

Ferry Terminal Parking Pricing Strategy

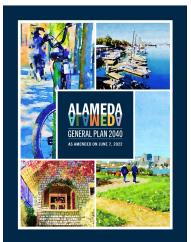
May 17, 2023

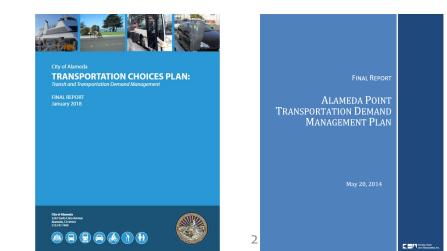


City Policy Requires Paid Parking at Ferries

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

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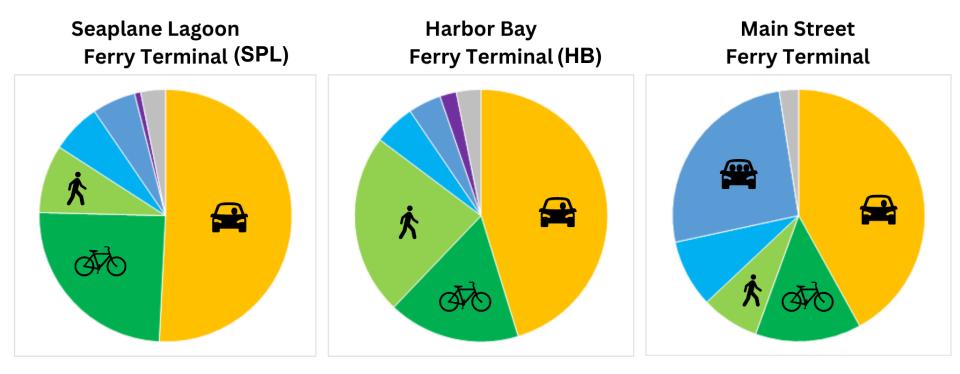
- Set parking rates based on parking demand
- Goal: ensure open parking spaces & reduce congestion
- Periodic, incremental rate changes:
 - Prices rise when parking spots are too full
 - Prices decrease when spots are too empty

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)



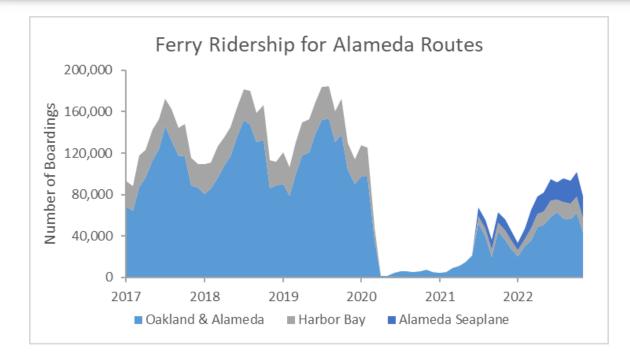
How People Get To...



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

WETA 2022 On-Board Passenger Survey Preliminary Analysis

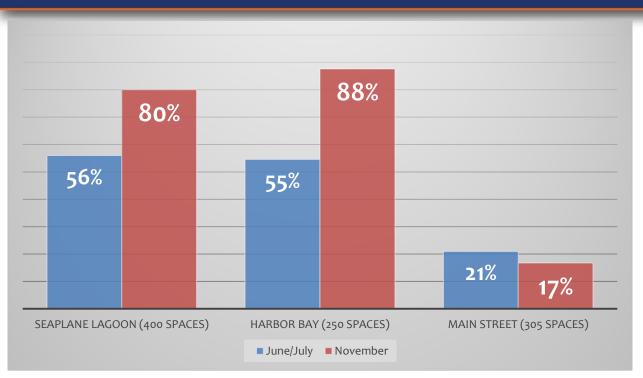
Ferry Ridership Increasing



- 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, 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	\$0.75/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

\$38

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.