

Union City Parking District

Nelson\Nygaard Consulting Associates, Inc. was retained by the City of Union City to analyze the potential for a paid parking district, including on-street public parking and City-owned parking lots. The need to introduce paid parking arose because of two independent trends. In the short term, BART carried out an extensive facelift to their property, making significant improvements to pedestrian, bicycle and transit access to the station. As part of their redevelopment, BART introduced paid parking on their lots, which increased demand for public parking. In the long term, the station area will be adding approximately 1,500 housing units and 65,000 square feet of retail space that will transform the district into a transit-oriented development (TOD). Taken together, the increasing parking demand on City streets required an updated parking management strategy.

Nelson\Nygaard carried out an existing conditions study and provided guidance on best practices from peer cities. A model was developed to forecast parking supply and demand and to project revenues from paid parking. The revenue stream and the City's vision for the station area as a transit-oriented development were taken together to shape a parking system and management strategies that are

- Fiscally responsible
- User friendly
- Efficiently utilizes available spaces
- Uses market rates to balance demand and limit need for large capacity increases

Nelson\Nygaard wrote requests for proposal both for the parking pay stations and for operations and maintenance of the parking system, and advised the City through pre-bid meetings, proposal analysis and vendor selection.

The new paid parking system is due to be operational in the first quarter of 2010, and will feature wireless, solar powered, pay-by-space pay stations.



Project Duration: 2008 - 2010

Total Budget: \$150,000

For more information:

Economic and Community
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