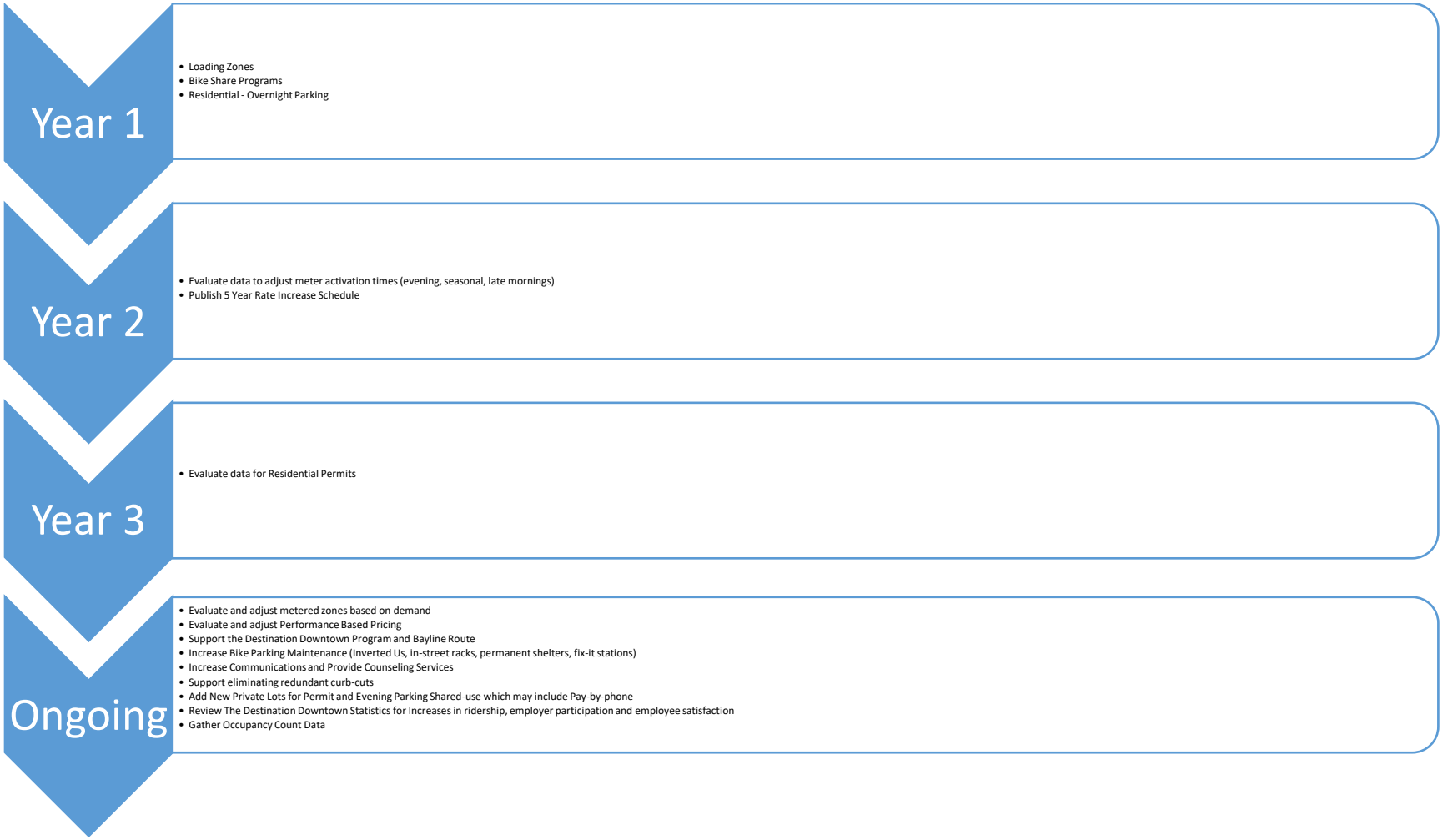
Transportation Demand Management 3 Year Implementation Plan
Revised January 2021



TDM Implementation

The overall goal of Transportation Demand Management (TDM) is to use multi-modal strategies to increase the efficiency and effectiveness of our available resources, and build on new opportunities/new approaches for parking.

Goal: Promote better land use and increase development in the DDA District by reducing our need to build parking.

- Improve space utilization with effective management for the 18-hour day rather than the traditional 8 AM- 5 PM workday.
- Redistribute demand using utilization reports and performance-based management with regular monitoring and adjusting.
- Expand multi-modal amenities: bike shelters, commuter benefit options, and car and bike shares opportunities.
- Encourage park-once zoning by promoting shared parking.

Year 1 Objectives:

Decrease parking demand by a minimal percent.

Revise Loading Zone Restrictions

There are many parking spaces marked as loading zones scattered throughout downtown. Some of the loading zones were added for specific business activities but have never been reviewed. We are inventorying the spaces and the restricted time limits. The enforcing loading zone time will be adjusted to relate to more appropriate loading zones times which will free up underutilized spaces.

Year 2 Objectives:

Redistribute demand from highly constrained areas to underutilized areas.

Evaluate Occupancy Data to Adjust Meter Activation Times

Data collected in years 1 and 2 will be used to determine if the posted meter times should be reduced or increased, and if seasonality should be considered. Certain locations may have little to no demand and benefit from extending the meter start time later into the morning, while other locations my benefit by having the meter end time extended later into the evening to encourage turnover of constrained blocks for those accessing downtown after the typical workday.

Year 3 Objectives:

Evaluate and Adjust

Evaluate Occupancy Count Data for Residential Permits

Occupancy will be reviewed to see if high demand of residential parking use on the periphery of downtown has decreased due to the implementation of The Downtowner, Shared-use, and Public Valet. Occupancy will be reviewed throughout other neighborhoods to determine if metered districts should be considered and if other programs are impacting residents. Once more information is available, the residential permit program will be revised to reflect the needs of both resident and non-residential needs.

Continued Efforts:

Evaluate and Adjust Metered Zones Based on Demand

Information captured in year 1 will be the basis to redistribute demand based on pricing. Areas where occupancy data has shown low utilization will have reduced meter rates, whereas, areas that show high utilization will have increased rates. The time limits in underutilized areas may be increased to allow for additional long-term parking. The overall goal is to shift the demand to underutilized areas and redistributing the demand for highly desired areas.

Evaluate and Adjust Performance Based Pricing Based on Occupancy Data

In year three, we will build off of the performance-based pricing implemented in year 2. We will modify rates to further redistribute demand from constrained areas as shown in occupancy data. This approach will be the basis for annually increasing and decreasing rates on a regular basis each subsequent year. Our biggest challenge will be effectively communicating the changes each year.

Support the Destination Downtown Program and Bayline Route

The Destination Downtown is a commuter benefit for employees within the DDA District where parking is currently constrained. This program will allow employees to access downtown by utilizing the existing City Loop and Village Loop bus routes offered by the Bay Area Transportation Authority. By providing this service, we are using funds that would be used to build parking to reduce demand, offer a parking alternative, and increase employee satisfaction. Support of the Bayline route benefits residents, employees and visitors of the region by offering a fare-free transportation alternative which includes various stops in the downtown area.

Increase Bike Parking Maintenance

Many of the inverted Us are faded and/or rusting at the base. We are inventorying and assigning a replacement scale value. Overtime, we will repair those that carry a low value, and fully replace the existing Us with a high value. In a full replacement, the color scheme will change which will help make bike parking options more identifiable. Included in the maintenance program, we are exploring fix-it station options and expanded seasonal in-street rack locations. We will continue to seek our locations where bike shelters can be installed and more inverted Us added.

Increase Communications and Provide Counseling Services

As we plan to make regular adjustments, we are evaluating how we can effectively communicate these changes to our day-to-day parkers (employees and residents) and our visitors. We continue actively updating the interactive map but will seek out other media forms that appeal to all users of the parking system. We remain the point of contact for all parkers new to the system and would like to engage more with employers on employee orientations along with providing easy to follow parking guides for new hire packets.

Support Eliminating Redundant Curb Cuts

We will continue to support new projects eliminating curb cuts as outlined in the local ordinance, as well as, encouraging existing property owners to utilize alley access and free up curbside spaces. These efforts with further promote the walkability of downtown.

Partner with Private Property Owners to Add 3 New Lots for Permit and Evening Parking Shared-use

There are many private parking lots that are primarily used for traditional workday employee parking. By

partnering with the private property owners, we can offer additional permit and evening parking to increase efficient use of the lots while redistributing demand for those visiting downtown in the evening hours and on weekends.

Gather Occupancy Counts

Up until last year, we did not have true occupancy counts which leaves the utilization throughout the parking system open to perception. Over the past year, we have been collecting data manually through physical counts. Most recently our request for a counting program was approved. Once the License Plate Recognition (LPR) cameras and software is installed this summer, we will collect and report on actual occupancy. We intend to collect data for a year while we define a performance-based management approach to further redistribute demand. During this time, we will review new meter technologies that allow for easy reconfiguration and potentially adding credit cards on-street.

Parking Partnerships

Redevelop existing surface lots, either as mixed-use buildings with public parking or as parking-structures with street-level commercial uses, in line with the redevelopment vision for the downtown core. Facilitate joint-development partnerships to bring targeted land-uses to the downtown. Discourage on-site, private parking at new downtown development projects, by offering reliable access to shared, TCPS-managed parking structures.