

Update on Setting a Parking Pricing Strategy for Ferry Terminals

**City Council
October 1, 2024
ITEM INSERT# 6-A**



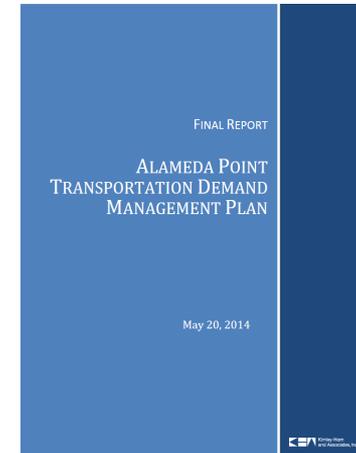
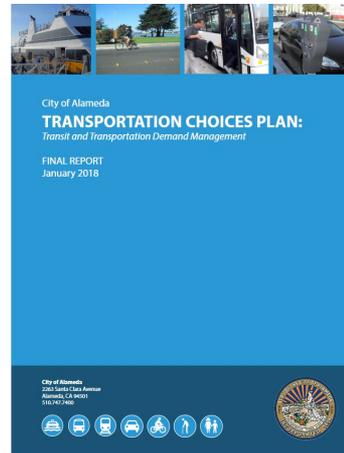
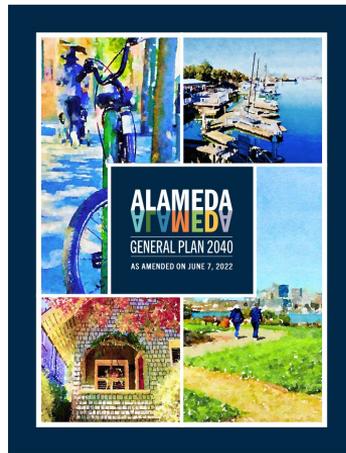
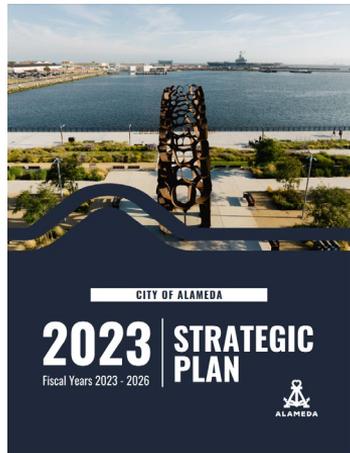
Why Paid Parking at Ferry Terminals



City Policy Requires Paid Parking at Ferries

Plans calling for paid parking at ferry terminals:

- Strategic Plan (2023)
- General Plan (2021)
- Transportation Choices Plan (2018)
- Alameda Point Transportation Management Plan (2014)



Ferry Ridership Increasing

Ferry Ridership Increases from July 2023 to July 2024

	Harbor Bay	Seaplane Lagoon	Oakland & Alameda (Main St)
Total ridership July 2023	17,345	23,998	79,069
Total ridership July 2024	23,160	31,935	80,651
% change	+34%	+33%	+2%



Parking Lots Filling Up

Percent of Parking Spaces Full, August 2024:

- Harbor Bay: **97%**
- Seaplane Lagoon: 89%
- *Main St:* 21%

Busiest Observed Day, August 21:

- Harbor Bay: **99%**
- Seaplane Lagoon: **100%+**
- *Main St:* 24%



Rider and SF Bay Ferry Desire for Security

- Rider reports of car break-ins and thefts
- Paid parking will subsidize security presence at ferry terminals
- Without revenue source, increased security is cost-prohibitive



Ferry Terminal Parking Pricing Strategy



Weekday Paid Parking at SPL & HB

- **Introduce M-F paid parking at Seaplane Lagoon & Harbor Bay**
 - Commuter-oriented service
 - High parking occupancy
- **Maintain free parking at Main St**
 - Evening, weekend service
 - Low parking occupancy

Alameda Municipal Code 12-4.5: Public Works Director sets parking rates within allowed range, consistent with the goal of achieving 85% parking occupancy goal.



Strategy 1: Baseline Rate

Goal 1: Reduce commute hour drive alone trips

Strategy 1: Set a competitive baseline rate

- \$3/day
- \$0.75/hour

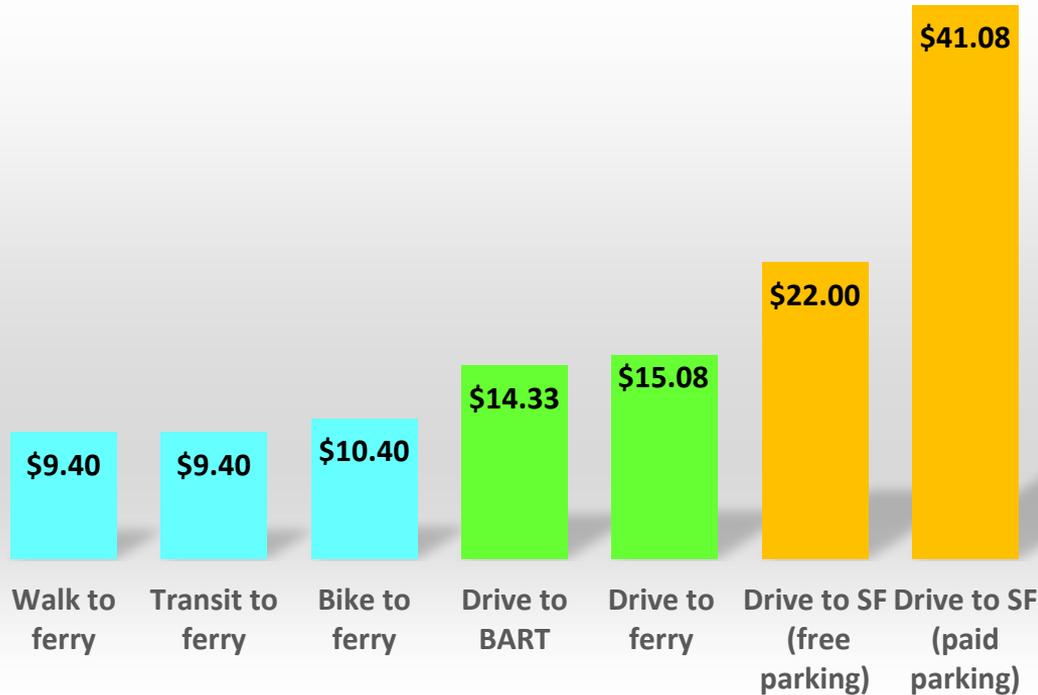
Nearby Transit Lot	Daily Rate
BART Fruitvale, Lake Merritt, & Coliseum	\$3.55
BART West Oakland	\$13.75
Caltrain system-wide	\$5.50
AC Transit Richmond Parkway Transit Center	\$3.00
Golden Gate Ferry (Larkspur)	\$2.00
Vallejo Ferry	\$8.00
Valley Transportation Authority (VTA)	\$3.00

Free parking:

- Jack London Square ferry
- Richmond Ferry Terminal



Trip Cost Comparison with \$3 Parking



Daily Round-Trip Costs from Alameda to Downtown San Francisco

(Figures include car/bicycle ownership, gas)



Strategy 2: Demand-Based Pricing

Goal 2: Maintain parking availability

Strategy 2: Demand-based pricing

- Price rises when parking spots are too full
- Price decreases when spots are too empty
- Rate changes are *incremental, infrequent, and with 2+ weeks advance public notice*

Alameda plans/policies calling for demand-based parking pricing

- General Plan (2021)
- AMC 12-4.5
- Transportation Choices Plan (2018)
- 85% parking occupancy goal (2014)



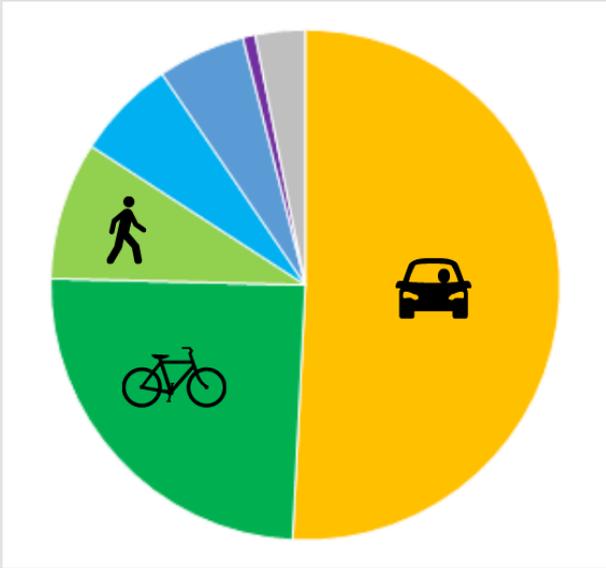
Seaplane & Harbor Bay Parking Pricing

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

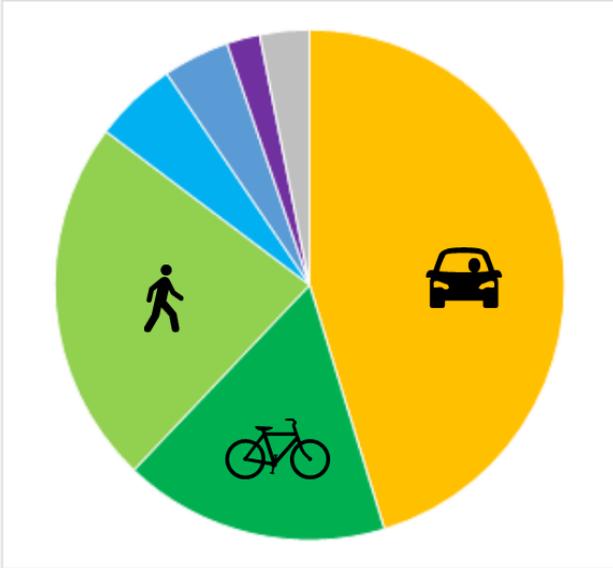
* Maximum rate without a needs-based low-income daily parking pass.

How People Get To...

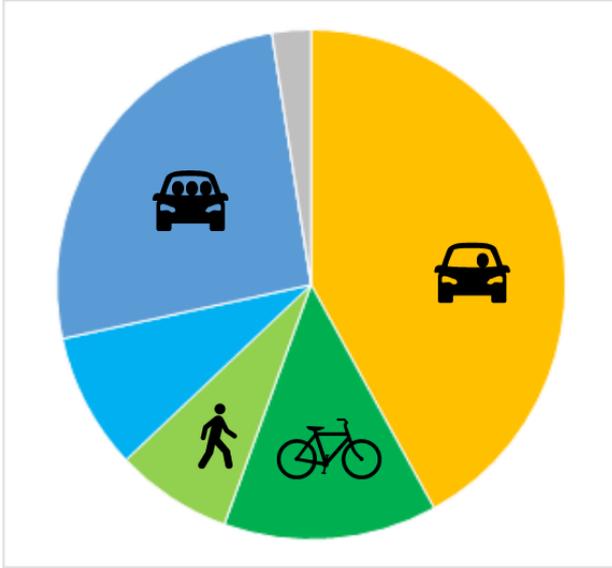
Seaplane Lagoon Ferry Terminal (SPL)



Harbor Bay Ferry Terminal (HB)



Main Street Ferry Terminal



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

Payment & Communication



PAYMENT OPTIONS

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

COMMUNICATIONS

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



PAY FOR
PARKING

Note license
plate numbers
when exiting
vehicles.

Managing Spillover & Providing Shoreline Access

Seaplane Lagoon

- Add time-limited parking at Seaplane Lagoon Promenade shared use plaza
- In ferry lot, add time limits to spaces marked for shoreline access
- Monitor area parking occupancies and implement other time-limited parking as needed

Harbor Bay

- Enforcement of existing Residential Parking Permit area
- Mark spaces for shoreline access with time limits



Staff Recommendation

***Receive an Update on Setting a
Parking Pricing Strategy for Ferry
Terminals***

