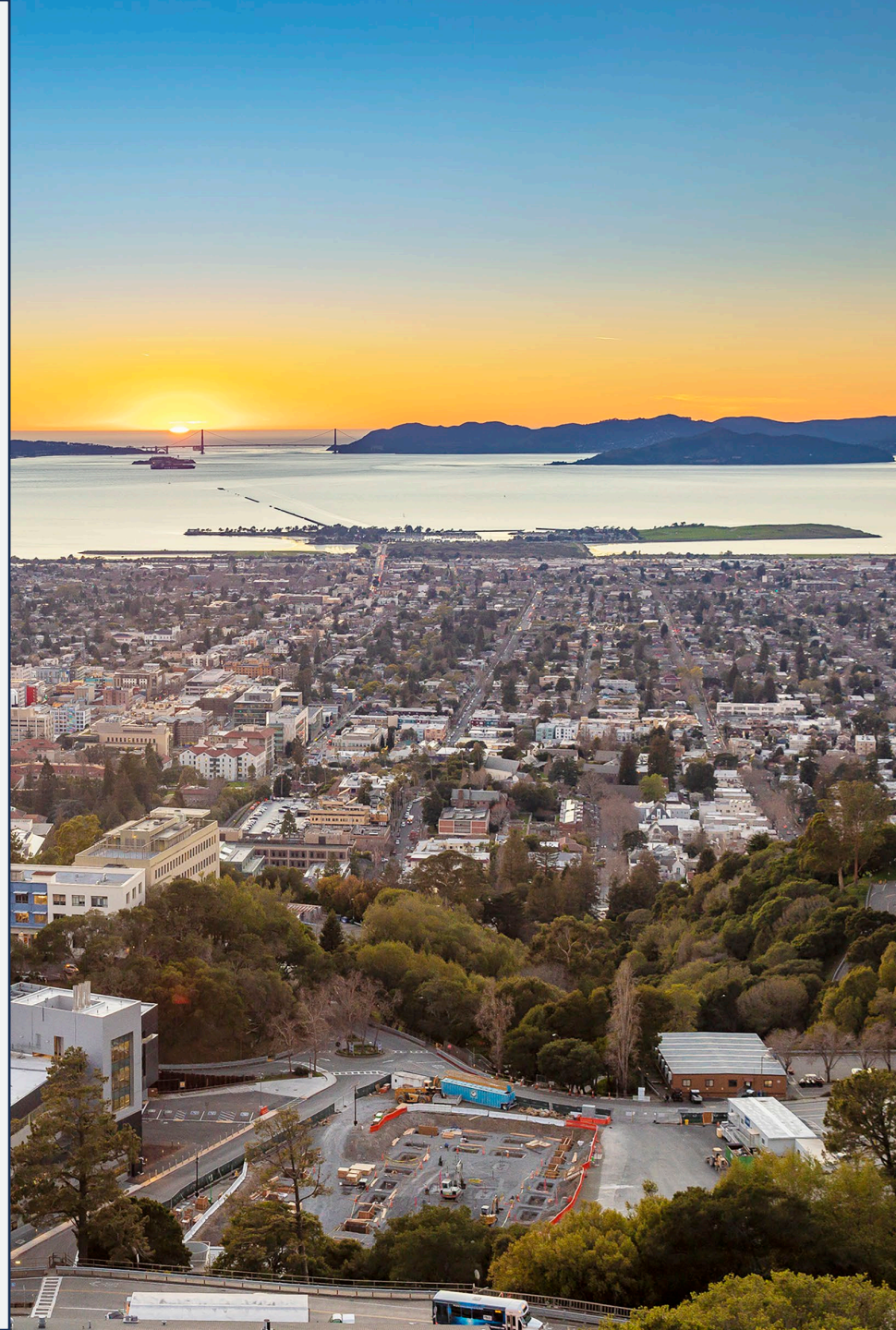




2024 Cal Football Gameday Parking Proposal

April 13, 2024

CITY OF BERKELEY
Public Works | Office of Economic Development



Agenda

- Introduction
- Background
 - History of Cal Football gameday parking
 - Existing Cal Football gameday parking restrictions
- Existing Cal Football gameday parking restrictions
- Proposal
- Stakeholder feedback



Introduction

- Up to seven (7) games per year are played at California Memorial Stadium
- Each home game attracts on average 39,000 fans, many of which are new visitors to Berkeley
- This year, Cal will play in the Atlantic Coast Conference (ACC), which will attract people to Berkeley, many of which will be visiting for the first time.
- Local merchants have a need for customers to be able to park near their businesses
- In light of these considerations, Berkeley's Office of Economic Development identified the need to tweak the existing gameday parking policy



History of Cal Football Gameday Parking

- 2007
 - Pilot program established to double parking fines in RPP areas on football game days.
- 2008
 - Pilot program renewed permanently in RPP Areas A, B, and D (south of Dwight & east of Telegraph).
- 2019
 - Added new tow-away areas for non-permit holders near the stadium and created “Enhanced Fine Areas” on streets within 0.5-mile of the stadium where vehicles without a valid RPP permit are subject to enhanced fines (\$225).
 - No substantial changes have been made since 2019



Background: Existing Cal Football Gameday Parking Restrictions



Elmwood Business District - College Ave & Russell St.

Background: Existing Cal Football Gameday Parking Restrictions



Elmwood Business District – College Ave. & Derby St.



Willard Park – Derby St. & Hillegass St.

2023 Cal Football Gameday Parking Restrictions

- Restrictions include:
 - Tow-away areas
 - RPP-only areas
 - Enhanced fine areas

WHEN will the rules be enforced?

8^{AM} - 11^{PM}

September	9, 16, 30
October	7, 28
November	11

WHERE are the restrictions?

As shown in the map at right, on game days in RPP Areas A, B, D, I, K, F, and G...



Existing tow-away areas. See signs for restrictions.



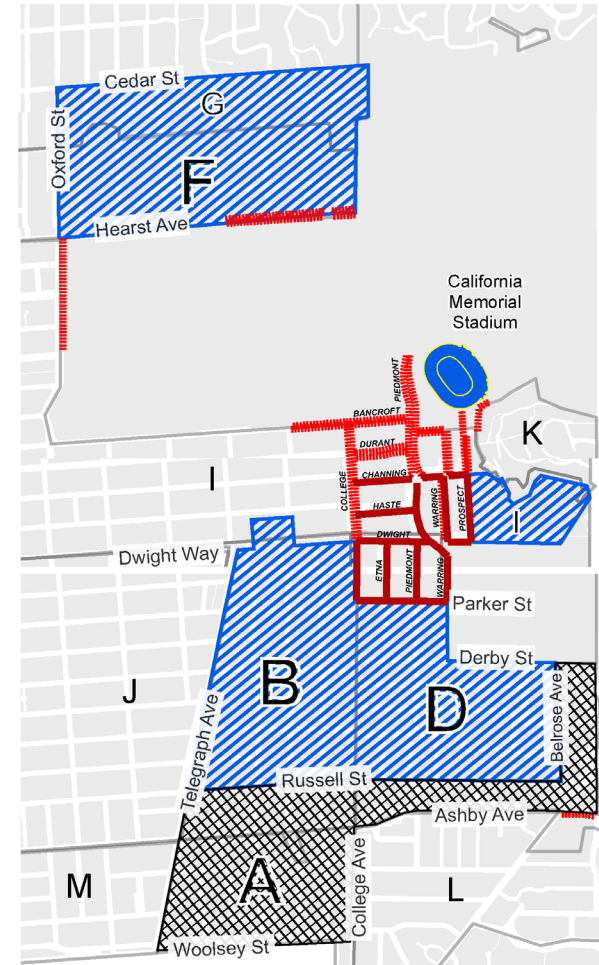
Parking requires a valid RPP permit. All other vehicles will be towed.



Parking requires a valid RPP permit. All other vehicles are subject to a \$225 **fine**.



Visitors without a valid RPP permit may park for up to two (2) hours, and are subject to double normal fine amounts for violations.



Proposed Cal Football Gameday Parking Restrictions

2024 UC Berkeley Football Game Day Parking Enforcement

8am - 11pm

August	31
September	14
October	5, 19, 26
November	16, 23


ALLOW VISITOR PARKING IN G AND F


ALLOW PARKING ON BANCROFT BETWEEN COLLEGE AND BOWDITCH


ALLOW PARKING ON COLLEGE BETWEEN DWIGHT AND PARKER


ALLOW VISITOR PARKING IN B AND D WITH ENHANCED FINES

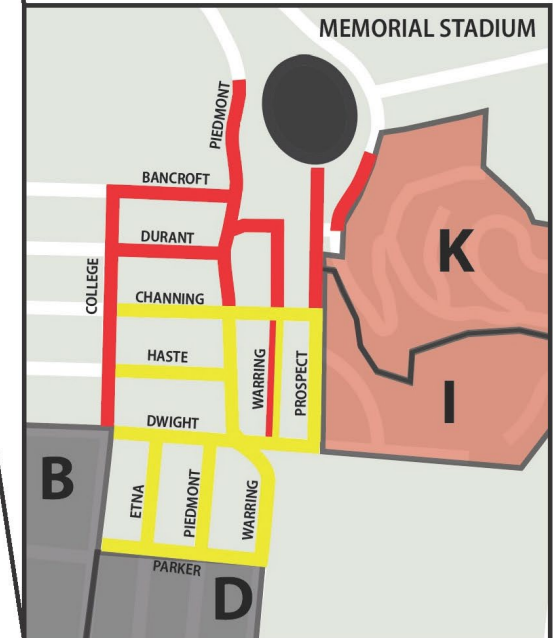
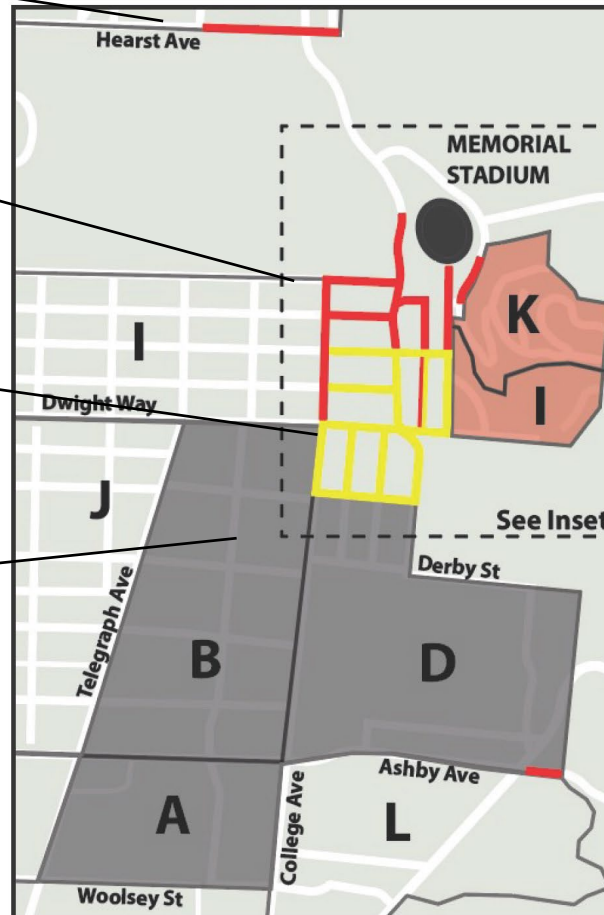
ALLOW VISITOR PARKING ON OXFORD BETWEEN HEARST AND CENTER

 Existing tow-away areas. See signs for restrictions.

 Parking requires a valid parking permit. **All other vehicles will be towed.**

 Parking requires a valid parking permit. **All other vehicles are subject to a \$225 fine.**

 Visitors without a valid parking permit may park for up to two (2) hours, and are **subject to a \$225 fine for violations.**





Stakeholder Feedback

- Engagement
 - Telegraph Business Improvement District
 - Elmwood Business Association
 - Visit Berkeley
 - City of Berkeley Special Events
 - Cal Special Events
 - Fire/Police/Parking Enforcement
 - District 8 Councilmember Office
- Berkeley Neighborhoods Council (today!)





Next Steps

- Continue public outreach
- Berkeley City Council hearing on June 25, 2024

Residential Preferential Parking (RPP) Permit Renewal

- Renew your residential parking permit starting May 1, 2024!
- NOTE: if you currently have a valid RPP permit, you will receive a letter by mail with renewal instructions





THANK YOU!

CITY OF BERKELEY
Public Works | Office of Economic
Development

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