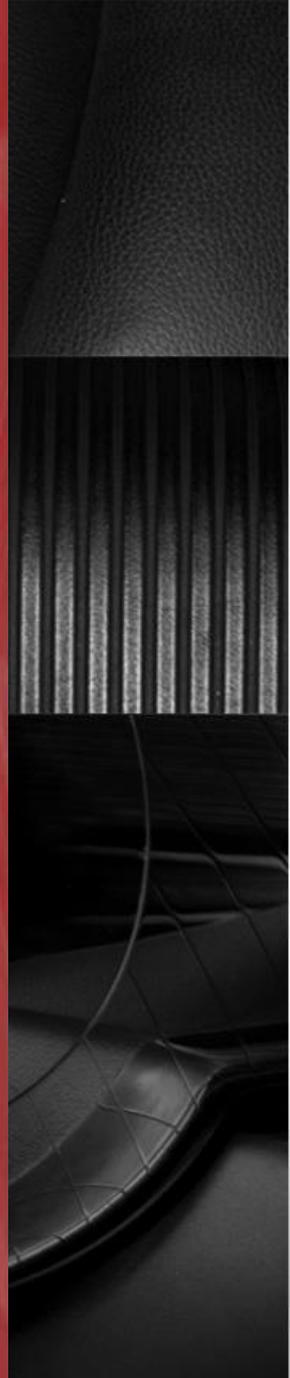
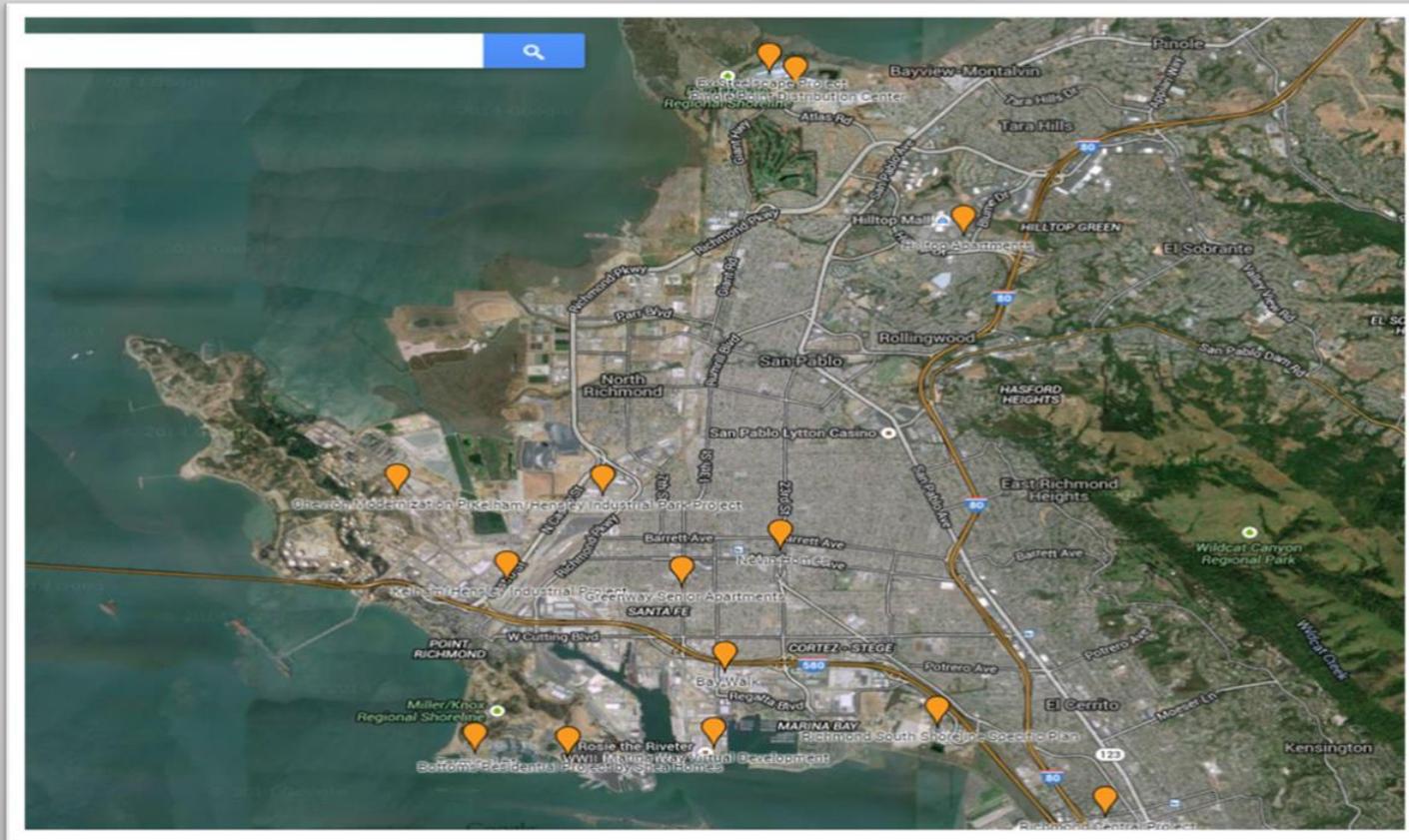


City of Richmond Transportation Department Parking Management Strategies

Council Study Session
September 27, 2016



Map of Development Projects





Parking Management Plan

“Effective Parking Management can be used to break the public’s over dependency of the automobile and improve travel options.”

-Todd Littman, Cycle of Automobile Dependency 2006

The City of Richmond could benefit from a parking management program that implements transportation demand management (TDM) strategies:

- Manage the existing parking supply and prepare for future needs,
- Utilize pricing to manage parking demand,
- Promote alternative modes of transportation to reduce greenhouse gas emissions,
- Increase the amount of parking that is shared, and
- Improve user information and access to commercial areas whether by foot, bicycle, car or transit.

Tools Used to Manage Parking

- Municipal Ordinance
- Preferential Parking Permits to identify priority parkers
- Posted Time Limits and curb markings
- Parking Meters and Mobile pay options
- Shared Parking Options
- Way finding systems to enhance access and mobility
- Manage the impact of special event parking
- Enforcement





Action Plan at a Glance

- Identify key locations to implement TDM strategies that support existing programs or initiatives undertaken by the City of Richmond.
- Receive public input regarding parking needs and perceptions from stakeholders.
- Draft Neighborhood Permit Program (NPP) for Council approval and implementation.
- Implement the NPP within FY 16/17.
- Receive Council direction to implement a paid parking pilot.
- Initiate a metered parking pilot FY 16/17.

Neighborhood Permit Parking Program (NPP) Overview

THE PROCESS

- Within established Council approved NPP zones.
- Time restricted only for non-permitted vehicles.
- Residents must submit a signed petition to the Transportation Department indicating at least 51% community support to opt in.
- May be implemented on a block by block basis.
- Fees charges should cover the program costs.
- If approved, residents may apply for (2) permits per household.



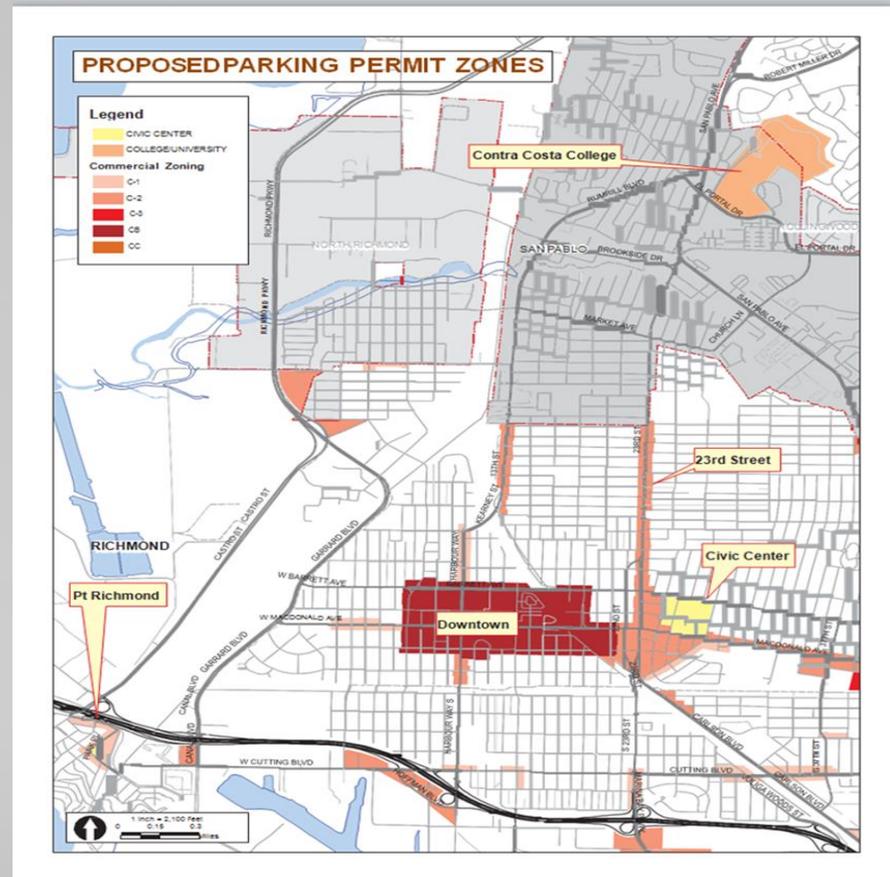
BENEFITS

- Gives on-street parking priority to residents, their visiting guests, and business owners.
- During periods of high occupancy.
- Maximizes the utilization of parking for all users.

**Limited on-street parking priority may be provided to eligible business owners within established NPP areas.*

Proposed Pre-approved Permit Zones

- Downtown
- Point Richmond
- Civic Center
- Contra Costa College
- 23rd Street Corridor

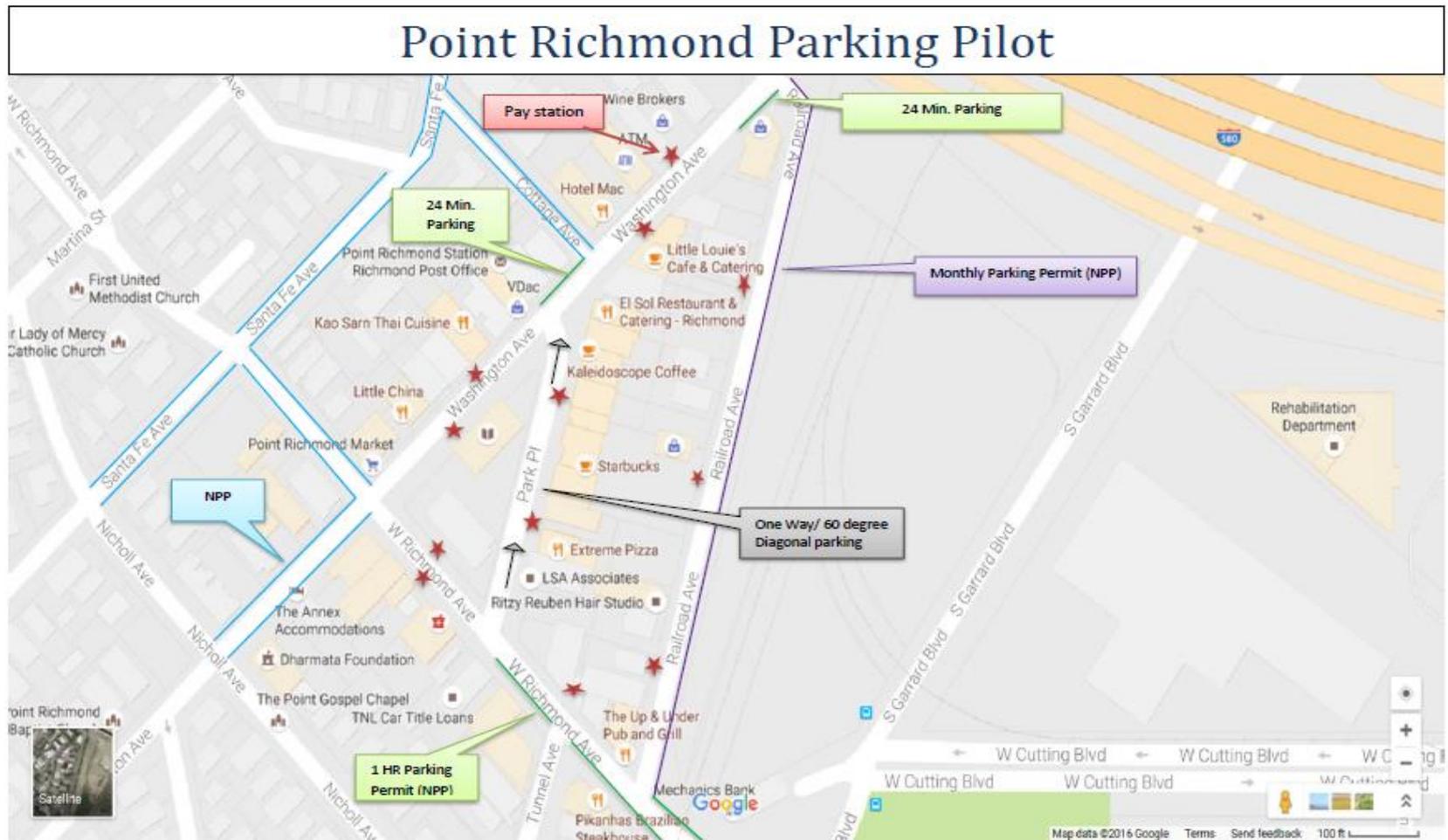




The Purpose of Paid Parking Pilots

- Used to assess the effectiveness of utilizing parking meter and/or mobile payment technology, varying meter rates and time limits to manage parking demand.
- Many California cities have elected to use market rate or demand based parking as a tool to make it easier for visitors and residents to find public on-street and off-street parking within busy commercial districts.
- Encourages parking turn over and availability.
- Works well in conjunction with some form of preferential permit parking on the adjacent residential streets.

Example of a Parking Pilot





Resources

- <http://shoup.bol.ucla.edu/HighCost.pdf>
- <http://www.mercurynews.com/2016/08/12/redwood-city-launches-parking-permits-near-downtown/>
- <http://www.goberkeley.info>
- <http://www.marinij.com/article/zz/20120703/NEWS/120709133>
- <http://www.el-cerrito.org/index.aspx?NID=235>