

Exhibit 3

Transportation Choices Plan

Errata

Chapter 4: Implementation of Projects and Programs

p. 52 – Revise the Parking Management project #3 as shown below.

3. Parking Management

This project builds on the existing paid parking management program housed in the Public Works Department. The existing program is designed to achieve and maintain the 2014 City Council direction to establish an 85 percent occupancy rate in Alameda's paid parking areas. This occupancy goal reduces time spent circling for parking, congestion and greenhouse gas emissions. The program employs techniques to improve parking efficiency, utilize available technology, effectively manage parking resources and assets, and adapt to changing parker behavior. The improvement also will include a review of occupancy rates, parking pricing, capital planning, wayfinding/signage, shared parking, location of loading zones, accessible on-street parking spaces and motorcycle parking.

This project will consider the implications of ride hailing services and autonomous vehicles, and will work to incorporate changes into the existing parking management program. This project also will consider establishing priority parking for carpools and implementation of fees for charter buses that use park and ride lots and bus stops. This project partners with the existing parking management pricing evaluation efforts, and will consider pricing adjustments, up to and including dynamic or demand based pricing, where necessary to meet City Council approval occupancy goals. Existing parking fees are collected to the Parking Meter Fund, and uses are regulated by the Alameda Municipal Code. Fees collected in connection with this project may contribute to maintenance/operations as well as improving transit within Alameda. WETA in collaboration with the City of Alameda is seeking to improve parking management at the ferry terminals with the potential for parking pricing to help fund transportation improvements as shown in the Harbor Bay and Main Street ferry terminal access.

This project will:

- Meet City Council directed occupancy rate of 85 percent, and reduce congestion caused by people driving in search of parking.
- Manage parking and curb use more efficiently.
- Review and potentially adjust cost to meet parking occupancy goals. Pricing adjustments may include establishing dynamic or demand based pricing, and may cause mode shift to carpooling, transit, walking or bicycling.

Community Input

- The Public Works Department conducted a survey in August, and will incorporate the results into the parking management program.
- 50 percent of telephone respondents "Strongly Agree" or "Agree" that Alameda should make it easier to drive and park in their city. Typically, community members are in support of free-parking and increased parking capacity rather than pricing parking and limiting supply.
- The web survey respondents stated that they want access to parking and are divided about using parking charges as a disincentive to driving and as an incentive to use other modes.

Estimated Costs

- Costs are not yet determined.
- Parking fees are set in consideration of operation and capital needs. The Parking Fund is separate from the General Fund.

Status

- This project is being implemented within the Public Works Department, and was most recently studied in 2014. Public Works provides regular updates on the progress of paid parking management and occupancy goals to the Transportation Commission and the City Council.
- The project is consistent with the City of Alameda General Plan Transportation Element objective 4.2.5. to manage both on-street and off-street parking to support access and transportation objectives.

Benchmarks

- 2-year: Maintain and manage 85 percent occupancy rate. Develop curb-use policy.
- 5-year: Review and make necessary adjustments to paid parking pricing. Maintain 85 percent occupancy rate. Implement curb management.