Fruitvale Transit Village:
Parking Demand, Tradeoffs and Utilization Strategies
Parking in TODs
(It still matters)

• Life in a Petri dish
• Parking net income not life or death (except to Parking companies)
• Supporting project and neighboring uses – critical!
• Hot button issue to constituents (never enough)
• Different parking uses respond differently to Macro Economic Factors
• Not a profit center, an amenity
TOD: The Future is Not Now

Yesterday meets Tomorrow

- In neighborhood TODs, people still own and drive cars
- They just drive them less often
- Commuter parking demand is sensitive to daily rates (Duh!)
- Also impacted by gas prices, unemployment rates, and alternative transit options
Fruitvale Parking Uses

- Commuters – 7,000 daily fares
  - ~20% single occupant auto
- Fruitvale Transit Village
  - Preschool, high school, seniors center
  - Health services, library
- 47 Apartments
- 50,000 square feet of retail
Project Impact Area
Fruitvale BART Parking Lot - 1999
BART Parking Garage
Parking Lot

Btw BART Garage & Building B
Derby Lot
Parking Garage, Building B
Lot C (Gated)
Phase II Parking Lot
New Dense Housing on Phase II
Commuter Parking Amenities

• BART Garage (558 spaces)
• BART Surface (235 spaces)
• Phase II Lot (547 spaces) Paid Parking!
  • Goal #1 – Maintain Commuter Base
  • Goal #2 – Price Parking to Cover Debt Service
Fruitvale Village Parking Amenities

• Podium Garages (150 spaces)
• Surface (67 spaces)
  • Goal #1 – Serve all uses with predictable pricing
  • Goal #2 – Meet demand but cover operating costs
• Street and Private Parking (various)
Phase II Commuter Lot Utilization (1 of 2)

- Pricing Introduced January 2005 ($1/day)
  - ($1/day - $3/day)
- January – May 2008 (Wham!)
  - Pricing increased to $5/day
  - Gas prices jump $0.50/gallon (and over a dollar during the summer of 2008)
  - Alameda County unemployment breaches 5%
Phase II Commuter Lot Utilization (2 of 2)

- 40% Immediate Reduction in Utilization in first half of 2008 versus first half of 2007
- 11% Further Reduction in first half 2009
  - Parking price reduced to $4/day
  - Unemployment up from 5.2% to 9.8%
  - Gas prices down from $3.62 to $2.24
- 8% Further Reduction in first half 2010
  - Unemployment up from 9.8% to 11.6%
  - Gas prices up from $2.24 to $3.05
Phase II Commuter Lot Utilization (3 of 2)

• There is some demand calculus among parking price, gas price and unemployment rate (and tolls and parking prices at nearby job centers)

• Conclusion: Commuter parking demand is sensitive to Macro Economic Factors, especially unemployment

• There’s always the Bay Bridge (toll) and parking in San Francisco (high parking)
Fruitvale Transit Village Utilization (1 of 2)

- Current pricing in place since 2006
- Itinerant and monthly and packaged
- Valet as needed
- Utilization increases as project fills
  - 35% increase 2006-2007
  - 21% increase 2007-2008
  - Stable since 2008 (full during day)
Fruitvale Transit Village Utilization (2 of 2)

- Project residents, employees, tenants, and clients are less sensitive to Macro Economic Factors
- Fixed Place Capital Investments carry a certain parking load
- Good luck balancing needs
Balancing Needs (1 of 2)

- Residents coming home at 2 AM
- Preschool parents at 8 AM (10 minutes)
- Commuters at 5 PM
- Farmers at 2 PM
- Delivery trucks at 11 AM
- Seniors shuttle at noon
- Dedicated office (1/1,000 sf) and retail
Balancing Needs (2 of 2)

- Flexibility and responsiveness are very important
- Last month’s solution could be this month’s problem (vice versa)
- Long-term, major leases, create structural challenges during the day
- Day and night uses can be very different, and parking solutions can evolve to meet those different needs
Other Issues

- Inner city neighborhood
- Combating blight (graffiti, trash, landscaping solutions impact parking demand)
- Security (protecting cars and people)
- Car share
- Service vehicle solutions (maintenance, cleaning, and parking staff)
- Farmer vehicle solutions (farmers markets)
- Valet
- Data, data, data (data, data, data, data)
Conclusions

- Parking is a necessary evil at a neighborhood TOD project
- Future is Not Now
- Commuting and parking habits change slowly in low-density cities with good transit options
- Pricing and Macro Economic Factors influence demand (Duh!)
- Parking serves many masters, profit the least
Oakland, California