



Ferry Terminal Parking Pricing Strategy

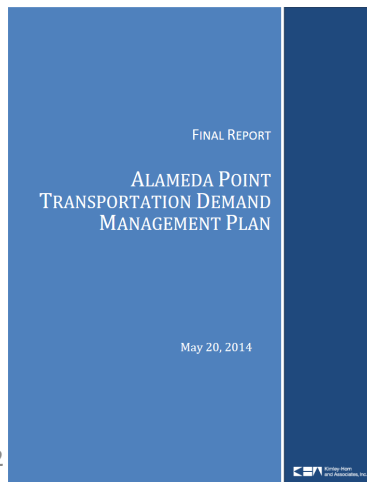
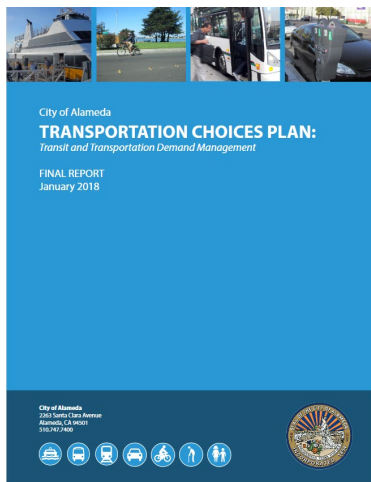
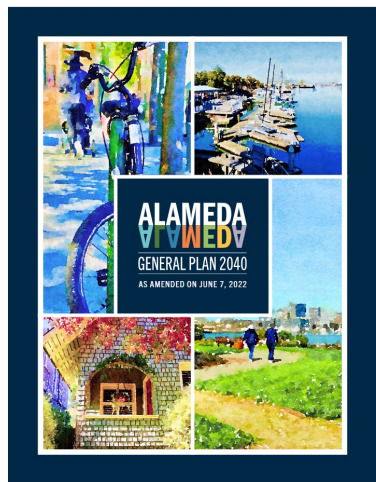
May 17, 2023



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

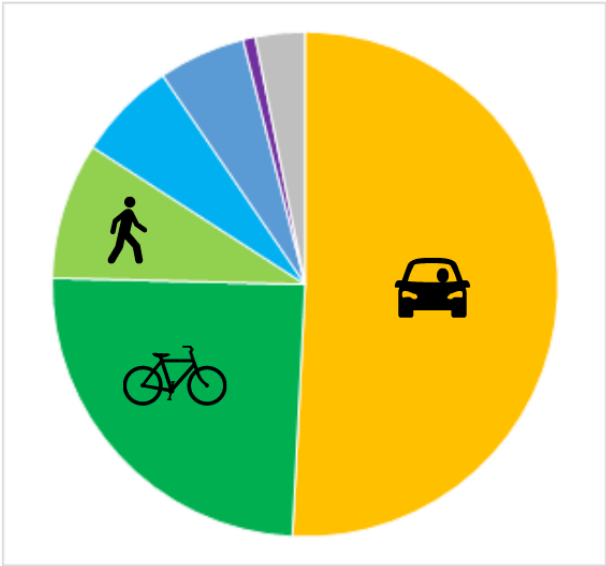
Alameda plans/policies calling for demand-based parking pricing

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

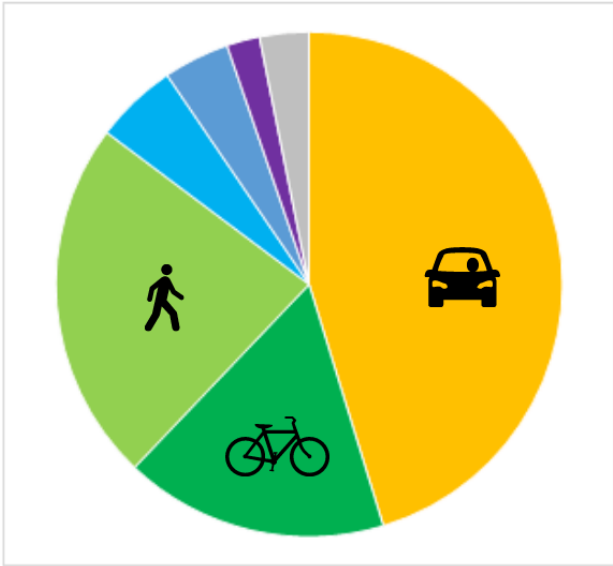


How People Get To...

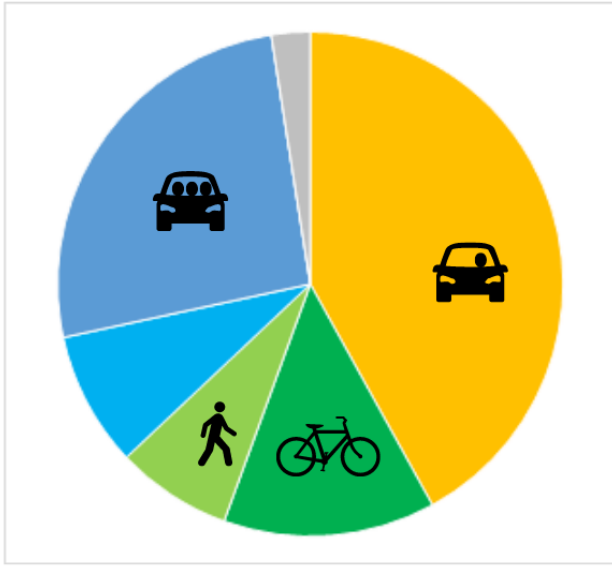
Seaplane Lagoon
Ferry Terminal (SPL)



Harbor Bay
Ferry Terminal (HB)

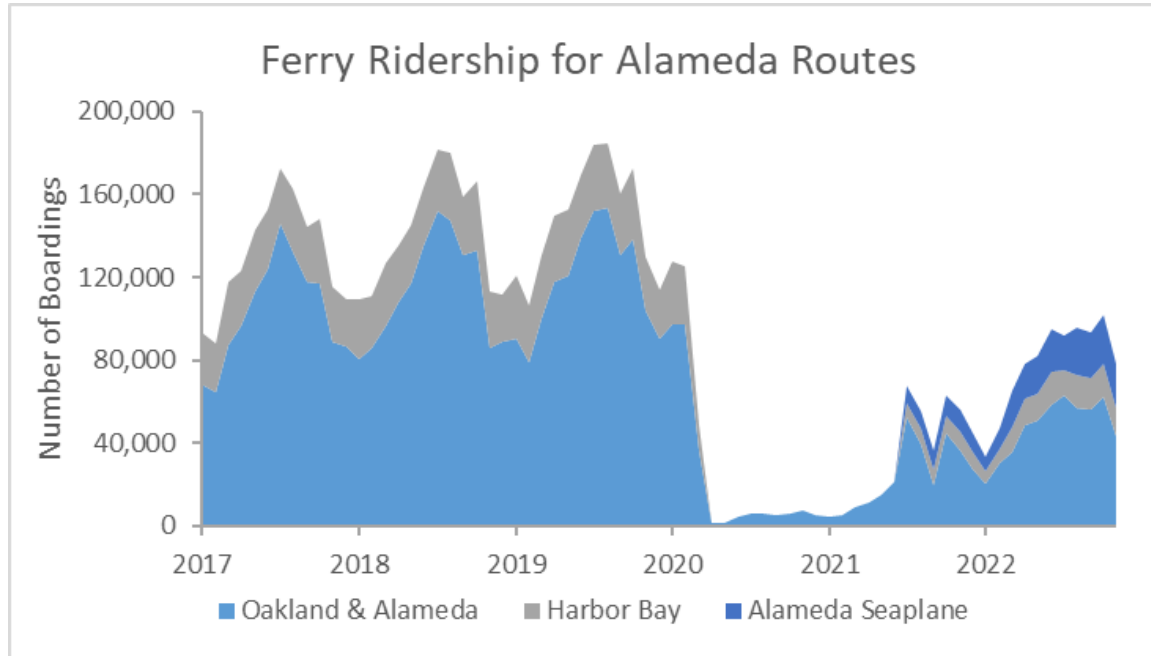


Main Street
Ferry Terminal



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

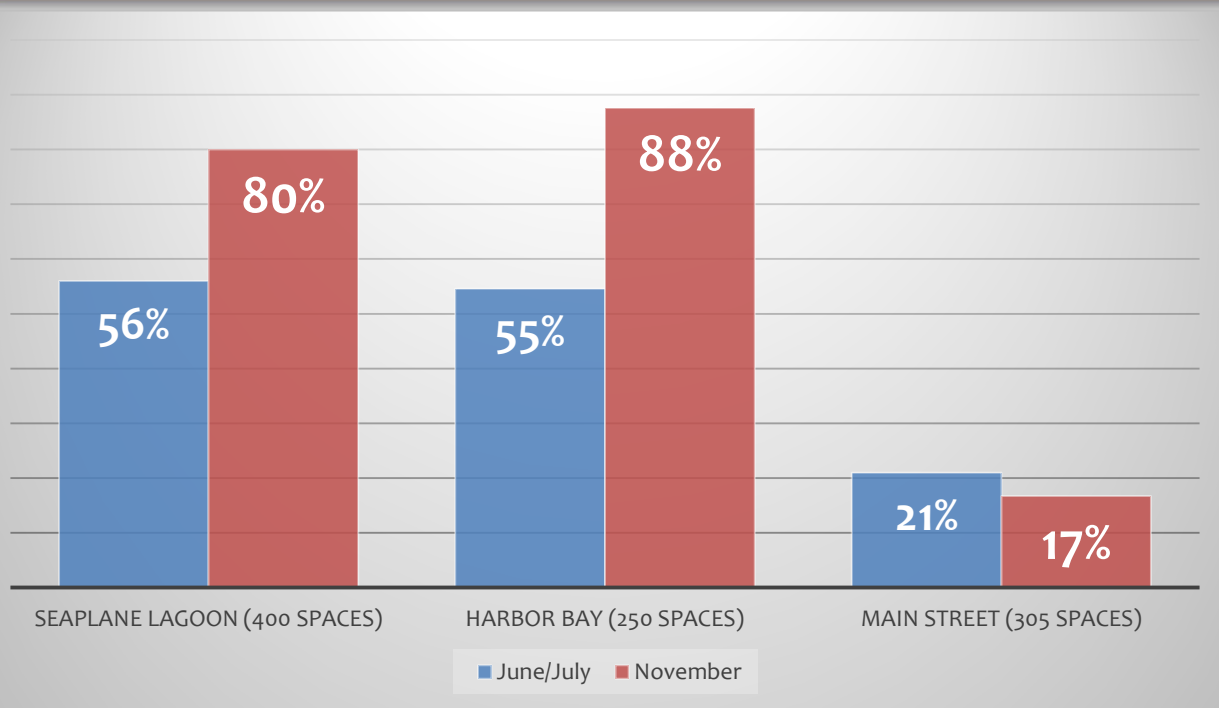
Ferry Ridership Increasing



- Alameda ferry ridership up 103% in 2022
- As of 2022, 65% weekday pre-pandemic and 100% weekend



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 Strategy

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: 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, \$3.00/day minimum	\$7/day	Price decreases \$1.00 when occupancy is 60% or lower at peak	Price increases \$1.00 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: \$0.75/hour	\$2.50/hour	Set price based on daily rate, so that 4 hours at hourly rate matches the daily rate.		Quarterly; see above.

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



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

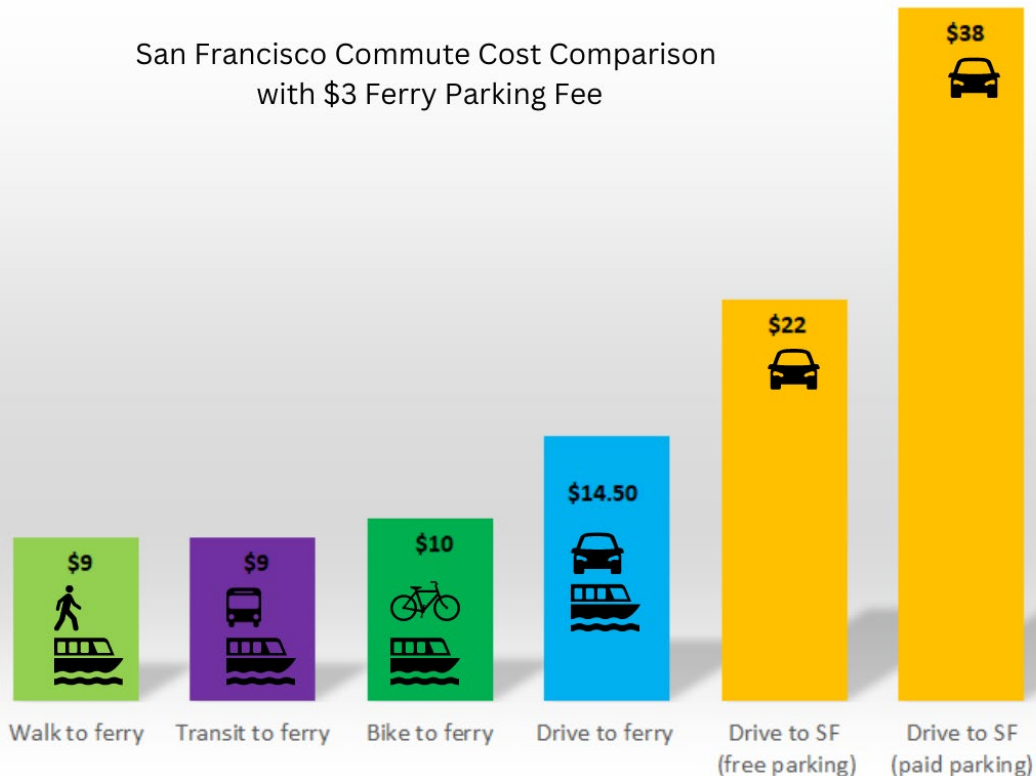
Free parking:

- Jack London Square ferry
- Richmond Ferry Terminal



Trip Cost Comparison with \$3 Parking

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



Daily Round-Trip Costs from Alameda to Downtown SF

Bus & Rail Comparison:

- *\$12.00 AC Transit Transbay*
- *\$12.20 Bus to 12th St BART*
- *\$13.65 Car to Lake Merritt BART*

(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



PAY FOR
PARKING

Note license
plate numbers
when exiting
vehicles.