



**Transportation Commission
December 7, 2022
Ferry Terminal Parking Pricing
Strategy**



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Staff Recommendation

Provide feedback and endorse ferry terminal parking pricing strategy

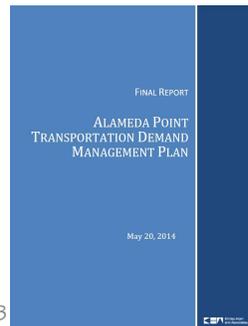
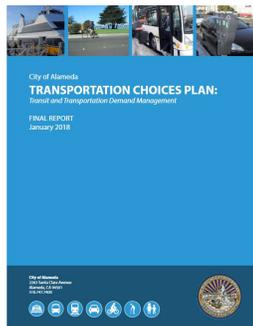
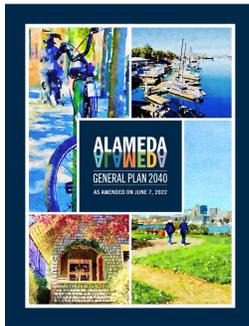


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City Policy Requires Paid Parking at Ferries

Plans calling for paid parking at ferry terminals:

- General Plan (2021)
- Transportation Choices Plan (2018)
- Alameda Point Transportation Management Plan (2014)



Demand-Based Parking Pricing

Demand-Based Parking Pricing

- Set parking rates based on parking demand
- Goal: ensure open parking spaces & reduce congestion
- Periodic, incremental rate changes:
 - Prices rise when parking spots are too full
 - Prices decrease when spots are too empty

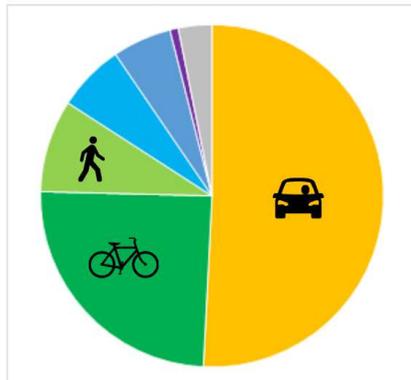
Alameda plans/policies calling for demand-based parking pricing

- General Plan (2021)
- Alameda Municipal Code 12-4.5 (updated 2020)
- Transportation Choices Plan (2018)
- 85% parking occupancy goal (2014)

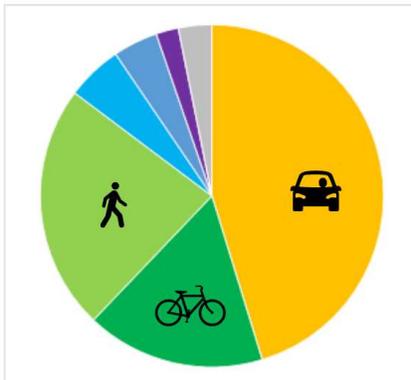


How People Get To...

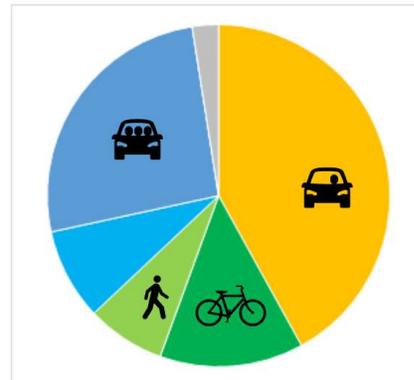
Seaplane Lagoon
Ferry Terminal (SPL)



Harbor Bay
Ferry Terminal (HB)



Main Street
Ferry Terminal



■ Drive alone
 ■ Bike
 ■ Walk
 ■ Drop Off/Pick Up
 ■ Carpool
 ■ Public transit
 ■ Other

5 WETA 2022 On-Board Passenger Survey Preliminary Analysis

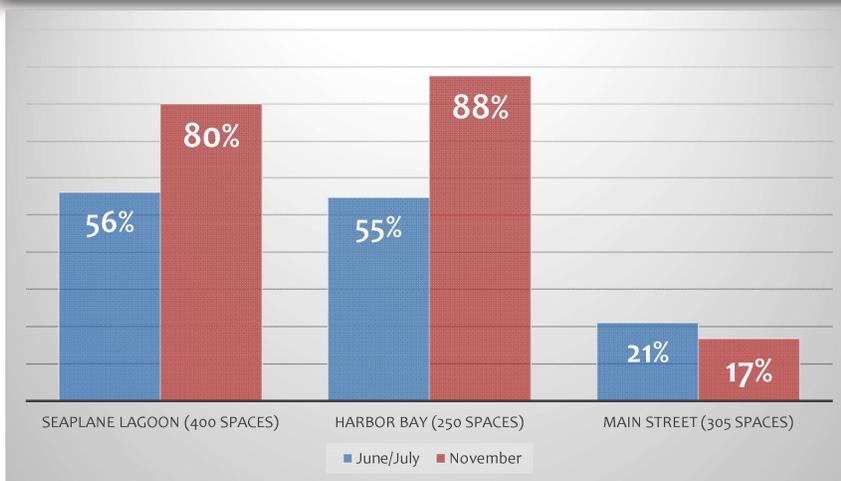
Ferry Ridership Increasing

- July 2021-June 2022 overall: 50% of pre-pandemic ridership but saw big increases in spring 2022
- Recovery outpacing other regional transit operators
- Beginning March 2022: largest increases in ferry ridership since pandemic
- Weekday ridership continues to increase, led by Seaplane Lagoon
- Oct 2022: 5 new midday trips added to SPL



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SPL & HB Parking Occupancy Increasing



Percent of Parking Spaces Full Mid-Week, June/July vs. November 2022



Goals/Strategies

Reduce commute hour drive alone trips:

\$3.00 baseline fee at SPL & HB

Maintain parking availability for ferry riders:

Shift prices based on demand



Seaplane & Harbor Bay Pricing Proposal

Rate type	Min.	Max*	Price reduction threshold	Price increase threshold	Maximum frequency of price changes
Daily	\$3/day	\$7/day	Price decreases \$1.00 when occupancy is 60% or lower after last morning ferry (but not below \$3.00 minimum)	Price increases \$1.00 when occupancy is 90% or higher after last morning ferry (up to given maximum)	Quarterly
Hourly	\$0.75/hour	\$2.50/hour	Set price based on daily rate, so that 4 hours at hourly rate equals the daily rate.		Quarterly

* *Maximum rate without a needs-based low-income daily parking pass.*

Main Street Proposal: No Paid Parking Yet

Rate Type	Minimum	Max.*	Price reduction threshold	Price increase threshold	Maximum frequency of price changes
Daily	FREE PARKING until parking occupancy is 85% two quarters in a row. If pricing begins, \$2.00/day minimum	\$7/day	Price decreases \$0.50 when occupancy is 60% or lower at peak	Price increases \$0.50 when occupancy is 90% or higher at peak	Quarterly After two years, revert back to free parking if parking occupancy is below 60% for three quarters in a row (inclusive of quarters during the second year).
Hourly	If pricing begins: \$0.50/hour	\$2.50/hour	Set price based on daily rate, so that 4 hours at hourly rate matches the daily rate.		Quarterly; see above.

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Permits & Exemptions

Promote equity: Implement low-income rate program as soon as feasible

Support carshare: No payment for point-to-point carshare services with fleets of vehicles used 100% for carshare

Don't encourage daily driving: No regular monthly permits



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Current Rates at Area Transit Lots

Location	Daily Rate
BART Fruitvale, Lake Merritt, & Coliseum	\$3.55
BART West Oakland	\$12.40
Caltrain system-wide	\$5.50
AC Transit Richmond Parkway Transit Center	\$3.00
Golden Gate Ferry (Larkspur)	\$2.00
Vallejo Ferry	\$8.00
Valley Transportation Authority (VTA)	\$3.00

Free parking:

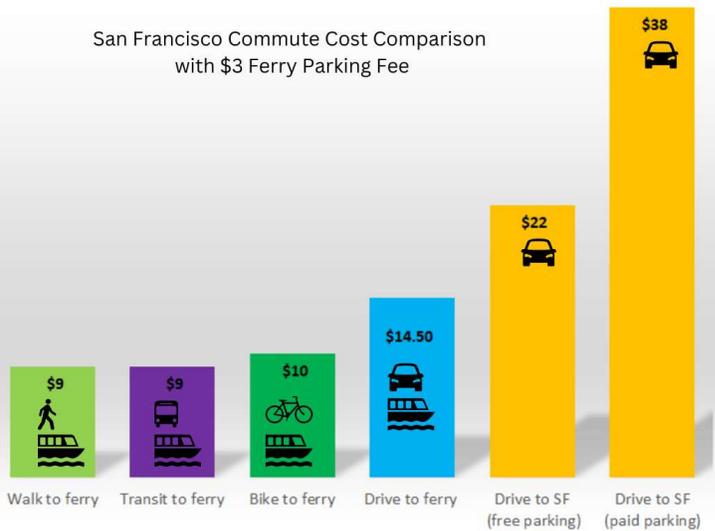
- Jack London Square ferry
- Richmond Ferry Terminal



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Trip Cost Comparison with \$3 Parking

San Francisco Commute Cost Comparison with \$3 Ferry Parking Fee



Daily Round-Trip Costs from Alameda to Downtown San Francisco

(Figures include car/bicycle ownership, gas)



Payment & Communication

PAYMENT OPTIONS

- **Remote/after boarding:** app, browser, phone call
- **In person/before boarding:** pay station
- Payment tied to license plate

OUTREACH

- Flyers on vehicles
- On-board communications
- Press release
- Social media posts
- Web updates fleets

zone #
2345
ParkMobile
Contactless Parking Payments

Ways to Pay

Download ParkMobile
Scan to Pay at ParkMobile.io
Text "Park" to 77223

Download on the App Store
GET IT ON Google Play

No smartphone?
Call 800-400-XXXX
Need help?
Support@ParkMobile.io



PAY FOR PARKING

Note license plate numbers when exiting vehicles.

Cost/Revenue Estimates

Item	Seaplane Lagoon	Harbor Bay	Ongoing
Paid parking revenues	\$ 180,000	\$ 120,000	Annual
Citation revenues	\$ 99,000	\$ 66,000	Annual
Pay station purchases	\$ (36,500)	\$ (21,900)	Up-front
Pay station data fees	\$ (1,500)	\$ (900)	Annual
Mobile payment provider	\$ -	\$ -	Annual
Parking signage	\$ (5,000)	\$ (4,000)	Up-front
Outreach design and printing	\$ (1,500)	\$ (1,500)	Annual
Enforcement ongoing	\$ (65,000)	\$ (65,000)	Annual
Enforcement capital*	\$ (71,000)	\$ -	Up-front
Operator for maintenance, pay station management/collections, payroll costs only	\$ (20,000)	\$ (20,000)	Annual
Lot maintenance capital funds	\$ (5,000)	\$ (4,000)	Annual
Lot sweeping 2x/month	\$ (9,600)	\$ (4,800)	Annual
Parking occupancy data collection	\$ (3,200)	\$ (2,800)	Annual
Staff management for operations, enforcement, & demand responsive pricing	\$ (20,000)	\$ (20,000)	Annual
Net Year 1	\$ 40,700	\$ 41,100	
Annual net Year 2+ with no price/occupancy changes	\$ 153,200	\$ 67,000	

*Revenue estimates attribute enforcement capital costs to SPL, but would be used in both lots



Revenues/Costs in Parking Fund

City Parking Fund

- Covers ferry lot maintenance, security, equipment, enforcement
- Holistic fund includes all parking program costs/revenues
- Fund not yet revenue-positive; when it is, City Council can determine best use of funds



Managing Spillover Parking

Seaplane Lagoon

- Monitor area parking occupancies
- Implement time limited parking as needed
- Consider an on-street daily parking permit
- If ferry lot price nears \$7, explore sites for overflow lot

Harbor Bay

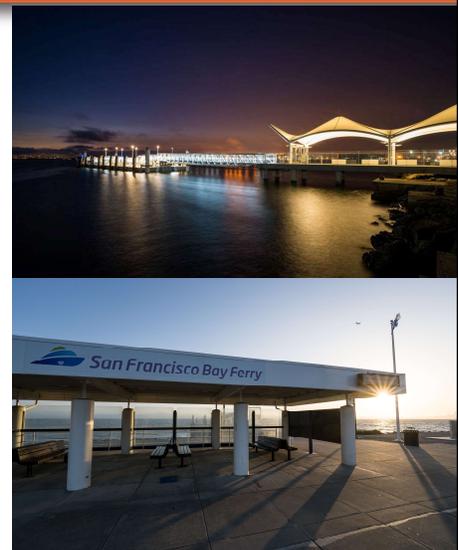
- Additional enforcement of existing Residential Parking Permit area
- Annual permit fees pay for enforcement and signage



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Next Steps

- Early 2023: City Council endorsement
- Spring 2023: Paid parking at Seaplane Lagoon
- Later 2023: Paid parking at Harbor Bay later in year



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