

DRAFT
Harbor Bay Ferry Terminal Parking Plan
April 13, 2016

The Problem

Increased ferry ridership at the Harbor Bay terminal has caused more and more ferry users to find parking in surrounding residential neighborhoods, especially in the Headlands and Columbia communities (these two communities are sub-homeowner associations (HOA) of the master Harbor Bay Isle HOA). Currently, an estimated 350 ferry terminal users drive and park at or near the terminal, even though the ferry terminal's lot only has a capacity of 250. The problem will continue to grow, as the Harbor Bay ferry service is gaining popularity with Alamedans – as provided by WETA, 94% of the riders of the Harbor Bay Ferry are Alamedans, mostly from Harbor Bay, and nearly half walk, bike, or are dropped off at the ferry.

The Solution

The City of Alameda, Water Emergency Transportation Authority (WETA), and the Harbor Bay neighborhoods propose to:

- 1) **Implement a residential permit parking program** starting with the Columbia and Headlands areas, allowing only four-hour parking unless the vehicle has a valid permit, as well as enforcing two-hour parking along Adelpian Way. The parking permit program would be administered by the HOAs at their cost. The City's existing parking permit program ordinance may need to be amended to facilitate the specific circumstances of implementing these programs on public streets in the neighborhoods affected by spillover parking from ferry riders. Parking enforcement for public streets would be provided by the Alameda Police Department and the costs and funding evaluated as part of the implementation of this solution. Parking enforcement on private streets may be initiated by individual homeowner associations (i.e., Colony and Freeport HOAs) at their discretion regardless of the implementation of this plan.
- 2) **Charge for parking** at the ferry terminal's parking lot (~\$2-3 per day). Parking revenue will help fund the free transit service and provide an additional incentive for ferry users to choose another option than driving and parking in and around the terminal. The costs and funding of the initial paid parking equipment and the ongoing costs of administering and enforcing the parking charges will need to be determined.

- 3) **Provide reliable free transit service** by working with AC Transit to improve the reliability of their existing Line 21 service through Harbor Bay, which is free for ferry riders, and/or extending the Harbor Bay Business Park's free transit service to serve Harbor Bay residential communities and perhaps East Alameda. The business park operates a free transit service for employees of the nearby business park. Extending this service to Harbor Bay's residential communities could be paid for all or in part through revenue generated by parking charges at the terminal lot. Providing satellite parking locations for ferry riders along the transit route will also be explored to expand the potential supply of parking.

To implement this solution by January 1st, approvals would be required from the relevant HOA(s), WETA, and the Transportation Commission by May 30, and the City Council by June 21 (if approved by the other parties). A public input and outreach effort to the neighborhoods and ferry riders regarding the proposed solution would take place between April and December, focused at first on gaining input on the proposed solution and, if the proposed solution proceeds, ensuring ferry users who currently park in or near the terminal lot understand that there will be parking charges, residential neighborhoods will no longer be a parking option, and a free transit service is available to them, and that residents in the affected neighborhoods are made aware of the parking permit program.