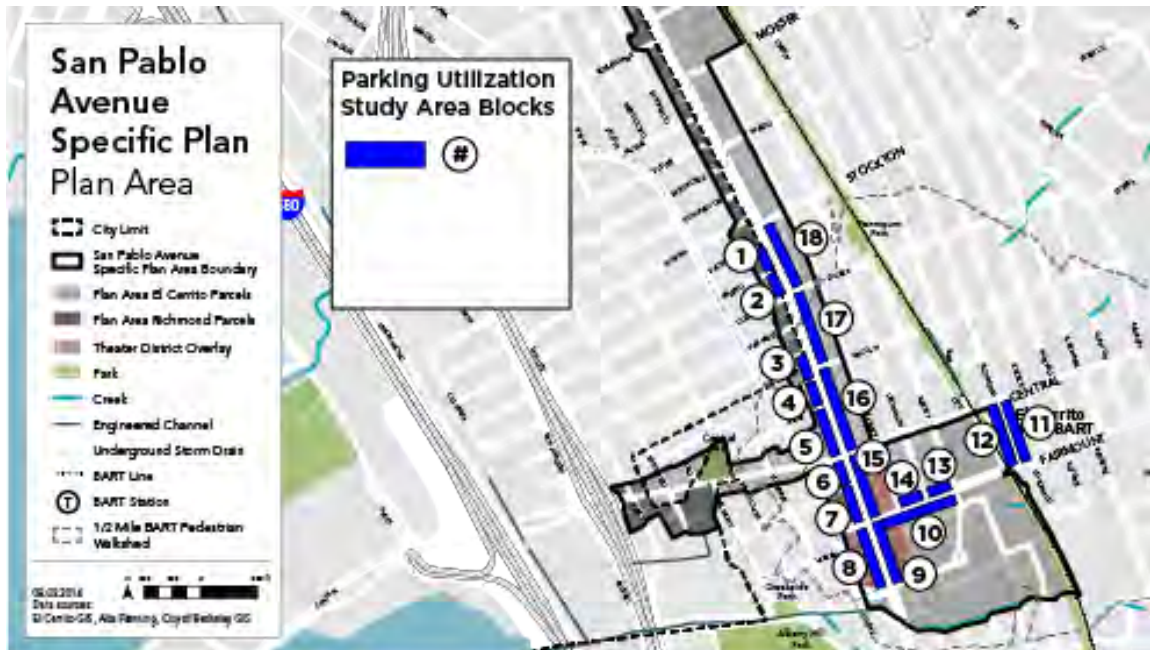
- **Truck loading activity is highest during the morning peak, and often does not occur at designated loading zones.** The parking study found truck loading activity highest between 7:00 and 9:00 a.m. Although several on-street parking spaces are designated as loading zones throughout San Pablo Avenue, truck loading often did not occur in the designated loading spaces. Trucks opted for proximity to their destinations, regardless of the designation or on-street parking prohibitions. When convenient curb space was not available on San Pablo Avenue, trucks double parked and blocked a travel lane. Loading activities tended to cluster around major intersections in commercial areas.

4.2. DOWNTOWN AREA EXISTING CONDITIONS

To understand who is using on-street parking and for how long, as well as the access and parking needs of existing office, retail establishments and new development within the Specific Plan Area, the Nelson\Nygaard team collected a limited sample of parking data. This data included occupancy and duration of stay surveys of 18 block faces located across the Specific Plan Area. These block faces were selected in collaboration with City of El Cerrito staff, with a focus on collection of new data in areas that have experienced increased development or commercial activity since the 2011 parking occupancy study. Data collection took place every two hours on Thursday September 29th and Saturday October 1st, 2016 between the hours of 10 a.m. and 8 p.m.

The majority of the parking data collection area is within the Downtown section of the Specific Plan Area, which describes the area as “an entertainment/theater and shopping district that serves as the southern gateway to the City. Positioned within a ½ mile of El Cerrito Plaza BART Station walkshed this district is characterized by constrained lots, the El Cerrito Plaza shopping center and adjoining residential areas. New development potential primarily includes smaller infill projects with ‘fine grain’ character, as well as the El Cerrito Plaza BART surface parking lot or eventual redevelopment of the El Cerrito Plaza shopping center.” The results of the data collection are presented below.

Figure 6 Parking Utilization Study Area¹¹



4.2.1. Key Findings

The key findings of the parking analysis follow:

1. **Overall, a parking surplus exists, with a few hot spots of high demand.** The peak occupancy in the study area occurred at 4 p.m. on Thursday and noon on Saturday when 54% and 49% of on street spaces were occupied, respectively. A few hot spots of high occupancy do exist, including the parking on Block 12 (a residential block without time limits) and some blocks of on-street parking immediately in front of commercial uses. However, even at the busiest hour, these highly utilized facilities sat next to underutilized ones.
2. **Parking facilities are underutilized.** Even during the busiest hour on Thursday, 46% of the parking supply in the study area was vacant. That is, approximately 100 parking spaces sat unused at even the busiest times of day.
3. **Parking time limits do not guarantee availability.** Approximately 12%-14% of parked cars violated the parking time limits on Thursday and Saturday. This is likely a low estimate because counts were conducted every two hours and thus did not identify cars that violated one-hour parking spaces.
4. **There is a large variety of time limits for the on-street spaces, which may be confusing to motorists.** On-street spaces within the studied area are governed by at least four different time limit lengths, including 90 minutes, 1 hour, 2 hours, and 4 hours; the remainder have no time limit. Simplifying these time limits and rationalizing their

¹¹ Base map from San Pablo Avenue Specific Plan (2014)

locations may help to improve compliance and could better distribute short- and long-term parking throughout the area.

These results indicate a surplus of parking in the study area. Any shortages at key locations can be improved through parking management strategies.

4.3. RESIDENTIAL PERMIT PARKING EXISTING CONDITIONS

The current Residential Parking Permit (RPP) Program, last revised in 2001, covers residential streets that experience commuter parking for the El Cerrito Plaza BART Station and El Cerrito Del Norte BART Station and in West El Cerrito, due to proximity to I-80. Streets near both stations have a four-hour time limit; residents living on a permitted block can apply for a parking permit that exempts them from this time limit.

4.3.1. Existing Program Summary

El Cerrito's RPP program contains the following elements:

- Approximately 100 block faces are covered
- Most blocks have a single permitted side with no restrictions on the opposite side; this allows for some commuter parking
- Residents can petition to permit both sides of a block with support from 60% of households on both sides of the block

Figure 7 Existing Residential Parking Permit (RPP) Program Elements

Program Element	Existing Program
Zonal Structure	Three zones: – ½ mile radius from El Cerrito Plaza BART Station – ½ mile radius from El Cerrito Del Norte BART Station – West El Cerrito About 100 block faces are currently permitted
When is permit required?	7 a.m. to 6 p.m. Monday-Friday during which permit & visitor pass holders are <u>exempt from posted time-limits</u> ; others may park up to four hours
Cost of permit as of FY 2018-19	\$21 for a three year permit, the three existing zones are staggered to reduce administrative costs
Permit cap	Four permits per household
Eligibility	Applicants must provide local car registration or proof of residency with non-local registration Any resident on a permitted block can obtain a permit; residents may obtain visitor passes for their guests. (See Visitors below.)
How to initiate a permit zone	60% of residents on a street must approve commencement of RPP (via petition) Must be within the ½ mile radius from a BART station
Visitors	Guest passes are valid for 2-weeks and are purchased in person at City Hall
Permit Type	Sticker placed on the permitted vehicle's left bumper

4.3.2. Program Challenges and Opportunities

The RPP program has room for improvement. A summary of the challenges and opportunities are listed below.

- A challenge identified in the on-street parking evaluation and public outreach is the size of the permitted areas. The two BART-adjacent permit zones have permitted blocks within the ½ mile walk along the street network from BART. The current policy allows residents within a ½-mile radius of a station to petition to join the RPP without regard for walking connections to the station. Permit zones that are too large allow permit holders who live farther out from the station but still on a permitted block to drive and park closer to the BART station. The City has received some complaints about this practice, which undermines the intent of the RPP program. Permit holder cross commuting is likely to increase with the addition of more RPP block faces farther out from the BART stations.
- The current RPP program restricts parking with time limits on only one side of the street, with a few exceptions where residents have petitioned to include both sides of their street. BART riders typically park on the unrestricted side of each street. BART riders benefit from this free parking (compared to BART parking lots, which cost \$3 a day and fill up early in the morning). There is an opportunity for the City to charge a fee to BART parkers to help fund the parking program and potentially other multi-modal transportation benefits near BART stations.
- The City last revised its RPP program in 2001. The current RPP fee (\$7 per year) does not cover administrative and enforcement costs of the program.
- Information on the petition process for adding a new block to the permit program is not fully available on the permit parking website, making the process more challenging for residents experiencing parking challenges.
- The permit application could manage expectations, for example, by adding information on the permit application informing that a permit does not guarantee a parking space.
- Additionally, the household parking permit cap of four permits should be revisited to account for increased density and available on-street parking.
- Visitor parking permits should be easy to obtain and use.
- Parking requirements and residential permit policies need to be reexamined to ensure that new developments—from multi-family residential and mixed-use buildings to back yard cottages—have access to on-street parking while ensuring that residents can still find spaces to park.

5. PARKING DEMAND MODEL

This study addresses the potential parking impacts from development in the Specific Plan Area. A critical step in this analysis is understanding the City's future parking needs relative to supply. The goal is to answer the following kinds of questions: Will there be enough parking for current development projects? Will there be enough parking for future development? How will new development affect access to commercial districts and surrounding residential neighborhoods? As the mix of land uses evolves, how much parking will be needed depending on current projections of future commercial and residential uses?

Nelson\Nygaard used a shared parking model to analyze future parking demand resulting from development. The detailed parking model memorandum methodology and results are shown in **Appendix D Parking Demand Model**. The analysis indicates the overall on-street and off-street parking supply will accommodate future parking demand. This validates the flexible approach to off-street parking requirements in the SPASP. New developments can include less than the maximum parking and still accommodate parking demand. Further, developments that include the maximum parking will not create too much parking supply. Implementation of additional transportation demand management (TDM) measures and assumptions regarding transportation mode shift are not included in this iteration of the model.

Parking demand would be even lower with implementation of TDM measures and a series of active transportation improvements associated with new pedestrian-friendly developments envisioned in the SPASP.

6. ON-STREET PARKING STRATEGIES

This section provides recommendations for on-street and residential permit parking for the Specific Plan Area and nearby neighborhoods. It includes parking goals as well as short descriptions for each recommendation. These recommendations were presented and have been refined based on public feedback received at the project meeting on October 11th.

6.1. COMMERCIAL PARKING

The following on-street parking strategy recommendations meet the objective of supporting commercial activity on blocks with commercial land use and mitigating commuter parking impacts near the two BART stations. The short-term approach begins with updating time limits to make them consistent across all blocks in the Specific Plan Area to ensure that BART commuters do not park on the street, while providing parking spaces for people who visit, shop, live, or work in El Cerrito. As new development comes online, the strategy recommends regularly monitoring parking occupancy and implementing a set of longer-term strategies as needed.

6.1.1. Short-Term Strategies

Short-term strategies are intended for immediate implementation. A proposed implementation schedule is provided on Page 43.

1. Adopt a Formal Parking Policy and Program Parameters with On-Street Availability Target

The City should adopt a formal on-street parking policy or ordinance describing the parking program's goals, objectives, and key parameters. The parking policy should include parking zones as proposed in Figure 9 on Page 32. Ordinance language should be simple and concise, yet clear in describing the key elements:

- Set specific targets for the availability of on-street parking, such as “no more than 80% of on-street spaces should be occupied at any given time.”
- Grant staff, including the Community Development Director and Public Works Director, the authority to adjust on-street parking regulations, as necessary to meet adopted occupancy/availability targets, without further City Council action.
- Establish program funding through parking fees, or other mechanisms.

Intended Impacts: Provides clear objectives for the public and staff; Gives staff authority to make changes to be more adaptive;

Side Effects/Other Impacts: Will require additional staff resources to establish and manage the parking program.

1.1. Establish Parking Data Collection Program

To ensure the desired occupancy levels are maintained and to measure commuter parking impacts in residential neighborhoods, the City should monitor on-street parking occupancy. This can be done with an annual count report to collection area-wide counts and trends, along with smaller, more frequent counts in the areas around the del Norte and Plaza BART stations and

busier commercial areas that rely on on-street parking. Data will allow the City to effectively manage on-street parking and make decisions about parking time limits or enforcement efforts.

Annual Counts

The data collection program should:

- Count utilization of on-street parking every 2 hours from 10 a.m. to 6 p.m. on a typical weekday (Tues, Wed, Thurs) and a typical Saturday during the school year
- Track duration of stay for each vehicle
- Note whether vehicles have permits
- Identify any parking violations (if a car stays past the time limit)

The data results should categorize each block into one of three parking occupancy categories:

- <65% occupied
- 65-80% occupied
- >80% occupied

Assuming two days of counts, approximately 18 block faces, and a summary memorandum, all conducted by a private consultant, the cost of data collection was approximately \$10,000 in 2018. We anticipate subsequent efforts to be less expensive. The City can reuse templates for counts, data analysis, and memoranda for each recount. The City can consider collaborating with local university students or non-profits to conduct the data collection and produce the memo.

Periodic Counts

The City should partner with parking enforcement officers to conduct periodic counts on the blocks with the highest parking demand, as listed in Appendix B and Appendix C. The most efficient means of conducting counts would be for the officer to use a license plate reader to scan vehicle license plates during peak parking hours to identify occupancy at the blocks (or how many cars are parked at one time) and any time limit violations (how many cars have exceed the time limit). This smaller and more regular data collection will help the City make changes more quickly than waiting for an annual count report. It will also help officers target their enforcement on blocks that are regularly over 80% utilization.

Intended Impacts: Use data to inform parking policies and enforcement activities.

Side Effects/Other Impacts: Data can be costly to collect and detailed and cumbersome to process. Should the City eventually implement parking meters in certain locations, the meter data would become a source of utilization information.

1.2. Establish Management Thresholds

The City should use the data collection program results from **Strategy 1.1** to inform their policy decisions and management practices. This includes targeted enforcement, adjustment of time limits, and potential installation of parking meters when the data collection shows the following:

1. When a commercial block face exceeds 80% occupancy, the City should target enforcement on that block face. See Strategy 2.2 for more about this recommendation.
2. When three or more contiguous non-residential blocks (which could include both sides of the street) exceed 80% average occupancy for two hours or more, the City should

consider establishing a paid parking program to better manage the parking on these blocks to improve access, promote commercial activity, and discourage long-term car storage. [Note: this is expected to be a long-term strategy. It is discussed further in **Strategy 7**]

Intended Impacts: Creates goals the City can use to manage parking policy and make decisions.

Side Effects/Other Impacts: These goals should be context sensitive.

2. Establish Parking Enforcement Protocols

The Community Development and Public Works Departments should work with the Police Department to establish a parking enforcement program based on the data collection from **Strategy 1.1**, and include fines and enforcement practices tied to occupancy.

2.1. Implement Performance-Based Fine Rates

To mitigate parking regulation abuse, while avoiding harsh penalties for isolated (and often unintentional) violations, some cities use incremental fine schedules. First-time violations incur a modest fine, or even a “courtesy ticket” with no fine, while fines are multiplied for repeat offenses. For example, Claremont, CA implemented an incremental fine schedule. The first ticket for overtime parking in a calendar year is \$35, the second \$70, and the third \$105. For illegally using a disabled parking space, the first ticket is \$325, the second \$650, and the third \$975.

During rollout of any parking changes, the City should provide a “grace” period and warnings. Violations for first infractions should offer education with repeat offenses escalating to monetary fines.

Intended Impacts: Reduce repeat parking regulation abuse and increase parking compliance.

Side Effects/Other Impacts: Potentially reduced ticket revenue.

2.2. Enforce Commercial and Residential Permit Blocks with 80% Occupancy

When data collection reveals blocks with occupancy rates of 80% or more for two or more hours, the City should target enforcement resources to monitor said block(s) and enforce the established time limit. Enforcement should occur during the time(s) the block exceeds 80% occupancy. For example, if a block exceeds 80% occupancy on weekdays at noon – the enforcement officers should target their enforcement for the noon hour, which means chalking tires around 8:30 a.m., and monitoring vehicles at 12:30 p. m. (assuming a 4-hour parking time limit). For a two-hour enforcement period that peaks at noon, the officers should chalk the tires at 10:00 a.m. and monitor the vehicles soon after noon.

3. Establish Default 4-hour Parking Time Limit Across Specific Plan Area

In the near-term, the City should implement a default four-hour time-limit for on-street parking in the Specific Plan Area to provide enough time for people to park once and attend to errands, eat a meal, attend a yoga class, see a movie, or a combination thereof. At the same time, four hours will dissuade people from parking on street all-day to commute on BART. Ideally, this will provide enough time for visitors to complete their business without exceeding the time limit, and thus avoid getting a ticket.

A consistent parking time limit across the Specific Plan Area will also be easy to communicate through consistent signage, and be simple for the public to understand.

The City should enforce the time limit Monday through Friday 9:00 a.m. to 6:00 p.m. If 80% occupancy extends into weekends, the City should consider extending the policy to Saturdays, particularly in commercial areas.

This policy should be applied in the near-term, until parking occupancy thresholds are met (i.e., three contiguous blocks exceed 80% occupancy as referenced in Section 1.2), and paid parking is implemented. The exception to this is on the blocks where the City implements paid parking for BART patrons, which is discussed in **Section 14** on Page 38.

Intended Impacts: Improves compliance with parking limits; reduces confusion about varying parking time-limits; provides enough time for visitors to park once and shop, eat, and run errands; prevents BART commuters from using on-street spaces all-day.

Side Effects/Other Impacts: May reduce parking availability if people stay parked for longer, particularly for certain blocks. Relies on enforcement for turnover where people typically park for longer than four hours.

3.1. Allow Time-Limit Variances

The City should implement a parking time-limit variance with shorter time limits on designated blocks to encourage more turnover. A good candidate for this variance is the block of San Pablo Avenue between Fairmont Avenue and Central Avenue (Downtown Block 15), which has a 1-hour parking time limit and where 90% of people parked for 2 hours or less (as described in the Existing Conditions in **Appendix C**). This suggests a 2-hour parking limit is appropriate for this block of retail, services, and restaurants. The City should determine these variances based on data collection from the counts conducted as part of **Strategy 1.1** and enforcement data as part of **Strategy 2.2**.

Intended Impacts: Encourages parking turnover for blocks that serve customers with shorter (but longer than one-hour) parking needs.

Side Effects/Other Impacts: May create confusion for public compared to 4-hour time limit across study area. Relies on enforcement for turnover. Requires additional City resources, including staff time, to consider and implement variances.

3.2. Consider Employee Parking

The four-hour time limit supports parking for visitors. However, it doesn't provide enough time for someone who works in the Specific Plan Area to park on-street all day. Employees should be encouraged to walk, bike, carpool or take transit to work. However, if an employee has to drive, the City should consider the following options.

1. Employees can move their vehicles every 4-hour period to another block to avoid a ticket.
2. The City can sell employee on-street parking permits for a fee at locations where thresholds are below the 80% limit. Employees with permits would be allowed to park on select blocks (with low parking occupancy) for longer than the established time limits between designated hours (e.g., 9 AM to 6 PM, Monday through Friday). Permits would not be offered on certain blocks, such as any with parking meters or those with over 80% parking occupancy. Employers would petition the City for permits. The City would require applicants to describe their TDM benefits and all other actions they take to

encourage their employees to walk, bicycle, take transit and carpool to work. The number of revocable permits each employer receives would be subject to City review. The City might start with one to two permits per qualifying business. Any on-street permits would become void if paid parking is implemented in the City. All employers would be notified in advance of changes to the employee parking permit program.

Intended Impacts: Supports business owners and employees who have to drive to work and may reduce overflow into residential neighborhoods.

Side Effects/Other Impacts: Does not guarantee parking for employees. May encourage more employees to drive. May reduce parking availability for visitors/customers. Creates more administrative work for the City.

4. Create a Parking Communications Package

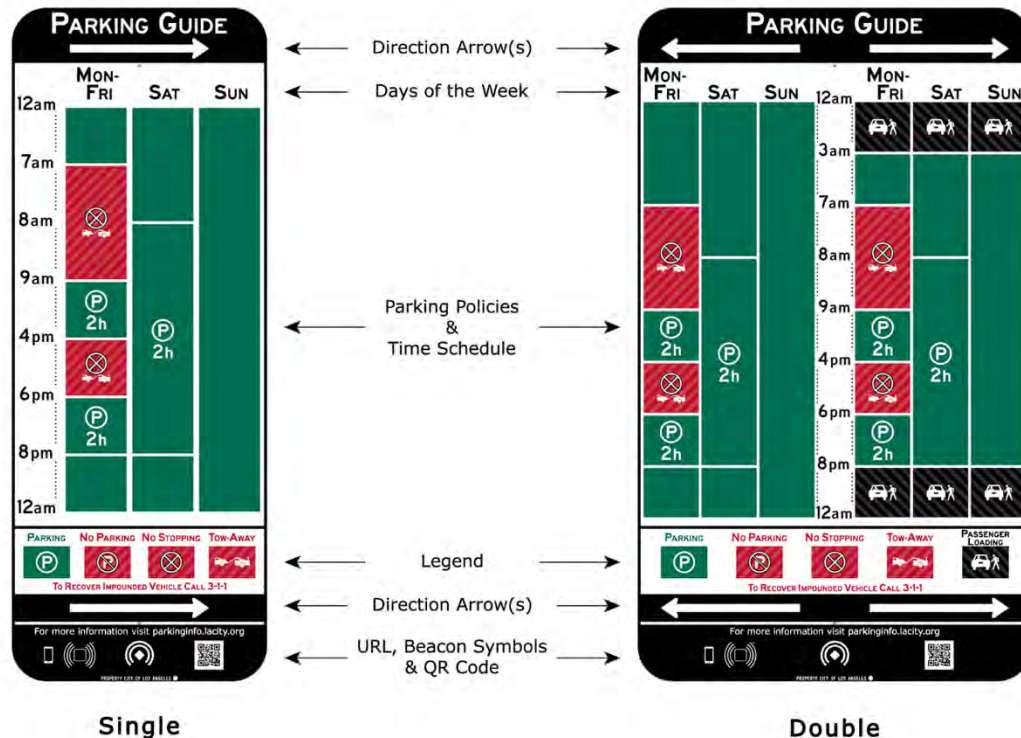
The City should communicate parking management strategies to the public and business community.

4.1. Develop Clear and Consistent Parking Signage

Inconsistent signage can undermine communication and create confusion about where to park legally. The current parking violation rate may be partly due to unclear parking regulations. The City should develop clear and consistent signage that communicates the parking program and is easy for the public to understand. In the short-term, the City should update signs based on new established parking time limits, and include parking restrictions during designated street sweeping days & times in areas identified as medium- to very-high-trash-generation areas in the City's Trash Management Plan.

If metered parking is implemented, the City may consider some more sophisticated parking signs to communicate different parking regulations for different times and days. The City of Los Angeles conducted a parking sign pilot program, posting easy-to-read and understand parking signs to reduce parking citations due to misunderstandings of posted parking regulations.

Figure 8 Easy-to-decipher parking signs can improve parking compliance. Source: LADOT



Intended Impacts: Improve parking compliance with clear signage.

Side Effects/Other Impacts: Will require staff time and financial resources to develop and install new signs.

4.2. Conduct Outreach Program to Public

The City should develop an outreach program to communicate parking changes to the public, including posted signs, press releases, a designated parking website, and distribution of materials at City and community events and meetings.

Intended Impacts: Helps improve parking compliance when people understand the rules, and helps the public feel more comfortable with changes to their routines.

Side Effects/Other Impacts: Will require staff time and budget to develop materials, attend City and community meetings and events, and conduct outreach.

5. Create a Curbside Management Policy

With many competing demands for curbside space (e.g. bike lanes, loading zones, transit lanes, outdoor seating, disabled parking, green and electric vehicle infrastructure, etc.), streets can be prioritized based on City goals, context, and need. As development increases, the City should work with businesses and residents to ensure they can receive deliveries or load and unload from taxis and ride-hailing vehicles without blocking traffic lanes, bike lanes or the sidewalk. A sample, high-level curbside policy scope of work is listed below. The El Cerrito Municipal Code includes some curbside management policies, such as for commercial and passenger loading zones and short-term parking, in Chapter 11.40 – Stopping, Standing and Parking. The cost of the study will

depend on the size of the study area and amount of outreach. The cost to hire a consultant to develop a curbside management policy may range from \$40,000 to \$85,000, depending on data collection efforts and other factors.

- A. **Outreach:** Conduct surveys and interviews with businesses to determine curbside loading needs; Conduct intercept surveys; Hold outreach meetings to gather input from the public; Conduct site reconnaissance to observe curbside use in key areas.
- B. **Existing Conditions:** Document existing curbside uses (including blue, green, red, yellow, white zones), policies and procedures in designated area (e.g., San Pablo Avenue in Specific Plan area). Summarize any existing policies governing curbside allocation.
- C. **Provide Curbside Policy Recommendations and Decision-Making Framework:** Recommend policy considerations for curbside management; Create decision-making goals and objectives for when to implement curbside changes. The policy recommendations should consider the following uses: access for commerce, access for people, activation, greening, mobility, and storage.

Intended Impacts: Prioritizes curbside needs by type of street and land uses served; helps to make decisions based on a framework; makes efficient use of space and promotes multimodal access.

Side Effects/Other Impacts: Need to balance competing curbside demands, including loading, bike lanes, bus stops and transit priority lanes, disabled parking, etc.; potential loss of parking supply by reallocating space for loading, bike share, or other use.

6.1.2. Long-Term Strategies

Long-term strategies should be considered in the future as development increases and once on-street parking in the Specific Plan area meets thresholds defined in **Strategy 1.2**. A proposed implementation schedule is provided on page 43.

6. Establish Parking Benefit District

To support the management, operation, and financing of parking management, access, and transportation demand management (TDM) programs within the Specific Plan area, the City may wish to establish a Parking Benefit District. A Parking Benefit District (PBD) is a defined area within which the City would manage on-street parking to maintain parking availability and generate funding for program management, enforcement and desired improvements within the area, such as enhanced security and improved streetscapes (plantings, furniture, etc.). Ideally, the City should establish a PBD plan before implementing paid parking, as described in **Strategy 07**.

A PBD advisory board can provide guidance to the City on how to best use the funds. A key premise of establishing a PBD is that income (fees from parking meter or permit revenue and/or enforcement measures less administrative costs) is dedicated to public improvements and services that benefit the blocks where the revenue is collected. A PBD is important to consider as parking demand increases, which may occur with increased development in the Specific Plan Area. A suggested map of the parking benefit districts is shown in Figure 9 on page 32.

A PBD can help address stakeholder interests in the planning and management process and build political support for implementing key management practices, including parking pricing. The commitment to keep parking revenues within the PBD offers a strong incentive for all

stakeholders to support district formation and management practices. Potential uses of PBD revenues that have been popular elsewhere include:

- Landscaping and streetscape greening
- Increased frequency of trash collection
- Additional street cleaning, power washing of sidewalks, and graffiti removal
- Pedestrian-scale lighting
- Transit, pedestrian, and bicycle infrastructure and amenities
- Additional police patrols or “Downtown Ambassadors” to increase security
- Marketing and promotion of downtown

Implementation steps for a PBD include:

3. Begin process when the City is ready to implement paid parking
4. Adopt City ordinance
5. Create governing/oversight body
6. Implement paid parking/demand-based pricing
7. Adopt list of PBD revenue expenditures
8. Develop coordinated public relations plan
9. Evaluate and manage on an ongoing basis

Intended Impacts: Provides mechanism for reinvesting revenue back into commercial and nearby residential areas.

Side Effects/Other Impacts: Requires additional staff time and resources. Revenue can fluctuate depending on seasonal demand and overall health of local economy. The City would need to identify budget to cover start-up costs.

7. Design and Implement a Performance-Based Paid Parking Management Program

When three or more contiguous non-residential blocks exceed 80% average occupancy for two hours or more, the City should consider implementing a paid parking program using demand-responsive pricing.

Demand-responsive pricing ensures that a few spaces are consistently available on most blocks. The “right price” is always the lowest price that will achieve an availability target (e.g., 80%). By adjusting rates periodically—up when and where demand is high and down when and where demand is low—it is possible to better distribute demand and maximize use of parking facilities.

7.1. Establish boundaries, rates, and regulations by location and time, reflecting patterns of demand. Evaluate a transition away from use of time limits.

First, define geographic boundaries as well as the initial rates. One potential long-term option for El Cerrito is to define “zones” or specific blocks and facilities corresponding to convenience and demand – “Premium,” “Value,” and “Discount.” The boundaries would be subject to change on a periodic basis. Initial rates would be established by location, and could be calibrated by day of the week or time of day. Special peak rates for major events would also be established.

To encourage more turnover in prime spaces, rates could also allow for progressive pricing, allowing people to stay longer, but pay a higher hourly rate for that privilege.

7.2. Remove curb parking time limits.

As demand for curb space increases, the City could also evaluate transitioning from time limits for on-street spaces. While meant to encourage turnover, time limits effectively tell customers to leave, thus potentially preventing visitors from spending extra time and money in retail establishments. Enforcement of time limits is also labor intensive, and as the collected data showed, many motorists did not adhere to them. Instead, pricing spaces appropriate to their relative value would allow people to buy exactly the amount and type of parking time that they need.

7.3. Communicate the program through effective outreach and messaging.

The City could create a parking communications package to communicate changes to the public and business community, similar to what's proposed in **Recommendation 4 Create a Parking Communications Package**. The City should develop an outreach program to communicate parking changes to the public, including public workshops, posted signs, press releases, and a designated parking website.

7.4. Ensure signage, wayfinding, and information technology systems are in place to effectively operate the program and serve the customer.

Payment and technology systems are essential in performance-based management as they direct motorists to available spaces and facilitate data collection, rate adjustments, convenient payment via credit cards and mobile phone, proper enforcement, and distribution of program information on multiple platforms. A coordinated wayfinding program is also critical to reducing visual clutter and improving the overall streetscape aesthetic in downtown.

As program specifics are developed, the City would need to work with its vendors to calibrate these systems to the requirements of the performance-based program.

7.5. Monitor and evaluate parking availability on a regular basis. Adjust rates and regulations on a periodic basis to meet adopted availability targets.

To most effectively manage on-street parking, the City would need to regularly monitor utilization data (every month for the first two years; quarterly thereafter) to adjust rates by parking demand. If the City pursues off-street shared parking policies, these parking availability evaluations should consider those spaces.

Intended Impacts: Extending time span to match demand, charging higher prices in busy areas, and having longer time limits for outskirt areas all make it easier for customers and visitors to find on-street parking.

Side Effects/Other Impacts: Must avoid making zones too complicated; Must ensure information is up to date on meter displays and online, will take at least six months for behavior to calibrate – there is a large behavior change once parking goes from free to even 25 cents per hour.

6.2. RESIDENTIAL PARKING STRATEGIES

The following residential parking strategy recommendations meet the objective of mitigating parking impacts from commuter and commercial parking. The approach begins with establishing smaller permit zones, updating the permit cap and visitor permit policies, and ensuring BART commuters do not park on-street all day through a paid BART parking effort.

8. Create Smaller, Context-Sensitive Residential Permit Zones

The large size of the existing permit parking zones has led to complaints that permit holders cross commute to park as close as possible to the BART station. Smaller permit zones would prevent some cross commuting.

The City should consider implementing three types of residential permit parking zones:

- San Pablo Activity zones – residential streets within the Specific Plan Area broken into Uptown, Midtown, and Downtown
- BART zones – use the existing permitted blocks near both BART stations but do not expand them any farther. This is equivalent to approximately a half-mile walk from the BART stations.
- Neighborhood zones – residential census tracts outside of the other zones. Census tracts are an area roughly equivalent to a neighborhood and in El Cerrito have a population between 1,500 and 3,500 people.

The City can use local context, such as the pedestrian network and topography, to shape new permit zones. In general, smaller zones are most important the closer to parking demand generators (such as BART). While the City has received a few complaints about cross commuting within the BART parking zones, public feedback during outreach indicated that it was not a significant barrier to finding parking. In the future, if cross commuting worsens and residents with parking permits are unable to find parking, the City can implement additional residential on-street parking recommendations, permit the second side of the street to expand the supply of permitted parking spaces, and/or reduce the size of permit zones. Reducing the size of permit zones involves significant outreach and data collections.

The new zone types would cover the entire city as shown in **Figure 9** below, but streets would not immediately be permitted. Existing permitted streets would remain and are located in the BART Zones, Uptown, Downtown, and West El Cerrito Neighborhood Zones. The Midtown Zone and Neighborhood Zones would only be implemented when there is a demonstrated need and support via community petition. The zone system puts into place a plan the City can use to add new streets and neighborhoods to the parking permit program as on-street parking behavior changes. If residents of a block want to join a permit zone, they are still required to follow the petition process. The petition process confirms local support and uses collected data to determine parking occupancy and any commuter parking issues.

Existing residential permits near BART remain mostly the same as they are today. Some permitted streets near BART would be in one of the San Pablo Activity Zones all within the Specific Plan Area. Differentiating the Activity Zones from BART zones addresses some spillover parking concerns as more residential development is built in accordance with the SPASP. As an area with multiple land uses and street types, the Activity Zones would only be permitted on neighborhood street types as identified in the SPASP. Creating Activity Zones also enables the City to implement land use-sensitive strategies in mixed-use and commercial areas such as

merchant parking, evening and weekend enforcement hours, and paid parking, without changing the structure of the entire permit parking program.

Schools, indicated in Figure 10, also create employee and visitor parking demand in residential neighborhoods. Most schools in El Cerrito do not have sufficient off-street parking and some staff and volunteers park on nearby streets, none of which are currently in a permit zone, which has led to complaints. Were some block faces converted to RPP zones, some conflicts could arise. A balance of neighborhood access and accommodating school employee parking is required. This can be achieved by excluding block faces along school property from permit zones and, when necessary, issuing a limited number of employee permits using the criteria from the strategy above: **3.2 Consider Employee Parking.**

Figure 9 Conceptual Parking Permit Zones

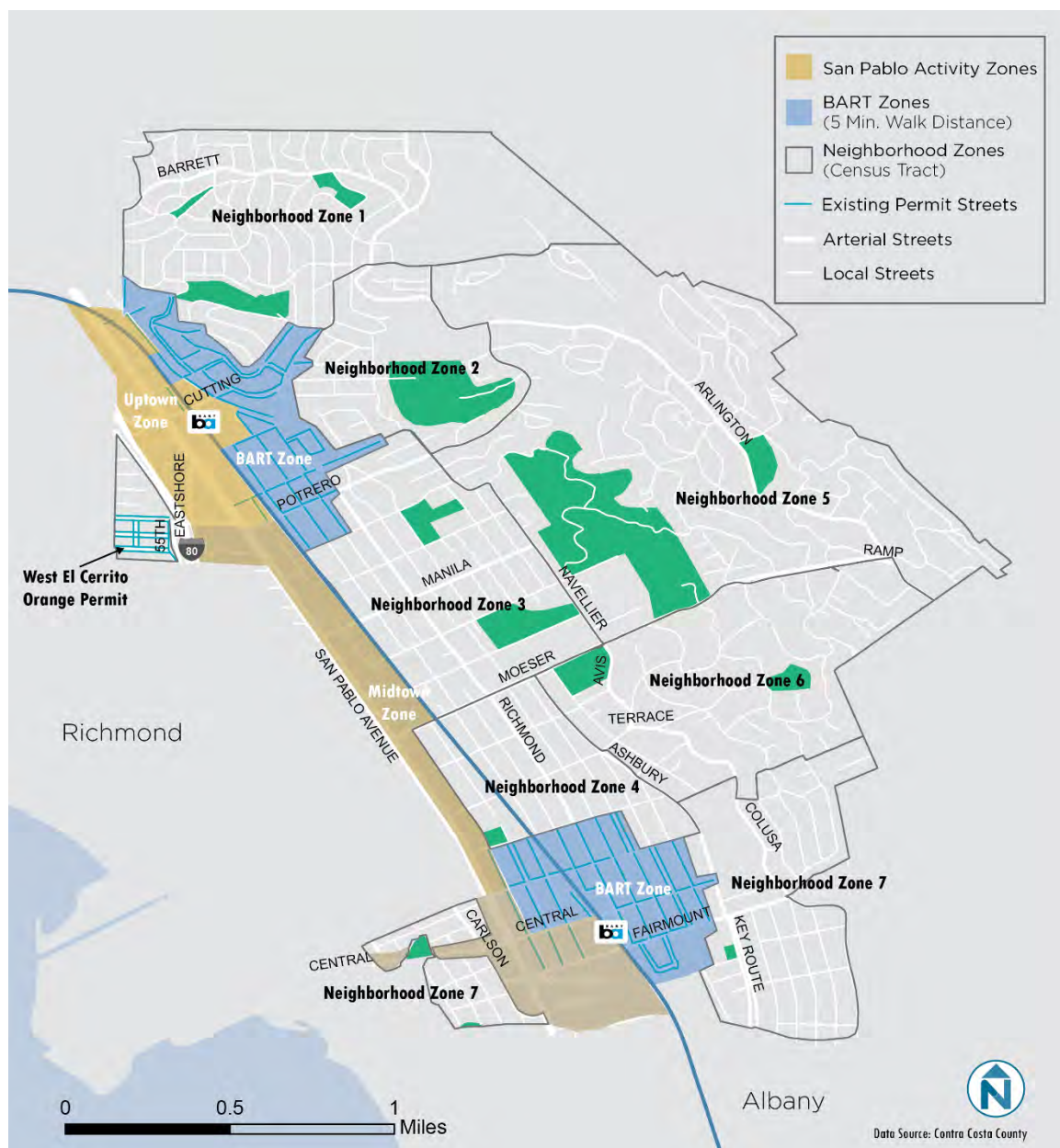
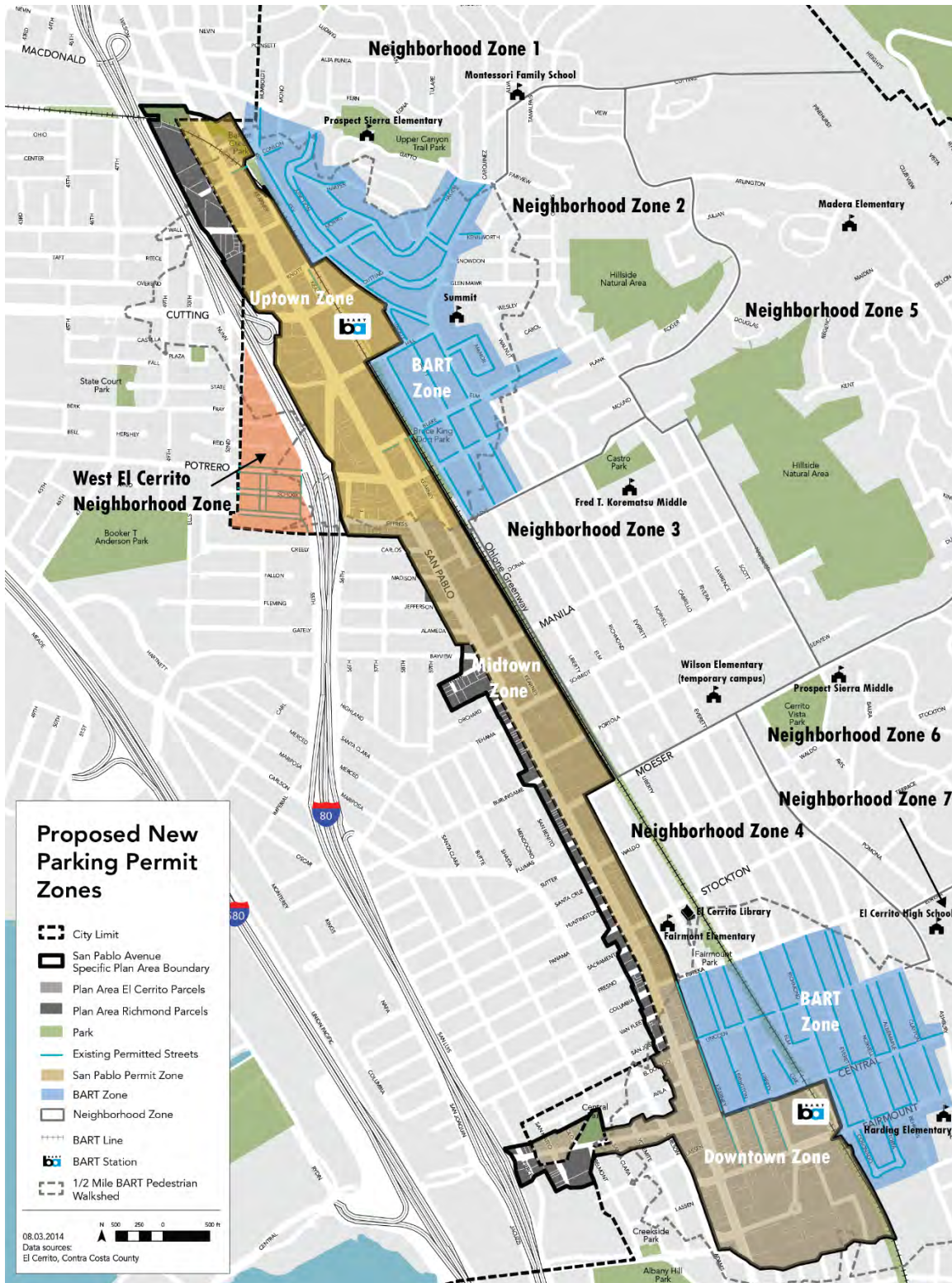


Figure 10 San Pablo Area Specific Plan with Proposed Permit Zones



Intended Impacts: Maintain on-street parking for residents who live on the street by preventing all-day commuter parking. Build flexibility into the program to accommodate changes in parking.

Side Effect/Other Impacts: Administrative burden, need to make the zones simple to understand and enforce. Reinforces sense that on-street parking “belongs” to a specific use.

8.1. Modify Multifamily Housing On-Street Permit Parking

The SPASP allows multifamily and mixed-use development that, when built out, would increase the density of El Cerrito in the Specific Plan Area. While the SPASP builds on the strengths of the area’s transit access, multi-use path network, and commercial land uses, there remains potential for parking impacts from new development. The SPASP requires unbundled parking, when the cost of parking is separate from the cost of renting or owning a residence. If lower-cost or free on-street parking is available, there could be less incentive for residents of multi-unit buildings who own a vehicle to pay for an off-street space. Additionally, most SPASP projects will be built with fewer than one space per residential unit. During the public outreach, some residents raised concerns that future residents of planned multifamily housing would park on residential streets surrounding the development. Although on-street parking does not belong to existing residents any more than to new residents, the goal of maintaining access (i.e. 80% occupancy), could also apply to these neighborhoods.

The San Pablo Activity Permit Zones address potential parking spillover into adjacent parking permit areas from new developments located within a San Pablo Activity Zone. Given the limited neighborhood street curb space in the San Pablo Activity Zones, there is not enough room for every future resident to park on street, depending on future car ownership levels and the supply of off-street parking. The following potential strategies allow access to on-street parking while reducing demand for limited curb space; they could be considered during the SPASP update.

- A. To ensure that new development projects adequately plan for parking demand, only allow on-street permits to developments that build within the parking range of the plan (0.5-1 spaces per unit in Uptown and Downtown, which are zoned TOHIMU and 1-1.5 per unit in Midtown, which is zoned TOMIMU).
 - Consider during the SPASP update whether developments that receive approval to build less parking than their “by right” required amount become ineligible for the on-street permits
- B. Limit the number of allowable permits to one per unit in new multifamily housing. Availability of on-street parking permits may not distinguish between residents based on type of dwelling unit (i.e. single-family compared multi-family dwelling unit)¹², however, it is possible that the total number of permits provided to each new and/or multifamily may be limited in number. Reducing permits per household for existing households would likely be controversial and should be implemented when parking availability becomes too challenging (blocks are consistently over 80% occupied) and other parking management strategies have been implemented.

Only streets designated by the SPASP as Neighborhood Streets are currently eligible for permitting. For residents who live in buildings that are ineligible for a parking permit under the

¹² California Attorney General Opinion No. 14-304, April 2016.

above rules, other street typologies such as San Pablo Avenue allow overnight parking, however, parking would be time restricted during the day.

Intended Impacts: Balance on street parking demand from new development with available curb space and mode shift goals of the SPASP.

Side Effect/Other Impacts: Potential resistance from residents or developers who want to be able to use on-street parking without restrictions. Households in single-family homes may particularly feel impacted as households in other parking zones would have fewer restrictions on parking permits.

9. Allow Residential Permit Program Beyond a Half Mile from BART Stations

While transit planning practice identifies ½-mile as the longest distance most people will walk to a station, some people will walk longer distances and distance depends upon the pedestrian experience. As demand for parking increases, commuters may be willing to park farther than ½-mile from BART to find an available on-street parking space. For example, public comment during an outreach meeting identified areas where casual carpool commuters park more than ½ mile from BART. Extending the BART RPP beyond a half mile would allow the City to more quickly and flexibly respond to on-street parking changes.

Intended Impacts: Allow additional residential neighborhoods to participate in the RPP program if they meet the program requirements. Maintain a reasonable level of on-street parking availability—one to two spaces per block—for residents who live on the street by preventing excessive spillover from BART or other commercial or public uses. Accommodate short-term visitor parking.

Side Effect/Other Impacts: Need for increased enforcement if RPP zones expand.

10. Add a Parking Occupancy Requirement to the Parking Permit Petition Process

Currently, for eligible blocks that are within a half-mile radius of a BART station, 60% affirmative support of the households on a block is required to add the block to the existing RPP zones. Community support is the most common threshold for establishing or expanding a residential permit area, but additional thresholds include parking space demand measured through regular parking occupancy collection and level of non-resident parking occupancy measured by checking the registration of vehicles. Figure 11 shows how various cities determine when to implement permit parking.

Figure 11 Thresholds for Implementing Permit Parking

Municipality	Community Support	Parking Occupancy	Commuter Percentage
Berkeley, CA	51%	75%	No set %
Unincorporated Alameda County, CA	66%	75%	No set %
Walnut Creek, CA	80%	80%	25%
Emeryville, CA	66%	75%	No set %
San Francisco, CA	250 households and 50%	80%	50%

El Cerrito's threshold of 60% is in line with other cities. Coupling the community support measure with parking occupancy or percentage of commuter vehicles would allow for a more nuanced assessment of parking need, but entail additional program costs. The City can collect data as described in **Strategy 1.1**.

Intended Impacts: Supports parking access and availability goals, e.g. 80% occupancy and demonstrates commitment to preventing spillover parking from commuters.

Side Effects/Other Impacts: Additional petitioning criteria requires administrative effort for data collection and analysis, so consider adding only the parking occupancy count in the short-term. The petitioning process could include a fee to offset the cost of data collection. If Strategy 11 (set permit prices to fully recover program costs) is implemented then the cost of data collection performed by the City could be included in the price of the permit.

11. Set Permit Prices to Fully Recover Program Costs

As discussed in **Section 4.3.2 Program Challenges and Opportunities**, residential parking permit prices were set in 2001 to recover some program costs, such as the original sign installation and administrative time. The cost has increased since 2001 from \$4 per year to the current \$7 per year in Fiscal Year 2018-19, . Increased enforcement and other changes under consideration for the parking permit program will necessitate a change in permit pricing to match the increased costs. The City should evaluate program costs and permit prices annually or adjust prices with inflation.

Intended Impacts: Benefit of the program is reflected in the cost of the permit.

Side Effects/Other Impacts: Cost may limit interest in the program, and in turn, also encourage more use of driveways and garages for parking.

12. Update Residential Permit Cap

Parking permits are a resource to manage the limited on-street spaces available. While all households should have access to permits for their areas, multiple permits for the same household limits the effectiveness of the program if there are more vehicles with permits than curb space available.

12.1. Establish Graduated Cost for Multiple Permits

To manage parking demand for households looking to obtain multiple permits, increase the cost for each additional permit per household. For example, if the first permit is \$10, the second is \$20, the third is \$30, and the fourth is \$40.

Intended Impacts: Encourages residents to use their garages and driveways, reducing their demand for on-street space. Mild transportation demand management strategy.

Side Effects/Other Impacts: Non-family households (e.g. multiple roommates in one house) may have a higher cost burden and may have more cars needing permits.

12.2. Consider Reducing Residential Parking Permit Cap and Allow Cap to be Appealed

Currently, households are permitted to have four permits. The average is 1.6. Given the average is much lower than the cap, consider reducing the cap to allow for flexibility in the program. While curb space is a resource that should be managed to the benefit of all, there may be particular cases

where the permit cap is burdensome for a household. As is the case for most other programs, allowing households applying for permits to appeal the cap gives the program flexibility to meet the needs of residents. Criteria for the appeal would need to be developed. Factors to consider in the criteria:

- Number of vehicles registered at the address
- Use of vehicles for work
- On-street occupancy
- Availability and cost of off-street parking
- Household income (can be self-reported)

Intended Impacts: Provide flexibility to the program.

Side Effects/Other Impacts: Potential processing time and administrative burden if many households appeal the permit cap.

12.3. Create a Policy to Address Parking Permits for ADUs

The City recently amended its ordinance, to be consistent with state law and to encourage development of Accessory Dwelling Units (ADUs.) There is no requirement for off-street parking for ADUs. To mitigate impacts of new ADUs to on-street parking, permits for ADUs should be capped with the primary property. Therefore a single-family home with an ADU on the property would be eligible for four on-street parking permits, the same number as a single-family home without an ADU. If the permit cap is not sufficient for a household with an ADU, an appeal to the permit cap is available (**Strategy 12.2**).

Intended Impacts: Accommodate potential ADU parking

Side Effects/Other Impacts: ADU and primary property owner must work together to determine the number of permits needed.

13. Update Visitor Permits

The current 14-day visitor permit sold at City Hall does not provide flexibility for short term guests nor does it work for regular visitors such as health workers or childcare givers that come every day or week. Public feedback indicated that the permit was challenging to obtain as it required going down to City Hall in person.

13.1. Offer Single Day Permits

To provide flexibility for visitors, affordable single day guest permits (\$1 a day) that can be purchased in advance would address most guest parking needs. The City would sell permits to residents whose block face is in an RPP zone. The visitor would write the date of the each use on the permit. If no date is written, then this represents a parking violation. The City could include 15 permits with resident permits in the permit renewal every three years. Visitor permits would also benefit residents who do not own a car, but rent one occasionally or residents who normally use off-street parking but need on-street parking for a short time period. If abuse of visitor permits becomes a concern (someone reserving excessive parking for an event, etc.) residents can be limited in the number of permits issued per household per year.

Since the cost of the visitor permit would still be less than BART parking, those requesting a visitor permit but who don't own a vehicle would be required to prove residency on a block that is currently part of a RPP zone.

Intended Impacts: Make parking easier for guests of people who live on permit parking blocks.

Side Effects/Other Impacts: Visitor passes may be challenging to regulate and more likely to be misused than sticker or license plate passes.

13.2. Offer Caregiver Permits

With this program, households in RPP zones with a documented need for an outside caregiver could request a caregiver permit. Documentation could include a contract for full-time care or healthcare professional's note. The permit would cost the same as a resident permit, but be in the form of a transferrable hang tag shared among different caregivers. However, since the intent of the program is to allocate use of curbspace, a caregiver permit would still need to be within the household's four-permit cap. If the permit cap is not sufficient for a household that needs a caregiver permit, an appeal to the permit cap is available (**Strategy 12.2**).

Intended Impacts: Allow caregivers to park on time-limited blocks without having to move their vehicle.

Side Effects/Other Impacts: Add some administrative burden and complexity to the program that can make it more challenging for people to use.

14. Charge BART Commuters for On-Street Parking

Currently, on-street parking exists immediately adjacent to BART property at both stations is free and has no time limit. Within a half-mile walk of both BART stations, most streets have 4-hour time RPP restrictions on one side of the street while the opposite side is free and unlimited. Public participants stated and parking observations showed the unrestricted parking is heavily used on weekdays. People living near BART also commented during outreach sessions that since on-street parking is free, many people taking the first BART trains, starting at 4 a.m., choose to park on the street rather than in a BART parking lot, saving themselves \$3 per day. Figure 12 shows ten blocks with parking adjacent to BART where approximately 150 spaces are provided. Implementing paid parking in these locations is a potential source of revenue and a way to manage demand. Charging \$3-\$4 a day to park in those locations would generate \$100,000-\$150,000 per year, enough to pay for administration and enforcement of the permits and potentially other elements of the parking program.

The on-street parking adjacent to BART does not share an immediate land use besides off-street BART parking. The land use across the street from El Cerrito del Norte BART Station is residential, primarily single family with some small two-four unit buildings. This land use does not generate significant parking demand that is not already met by garages, driveways, and the permitted on-street parking.

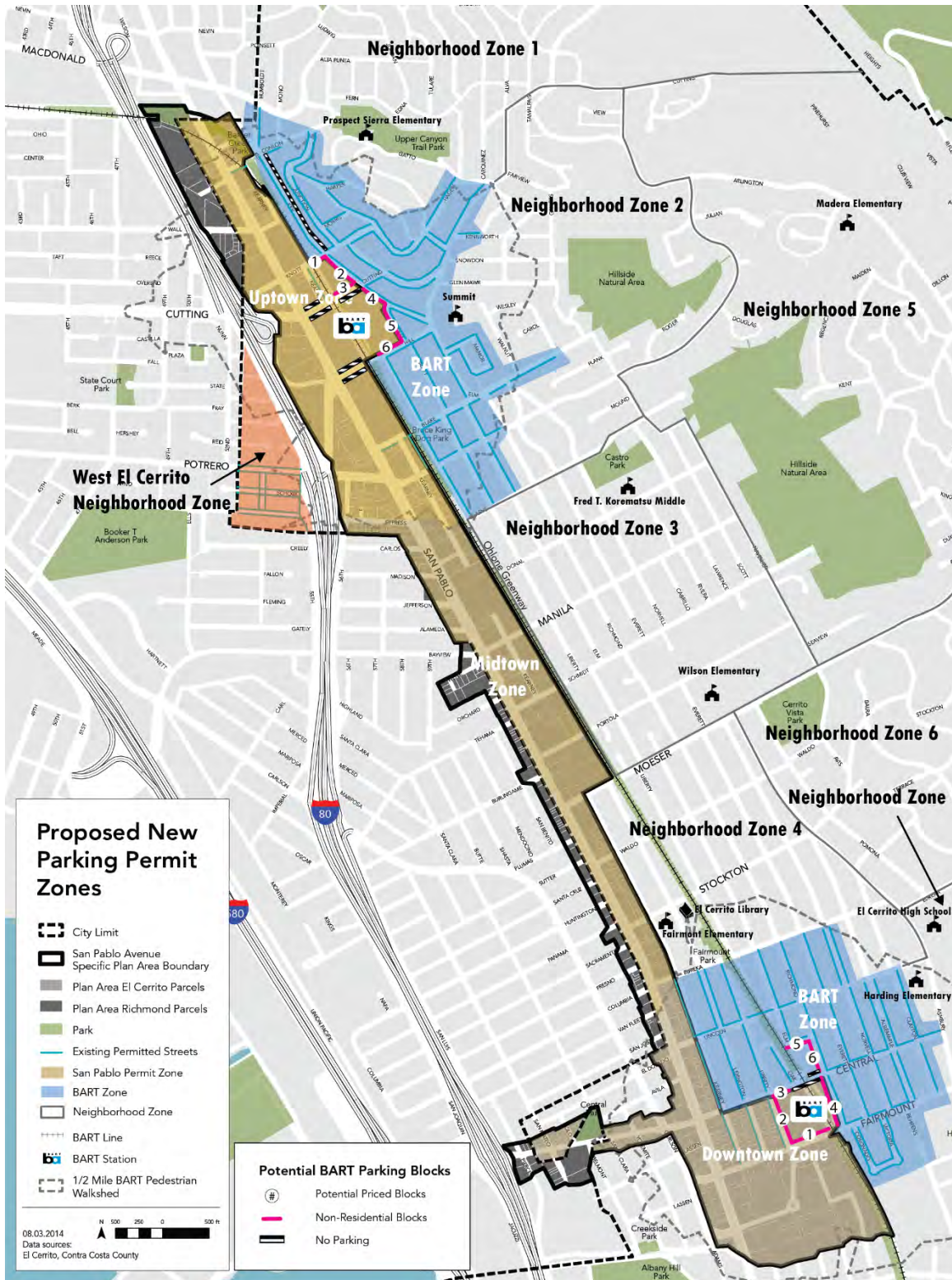
The land use across the street from El Cerrito Plaza BART Station is primarily residential on all blocks besides block 1 and the southern part of block 2. Blocks 1 and 2 may be used by employees and customers of the nearby businesses and therefore may not be appropriate for BART permits. The on-street parking across from block 1 is limited to 30 minutes, ensuring regular turnover for those businesses. Along block 2 is residential land use and an auto-service shop with its own off-street parking. Given the early arrival times of BART commuters, blocks 1 and 2 are likely used by

BART commuters as long as there is no time limit. Therefore permitting the blocks may have no impact on nearby commercial land use. Additional outreach and data collection for potential BART commuter permits can inform how to best manage the on-street parking for streets near BART and identify which blocks are ideal for paid commuter parking.

Paid on-street parking for BART riders on the block adjacent to BART stations or parking would not require an expansion of the residential permit parking area given the relatively small number of spaces across two stations. Only if additional blocks that are not adjacent to BART are included in a paid parking program would additional unpermitted residential blocks need permitting. By implement **Strategy 8, Create Smaller, Context-Sensitive Residential Permit Zones**, additional blocks can petition to join their permit zone as needed.

There are multiple ways to implement paid parking: permits, parking meters, pay-by-phone, or a combination of all three. Pricing for all of these strategies likely cannot go above \$4-5 a day without decreasing demand. Some drivers will respond to the pricing of previously unregulated parking spaces by parking on free streets farther away from BART, however, there is demonstrated demand for parking at BART where both El Cerrito Station parking lots are full by 8 a.m. on weekdays. Each strategy is discussed below.

Figure 12 Potential Blocks for Paid BART Commuter Parking



14.1. Create a BART Commuter Permit

One way to regulate the curbside parking in a manner that maintains access for residents and visitors (e.g. customers of local businesses) while providing excess parking for commuters who take BART is through permits. A permit program requires purchasing and installing signs and posts, establishing a website, and implementing a method to process transactions. Permits are familiar to residents living near BART and commuter permits would be the least intrusive option along residential blocks.

There are different ways that a commuter permit system can overlap with a residential permit system: people with either type of permit can park on a permitted block or each side of the street has a different permit types. Given the high demand for parking from BART riders, restricting BART permits to one side of the street would ensure that residents still have access to on-street parking. To improve the perception of the program by residents, allowing residents with parking permits to park in the BART permit area is recommended. Given residential parking demand is lowest in the daytime as people drive to work, most spots would free up for BART parking permit holders. The permit option would be the least costly, at least at the outset, of the three options.

14.2. Install Parking Meters

Parking meters come in two types: single space meters and kiosk meters that can serve a block face or parking lot. Single space meters cost about \$1,000 to install while kiosks cost \$8,000-12,000. Meters are able to integrate with smartphone apps and accept credit cards, although this requires processing fees, increased maintenance costs, and potentially higher prices. After initial outreach and installation, parking meters do not have the same ongoing operational costs as permits since there is no permit processing or distribution with meters. Meters have separate costs from permits such as cash collection costs, security, and fraud prevention requirements as well as maintenance of the physical meter. Enforcement for meters is easier than time-based permits as violations are apparent on the first pass. In addition, the extra infrastructure involved serves as a stronger visual reminder of the parking regulations than signs alone.

A preliminary cost estimate shows that if meters were installed along streets adjacent to BART and charged between \$2-\$4 a day and were 95% utilized, the initial installation cost could be recovered in 2-4 years, depending on enforcement and other operation costs.

14.3. Use Pay-by-Phone to Charge for Parking

Pay-by-phone allows people to pay for parking without purchasing a permit in advance or requiring the installation of parking meters. Enforcement of pay-by-phone systems typically requires License Plate Reader (LPR). Were the City to switch to LPRs for all parking enforcement, then pay-by-phone would be the best option in terms of up front and operational costs of operating a paid parking program. However, given the high cost of LPRs, pay-by-phone for BART parking is not sufficient to warrant purchase of an LPR.

Another issue with pay-by-phone is ensuring equal access. To ensure equal access, pay-by-phone systems are required to have some spaces that are accessible to people who do not have mobile phones, smart phones, or credit cards. This typically means at least one space per block has a meter, although the case could be made that nearby on-street parking or the BART parking lot are alternatives for people without phones.

Figure 13 Paid Parking Comparison Table

	One-time Costs	Operational Costs	Enforcement	Residential Impact
Permits	Signs, enforcement technology	Enforcement, processing permits, appeals, data collection	Requires daily enforcement	Lightest touch that would be easiest to expand
Meters	Signs, meters, enforcement technology	Enforcement, meter maintenance, appeals, data collection, credit card processing fees	Requires daily enforcement, potentially higher compliance due to visibility of meters	Requires infrastructure, unlikely to be supported in front of residences
Pay-by-phone or App	Signs, License Plate Readers (LPRs)	Enforcement, credit card processing fees, online platform fees	Typically uses LPR to enforce	Less infrastructure intensive than meters but potentially challenging to put on residential streets

For El Cerrito to implement a program in the near term, permits have the lowest cost. Enforcement and administration would be ongoing challenges of a permit program. Other options to consider are financing meters to avoid ongoing administrative burdens or contracting pay-by-phone to a vendor who would manage the entire operation from installation to enforcement and receive a portion of the revenue.

Intended Impacts: Regulate BART parking and raise revenue to fund transportation demand management programs, and pedestrian, bicycle, or other improvements.

Side Effects/Other Impacts: Potential reaction that parking is being “given away,” especially if paid parking goes into the residential neighborhood. Challenge of implementing a new program, especially upfront capital costs, financing, and ongoing administrative burden.

6.3. IMPLEMENTATION SCHEDULE

This section proposes an implementation schedule and anticipated staffing needs for the recommended parking strategies. The general approach is that strategies and programs are implemented sequentially over time, as changing conditions warrant. This allows existing staff to lead parking rollout in a coordinated fashion and additional staff to be added as programs grow. The intention is not to overwhelm City staff or the public with too many initiatives at once, and to tailor roll-out to coincide with need. Figure 14 on the following page outlines the implementation schedule.

LEGEND	
1 E	Existing staff (if funding is identified for additional FTE, implementation for Year 2-3 efforts could move up 6 months or more)
1 E	Existing PFT and 2 PT parking enforcement officers
1 FTE	Additional parking enforcement officer (when payment is introduced)
1 FTE	PBD Staff (Future)
C	Council adoption process
*	Work with consultant (funding dependent)

Figure 14 **Parking Recommendations Implementation Schedule**

[illegible]

		YEAR 1 (and months)												YEAR 2 (and months)												YEAR 3 or Later	
Policy #	Policy	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
Residential Parking Strategies - Timing and Staffing																											
8.0	Revise residential permit zones																										
8.1	Create smaller, context sensitive residential permit zones																		C								
8.2	Modify multifamily housing on-street permit parking requirements																				C						
9.0	Revise RPP																										
9.1	Allow RPPs beyond a half mile from BART																		C								
10.0	Add parking occupancy requirement to parking permit petition process																										
10.0	Add parking occupancy requirement to parking permit petition process												C														
11.0	Set Permit Prices to Recover Program Costs																										
11.0	Set permit prices to fully recover program costs												C														
12.0	Update residential permit cap																										
12.1	Establish graduated cost for multiple permits												C														
12.2	Consider reducing permit cap and allow residential parking permit cap to be appealed									Policy development																	
12.3	Create a policy to address parking permits for ADUs																										
13.0	Update visitor permits																										
13.1	Offer single day permits (develop policy for Council consideration/approval, then manage)												C	Monitor													
														Enforce													
13.2	Offer caregiver permits (develop policy for Council consideration/approval, then manage)												C	Monitor													
														Enforce													
14.0	BART Commuter Permit Fees																										
14.1	Create a BART Commuter Permit, or													Program development and outreach				C									
14.1	Install Parking Payment System (e.g. meters, kiosks)																					Program development				Manage program/analyze data	
																										Enforce - FTSE #2	
14.3	Use Pay-by-phone to charge for parking																	Initiate									

Appendix A Best Practices in On-Street Parking

MEMORANDUM

To: Aissia Ashoori and Melanie Mintz
From: Nelson\Nygaard Project Team
Date: December 17, 2018
Subject: Best Practices in Parking Management

BEST PRACTICES

This memorandum presents best practices and relevant case studies from a variety of cities and towns, which may have experiences and lessons applicable to the development of future parking management strategies in El Cerrito. Topics include on-street parking targets, shared district parking, municipal facilitation of shared parking, parking district expansion and reform, and off-street parking requirements. Case study research included a review of relevant documents and interviews with staff from business improvement districts or merchant's associations.

ON-STREET PARKING TARGETS

Demand-responsive pricing involves altering the cost of parking according to the level of demand. During times of higher demand, higher priced parking encourages both a higher rate of turnover and the use of other modes; during times of lower demand, lower priced encourages drivers to use those underutilized spaces.¹³

The primary goal of demand-based parking pricing is not to generate revenue, but rather to make it as easy as possible to find a parking space. By setting specific availability targets and adjusting pricing, demand can be effectively managed so that when a motorist chooses to park, they can do so without extensively circling the block or searching aimlessly. Demand-based pricing can result in the following benefits:

- Consistent availability and ease in finding a parking space;
- Reduced search time for parking, resulting in less local congestion and vehicle emissions;
- Reduced illegal parking and improved safety and street operations; and
- A more equitable and efficient way to account for the real costs to a city for providing parking.

Based on UCLA Urban Planning Professor Donald Shoup's research, an ideal occupancy rate for on-street, curb spaces is approximately 85% at even the busiest hour - a rate that leaves about one out of every seven spaces available, or approximately one empty space on each block face. These rates provide enough vacancies that visitors can easily find a spot near their destination when they first arrive. For a given block, the "right price" is the price that will achieve this goal. This means that pricing should not be uniform: the most desirable spaces need higher prices, while

¹³ In some contexts, such as at high-capacity transit stations and residential neighborhoods, pricing strategies may include permit parking, which is a parking strategy that gives preferential treatment for permit holders in exchange for a monthly or annual payment.

less convenient lots are cheap or may even be free. Prices could also vary by season, day of week, or time of day.

The cities with the most effective parking pricing programs also monitor on-street supply with regular occupancy counts and grant city staff discretion to adjust hours/pricing in response to changes in demand. Below are three case studies in best practices of demand-based pricing implementation.

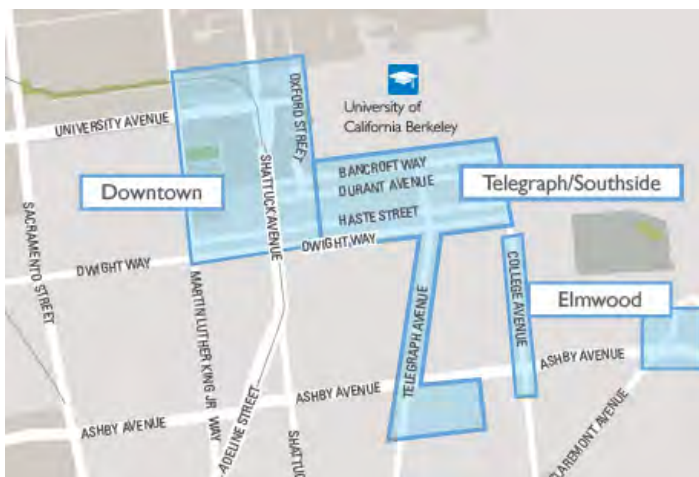
Berkeley, CA

The goBerkeley program began in 2013 as a two-year pilot in the City of Berkeley designed to improve the ease of travel within core areas of the city. The objectives of the federally funded pilot program were to explore and test methods of reducing local traffic congestion, improving parking options, and promoting alternatives to private automobiles in Berkeley's commercial areas. In summer of 2013, the City Council authorized adjusting parking rates and time limits at meters, surface lots, and garages to achieve parking occupancy rates of 65-85% per block. Changes were made based on existing utilization as presented below:

- Utilization Under 65%: Lower rates and extend time limits to incentivize use of parking
- Utilization 65-85%: No adjustments required
- Utilization over 85%: Increase rates to increase turnover and/or shift demand

The three neighborhoods (Downtown, Southside, and Elmwood) selected for the parking pilot program are highlighted in Figure 15.

Figure 15 goBerkeley Pilot Project Areas



With the knowledge of the complexities of the SFpark program in neighboring San Francisco, the City of Berkeley set out to craft a variable-priced parking scheme that met similar goals of providing more transportation options, less traffic congestion, cleaner air, and easier and more efficient parking. However, the City wanted to do it in a more streamlined manner that was administratively and financially feasible for a city of its size. In addition, the City wanted to make the system as easy as possible for users to understand, which could more effectively change travel behavior and maximize benefits to local residents and businesses. To do this, the decision was made to forgo the use of sensors, which were deemed too expensive to implement and maintain

for the level of accuracy and reliability that they currently offer. The City also chose to set prices based on zones, instead of more complex prices that differentiate by blockface.¹⁴

Public Outreach

To conduct thorough public outreach, the City's Office of Economic Development and Public Information Officer were enlisted to convey messages to key business groups and stakeholders. The respective Business Improvement Districts of the three neighborhoods as well as neighborhood associations played a key role in the planning and implementation phases. As variably priced parking is just one element of the goBerkeley program, the outreach and marketing aspects of the program were coupled with other initiatives to promote transportation alternatives. City staff highlighted that door-knocking efforts provided invaluable face time with the public, helped City staff dissuade concerns about the parking aspects of the program, and increased name recognition of the goBerkeley program.¹⁵

Program Monitoring and Pricing Adjustments

The program was originally implemented by collecting parking occupancy data manually. However, City staff switched to estimating curb parking occupancy data by analyzing transaction data from the area's smart parking meters. To estimate parking occupancy rates on each blockface, transaction data from the meters on each blockface is fed into a software program developed by Xerox. The software estimates parking occupancy rates on each blockface based upon the number of transactions and amount of revenue collected at each parking meter on the blockface. The software then recommends rate changes based on the estimated parking occupancy rates, and the City's adopted policies for the pilot project area.

To assess the long-term feasibility of demand-responsive parking, the City also tested a variety of other automated data collection and enforcement technologies. This included testing License Plate Recognition (LPR) systems, similar to those already in use by cities such as Petaluma and San Francisco, which aid in the collection of parking data, and are also used by many public agencies to identify parking violations, stolen vehicles, and vehicles with multiple outstanding parking violations (which are subject to being towed).

The program currently uses occupancy data collected through LPR surveys to calibrate the Xerox software's algorithms for estimating parking occupancy rates based upon parking meter transaction data. Relying solely on transaction data from meters to establish occupancy can be problematic as drivers with disabled placards, as well as a variety of other exempt vehicles (e.g., police and utility company vehicles) can legally park for free. Although the sunk costs of new smart meters and LPR technology are not insignificant, the City expects to save a significant amount of money and time annually on data collection versus manual counts while generating an additional \$1 million per year in citation revenue through improved enforcement.¹⁶

On the basis of the utilization targets set by the pilot program, parking rates and time limits were adjusted within the study area in fall 2013 and spring 2014. Figure 16 presents the price and time limit changes that occurred throughout the course of the pilot program.

¹⁴ Ng, Willa, and Nichols, Matthew. Interview with City of Berkeley, February 12, 2015

¹⁵ Ng, Willa, and Nichols, Matthew. Interview with City of Berkeley, February 12, 2015.

¹⁶ Ibid.

Figure 16 - GoBerkeley Pilot Project Pricing Adjustments

Neighborhood/ Facility	Regulations	Baseline Rate	Launch Rate (December 2013)	Adjustment Rate (June 2014)	Adjustment Rate (September 2015)	Adjustment Rate (May 2016)
On-Street Meters						
Elmwood	Parking Rates	\$1.50/hr	1 st hr - \$1.50 2 nd hr - \$2.00 3 rd hr - \$2.50	Same as Launch	No Change	1 st hr - \$2.00 2 nd hr - \$2.50 3 rd hr - \$3.00
	Time Limits	1 hr	3 hrs	Same as Launch	No Change	No Change
Southside	Parking Rates	\$1.50/hr	Premium - \$2.25/hr Value - \$1.00/hr	Premium - \$2.75/hr Value - \$1.50/hr	No Change	Premium - \$3.25/hr Value - \$2.00/hr
	Time Limits	30 min – 2 hr	Premium – 2 hr Value – 8 hr	Same as Launch	No Change	No Change
Downtown	Parking Rates	\$1.50/hr \$1.75/hr (Premium)	Premium - \$2.25/hr Value - \$1.25/hr	Premium - \$2.75/hr Value - \$1.50/hr	No Change	Premium - \$3.25/hr Value - \$1.50/hr
	Time Limits	30 min – 2 hr	Premium – 2 hr Value – 4 hr	Premium – 2 hr Value – 8 hr	No Change	Premium – No Change Value – 4 hr
Off-Street Facilities						
Elmwood Lot (in the Elmwood neighborhood)	Parking Rates	\$1.50/hr	\$1.50/hr	Same as Launch	Same as Launch	\$2.00/hr
	Time Limits	2 hr	3 hr	Same as Launch	Same as Launch	Same as Launch
Telegraph Channing Garage (in the Southside neighborhood)	Parking Rates (non- validated)	Hourly - \$3/hr 4+ hrs - \$18 Early Bird - \$8 Monthly - \$150	First hour free Hourly - \$1/hr 4+ hrs - \$15 Early Bird - \$9 Monthly - \$150	Same as Launch	First hour – Same Up to 2-4 hrs - \$2/hr 4+ hrs - \$16 Early Bird - Same Monthly - Same	No Change

Neighborhood/ Facility	Regulations	Baseline Rate	Launch Rate (December 2013)	Adjustment Rate (June 2014)	Adjustment Rate (September 2015)	Adjustment Rate (May 2016)
Center Street Garage (located in the Downtown area)	Parking Rates	Hourly - \$2.50/hr 4+ hrs - \$15 Early Bird - \$8 Monthly - \$150	Hourly - \$2.50/hr 4+ hrs - \$17 Early Bird - \$9 Monthly - \$170	Hourly - \$2/hr 4+ hrs - \$20 Early Bird - \$10 Monthly - \$190	Hourly - No Change 4+ hrs - No Change Early Bird - \$11 Monthly - No Change	Hourly - No Change 4+ hrs - No Change Early Bird - \$12 Monthly - No Change
Oxford Garage (located in the Downtown area)	Parking Rates	Hourly - \$2.50/hr 4+ hrs - \$15 Monthly - \$150	Hourly - \$2/hr 4+ hrs - \$17 Monthly - \$170	Same as Launch	Same as Launch	Same as Launch
Berkeley Way Lot (located in the Downtown area)	Parking Rates	First 2 hrs - \$1.50/hr Next 4 hrs - \$2.50/hr	No change	\$1.50/hr	Same	\$2.00/hr
	Time Limits	6 hr	No change	8 hr	Same	4 hr

Source: City of Berkeley

Redwood City, CA

Located 26 miles south of San Francisco, Redwood City was incorporated in 1856 and is the oldest city on the Peninsula. The downtown core has long been the economic and social heart of the city. In 2005, the City prioritized a comprehensive revitalization plan as a means to reshape downtown as a local and regional retail, shopping, dining, and entertainment destination. As part of this plan, it adopted the *Downtown Redwood City Parking Management Plan*¹⁷, which served as a tool to support and encourage the initial and ongoing success of several new downtown projects. The plan was guided by a number of key principles. First, downtown is intended to foster a “park-once” environment, in which parking resources are “pooled” and shared among different uses. Shared parking allows for greater cost-efficiencies and helps to promote a walkable downtown. Second, the parking supply is a valuable public resource that should be actively managed through demand-based pricing to cost-effectively ensure adequate availability and turnover. Prices should not be too high or too low, but set at a rate that ensures one to two spaces are available per block. Third, the plan makes it as convenient to park as possible by eliminating time limits and offering multiple payment methods. Finally, parking revenues are reinvested back into the downtown.

Program Management and Implementation

With these principles in mind, the City adopted six primary actions as part of the management plan. These actions are summarized below.

¹⁷ <http://shoup.bol.ucla.edu/Downtown%20Redwood%20City%20Parking%20Plan.pdf>

Implement performance-based pricing for all curb spaces. With an adopted target occupancy rate of 85% for on-street spaces, the City established an initial pricing structure that varied prices based on existing occupancy data. The most popular spaces, along Broadway, were set at \$.75 per hour, with hourly rates decreasing the farther from the downtown core. The spaces were enforced from 10 a.m. to 10 p.m., Monday through Saturday.

The hourly rates and hours of enforcement have been decreased since the initial implementation. It was determined that the initial rates were too high to meet the target occupancy rates and the hours of enforcement were impacting evening visitation to downtown. Meter rates have not been adjusted for a few years and the City is currently evaluating its next meter rate adjustment. Figure 17 provides an overview of the current pricing structure in downtown Redwood City.

Figure 17 - Current Pricing Structure in Redwood City



Source: City of Redwood City

Eliminate time limits. Time limits for all on-street spaces were eliminated for three primary reasons. First, time limits encouraged long-term parkers to “game” the system by moving their vehicles to avoid the restrictions. This created increased congestion on downtown streets. Second, time limits create ticket anxiety and discourage people from staying in downtown. Third, time limits are costly to enforce and require ongoing chalking and checking of tires. Instead, the 2005 Plan advocated that people be allowed to park as long as they wanted, as long as they paid for it.

Long-term parkers were also incentivized to park in off-street lots and garages by establishing less expensive rates in those facilities.

Utilize new meter technology to make parking convenient. Advancements in parking meter technology were essential to implementing Redwood City's parking plan. The traditional parking meter that only accepted coins would not have facilitated the type of demand-based pricing the City wanted to implement. Redwood City ultimately purchased multi-space, pay-by-space meters for the curb spaces in the downtown core (traditional meters were kept in place on the periphery), as well as new payment/gate infrastructure for the parking lots/garages. The costs for purchase and installation were approximately \$1.5 million.

The multi-space meters offered several advantages to motorists. First, and foremost, they made it easier to pay. The meters accepted credit cards and allowed motorists to purchase additional time at any meter, thereby reducing ticket anxiety. For the City, the new meters reduced enforcement costs, improved urban design and aesthetics by reducing sidewalk space designated for parking meters, and allowed for enhanced parking data collection.

Designate downtown as a Parking Benefit District. To maximize value of the parking program and ensure that it had as much support as possible, Redwood City adopted a specific policy to reinvest all net parking revenue back into the downtown. Known as a Parking Benefit District (PBD), the ultimate goal of the Downtown Core Meter Zone is to leverage parking resources for additional investment in the downtown area. Revenue can be spent on improvements to the parking system, as well as pedestrian infrastructure, streetscape improvements, and additional street cleaning.

Implement a monthly permit program. Recognizing the different parking needs of downtown employees, a key recommendation of the 2005 plan was to create a monthly permit program for downtown. The permits would allow long-term parking at designated lots and garages, encouraging use of lower demand spaces. Permits were generally valid Monday-Friday until 7 p.m. Prices were set at \$30-60 per month depending on the lot/garage, but included a slight discount if purchased on a yearly basis.

Formalize parking policy as part of the municipal code. Perhaps one of the most important steps taken by Redwood City in 2005 was to codify its parking management policies as part of the municipal code. By adopting specific language in the municipal code, Redwood City established a framework by which to guide future parking management decisions. While implementing a policy is often more difficult than signing it into law, codifying the policy language is a crucial piece of effective parking management.

Community Outreach

In addition to the specific actions included in the 2005 Plan, the City undertook a substantial community outreach and education effort. City staff knew that making such changes to the parking system would cause concern, particularly from merchants concerned that any sort of pricing increase would hurt business. The City held three formal workshops with the community and downtown stakeholders. The meetings offered an opportunity to present existing conditions data, better understand community concerns, identify potential solutions, and solicit feedback.

Beyond the formal meetings, City staff members spent numerous hours working with merchants and the Downtown Business Group to create a shared understanding of the inefficiencies of the current system. Significant time was also spent on education of best practices in parking management, and how such strategies have been proven to improve, not hurt, local business. For

example, effort went into explaining the concepts behind demand-based pricing and how time limits can exacerbate parking problems.

Finally, the City spent resources marketing and communicating the rationale and outcomes of the program to the general public through the City website and user-friendly signage and information.

It should be noted that the 2005 Plan did not introduce pricing for the first time to downtown. Prior to the 2005 plan, Broadway had free parking, but the side streets and garages charged \$.25 per hour. While this pricing structure was inefficient in that it created a financial disincentive to park off-street, it also meant the Redwood City did not have to overcome political hurdles associated with installing meters for the first time.

Ventura, CA

The City of San Buenaventura (commonly known as Ventura), a community of 109,000 residents, is located on the southern California coast, 66 miles northwest of downtown Los Angeles. In March 2007, the City Council approved the Downtown Specific Plan¹⁸, which included plans for a parking management program. The program set a goal of using parking pricing, rather than time limits, to achieve a curb parking utilization rate of approximately 85% on each block. In January 2009, the City Council adopted an ordinance to establish a Downtown Parking District (DPD), which allows the City Transportation Manager to adjust parking rates based on occupancy to achieve the district's parking occupancy goals. In addition, the ordinance specifies that all revenues generated from the program are to be devoted to funding public facilities and services benefiting the district.

Program Development and Implementation

The program was adopted to address what elected officials, City staff, and downtown business leaders agreed was a long-standing parking shortage in downtown. The City had limited funding available for parking enforcement, as well as what City staff and business leaders described as the adeptness of some downtown employees at evading time limits and routinely parking all day long in premium parking spaces at the curb. However, data from the City's parking occupancy surveys showed that at even the busiest hours, ample parking was available. Premium curb parking spaces were often fully occupied, while simultaneously, free public parking lots and garages a block or two away remained underused.

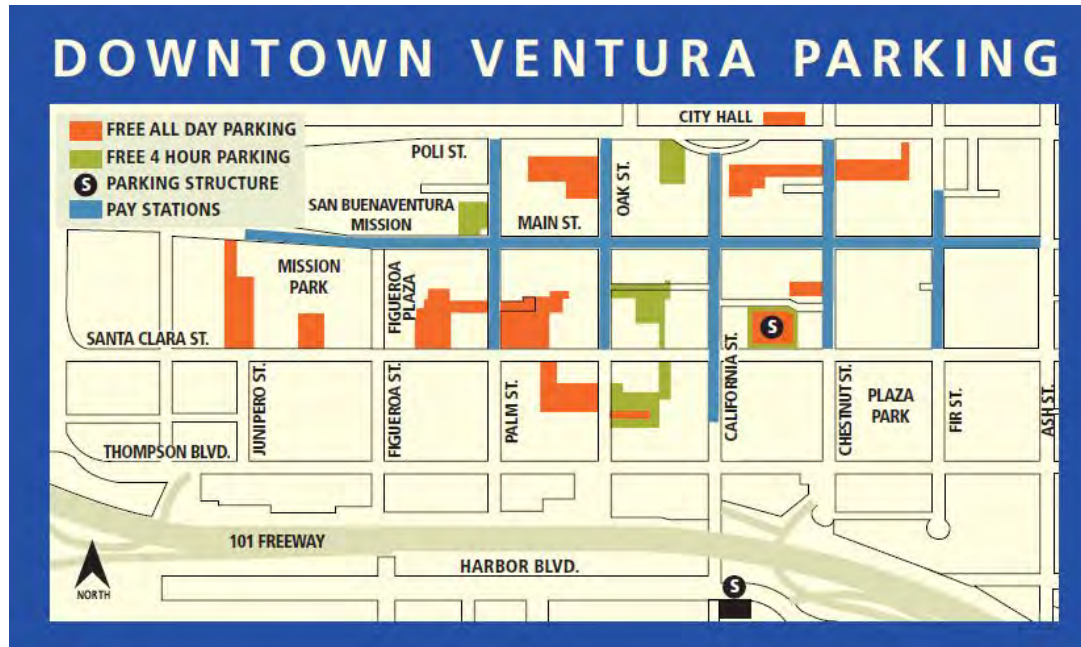
Previously, all curb parking and almost all off-street parking within the downtown was free, with time limits and parking citations for those who overstayed the limits used to regulate curb parking. In September 2010, the City installed new parking meters and wirelessly-networked multi-space meters (pay stations) and began charging for parking on the downtown district's two main retail arteries, Main Street and California Street, as well as on the adjacent blocks of several side streets.¹⁹ 318 on-street meters were placed on "high-demand" blockfaces, or about 11% of downtown's parking supply, where turnover is key for downtown businesses. Time limits for the newly metered spaces were eliminated, with the City relying instead solely upon pricing to meet its parking availability goals for each block. Within the DPD, all off-street parking remains free.

¹⁸ <http://www.cityofventura.net/files/file/comm-develop/Downtown/DTSP%20Book%202012.pdf>

¹⁹ "Parking | City of Ventura." <http://www.cityofventura.net/pw/transportation/parking>.

All meters and pay stations are able to securely transmit parking meter transaction data to the City, which they can in turn use for data collection and analysis.

Figure 18 - Ventura Downtown Parking District



Within the DPD, the City also changed its policy on private parking to allow any on-site parking to be shared between land uses with different periods of peak parking demand, by ordinance. Shared parking is thus allowed to satisfy 100% of the minimum parking requirement for each land use, providing a degree of flexibility in code-mandated minimum parking requirements. Under each shared-use agreement, the ordinance requires that the lot or part of the lot on which the parking is provided be identified in the lease between the affected property owners, and approved by the County's Planning Director.²⁰

In its first year of operation, the DPD generated \$530,000 from monthly structured parking permits and on-street metered spaces. Program revenue has been used to provide free outdoor wireless internet service within the Downtown Parking District, as well as streetscape, landscaping, and lighting improvements in Downtown Ventura and a full-time police officer dedicated to Downtown.

Public Outreach

Implementation of Ventura's parking management program was contentious. Some residents complained that the pricing of parking was akin to a tax to fill budget gaps, while some store owners complained that it would hurt business.²¹ In 2011, a ballot initiative to remove meters was struck down in court.²² To counter these concerns, the City and downtown business leaders responded with a robust public outreach effort with the assistance of the Downtown Ventura

²⁰ Ventura County Coastal Zoning Ordinance (07-01-17 edition), page 174. https://docs.vcrma.org/images/pdf/planning/zoning/coastal_zone_ord.pdf

²¹ "Ventura's Parking Meters a Success, or a Pain — Depends Who You Ask - Gallery." <http://www.vcstar.com/news/venturas-parking-meters-success-or-pain-depends>.

²² "Judge Rejects Initiative to Banish Ventura Parking Meters | California Planning & Development Report." <http://www.cp-dr.com/node/3014>.

Organization and Downtown Ventura Partners, two non-profit groups made up of downtown business and property owners. In the next City Council election, Council candidates supporting the meters won election or reelection by a substantial margin over a slate of anti-meter opponents, a development that appeared to end most debate over the program.

Key Lessons

Not all parking programs are implemented in the same manner. There are important lessons to learn from the various ways in which cities have transitioned to an on-street targets model of pricing parking. Highlighted below are several lessons that have emerged from the aforementioned case studies.

Start with a small project area. This will allow for the program to be implemented effectively and for errors to be ironed out before scaling the project up. Labeling the initial project as a “pilot project” will also protect the project politically, as it acknowledges the project’s potential for both success and failure and frames its implementation as an iterative process rather than a flawless model.

Expect growing pains. The initial rollout of any such parking program is not without difficulty. While efforts can be made to engage the community during the planning process and reach consensus about the strategies, opposition can always emerge. Project managers should continue to work with the community to respond to complaints and issues. Ongoing partnerships with the community will be crucial to the program’s early success.

Pricing parking should be about meeting parking performance goals, not increasing revenues. In addition to pricing, time limits are a core aspect of parking management that should be considered in the implementation of such a program. Eliminating arbitrary time limits and relying more on pricing to ensure availability can be significantly benefit the program, since short time limits do not match many people’s needs and activities.

Parking management is an ongoing and resource-intensive effort. To ensure success of a demand-based pricing program, parking behavior must be consistently monitored and rates periodically adjusted to meet target occupancy. Installing meters and then setting the rates is just the first of many steps. Many cities struggle to consistently evaluate and adjust pricing, with very limited rate adjustments after program implementation. This can be attributed to the large amount of staff resources required and the difficulty of sustaining political and community support for demand-based pricing.

Council, staff, and merchant turnover can be difficult to manage. City staff, council members, merchants, and active community members are never permanent fixtures of a community. Occasionally, key supporters of the program will move, staff members will change jobs, and elected officials will be replaced. Maintaining the momentum of any such program can be difficult, especially after the initial education efforts have ended. As the program moves beyond its implementation stage, fewer people will remember the inefficiencies of the previous system and will be able to articulate and advocate for consistent demand-based pricing adjustments.

Ongoing community outreach and marketing is essential. To mitigate the loss of program momentum, it is important that marketing and education of the parking management strategies be maintained. In Redwood City, education was a lower priority while the program was evolving, and as a result, fewer members of the business community were aware of the benefits of the program, especially in comparison to the status quo.

Pricing does not necessarily equal revenue generation. While benefit districts allow cities to reinvest net meter revenue, these revenues do not always cover the costs of a parking program. Using these revenues to fund ongoing street maintenance, parking meter enforcement, or a fulltime police presence can be costly. Political decisions made early on to reduce the enforcement hours, lower the hourly rates, and offer a validation program are also contributing factors. Thus, it is important to emphasize that the goal of demand-based pricing is not always to generate revenue. This is especially important if a city is counting on meter revenue to underwrite financing for a new parking garage or other infrastructure improvements.

Plan for technology to evolve. Parking meter technology continues to develop and new generations of meters can solve many of the problems previous technologies could not. New technologies are constantly emerging, such as smartphone applications, and cities should continue to experiment and adopt such platforms. Moving forward, cities will need to evaluate and develop replacement strategies for any adopted technology, evaluating the data collection capabilities of current meter technology and preparing a transition plan and strategy for upgrading the system using a life cycle replacement model.

Data is plentiful, but requires staff resources. New parking technologies provide a tremendous amount of data on parking behavior. However, finding the staff resources to effectively use that data can be challenging. A city can have an immense amount of real-time program data available, but without the staff capability to analyze that data and turn it into rational policy recommendations, it is useless.

SHARED DISTRICT PARKING

Shared parking refers to the use of a parking space to serve two or more individual land uses without conflict or encroachment. Successful shared parking strategies can be implemented under a variety of scenarios. One such scenario is that of shared district parking. Shared district parking is municipally-constructed parking financed by parking in-lieu fees (in total or in part) and shared among several businesses within a particular area.

An in-lieu parking fee gives developers the option to pay a fee “in-lieu” of providing a portion of the number of parking spaces ordinarily required by a city’s zoning ordinance. The purpose of a voluntary in-lieu program is not to impose an additional fee or burden on development but to provide an alternative for projects having difficulty meeting on-site requirements. Programs are typically one-time fees, often related to the cost of constructing public parking, and are intended to help pay for building shared public parking. In some cities, the use of in-lieu fee revenue has been expanded to fund enhanced “parking management” and other mobility improvements. In-lieu parking fees have many benefits for both cities and developers. Above all, the fees provide flexibility for developers. If providing all of the parking on-site would be prohibitively expensive or difficult given a parcel’s design characteristics, then developers have the option to pay the fee instead. In addition, since the fees can be used to pay for parking spaces in public facilities, in-lieu fees are one of the best mechanisms to facilitate shared parking between uses, thereby maximizing use of existing parking supply and avoiding decentralized surface lots or garages which can limit walkability. The following case study details the City of Santa Monica’s shared district parking program, which has existed since the mid-1980s.

Santa Monica, CA

Santa Monica is a coastal southern California city with a population of 89,000 situated in a compact, walkable area of roughly 8.3 square miles just north of Venice Beach in Los Angeles. Its parking policies, particularly in regards to its enactment of a parking cash-out law and Park-Once strategy, make it one of the most progressive planning communities in California.

Parking Developer Fee

One of the City of Santa Monica's most forward-thinking policies is its Parking Developer Fee (PDF), which was established concurrently with the 1980s-era Mall Assessment District, largely to finance the public improvements recommended in the Mall Specific Plan. These public improvements transformed what was formerly known as the Santa Monica Mall or "The Old Mall" into the Third Street Promenade and the surrounding Bayside District. To establish and implement the financing plan, the City adopted enabling legislation that allowed the City to form assessment districts and levy fees to secure bond financing, which subsequently led to the formation of the Third Street Mall District. The PDF is applicable to any new development or change of use within the Third Street Mall District boundaries that provides a net increase in square footage and parking demand.²³ Parcels can be "exempted" from a \$1.50 per square foot parking fee if all of the parking spaces required by code are provided. The funds collected in the Parking Developer Fee program are used to finance additional parking and related improvements in the District with the goal of maintaining adequate parking facilities to accommodate anticipated future growth in the area. As of 2012, the in-lieu fee program had accumulated a balance of approximately \$7 million, with current annual revenue from the fee totaling roughly \$605,000.²⁴

In addition to funding shared parking facilities, the in-lieu fee has led to several other community benefits. First, it has facilitated new commercial uses to enter the Bayside District more quickly and inexpensively than they previously could, as it reduced new parking that needed to be built as part of those projects' approval processes. It has also supported adaptive reuse of existing buildings and a more pedestrian friendly design. Finally, it has provided additional flexibility to developers, enabling them to meet parking requirements in an alternative manner.

Bergamot Station Parking Management Strategy

In 2013, the City approved another assessment district in the area surrounding the impending Expo light rail line's Bergamot Station at the intersection of Olympic Boulevard and 26th Street.²⁵ The plan calls for shared parking facilities for businesses within easy walking distance (1,000 feet or 4 minutes) of each other. Because there is no publicly available funding to construct new parking facilities and because the City does not own land in the Plan area with the exception of the Bergamot Art Center, the plan calls for private development to provide the area's parking supply. Under the plan, all new parking facilities will be constructed only after coordination between developers and City staff to ensure that parking facilities are built in convenient locations and are efficiently shared between adjacent land uses and available to the public.²⁶

²³ Ordinance No. 7255 (1986)

²⁴ Source: City of Santa Monica

²⁵ <http://smdp.com/bergamot-plan-finally-approved-by-city-council/126838>

²⁶ <http://www.smgov.net/uploadedFiles/Departments/PCD/Plans/Bergamot-Area-Plan/Bergamot-Area-Plan-Draft-June-2013.pdf>

Key Lessons

Clearly communicate how money generated from the developer fee will be spent. In Santa Monica, none of the developers effected by the Parking Developer Fee voiced opposition to the fee or its extension/revision. Even when the fee was eventually raised, developers remained vocally unopposed. This was in large part due to the fact that the designation of these fees was clearly communicated to be going toward the construction of new shared parking vehicles, as well as parking management strategies. Stakeholders understood the need to have a fee level that could support new parking construction and were willing to pay into it for this purpose. While developers were generally supportive of the fee, many believed that any revenue generated by the fund should be allocated exclusively to parking, rather than divided between parking facilities and transportation demand management (TDM) programs.

Make requirements flexible. In the Mall Assessment District, developers were given the choice to either construct parking per the city's minimum requirements, pay into the Parking Developer Fee to fund city-owned shared parking facilities, or some combination of the two. Developers generally opted to provide only an amount of parking they believed would make their project financially feasible and attractive to future tenants. This allowed developers to "right-size" their parking for market demand and then pay into the fee for the remainder of required spaces. This flexibility was generally looked upon favorably by developers, and still resulted in a significant amount of shared parking spaces throughout the assessment district.

Start with a small project area. Initially, the Mall Assessment District covered only a handful of blocks in downtown Santa Monica. After the successful implementation of the assessment district and developer fee, there was strong support for an expansion of the parking in-lieu fee district's boundaries. Starting with a small Mall Assessment District allowed for a manageable program roll-out, through which issues could be addressed at smaller scale, which only served to strengthen the program in the long term.

MUNICIPAL FACILITATION OF SHARED PARKING

Another shared parking strategy is to facilitate the public use of private parking during a given building's off-peak hours (i.e. the evening in a parking lot associated with an office building), also known as municipal facilitation of shared parking. Increasing the share of parking in a given area that is open to public use can help justify reduced accessory parking requirements, which can in turn ensure that more land is reserved for active uses. Below are three examples of municipalities that have successfully implemented municipal facilitation of shared parking in their communities.

Arlington County, VA

Arlington County's efforts to facilitate the creation of shared parking has focused on incentives via the development process. The private sector provides most of the public, off-street parking in Arlington County, and County planners have been reluctant to develop stand-alone public parking facilities, in part because minimum parking requirements have created a consistent surplus of parking in most of its transit and mixed-use commercial corridors. In most cases, the "market" for parking has independently led the owners of underutilized facilities to find ways to open up their parking to the public — either during off-peak hours, or even during peak hours when there has still been capacity. County planning staff has further encouraged, incentivized, or even required such practices as a means of generating well-distributed public parking across its key commercial

corridors without investing in new facilities. More than 60 private garages are open to public use in the Rosslyn-Ballston Corridor, the county's most densely developed area.²⁷

As part of site plan agreements for new development within its Metrorail corridors, the County often requires that some or most on-site parking be shared and open to the general public during specified times. The County has also used parking development agreements, in conjunction with joint-development projects, to ensure public parking is included within facilities providing accessory parking to private development. The Columbia Pike District form-based zoning code goes as far as to outline minimum requirements for shared-parking for all private development.²⁸

The County encourages the following types of shared parking:²⁹

- **Complementary hours:** Allow access to parking spaces by different users with different usage hours. Residential and office users are an example of user types with complementary hours.
- **Off-site agreements:** Garages or parking lots with consistently unused spaces or more spaces built than required can enter shared parking agreement contracts that open portions of the supply up to a set of users with similar peaking characteristics.
- **Public parking:** A garage or parking lot with excess spaces can open access to the public during all hours.
- **Unreserved spaces:** A parking lot avoids reserved spaces to ensure wider use of individual stalls.

In each case, the County's parking manager must try to ensure that as many management issues (including pricing and physical and operational issues) are addressed as early as possible in order for shared public parking to properly function. Facility access issues, including operating hours, staffing, configuration, and access management, are challenges the County tries to overcome by encouraging adequate use of wayfinding and security strategies. The county itself has invested in a number of wayfinding systems, including on-street signage and online maps showing parking locations and rates. The county "accommodates restrictions on parking necessitated by unusual security needs," and the county's Master Transportation Plan notes that the potential for these restrictions is "part of the reason for encouraging public parking in many alternative locations."

Sacramento, CA

The City of Sacramento has actively sought shared parking agreements with private lot owners, with the support of the city managers and elected officials. The City offers parking management services and offers to partner with private owners to "maximize parking accessibility, minimize some of the challenges that may exist, and maximize revenues."³⁰ As of November 2012, the City had agreements with seven parking lots. Each shared parking agreement was designed for the specific situation, and covers revenue sharing, time restrictions, and the portion of a given private supply that the City will help manage.

²⁷ County of Arlington, VA. "Arlington Master Transportation Plan: Parking and Curb Space Management Element." November 2009.

²⁸ From the form-based code: For residential sites larger than 20,000 square feet in land area, "A minimum of 1/8 of a parking space per unit must be provided as shared parking." There is no parking minimum for sites under 20,000 square feet. For commercial sites, one space per 1,000 square feet of gross floor area must be shared parking. Source: "Columbia Pike Neighborhoods Special Revitalization District Form Based Code," Page 7.17.

²⁹ County of Arlington (2009).

³⁰ City of Sacramento. "Parking Management Services." Retrieved from <http://www.cityofsacramento.org/Public-Works/Parking-Services/Parking%20Management%20Services> on 9/11/15.

These shared parking agreements offer the City several advantages. They help improve parking management by making more existing parking supplies publicly accessible. This can be particularly helpful in areas with high levels of on-street demand or low levels of publicly accessible off-street supply. The City also sees several financial advantages to shared parking arrangements. Although the agreements vary from one lot owner to another, they generally involve the City assuming the enforcement and liability aspects of parking with the understanding that the majority or all of the spaces are then publicly available (some 24/7, others during non-peak hours). Initially, the City may take on the cost of upgrading the facility to meet regulations. As soon as the lot becomes profitable, the City begins paying itself back for the up-front investments, and once the lot has broken even financially, the City may share the profits with the lot owner (depending on the agreement). The City typically also pays labor costs over the life of the agreement.

Revenue for these types of programs typically come from parking fees and enforcement. The City sets parking rates based on demand in a given area. With the exception of the City's popular Midtown neighborhood, current demand is not high enough to support fees in excess of the point at which the City breaks even from an agreement.

As part of its shared parking policy,³¹ the City generally discourages (but does not prohibit) developers from building stand-alone parking in certain areas. However, if proposed parking is in an area with good current and future commercial activity, the Parking Services Department is often brought into the discussion early in the process. The City is willing to share the cost of parking in exchange for public use, and is actively discussing this with projects that are still in the planning phase.

Walnut Creek, CA

The City of Walnut Creek enables shared public-private parking operations, but is not directly involved in the management or contracting of operations. Shared public-private parking has been driven by the private sector: 70% of the downtown parking supply across 25 city-certified downtown lots is private parking, all managed by one operator. The operator, Regional Parking, was the catalyst for opening up underutilized supply after hours to public use for a fee, identifying the potential for private owners and operators to capitalize on underutilized supply after business hours.

The after-hours operations, enforcement, and collection of revenue are contracted to the private operator. Many of the lots are metered to set time limits, and enforced by the operator. The operator may issue invoices for overdue fees or parking without payment. Mail-in invoices are limited by the ordinance to \$20. One example is the Bank of America parking lot, which is available to customers only and free of charge during the day, and open to the public for a fee in the evenings.

The City's role in enabling the operation of this public-private supply is simply to establish and enforce codes to ensure the site has proper signage before it is used by the public for a fee. The Private Parking Lots Ordinance requires all private lots to be certified by the City and defines signage requirements. The City takes no part in management, enforcement, or collection, and as such has no liability and insurance responsibilities.

³¹ Sacramento Zoning Code, Section 17.608.060, "Alternatives to standard parking requirements; other modifications." Section A(1)(d): "Shared parking. Required off-street parking facilities may be shared between two separate land uses upon demonstrating that the uses utilize the parking spaces at different times."

The City does not actively approach private owners to increase the supply, although they do rely on the private sector to provide much of the downtown parking, both through this type of shared public parking and through in-lieu fees. The City has found more and more businesses are seeking to capitalize on their parking, adding a few certified public-private lots each year.

The City had to establish a policy on who has the right to provide public-private shared parking for a fee, as well as to set the standard for adequate signage so customers could be clear on what service they were using, when they could use it, and how much it would cost, as well as set a limit to the maximum cost per day. There have been complaints from the public, but according to the Public Services Parking Garages Manager, the shared public parking practice is working well.

Key Lessons

Streamline Management. Bring shared parking under one operator (public or private) and increase oversight of private supplies. Doing so could help bring consistency to parking information, enforcement activities, and parking prices, while ensuring prices are more directly tied to policy goals and to parking demand in a given area.

Install unified wayfinding and branding. Any shared parking operator should coordinate a consistent look and feel for parking-related wayfinding and branding. Parking wayfinding can include more than just directional signage—it can include smartphone apps and dynamic parking-availability signs, as well as landscape and design cues.

Incentivize shared parking during the development process. This will help to ensure that as many management issues are addressed as early as possible in order for shared public parking to properly function. Forging shared parking agreements early in the process also allows developers to build only as much parking as they will need and gets both the city and developers thinking about complimentary land uses so that adjacent land uses can share parking during periods of lower demand.

PARKING DISTRICT EXPANSION AND REFORM

On-street parking policies designed to encourage turnover tend to be unpopular with drivers because they charge for a service that has traditionally been provided for free. This displeasure is exacerbated by the fact that revenues rarely fund tangible benefits. Parking benefit districts make it easier to implement pro-turnover parking policies because they allow the impacted area to use the revenue generated from these policies (such as parking meters or permits) for neighborhood improvements and other services. This creates a dedicated, continuous revenue stream for neighborhood projects, which in turn increases the likelihood of local resident and business support. Examples of three successful parking districts in US cities are detailed below.

Ann Arbor, Michigan

Ann Arbor's parking policies have significantly improved its parking management system and subsequently led to a thriving downtown. Two parking approaches in particular have bolstered downtown Ann Arbor's success: (1) the Downtown Development Authority (DDA) has been given exclusive authority over parking prices, and (2) the DDA invests the revenue generated from its parking policies back into the City's downtown.

The DDA operates six parking structures and four parking lots within the downtown area and, since 2011, has exclusive authority over the price of parking without the risk of City Council veto.

This type of non-political autonomy allowed the DDA to implement the Public Parking & Transportation Demand Management Strategies Plan,³² which called for a demand management parking strategy where the price of parking is dependent on geography, time of day, and other factors. As part of the transfer of authority over the price of parking was the agreement by the DDA to transfer 17 percent of all parking revenue to the City through 2022. In 2012, the DDA governing board authorized a series of rate changes, including an increase in hourly rates, daily rates, and permit prices. By 2014, the DDA generated a \$4.3 million profit.³³

The revenue generated from these meter rates and permit prices are then reinvested back into the system. Parking fees help maintain the existing infrastructure and cover the costs of running several parking structures throughout downtown. The profits also fund alternative transportation programs, such as commuter bus passes, supplemental transit service, bike parking, electric car-charging stations, and a late-night shared cab program.

Transferring parking management to the DDA and raising parking rates was not always supported by the community and the downtown businesses. However, as downtown visitor rates rise, parking revenue is able to fund more programs, and visitors to downtown Ann Arbor no longer perceive there to be a lack of parking.

Boulder, Colorado

Boulder's downtown business district, having recovered from near death in the 1970's, now comprises over 1,200 businesses and roughly 10,000 employees.³⁴ Faced with both a shortage of parking for customers and citizens' aversion to additional traffic, the City developed a program that combined reduced subsidies for downtown parking with aggressive transportation demand management. These initiatives were introduced with the establishment of the Central Area General Improvement District (CAGID) in the 1970s. The Downtown Management Commission (DMC), which is made up of local businesses and property owners, spearheads major decisions such as the price of parking. Final decisions are made by the CAGID Board, which is comprised of the City Council.

At the same time, neighborhood permit parking initiatives were introduced to prevent overspill parking from commuters trying to avoid parking restrictions and charges downtown. Commuters are eligible, however, to buy on-street parking permits for \$60 per quarter – an example of the integration of on-street and off-street management. Commuter permits are limited to four per block face, and only on blocks where average occupancy is lower than 75%. Sophisticated technology is used to enforce the program, ensuring that motorists cannot evade the restrictions by simply moving their cars every few hours.

The ultimate goal of public parking charges in Downtown Boulder is to maximize use, not revenue. But for any revenue that is ultimately generated from parking meters within the CAGID district, the proceeds go toward a variety of beneficial programs within Boulder, including historic preservation, bicycle share, streetscape improvements, public Wi-Fi, and a free transit program for Downtown Boulder employers (Eco Pass).

³² <http://www.a2dda.org/wp-content/uploads/About/NelsonNygaardParkingStudy/5.4.1-2010-Parking-Plan.pdf>

³³ http://www.mlive.com/news/ann-arbor/index.ssf/2014/01/ann_arbor_parking.html

³⁴ <https://www.boulderdowntown.com/business/business-resources>

According to the Downtown Management Commission, the implementation of the City's parking strategies has led to an increase in available parking and a decrease in single occupancy driving.³⁵ Since the downtown baseline figures were established in 1995, the drive-alone rate fell from 56% to 36% in 2005, while the transit rate more than doubled during the same time from 15% to 34%.

Pasadena, CA

In the early 1990s, the City of Pasadena's efforts to revive Old Pasadena were being hindered by a lack of convenient and available parking spots for customers.³⁶ At that time, Old Pasadena had no parking meters, and proposals to install them were opposed by local merchants, who feared charges would further drive customers away. In 1993, the Old Pasadena Parking Meter Zone was created and meters were installed. Borrowing against future meter revenues, the City was able to fund substantial streetscape, maintenance, beautification, safety projects, as well as new parking supply.

With revenues generated from parking meters, the City's garages are now wrapped in ground floor retail and restaurants, to minimize their impact on the pedestrian environment. In addition, parking meter revenue from the downtown area has funded the beautification of many downtown alleys. These are often used for loading in the early morning and provide space for outdoor cafes during the day. The alleys also provide pedestrian access and light wells for many garages. In sum, these investments helped to reverse the decline in the district, and an increase in sales tax revenue has created a cycle of reinvestment and additional development making Old Pasadena a popular destination. Today, the district is managed by the Old Pasadena Management District (OPMD), a non-profit management entity. The OPMD is managed by professional staff, but led by a variety of stakeholders including merchants, tenants, property owners, residents, and City staff.

Key Lessons

Designate parking meter revenues toward tangible projects. Parking reform strategies tend to have a higher success rate when the revenues generated from the program go toward a clear and tangible purpose. When businesses and customers see their parking meter dollars going toward streetscape improvements, bicycle share, public Wi-Fi, new parking construction, or any other such neighborhood improvement, they are more inclined to support such a program.

Complement parking district policies with transportation demand management strategies. While parking revenues and the projects they fund are a major asset to parking benefit districts, these policies can be further complemented by thoughtful transportation demand management strategies. By implementing concepts such as providing designated carshare parking, implementing a downtown shuttle service, and instituting a guaranteed ride home program, parking managers can increase accessibility and parking availability, reduce traffic congestion, and achieve tangential goals such as reducing greenhouse gas emissions all at the same time.

Consolidate parking management. By assigning on-street parking management to a single operator, that operator will be able to look at the district's parking supply holistically and

³⁵

http://ww2.cityofpasadena.net/councilagendas/2007%20agendas/Feb_26_07/Appendix_A_Case%20Studies%2012-1-2006%20DRAFT.PDF

³⁶ <http://www.uctc.net/access/23/Access%2023%20-%202002%20-%20Small%20Change%20into%20Big%20Change.pdf>

determine the best strategy to manage parking demand as it pertains to the entire district, rather than just a simple lot, garage or block. This will in turn bring more consistency to parking policies, and ensure that prices are more directly tied to the parking district's overall policy goals. This strategy even more effective when the parking management operator is given complete political autonomy by exempting its decisions from city council interference, as exemplified in the Ann Arbor case study.

OFF-STREET PARKING REQUIREMENTS

There are several off-street parking requirement strategies that can serve to complement the on-street strategies such as demand-based pricing and shared parking concepts. These strategies include but are not limited to establishing parking in-lieu fees, instituting parking maximums (or simply eliminating parking minimums), and unbundling parking. These reform measures are detailed in Figure 19, along with a list of cities where each reform has been successfully implemented.

Figure 19 - Alternative Strategies for Off-Street Parking Requirements

Reform	Description	Cities Where Reform Has Been Implemented
In-lieu fees ³⁷	The purpose of a parking in-lieu fees is two-fold. First, it provides an alternative method for development projects, or new uses within existing buildings, to meet on-site parking requirements, which can be difficult due to site constraints, financial feasibility, or both. Second, it is another method by which cities can support transportation policies, projects, and programs that improve public health, economic and community development, equity of access, and environmental sustainability.	Berkeley, CA Beverly Hills, CA Concord, CA
Parking maximums ³⁸	Cities have traditionally used minimum parking requirements as a means to account for a given land use's parking demand to ensure that an adequate parking supply is available. Unfortunately, they have become a major obstacle to many cities' efforts to encourage new residential and commercial development in downtown areas, and ultimately undermine many cities' efforts to create attractive, vibrant, and walkable communities. Parking maximums seek to reverse this trend.	Eugene, OR Portland, OR San Francisco, CA
Unbundled parking ³⁹	Parking costs are generally incorporated into the sale or rental cost of offices and housing for the sake of simplicity, and because residential and commercial leasers often assume that the lessee will want parking spaces included as part of their lease. Unbundling parking means the cost of the facility and parking are separate, allowing lessees to make an educated decision on whether it is worth it for them to pay for the true cost of the parking space. This policy also lowers the cost of the property for rent or sale by removing the parking	Bellevue, WA San Francisco, CA St. Louis, MO ⁴⁰

³⁷ <http://mrsc.org/getmedia/ADF5FFDC-BCC3-4A41-909F-F51980D68874/Shoup.aspx>

³⁸ <http://www.mapc.org/resources/parking-toolkit/strategies-topic/parking-allowances>

³⁹ <http://www.mapc.org/resources/parking-toolkit/strategies-topic/unbundled-parking>

⁴⁰ <http://www.urbanreviewstl.com/2006/11/downtown-still-going-strong-neighborhoods-and-inner-suburbs-need-leadership/>

Reform	Description	Cities Where Reform Has Been Implemented
	cost from the total cost.	
Disable placard abuse ⁴¹	Research shows that drivers with disabled placards comprise a significant share of curb parking. Although pricing parking has been proven to be an effective tool at increasing parking availability, it is less effective when drivers with placards are unaffected by the price of parking. Research also indicates that disabled placards are often used by individuals without a disability. This means that when curb parking is full, people with genuine disabilities cannot find convenient parking near their destination. Strategies such as designating more accessible parking spaces at the curb, improving enforcement of placard misuse, and directing a share of meter revenue to accessibility improvements can help to combat this abuse.	Baltimore, MD Hagerstown, MD Portland, OR

The San Pablo Avenue Specific Plan

Prior to El Cerrito's San Pablo Avenue Specific Plan, the City required new developments to provide a specific number of minimum parking spaces, depending on the land use of the parcel. Residential land uses were categorized into nine different types of residential uses, each with a different number of minimum parking spaces, while commercial uses were broken down into 40 different types with unique parking minimums for each use (Figure 20). Under this code, parking requirements could be reduced by up to 25 percent if any part of the development was built within a quarter mile of a BART station. The code also contained provisions allowing for shared parking arrangements between land uses.⁴²

In contrast, El Cerrito's San Pablo Avenue Specific Plan⁴³ only establishes parking requirements for two types of residential and commercial land uses, respectively. For both residential and commercial uses, these uses are classified as "transit oriented mid-intensity" and "transit oriented high-intensity." For both of these classifications, commercial land uses under 3,000 square feet do not have any parking requirements whatsoever, while residential properties and commercial land uses of over 3,000 square feet have *maximum* parking requirements, which cap the total number of parking spaces that can be built on the premises (Figure 21). These changes to the zoning code make it easier to implement the parking management strategies laid out in this memo.

Figure 20 - Parking Minimums Stipulated in El Cerrito's Municipal Zoning Codes

Use Classification	Required Off-Street Parking Spaces	Additional Regulations
Residential		
Single Family Dwelling	2 spaces per dwelling unit for each unit of two or more bedrooms.	19.06.030(N) , Limitations on Parking and Garage Frontage.
	1 space per studio or 1-bedroom unit.	All required spaces must be located in a garage or carport.

⁴¹ <http://www.parking.org/2016/01/27/tpp-2015-08-solutions-to-disabled-parking-placard-usage/>

⁴² <http://www.el-cerrito.org/DocumentCenter/View/3700> (page 28)

⁴³ <http://www.el-cerrito.org/DocumentCenter/View/4411>

Use Classification	Required Off-Street Parking Spaces	Additional Regulations
Second Unit	1 space for the Second Unit in addition to the spaces required for the primary dwelling unit.	19.20.190 (D), Second Units.
Two-Family Dwelling	1 space per unit for each studio or 1-bedroom unit.	19.06.030 (N), Limitations on Parking and Garage Frontage
Multiple Family Residential	RD, RM & CC Zones: 2 spaces per dwelling unit for each unit of two or more bedrooms. TOM Zones: 1.5 spaces per dwelling unit for each unit of two or more bedrooms.	At least one space per unit must be located in a garage or carport.
Small Family Day Care	No additional spaces required (besides the required spaces for the residential dwelling).	
Large Family Day Care	1 space per employee, with a minimum of 3 spaces provided.	19.20.110
Group Housing	0.5 per unit	19.06.030 (N), Limitations on Parking and Garage Frontage.
Senior Citizen Housing	0.5 per unit	19.06.030 (N), Limitations on Parking and Garage Frontage.
Transitional Housing	0.5 per unit	19.06.030 (N), Limitations on Parking and Garage Frontage.
Commercial		
Adult Business Establishments	Retail establishments: 1 space per 300 sq. ft.	
Bars/nightclubs or other live entertainment:	1 space per 100 sq. ft.	
Animal Sales and Services	1 space per 300 sq. ft.	
Animal Kennel	1 space per 1,000 sq. ft.	
Artists' Studios	1 space per studio.	Automobile/Vehicle Sales and Services
<i>Automobile Rentals</i>	1 per 300 sq. ft. of office area in addition to 1 space per vehicle for rent.	
<i>Automobile/Vehicle Sales and Leasing</i>	1 per 300 sq. ft. of office area in addition to 1 space per vehicle for sale or lease.	
<i>Automobile/Vehicle Service and Repair, Major</i>	1 space per service bay (not including areas for auto service or auto storage), plus parking for any towing vehicles used in the operation, and 1 space per 300 sq. ft. of office area.	
<i>Automobile/Vehicle Service and Repair, Minor</i>	1 space per 300 sq. ft. of any convenience store and/or office space plus 1 space per service bay if repair occurs on-site (in addition to spaces at pumps, queuing areas for pumps, and self-service water and air areas).	
<i>Automobile Washing</i>	1 per 300 sq. ft. of any indoor sales, office, or	

Use Classification	Required Off-Street Parking Spaces	Additional Regulations
	lounge areas.	
Large Vehicle Sales, Services and Rental	1 per 300 sq. ft. of office area in addition to 1 space per vehicle for rent.	
Banks and Other Financial Institutions	1 space per 300 sq. ft.	
<i>With Drive-Through Facilities</i>	1 space per 300 sq. ft. of floor area. No additional spaces required for drive-through facility.	
<i>Automated Teller Machines (ATMs)</i>	1 spaces per ATM.	
Bed and Breakfasts	1 space per guest room, in addition to spaces required for dwelling.	19.20.050
Building Materials and Services	1 space per 500 sq. ft. of building area plus 1 space per 600 sq. ft. of outdoor sales/display area.	
Business Services	1 per 300 sq. ft.	
Commercial Recreation	Gyms and fitness studios: 1 space per 300 sq. ft. Other specific uses: to be determined by Zoning Administrator, who may require parking demand analysis.	
Eating and Drinking Establishments		
<i>Bars/Night Clubs/Lounges</i>	1 space per 100 sq. ft.	
<i>Restaurants, Fast Food</i>	1 space per 100 sq. ft.	
Restaurants, Full Service	1 space per 100 sq. ft.	
<i>Restaurants, Limited Service</i>	1 space per 100 sq. ft.	
<i>Restaurants, Take Out Only</i>	1 space per 300 sq. ft.	
<i>With Drive-Through Facilities</i>	1 space per 100 sq. ft.	
<i>With Outdoor Eating Areas</i>	1 space per 100 sq. ft., including outdoor dining areas.	
Food and Beverage Sales		
<i>Catering Services</i>	1 per 1,000 sq. ft., plus parking for any vehicles used in the business.	
<i>Convenience Market</i>	1 per 300 sq. ft.	
<i>General Market</i>	1 per 300 sq. ft.	
<i>Liquor Stores</i>	1 per 300 sq. ft.	
Funeral Parlors and Mortuaries	To be determined by the Zoning Administrator, who may require a parking demand analysis.	
Handicraft Shop	1 space per 300 square feet	

Use Classification	Required Off-Street Parking Spaces	Additional Regulations
Home Improvement Sales and Services	1 space per 400 sq. ft. of floor area or outdoor sales display.	
Hotels and Motels	1 space per unit; plus 2 spaces adjacent to registration office; 1 space per 20% person fire code capacity of any conference or banquet rooms.	
Laboratories	1 space per 400 sq. ft.	
Live/Work Unit	1 space per unit for each unit smaller than 1,000 sq. ft. 1.5 spaces per unit for each unit containing 1,000 square feet or greater floor area or 2 or more bedrooms.	
Maintenance and Repair Services	1 space per 500 sq. ft.	
Offices, Business, Medical and Professional	1 space per 300 sq. ft.	
Parking Facilities, Commercial	1 space per attendant station (in addition to parking spaces for customers).	
Personal Improvement Services	1 per 300 sq. ft.	
Personal Services	1 per 300 sq. ft.	
Retail Sales	1 per 300 sq. ft.	
Tattoo Establishments	1 per 300 sq. ft.	
Theaters	1 per 5 seats	

Figure 21 - Parking Minimums Stipulated in El Cerrito's San Pablo Avenue Specific Plan

Use	Less Than 3000 Sq Ft	Larger Than 3000 Sq Ft	Bicycle Parking
Transit Oriented Mid-Intensity			
Commercial	No off-street auto parking required	Up to 1 auto space/500 sf For projects proposing 0-0.5, the Zoning Administrator may require a parking study and additional TDM measures	Min. 1.5 short-term bicycle spaces/3000 sf (min. 2 short-term spaces per establishment) Min. 1 long-term bicycle space/10,000 sf
Residential	Up to 1.5 parking spaces/unit All projects include basic TDM For projects proposing 0-1, the Zoning Administrator may require a parking study and additional TDM measures		Min. 1 short-term bicycle space/20 units (Min. 2 short-term spaces) Min. 1.5 long-term bicycle spaces/unit
Transit Oriented Higher Intensity			
Commercial	No off-street auto parking required	Up to 1 auto space/1,000 sf For projects proposing 0-0.5, the Zoning Administrator may require a parking study and additional TDM measures	Min. 1.5 short-term bicycle spaces/3000 sf (min. 2 short-term spaces per establishment) Min. 1 long-term bicycle space/10,000 sf
Residential	Up to 1 parking space/unit All projects include basic TDM For projects proposing 0-0.5 parking spaces, the Zoning Administrator may require a parking study and additional TDM measures		Min. 1 short-term bicycle space/10 units (Min. 2 short-term spaces) Min. 1.5 long-term bicycle spaces/unit
Parking Areas			
Auto Parking shall be located behind habitable space, underground, or on the interior of the building. Long-term bicycle parking shall be located in a secure, weather-protected place on-site. Short-term bicycle parking shall be located inside or outside the building. It will need to be visible to pedestrians and bicyclists and serve the main entrance of a building.			
Types of Parking (automobile and bicycle)			
Shared, Stacked, Unbundled			

Appendix B Existing Conditions: Uptown Del Norte BART Station Area

MEMORANDUM

To: Aissia Ashoori and Melanie Mintz, City of El Cerrito
From: Nelson\Nygaard Project Team
Date: December 17, 2018
Subject: Del Norte Station Area Parking Data Collection Memorandum

INTRODUCTION

The San Pablo Avenue Specific Plan (2014) identified off-street parking requirements for land uses and activities within El Cerrito's San Pablo Avenue Priority Development Area (PDA). However, the City does not have an adopted plan or policy to guide management of on-street parking within the PDA as the Specific Plan is implemented and area land uses and travel and parking patterns change.

Although on-street and off-street parking occupancy data were collected around the El Cerrito Del Norte BART Station in 2011 (El Cerrito Parking Study⁴⁴) and again for areas south of Potrero Avenue in 2018 (San Pablo Avenue Corridor Project⁴⁵), additional data collection is necessary to get a better understanding of current parking conditions in and around the El Cerrito Del Norte BART Station⁴⁶. These findings will inform strategies for effective management of on- and off-street parking near the BART Station and along the San Pablo Avenue corridor. They will also help us understand current access and parking utilization patterns associated with new residential and transit-oriented development in the area. The strategies will support PDA goals as they pertain to both desired commercial activity and residential parking targets. Key findings from both this memo and the San Pablo Avenue Corridor Project can be found in the Key Findings section below.

The Nelson\Nygaard team collected a limited sample of on-street parking data within the Uptown section of the PDA to understand on-street parking behavior and its implications for access to new and existing development within the PDA. This data included occupancy and duration of stay surveys of 22 block faces in total (Figure 5). These block faces were selected in collaboration with City of El Cerrito staff, with a focus on collection of new data in areas that will experience increased development or commercial activity since the 2011 parking occupancy study.⁴⁷ Data collection took place every two hours on Saturday, May 19th and Wednesday, May 23rd, 2018 between the hours 10 a.m. and 6 p.m. These dates were chosen due to their "typical" nature, meaning that there were no special events or activities that occurred in the vicinity on those dates. The only activity that may have affected parking behavior along the observed blocks was the ongoing El Cerrito del Norte Station Modernization Project, which may have temporarily removed some spaces from the BART Station's West Parking Lot.

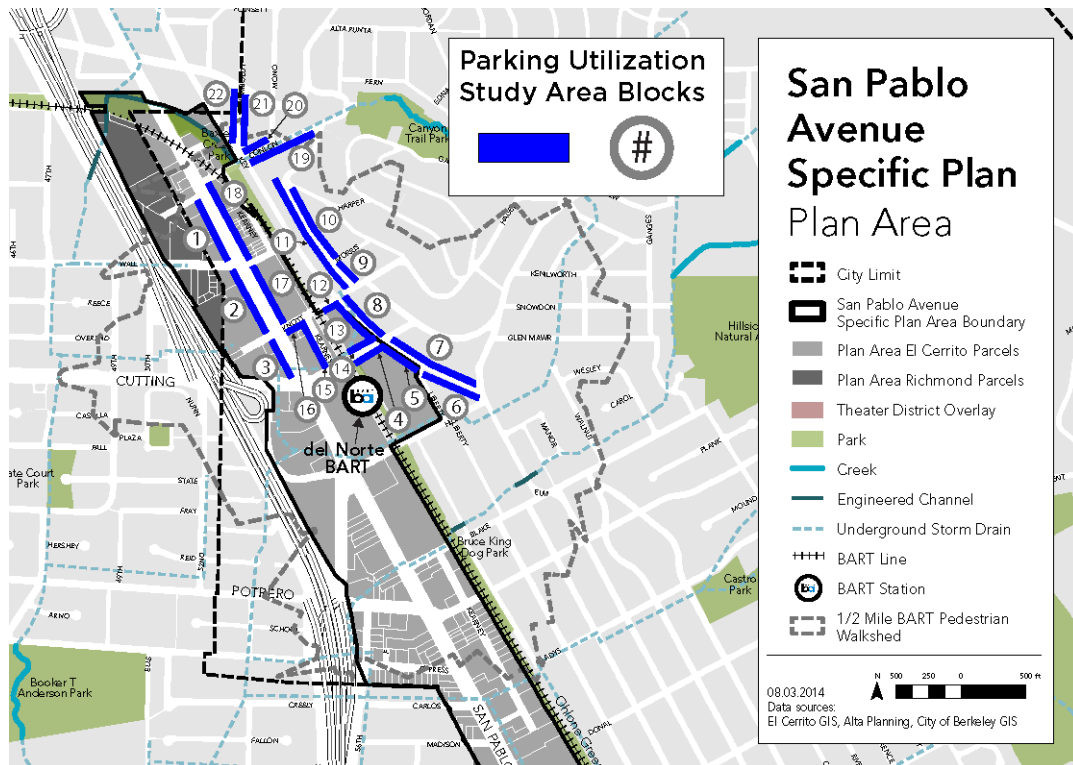
⁴⁴ El Cerrito Parking Study Final Report, CHS Consulting Group, November 28 2011

⁴⁵ San Pablo Avenue Corridor Project Existing Conditions Report, Alameda County Transportation Commission, January 5 2018

⁴⁶ There was construction at the Del Norte BART Station during data collection and there may have been parking restrictions and unavailability within and around the BART Station during data collection.

⁴⁷ El Cerrito Parking Study Final Report, CHS Consulting Group, November 28 2011

Figure 22 Uptown Parking Utilization Study Area⁴⁸



The majority of the parking data collection area is within the Uptown section of the 2013 San Pablo Avenue Specific Plan, which describes the area as, “A mixed-use commercial area that serves as the northern gateway to the City. Positioned within ½ mile of the del Norte BART Station, a regional multi-modal center, this district is characterized by larger lots and building footprints. The area has potential to be humanized to be a stronger neighborhood that is more walkable and bikeable, while still serving as a transportation hub.”

The results of the data collection are presented below.

KEY FINDINGS

Results from the data collection effort indicate that there is an overall surplus of on-parking in the study area, and that any localized shortages at key locations can be improved through parking management strategies. Additional key findings from the parking analysis include:

- Overall, a significant parking surplus exists, with a few hot spots of high demand.** The overall peak occupancy in the study area occurred at noon on both Wednesday and Saturday, when 60% and 47% of on-street spaces were occupied, respectively. A few hot spots of high occupancy do exist, including several block faces around the El Cerrito Del Norte BART Station (Blocks 5, 8, 12, 13, 14, 15, and 16) and some blocks of on-street parking immediately in front of commercial uses (Blocks 2 and

⁴⁸ Base map from San Pablo Avenue Specific Plan (2014)

- 3). However, even at peak hour, these high-demand block faces sat next to underutilized ones.
11. **The study area's on-street parking supply is underutilized.** Even during the busiest hour on Wednesday, 40% of the parking supply in the study area was vacant. That is, 122 parking spaces within the study area sat unused at even the busiest time of day. On Saturday, these numbers are even starker, with 53% or 161 parking spaces unoccupied in the peak hour.
 12. **There is a high non-compliance rate among parked vehicles in time-limited spaces.** On Wednesday, over a quarter (27%) of parked vehicles violated parking time limits. Among vehicles parked in time-limited parking spaces, that number was even higher, at 41 percent. The number of parking violations on Saturday was lower than Wednesday but still high, with 21% of vehicles parked in time-limited parking spaces violating those limits.
 13. **There is a wide variety of time limits for the on-street spaces.** On-street spaces within the studied area are governed by at least four different time limit lengths, including passenger loading, two hour limits, four hour limits, and unlimited. The variety of time limits may create confusion and lead to staying past the designated limit. Simplifying these time limits and rationalizing their locations may help to improve compliance and could better distribute short- and longer-term parking throughout the area.
 14. **There is a lack of clear parking signage along block faces.** Parking signage along block faces in the study area often contains cryptic or faded text, and the signage itself is sporadically placed or entirely absent. Installing clear and consistent signage may help to improve compliance and avoid confusion among system users.

The Alameda County Transportation Commission conducted a separate evaluation of parking supply and demand in the fall of 2017, titled the San Pablo Avenue Corridor Project.⁴⁹ In this study, parking data were collected for an eight mile segment of the corridor between 36th Street in Oakland and Potrero Avenue in El Cerrito, of which 1.75 miles fall within El Cerrito's city limits. Relevant findings from the San Pablo Avenue Corridor Project are summarized below.

- **San Pablo Avenue's parking supply is metered in downtown Oakland and Berkeley, time limited everywhere else along the corridor.** Twenty one percent of parking spaces along the corridor are metered. Metered spaces are concentrated exclusively in Berkeley and Downtown Oakland. Parking spaces along San Pablo Avenue in El Cerrito and other parts of the corridor outside of Berkeley and Oakland are free with some restrictions. In total, around 40% of spaces have time restrictions, 4% are designated as loading zones, and less than 1% are reserved for specific users.
- **Parking utilization is low overall, with several hot spots around commercial destinations.** On-street parking utilization on San Pablo Avenue is low to moderate overall. During each time period observed, most blocks were less than 60% full. Parking occupancy tended to be higher in commercial areas of the corridor, and during peak periods on weekdays and Saturday evening. In a few select locations, parking was more than 90% full during peak periods. Even in areas where parking occupancy was high,

⁴⁹ San Pablo Avenue Corridor Project Existing Conditions Report, Alameda County Transportation Commission, January 5 2018

open spaces were always available within three blocks or on the other side of the street. The only segment of San Pablo Avenue in El Cerrito that showed on-street parking occupancies greater than 90 percent during peak periods was in the vicinity of El Cerrito Plaza BART Station. This is consistent with results from the Nelson\Nygaard team's data collection effort.

- **Truck loading activity is highest during the morning peak, and often does not occur at designated loading zones.** The parking study found truck loading activity highest between 7:00am – 9:00am. Although several on-street parking spaces are designated as loading zones throughout San Pablo Avenue, truck loading often did not occur in the designated loading spaces. Trucks opted for proximity to their destinations, regardless of the designation or on-street parking prohibitions. If curb space was not available on San Pablo Avenue, trucks would double park and block a travel lane. Loading activities tended to cluster around major intersections in commercial areas.

PARKING SUPPLY

The data collection surveyed 22 block faces. The parking data collection area offers a total of 304 on-street parking spaces and seven passenger loading spaces (see Figure 23). Parking spaces were counted by measuring the length of the curb of each block face excluding all curb cuts, and dividing that number by twenty feet, the minimal recommended length of a parallel parking space in El Cerrito.⁵⁰

Figure 23 Parking Supply

Time Limit	Number of Spaces
Passenger loading	7
2-hour	61
Unlimited	91
4-hour	145
TOTAL	304

The blocks and the parking types on each are listed in the Figure 24 and are shown on the earlier Figure 5.

⁵⁰ Chapter 2.05.07.07, San Pablo Avenue Specific Plan (2014)

Figure 24 Uptown Block Face and Parking Inventory

Facility	Street Name	Block Boundaries	Side of Street	Total Spaces	1-hour	2-hour	4-hour	Unlimited	Comm. Load Zone	30 Min. Parking	Pass. Load Zone
Block 1	San Pablo	Conlon and Wall	West	17		17					
Block 2	San Pablo	Wall and Knott	West	13				13			
Block 3	San Pablo	Knott and Cutting	West	7				7			
Block 4	Cutting	Ohlone Greenway and Key	South	0							
Block 5	Key	Cutting and Liberty	West	9				9			
Block 6	Key	Liberty and Hill	West	18			18				
Block 7	Key	Hill and Cutting	East	27			27				
Block 8	Key	Cutting and Knott	East	16			16				
Block 9	Junction	Knott and Morris	East	5			5				
Block 10	Junction	Morris and Hagen	East	21			21				
Block 11	Junction	Hagen and Knott	West	35			35				
Block 12	Knott	Ohlone Greenway and Key	South	6				6			
Block 13	Key	Knott and Cutting	West	16				16			
Block 14	Cutting	Key and Ohlone Greenway	North	12				5			7
Block 15	Kearney	Cutting and Knott	West	5			5				
Block 16	Knott	Kearney and San Pablo	South	4		4					
Block 17	San Pablo	Knott and Wall	East	16		16					
Block 18	San Pablo	Wall and Conlon	East	24		24					
Block 19	Conlon	Key and Junction	South	17			5	12			
Block 20	Conlon	Mono and Key	North	6				6			
Block 21	Humboldt	Key and Macdonald	East	13			13				
Block 22	Humboldt	Macdonald and Key	West	17				17			
TOTAL				304	0	61	145	91	0	0	7

UTILIZATION FINDINGS

Weekday Utilization Results

Parking occupancy data was collected on Wednesday, May 23, 2018. Occupancy counts were tallied every two hours from 10 a.m. to 6 p.m.

Weekday peak parking demand was observed at 12 p.m. with an average occupancy of 60%. The three blocks with the highest average occupancy were:

Figure 25 Blocks with Highest Average Occupancy

Block face	Street name, block boundaries, side of street	Parking type(s)	Street description	Average occupancy
Block 16	Knott Avenue between Kearney and San Pablo (south side)	4 two-hour spaces	Neighborhood street adjacent to closed lot with convenient access to BART station	110%
Block 13	Key Boulevard between Knott and Cutting (west side)	16 unlimited spaces	Neighborhood street adjacent to BART parking lot with convenient access to BART station	91%
Block 12	Knott Avenue between the Ohlone Greenway and Key Street	6 unlimited spaces	Neighborhood street adjacent to BART parking lot with convenient access to BART station	90%

The three blocks with the lowest average occupancy were:

Figure 26 Blocks with Lowest Average Occupancy

Block face	Street name, block boundaries, side of street	Parking type(s)	Street description	Average occupancy
Block 11	Junction Avenue between Hagen and Knott (west side)	35 four-hour spaces	Neighborhood street with convenient access to BART station	33%
Block 6	Key Boulevard between Liberty and Hill (west side)	19 four-hour spaces	Neighborhood street adjacent to BART parking garage with convenient access to BART station	31%
Block 21	Humboldt Street between Key and Macdonald (east side)	13 four-hour spaces	Neighborhood street 0.5 mile walk from BART station	6%

Knott Avenue (Block 16), the block face with the highest average occupancy (110%), has four parking spaces with 2-hour time limits. During the weekday counts, parking was at or above 100% occupancy from 10 a.m. until 6 p.m., with the exception of 12:00pm, when it dipped to 75%

occupancy.⁵¹ This block is adjacent to an empty lot and a residential and commercial development (Del Norte Place), and two blocks from the El Cerrito Del Norte BART Station. Turnover was high throughout the day, signifying that visitors are parking there for quick errands, rather than as spillover BART parking. This block was unique among observed blocks in the general vicinity of the BART station. While block faces around the station had similarly high occupancy rates, turnover rates were much lower. For instance, the two block faces with the second and third highest occupancy rates (Blocks 12 and 13) experienced average turnover rates about three times lower than Block 16. This was likely a result of the fact that parking spaces along these blocks had no parking restrictions. The utilization findings for each block are shown in the three tables below and in the maps in Figure 51. Average parking durations are discussed in detail in the final section of this memo.

⁵¹ Occupancy was above 100% in several cases due to illegal parking in front of driveways and along red painted curbs.

Figure 27 Wednesday Occupancy Rate by Block Face, Time of Day

Block	Street Name	Block Extents	Side of Street	Parking Type*	Occupancy Rate					Avg. Occupancy Rate
					10 a.m.	12 p.m.	2 p.m.	4 p.m.	6 p.m.	
Block 1	San Pablo	Conlon and Wall	West	2-hr (17)	29%	35%	41%	35%	35%	35%
Block 2	San Pablo	Wall and Knott	West	Unlimited (13)	92%	85%	92%	69%	15%	71%
Block 3	San Pablo	Knott and Cutting	West	Unlimited (7)	86%	86%	86%	57%	29%	69%
Block 4	Cutting	Ohlone Greenway and Key	South	(0)	N/A	N/A	N/A	N/A	N/A	N/A
Block 5	Key	Cutting and Liberty	West	Unlimited (9)	89%	89%	89%	89%	56%	82%
Block 6	Key	Liberty and Hill	West	4-hr (18)	33%	39%	39%	28%	17%	31%
Block 7	Key	Hill and Cutting	East	4-hr (27)	67%	74%	81%	67%	48%	67%
Block 8	Key	Cutting and Knott	East	4-hr (16)	88%	88%	81%	75%	69%	80%
Block 9	Junction	Knott and Morris	East	4-hr (4)	0%	0%	0%	0%	0%	0%
Block 10	Junction	Morris and Hagen	East	4-hr (19)	38%	38%	33%	33%	38%	36%
Block 11	Junction	Hagen and Knott	West	4-hr (29)	29%	29%	37%	29%	43%	33%
Block 12	Knott	Ohlone Greenway and Key	South	Unlimited (6)	100%	100%	100%	67%	83%	90%
Block 13	Key	Knott and Cutting	West	Unlimited (16)	106%	106%	94%	81%	69%	91%
Block 14 ⁵²	Cutting	Key and Ohlone Greenway	North	Unlimited (5), pass (7)	75%	75%	83%	92%	75%	80%
Block 15	Kearney	Cutting and Knott	West	4-hr (5)	80%	120%	80%	80%	40%	80%
Block 16	Knott	Kearney and San Pablo	South	2-hr (4)	100%	75%	100%	125%	150%	110%
Block 17	San Pablo	Knott and Wall	East	2-hr (16)	56%	69%	56%	38%	31%	50%
Block 18	San Pablo	Wall and Conlon	East	2-hour (24)	71%	58%	67%	71%	58%	65%

⁵² Unlimited space occupancy = 100% (10am), 100% (12pm), 100% (2pm), 100% (4pm), 100% (6pm); passenger loading space occupancy = 57% (10am), 57% (12pm), 71% (2pm), 86% (4pm), 57% (6pm)

Block	Street Name	Block Extents	Side of	Parking Type*	Occupancy Rate					Avg. Occupancy Rate
Block 19 ⁵³	Conlon	Key and Junction	South	4-hour (5), unlimited (12)	41%	47%	29%	41%	47%	41%
Block 20	Conlon	Mono and Key	North	Unlimited (6)	83%	83%	67%	83%	83%	80%
Block 21	Humboldt	Key and Macdonald	East	4-hour (13)	8%	0%	0%	8%	15%	6%
Block 22	Humboldt	Macdonald and Key	West	Unlimited (17)	71%	71%	65%	71%	47%	65%

* Parking type (Number of parking spaces), pass = Passenger Loading Zone

Figure 28 Wednesday Average Occupancy Rate by Time of Day

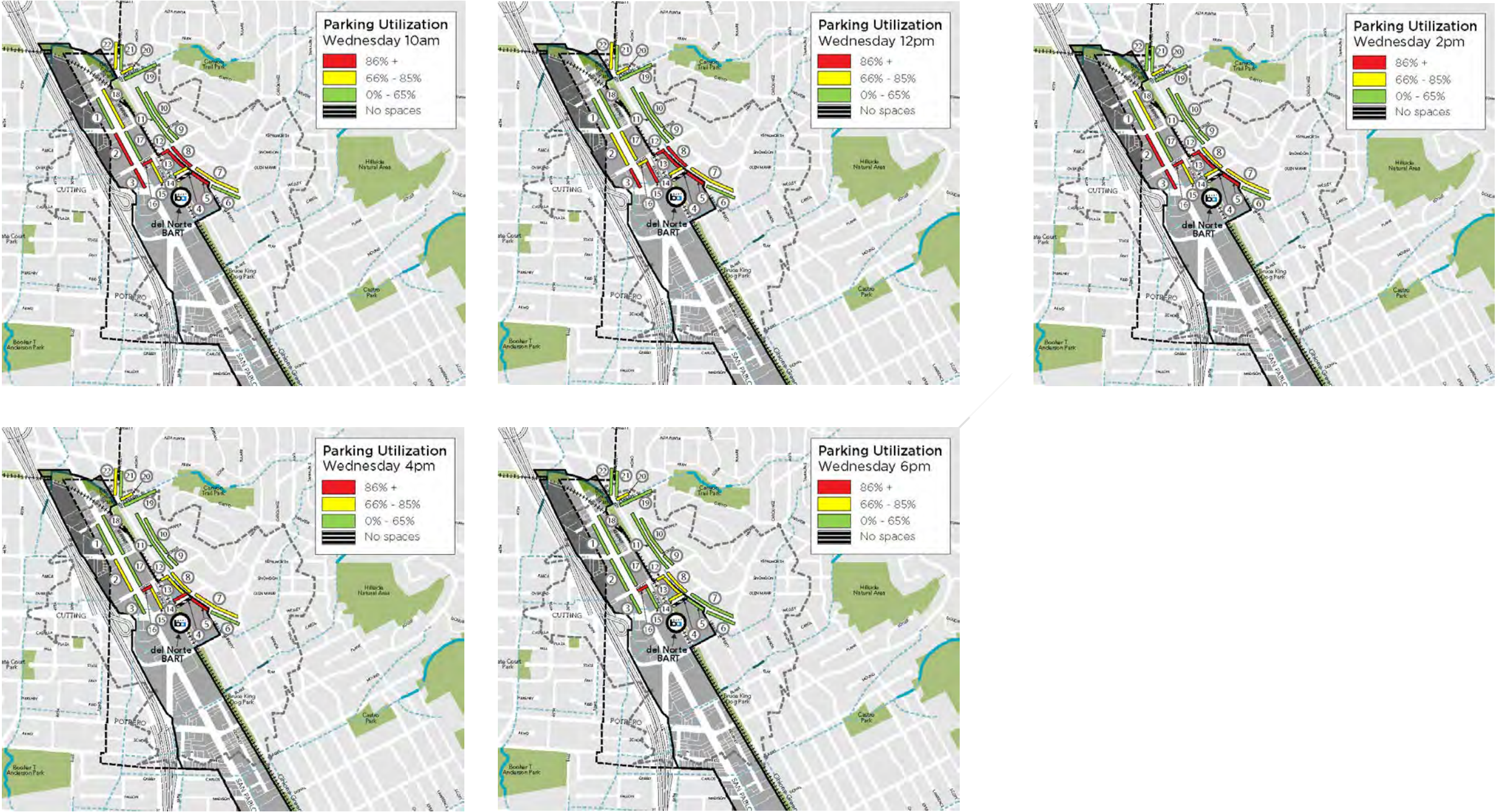
	Average Occupancy Rate				
	10 a.m.	12 p.m.	2 p.m.	4 p.m.	6 p.m.
Average Occupancy Rate by Time of Day	59%	60%	59%	54%	46%

Figure 29 Wednesday Average Occupancy Rate

Average Daily Occupancy Rate	55.4%
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⁵³ 4-hour space occupancy = 40% (10am), 40% (12pm), 40% (2pm), 60% (4pm), 60% (6pm); unlimited space occupancy = 33% (10am), 42% (12pm), 17% (2pm), 25% (4pm), 25% (6pm)

Figure 30 Wednesday Parking Utilization⁵⁴



⁵⁴ Base map from San Pablo Avenue Specific Plan (2014)

Saturday Utilization Results

Parking occupancy data was collected on Saturday, May 19, 2018. Occupancy counts were tallied every two hours from 10 a.m. to 6 p.m. Peak parking demand was observed at 12 p.m. with an average occupancy of 47%. The blocks with the highest average occupancy were:

Figure 31 Blocks with Highest Average Occupancy on Saturday

Block face	Street name, block boundaries, side of street	Parking type(s)	Street description	Average occupancy
Block 20	Conlon Avenue between Mono and Key (north side)	6 unlimited spaces	Neighborhood street 0.5 mile walk from BART station	63%
Block 18	San Pablo Avenue between Wall and Conlon	24 two-hour spaces	Commercial mixed-use street 0.3 mile walk from BART station	58%
Block 19	Conlon Avenue between Key and Junction (south side)	5 four-hour spaces	Neighborhood street 0.5 mile walk from BART station	58%

The three blocks with the lowest average occupancy were:

Figure 32 Blocks with Lowest Average Occupancy on Saturday

Block face	Street name, block boundaries, side of street	Parking type(s)	Street description	Average occupancy
Block 21	Humboldt Street between Key and Macdonald (east side)	13 four-hour spaces	Neighborhood street 0.5 mile walk from BART station	25%
Block 3	San Pablo Avenue between Knott and Cutting (west side)	7 unlimited spaces	Commercial street across the street from closed lot with convenient access to BART station	23%
Block 9	Junction Avenue between Knott and Morris (east side)	5 four-hour spaces	Neighborhood street with convenient access to BART station	8%

Over the course of the day, not a single block face in the study area exceeded 80 percent capacity. Only two block faces reached 70 percent capacity - Block 21 at 10 a.m. and Block 19 at 12 p.m. Block 9's occupancy was 0 percent for the majority of the day (between 2 p.m. and 6 p.m.). The occupancy rates are shown in the three tables below and in the maps in Figure 57.

Figure 33 Saturday Occupancy Rate by Block Face, Time of Day

Block	Street Name	Block Boundaries	Side of Street	Parking Type*	Occupancy Rate					Avg. Occupancy Rate
					10 a.m.	12 p.m.	2 p.m.	4 p.m.	6 p.m.	
Block 1	San Pablo	Conlon and Wall	West	2-hr (17)	59%	65%	65%	47%	35%	54%
Block 2	San Pablo	Wall and Knott	West	Unlimited (13)	54%	31%	31%	23%	15%	31%
Block 3	San Pablo	Knott and Cutting	West	Unlimited (7)	29%	29%	29%	14%	14%	23%
Block 4	Cutting	Ohlone Greenway and Key	South	(0)	N/A	N/A	N/A	N/A	N/A	N/A
Block 5	Key	Cutting and Liberty	West	Unlimited (9)	56%	56%	56%	44%	44%	51%
Block 6	Key	Liberty and Hill	West	4-hr (18)	28%	33%	33%	17%	22%	27%
Block 7	Key	Hill and Cutting	East	4-hr (27)	33%	30%	26%	33%	37%	32%
Block 8	Key	Cutting and Knott	East	4-hr (16)	56%	63%	56%	38%	38%	50%
Block 9	Junction	Knott and Morris	East	4-hr (4)	20%	20%	0%	0%	0%	8%
Block 10	Junction	Morris and Hagen	East	4-hr (19)	43%	43%	48%	48%	48%	46%
Block 11	Junction	Hagen and Knott	West	4-hr (29)	31%	34%	40%	34%	31%	34%
Block 12	Knott	Ohlone Greenway and Key	South	Unlimited (6)	17%	33%	33%	33%	50%	33%
Block 13	Key	Knott and Cutting	West	Unlimited (16)	44%	56%	50%	31%	31%	43%
Block 14 ⁵⁵	Cutting	Key and Ohlone Greenway	North	Unlimited (5), pass (7)	17%	50%	42%	50%	33%	38%
Block 15	Kearney	Cutting and Knott	West	4-hr (5)	40%	40%	60%	40%	40%	44%
Block 16	Knott	Kearney and San Pablo	South	2-hr (4)	50%	50%	50%	50%	0%	40%

⁵⁵ Unlimited space occupancy = 0% (10am), 20% (12pm), 40% (2pm), 20% (4pm), 40% (6pm); passenger loading space occupancy = 28% (10am), 71% (12pm), 43% (2pm), 71% (4pm), 28% (6pm)

Block	Street Name			Parking Type*	Occupancy Rate					Avg.
Block 17	San Pablo	Knott and Wall	East	2-hr (16)	6%	63%	50%	13%	56%	38%
Block 18	San Pablo	Wall and Conlon	East	2-hour (24)	58%	63%	58%	54%	54%	58%
Block 19 ⁵⁶	Conlon	Key and Junction	South	4-hour (5), unlimited (12)	65%	71%	53%	35%	65%	58%
Block 20	Conlon	Mono and Key	North	Unlimited (6)	67%	67%	50%	50%	83%	63%
Block 21	Humboldt	Key and Macdonald	East	4-hour (13)	31%	23%	23%	31%	15%	25%
Block 22	Humboldt	Macdonald and Key	West	Unlimited (17)	76%	65%	35%	29%	35%	48%
* Parking type (Number of parking spaces), pass = Passenger Loading Zone										

Figure 34 Saturday Average Occupancy Rate by Time of Day

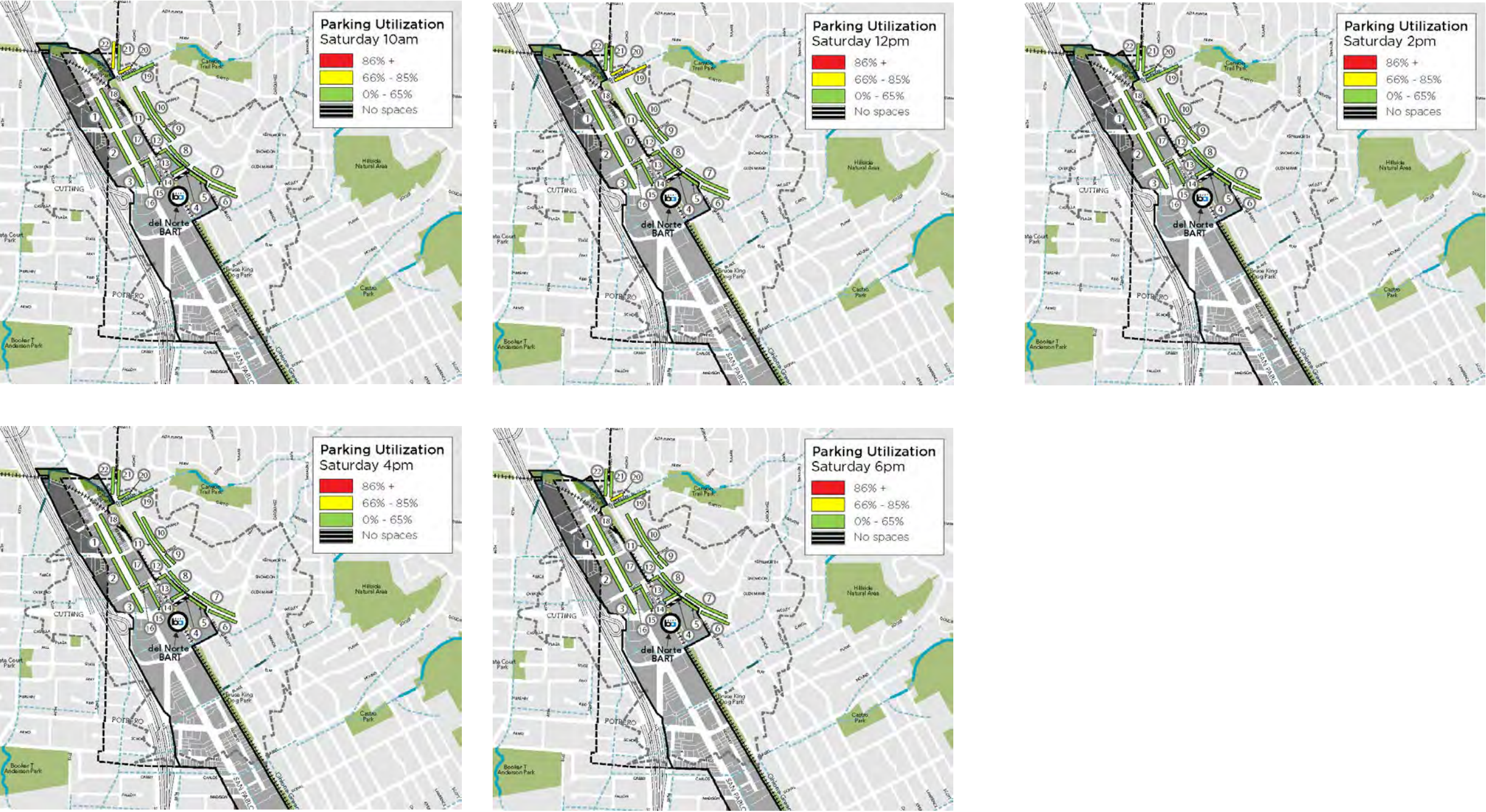
	Average Occupancy Rate				
	10 a.m.	12 p.m.	2 p.m.	4 p.m.	6 p.m.
Average Occupancy Rate by Time of Day	42%	47%	43%	35%	38%

Figure 35 Saturday Average Occupancy Rate

Average Daily Occupancy Rate	41.1%
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⁵⁶ 4-hour space occupancy = 80% (10am), 60% (12pm), 40% (2pm), 40% (4pm), 60% (6pm); unlimited space occupancy = 58% (10am), 75% (12pm), 50% (2pm), 33% (4pm), 67% (6pm)

Figure 36 Saturday Parking Utilization⁵⁷



⁵⁷ Base map from San Pablo Avenue Specific Plan (2014)

PARKING DURATION

Parking duration was calculated by recording the last four digits of vehicle license plate numbers at 8 a.m., 10 a.m., 12 p.m., 2 p.m., 4 p.m., and 6 p.m. The results of the weekday parking duration survey are summarized in Figure 58.

Wednesday Parking Duration Results

Among the 295 vehicles that parked in the study area between 10 a.m. and 6 p.m. on Wednesday, the average parking duration was 3.9 hours. Around 27 percent (80) of these 295 vehicles exceeded the parking time limits, either by staying parked in the same space or by moving to a new space within the same block during consecutive hours.

Around a third (34 percent) of cars were parked for less than two hours in the study area, 17 percent were parked for over two hours, 10 percent were parked over four hours, 15 percent over six hours, and 23 percent over eight hours. Figure 58 shows the duration of vehicles and Figure 38 shows the number of vehicles that exceeded their parking time limit along each block face.

Figure 37 Wednesday Parking Durations

Block	Parking Type*	Occupancy Rate					Avg. Duration (Hours)**
		2 hours (or less)	2+ hours	4+ hours	6+ hours	8+ hours	
Block 1	2-hr (17)	6	2	2	1	2	3.1
Block 2	Unlimited (13)	1	0	3	7	1	5.3
Block 3	Unlimited (7)	0	0	2	2	2	6.0
Block 4	(0)	0	0	0	0	0	N/A
Block 5	Unlimited (9)	3	2	0	5	2	4.4
Block 6	4-hr (18)	3	5	2	2	4	4.1
Block 7	4-hr (27)	8	5	4	5	6	4.0
Block 8	4-hr (16)	7	3	0	4	6	4.3
Block 9	4-hr (4)	0	0	0	0	0	N/A
Block 10	4-hr (19)	2	1	0	0	3	4.7
Block 11	4-hr (29)	10	2	1	2	6	3.7
Block 12	Unlimited (6)	2	1	3	1	2	4.2
Block 13	Unlimited (16)	3	7	4	4	5	4.2
Block 14	Unlimited (5), pass (7)	7	3	4	2	3	3.4
Block 15	4-hr (5)	7	1	2	0	1	2.3
Block 16	2-hr (4)	10	6	0	0	0	1.4
Block 17	2-hr (16)	9	6	1	4	0	2.5
Block 18	2-hour (24)	17	2	1	1	10	3.6
Block 19	4-hour (5), unlimited (12)	4	3	0	0	5	4.2

Block	Parking Type*	Occupancy Rate					Avg.
Block 20	Unlimited (6)	0	0	0	1	4	7.6
Block 21	4-hour (13)	1	0	1	0	0	2.5
Block 22	Unlimited (17)	0	2	0	4	7	6.5
Totals		100	51	30	45	69	3.9
* Parking type (number of parking spaces), pass = passenger loading zone							
** Average duration assumes that all cars parked for 2 hours or less were parked for 1 hour							

Figure 38 Wednesday Parking Time Limit Violations

Block	Parking Type	Number of Parking Time Limit Violations
Block 1	2-hr (17)	8
Block 2	Unlimited (13)	0
Block 3	Unlimited (7)	0
Block 4	(0)	0
Block 5	Unlimited (9)	0
Block 6	4-hr (18)	4
Block 7	4-hr (27)	10
Block 8	4-hr (16)	9
Block 9	4-hr (4)	0
Block 10	4-hr (19)	0
Block 11	4-hr (29)	2
Block 12	Unlimited (6)	0
Block 13	Unlimited (16)	0
Block 14	Unlimited (5), pass (7)	5
Block 15	4-hr (5)	2
Block 16	2-hr (4)	6
Block 17	2-hr (16)	12
Block 18	2-hour (24)	22
Block 19	4-hour (5), unlimited (12)	0
Block 20	Unlimited (6)	0
Block 21	4-hour (13)	0
Block 22	Unlimited (17)	0
Total		80

Figure 39 Wednesday Parking Time Limit Violations by Space Type

Parking Space Type	Number of Spaces	Number of Parking Time Limit Violations
Passenger loading	7	5
2-hour	61	48
Unlimited	91	0
4-hour	145	27

Saturday Parking Duration Results

Saturday had similar parking duration results as Wednesday, with an average parking duration of 3.3 hours throughout all block faces. Of the 251 vehicles that parked in the study area between 10 a.m. and 6 p.m. on Saturday, about 7 percent (17) exceeded the parking time limits, either by staying parked in the same space or by moving to a new space within the same block in consecutive hours. About half the vehicles observed in the study area (45 percent) were parked for less than two hours, 14 percent were parked for over two hours, 14 percent were parked over four hours, 24 percent over six hours, and 18 percent over eight hours. Figure 59 shows the duration of vehicles along each block face and Figure 38 shows the number of vehicles along these block faces that exceeded their parking time limit.

Figure 40 Saturday Parking Durations

Block	Parking Type*	Occupancy Rate					Avg. Duration (Hours)**
		2 hours (or less)	2+ hours	4+ hours	6+ hours	8+ hours	
Block 1	2-hr (17)	8	3	2	0	0	1.7
Block 2	Unlimited (13)	1	0	3	4	4	5.8
Block 3	Unlimited (7)	0	0	1	0	1	6.0
Block 4	(0)	0	0	0	0	0	N/A
Block 5	Unlimited (9)	0	2	3	0	2	4.6
Block 6	4-hr (18)	5	1	3	1	1	3.0
Block 7	4-hr (27)	4	3	2	3	3	4.0
Block 8	4-hr (16)	1	0	2	2	5	6.1
Block 9	4-hr (4)	0	1	0	0	0	2.0
Block 10	4-hr (19)	1	2	2	2	5	5.4
Block 11	4-hr (29)	6	5	2	2	6	4.0
Block 12	Unlimited (6)	5	1	1	0	0	1.6
Block 13	Unlimited (16)	3	5	4	1	1	3.1
Block 14	Unlimited (5), pass (7)	13	4	0	0	0	1.2
Block 15	4-hr (5)	1	1	1	0	1	3.8
Block 16	2-hr (4)	2	0	2	0	0	2.5
Block 17	2-hr (16)	25	1	1	0	0	1.1

Block	Parking Type*	Occupancy Rate					Avg. Duration
Block 18	2-hour (24)	26	1	1	3	4	2.3
Block 19	4-hour (5), unlimited (12)	7	2	1	1	6	4.1
Block 20	Unlimited (6)	2	1	0	0	3	4.7
Block 21	4-hour (13)	2	0	0	1	2	4.8
Block 22	Unlimited (17)	2	2	3	4	0	3.8
Totals		114	35	34	24	44	3.3
* Parking type (number of parking spaces), pass = passenger loading zone							
** Average duration assumes that all cars parked for 2 hours or less were parked for 1 hour							

Figure 41 Saturday Parking Time Limit Violations

Block	Parking Type	Number of Parking Time Limit Violations
Block 1	2-hr (17)	3
Block 2	Unlimited (13)	0
Block 3	Unlimited (7)	0
Block 4	(0)	0
Block 5	Unlimited (9)	0
Block 6	4-hr (18)	0
Block 7	4-hr (27)	0
Block 8	4-hr (16)	0
Block 9	4-hr (4)	0
Block 10	4-hr (19)	0
Block 11	4-hr (29)	0
Block 12	Unlimited (6)	0
Block 13	Unlimited (16)	0
Block 14	Unlimited (5), pass (7)	0
Block 15	4-hr (5)	0
Block 16	2-hr (4)	2
Block 17	2-hr (16)	1
Block 18	2-hour (24)	11
Block 19	4-hour (5), unlimited (12)	0
Block 20	Unlimited (6)	0
Block 21	4-hour (13)	0
Block 22	Unlimited (17)	0
Total		17

Figure 42 Saturday Parking Time Limit Violations by Space Type

Parking Space Type	Number of Spaces	Number of Parking Time Limit Violations
Passenger loading	7	0
2-hour	61	17
Unlimited	91	0
4-hour	145	0

Appendix C Existing Conditions: Downtown Plaza BART Station Area



MEMORANDUM

To: Aissia Ashoori and Melanie Mintz
From: Nelson\Nygaard Project Team
Date: December 17, 2018
Subject: Downtown Parking Data Collection Memorandum

The San Pablo Avenue Specific Plan (2013) identified specific off-street parking requirements for different land uses and activities within El Cerrito's San Pablo Avenue Priority Development Area (PDA). However, the City does not have an adopted plan or policy to guide management of on-street parking within the PDA as the Specific Plan is implemented and area land uses and travel and parking patterns change accordingly.

Although on-street and off-street parking occupancy data were collected in 2011 (El Cerrito Parking Study⁵⁸), additional data collection is necessary to inform strategies for effective management of on-street parking near the El Cerrito Plaza BART station and along the San Pablo Avenue corridor, and to better understand the access and parking utilization patterns associated with new residential and transit-oriented development in the area. This information will help inform strategies to manage on-street parking on San Pablo Avenue to support PDA goals.

To understand who is using on-street parking and for how long, as well as the access and parking needs of existing office, retail establishments and new development within the PDA, the Nelson\Nygaard team collected a limited sample of parking data. This data included occupancy and duration of stay surveys of 18 block faces located across the El Cerrito San Pablo Avenue PDA. These block faces were selected in collaboration with City of El Cerrito staff, with a focus on collection of new data in areas that have experienced increased development or commercial activity since the 2011 parking occupancy study. Data collection took place every two hours on Thursday September 29th and Saturday October 1st, 2016 between the hours 10 a.m. and 8 p.m..

The majority of the parking data collection area is within the Downtown section of the Specific Area Plan, which describes the area as "an entertainment/theater and shopping district that serves as the southern gateway to the City. Positioned within a ½ mile of El Cerrito Plaza BART Station walkshed this district is characterized by constrained lots, the El Cerrito Plaza shopping center and adjoining residential areas. New development potential primarily includes smaller infill projects with 'fine grain' character, as well as the El Cerrito Plaza BART surface parking lot or eventual redevelopment of the El Cerrito Plaza shopping center."

The results of the data collection are presented below.

KEY FINDINGS

The key findings of the parking analysis are summarized below:

15. **Overall, a parking surplus exists, with a few hot spots of high demand.** The overall peak occupancy in the study area occurred at 4 p.m. on Thursday and noon on Saturday when 54% and 49% of on street spaces were occupied, respectively. A few hot

⁵⁸ El Cerrito Parking Study Final Report, CHS Consulting Group, November 28 2011

- spots of high occupancy do exist, including the parking on Block 12 (a residential block without time limits) and some blocks of on-street parking immediately in front of commercial uses. However, even at the busiest hour, these highly utilized facilities sat next to underutilized ones.
16. **Parking facilities are underutilized.** Even during the busiest hour on Thursday, 46% of the parking supply in the study area was vacant. That is, approximately 100 parking spaces sat unused at even the busiest times of day.
 17. **Parking limits do not guarantee availability.** Approximately 12%-14% of parked cars violated the parking time limits on Thursday and Saturday. This is likely an underestimate because counts were conducted every two hours and did not include cars that violated one-hour parking spaces.
 18. **There is a large variety of time limits for the on-street spaces, which may be confusing to motorists.** On-street spaces within the studied area are governed by at least five different time limit lengths, including 90 minutes, 1 hour, 2 hours, 4 hours, and unlimited. Simplifying these time limits and rationalizing their locations may help to improve compliance and could better distribute short- and longer-term parking throughout the area.

Overall, these results indicate that in general there is a surplus of parking in the study area, and that any shortages at key locations can be improved through parking management strategies of the existing supply.

PARKING SUPPLY

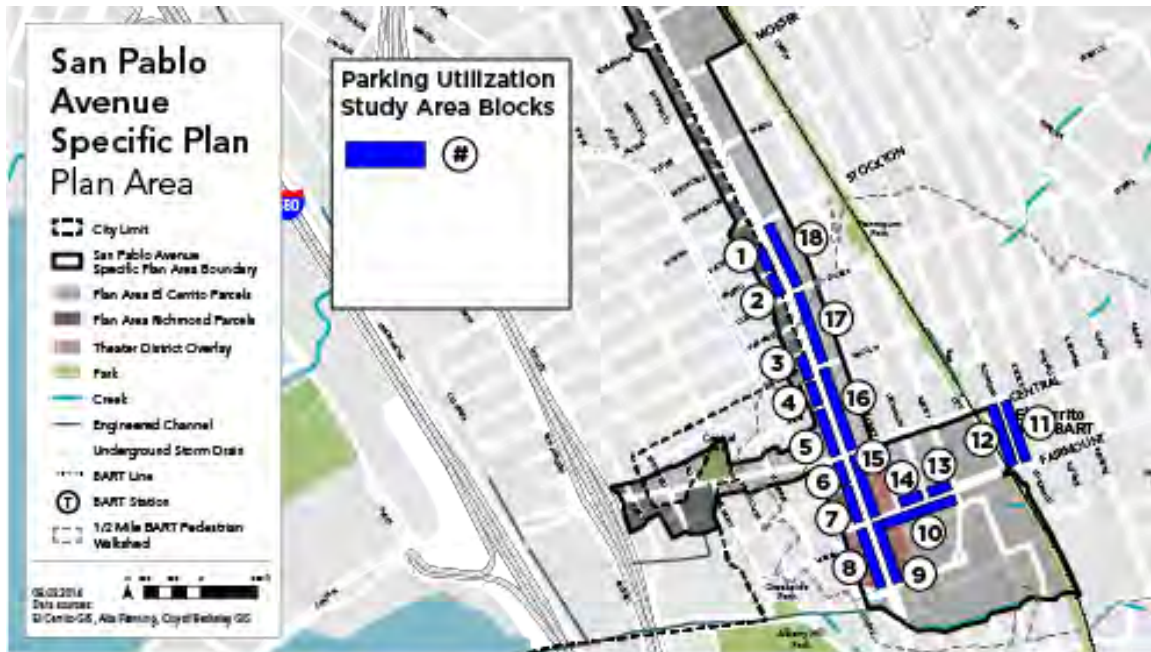
The data collection surveyed 18 block faces. The parking collection area offers a total of 218 on-street parking spaces, three commercial loading spaces, and two passenger loading spaces. Parking spaces were counted by measuring the length of the curb of each unmarked block face excluding all curb cuts, and dividing that number by twenty feet, the minimal recommended length of a parallel parking space in El Cerrito.⁵⁹ Marked spaces and spaces with striped curbs were counted based on their markings rather than the length of the space.

Figure 43 Parking Supply

Time Limit	Number of Spaces
Commercial loading	3
Passenger loading	2
30-minutes	15
1-hour	95
2-hour	70
4-hour	15
Unlimited	23
TOTAL	223

⁵⁹ Chapter 2.05.07.07, San Pablo Avenue Specific Plan (2014)

Figure 44 Parking Utilization Study Area⁶⁰



The blocks and the parking types on each are listed in the table below.

⁶⁰ Base map from San Pablo Avenue Specific Plan (2014)

Figure 45 Downtown Block Face and Parking Inventory

Facility	Street Name	Block Boundaries	Side of Street	Total Spaces	1-hour	2-hour	4-hour	Unlimited	Comm. Load Zone	30 Min. Parking	Pass. Load Zone
Block 1	San Pablo	Sacramento to Fresno	West	5	4				1		
Block 2	San Pablo	Fresno to Columbia	West	6	6						
Block 3	San Pablo	San Jose to El Dorado	West	4		4					
Block 4	San Pablo	El Dorado to Avila	West	4		3					1
Block 5	San Pablo	Avila to Central	West	10		10					
Block 6	San Pablo	Central to San Diego	West	3	3						
Block 7	San Pablo	San Diego to Fairmount	West	13	13						
Block 8	San Pablo	Fairmount to El Cerrito Plaza	West	17	17						
Block 9	San Pablo	Fairmount to El Cerrito Plaza	East	8		8					
Block 10	Fairmount	San Pablo to El Cerrito Plaza	South	21	7					13	1
Block 11	Richmond	Central to Fairmount	East	15			15				
Block 12	Richmond	Central to Fairmount	West	23				23			
Block 13	Fairmount	Lexington to Liberty	North	4	4						
Block 14	Fairmount	Kearney to Lexington	North	4	4						
Block 15	San Pablo	Central to Fairmount	East	22	18				2	2	
Block 16	San Pablo	Lincoln to Central	East	23		23					
Block 17	San Pablo	Eureka to Lincoln	East	22		22					
Block 18	San Pablo	Stockton to Eureka	East	19	19						
TOTAL				223	95	70	15	23	3	15	2

UTILIZATION FINDINGS

Weekday Utilization Results

Parking occupancy data was collected on Thursday September 1, 2016. Occupancy counts were tallied every two hours from 10 a.m. to 8 p.m.

Weekday peak parking demand was observed at 4 p.m. with an average occupancy of 54%. The blocks with the highest average occupancy were:

Figure 46 Blocks with Highest Average Occupancy

Block face	Street name, block boundaries, side of street	Parking type(s)	Street description	Average occupancy
Block 12	Richmond Street between Central and Fairmount (west side)	23 unlimited parking spaces	Residential street with convenient access to BART station	90%
Block 11	Richmond Street between Central and Fairmount (east side)	15 4-hour parking spaces	Residential street with convenient access to BART station	84%
Block 8	San Pablo Avenue between Fairmount and El Cerrito Plaza (west side)	17 1-hour parking spaces	Commercial block with retail and restaurants	78%

The three blocks with the lowest average occupancy were:

Figure 47 Blocks with Lowest Average Occupancy

Block face	Street name, block boundaries, side of street	Parking type(s)	Street description	Average occupancy
Block 4	San Pablo Avenue between El Dorado and Avila (west side)	3 2-hour spaces, 1 passenger loading space	Commercial block in front of KFC and oil change center	0%
Block 5	San Pablo Avenue between Avila and Central (west side)	10 2-hour spaces	Vacant parcels and a Burger King	3%
Block 17	San Pablo Avenue between Eureka and Lincoln (east side)	22 2-hour spaces	Commercial block with retail and vacant parcels	8%

Richmond Avenue (Block 12) has 23 parking spaces without time limits. During the weekday counts, parking was at 100% occupancy from 10 a.m. until 6 p.m. when it decreased to 81%. This block is adjacent to the El Cerrito Plaza BART Station and likely fills up with BART riders in the

morning, then starts to empty towards the end of the work day. The other side of the street (Block 11) has 15 parking spaces with 4-hour time limits. As such, BART commuters are less likely to park (84% average occupancy) on this side unless their trip will take less than four hours.

The utilization findings for each block are shown in the tables below and in Figure 51.

Figure 48 Thursday Occupancy Rate by Block face, Time of Day

Block	Parking Type*	Occupancy Rate						Avg. Occupancy Rate
		10 a.m.	12 p.m.	2 p.m.	4 p.m.	6 p.m.	8 p.m.	
Block 1	1 hr (4), Comm (1)	0%	50%	17%	50%	50%	0%	28%
Block 2	1 hr (6)	13%	25%	50%	0%	38%	63%	31%
Block 3	2 hr (4)	50%	50%	75%	100%	25%	0%	50%
Block 4	2 hr (3), Pass (1)	0%	0%	0%	0%	0%	0%	0%
Block 5	2 hr (10)	0%	10%	0%	0%	0%	10%	3%
Block 6	1 hr (3)	25%	25%	0%	75%	75%	100%	50%
Block 7	1 hr (13)	69%	62%	69%	69%	62%	8%	56%
Block 8	1 hr (17)	88%	65%	76%	82%	88%	71%	78%
Block 9	2 hr (8)	0%	40%	0%	10%	20%	0%	12%
Block 10	1 hr (7), 30 min (13), Pass (1)	50%	55%	55%	55%	50%	10%	46%
Block 11	4 hr (15)	81%	100%	81%	81%	75%	88%	84%
Block 12	Unlimited (23)	100%	95%	100%	100%	81%	67%	90%
Block 13	1 hr (4)	100%	100%	100%	75%	0%	0%	63%
Block 14	1 hr (4)	75%	50%	75%	75%	100%	25%	67%
Block 15	1 hr (18), Comm (2), 30 min (2)	32%	77%	50%	86%	82%	82%	68%
Block 16	2 hr (23)	35%	39%	39%	43%	52%	43%	42%
Block 17	2 hr (22)	0%	5%	14%	14%	0%	14%	8%
Block 18	1 hr (19)	32%	63%	68%	53%	42%	58%	53%
* Parking type (Number of parking spaces), Comm = Commercial Loading Zone, Pass = Passenger Loading Zone								

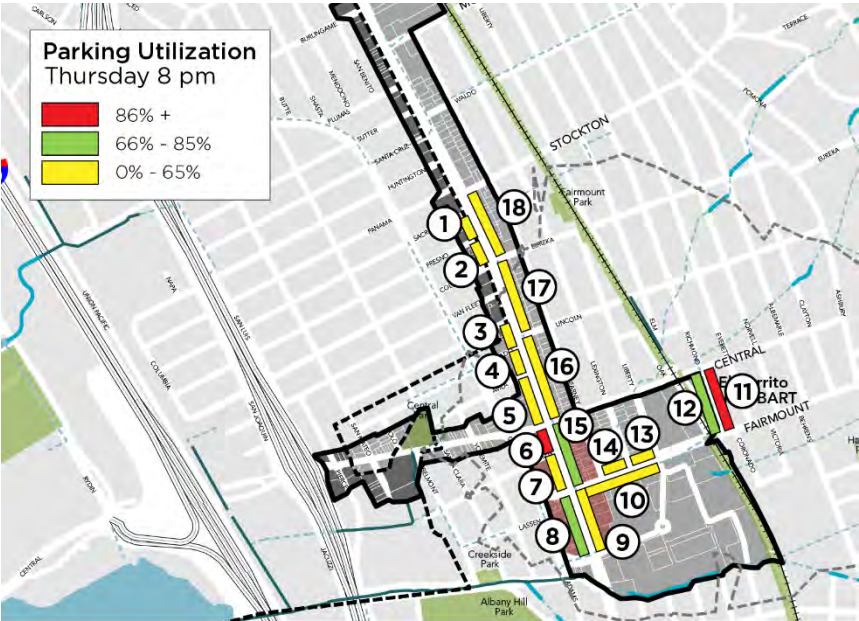
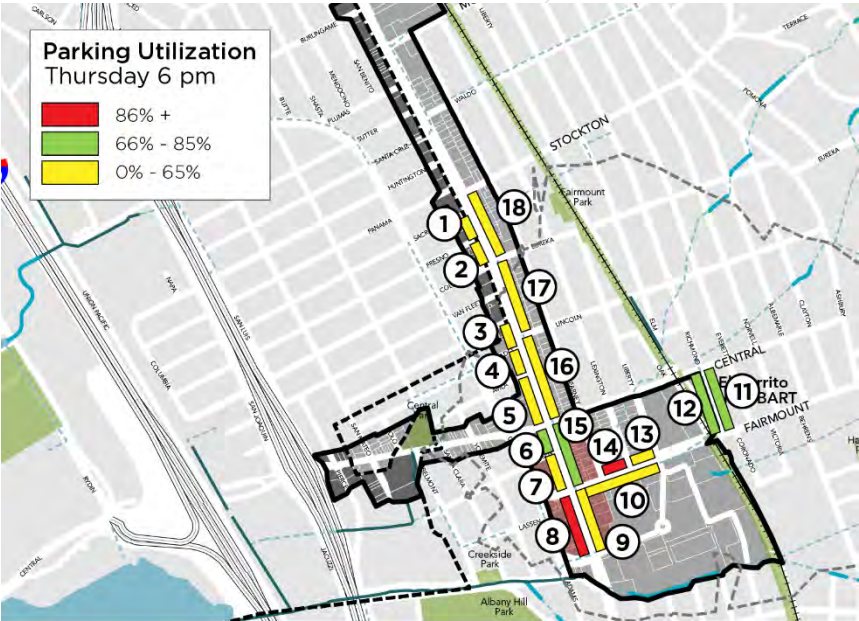
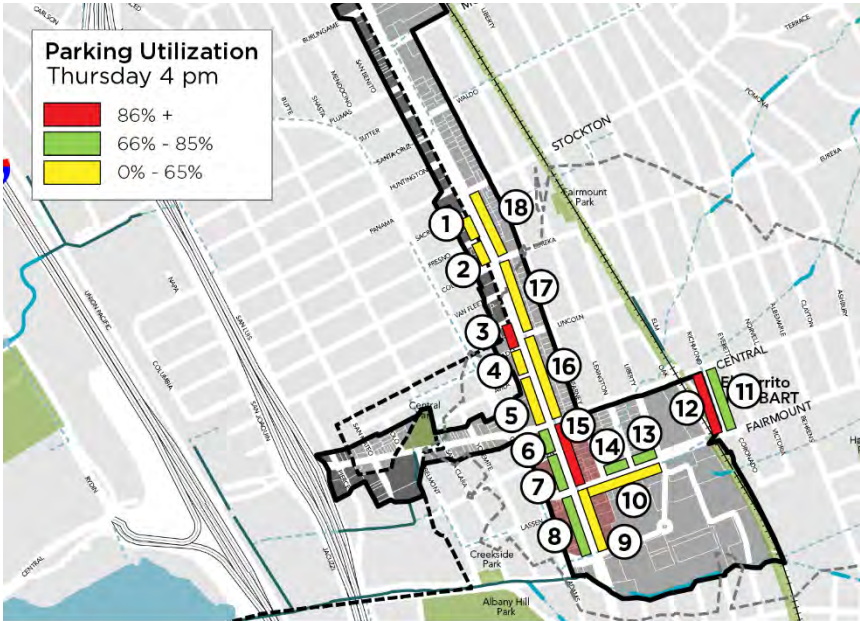
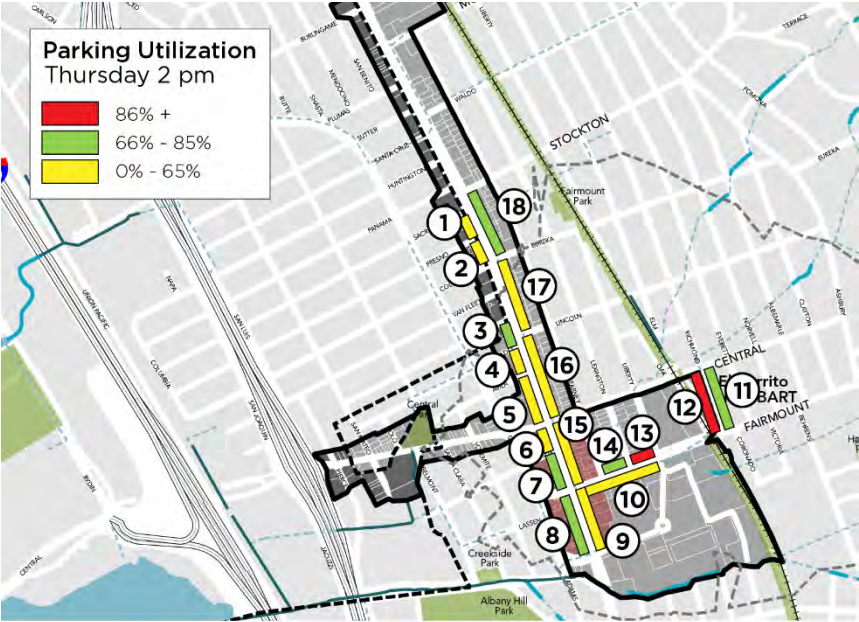
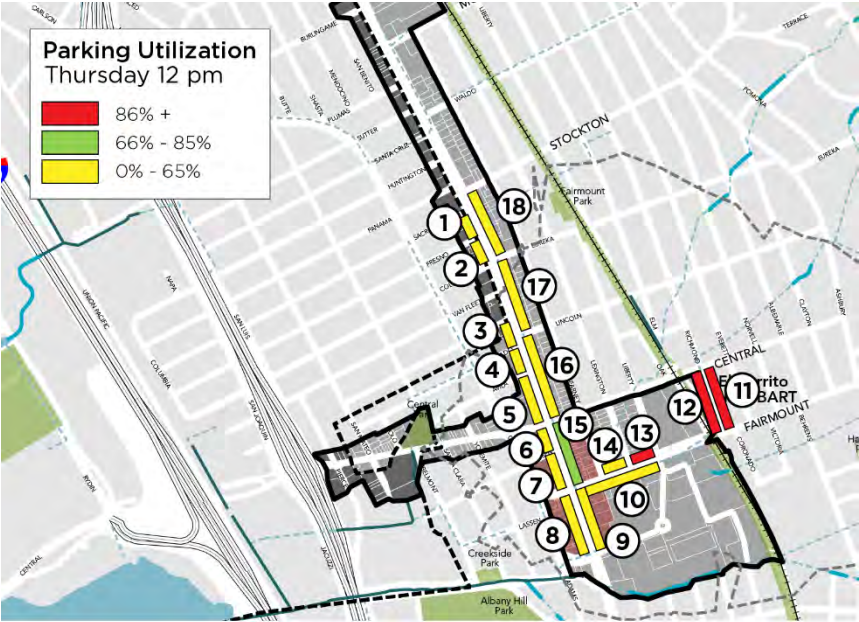
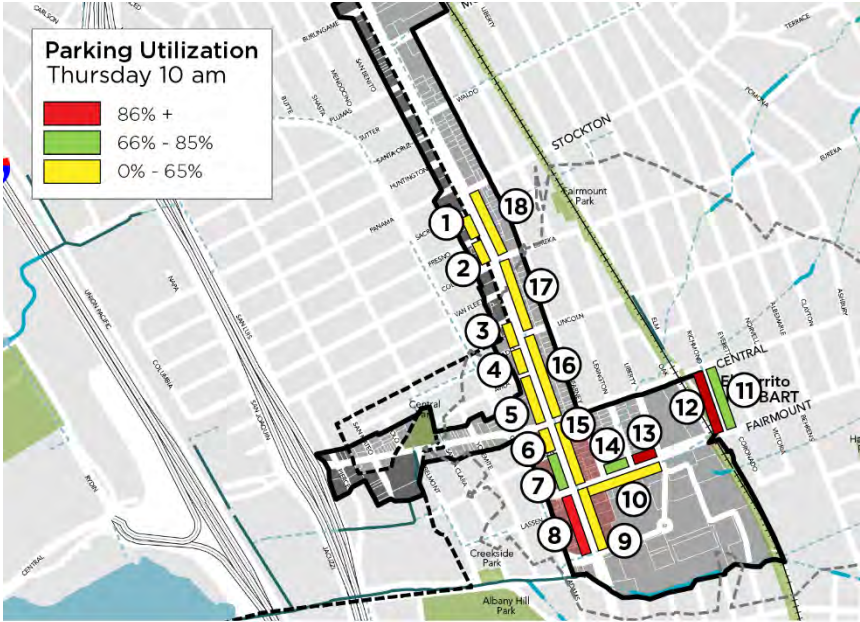
Figure 49 Thursday Average Occupancy Rate by Time of Day

	Average Occupancy Rate					
	10 a.m.	12 p.m.	2 p.m.	4 p.m.	6 p.m.	8 p.m.
Average Occupancy Rate by Time of Day	42%	51%	48%	54%	47%	35%

Figure 50 Thursday Average Occupancy Rate

Average Daily Occupancy Rate	51.2%
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Figure 51 Thursday Parking Utilization⁶¹



⁶¹ Base map from San Pablo Avenue Specific Plan (2014)

Saturday Utilization Results

Parking occupancy data was collected on Saturday October 1, 2016. Occupancy counts were tallied every two hours from 10 a.m. to 8 p.m. Peak parking demand was observed at 12 p.m. with an average occupancy of 49%. The blocks with the highest average occupancy were:

Figure 52 Blocks with Highest Average Occupancy on Saturday

Block face	Street name, block boundaries, side of street	Parking type(s)	Street description	Average occupancy
Block 8	San Pablo Avenue between Fairmount and El Cerrito Plaza (west side)	17 1-hour parking spaces	Commercial block with retail and restaurants	76%
Block 15	San Pablo Avenue between Central and Fairmount (east side)	1 1-hour, 2 commercial-loading, 2 30-minute parking spaces	Commercial block with retail and restaurants	70%
Block 11	Richmond between Central and Fairmount (east side)	15 4-hour parking spaces	Residential street with convenient access to BART station	69%

The blocks with the lowest average occupancy were:

Figure 53 Blocks with Lowest Average Occupancy on Saturday

Block face	Street name, block boundaries, side of street	Parking type(s)	Street description	Average occupancy
Block 4	San Pablo Avenue between El Dorado and Avila (west side)	3 2-hour spaces, 1 passenger loading space	Commercial block in front of KFC and oil change center	0%
Block 5	San Pablo between Avila and Central (west side)	10 2-hour spaces	Vacant parcels and a Burger King	10%
Block 13	Fairmount Lexington to Liberty North	4 1-hour spaces	One block in front of an automotive service	13%

Block 8 sustained parking occupancy above 80% up until 8 p.m., when it dropped to 24%. Only two blocks reached 100% capacity, Block 1 at 6 p.m. and Block 14 at 8 p.m.

The occupancy rates are shown in the tables below and in Figure 57.

Figure 54 Saturday Occupancy Rate by Block face, Time of Day

Block	Parking Type*	Occupancy Rate						Avg Occupancy Rate
		10 a.m.	12 p.m.	2 p.m.	4 p.m.	6 p.m.	8 p.m.	
Block 1	1 hr (4), Comm (1)	17%	50%	33%	67%	100%	0%	44%
Block 2	1 hr (6)	63%	50%	50%	38%	38%	38%	46%
Block 3	2 hr (4)	50%	25%	25%	50%	25%	25%	33%
Block 4	2 hr (3), Pass (1)	0%	0%	0%	0%	0%	0%	0%
Block 5	2 hr (10)	0%	0%	20%	0%	0%	40%	10%
Block 6	1 hr (3)	25%	75%	0%	75%	25%	75%	46%
Block 7	1 hr (13)	69%	77%	54%	54%	0%	38%	49%
Block 8	1 hr (17)	88%	88%	82%	88%	88%	24%	76%
Block 9	2 hr (8)	20%	40%	20%	0%	10%	20%	18%
Block 10	1 hr (7), 30 min (13), Pass (1)	60%	50%	55%	40%	35%	20%	43%
Block 11	4 hr (15)	56%	63%	63%	81%	81%	69%	69%
Block 12	Unlimited (23)	52%	67%	86%	81%	67%	57%	68%
Block 13	1 hr (4)	0%	25%	0%	0%	25%	25%	13%
Block 14	1 hr (4)	75%	50%	25%	75%	50%	100%	63%
Block 15	1 hr (18), Comm (2), 30 min (2)	68%	73%	50%	59%	82%	91%	70%
Block 16	2 hr (23)	48%	65%	35%	65%	48%	52%	52%
Block 17	2 hr (22)	9%	32%	23%	5%	14%	23%	17%
Block 18	1 hr (19)	32%	53%	63%	58%	42%	47%	49%
* Parking type (Number of parking spaces), Comm = Commercial Loading Zone, Pass = Passenger Loading Zone								

Figure 55 Saturday Average Occupancy Rate by Time of Day

	Average Occupancy Rate					
	10 a.m.	12 p.m.	2 p.m.	4 p.m.	6 p.m.	8 p.m.
Average Occupancy Rate by Time of Day	41%	49%	38%	46%	41%	41%

Figure 56 Saturday Average Occupancy Rate

Average Daily Occupancy Rate	49.5%
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Figure 57 Saturday Parking Utilization⁶²

⁶² Base map from San Pablo Avenue Specific Plan (2014)



PARKING DURATION

Parking duration was calculated by recording the last four digits of vehicle license plate numbers at 8 a.m., 10 a.m., 12 p.m., 2 p.m., 4 p.m., 6 p.m. and 8 p.m.. The results of the weekday parking duration survey are summarized in Figure 58.

Of the 467 cars that parked in the study area between 10 a.m. and 8 a.m. on Thursday, about 12% (54) exceeded the parking time limits, either by staying parked in the same space or by moving to a new space within the same block during consecutive hours. The number of violations is likely underestimated because counts were taken every two hours, which did not track cars parked for more than one hour (but less than two hours) in the one-hour parking zones.

The majority (81%) of cars were parked for less than two hours in the study area, 7% parked for over two hours, 3% parked over four hours, 4% over six hours, 2% over eight hours, and 2% over ten hours. Figure 58 shows the number of vehicles that exceed their parking time limit in red.

These survey results suggest that there is a demand for long-term parking on particular blocks within the area (which may or may not be the best use of on-street spaces) and that time limits do not ensure parking turnover. As a result, several blocks are at 100% occupancy with cars that have exceeded their time limits, including Block 3, Block 6, Block 11, Block 13, and Block 14. For example, Block 13 has a one-hour time limit with four parking stalls in front of an automotive service, and was at 100% occupancy from 10 a.m. to 2 p.m. with the same four vehicles.

Figure 58 Thursday Parking Time Limit Violations

Block	Parking Type*	Average Duration Rate						Avg Duration (Hours)**
		2 hours (or less)	2+ hours	4+ hours	6+ hours	8+ hours	10+ hours	
Block 1	1 hr (4), Comm (1)	9	1					1.1
Block 2	1 hr (6)	15						< 2
Block 3	2 hr (4)	2	1		2			3.2
Block 4	2 hr (3), Pass (1)							n/a
Block 5	2 hr (10)	2						< 2
Block 6	1 hr (3)	6	3					1.3
Block 7	1 hr (13)	44						
Block 8	1 hr (17)	53	2		2	3		1.5
Block 9	2 hr (8)	5						< 2
Block 10	1 hr (7), 30 min (13), Pass (1)	49	3					1.05
Block 11	4 hr (15)	13	5	1	5	3	3	3.7
Block 12	Unlimited (23)	7	7	6	8	1	6	4.6
Block 13	1 hr (4)	1	0	3	2	0	0	3
Block 14	1 hr (4)	9	1			1		1.7

Block	Parking Type*	Average Duration Rate						Avg Duration (Hours)**
		2 hours (or less)	2+ hours	4+ hours	6+ hours	8+ hours	10+ hours	
Block 15	1 hr (18), Comm (2), 30 min (2)	73	7	1				1.12
Block 16	2 hr (23)	41	2	2			1	1.3
Block 17	2 hr (22)	10						< 2
Block 18	1 hr (19)	41	2		2	1		1.4
* Parking type (Number of parking spaces), Comm = Commercial Loading Zone, Pass = Passenger Loading Zone								
** Average duration assumes that all cars parked for 2 hours or less were parked for 1 hour								

Saturday had similar duration statistics, which are summarized in Figure 59. Of the 448 cars that parked in the study area between 10 a.m. and 8 a.m. on Thursday, about 14% (63) exceeded the parking time limits, either by staying parked in the same space or by moving to a new space within the same block in consecutive hours. The majority (81%) of cars were parked for less than two hours in the study area, 7% parked for over two hours, 5% parked over four hours, 2% over six hours, 2% over eight hours, and 3% over ten hours. Figure 59 shows the number of vehicles that exceed their parking time limit in red cells.

These survey results suggest similar implications as the results of Thursday's duration analysis; there is a demand for longer parking and time limits do not ensure turnover. On Saturday, only two blocks experienced 100% occupancy (Block 1 at 6 p.m. and Block 14 at 8 p.m.).

Figure 59 Saturday Parking Time Limit Violations

Block	Parking Type*	Average Duration Rate						Avg Duration (Hours)**
		2 hours (or less)	2+ hours	4+ hours	6+ hours	8+ hours	10+ hours	
Block 1	1 hr (4), Comm (1)	12	1					1.07
Block 2	1 hr (6)	16	3					1.1
Block 3	2 hr (4)	2					1	4
Block 4	2 hr (3), Pass (1)	-						-
Block 5	2 hr (10)	6						< 2
Block 6	1 hr (3)	9	1					1.1
Block 7	1 hr (13)	38						< 2
Block 8	1 hr (17)	49	2	2	1	3		1.5
Block 9	2 hr (8)	9	1					1.1
Block 10	1 hr (7), 30 min	45	2	1				1.04

Block	Parking Type*	Average Duration Rate						Avg Duration (Hours)**
		2 hours (or less)	2+ hours	4+ hours	6+ hours	8+ hours	10+ hours	
	(13), Pass (1)							
Block 11	4 hr (15)	4	1	4	3		6	5.5
Block 12	Unlimited (23)	4	3	6	2	4	5	5.3
Block 13	1 hr (4)	3						< 2
Block 14	1 hr (4)	10			1			1.4
Block 15	1 hr (18), Comm (2), 30 min (2)	61	10	4				1.3
Block 16	2 hr (23)	45	4	1	1		2	1.5
Block 17	2 hr (22)	20		1				1.1
Block 18	1 hr (19)	31	2	4	1	1		1.6

* Parking type (Number of parking spaces), Comm = Commercial Loading Zone, Pass = Passenger Loading Zone
 ** Average duration assumes that all cars parked for 2 hours or less were parked for 1 hour

Appendix D Parking Demand Model

MEMORANDUM

To: Melanie Mintz and Aissia Ashoori
From: Nelson\Nygaard Project Team
Date: December 17, 2018
Subject: City of El Cerrito Parking Demand Model

SUMMARY

Following a separately documented evaluation of on-street parking in the San Pablo Avenue Specific Plan Area (Plan Area), Nelson\Nygaard used a parking model to analyze future parking demand resulting from development. The analysis indicates the overall on-street and off-street parking supply will accommodate future parking demand. This validates the flexible approach to off-street parking requirements in the Specific Plan. New developments can include less than the maximum parking and still accommodate parking demand. Further, developments that include the maximum parking will not create too much parking supply. Implementation of additional transportation demand management (TDM) measures and assumptions regarding transportation mode shift are not included in this iteration of the model. Were additional TDM measures successfully implemented, parking demand would be even lower.

INTRODUCTION

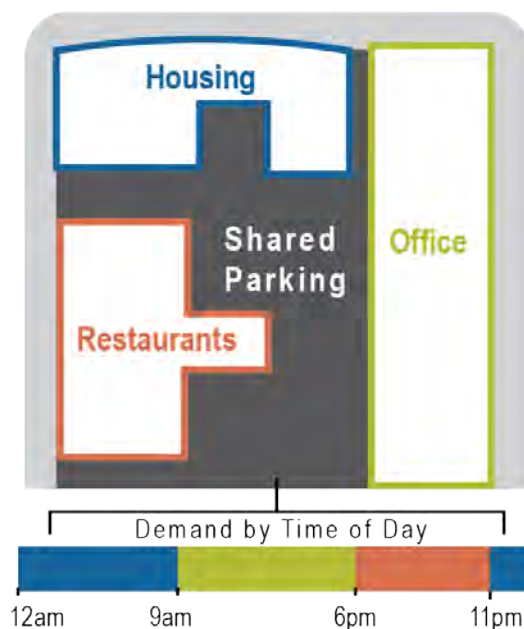
The parking demand model applied to the San Pablo Avenue Specific Plan Area (Plan Area) reflects changes in parking demand for different types of land uses over the course of the day. The model assumes those driving to the mixed-use developments proposed in the Plan Area park for more than one purpose. We calibrate the model to match actual parking demand observed in El Cerrito and to more accurately determine potential parking demand for future developments.

BACKGROUND

Understanding the relationship between land use patterns and parking demand is critical. Uptown and Downtown El Cerrito both function to a degree as a mixed-use parking district with a unique user behavior profile that poses challenges in managing parking resources. Traditional development expectations often assume that parking is provided for each unique development on site, with little or no consideration of shared parking or access among different uses. Such an approach does not support the mixed-use environment envisioned in the Plan Area.

In a proven principle often referred to as “staggered peaks,” the actual demand for

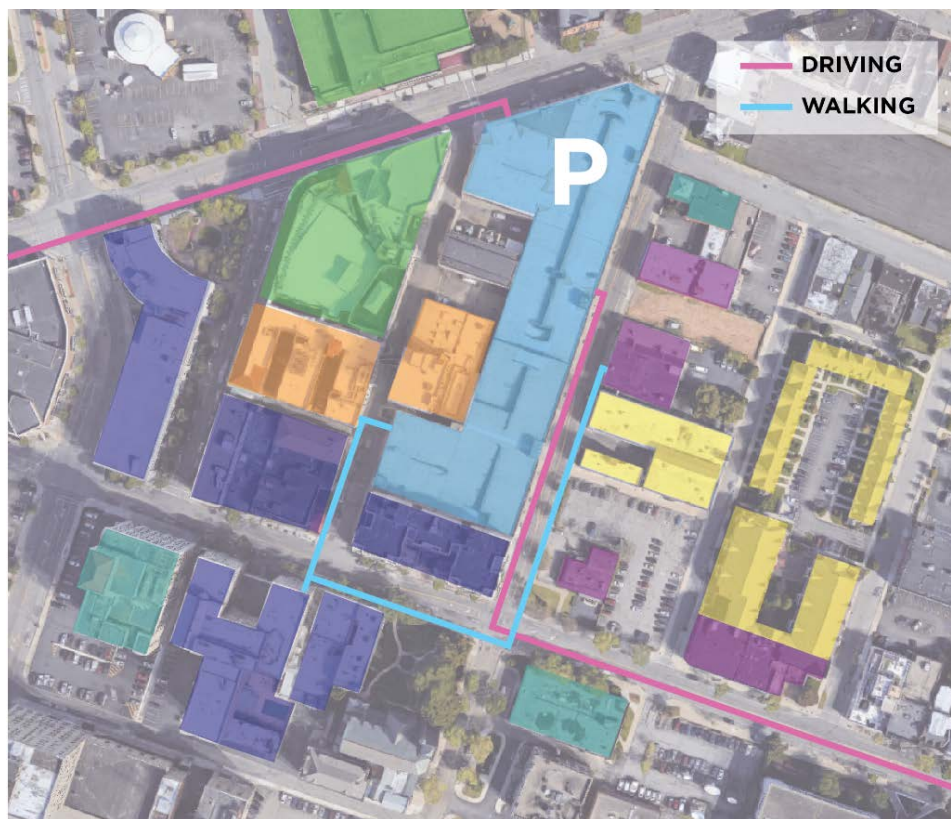
Figure 60 Demand Temporal Distribution



parking varies by use throughout the hours of a day and days of a week: office space generates parking demand during traditional weekday business hours; residential parking is often highest overnight as many residents use their cars during the day; and the parking demand generated by bars and restaurants is highest during meal times and in the evening (Figure 60). If parking is shared between multiple uses, the aggregated parking demand by time of day is less than the total that would be programmed separately for each use.

A second principle of shared parking in a mixed-use area is often referred to as “internal capture,” whereby a single parking space that normally serves one land use at a time may serve another land use at the same time simply by the virtue of someone walking to a second destination after parking at their first destination. In the example shown in Figure 61, an individual may park in the garage, attend class in the morning, walk to a pizza shop in a mixed-use building for lunch, and pick up clothing at a dry cleaner before leaving the area. This eliminates demand for a separate parking space at the pizza shop and another space at the dry cleaner. Mixed-use areas naturally promote this type of shared parking that eliminates the need for many redundant parking spaces.

Figure 61 Reduced Parking Demand in Park Once Districts



Mixed-use areas typically experience reductions compared to traditional parking demand assumptions as a result of both staggered peaks and internal capture, depending on how well uses are mixed together and the quality of the walking environment among them. There are several ways El Cerrito already supports shared parking patterns. For example, the following groups make use of only a single parking space (on- or off-site):

- Commercial workers who patronize nearby restaurants at lunchtime

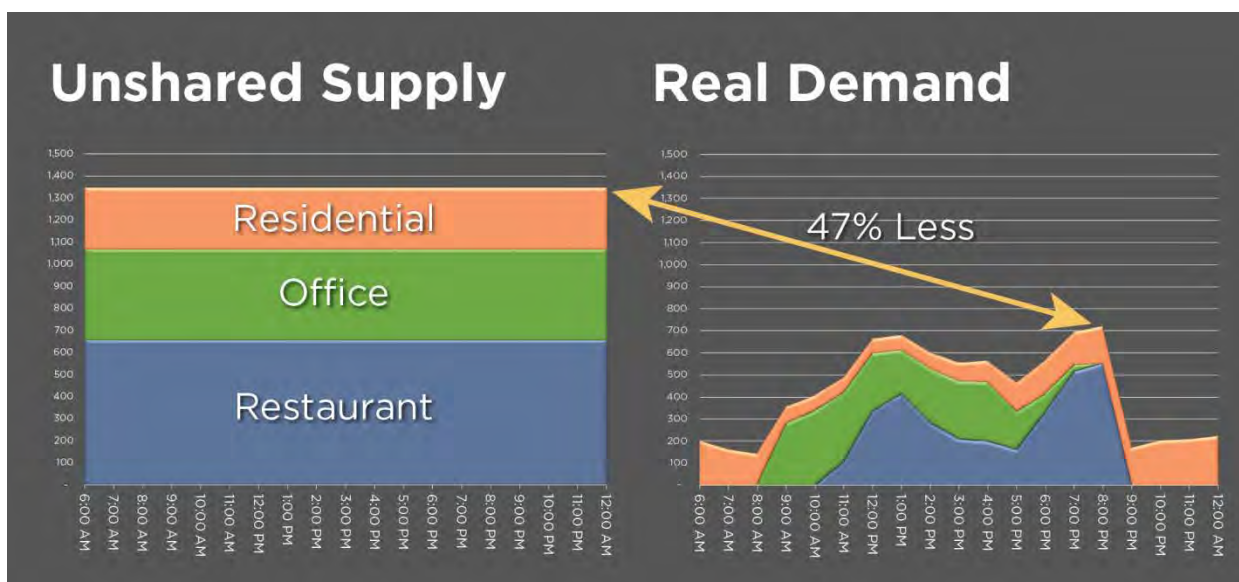
- Commercial workers who shop at lunch or on their way home from work
- Downtown visitors who dine at a restaurant before watching a movie or who visit multiple shops without re-parking their car
- Residents who own vehicles but instead park at home and walk or bike to services

MODELING PARKING DEMAND

The parking model differs from a traditional parking generation exercise by accounting for staggered peaks and internal capture principles. Most often, parking generation analyses rely on the Institute of Transportation Engineers (ITE) Parking Generation report, the prevailing national standard in forecasting future parking demand. The parking requirements in Parking Generation are derived from observed parking at individual land uses. Counts are often from suburban sites with isolated, single land uses that provide free parking.⁶³ To calculate the estimated parking demand generated by a development, an analyst multiplies a peak parking demand factor for each land use type by the physical size of each use type and assumes that the peak amount of parking is required all day every day and exclusively for that use (Figure 62).

The 2010 version of Parking Generation (4th edition) is a comparative starting point to determine baseline assumptions. However, to more accurately model urban mixed-use parking patterns, Nelson\Nygaard's parking model uses inputs from the Urban Land Institute's (ULI) Shared Parking Manual (2nd Edition, 2005) and El Cerrito land use and parking data. This approach accounts for actual staggered peaks and internal capture behavior. Both the ITE and ULI manuals report demand by time of day for most land uses. By layering this information with peak parking ratios, we produce a more realistic peak parking demand for land uses in a given area.

Figure 62 Example: Traditional Expected Parking Demand v. Real Demand Profile



The step-by-step modeling process is as follows:

⁶³ Institute of Transportation Engineers, Parking Generation 4th Edition, 2010, page 2

1. **Existing Land Use**: Categorize and aggregate existing land uses to determine the built square footage that attracts parking demand and adjust for known vacancies. This involves reviewing parcel data from the Contra Costa County Assessor and verifying the current use of parcels within the study area.
2. **Traditional Parking Demand Model**: Calculate and compare how much parking would be “required” if each existing land use had its own, dedicated supply of parking based on Parking Generation.
3. **Parking Model Calibration to Context**: Calibrate by approximating the captive market effect, transit access, resident car ownership, and other factors specific to the study area.
4. **Adapted Parking Model**: Apply an adapted parking model derived from ULI’s Shared Parking Manual to show the expected parking demand throughout the course of an average weekday, adjusted for staggered peaks and internal capture.
5. **Observed Parking Demand**: Compare the adapted model-generated parking demand to parking utilization data collected in July 2018 and calibrate the model if necessary to match observations.
6. **Future Land Use**: Add future development to the existing land uses and model the new expected parking demand.

Study Areas

Study areas in Downtown and Uptown El Cerrito were chosen using the same blocks that were studied in the Existing Conditions Reports and for which on-street parking data was collected. The closed Orchard Supply Hardware and closed Taco Bell sites in the Uptown study area were included in the future model. The land use is currently vacant and therefore not generating parking demand or supply for the existing parking model.

Mid-Town, an area of San Pablo Avenue with significant development activity in recent years, was not included in the parking model; parking data was not collected for the existing conditions analysis and therefore could not inform the parking model. The Mid-Town part of the Plan Area is mostly Transit-Oriented Mid-Intensity Mixed Use (TOMIMU), which has an off-street residential parking requirement range of 1-1.5 per unit. The area is narrower geographically than Uptown of Downtown and has fewer mixed uses, resulting in less potential for shared parking, but also less land use intensity resulting in less parking demand. Additionally, the area is farther from either BART station, reducing the potential for some trips via regional rail.

Residential areas with predominantly single-family housing were excluded from the parking model as they are typically unable to share parking. Several blocks of current BART parking are included in the study area but excluded from the existing conditions shared parking model as the parking is reserved for a single use—for transit users. The future scenario shared parking models incorporate developments of surface parking lots currently used as parking for BART riders. The impact of the loss of surface lots on BART parking demand is not included in the model as it distorts the parking model; this be extensively studied as part of BART’s access planning process.

Figure 63 and Figure 64 show the study areas for Uptown and Downtown respectively. The blue and yellow blocks were included in the parking model, with the yellow parcels updated for the future scenario.

Figure 63 Uptown Parking Model study area



Figure 64 Downtown Parking Model Study Area



Future Scenario

Future scenario projects were included in the parking model if they were in one of the study areas⁶⁴ and were currently planned, entitled, or under construction. Additional priority projects, identified in the Specific Plan and Specific Plan EIR were also included.

Figure 66 and

Figure 67 show Uptown and Downtown 2040 projects respectively. It is noted that the build out included in the EIR is close to being achieved, however, additional sites and projects are were identified to include in the 2040 time horizon of the future scenarios modeled. Parking supply for projects that have not been entitled were estimated as the minimum amount under the San Pablo Specific Plan, shown in Figure 65. Parking minimums were used to estimate a constrained parking supply scenario to determine if more TDM measures or off-street parking should be considered.

⁶⁴ Two exceptions are the currently vacant Orchard Supply Hardware and Taco Bell sites that are both in planning for residential development.

Figure 65 San Pablo Avenue Specific Plan Development Standards⁶⁵

	Land Use	Max Height	Off-Street Parking Minimum	Off-Street Parking Maximum
Transit-Oriented Higher-Intensity Mixed Use (TOHIMU)	Commercial, residential, mixed use	65' (85' with affordable housing)	0.5 spaces per unit¹ 0.5 spaces per 1000 square feet of commercial²	1 space per unit 1 space per 1000 square feet of commercial
Transit-Oriented Mid-Intensity Mixed Use (TOMIMU)	Commercial, residential, mixed use	55' (65' with affordable housing)	1 space per unit³	1.5 spaces per unit 1 space per 500 square feet of commercial
¹ Projects proposing less than .5 spaces per residential unit are required to provide additional TDM Measures and may be required to perform a parking study. ² No off-street auto parking required for commercial land use below 3,000 square feet. ³ Projects proposing less than 1 space per residential unit are required to provide additional TDM Measures and may be required to perform a parking study.				

Figure 66 Uptown Future Scenario (2040) Projects

Name	Status	Residential Units	Commercial Space (SF)	Parking	Commercial Land Use ⁶⁶	Source
Mayfair	Approved	223	8,894	150	General shopping center	EIR/ Planning
Former OSH	Active	631	0	319*		EIR
Baxter Creek Apartments	Proposed	146		75		Planning
Cutting Hotel	Proposed	128 (rms)	2,500	90	Office, cafe	Planning

⁶⁵ San Pablo Avenue Specific Plan, page 01-31, December 2014.

⁶⁶ Land use mix assumptions are based on local context. They are not meant to be precise but to more accurately reflect a future scenario than a single general commercial land use type.

Name	Status	Residential Units	Commercial Space (SF)	Parking	Commercial Land Use ⁶⁶	Source
Total		1,245	12,044	634		
* Indicates parking amount if built to the minimum allowed in the Specific Plan without additional TDM measures/parking study						

Figure 67 Downtown Future Scenario (2040) Projects

Name	Status	Residential Units	Commercial Space (SF)	Parking	Commercial Land Use ⁶⁷	Source
Metro 510/ Creekside	Under Construction	147		158		EIR
BART B1	Pre-Proposal	320	60,000	380*	Library, Bakery/Cafe	EIR
Corner of San Pablo and Fairmont Aves.	Pre-Proposal	150	17,000	167*	General Shopping Center	EIR
10135 San Pablo Ave.	Entitled	72	4,455	45	Restaurant	EIR/ Planning
10167 San Pablo Ave.	Entitled	62		31		EIR/ Planning
10300 San Pablo Ave.	Entitled	32		32		Planning
10290 San Pablo Ave.	Entitled	14		15		Planning
10192 San Pablo Ave.	Entitled	21		22		Planning
Total		933	81,435	616		
* Indicates parking amount if built to the minimum required in the Specific Plan without additional TDM measures/parking study						

Uptown Parking Models

Uptown Existing Parking Demand

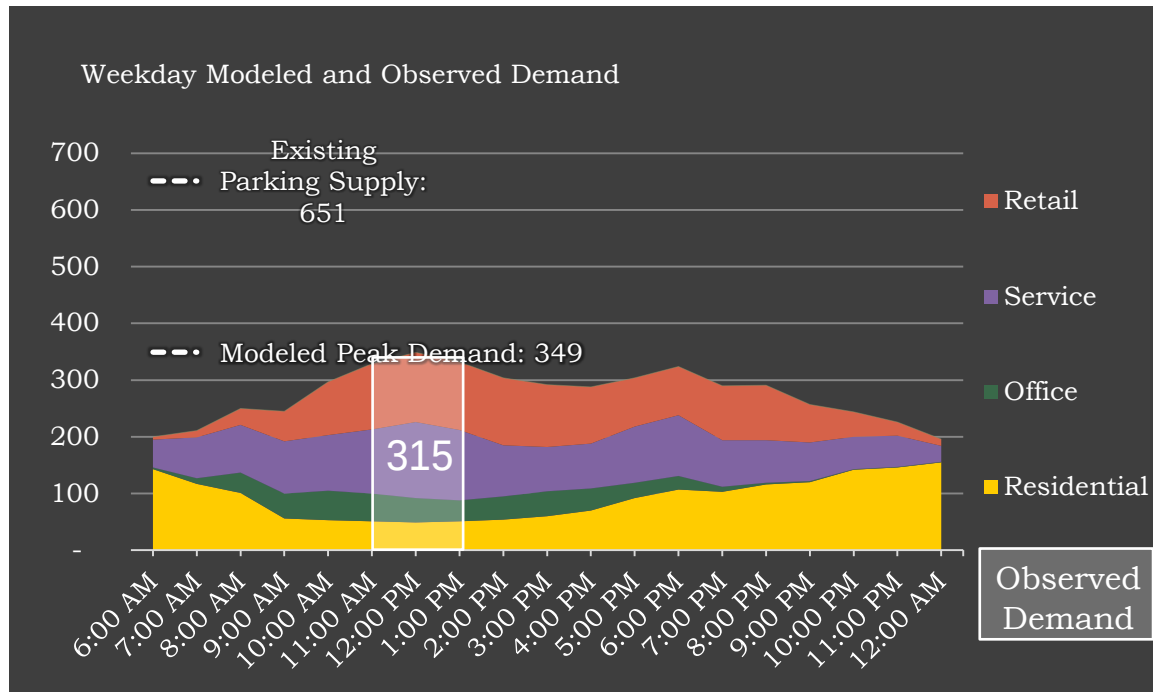
The base year Uptown parking model (Figure 68) shows the existing combined on-street and off-street parking supply dotted line (651) and the modeled peak demand dotted line (349). Parking for the model does not distinguish between on and off-street parking. The model estimates that current peak parking demand (which occurs at noon) is about half of the parking supply and there is more than enough parking for the existing land use. The current low Uptown Parking demand is partially due to three of the blocks having vacant or no buildings. The observed demand bar (the number 315 shown in the white box) shows that the model is within a 10% margin of error of

⁶⁷ See footnote 2.

what was observed. The observed demand of 315 vehicles was determined using the best data available, which included this study's weekday noon on-street parking counts added to the 2011 parking study mid-day, off-street parking counts.

The shared parking model assumptions for the existing conditions uses a below average captive parking effect, meaning the parking demand is reduced somewhat by mixed land uses. No TDM program was included. The residential vehicle ownership rate is also included in the model. For Uptown 7% of households own no vehicles.

Figure 68 Uptown Existing Parking Demand Model



Uptown Future Parking Demand

The future (2040) parking model in Figure 70 includes four large developments (100 or more units) See Figure 66. Each project is at a different phase of development. Given several of the modeled projects are not entitled and will likely change, potentially significantly, this effort models a scenario of 1,245 new residential units being built at a ratio of 0.5 parking spaces per unit, the minimum required for TOHIMU zoning.

The significant increase in land use intensity, particularly residential, shifts the peak demand hour from mid-day to evening. The dotted white line shows the 2018 modeled demand compared to the future scenario. The estimated parking supply combines both on-street and off-street spaces. No new on-street parking is assumed, but new off-street parking is assumed to be built as shown in Figure 69.

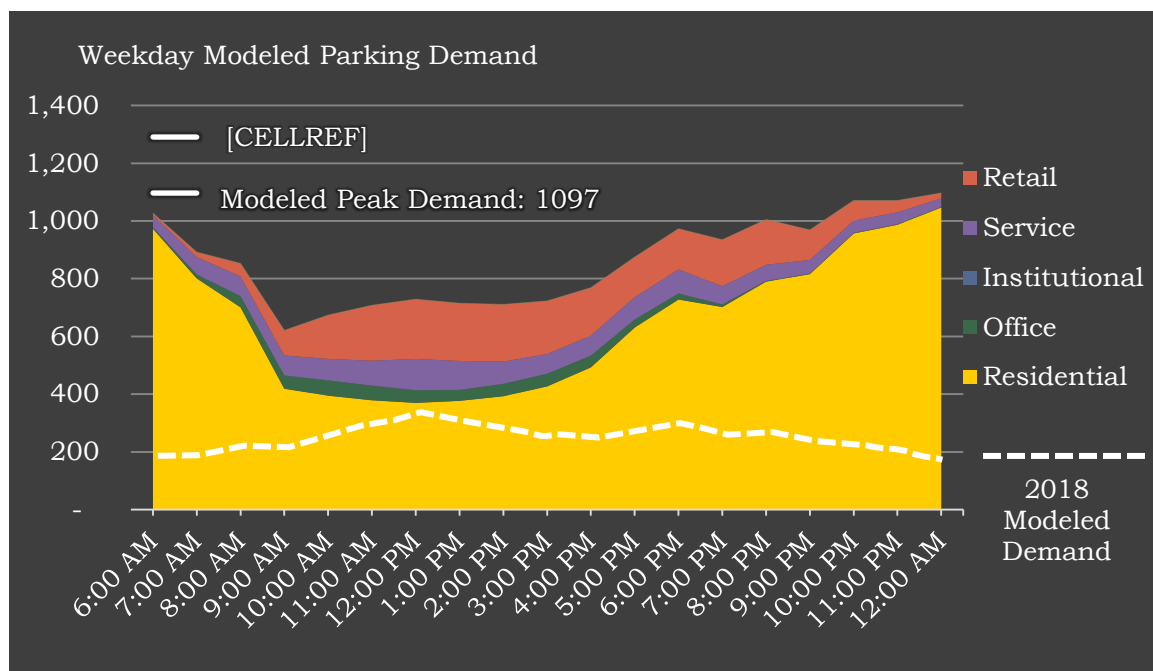
Figure 69 Uptown Study Area Parking Supply

Existing Spaces	Proposed Net New Spaces	Total for 2040
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	Existing Spaces	Proposed Net New Spaces	Total for 2040
On-Street	126	0	126
Off-Street	525	640	1,165
Total	651	640	1,291

The shared parking model assumptions for the Future Scenario uses a below average captive parking effect, that the parking demand is reduced somewhat by mixed land uses. Since the San Pablo Avenue Specific Plan already requires unbundled parking for all new developments (associated with an 8-30% reduction in vehicle ownership⁶⁸), the model has been adjusted to reflect a 15% TDM reduction in parking demand that was not included in the model of existing demand. The residential vehicle ownership rate is also included in the model; for Uptown 7% of households own no vehicles.

Figure 70 Uptown Future (2040) Parking Demand Model



The Uptown future parking model shows that with TDM efforts for new residents, there will continue be sufficient parking supply (1,291 spaces) in the study area as a whole to meet peak demands (1,097). Since the San Pablo Avenue Specific Plan already requires unbundled parking for all new developments (associated with an 8-30% reduction in vehicle ownership⁶⁹), the model has been adjusted to reflect a 15% TDM reduction in parking demand that was not included in the model of existing demand. When planning for parking, maintaining a 10% buffer between demand and supply is recommended to accommodate irregular peaks in parking demand that

⁶⁸ VTPI Parking Management (2009).

⁶⁹ VTPI Parking Management (2009).

sometimes occur from special events or other non-typical circumstances. The Uptown Future scenario has sufficient buffer between demand and supply that can be increased through additional TDM measures. Another consideration for using the future parking model for scenario planning is that the model does not distinguish between market rate and below market rate multifamily housing. The California Air Pollution Control Officer Association's publication: *Quantifying Greenhouse Gas Mitigation Measures* quantifies the impact to vehicle miles traveled of including affordable and below market rate housing. Assuming a correlation between VMT and vehicle ownership, a building with 30% affordable housing would have an estimated VMT reduction of 1.2%; a 100% affordable housing development would have a 4% reduction⁷⁰.

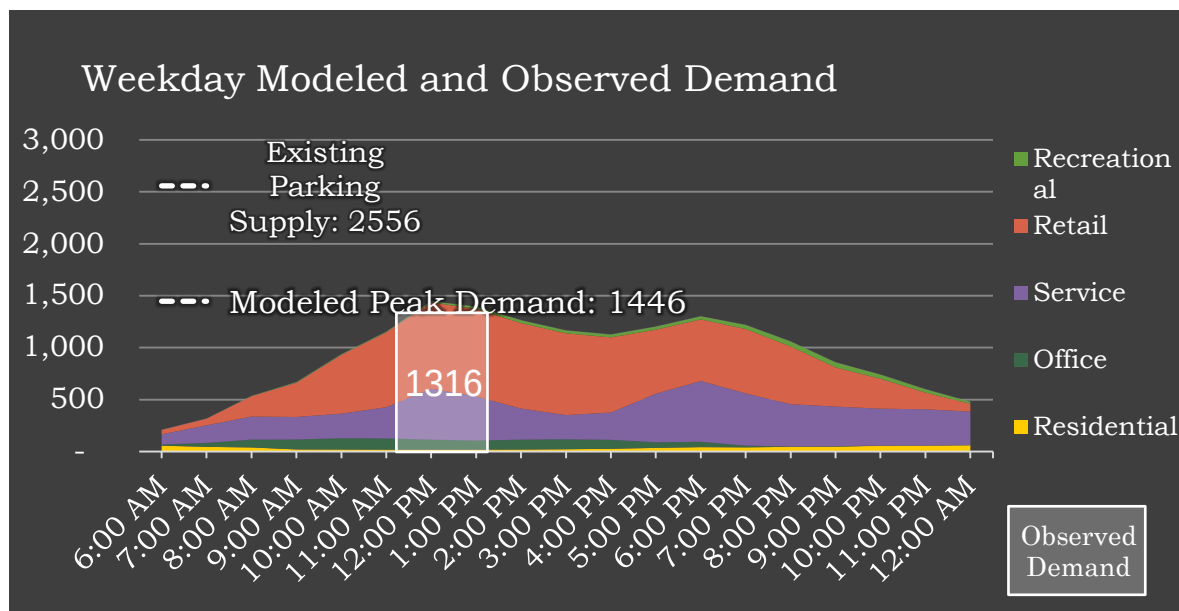
Downtown Parking Models

Downtown Existing Parking Demand

Similar to the existing conditions for the Uptown model, the Downtown parking model shows that parking supply is nearly double what is needed for peak parking demand. The observed demand bar shows that the model is within a 10% margin of error of what was observed. The 1,316 parking demand number is the sum of noon, weekday, on-street parking counts added to the 2011 parking study of off-street parking.

The shared parking model assumptions for existing conditions uses an average captive parking effect, meaning the parking demand is reduced somewhat by mixed land uses. No TDM program is included. The residential vehicle ownership rate is also included in the model, for Downtown where 12% of households own no vehicles, although there is limited effect on the model given few multifamily units are present in the existing study area.

Figure 71 Downtown Existing Parking Demand Model



⁷⁰ Quantifying Greenhouse Gas Mitigation Measures, CAPCOA, 2010, page 177.

Downtown Future Parking Demand

The future (2040) parking model in Figure 73 includes multiple planned and proposed developments. Given several of the modeled projects are not entitled and will likely change, potentially significantly, this effort models a scenario of 1,245 new residential units being built at a ratio of 0.5 parking spaces per unit, the minimum required for TOHIMU zoning. The increased land use from service, retail, and residential, shifts the peak demand hour from mid-day to evening, although the mid-day peak is still significant. The dotted white line shows the existing 2018 modeled demand to compare with the future scenario. Parking generation is based on finer grained land uses than in the San Pablo Avenue Specific Plan, which allows for a variety of uses. Therefore determining the exact future land uses requires some assumptions about the mix of retail, service, and other of land uses. See Figure 66 for the land use assumptions in the model.

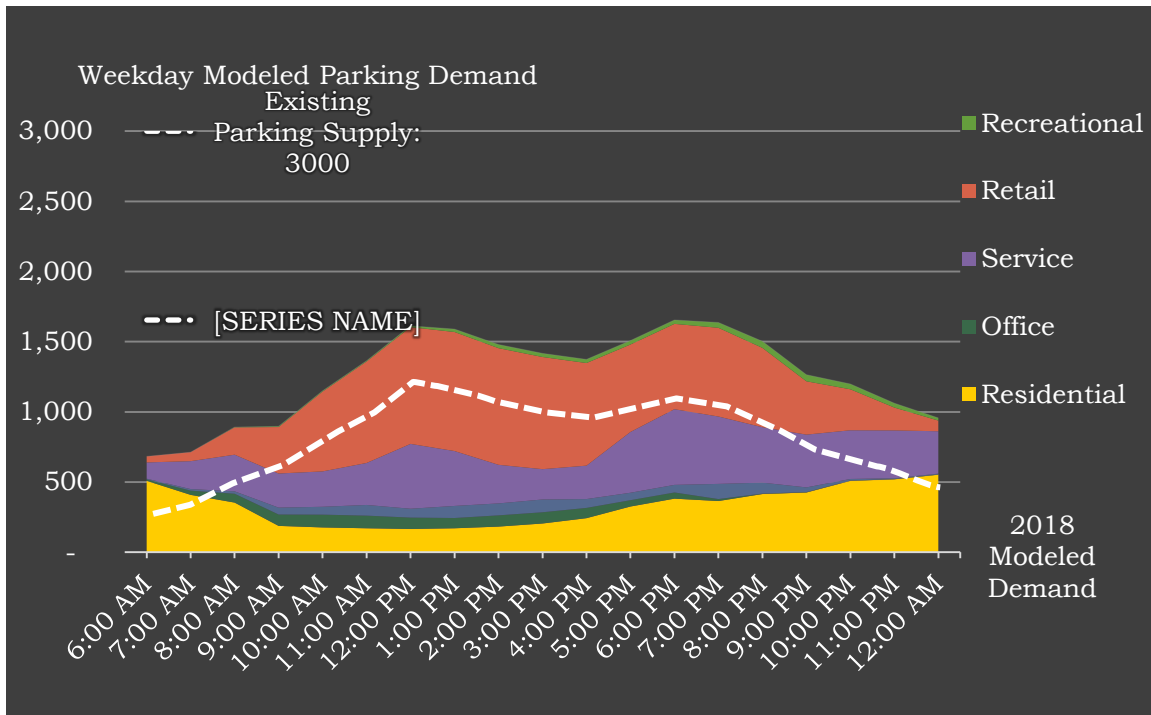
The estimated parking supply combines both on-street and off-street spaces. No new on-street parking is assumed, but new off-street parking is assumed to be built as shown in Figure 69.

Figure 72 Downtown Study Area Parking Supply

	Existing Spaces	Proposed Net New Spaces	Total for 2040
On-Street	185	0	185
Off-Street	2,371	444	2,815
Total	2,556	444	3,000

The shared parking model assumptions for the Future Scenario uses an average captive parking effect, meaning the parking demand is reduced somewhat by mixed land uses. A TDM program was included, in contrast to the existing conditions, with an assumed parking reduction rate of 15%. The residential vehicle ownership rate is also included in the model, for Uptown 7% of households own no vehicles.

Figure 73 Downtown Future (2040) Parking Demand Model



The Downtown future parking model shows that there would still be sufficient parking supply (3,000 spaces) in the study area as a whole to meet peak demand (1,655 spaces), including demand from planned and potential future developments. Downtown has a much higher parking demand than Uptown, but the much higher existing supply of parking combined with the mix of land uses, transit accessibility, and fewer large sites for new development results in the Future Scenario for Downtown having significant parking capacity.



AGENDA BILL

Agenda Item No. 7(B)

Date: February 5, 2019
To: El Cerrito City Council
From: Melanie Mintz, Community Development Director
Sean Moss, Acting Planning Manager
Yvetteh Ortiz, Public Works Director/City Engineer
Subject: San Pablo Avenue Specific Plan Update

ACTION REQUESTED

Receive presentation regarding implementation of the San Pablo Avenue Specific Plan, provide staff feedback on the proposed update, and direct staff to update the Plan and Programmatic Environmental Impact Report.

BACKGROUND

In September 2014, City Council approved the San Pablo Avenue Specific Plan (Resolution 2014-52) and certified the Plan's Environmental Impact Report (Resolution 2014-50). The San Pablo Avenue Specific Plan ("Plan") guides the physical environment and character of San Pablo Avenue, supporting the vision to create a vibrant, walkable, sustainable, and transit-oriented corridor, and to attract new development and investment. The Plan includes two primary sections: the Form-Based Code, which regulates the buildings or the "built environment" and the Complete Streets Plan, which will improve traffic circulation and make San Pablo Avenue more welcoming to bicyclists, pedestrians, and transit users. The Plan directly implements the City's General Plan, Strategic Plan, Climate Action Plan and Economic Development Action Plan by promoting transit-oriented and infill development, stimulating investment on underutilized and vacant parcels, and reducing per capita vehicle miles traveled. The Plan was developed after several years of community input, development feasibility studies, and public hearings. Information about the Plan's development and links to the Plan and EIR can be found at www.el-cerrito.org/SPASP.

In addition to implementing local goals and objectives, the Plan also implements numerous state and regional goals to increase housing production near transit, including SB375, the *Sustainable Communities and Climate Protection Act of 2008* and *Plan Bay Area*. The Plan's alignment with regional and state goals has positioned the City to be able to receive grant support from outside agencies to support the Plan's ongoing implementation.

Private Development

Since 2014, the Plan has been implemented with considerable success. Sixteen new development projects have been or are currently being reviewed under the Specific Plan (“Plan”), ten of which have been approved to date. The approved projects represent 690 new residential units of various sizes and types, including 67 below market rate units, 3 new commercial spaces totaling 18,631 square feet, and 2 new live-work spaces. In addition to residences and commercial spaces, development projects contribute to development of the Specific Plan vision in other ways, including through the provision of new private, common and public open spaces; on-site public art or in lieu payments to the City’s 1% for Art Fund; and through the payment of newly adopted City Transportation Impact Fee (TIF) that will help fund the City’s planned multimodal transportation improvements. Regionally, the projects pay the West Contra Costa Unified School District (WCCUSD) Developer Fees to enable the District to invest to accommodate new students and the West Contra Costa Transportation Advisory Committee (WCCTAC) Subregional Transportation Mitigation Program (STMP) fee to fund West Contra Costa County transportation programs and projects. See **Table 1** below for a list of SPASP proposed and approved projects and *Attachment 1* for a summary of the projects’ attributes and characteristics (such as bedroom count, types of open space, onsite or in-lieu public art, amount of parking provided, etc.)

In addition to the sixteen new development projects, 29 additional projects have been reviewed under the Tier I Design Review Process, which provides administrative level design review for minor modifications to existing structures. This includes projects such as 24-Hour Fitness, Burgerim, Los Moles, Sola Salon, and others. (Attachment 2)

Environmental Impact Report

A key component of the adoption and success of the San Pablo Avenue Specific Plan was the preparation and certification of the Plan’s Program Environmental Impact Report (“EIR”). The EIR provides a comprehensive analysis of the potential environmental impacts of the Plan and facilitates a streamlined review of proposed projects that fit within the EIR development assumptions. Due to the success of the Plan, the development capacity assumed at the time the EIR was prepared (i.e., the number of units analyzed within the EIR) has nearly been met and new environmental analysis is needed to continue to provide a comprehensive environmental analysis of the Plan’s impacts and streamlined project review. The existing EIR evaluated 1,706 units and 243,110 net new square feet of commercial space. These figures included four anticipated projects that had been entitled prior to the adoption of the Plan, but had not yet been built, including Metro 510 (128 residential units; completed 2018), Ohlone Gardens (57 units; completed 2015) and Hana Gardens (63 units; completed 2018), and a still unbuilt project on Central Avenue in Richmond. Considering the aforementioned already entitled projects, the EIR provided capacity for 1,286 units to be reviewed and approved utilizing the streamlined review process provided by the EIR.

Projects utilize the EIR’s capacity at the time project applications are deemed complete, as it is at that time environmental review must be undertaken. Currently, given proposed, approved, under construction, and built projects that were evaluated within the EIR, there

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are approximately 282 remaining residential units and 132,268 square feet of commercial remaining to be evaluated within the EIR. Some of this remaining capacity is already anticipated, such as projects initiated through the City's sale or contemplated sale of former Redevelopment Agency properties at 1718 Eastshore for a hotel and on Potrero Avenue for a mixed use development, and projects seeking to be re-entitled, such as 10290 San Pablo Avenue, as noted in **Table 1**.

Table 1: LIST OF SAN PABLO AVENUE SPECIFIC PLAN EIR PROJECTS

See www.el-cerrito.org/MajorProjects for more information about individual projects and *Attachment 4* for a Map of Proposed, approved, under construction & completed projects.

Project	Residential Units	Commercial S.F.	Status	Notes
11795 San Pablo Ave (Wall Ave Studios)	130	3,695	Proposed	Subject to Inclusionary Zoning
11645 San Pablo Ave (Cutting Hotel)	-	80,060	Proposed	
10919 San Pablo Ave	90	2,998	Proposed	
921 Kearney Street	69	-	Proposed	
11965 San Pablo Ave (Baxter Creek)	144	-	Proposed	Density Bonus project
1755 Eastshore Blvd	629	3,150	Proposed	100% Below Market Rate. Project exceeds capacity of Plan EIR. Requires Project Specific Environmental Impact Report
10963 San Pablo Ave	50	3,000	Entitled	
11600-11690 San Pablo Ave (Mayfair)	223	8,893	Entitled	Includes 67 Below Market Rate units
11060 San Pablo Ave (Griffin)	173	-	Entitled	
10810 San Pablo Ave (Village at Town Center)	40	-	Entitled	
10290 San Pablo Ave	14	-	Entitled	Originally entitled for 14 units. A new application, subject to Inclusionary Zoning, has been submitted for 55 units. This will affect remaining capacity.
10192 San Pablo Ave	26	-	Entitled	
10135 San Pablo Ave	72	4,435	Entitled	
10167 San Pablo Ave (Avenue Lofts)	62	-	Entitled	

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Project	Residential Units	Commercial S.F.	Status	Notes
5620 Central Ave (Central Ave Housing - City of Richmond)**	46	-		This project was initially entitled as 172 units but has been reduced to 46 townhomes. Its eventual numbers will impact the remaining development capacity. It was included in the SPASP EIR, but was not reviewed as a SPASP project, as it is in the City of Richmond.
10534 San Pablo Ave (Cinque Terre)	5	813	Under Construction	
10300 San Pablo Ave	32	-	Under Construction	
10848-10860 San Pablo Ave (Hana Gardens)	63	2,300	Completed	100% Below Market Rate
Southeastern Corner of El Cerrito Plaza (Metro 510/Creekside Walk)	128	-	Completed	Includes 15 Below Market Rate units
6431-6495 Portola Dr (Ohlone Gardens)	57	4,650	Completed	100% Below Market Rate
Total	1,424	110,844		
Specific Plan EIR Capacity	1,706	243,110		
Remaining Development Capacity	282	132,268	A number of projects may submit over the next several months that would utilize portions of the remaining capacity, including an approximately 80,000 sf hotel at 1718 Eastshore	

Public Right of Way Improvements

Improvements to the public right of way, envisioned or required to take place as a part of the Specific Plan, will take place through a variety of methods, including to be built as a part of private development (i.e. improvements to the sidewalk and project frontage or transportation improvements directly needed to serve the project); to be funded through impact fees charged to private development (such as the City's newly adopted Transportation Impact Fee) or through public improvements funded by a combination of

sources, including grants and impact fees. See analysis below and Attachment 5 for information about the status of *Complete Streets* projects.

ANALYSIS

To continue to be able to streamline the processing of applications for development in the Specific Plan area within a programmatic framework, the Plan and the EIR would be updated to analyze the potential environmental impacts of more development of all types contemplated in the Specific Plan. As discussed above, staff has kept track of the remaining units and commercial square footage available to be reviewed utilizing the current EIR. There are currently approximately 282 residential units remaining that may be analyzed using the existing EIR. This represents approximately one large or two to three medium-sized projects. In order to facilitate continued investment, and the realization of the City's goals as described above, City staff applied for and was awarded a Priority Development Area Planning grant from the Metropolitan Transportation Commission for \$308,000 to prepare additional environmental review and evaluate necessary minor updates and amendments to the Plan. Staff will return to the City Council to enter into a professional services agreement with a consultant to complete the project.

Plan Amendments

In addition to preparing additional environmental review, staff would like to consider and propose minor amendments to the Plan. Since the Plan's adoption, numerous projects have been submitted for review and approved. Overall, the Plan has resulted in a variety of residential unit types, new commercial spaces, public art and open spaces. (See Attachment 1) Through implementation and ongoing evaluation of the Plan, review of projects, and feedback from applicants, the public, Design Review Board and Planning Commission, staff has identified a number of focus areas in the Form-Based Code (FBC) to consider updating (Attachment 3 provides a summary of Focus Areas under consideration). If the City Council directs staff to proceed with an update, staff will conduct additional public and stakeholder workshops and study sessions with the Planning Commission and Design Review Board to develop the update.

EIR Process

An EIR update requires approximately one year to complete. The type of update is still to be determined, e.g. amendment or subsequent EIR, and will be determined through initial analysis with the environmental consultant. Project applications submitted after development capacity under the current EIR has been exhausted would need to undergo their own environmental review. Although the development horizon within the current EIR is 2040, the EIR noted that "when and if these numbers are reached, regardless of the year they are reached, new environmental analysis, documentation and determination pursuant to CEQA would need to be conducted." Having a program EIR has been a key ingredient to the Plan's success, as it streamlines project review (reducing both time and cost) by allowing individual projects to complete environmental review which 'tiers' off the program EIR. It also allows for a comprehensive environmental review of development in the Plan area that is further augmented by project-specific analysis as projects are submitted.

Updating the environmental analysis will require generating the next round of development assumptions. The previous EIR utilized a combination of Association of Bay Area Government projections, entitled and planned projects and City generated projections, based upon known opportunity sites (such as Mayfair), project sites for which the City had received inquiries, and historical development, which had been little at the time. A similar process will be undertaken as the new analysis is generated. At this time, due to conversations with BART, staff anticipates including development of the El Cerrito Plaza BART property and studying the corridor for other opportunities. Development of the updated EIR will include a public scoping session, special studies, circulation and review of a draft EIR and circulation and review of the final EIR.

Complete Streets Update

Since the San Pablo Avenue Specific Plan was under development, City staff has been seeking out opportunities to implement the anticipated San Pablo Avenue Complete Streets improvements including applying for and securing funding and developing designs for projects in several segments of the Plan area as described below and Attachment 5.

Midtown Improvements

Over the past couple of years, Fehr & Peers Transportation Consultants and City staff have been further evaluating design concepts and conducting community and agency stakeholder outreach to develop a preliminary design for pedestrian crossing improvements, a new bikeway, and bus islands in the Midtown (Potrero Avenue to Lincoln Avenue) section of San Pablo Avenue.

Because Midtown includes the widest section of San Pablo Avenue, the Specific Plan proposed separated bike lanes and identified buffered bike lanes as an option based on major costs, operations, and maintenance constraints. We have encountered these types of constraints and anticipate moving forward with a preliminary design for a buffered bike lane. The preliminary design will be incorporated into the Specific Plan Update and will also enable City staff to prepare competitive grant applications for detailed design and construction of the improvements.

Uptown (del Norte) Improvements

City staff has secured funding, including grants and developer fees, to design and construct the El Cerrito del Norte Transit-Oriented Development (TOD) Complete Streets Improvements Project. The project limits span several streets around the BART Station including San Pablo Avenue, Eastshore Boulevard, Hill Street, Cutting Boulevard, and Knott Avenue. Project elements include new signalized crossings for pedestrians, new bicycle lanes, conversion of one-way to two-way streets and corresponding reduction in turning lanes for improved vehicle flow, signalization changes, and signing, landscaping and lighting enhancements. Staff anticipates beginning the Caltrans project development process in Fall 2019, with design, public outreach and permitting occurring through 2021 and construction beginning in 2022.

Funding

City staff has been working to identify funding to fully implement all of the San Pablo Avenue Complete Street improvements. Available funding sources include grants, developer contributions, the West County Subregional Transportation Mitigation Program fee, and the recently adopted El Cerrito Transportation Impact Fee.

STRATEGIC PLAN CONSIDERATIONS

Update of the EIR and Specific Plan will continue to implement the Goals and Objectives of the City's Strategic Plan, including:

Goal B: Long Term Financial Sustainability: Attract and maximize opportunities for new/expanding businesses

Goal C: Deepen a Sense of Place and Community Identity: Reimagine underdeveloped and underutilized properties and encourage use of alternative modes of transportation

Goal F: Foster Environmental Sustainability: Implement the City's Climate Action Plan and reduce vehicle-miles traveled through improved transit-oriented form

ENVIRONMENTAL CONSIDERATIONS

There are no environmental considerations associated with this action. As stated in this report, the project includes additional environmental review related to the San Pablo Avenue Specific Plan. The additional environmental document will return to the City council for consideration at a later date.

FINANCIAL CONSIDERATIONS

The cost of the update includes the costs of preparing an Environmental Impact Report and associated General Plan and Zoning Ordinance update. A \$308,000 MTC Priority Development Area Planning grant will fund \$308,000 of the update. The grant requires a 12% match which can include staff time and was contemplated and is included in the Community Development Department's adopted operational budget. Additional professional services will be required to assist with the update which will also be provided through the Department's adopted budget. Staff will return to Council to award a professional services contract for completion of this effort. The City's adopted Fee Schedule includes a Specific Plan Maintenance Fee of \$200 per residential unit and \$0.18 per new non-residential square foot to help fund efforts such as this one. The majority of the Plan's needed maintenance has currently been funded by grants.

LEGAL CONSIDERATIONS

The staff recommendation has been reviewed by City Attorney and there are no legal implications.

Reviewed by:



Karen Pinkos
City Manager

Attachments:

1. Summary of Specific Plan Project Attributes
2. Tier I Projects
3. SPASP Focus Areas
 - a. Zoning Administrator Interpretation: Daylight Plane
 - b. Zoning Administrator Interpretation: Cross Jurisdictional Boundaries
4. San Pablo Avenue Corridor: Proposed, Approved, Under Construction and Completed Projects (Map)
5. Complete Streets Update

Location	Approved or Active	Number of Units	Type of Project	Reason for Tier IV	Tier IV Public Benefits	Commercial Required?	New Commercial SF	Average Unit Size	Public Art?	Public Open Space Sq Ft	Open Space Notes	Open Space In-Lieu Amount	Res. Parking Ratio	Req Res Parking Ratio	Comm. Parking Spaces	Affordable Units	Market Rate Units
10963 San Pablo	Approved	50	Tier II	N/A	N/A	No	2,989	788	On-Site	1,427	Public = Plaza along Jefferson Common = roof decks	\$14,471	0.68	1.50	N/A	0	34
10810 San Pablo Ave	Approved	40	Tier IV	-Shadows cast to the east -Allowed frontage type along Neighborhood St - Ground floor ceiling height & frontage type -Front encroachment above ground floor on Neighborhd St -Two driveway approaches on a Neighborhd St	-\$75,000 toward bike racks on San Pablo Ave and Centennial Park improvements	No	-	752	In-Lieu	5,400	Common = roof deck	N/A	0.80	1.50	N/A	0	40
11600/11690 San Pablo	Approved	223	Tier IV	-Building height exceeds 65 feet -Buildings cast shadows onto N and E Neighborhood Sts but not residential districts -Driveway widths exceed 20 feet on Neighborhood St - Building lengths along San Pablo Community St and Neighborhood St exceed 200 feet - Ground floor transparency & frontage type Cutting Blvd not met	-67 units of Affordable Housing -501 square feet of additional public open space	No	8,894	693	On-Site	3,945	Public = Mid-block mew Common = courtyards and common porch	N/A	0.65	1.00	5	67	156
10167 San Pablo Avenue	Approved	62	Tier II	N/A	N/A	No	-	663	On-Site	In-lieu	Common = Outdoor terraces and roof deck	\$123,836	0.50	1.00	N/A	0	62
10300 San Pablo	Approved	32	Tier IV	-Does not conform w daylight planes -Does not provide required percent of shop frontage along Commercial Street	-\$50,000 contribution toward Centennial Park improvements	Yes	2 live-work units	1,094	On-Site	1,596	Public = public plazas at San Pablo/Eureka and Kearney/Eureka	N/A	1.00	1.00	N/A	0	32
10290 San Pablo	Approved	14	Tier II	N/A	N/A	No	-	1,000	In-Lieu	0		N/A	1.07	1.00	N/A	0	14
10192 San Pablo	Approved	21	Tier II	N/A	N/A	No	-	1,033	In-Lieu	In-lieu		\$80,274	1.05	1.00	N/A	0	21
10534 San Pablo	Approved	5	Tier II	N/A	N/A	No	813	840	In-Lieu	0	Common = Planter beds for urban farming	N/A	1.60	1.00	N/A	0	5
10135 San Pablo	Approved	72	Tier II	N/A	N/A	No	4,435	814	On-Site	2,334	Public = Pocket park/plaza. Common = sixth floor deck	N/A	0.57	1.00	4	0	72
11060 San Pablo	Approved	173	Tier IV	-Exceeds 55 ft height limit and proposes 69 ft -Casts shadow on Ohlone Greenway and adjacent parcels	-\$1 million contribution to affordable housing trust fund -\$700,00 toward complete street improvements -Publicly accessible Bike Stop	No	1,500	807	On-Site	6,427	Public =Two public plazas and a mid-block connection between San Pablo Ave and Ohlone Greenway. Common = courtyards and roof decks	N/A	1.07	1.50	N/A	0	173
11795 San Pablo Ave	Active	130	Tier II	N/A	N/A	Yes	3,695	494	On-Site	In-lieu	Common = Courtyards/decks	\$265,404	0.71		N/A	unknown	unknown
10919 San Pablo	Active	90	Tier IV	-Casts shadow onto residential parcel	Unknown	Yes	2,313	523	On-Site	1,570	Public = forecourt on San Pablo Private = balconies & patio space	\$6,120	0.87	1.50	N/A	0	85
11615/11645 San Pablo	Active	N/A	Tier II	N/A	N/A	No	80,060	N/A	On-Site	4,400	Public = Pocket park/plaza	N/A	N/A	N/A	90	0	0

Location	Approved or Active	Number of Units	Type of Project	Reason for Tier IV	Tier IV Public Benefits	Commercial Required?	New Commercial SF	Average Unit Size	Public Art?	Public Open Space Sq Ft	Open Space Notes	Open Space In-Lieu Amount	Res. Parking Ratio	Req Res Parking Ratio	Comm. Parking Spaces	Affordable Units	Market Rate Units
921 Kearney	Active	69	Tier II	N/A	N/A	No	-	625	On-Site	In-lieu	Common = Rooftop deck	\$128,808	0.74	1.50	N/A	0	69
11965 San Pablo	Active	144	Tier II	N/A	N/A	No	-	700	On-Site	4,363 (1,265 excess)	Common = Courtyard w petanque court and a roof deck. Public =Three public plazas Parcourse area.	N/A	0.52	1.00	N/A	10	136
1711 Eastshore	Active	629	Tier II	N/A	N/A	No	3,150	524	Undetermined	11,198		N/A	0.00	1.00	0	631	0
10192 San Pablo	Active	26	Tier II	N/A	N/A	No	-	1,022	In-Lieu	In-lieu		\$99,552	0.88	1.00	N/A	0	26
Totals	10	1780					24,094	772	11 Onsite 4 In-Lieu	36,870	\$703,994		0.8		99	708	925
							Plus Hotel & Live Work			4 in-lieu	W/O OSH SITE Included						

Tier I Design Review Approvals		
Project No.	Address	Description
PL14-0165	6495 Portola Dr	Minor façade modifications to DRB approval at Ohlone Gardens
PL14-0166	10770 San Pablo Ave	Signage for Batteries + Bulbs
PL14-0169	10042 San Pablo Ave	Signage for Noodles Fresh restaurant
PL14-0172	10810 San Pablo Ave	Exterior changes for conversion of office to residential unit at Village at Town Center
PL15-0030	6009 Potrero Ave	New exterior colors for Mira Vista Hotel
PL15-0056	9951 San Pablo Ave	Signage for Square One Yoga
PL15-0082	10602 San Pablo Ave	Signage for Exxon gas station
PL15-0098	11511-11565 San Pablo Ave	New exterior colors for Del Norte Marketplace
PL15-0102	10264 San Pablo Ave	Signage and outdoor seating area for El Mono restaurant
PL15-0118	11896 San Pablo Ave	Exterior modifications for Banana Leaf restaurant
PL15-0127	10330 San Pablo Ave	Exterior modifications to existing storefront
PL15-0128	10330 San Pablo Ave	Signage for Himalayan Grocery
PL15-0130	10612 San Pablo Ave	Signage for New MD Urgent Care
PL16-0044	7000 El Cerrito Plaza	New exterior colors and façade changes for Daiso
PL15-0061	10458 San Pablo	Signage, outdoor patio, and exterior modifications for McBear's Social Club
PL16-0063	10330 San Pablo Ave	Signage for Butler's Uniforms
PL16-0148	1503 S. 56th St	Modifications to telecom facility
PL16-0153	10203 San Pablo Ave	Exterior modifications to Idaho Apartments
PL16-0157	11545 San Pablo Ave	Exterior modifications for Ross
PL16-0158	10344 San Pablo Ave	Signage and mural for Mama's Shugga Shack
PL16-0163	10175 San Pablo Ave	Exterior modifications and signage for Popeye's restaurant
PL17-0003	11866 San Pablo	Exterior modifications for Brasil Bistro
PL17-0013	9999 San Pablo Ave	Signage for Mattress Firm
PL17-0030	6120 Potrero Ave	Exterior modifications and signs for Los Moles restaurant
PL17-0040	10602 San Pablo Ave	Car wash sign for Exxon gas station
PL17-0055	9937 San Pablo Ave	Exterior changes for outdoor seating area at Crown Bar
PL17-0061	10636 San Pablo Ave	Exterior changes and signage for 24 Hour Fitness
PL17-0062	9951 San Pablo Ave	New windows for existing commercial building
PL17-0066	5040 El Cerrito Plaza	Exterior modifications for MOD Pizza restaurant
PL17-0131	10203 San Pablo Ave	Exterior modifications and solar panels at Idaho Apartments
PL17-0145	739 Kearney St	Exterior modifications to convert garage to residential unit
PL17-0165	10064 San Pablo Ave	Exterior modifications and signage for Cigar Box Kitchen
PL18-0063	11181 San Pablo Ave	New awnings for existing commercial building
PL18-0067	11821 San Pablo Ave	Exterior modifications and new signage for McDonald's restaurant
PL18-0071	651 Kearney St	Exterior modifications to convert garage to residential unit
PL18-0122	6009 Potrero Ave	Solar panels at Mira Vista Hotel

San Pablo Avenue Specific Plan Update: Form Based Code Areas of Focus

Following are brief descriptions of items being considered by City staff for the upcoming San Pablo Avenue Specific Plan Update. The list has been generated based upon City staff's experience implementing the San Pablo Avenue Specific Plan, input from the Planning Commission, Design Review Board and the public. Additional items may be considered during the update process, and brought to the Planning Commission and City Council for review and consideration as a part of the adoption process.

Expand Commercial Requirements

Street Types: Prior to the adoption of the San Pablo Avenue Specific Plan ("Plan" or "SPASP"), commercial uses were required on the ground floor of all development along San Pablo Avenue, although very little commercial development had occurred in many years and economic indicators were poor for new development. Several economic studies commissioned by the City recommended a more strategic approach to the ground floor commercial requirement, e.g. focusing commercial requirements in "nodes" to create more pedestrian-oriented activity and to support transit-oriented development. Furthermore, studies confirmed that the city's initial path to economic development was to attract urban residential development. Currently, commercial uses are required for 50% of the ground floor frontage of projects located only on the *San Pablo Avenue Commercial* and *Major Commercial* Street Types. This requirement is contained in SPASP *Section 2.04.02.01* as a requirement that a minimum of 50% of the frontage on these street types utilize the 'Shop Front' frontage type. This is both to activate San Pablo Avenue and provide new commercial/retail opportunities. These commercial street types are located near the two BART stations, at the Stockton Avenue and Moeser Lane commercial nodes and along the portions of Fairmount Avenue, Stockton Avenue, and Hill Street that are within the San Pablo Avenue Specific Plan area. Although only currently required in those specific locations, commercial ground floor uses are allowed throughout the Plan area, and have been provided in several proposed and approved applications where not required. Eight projects have provided commercial space totaling 27,789 square feet plus a hotel and two live-work units.

As the Plan proceeds, and commercial/retail demand increases due to new nearby residences, staff has noted (and already experiences) a shortage of high quality commercial spaces for lease. In order to have a variety of commercial spaces available to retain and attract new businesses, and to promote walkability, staff would like to explore expanding and modifying the boundaries of where commercial ground floor requirements apply. Staff is currently contemplating expanding the requirements to add the blocks between Central and Eureka, Cutting Boulevard to Wall Avenue and expanding the Moeser "node" Commercial requirements to extend south to Waldo and north to Portola.

Commercial Priority Overlay Zone: Similarly, healthy commercial environments contain a variety of commercial uses and a range in the size and characteristics of commercial spaces. This variety provides spaces that meet the needs of a diverse range of

commercial tenants and allows cities to foster business diversity by attracting local, regional, and national businesses. San Pablo Avenue currently contains a mixture of small, medium and large commercial spaces. Staff is seeking to ensure that a variety of commercial spaces continues to comprise the landscape of San Pablo Avenue so that existing commercial tenants can remain and new tenants may be attracted to the City.

In an effort to ensure ongoing commercial diversity, staff would like to evaluate the establishment of a *Commercial Priority Overlay Zone* that would require a substantial amount of commercial uses on the ground floor of certain areas. These larger commercial requirements may be most suitable for areas adjacent to the Interstate 80, which tend to attract businesses that draw from a larger area and benefit from freeway visibility.

Daylight Plane and Shadow Standards

The shadow and daylight plane standards contained in SPASP *Section 2.05.02.02.03* have proved difficult to administer. As a result of confusion among these standards, the Zoning Administrator issued an interpretation on May 1, 2018. (Exhibit A) This interpretation was intended to clarify the application of the standards. Staff would like to reevaluate these standards in the Plan with the goal of further adding clarity and allowing the standard to be easily understood and consistently applied.

In addition, staff has heard input from members of the public regarding the massing and appropriate scale of development on the Neighborhood Streets street type, as defined in the SPASP. Adjusting the shadow and/or daylight plane standards to be more sensitive to the context of the Neighborhood Streets street type could address some of these concerns.

Finally, staff is in continuous conversation with the City of Richmond about how these standards should apply where the project cross jurisdictional boundaries and would like to formalize the process in the update. A Zoning Interpretation has been provided for this issue. (Exhibit B)

Design Review Process (SPASP Section 2.02.07)

Tier IV Design Review: The Plan provides for differing levels of design review. Tier IV is utilized for projects that vary from the Plan's standards, and thus allow for flexibility and allow the Planning Commission to evaluate the trade-offs and public benefits provided by the project. The Planning Commission has expressed that the Commission would like a clearer process to both qualitatively and quantitatively evaluate public benefits for Tier IV projects. Five projects, to date, have been reviewed utilizing the Tier IV process. (See Attachment 1 for a summary of the project's characteristics and the negotiated public benefits they provided). Staff would like to examine refinements to this process in order to provide the Commission with the tools necessary to evaluate public benefits and also to provide staff and applicants with a more clear direction regarding the adequacy of public benefits. As one modification, staff proposes to create a worksheet

for Tier IV projects that would ask applicants to place a value on each component of the public benefit which is proposed. This information, along with information regarding the qualitative value of the public benefit (e.g. activating the Ohlone Greenway) provided by staff would be presented to the Planning Commission to aid in the evaluation of the public benefit.

Tier III Design Review was intended as a process for substantial renovations to existing buildings, where opportunities to bring the site into better conformance with the Plan's objectives might arise. It differs from a Tier I Design Review, in that projects subject to Tier III are brought to the Design Review Board for review (rather than administrative review that is conducted by staff for Tier I projects) and more can be required in regards to site plan etc. The process currently applies to exterior renovations which exceed 50% of the appraised value of improvements on the property and to major additions and alterations to the exterior of existing buildings which significantly alter the visual character or function of a building. This process has not been utilized, to date. Additionally, it has been observed that the current Tier III Design Review process might provide applicants an incentive to reduce the value of improvements to avoid review by the Design Review Board. Finally, owners of property may not permit significant improvements to the entire site by a tenant, for example, despite the re-tenanting of their property requiring significant tenant improvements. Staff would like to reevaluate the Tier III Design Review process, and potentially modify the conditions under which it applies.

Submittal Requirements: The Design Review Board has expressed a desire to refine the submittal requirements for Design Review applications in order to achieve better quality submittals. Staff will study and propose refinements to the submittal requirements as a part of the Update.

Pre-Application Process: Currently, the Plan includes processes for community charrettes and pre-application review by the Planning Commission and/or Design Review Board. Staff has heard positive feedback from the Board, Commission, public and development community, in cases where project applicants have opted for, or agreed to, study sessions. Staff would like to discuss thresholds at which this might be a requirement. Additionally, the Commission has expressed some interest in requiring a process where the applicant would be required to meet with neighbors of a project prior to completion of an application. Staff would like to discuss the pros and cons of this approach further during the update.

Land Use Regulations (2.02.03)

The land use table (FBC Table 02) establishes which land uses are permitted as of right and with additional levels of review (e.g. an Administrative Use Permit) in each of the Plan's districts. Staff would like to reexamine the Specific Plan's land use table to ensure that land uses are permitted in locations that are consistent with other City goals, such as economic development and housing goals.

Street Standards

Major Commercial Street Standards: Currently, the public-right-of-way and front setback standards are the same on both San Pablo Avenue Commercial and Major Commercial street types. Generally, the Major Commercial Streets (Fairmount Avenue, Stockton Avenue and Hill Street) have a different character and profile than San Pablo Avenue. Additionally, the City has made significant investments in Fairmount Avenue streetscape improvements which have improved the appearance and usability of Fairmount Avenue, but which are not consistent with the right-of-way standards for Major Commercial Streets. Further incremental improvements, such as widening of sidewalks, may be desirable, while preserving much of the investment that has been made on Fairmount Avenue, yet some parcel sizes are small, often shallow. Staff would like to reevaluate the right-of-way and development standards along Major Commercial Streets to ensure that they are appropriately implementing the City's goals and achievable and feasible given the depths of smaller parcels.

Neighborhood Street Standards: Staff would like to reevaluate whether the development standards and building form requirements on Neighborhood Streets are adequate and appropriate and resulting in the type of development desired in established primarily residential neighborhoods.

Green Infrastructure

Public Works is currently working to develop a *Green Infrastructure Plan* which is anticipated for adoption in Summer 2019. *Green infrastructure* refers to the construction and retrofit of storm drainage to reduce runoff volumes, disperse runoff to vegetated areas, harvest and use runoff where feasible, promote infiltration and evapotranspiration, and use bioretention and other natural systems to detain and treat runoff before it reaches our creeks and San Francisco Bay. Green infrastructure facilities include, but are not limited to, pervious pavement, infiltration basins, bioretention facilities or "raingardens", green roofs, and rainwater harvesting systems. Green infrastructure can be incorporated into construction on new and previously developed parcels, as well as new and rebuilt streets, roads, and other infrastructure within the public right-of-way.. Consistent with the Green Infrastructure Plan Framework, approved by City Council (Resolution 2017-32), staff recommends incorporating references to the Green Infrastructure Plan into the Plan, and evaluating incentives and requirement to promote the development of green infrastructure as part of private development projects.

Open Space Standards (SPASP 2.05.06)

Projects larger than 25,000 square feet are required to provide 25 square feet of public open space for every 1,000 square feet of building area. Applicants are also permitted to apply to pay an in-lieu fee which assists the City in enhancing existing open spaces and creating new open spaces. Currently, 36,870 square feet of public open space has been provided (will be built) in the proposed/approved plans and \$703,993 in-lieu

payments will be paid at issuance of building permit. (Currently, an in-lieu fee has been implemented on an ad hoc basis at \$102/square foot . The fee was calculated based on land value estimates prepared for the City and open space fee studies prepared for communities in the area.) Staff has provided presentations to the Parks and Recreation Commission, Planning Commission and Design Review Board on how this open space requirement is applied and made consistent with adopted Plans such as the City's Urban Greening Plan and Parks and Recreation Facilities Master Plan (to be considered for adoption by City Council this year). City staff prioritizes the creation of new open spaces in areas where the Urban Greening Plan has identified opportunities (*Form-Based Code Figure 88*). The Parks and Recreation Facilities Master Plan currently under development has built upon the Specific Plan and Urban Greening Plan framework. Staff would like to continue to evaluate the open space standards again as a part of the proposed update to ensure that the requirements are adequate to result in the transformation of San Pablo Avenue into a more livable and attractive corridor and consistent with the Parks and Recreation Facilities Master Plan.

Inclusionary Zoning

Staff would like to reference the recently adopted Inclusionary Zoning Ordinance in the San Pablo Avenue Specific Plan so that the requirements are clear to applicants.

Parking

Currently, the Plan allows parking within a range by right (1 to 1.5 space per unit in the Transit Oriented Mid Intensity Mixed Use district and 0.5 to 1 space per unit in the Transit Oriented High Intensity Mixed Use district). Currently, for projects with lower parking ratios, the Zoning Administrator requires a parking study and additional Transportation Demand Management (TDM) measures. (See Agenda Bill *Attachment 1* for a summary of parking provided by projects and whether an additional Transportation Demand Management Plan was required.) City staff is currently working with the consultants Nelson/Nygaard to evaluate the most appropriate and effective TDM measures for the City's context and current phase of development. Staff would like to reevaluate and strengthen the TDM/parking modification process to make it clearer for applicants and the public and consider whether other parking modifications are needed.

Additional Items identified at Joint Study Session of Design Review Board and Planning Commission (January 16, 2019)

Light and Air Exposure to Units

Setback Requirements: Currently, the Plan does not have side or rear setbacks requirements from property lines (shadow and daylight plane standards can create additional setbacks, but are not setback requirements.) In the absence of setback requirements, the requirements of the Building Code prevail. The Design Review Board has expressed a desire to reevaluate setbacks standards to ensure that projects provide a desired amount of light and air to units when windows face property lines.

Courtyard / Common Open Space Requirements: The Design Review Board has expressed interest in evaluating requirements related to the dimension of courtyards which are internal to a project to ensure appropriate dimensions (length, width and height) to create usable open spaces and provide sufficient light and air to adjacent residential units.

Frontage Types

The Design Review Board has expressed a desire to reevaluate the frontage types required/allowed by the Form-Based Code to ensure that projects are achieving the street frontages envisioned by the Plan and that appropriate frontage types are being utilized in appropriate contexts.

Enhanced Technical Review

The Design Review Board has expressed to staff a desire for projects to have a more technical code analysis review, prior to DRB review of projects, in order to minimize revisions that are required during the Building Permit process. Staff would like to evaluate ways to include this review in the application process.



Memorandum

Date: May 1, 2018

To: Interested Parties

From: Margaret Kavanaugh-Lynch, Zoning Administrator

Subject: Interpretation of San Pablo Avenue Specific Plan Section of 2.05.02.02.06, Front and Upper Floor Setback along Neighborhood Street and Abutting Residential Districts.

And

Additional Direction Regarding All Development Sites Abutting Residential Districts in terms of Daylight Plane Establishing Setback Requirements for the Upper Floors of Buildings on Project Sites That Abut Residential Zoning Districts

EXECUTIVE SUMMARY

The purpose of this memorandum is to provide a Zoning Administrator interpretation of the development standard called out in Section of 2.05.02.02.06 of the San Pablo Avenue Specific Plan.

The heading of this section shall now read, "Upper Floor Setbacks for Buildings on Project Sites That Abut Residential Zoning Districts". The text of the section shall read, "On a project site that abuts a residential zoning district, any side of a building that faces an abutting residential zoning district shall not intercept a 45-degree daylight plane inclined inward starting from a height of 35 feet above existing grade at the setback line."

Height in this setting shall mean the top of the roof plate. Items such as parapets and other miscellaneous roof elements are not included in the height of a building for the purpose of implementing the daylight plane regulation.

Under the rule, as interpreted, if a project site abuts a residential zoning district on any side, then the proposed building shall not intercept a 45-degree daylight plane inclined inward starting from a height of 35 feet above existing grade at the setback line on any side of the building that faces an abutting residential zoning district.

Figure FBC 49, which is intended to illustrate this section of the Plan, should be disregarded until the City prepares a replacement figure.

BACKGROUND

The Title of Section of 2.05.02.02.06 states, “Front and Upper Floor Setback along Neighborhood Street and Abutting Residential Districts”. This language has been interpreted to mean that, if a development project is abutting a residential district and a Neighborhood Street (meaning both conditions are true), then the new building shall not intercept a 45-degree daylight plane inclined inward starting from a height of 35 feet above existing grade at the setback line.

However, the text of the section also states, “Buildings along neighborhood streets and buildings abutting residential districts shall not intercept a 45-degree daylight plane inclined inward starting from a height of 3 feet above existing grade at the setback line.” That text suggests that the daylight plane regulation would apply if either condition were true.

This internal contradiction has caused confusion regarding the meaning of the daylight plane section of the Specific Plan. Further, staff has identified instances where a residential district abuts a development project site on the site’s south or west side, and the Specific Plan is silent on this type of condition.

INTERPRETATION

Section of 2.05.02.02.06 is located in the Supplemental General Development Standards (2.05). The purpose of this chapter states, “These standards are intended to ensure development that employs context-sensitive design that strengthens a sense of place, ensures return on investment, encourages practical and market friendly development, enhances and humanizes the public realm, and positions the Avenue as an environmental and ecological destination of the Bay Area.”

The intent of the Shadow Standards (2.05.02.02) reads in part, “To minimize impacts of shadows on public right-of-ways and open space and adjacent residential lot through leveraging creative design solutions, establishing context sensitive setbacks and height guidelines.” The Plan increased the overall allowable height of buildings in the Plan area from 35 feet to 55/ 65 feet to facilitate the addition of housing within the Plan area. However, staff noted that there are places where these heights may not be context sensitive without some consideration of surrounding uses and districts already in place.

The Zoning Administrator concludes that the goal of the section in question is to offer guidance as to the proposed building and site layout related to the massing and height of new buildings based on their context. A significant part of their context is

their interaction with neighboring uses and zoning districts. It contains guidance by setting limits in both the casting of shadows and daylight plane implementation.

The first four of the sections address shadow impacts on:

- Existing neighboring residential uses,
- The Ohlone Greenway,
- Property past the curb line on sidewalks on the opposite side of Commercial streets to the north and east; and
- On commercial or mixed uses across Neighborhood streets.

The final section addresses limits to the daylight plane. The primary reason for focusing on the daylight plane is to address the massing of the new development in the Plan area as it relates to an existing residential zoning district immediately abutting it. When the Plan was drafted, staff felt that existing homes in a residential zoning district should reasonably expect that abutting buildings in adjacent districts will not extend up more than three stories before they step back at a 45% angle. One the main reasons for that expectation is that the zoning in effect before the Plan held that same development standard. The purpose for bringing this standard forward was to strike a contextual balance between existing residential districts and the new, taller height standards afforded in the Plan. Simply stated, the daylight plane allows for light and air to infiltrate to the existing residence located in a residential district.

It was not the intent of this section to extend that design detail to residences across streets that can be approximately 60 feet wide or greater. With these types of buffer distances, the massing itself becomes a much smaller concern, as light and air is easily able to enter into such an area. Once a street is located between a new development and a residence, shadow is a much more useful consideration for the existing resident. That is why both daylight plane and shadows are discussed separately in this chapter.

Finally, while researching this issue, it became apparent to the Zoning Administrator that the Plan was silent on the issue of residential zoning districts to the south and west of development projects. Therefore, this interpretation clarifies that this context sensitive design element is intended to serve residential zoning districts on all sides of a development project, in either El Cerrito or the City of Richmond.



Memorandum

Date: June 21, 2018

To: Interested Parties

From: Margaret Kavanaugh-Lynch, Zoning Administrator

Subject: Guidance regarding the setback of new development on project sites that either cross the jurisdictional boundaries of El Cerrito and Richmond or abut the jurisdictional boundary of the City of Richmond.

Scenario 1: Development sites that cross the jurisdictional boundaries of both El Cerrito and Richmond:

Any part of a development site in the City of El Cerrito that extends past the jurisdictional boundaries and into the City of Richmond and abuts a residential district in the City of Richmond, is strongly encouraged to observe a ten foot side and/or rear yard setback buffer along the portion of the development site which abuts the residential district.

In addition, the project may also be subject to any of the applicable components of the Shadow and Daylight Plane regulations as established in Section 2.05.02.02 of the San Pablo Avenue Specific Plan. It is noted that these standards are subject to Tier IV Design Review and may be lessened or relieved if the Tier IV Design Review findings can be made in respect to the development project.

The development project shall also be forwarded to the City of Richmond Planning for any additional comments. The staff of the two cities will work collaboratively to ensure that a reasonable design is identified.

Scenario 2: Development site that is wholly in El Cerrito and is immediately adjacent Exhibit B (abuts) the jurisdictional boundary of the City of Richmond.

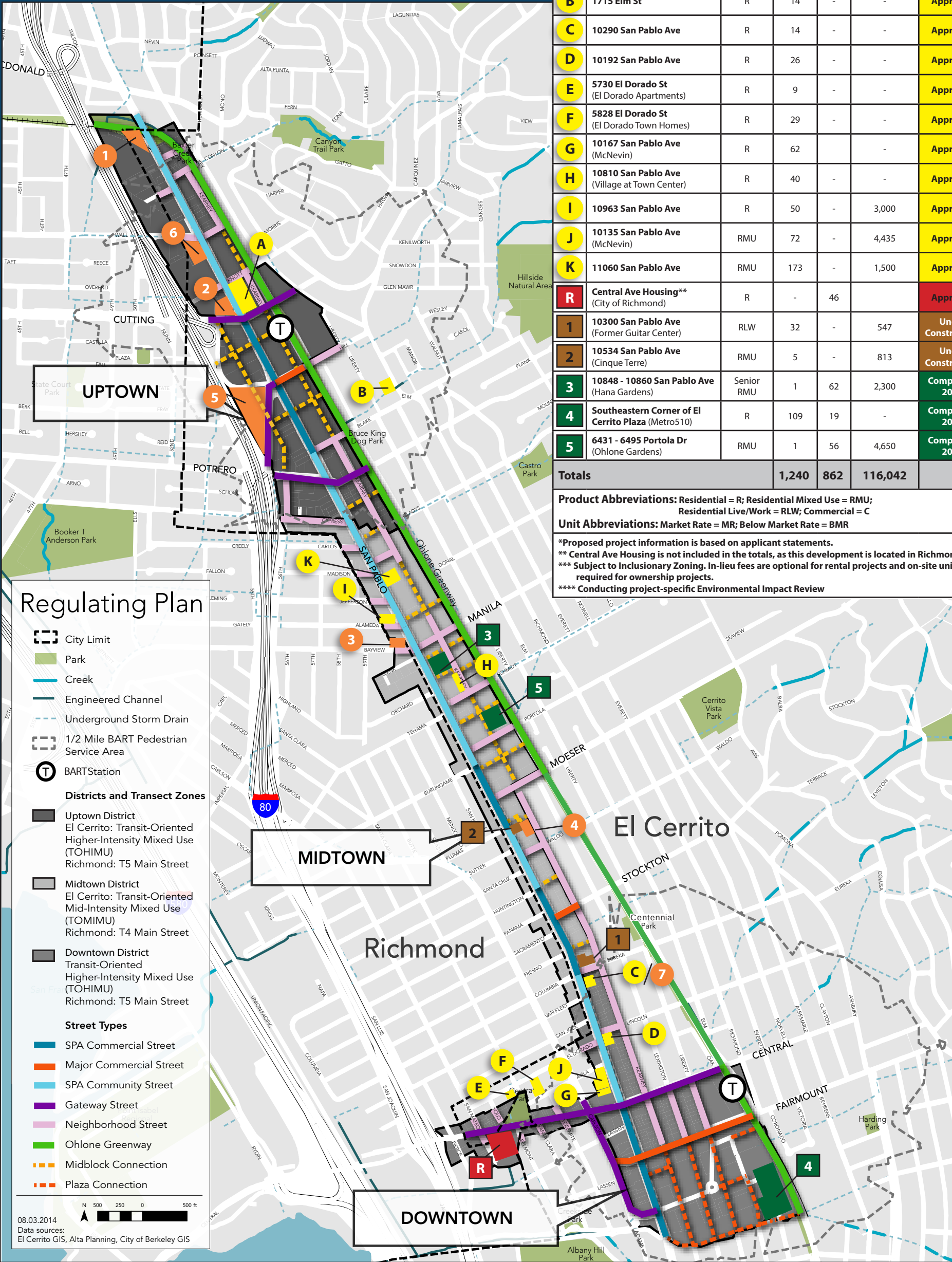
Any development site in the City of El Cerrito that abuts the City of Richmond but does not extend across the jurisdictional boundary between the two cities shall be routed to the City of Richmond Planning for comments. The staff of the two cities will work collaboratively to ensure that a reasonable design is identified.

It may also be subject to any of the applicable components of the Shadow and Daylight Plane regulations as established in Section 2.05.02.02 of the San Pablo Avenue Specific Plan. However, these standards are subject to Tier IV Design Review and may be lessened or relieved if the Tier IV finding can be made in respect to the development project.



El Cerrito San Pablo Avenue Corridor, Major Projects:

Proposed, Approved, Under Construction, and Completed (as of 1/29/2019)



Key	Project	Product	Units		Commercial Space (SF)	Status
			MR	BMR		
1	11965 San Pablo Ave (Former Taco Bell)	R	136	10	-	Proposed*
2	11645 San Pablo Ave (Cutting Hotel)	Hotel (117 Rms)	-	-	80,060	Proposed*
3	10919 San Pablo Ave	RMU	90	-	2,998	Proposed*
4	921 Kearney Street	R	69	-	-	Proposed*
5	1755 Eastshore Blvd (Former OSH)	RMU	-	629****	3150	Proposed*
6	11795 San Pablo Ave	RMU	117	13***	3,695	Proposed*
7	10290 San Pablo Ave	RMU	49	6***	-	Proposed*
A	11600 - 11690 San Pablo Ave (Mayfair)	RMU	156	67	8,894	Approved
B	1715 Elm St	R	14	-	-	Approved
C	10290 San Pablo Ave	R	14	-	-	Approved
D	10192 San Pablo Ave	R	26	-	-	Approved
E	5730 El Dorado St (El Dorado Apartments)	R	9	-	-	Approved
F	5828 El Dorado St (El Dorado Town Homes)	R	29	-	-	Approved
G	10167 San Pablo Ave (McNevin)	R	62	-	-	Approved
H	10810 San Pablo Ave (Village at Town Center)	R	40	-	-	Approved
I	10963 San Pablo Ave	R	50	-	3,000	Approved
J	10135 San Pablo Ave (McNevin)	RMU	72	-	4,435	Approved
K	11060 San Pablo Ave	RMU	173	-	1,500	Approved
R	Central Ave Housing** (City of Richmond)	R	-	46	-	Approved
1	10300 San Pablo Ave (Former Guitar Center)	RLW	32	-	547	Under Construction
2	10534 San Pablo Ave (Cinque Terre)	RMU	5	-	813	Under Construction
3	10848 - 10860 San Pablo Ave (Hana Gardens)	Senior RMU	1	62	2,300	Completed; 2018
4	Southeastern Corner of El Cerrito Plaza (Metro510)	R	109	19	-	Completed; 2018
5	6431 - 6495 Portola Dr (Ohlone Gardens)	RMU	1	56	4,650	Completed; 2015
Totals			1,240	862	116,042	
Product Abbreviations: Residential = R; Residential Mixed Use = RMU; Residential Live/Work = RLW; Commercial = C						
Unit Abbreviations: Market Rate = MR; Below Market Rate = BMR						
*Proposed project information is based on applicant statements.						
** Central Ave Housing is not included in the totals, as this development is located in Richmond.						
*** Subject to Inclusionary Zoning. In-lieu fees are optional for rental projects and on-site units are required for ownership projects.						
**** Conducting project-specific Environmental Impact Review						

For more information on these development projects, visit www.el-cerrito.org/CommDev/MajorProjects or contact the Community Development Department at (510) 215-4362. For a copy of the San Pablo Avenue Specific Plan / Complete Streets Plan, visit www.el-cerrito.org/SPASP.

**San Pablo Avenue Specific Plan
Complete Streets Update
February 5, 2019**

Since the San Pablo Avenue Specific Plan was under development, City staff has been seeking out opportunities to implement the anticipated San Pablo Avenue Complete Streets improvements including applying for and securing funding and developing designs for projects in several segments of the Plan area as described below.

Midtown Improvements

In 2014, staff successfully applied for a Safe Routes to Transit grant from the Metropolitan Transportation Commission. The City was awarded \$100,000 to conduct further analyses, engineering and stakeholder engagement to develop a Complete Streets design plan for pedestrian improvements, a new bikeway, and bus islands in the Midtown (Potrero Avenue to Lincoln Avenue) segment of San Pablo Avenue. The preliminary design plan includes elements to make it safer and more comfortable for people walking, biking, and taking transit along San Pablo Avenue and to increase access to businesses, residences, and transit. The preliminary design plan will then enable the City to prepare competitive grant applications for detailed design and construction of the improvements. City staff initiated the design in 2015-2016 as part of an effort to apply for a State Active Transportation Program grant.

Over past year and a half, Fehr & Peers Transportation Consultants and City staff have been further evaluating design concepts and conducting community and agency stakeholder (Caltrans, AC Transit, ADA Advisory Working Group, Bike East Bay, and Police and Fire Departments) outreach for the following Complete Streets elements:

- Pedestrian Improvements - Flashing beacons at crosswalks where there are no pedestrian signals, curb bulbs to reduce crossing distances, and upgraded curb ramps where necessary to improve access for all users.
- New Bikeway – Separated bike lanes¹ or buffered bike lanes² for bicycle safety and to create more predictable interactions between people driving and biking.
- Bus islands - Buses will stop at bus islands in the travel lane, instead of pulling off to the side, to improve travel speed and reliability. The bike lane will be located behind the bus island to remove conflicts between buses and bicyclists.

¹ Caltrans Class IV - physically separated bicycle lane for increased comfort and protection of bicyclists. In this case, bike lane is located next to sidewalk and is protected by on-street parking

² Caltrans Class II bikeway - modified on-street bike lane with vehicle-side striped buffer for additional comfort and safety on higher speed and volume roads

Please see www.el-cerrito.org/transportationstudies for the community outreach materials.

With changes to off-street parking requirements and approved development in the Plan area, City staff understand how important it is to maintain and manage on-street parking on San Pablo Avenue and nearby side streets. The design will minimize loss of parking, but some parking will need to be removed near crosswalks and driveways for pedestrian and bicyclist safety. In addition, City staff is working on an on-street parking management strategy as will be presented at the February 5, 2019 City Council Meeting.

Because Midtown includes the widest section of San Pablo Avenue, the Specific Plan identified the opportunity for a new bikeway that will result in improved access and safer travel for bicyclists. The Specific Plan proposed separated bike lanes and identified buffered bike lanes as an option based on physical, operations and costs option based on major costs, operations, and maintenance constraints. We encountered these types of constraints with the design of the separated bike lanes, including providing accessibility at parking spaces, maintaining clearances for emergency vehicles, and providing a low stress bikeway design given frequency of driveways and offset intersections. State and federal design standards and best practices have been updated since we adopted the Specific Plan. Implementing separated bikeway with suitable widths for travel lanes, buffers, parking lanes, and medians at turn pockets that meet these standards and stakeholder requirements, would require both narrowing the median and widening the roadway (which means narrowing the sidewalks). Widening the roadway would require relocation of many utility structures, street lights, trees, and rain gardens, among other facilities. Due to these constraints, City staff anticipates moving forward with a preliminary design for a buffered bike lane and incorporating this into the Specific Plan Update.

Uptown (del Norte) Improvements

In 2017, staff successfully applied for two grants for the El Cerrito del Norte Transit-Oriented Development (TOD) Complete Streets Improvements Project: \$4.8 million in One Bay Area Grant (OBAG) Program federal funds and \$2.3 million in Contra Costa Transportation Authority (CCTA) Measure J Transportation for Livable Communities Program county sales tax funds. Additional project funding will come from developer fees as described below. The project includes engineering, environmental review, Caltrans permitting, design and construction of access, safety and circulation improvements for bicyclists, pedestrians, buses, and automobiles to support the El Cerrito del Norte BART Station and transit-oriented development. The project limits span several streets including San Pablo Avenue from Ohlone Greenway near the northern city limit to Potrero Avenue, Eastshore Boulevard from Potrero Avenue to San Pablo Avenue, Hill Street from San Pablo Avenue to Liberty Street, Cutting Boulevard from I-80 to Key Boulevard, and Knott Avenue from San Pablo Avenue to Key Boulevard. Project elements include new signalized crossings for pedestrians, new bicycle lanes, conversion of one-way to two-way streets and corresponding reduction in turning lanes for improved vehicle flow, signalization changes on San Pablo Avenue at

the intersections of Hill Street and Cutting Boulevard, and signing, landscaping and lighting enhancements. A significant portion of the project is on the State Route 123 segment of San Pablo Avenue, and therefore requires Public Works staff to engage Caltrans and follow its project development and approval process. Staff anticipates beginning this process in Fall 2019, with design development, public outreach and permitting occurring through 2021 and construction beginning in 2022.

Funding

City staff has been working to identify funding to fully implement all of the San Pablo Avenue Complete Street improvements, as well as, other pedestrian and bicycle improvements serving the Plan area. Funding sources include grants and developer fees as presented at the December 18, 2018 City Council Meeting for adoption of El Cerrito's Transportation Impact Fee, the most recently developed funding source. The overall cost of the Transportation Impact Fee project list is estimated at approximately \$31.3 million. To complement Transportation Impact Fee revenues, the City anticipates \$21.8 million in funding from other sources, including \$7.2 million in grants that have already been secured for El Cerrito del Norte TOD Complete Streets Improvements Project, \$7.7 million in other grants and developer contributions through Specific Plan Tier IV projects; and \$7.0 million estimated from an update to the West County Subregional Transportation Mitigation Program fee administered by the West Contra Costa County Transportation Advisory Committee (WCCTAC) as shown below.

Funding Sources	Amount
El Cerrito del Norte TOD Complete Streets-Secured	
OBAG Program	\$4,840,000
CCTA Measure J Transportation for Livable Communities	\$2,312,000
Intergovernmental Grants (Future Applications) and Tier IV developer contributions	\$7,700,000
West County Subregional Transportation Mitigation Program Fee	\$6,983,000
El Cerrito Transportation Impact Fee	\$9,455,000
Total Funding	\$31,290,000

Future intergovernmental funding opportunities include various Active Transportation Programs, CCTA Measure J Transportation for Livable Communities and Pedestrian, Bicycle and Trail Facilities Programs, Safe Routes to School Programs, Regional Measure 2/3 Safe Routes to Transit Program, BART Measure RR, and Transportation Development Act (TDA) among others. City staff actively monitors these opportunities and will strategically apply for grants based on eligibility and scoring criteria and potential competitiveness of the project.



SUPPLEMENTAL AGENDA REPORTS AND CORRESPONDENCE

CITY COUNCIL MEETING February 5, 2019

PUBLIC COMMENT

1. El Cerrito Historical Society Accomplishments in 2018 from David Weinstein.

AGENDA ITEM 7(A) – Bay Area Rapid Transit (BART) Plaza Access and Transit-Oriented Development - Request for Proposal Update

1. PowerPoint Presentation

AGENDA ITEM 7(A) – On-Street Parking Studies-Priority Development Area Implementation

1. PowerPoint Presentation

AGENDA ITEM 7(B) – San Pablo Avenue Specific Plan Update

1. PowerPoint Presentation
2. Revised Attachment 1

El Cerrito Historical Society

Accomplishments in 2018

RECEIVED
AT THE MEETING OF

FEB 05 2019

CITY OF EL CERRITO
CITY CLERK

Programs. The society put on eight successful programs during 2018. These included:

Our annual meeting, which featured a talk by Gary Prost on **El Cerrito's deep history – its rocks and geological dramas**. Among its virtues, the talk focused on our city, showing its position during the many ages of geological time, and showed images of the city today as affected by the Hayward Fault.

In March, anthropologist and author Bev Ortiz gave a riveting talk on **“Native People of El Cerrito: Past, Present, and Future.”** Each of these programs pulled in crowds of 60 people.

In May, the Historical Society took part in several talks and walks that were part of the annual Hillside Festival, including a walk led by Dave Weinstein on the **history of the Hillside**, and a talk by Richard Schwartz on **Early California Indian Life in the El Cerrito area**. The historical society will take part again in the festival in 2019, from May 3 to 5.

Our most popular event of 2018 was our July walk, **Sunset View Cemetery** tour, led by board member Tom Panas, which attracted 120 people who enjoyed a thorough and lively tour that included a visit to the grave of TV actor Robert Culp.

In early August, Dave led an **architectural walking tour of the Hills** that attracted about 70 people; and in October the society sponsored an rsvp-required open house in two mid-century modern homes in the hills, **“The International Style in El Cerrito.”**

In November, Chris Horn led our ever popular tour of **El Cerrito's Gambling Past**. Attendance was low because of air quality caused by the Camp Fire. Chris will repeat this tour in 2019.

Other community outreach. The historical society hosted a booth during the popular **July 4 WorldOne Festival**, featuring information about local history, our annual historical quiz, and more. Board members Pat Shaw and Barbara Hill represented the society at the annual 4th Annual **El Cerrito Resource Fair in October**, an event aimed largely at seniors. Dave gave a brief history of El Cerrito to a meeting of the Pinole Rotary Club in July. We also displayed our **photo exhibit about the Japanese-American flower growers** of El Cerrito and Richmond at Korematsu Middle School in El Cerrito, thanks to Chris Sterba.

Archiving and collecting. Among several important additions to our archive during 2018 were an immense trove of old **El Cerrito Journals**. This is important because many issues of this long running newspaper are not available in any form. Tom Panas, who made this acquisition, is working to digitize it, which will be a boon to historians and the curious public alike.

In 2018, we published two editions of *Forge* and three of *Sparks*. Topics included an early stagecoach that passed through town, El Cerrito and the Civil War, early El Cerrito resident and World War I casualty Louis Hagen, tributes to the late society members Lucille Irish and Paul Grunland, and upcoming historical tours, talks and other events.

Throughout the year, our **webmaster Debbie Weeks** kept the public informed of society events and provided much historical information about our city on our lively website.

Also in 2018:

Throughout the year, **Pat Shaw**, our treasurer, handled the unheralded but all important task of overseeing the society's **finances** and paying our bills.

New board member. In January 2018, **Chris Horn** joined the board and became our vice president. He has been leading tours and writing for our publications, among other activities. The society also wished well its departing board member, historian **Chris Sterba**. Chris has played an important role in researching local history and promoting cultural events in our city.

At its 2018 annual meeting, the society honored Dan Holzner for the many videos of our historic events he has produced for the society, primarily Historical Society programs.

Goals for 2019

Preservation ordinance. The society will work with city planners and historical consultants to develop a survey of historic places in El Cerrito and consider establishing a preservation ordinance.

Programs: We plan two program on **Creedence Clearwater Revival**, the great rock band from El Cerrito, to honor John Fogerty and band members on the 50th anniversary of the year that saw them established as an important band, more than single-hit wonders. Other program will focus on **gambling in El Cerrito**, the rise and fall of **local journalism**, a tribute to **El Cerrito pioneers**, and more.

Space for our collections. The society has a wonderful office and archive room in city hall, the Shadi Room. But as our collections expand we need more space. We continue to investigate possibilities.

Digitize El Cerrito Journals. We intend to create searchable, digital versions of the El Cerrito Journal that will be available to professional historians and lay persons alike..

Oral histories. The society has been working to do oral histories with people important in our town, including video oral histories, with the goal of making these available online.

Outreach to young people. We are working to increase our outreach to schools, youth groups, and other younger people.

Expand and widen participation in the society including on the board. The society is working to recruit people from a variety of cultures and ages to take part in our work, from leading tours and doing research to providing input and serving on the board. Interested? Let us know!



BART's Transit-Oriented Development Program



El Cerrito City Council Meeting
February 5, 2019



BART TOD Program

TOD Policy & Goals

Highlights

- A. **Complete Communities:** Full Build-Out of BART Property by 2040: 20,000 Units, 4.5 million sq. ft. office/commercial
- B. **Sustainable Communities Strategy:** 23% of PDA Housing Growth, 7.2% of PDA Job Growth on BART Land
- C. **Ridership:** Encourage TDM Programs in East Bay Job Centers
- D. **Value Creation/Capture:** Innovative Value Capture tools tested
- E. **Transportation Choice:** Reduce overall car ownership on BART property
- F. **Affordability:** 35% Target => 7,000 affordable units on BART property



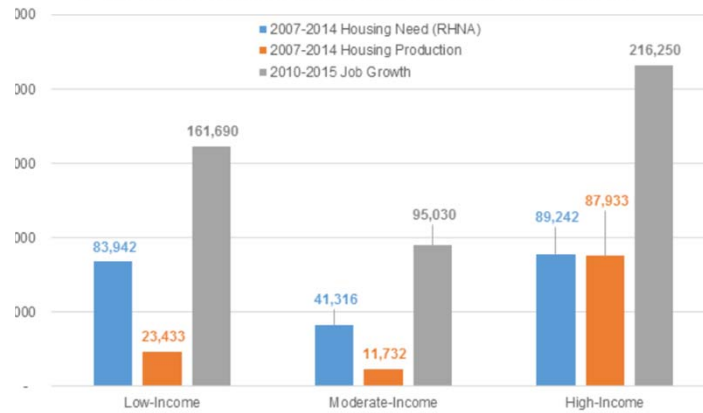
Why TOD at BART Stations?

Help housing growth catch up with job growth

Regional Growth
2010-2015:
617,000 Jobs
56,000 housing units
11:1 ratio

(Source: MTC)

Jobs Growth and Housing Production, Bay Area

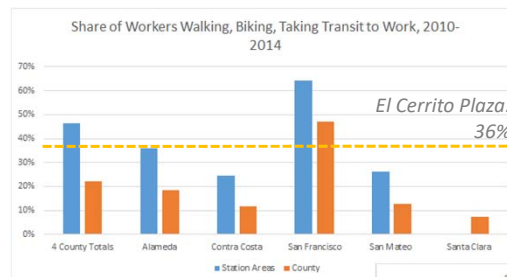


El Cerrito City Council – February 5, 2019

3



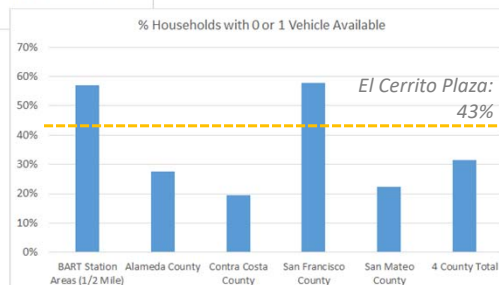
Why TOD at BART Stations?



Offer Transportation Choices:

Almost half of commuters living ½ mile from BART walk, bike or take transit to work, vs. less than ¼ in the 4 county area

Reduce Auto Dependence:
 More than half of households living ½ mile from BART own 1 or fewer cars – equivalent to San Francisco rates



El Cerrito City Council – February 5, 2019

4



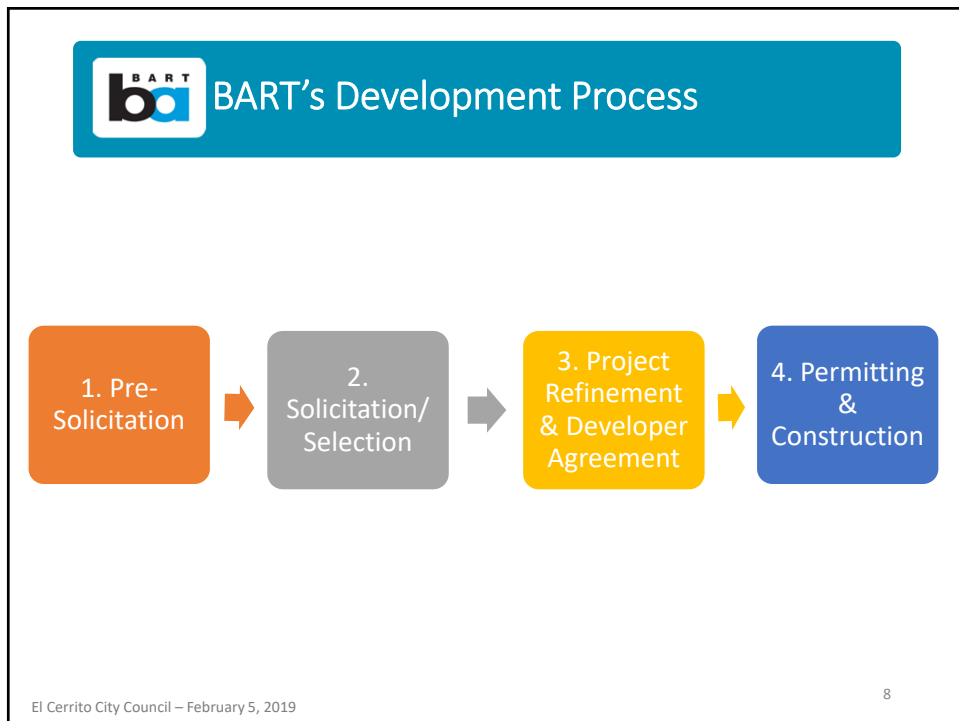
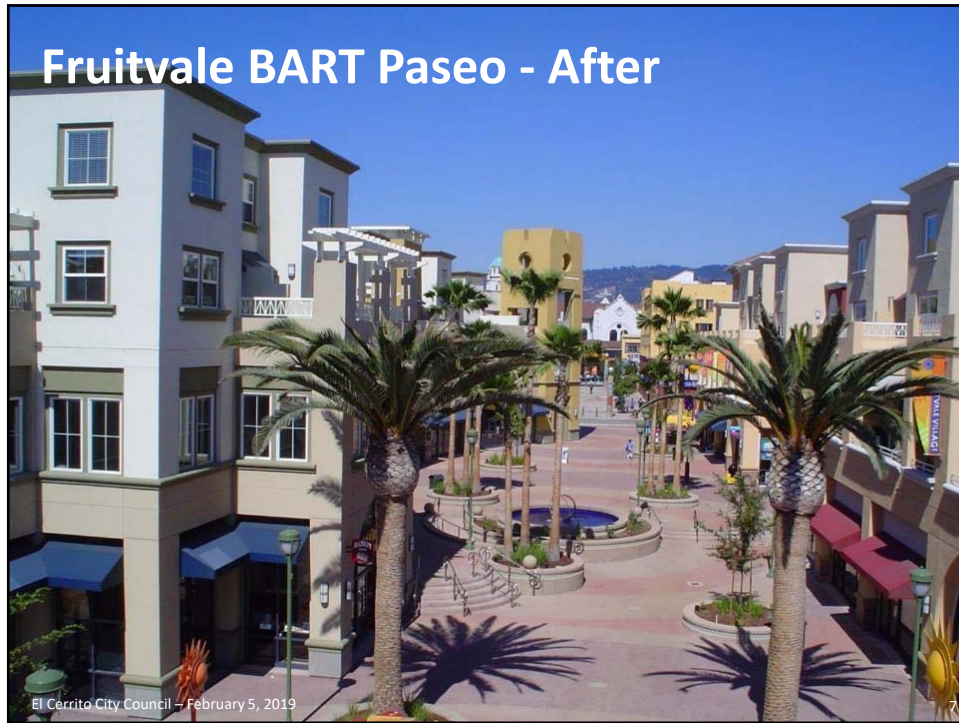
Why TOD at BART Stations? Create places, enhance safety

Pleasant Hill/Contra Costa Centre Station



Fruitvale BART Paseo - Before

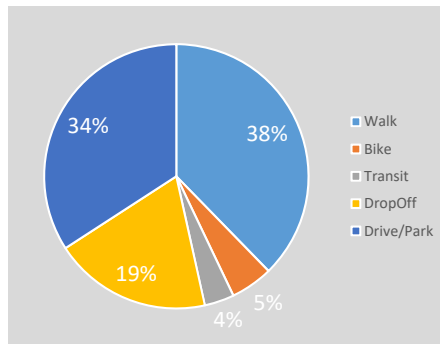




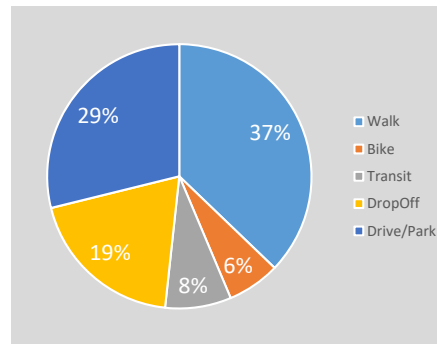


Station Access 2015

El Cerrito Plaza



Systemwide



Source: BART Station Profile Study 2015



Plaza Station – Sustainable Access Strategy for TOD

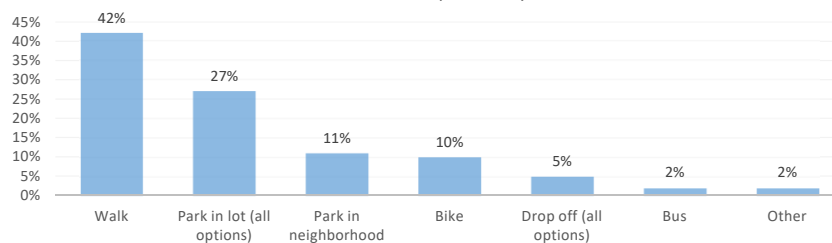
- **Purpose:** Engage the El Cerrito community in a conversation about Transit-Oriented Development (TOD), parking, and access at El Cerrito Plaza Station.
- **Method:** Review past plans and studies, engage the community through surveys, meetings, and public events, and analyze various parking replacement and access strategies.
- **Outcome:** A thorough analysis of parking-replacement strategies, access improvements, and policy changes to support a sustainable TOD project at El Cerrito Plaza that meets the needs of BART and the City of El Cerrito.
- **Next Steps:** Community outreach and development of conceptual alternatives – Spring 2019



Intercept Survey – Initial results

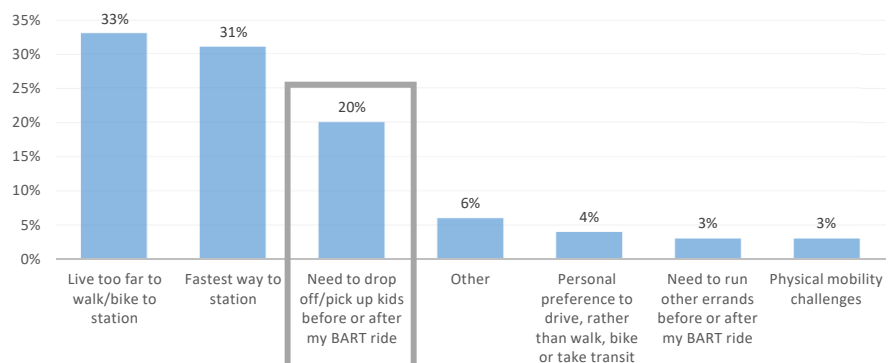
- BART employees handed out postcards to people entering El Cerrito Plaza in mid-January.
- 500+ responses
- Provide a foundation for future study of travel patterns and policy/infrastructure solutions

How do you usually get to the El Cerrito Plaza BART station? Please select primary travel mode.



Intercept Survey – Initial results

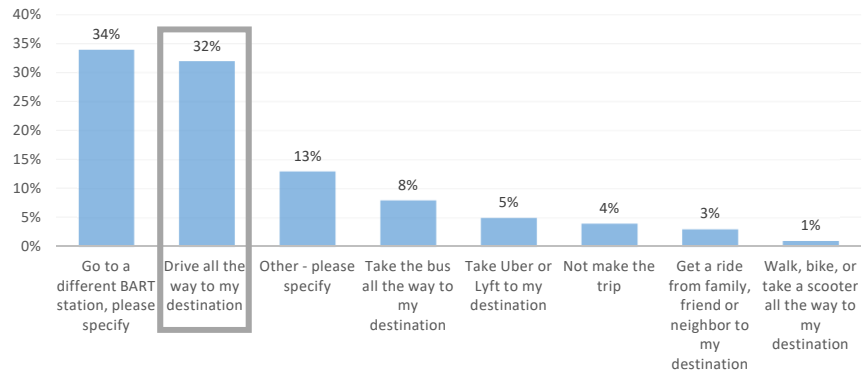
What is the primary reason you drove to El Cerrito Plaza station today?





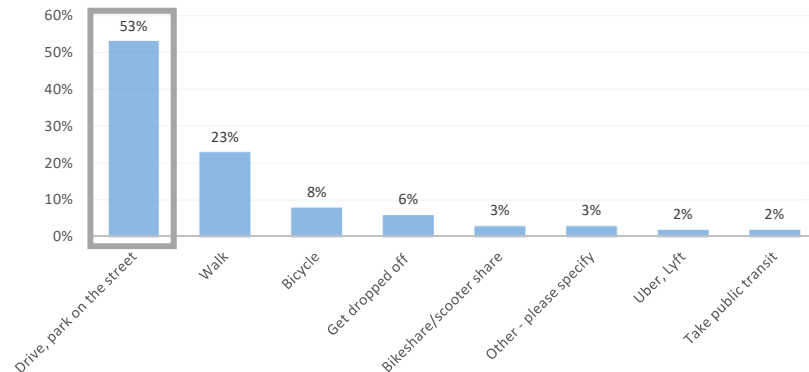
Intercept Survey – Initial results

Q18 - How would you get to your destination if there were no parking available in the El Cerrito Plaza BART parking lot?



Intercept Survey – Initial results

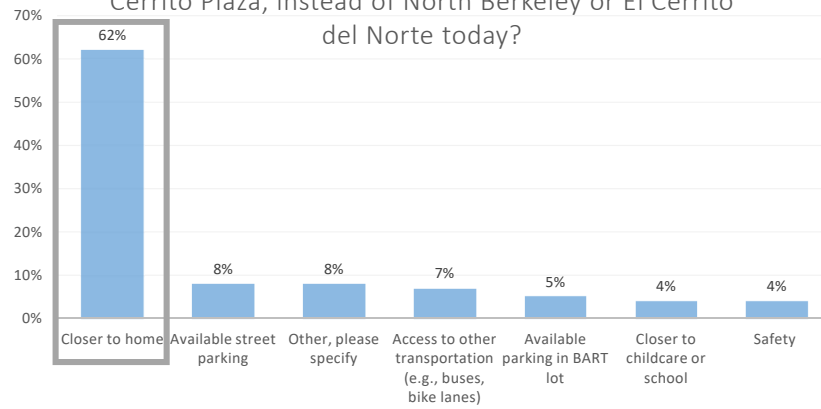
Q17 - How would you get to BART if there were no parking available in the El Cerrito Plaza BART parking lot? Please select primary travel mode.





Intercept Survey – Initial results

Q5 - What is the main reason that you chose El Cerrito Plaza, instead of North Berkeley or El Cerrito del Norte today?





El Cerrito On-Street Parking Study

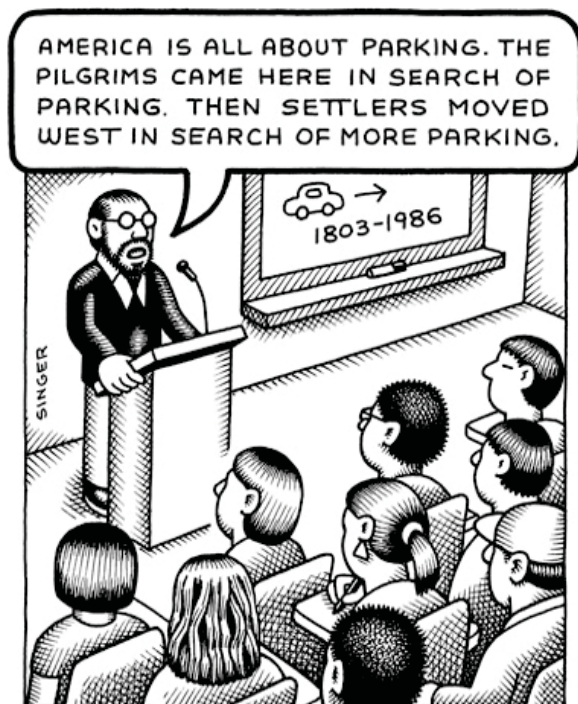
Presented by: Alexandra Sweet

City Council Meeting
February 5, 2019



N NELSON
NYGAARD

A View of History...



Reprinted from Funny Times / PO Box 18530 / Cleveland Hts. OH 44118
phone: 216.371.8600 / email: ft@funnytimes.com

Purpose

1. How to **manage on-street parking** in San Pablo Avenue Specific Plan Area to support Plan goals
2. Whether and how to expand/reform the current **permit parking program**
3. Establish **policies and programs** to manage parking supply to maintain neighborhood and business access

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Project Process



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OUTREACH

1. City Staff and Police Department Meeting (Aug 1)
2. Downtown Business Stakeholder Meeting (Aug 13)
3. Uptown Business Stakeholder Meeting (Aug 19)
4. Residential Stakeholder Meeting (Aug 20)
5. Public Meeting (Oct 11)



www.el-cerrito.org/transportationstudies

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Parking 101

Parking affects how the **transportation network functions**, affects **travel behavior**, and the individual choices people make about **where to live, how to travel, and where to shop**.



Nelson\Nygaard Consulting Associates, Inc.

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Parking is an **economic issue** connected to the vibrancy of commercial districts and small businesses, and is a key factor in the success of new office, commercial, and housing developments.



Nelson\Nygaard Consulting Associates, Inc.

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On-street spaces along the curb are **public** and in the public right-of-way. They are not intended for a single user.

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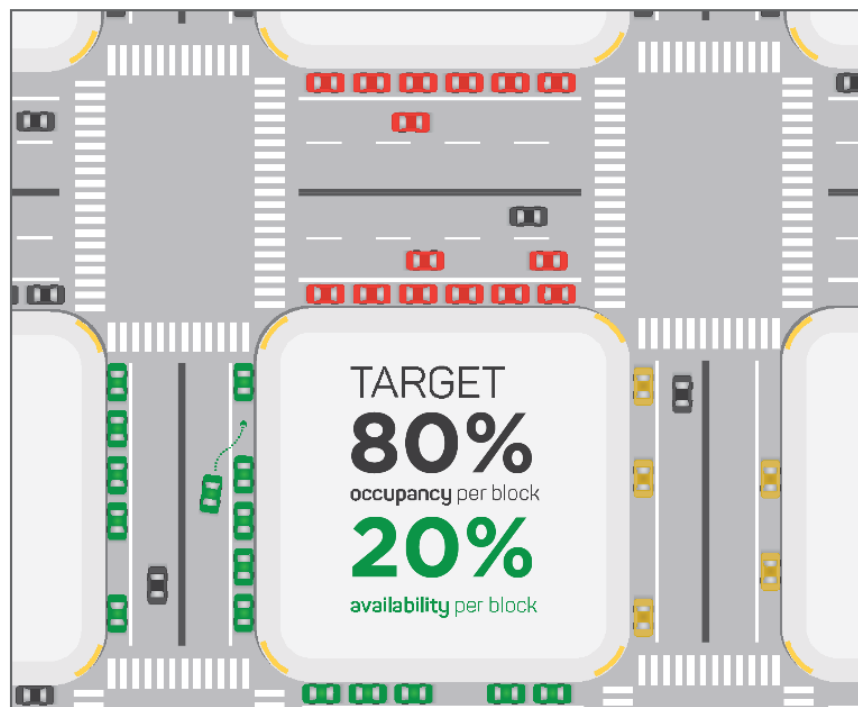
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On-street spaces along the curb are **public** and in the public right-of-way. They are not intended for a single user.

Parking that is **80-85% utilized** throughout the day is considered available enough to provide access without losing other access opportunities.

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Parking 101



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There is increasing demand for curb use. How can we provide enough parking for access, and still support residential car storage, bikeways, pedestrian space, loading zones, and transit stops?



KEY FINDINGS

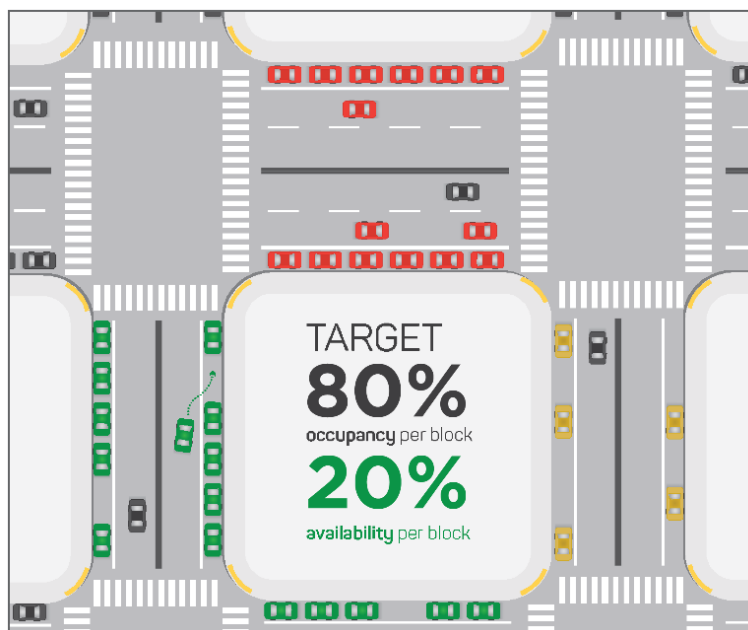
Current Conditions Key Findings

1. Overall, a large **parking surplus** exists, with a few hot spots of high demand.

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2. The study area's on-street parking supply is **underutilized**.

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3. There is a high **non-compliance rate** among parked vehicles in time-limited spaces.

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4. There is a **wide variety of time limits** for the on-street spaces.

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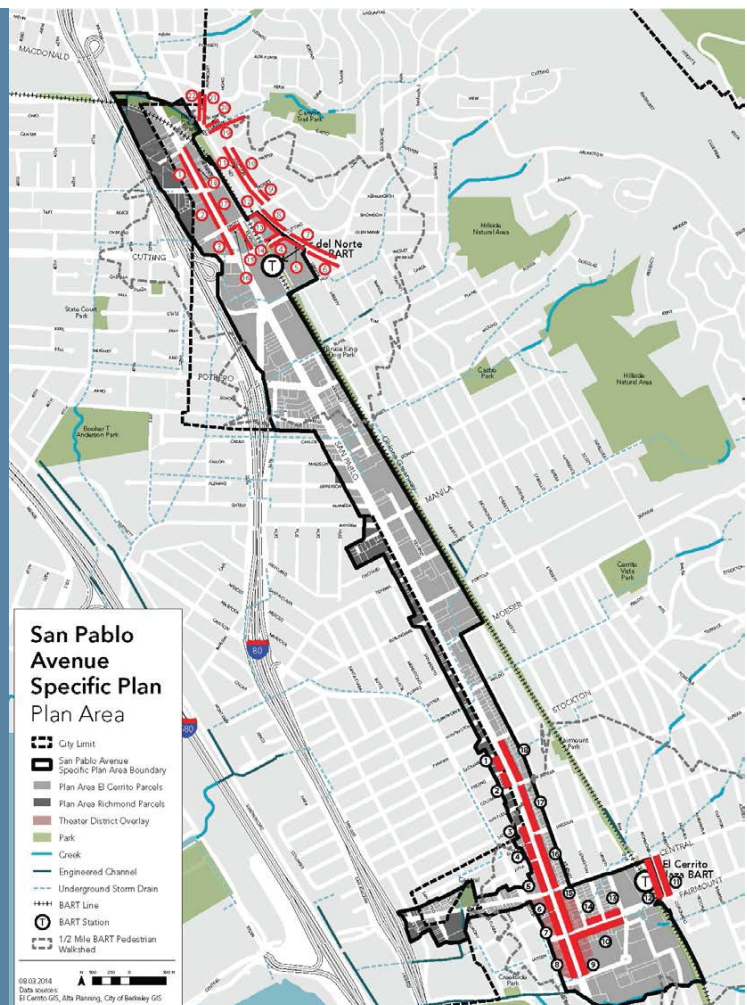
Current Conditions Key Findings

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2. The study area's on-street parking supply is **underutilized**.
3. There is a high **non-compliance rate** among parked vehicles in time-limited spaces.
4. There is a **wide variety of time limits** for the on-street spaces.
5. There is a **lack of clear parking signage** along block faces.

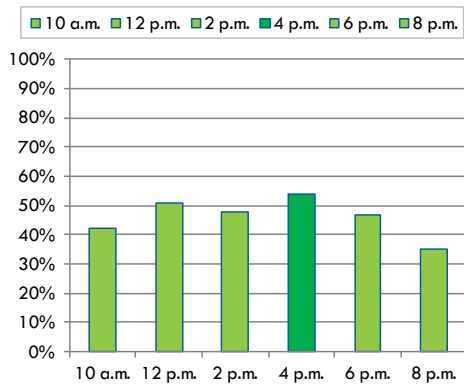
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PARKING ANALYSIS

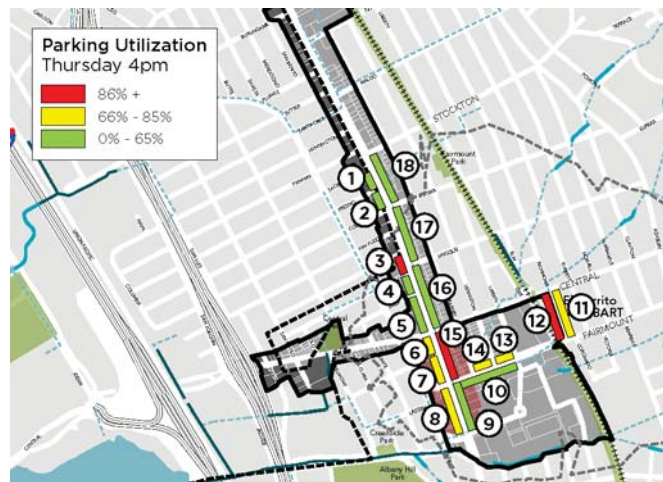
Priority Development Area



On-Street Occupancy (Downtown - Weekday)



- Highest downtown weekday occupancy (54%) is at 4pm
- The blockfaces with highest occupancies are on San Pablo Avenue around El Cerrito Plaza BART Station (>85%)

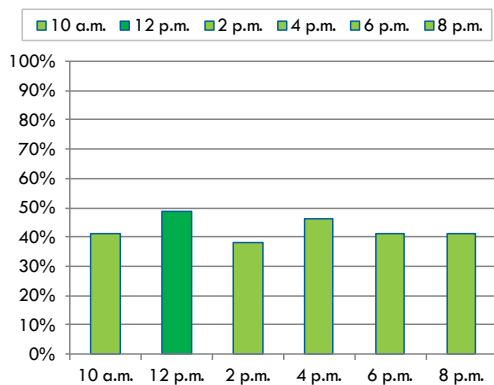


On-Street Peak Occupancy (weekday, 4pm)

- On-street occupancies remained under 50% on most blockfaces throughout the study area

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On-Street Occupancy (Downtown - Weekend)



- Highest downtown weekend occupancy (49%) is at 12pm
- The blockfaces with highest occupancies are on San Pablo Avenue around El Cerrito Plaza BART Station (>70%)

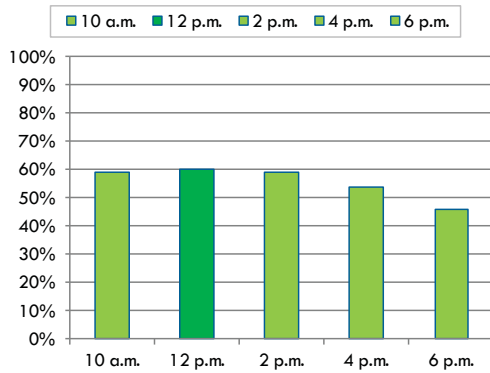


On-Street Peak Occupancy (weekend, 12pm)

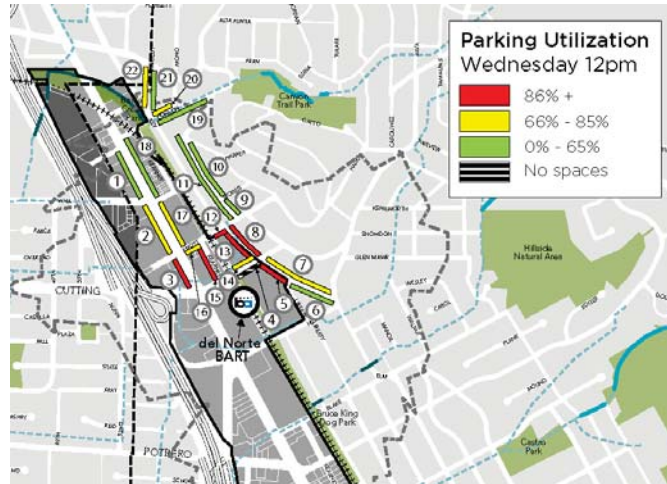
- On-street occupancies remained under 50% on most blockfaces throughout the study area

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On-Street Occupancy (Uptown - Weekday)



- Highest uptown weekday occupancy (60%) is at 12pm
- The individual blockfaces with the highest occupancies are around El Cerrito Del Norte BART Station (>86%)

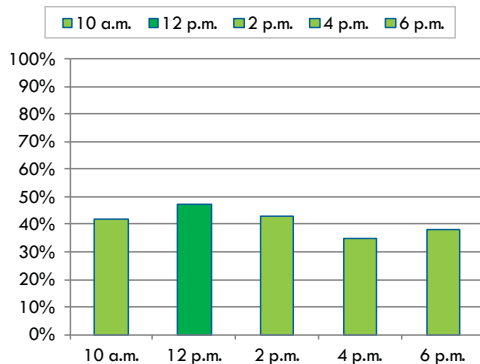


On-Street Peak Occupancy (weekday, 12pm)

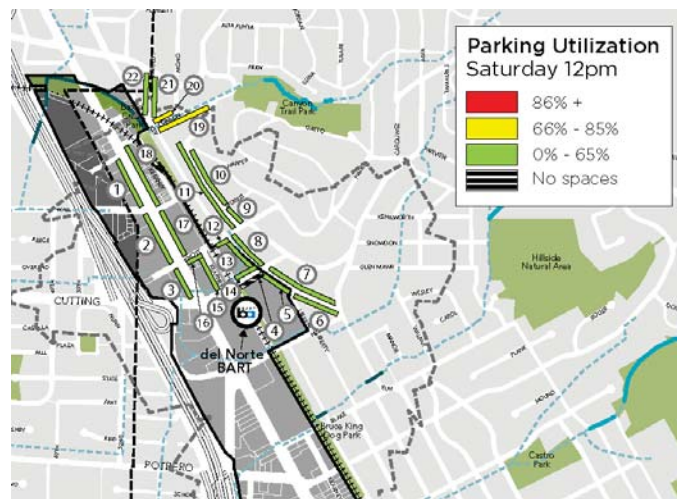
- On-street occupancies remained under 50% on most blockfaces throughout the study area
- Residential blocks: 6, 7, 8, 9, 10, 11, 19, 21

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On-Street Occupancy (Uptown - Weekend)



- Highest uptown weekend occupancy (47%) is at 12pm
- The individual blockfaces with the highest occupancies are in the residential area along Conlon Avenue (66%-85%)



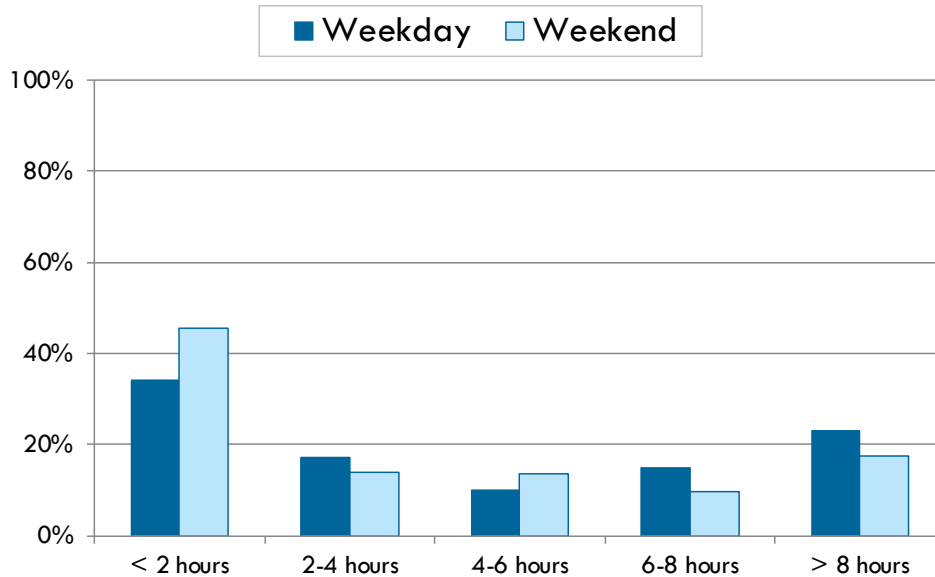
On-Street Peak Occupancy (weekend, 12pm)

- On-street occupancies remained well under 50% on most blockfaces throughout the study area
- Residential blocks: 6, 7, 8, 9, 10, 11, 19, 21

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Parking Duration (Uptown – del Norte)

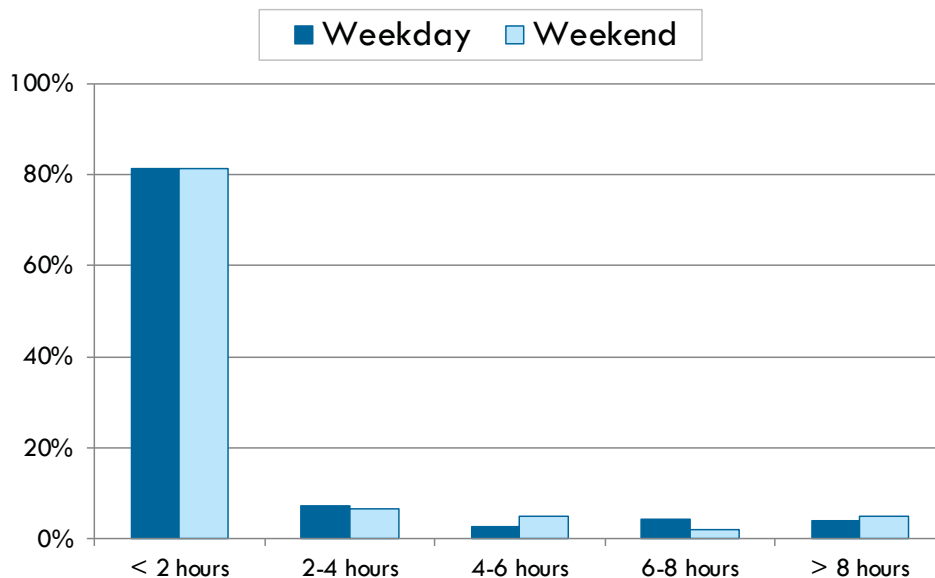
- Average duration: 3.9 hours weekday, 3.3 hours Saturday
- Parking violations: 80 (27%) weekday, 17 (7%) Sat



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Parking Duration (Downtown - Plaza)

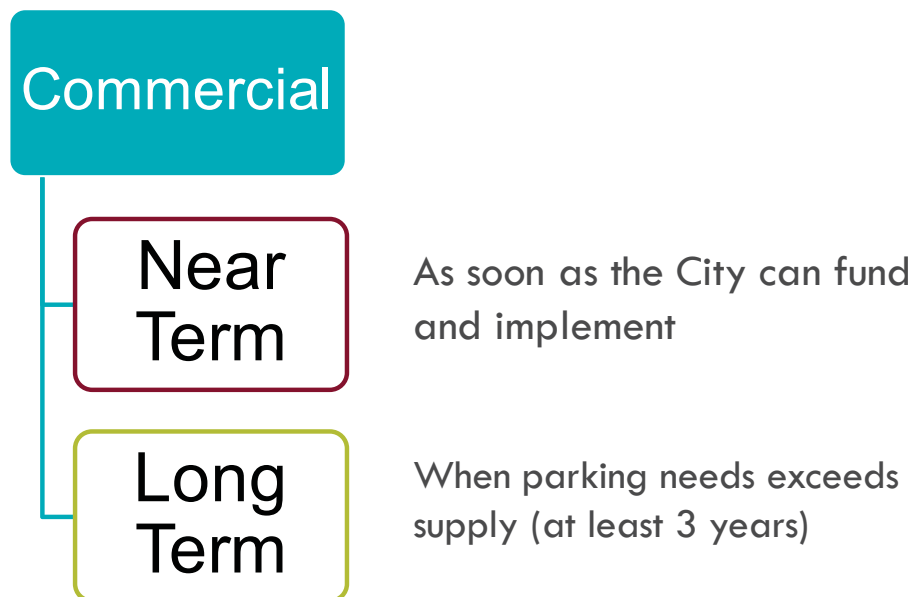
- Average duration: 1.8 hours weekday, 1.8 hours Saturday
- Parking violations: 54 (12%) weekday, 63 (14%) Sat



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Commercial Parking Strategies

Draft Strategies



Commercial On-Street Parking – Near Term #1

Problem: City does not have a formal process to manage some aspects of on-street parking

Strategy: Adopt a holistic parking strategy and program parameters with On-Street Availability Target

- 1.1 Establish parking data collection program
- 1.2 Establish parking management thresholds (e.g., 80% occupancy)



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Commercial On-Street Parking – Near Term #2

Opportunity: Optimize enforcement program

Strategy: Establish enforcement protocols that target problem areas

- 2.1 Implement performance based fines
- 2.2 Enforce commercial and residential permit blocks with 80% occupancy



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Commercial On-Street Parking – Near Term #3

Problem: Time limits are too short, are inconsistent and can be confusing

Strategy: Establish default 4-hour parking time limit across Specific Plan Area

- 3.1 Allow time-limit variances
- 3.2 Consider establishing employee parking permit program where occupancy is low



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Commercial On-Street Parking – Near Term #4

Problem: How to communicate changes to public

Strategy: Create a Parking Communications Plan

- 4.1 Develop clear and consistent parking signs
- 4.2 Conduct public outreach program



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Commercial On-Street Parking – Near Term #5

Problem: Increasing demand for curb space

Strategy: Create a Curbside Management Plan

- Plan to assess how curb zones can balance different needs for limited space.
 - Commercial loading, passenger loading, ADA parking, etc.
- Match Complete Streets priorities



- Parklets, visibility, transit lanes, bike lanes, etc.

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Commercial On-Street Parking – Long Term

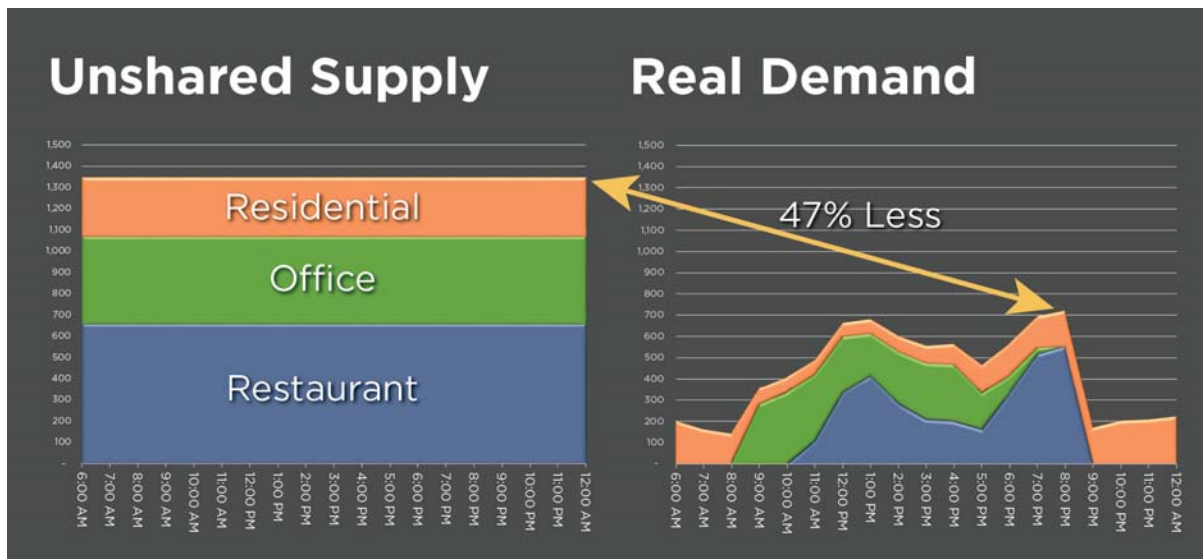
What will parking be like in the future?

- Autonomous vehicles?
- Other modes, such as scooters?
- Less driving? More walking, biking, transit?
- More deliveries? More loading zones?



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Parking Model



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Commercial On-Street Parking – Long Term #6

Problem: No dedicated financing or communication channel for parking management

Strategy: Establish a parking district

- Finance parking program management and operations
- Revenues can be returned to improve the district (landscaping, furniture, etc.)
- Create public advisory board



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Commercial On-Street Parking – Long Term #7

Problem: Lack of available parking

Strategy: Design and implement a performance-based paid parking management program

- Adjust pricing to meet adopted target (suggested 80%)
- Program works with parking benefit district

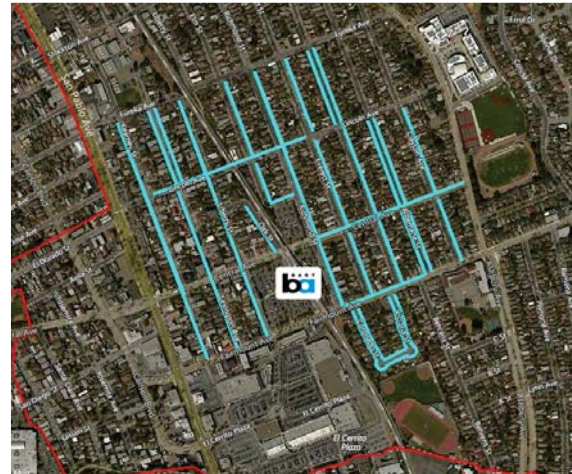
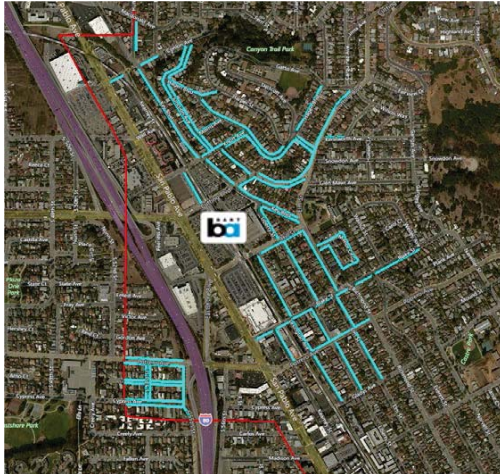


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Permit Parking

Current Residential Parking Permit Program

- Allow unregulated parking for neighbors with permits, 4-hour parking for everyone else
- 1,223 permits for 741 addresses (2018)
- About 100 blocks are permitted



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Current Residential Parking Permit Program

- Annual parking permits can be acquired through an application process with current vehicle registration and proof of residency
- Permits cost \$7/year per vehicle
- 4 permits per household

PARKING PERMIT FY 2018/2019 APPLICATION FORM



Finance Department
10890 San Pablo Avenue
El Cerrito, CA 94530
finance@ci.el-cerrito.ca.us
(510) 215-4335

INSTRUCTIONS: With this application form, please submit a <u>valid copy of your car registration</u> that reflects the applicable El Cerrito address. If the address is different than the one	STREET ADDRESS:	
	VEHICLE #1	PERMIT # (OFFICE USE ONLY)
	Resident Information	
	Registered Owner:	

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Current Residential Parking Permit Program

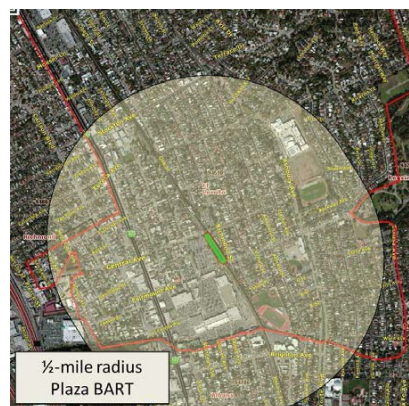
- Valid for 14 consecutive days
- Purchased in person at City Hall



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Current Residential Parking Permit Program

- Neighborhood residents can establish residential parking zones on their block if they are located within ½ mile of an El Cerrito BART station
- Demonstrate support from 60% of neighbors on both sides of the street



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PERMIT PARKING DRAFT STRATEGIES

Residential On-Street Parking – Strategies 8 & 9

Problem: Permit zones are too big, potential for cross commuting

Strategy 8: Create smaller, context-sensitive residential permit zones

- 8.1 Modify multifamily housing on-street permit parking policy

Strategy 9: Allow residential permit program beyond half mile from BART station



Residential On-Street Parking – Strategy #10

Concern: Prioritize blocks based on need

Strategy 10: Add a parking occupancy requirement to the parking permit petition process

- Local support (e.g., 60% of block households)
- Parking occupancy (e.g., 80% full)



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Residential On-Street Parking – Strategy #11

Problem: Current permit fees don't cover the program's cost

Strategy 11: Set permit prices to fully recover program costs

- Price cannot exceed program costs
- Increased enforcement and administration will increase cost of program



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Residential On-Street Parking – Strategy #12

Problem: More permits than curb space available

Strategy 12: Update residential permit cap

- 12.1 Graduated cost for multiple permits
- 12.2 Consider reducing parking permit cap and allow cap to be appealed (Criteria to be determined)
- 12.3 Create a policy to address parking permits for ADUs



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Residential On-Street Parking – Strategy #13

Problem: 14-day guest permit program doesn't meet needs and is cumbersome

Strategy 13: Update guest parking permit program

- 13.1 Offer low-cost single-day passes (e.g. \$1)
- 13.2 Consider offering Caregiver permits (multi-day)



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Residential On-Street Parking – Strategy #14

Concern: The City provides free parking to BART commuters

Strategy 14: Charge BART commuters for on-street parking.

- 14.1 Create a BART commuter Permit *and/or*
- 14.2 Install Parking meters *and/or*
- 14.3 Use pay-by-phone to charge for parking

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Implementation

Implementation Schedule with anticipated staffing needs. Short term programs can be integrated into existing programs and implemented with existing staff.

Year 1:

- #1 Adopt parking policy and program parameters
- #2 Establish parking enforcement protocols
- #3 Establish new time and user parking regulations across the Plan Area
- # 4 Create a Parking Communications Package
- # 10 Add parking occupancy requirement to parking permit petition process
- # 11 Set permit prices to recover program costs
- # 12 Revise residential permit cap
- # 13 Update visitor permits

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Implementation

Additional short term programs can be implemented with existing staff.

Year 2:

5 Create a curbside management policy

8 Revise residential permit zones

9 Allow RPPs beyond a half mile from BART

Implementation

Additional staff needs identified as program grows.

Year 3 or later:

6 Establish a parking benefits district

7 Design and implement a performance-based paid parking management program

#14 BART Commuter Permit Fees (can be developed with existing staff, may need additional staff for implementation/enforcement)

Recap on San Pablo Avenue Specific Plan Goals

1. Strengthen Sense of Place
2. Ensure Return on Investment
3. Encourage Practical and Market Friendly Development
4. Enhance and Humanize Public Realm
5. Catalyze Mode Shift
6. New businesses, new housing and multimodal transportation

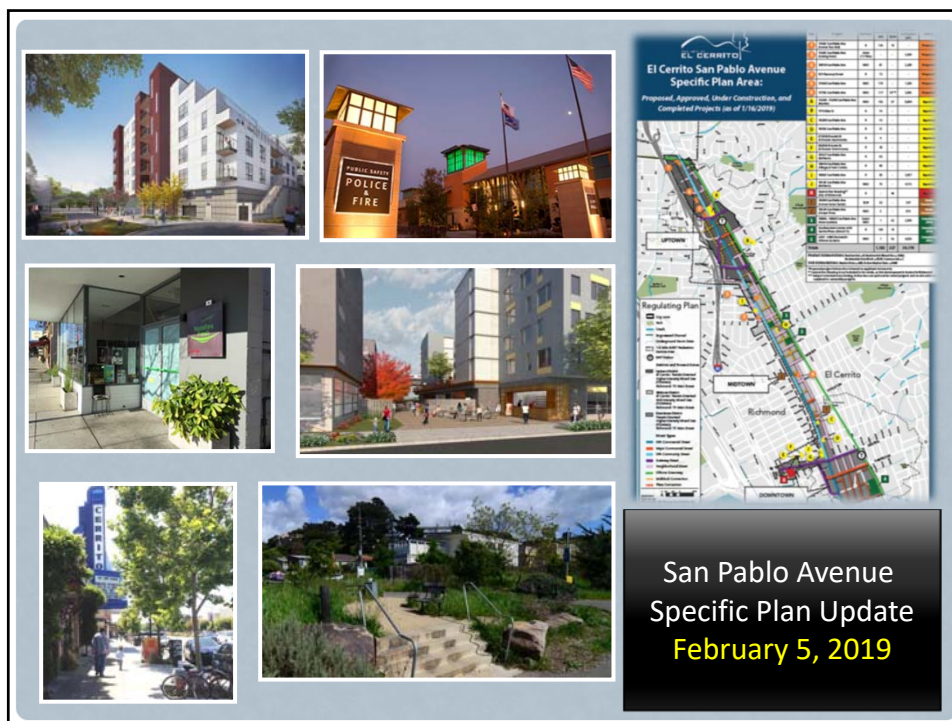
Commercial Streets: Make finding a parking space easy and convenient when you need to drive.

Neighborhood Streets: Minimize commuter and commercial encroachment and manage increased demand and limited curb space.

Nelson\Nygaard Consulting Associates, Inc.

Thank you

Questions or comments?



OVERVIEW OF TONIGHT'S AGENDA

- Background
- Current Status
 - Complete Streets
 - Approved Projects
- Plan Update
 - EIR
 - Focus Areas
- Next Steps
- Questions & Comments
 - Direction



January 2019



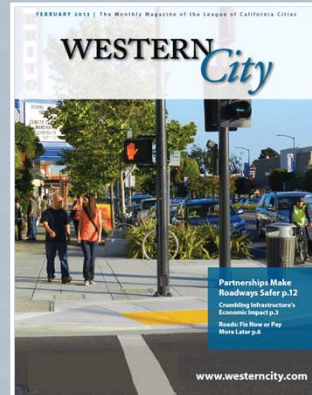
BACKGROUND

Imagine San Pablo Avenue as a grand boulevard stretching from Oakland to Hercules, with jewels of pedestrian-friendly and family-friendly mixed-use urban and distinctive neighborhoods along the way. The San Pablo Avenue of the future will include a diverse range of housing, business, service, recreational, educational, transportation and civic opportunities with distinct nodes of activity in each city connected by an attractive, multi modal world class boulevard.

- Loni Hancock

Former State Assemblymember/State Senator

Destination: San Pablo Avenue/SR 123 Vision (2004)



3

BACKGROUND/ANTECEDENTS

- 2006: Economic Development Studies
 - Retail will experience heavy competition from surrounding cities
 - Pursue higher quality, more dynamic urban lifestyle development to attract more unique (upscale) retail and restaurants
 - Need Vision and Readiness
 - Improve the Physical Environment



4

BACKGROUND/ANTECEDENTS

- Improve the Physical Environment
 - Baxter Creek Gateway Park
 - Streetscape Improvements
 - City Hall
 - Cerrito Theater
 - Del Norte BART Gateway Station



5

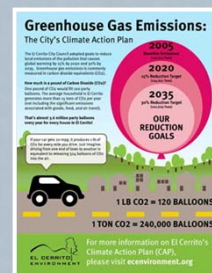
BACKGROUND

STRATEGIC PLAN

- Long Term Financial Sustainability
- Maximize opportunities for new/expanding businesses
- Deepen Sense of Place & Community Identity
- Reimagine underdeveloped/underutilized properties
- Encourage use of alternative modes of transportation
- Foster Environmental Sustainability
- Reduce vehicle miles traveled through transit-oriented form

CLIMATE ACTION PLAN

- Compact, higher density development
- Increase local economic base
- Reduce overall VMT



BACKGROUND

San Pablo Avenue Specific Plan I

- I: With Richmond, 2008-2012
- 2011: City Council Study Session
- 2012: Development Feasibility Studies
- Increase height limits (65 feet)
- Reduce parking requirements
- Allow ground floor residential

San Pablo Avenue Specific Plan II

- City Council Adoption: 2014
- Increased height
- Reduced commercial ground floor requirements
 - Allow ground floor residential
- Reduced parking requirements
- Streamlined Review
- Complete Streets
- Program EIR

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BACKGROUND

Since 2014 Adoption:

- Inclusionary Zoning (effective June 2018)
- Stege Sanitary Fee (2018)
- Parking Study (2019)
- Transportation Impact Fee (2019)
- 16 approved/under review projects with 1,600 new housing units and 9 new commercial spaces



8

CURRENT STATUS: BY THE NUMBERS

- ~1,600 new housing units
 - 690 approved; 910 proposed
 - Below Market Rate
 - 67 approved
 - 658 proposed
- 9 new commercial spaces
 - ~28,000 square feet
 - 7 live work spaces
 - Plus 2 hotels (proposed)



9

CURRENT STATUS: BY THE NUMBERS



10

CURRENT STATUS: BY THE NUMBERS



- Amenities (selected)
 - 36,870 feet of new public open space
 - \$704,000 In Lieu Fees
 - 11 new onsite public art
 - \$600,000: In Lieu Fees
 - Rooftop common open spaces
 - Street activation (groundfloor & street facing balconies)
 - Frontage improvements
 - Transportation Impact Fees: ~\$1.6M (approved residential projects)

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COMPLETE STREETS - VISION

- Encourage mode shift
- Improve connectivity
- Build on recent investments
- Enhance and catalyze economic development
- Design a balanced and comfortable streetscape
- Welcome and accommodate all users



12

San Pablo Avenue today



- Maintain the current number of travel lanes and reduce width
- Minimize the loss of on-street parking
- Widen sidewalk for clear pedestrian path
- Add more and safer crosswalks
- Provide far-side bus islands
- Add various types of bikeways

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- Identify and Secure Funding
 - Various Grants (\$7.7 mil secured)
 - Developer Contributions
 - West County Subregional Transportation Mitigation Program
 - El Cerrito Transportation Impact Fee
- Additional Evaluation
- Public Outreach & Agency Stakeholder Engagement
- Design Development



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COMPLETE STREETS - MIDTOWN

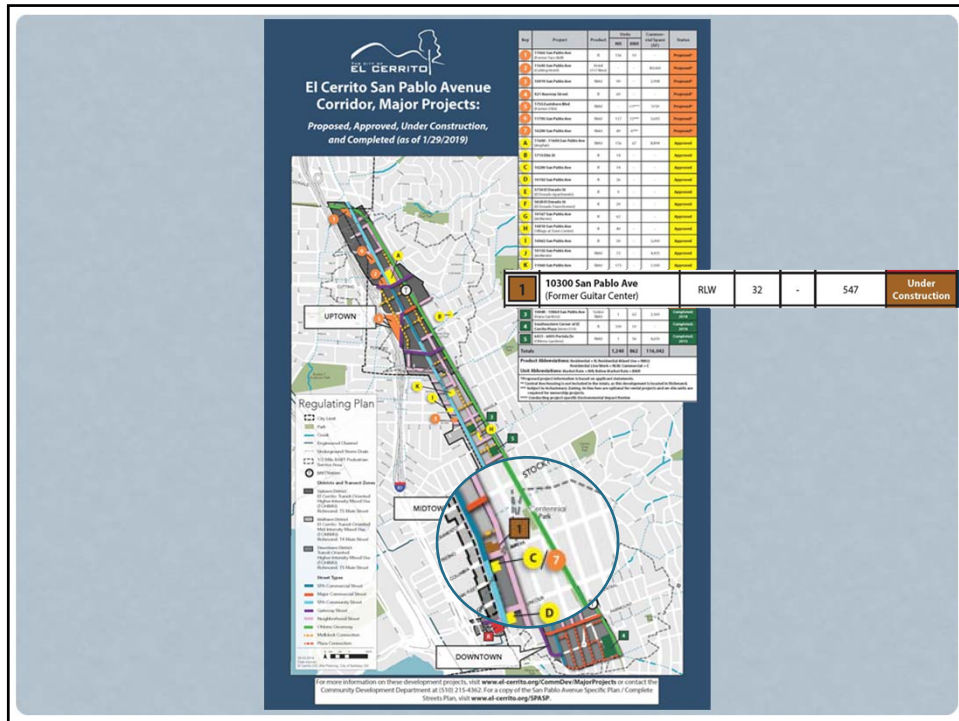


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COMPLETE STREETS - UPTOWN

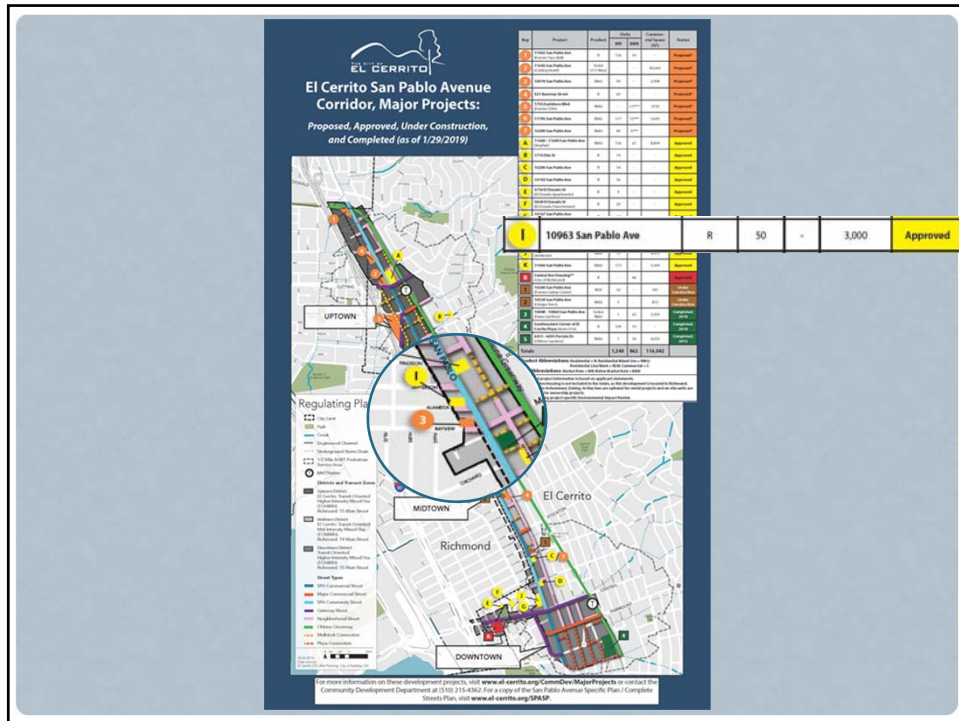


16



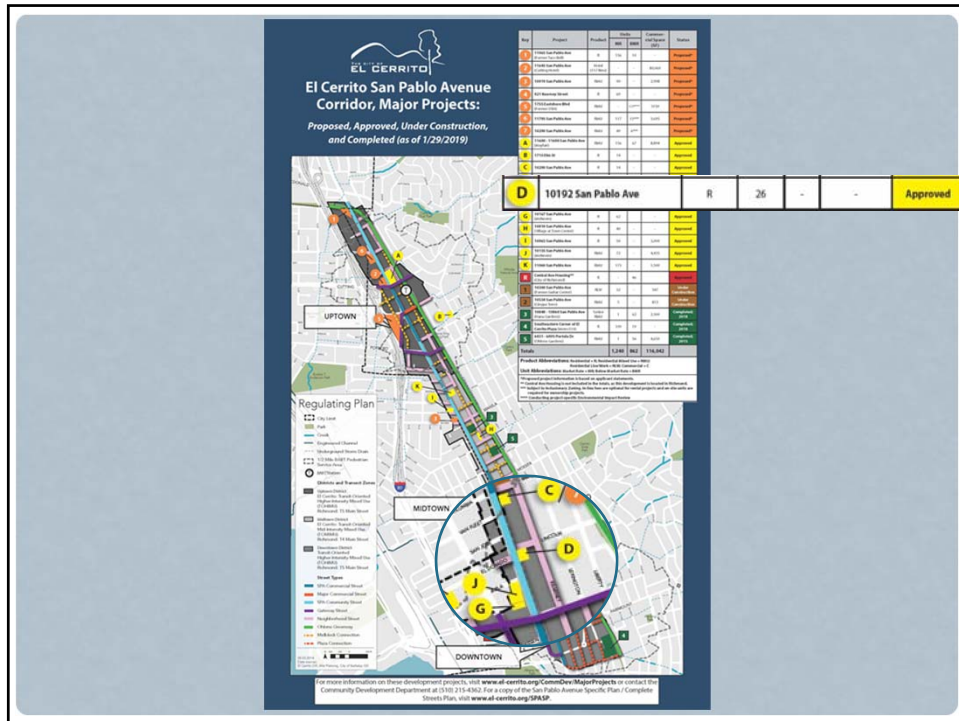
CURRENT PROJECTS





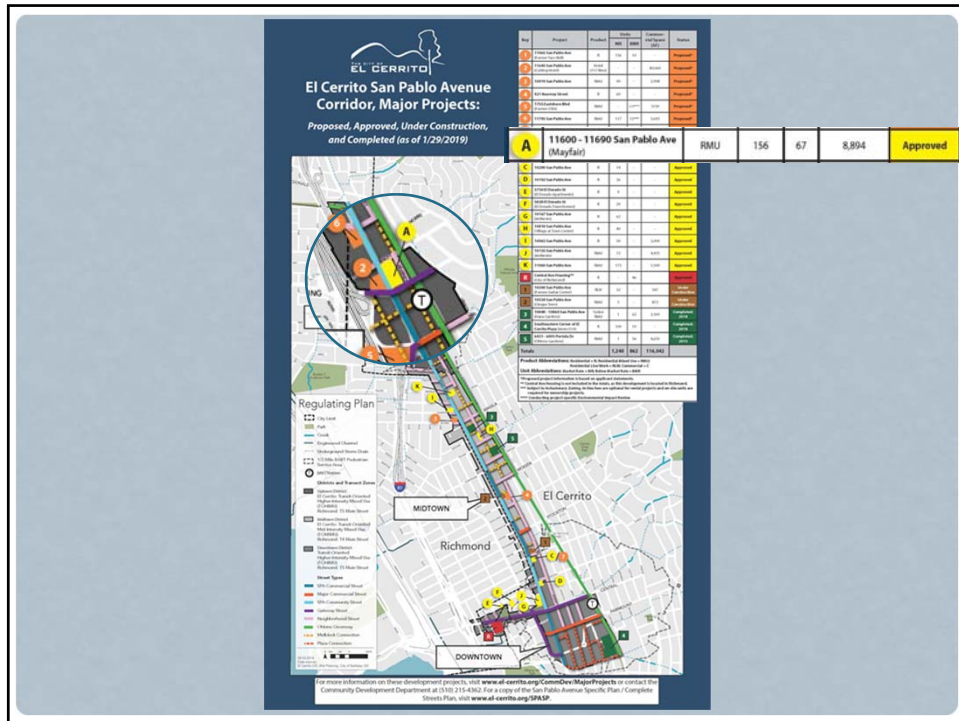
CURRENT PROJECTS





CURRENT PROJECTS

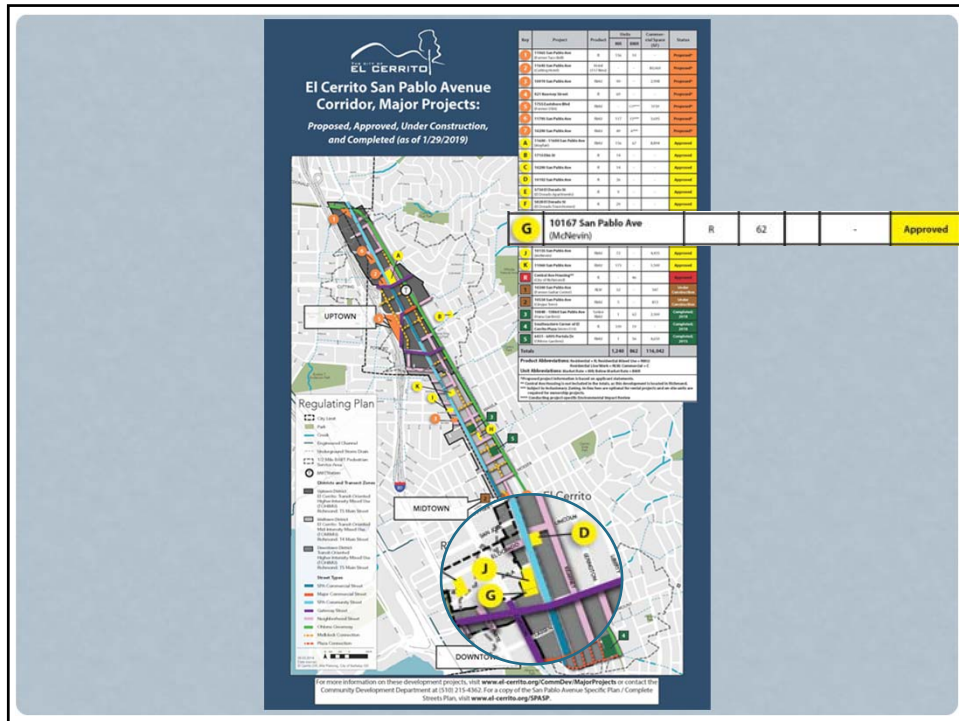




CURRENT PROJECTS

233 Units (incl. 67 affordable)
 145 Parking Spaces
 Tier IV Design Review

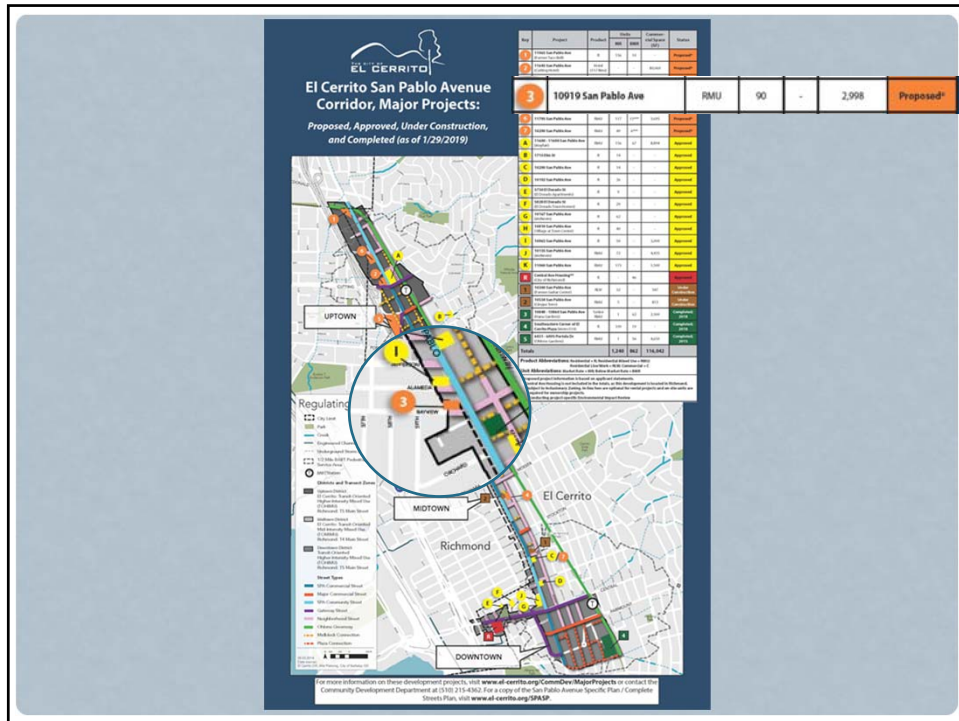




CURRENT PROJECTS

62 Units
 31 Parking Spaces
 Tier II Design Review





CURRENT PROJECTS

85 Units
 78 Parking Spaces
 Tier IV Design Review



El Cerrito, California
San Pablo Ave, Uptown

Existing conditions



Urban Advantage
photo-simulation

El Cerrito, California
San Pablo Ave, Uptown

Public ROW improvements



Urban Advantage
photo-simulation

El Cerrito, California
San Pablo Ave, Uptown

Apt bldgs_11600, 11690 San Pablo Ave
APPROVED



Urban Advantage
photo-simulation

El Cerrito, California
San Pablo Ave, Uptown

Hotel_11615, 11645 San Pablo Ave
UNDER CONSIDERATION



Urban Advantage
photo-simulation

El Cerrito, California
San Pablo Ave, Uptown

Conceptual future development following
San Pablo Ave Specific Plan standards



El Cerrito, California
San Pablo Ave, Downtown

Existing conditions



El Cerrito, California
San Pablo Ave, Downtown

Apt bldgs_10135, 10192 San Pablo Ave
APPROVED



El Cerrito, California
San Pablo Ave, Downtown

Apt bldg_16017 San Pablo Ave
APPROVED



El Cerrito, California
San Pablo Ave, Downtown

Maturing trees



El Cerrito, California
San Pablo Ave, Midtown

Existing conditions



El Cerrito, California
San Pablo Ave, Uptown

Apt bldg_10963 San Pablo Ave
APPROVED



El Cerrito, California
San Pablo Ave, Uptown

Apt bldgs_11048, 11060 San Pablo Ave
UNDER CONSIDERATION



El Cerrito, California
San Pablo Ave, Uptown

Buffered bike lane



El Cerrito, California
San Pablo Ave, Uptown

Maturing trees

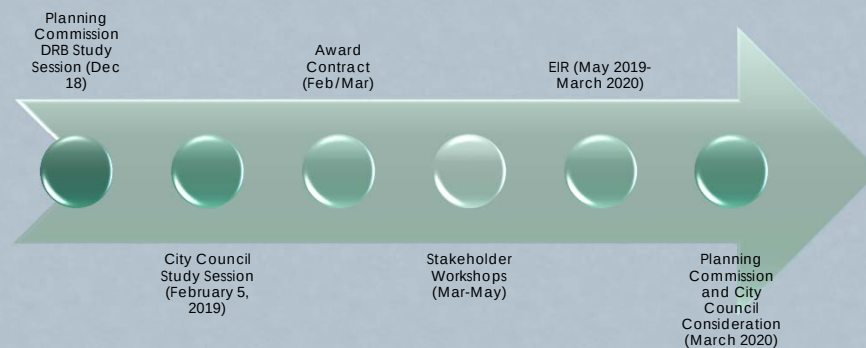


PLAN UPDATE

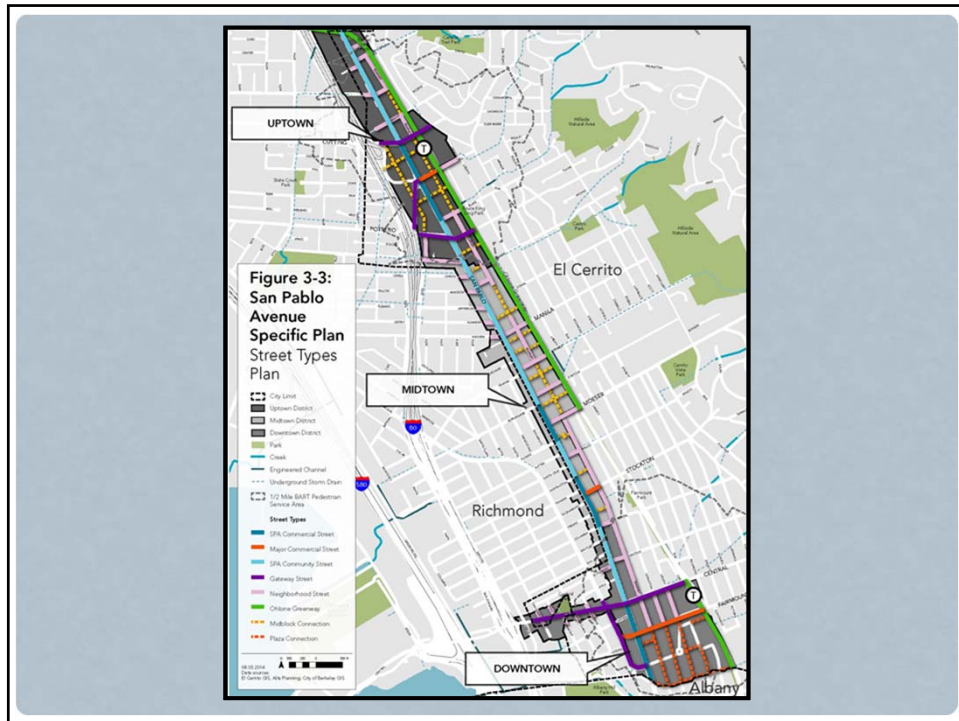
- What?
 - New environmental analysis based on anticipated development
 - Form Based Code updates
- Why?
 - Maintain momentum towards SPA Vision
 - Still many underutilized sites on the Avenue
- When?
 - Approximately one year
- How?
 - MTC PDA Implementation grant (partial funding)

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UPDATE PROCESS



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PLAN UPDATES

Create More Commercial Spaces

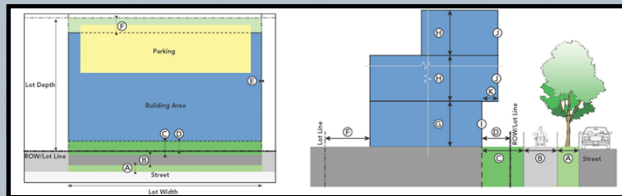
- Expand SPA Commercial StreetType
 - Connect Downtown/Stockton Node
 - Expand Moeser & Uptown Commercial Nodes
- Create Commercial Overlay
 - Freeway Visibility/Access
 - Provide a range of commercial types
- Support existing and new residential



PLAN UPDATES

- Street Standards

- Standards that better reflect desired improvements and existing conditions of areas like Fairmount Avenue (Different ROW than SPA)
- Standards in addition to PROW zones to ensure context-sensitive building frontages.



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PLAN UPDATES

- Neighborhood Street Standards

- Revise standards to reflect building form desired on neighborhood streets (predominantly residential areas)
- Revise set back requirements and/or frontage types?
- Examine applicability of daylight plane standards on Neighborhood streets and add clarity to standards.



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PLAN UPDATES

- Tier IV Process
 - Add tools for Planning Commission to evaluate public benefits.
- Tier III Process
 - Revise Tier III Design Review applicability and process to ensure it is achieving desired goals.
- Pre-Application Process
 - Processes for design charrettes and/or preliminary review by PC and DRB, and additional public outreach.

63

PLAN UPDATES

- Parking
 - Revise parking modifications (over or under permitted range) to clarify requirements and processes.
 - Clarify-Strengthen TDM requirements
 - For "under permitted" range, add restriction on on-street parking permits?
 - Require Tier IV Design Review for parking ratios under permitted range?
 - Allow more parking for Commercial by-right?
 - Restrict new multifamily housing to one parking permit/unit

64

PLAN UPDATES

- Submittal requirements
 - Modify requirements to achieve better quality submittals.
 - Enhanced technical review of projects.
- Land Use Regulations
 - Evaluate permitted land uses in each zone.
- Incorporate other City policies into Specific Plan
 - Inclusionary Housing
 - Green Infrastructure

PLAN UPDATES

- Open Space Standards
 - Ensure public open space is encouraged in areas where it is consistent with City plans and has most impact and value.
 - Integrate with GI requirements



FBC Figure 88. Open Space Plan
Daylighting creeks may be considered on a project by project basis. The City has no adopted Creek Daylighting requirement.

PLAN UPDATES

- Maximize light and air to new units.
 - Modifications to setback requirements from interior property lines.
 - Minimum dwelling unit window/light exposure.
 - Modifications to courtyard/common open space requirements.

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QUESTIONS AND COMMENTS

THANK YOU!

FEB 05 2019

Column1	Location	Brief PD + # of Units	Approved or Active	Type of Project	Reason for Tier IV	Tier IV Public Benefits	Zoning	Commercial Required?	New Commercial	Number of Units	Unit Breakdown (studio, 1bd, 2bd, 3bd)	Average Unit Size	Public Open Space?	Private/Common Open Space Sq Ft	Public Open Space Sq Ft	Open Space Notes	Open Space In-Lieu Amount	Res. Parking Spaces	Res. Parking Ratio	Extra TDM	Comm. Parking Spaces	Comm. Ratio (1,000 sq ft)	CITY OF EL CERRITO CITY CLERK Affordable Units	Market Rate Units
Former PNATB	10963 San Pablo	50 units	Approved	Tier II	N/A	N/A	TOMIMU	No	2,989	50	4/20/20/6	788	Combination	5,588	1,427	Public = Plaza along Jefferson Common = roof decks	\$14,471	34	0.68	Y	N/A	N/A	0	34
Village @ Town Center	10810 San Pablo Ave	40 units infill	Approved	Tier IV	-Shadows cast to the east -Allowed frontage type along Neighborhood St -Ground floor ceiling height & frontage type -Front encroachment above ground floor on Neighborhd St -Two driveway approaches on a Neighborhd St	-\$75,000 toward bike racks on San Pablo Ave and Centennial Park improvements	TOMIMU	No	-	40	0/30/10/0	752	On-Site	3,600	5,400	Common = roof deck	N/A	32	0.80	Y	N/A	N/A	0	40
Mayfair	11600/11690 San Pablo	223 units	Approved	Tier IV	-Building height exceeds 65 feet -Buildings cast shadows onto N and E Neighborhood Sts but not residential districts -Driveway widths exceed 20 feet on Neighborhood St -Building lengths along San Pablo Community St and Neighborhood St exceed 200 feet -Ground floor transparency & frontage type Cutting Blvd not met	-67 units of Affordable Housing -501 square feet of additional public open space	TOHIMU	No	8,894	223	42/137/36/8	693	On-Site	19,686	3,945	Public = Mid-block mew Common = courtyards and common porch	N/A	145	0.65	N	5	0.56	67	156
Avenue Lofts McNevin (South)	10167 San Pablo Avenue	62 units	Approved	Tier II	N/A	N/A	TOHIMU	No	-	62	27/9/13/13	663	In-lieu	6,224	In-lieu	Common = Outdoor terraces and roof deck	\$123,836	31	0.50	N	N/A	N/A	0	62
Former Guitar Center	10300 San Pablo	30 Multi family housing + 2 live work	Approved	Tier IV	-Does not conform w daylight planes -Does not provide required percent of shop frontage along Commercial Street	-\$50,000 contribution toward Centennial Park improvements	TOMIMU	Yes	2 live-work units	32	0/0/18/14	1,094	On-Site	2,460	1,596	Public = public plazas at San Pablo/Eureka and Kearney/Eureka	N/A	32	1.00	N	N/A	N/A	0	32
Perella Bldg	10290 San Pablo	14 units	Approved	Tier II	N/A	N/A	TOHIMU	No	-	14	0/0/12/2	1,000	N/A	1,120	0		N/A	15	1.07	N	N/A	N/A	0	14
Former Rob's Auto	10192 San Pablo	21 units	Approved	Tier II	N/A	N/A	TOHIMU	No	-	21	0/0/18/3	1,033	In-lieu	1,680	In-lieu		\$80,274	22	1.05	N	N/A	N/A	0	21
Cinque Terre	10534 San Pablo	5 units	Approved	Tier II	N/A	N/A	TOMIMU	No	813	5	0/1/4/0	840	N/A	834	0	Common = Planter beds for urban farming	N/A	8	1.60	N	N/A	N/A	0	5
McNevin North	10135 San Pablo	72 units & 4,413 of retail	Approved	Tier II	N/A	N/A	TOHIMU	No	4,435	72	0/26/46/0	814	On-Site	7,264 (3,045 common, 4,219 sq ft private)	2,334	Public = Pocket park/plaza. Common = sixth floor deck	N/A	41	0.57	N	4	0.90	0	72
Griffin (Big 5 Site)	11060 San Pablo	173 Units. Bike station on Greenway	Approved	Tier IV	-Exceeds 55 ft height limit and proposes 69 ft -Casts shadow on Ohlone Greeway and adjacent parcels	-\$1 million contribution to affordable housing trust fund -\$700,00 toward complete street improvements -Publicly accessible Bike Stop	TOMIMU	No	1,500	173	4/110/49/10	807	On-Site	17,816	6,427	Public =Two public plazas and a mid-block connection between San Pablo Ave and Ohlone Greenway. Common = courtyards and roof decks	N/A	185	1.07	N	N/A	N/A	0	173
Wall Street	11795 San Pablo Ave	130 units	Active	Tier II	N/A	N/A	TOHIMU	Yes	3,695	130	114/2/9/5	494	In-lieu	10,409	In-lieu	Common = Courtyards/decks	\$265,404	92	0.71	TBD	N/A	N/A	unknown	unknown
Marty's Motors	10919 San Pablo	85 units	Active	Tier IV	-Casts shadow onto residential parcel	Unknown	TOMIMU	Yes	2,313	90	74/0/16/0	523	Combination	6,889	1,570	Public = forecourt on San Pablo Private = balconies & patio space	\$6,120	78	0.87	Y	N/A	N/A	0	85
Hampton Inn	11615/11645 San Pablo	116 room hotel + 2,500 gf commercial	Active	Tier II	N/A	N/A	TOHIMU	No	80,060	N/A	N/A	N/A	On-Site	0	4,400	Public = Pocket park/plaza	N/A	N/A	N/A	N	90	1.12	0	0
	921 Kearney	69 units of multi-family housing	Active	Tier II	N/A	N/A	TOMIMU	No	-	69	12/47/12/0	625	In-lieu	8,685	In-lieu	Common = Rooftop deck	\$128,808	51	0.74	Y	N/A	N/A	0	69
Baxter Creek (Polaris)	11965 San Pablo	144 units Density Bonus	Active	Tier II	N/A	N/A	TOHIMU	No	-	144	38/68/38/0	700	On-Site	9,153	4,363 (1,265 excess)	Common = Courtyard w petanque court and a roof deck. Public =Three public plazas Parcourse area.	N/A	75	0.52	N	N/A	N/A	10	136
Former OSH	1711 Eastshore	100% affordable project	Active	Tier II	N/A	N/A	TOHIMU	No	3,150	629	382/206/45/0	524	On-Site	55,580	11,198		N/A	0	0.00	TBD	0	0	631	0
	Totals		10						24,094	1754	697/657/362/74	754	36,870			\$604,442			0.8	4	99	708	899	
									Plus Hotel & Live Work				4 in-lieu			W/O OSH SITE Included								