Update on Setting a Parking Pricing Strategy for Ferry Terminals

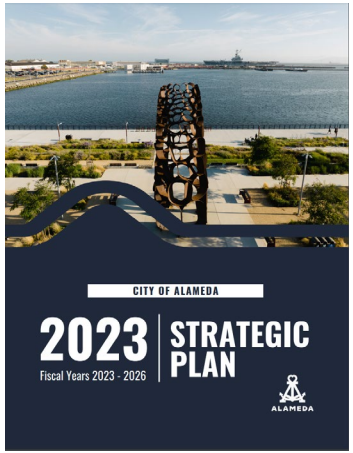
City Council
October 1, 2024
ITEM INSERT# 6-A

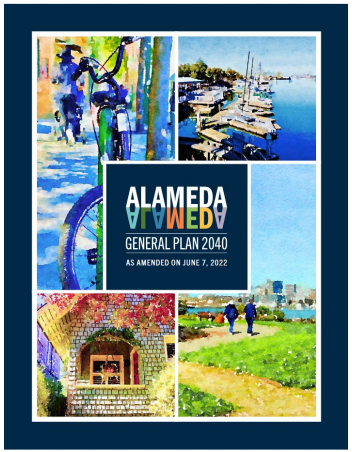
Why Paid Parking at Ferry Terminals

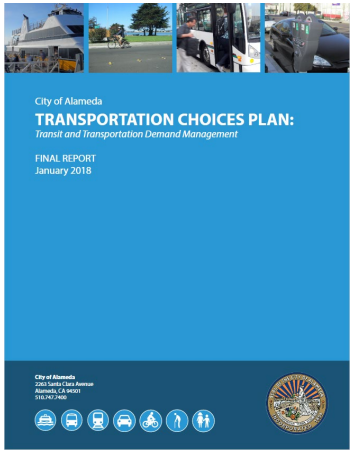
City Policy Requires Paid Parking at Ferries

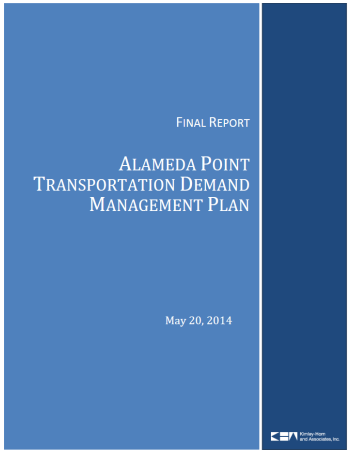
Plans calling for paid parking at ferry terminals:

- 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

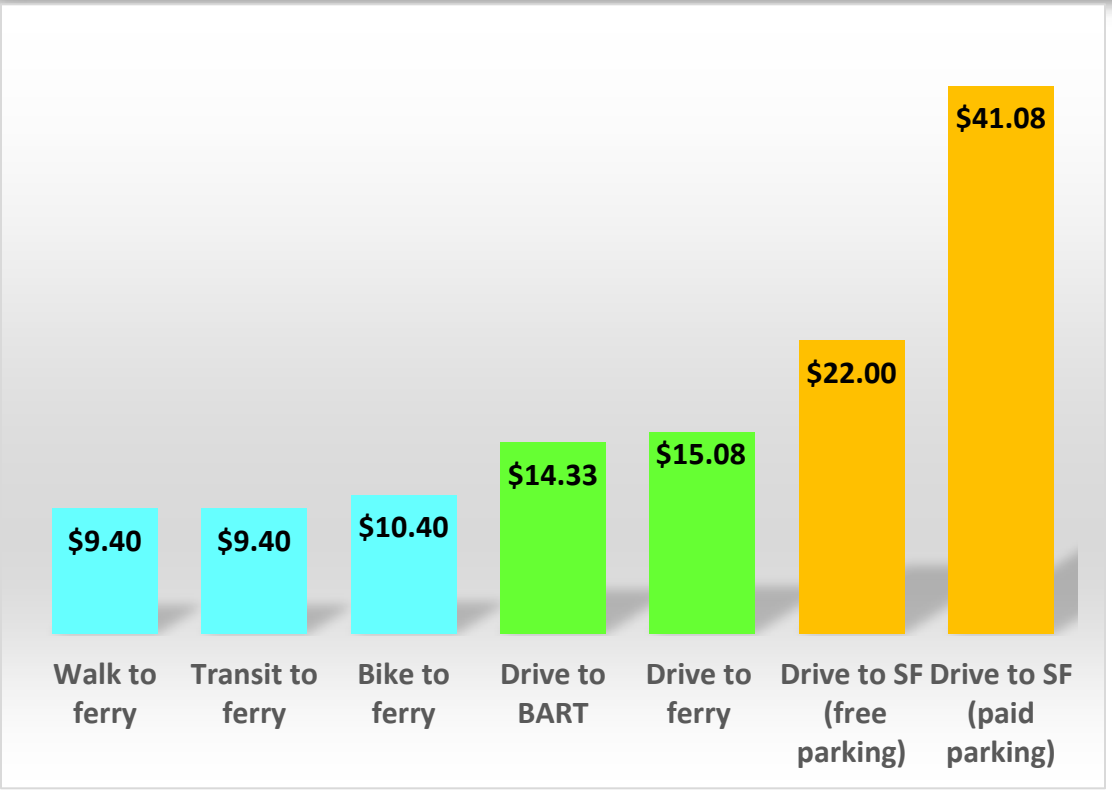
- $3/day
- $0.75/hour

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)

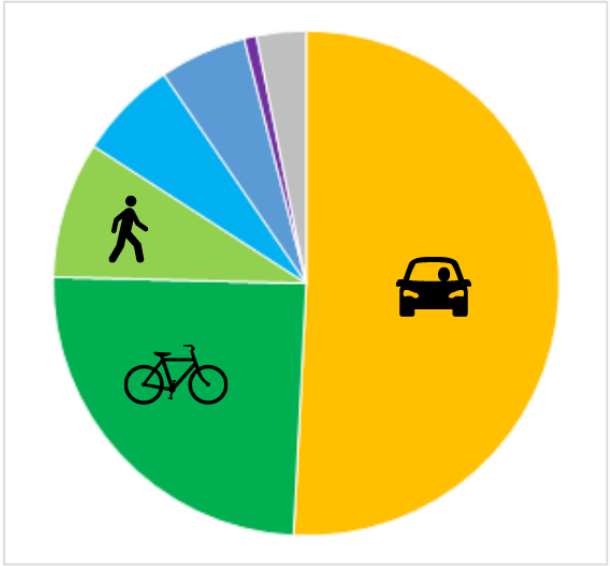
Seaplane & Harbor Bay Parking Pricing

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

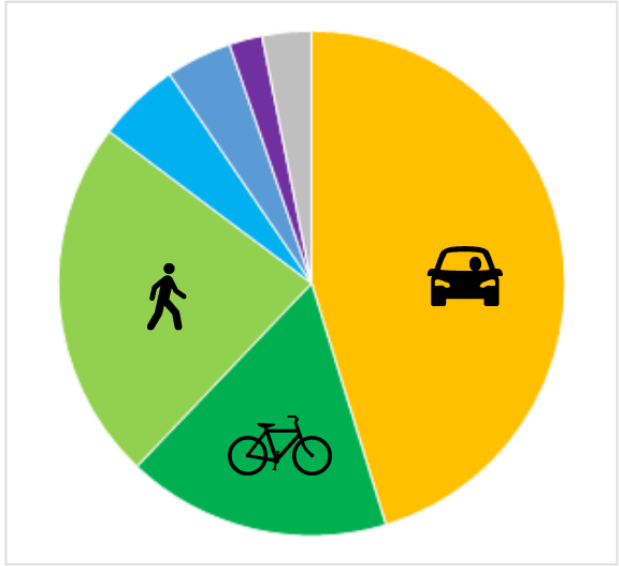
** Maximum rate without a needs-based low-income daily parking pass.*

How People Get To...

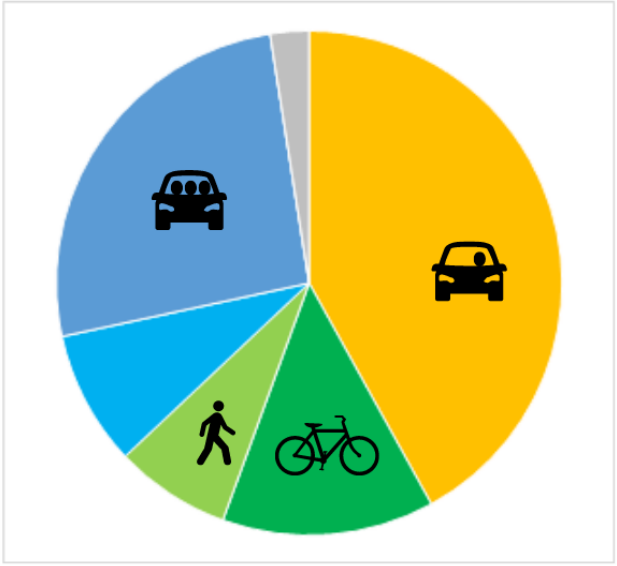
Seaplane Lagoon Ferry Terminal (SPL)



Harbor Bay Ferry Terminal (HB)



Main Street Ferry Terminal



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

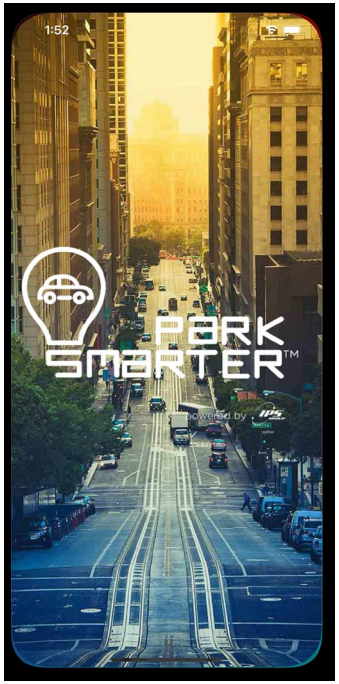
Payment & Communication

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



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