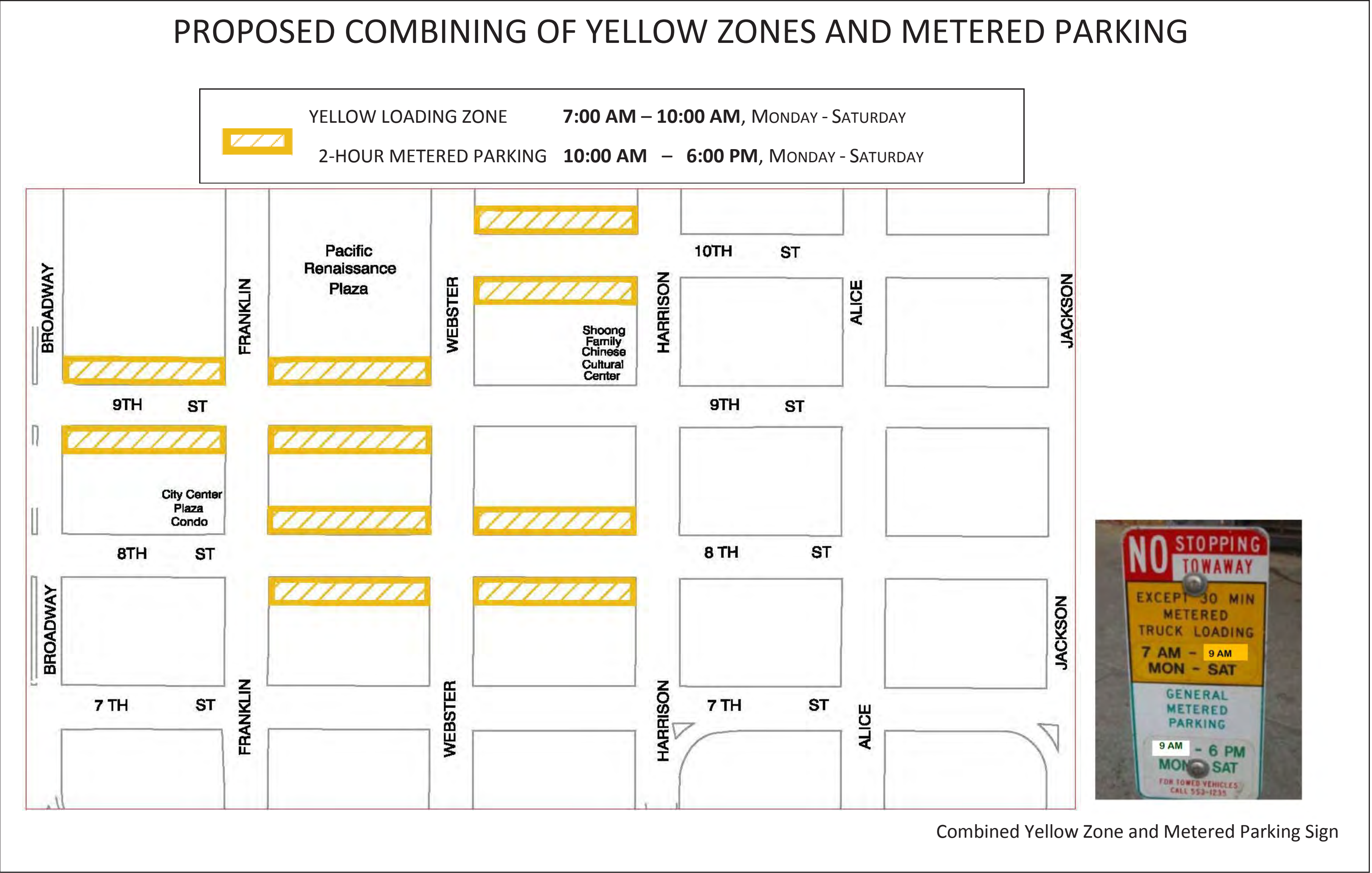
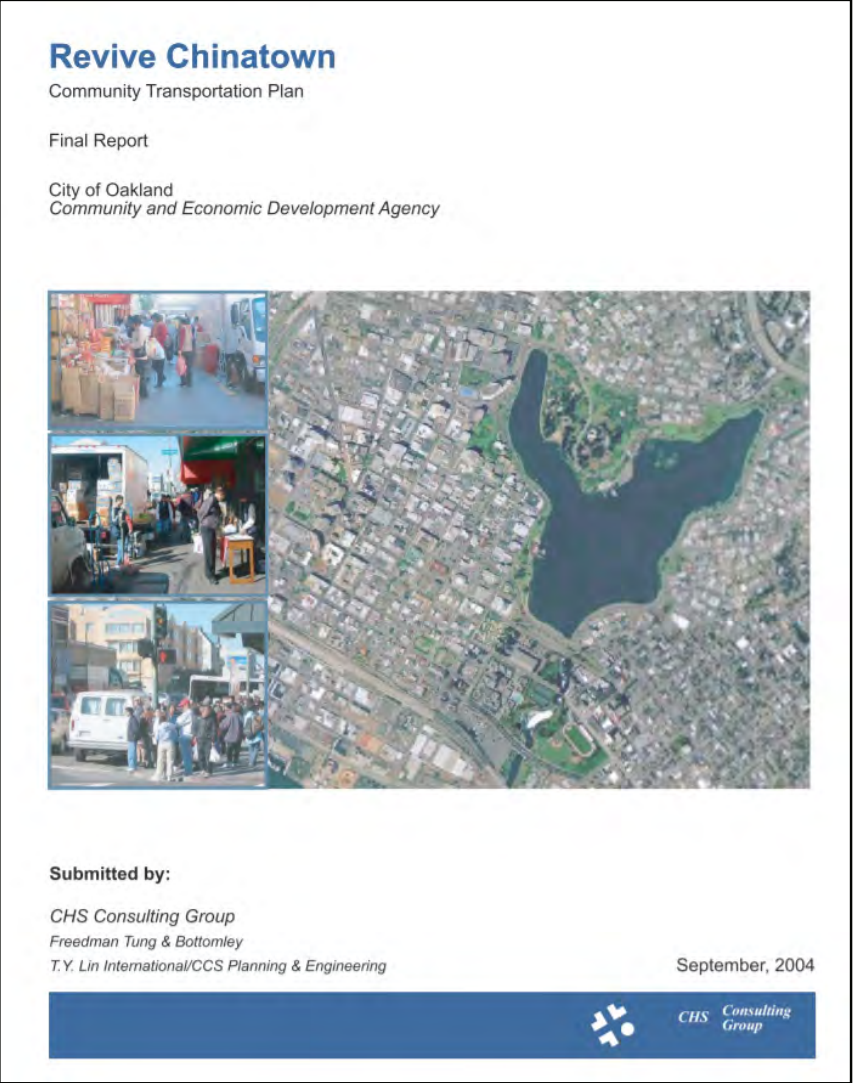


Demand Responsive Parking & Mobility Management Initiative



Project Background 計劃背景



Background 背景

Chinatown serves a diverse community of Oakland residents, businesses, and visitors. Most of the neighborhood's 6,000 residents speak a Chinese dialect and many are over the age of 65 compared to the rest of the city and county. Chinatown is also home to about 350 businesses, which are largely restaurant and retail.

華埠為屋崙 (奧克蘭) 居民、商家和訪客組成的多元族群提供服務。這個社區的 6,000 位居民大多說中國方言，而且比其他縣市有更多超過 65 歲的人。華埠本地約有 350 個商家，大部分是餐廳和零售商店。

Chinatown Languages and Age Comparison 華埠語言和年齡比較

	Chinatown 華埠	City of Oakland 屋崙 (奧克蘭) 市	Alameda County 阿拉米達縣
Languages Spoken 使用的語言			
Asian/Pacific Languages 亞太地區語言	57%	13%	19%
English Only 只說英語	37%	60%	56%
Spanish 西班牙語	4%	22%	16%
Other Languages 其他語言	3%	5%	9%
Ability to Speak English 能說英語			
"Very Well" of "Well" 「非常好」或「很好」	26%	27%	35%
"Not Well" or "Not at All" 「不太好」或「完全不會」	37%	13%	9%
Age Groups 年齡層			
5 to 17 Years 5 至 17 歲	8%	15%	16%
18 to 64 Years 18 至 64 歲	67%	72%	70%
65 Years and Over 65 歲以上	24%	13%	13%

Source: US Census. ACS 5-year Estimates (2012-2016).

As Chinatown is an increasingly appealing location to live and work, the area is growing rapidly. This increase in growth puts pressure on city streets and services, including parking. Although only about half of Chinatown households have a vehicle, visitors and delivery trucks also impact parking when they come to Chinatown.

華埠逐漸成為吸引人居和工作的地方，且成長極為快速，卻也因此為城市街道和服務造成壓力，包括停車問題。雖然只有半數華埠家庭有車，但遊客和送貨卡車進入華埠時，同樣會造成停車位問題。



What We've Heard 社區的心聲

The community has voiced concerns around the lack of parking and access to key facilities, double parking and loading challenges, and disabled parking placard misuse. These issues impact the safety and vibrancy of Oakland Chinatown.

社區民眾對停車位不足、難以出入重要設施、併排停車、裝卸貨困難，以及濫用殘障停車證的問題表達關切。這些問題都會影響屋崙 (奧克蘭) 華埠的安全和繁榮。

Where We're Going 我們的做法 The Chinatown Loading & Parking Pilot Project 華埠裝卸貨與停車措施試辦計劃

The Chinatown Loading & Parking Pilot project responds to constituent concern around parking and mobility challenges. The project is conducted as part of the City's Demand Responsive Parking and Mobility Management Initiative. This initiative has three primary goals for downtown Oakland:

- 1. Increase parking availability through variable pricing and time limits,
- 2. Improve customer satisfaction, and
- 3. Actively manage the parking supply to support environmental, economic, and social equity goals.

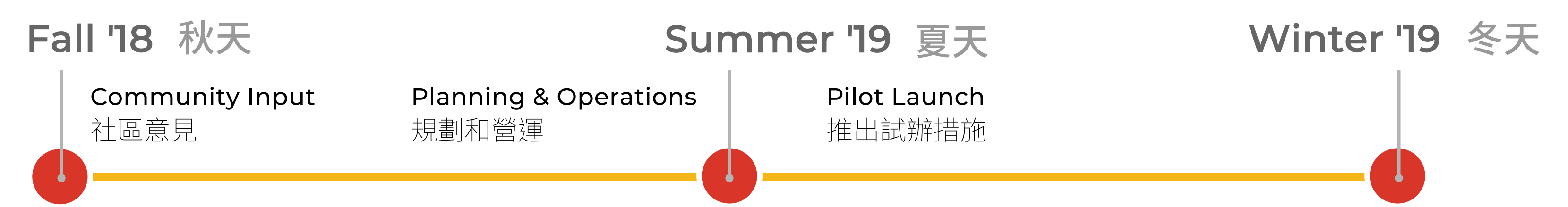
Transportation Demand Management is also a critical component of this initiative by improving travel options other than driving, including bicycling, transit, and shared mobility.

「華埠裝卸貨與停車措施試辦計劃 (The Chinatown Loading & Parking Pilot Project)」的目的，是解決民眾對停車和交通問題的疑慮。此項目屬於本市需求回應式停車與流動管理計劃 (Demand Responsive Parking and Mobility Management Initiative) 的一環；該計劃針對屋崙 (奧克蘭) 市中心設下三大目標：

- 1. 透過變動費率和限時方式來增加停車位可用率，
- 2. 提高客戶滿意度並
- 3. 主動管理停車供應狀況，藉此來達到環境、經濟和社會平等的目標

交通需求管理 (Transportation Demand Management) 也是這項計劃的關鍵，通過增加開車以外的交通方式，包括自行車、大眾運輸工具和共享交通服務。

Schedule 時間表



Key Parking & Loading Issues

停車與裝卸貨的主要問題



Accessibility 無障礙環境

Safety 無障礙環境

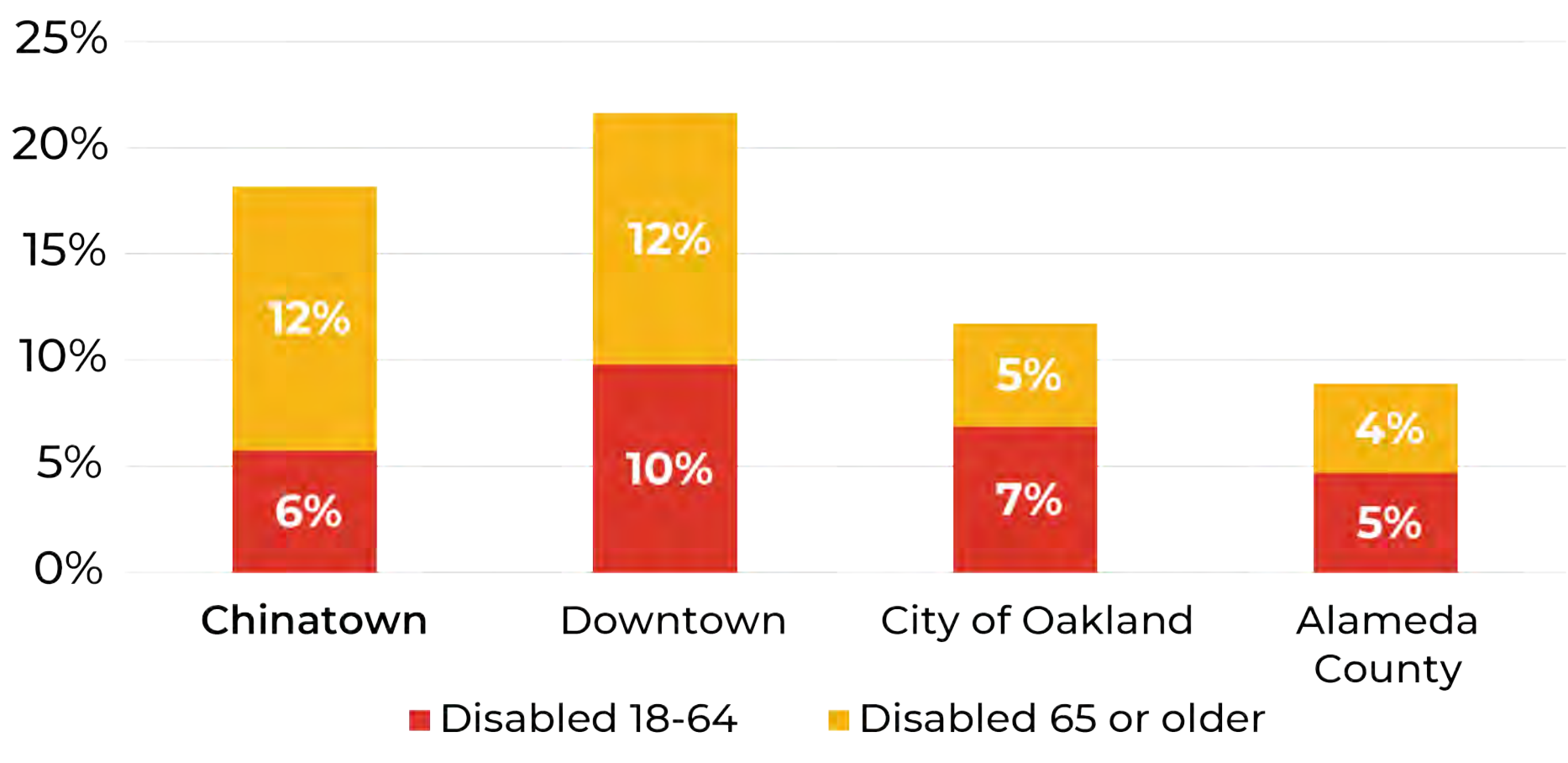
Chinatown has a large disabled and senior population with accessibility concerns. The neighborhood's estimated disabled population is 18% compared to 12% citywide and 9% countywide. It is important that new curb regulations improve accessibility for these community members.

華埠有大量殘障和老年人口，他們都有行動不便的問題。這個社區估計殘障人口比例高達 18%，而全市平均為 12%、全縣為 9%。新實施的路邊停車規定可改善這些社區成員的行動不便問題。

Disabled Population Characteristics

殘障人口特性

Disabled Population*	Total Disabled	Disabled 18-64	Disabled 65 or older
殘障人口*	總殘障人口	18-64 歲殘障者	65 歲以上殘障者
Chinatown 華埠	18%	6%	12%
Downtown Oakland 屋崙 (奧克蘭) 市中心	22%	10%	12%
City of Oakland 屋崙 (奧克蘭) 市	12%	7%	5%
Alameda County 阿拉米達縣	9%	5%	4%



*Percentages taken from Census block group population.

*百分比取自人口普查區組資料。

Source: U.S. Census. ACS 5-year Estimates (2012-2016).

Chinatown has made progress in improving safety for its residents and visitors on foot. Since the introduction of pedestrian scrambles (diagonal crosswalks at intersections along 8th and 9th Street, there has been a decrease in vehicle collisions with pedestrians.

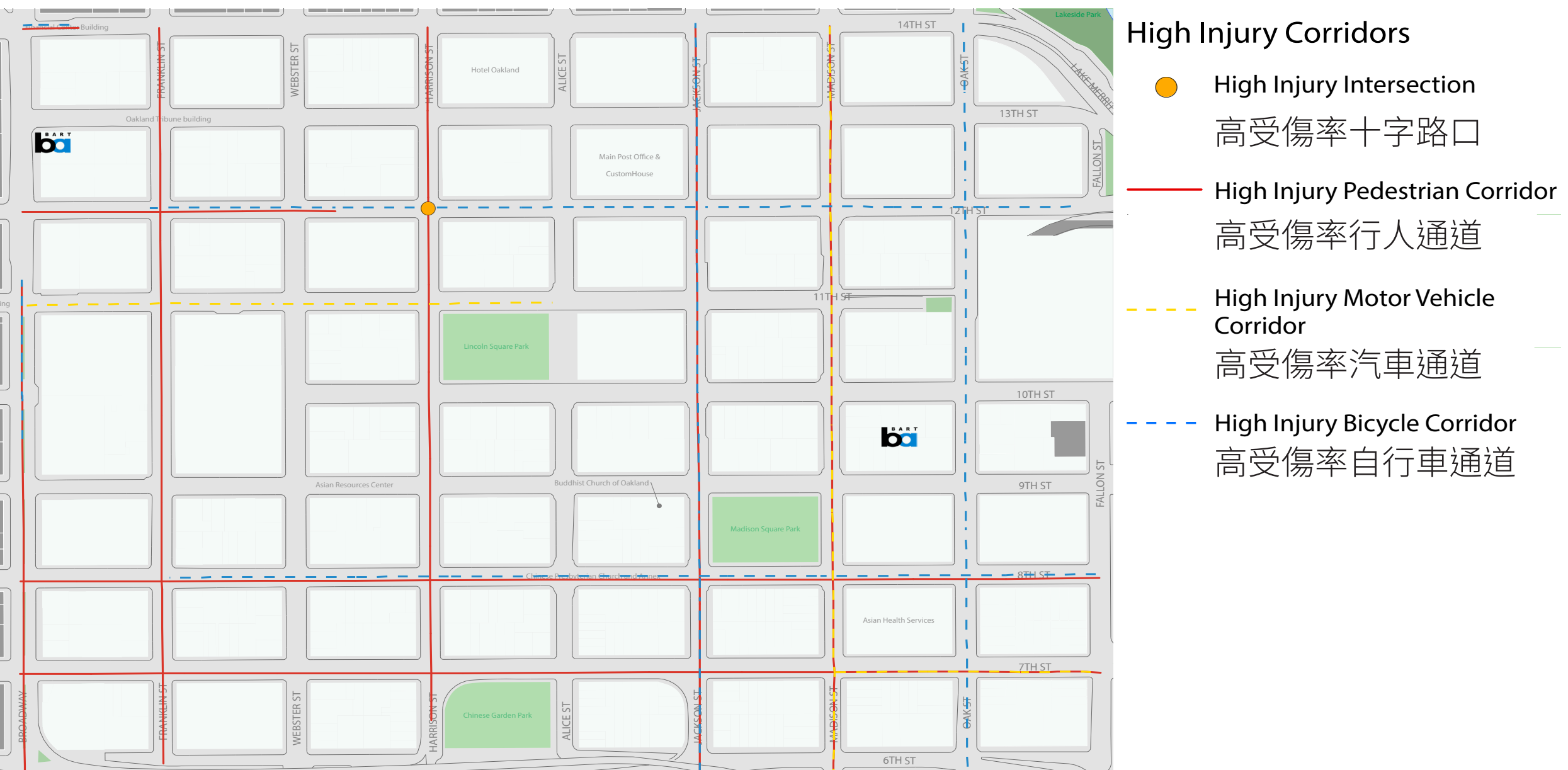
華埠在改善居民和遊客步行安全方面已有進步。自從在 8 街和 9 街沿線交叉路口導入行人專用時相 (交叉行人穿越道) 後，車輛撞到行人的次數就有所下降。



However, there is still work to be done throughout Chinatown to improve safety. Out of the approximately seven miles of road in Chinatown, four miles are classified as High Injury Corridors for Pedestrians.

但是華埠還是需要努力提高行人安全。在華埠大約七英里的道路中，有四英里被歸為行人高受傷率通道 (High Injury Corridors for Pedestrians)。

High Injury Corridors in Chinatown 華埠的高受傷率通道



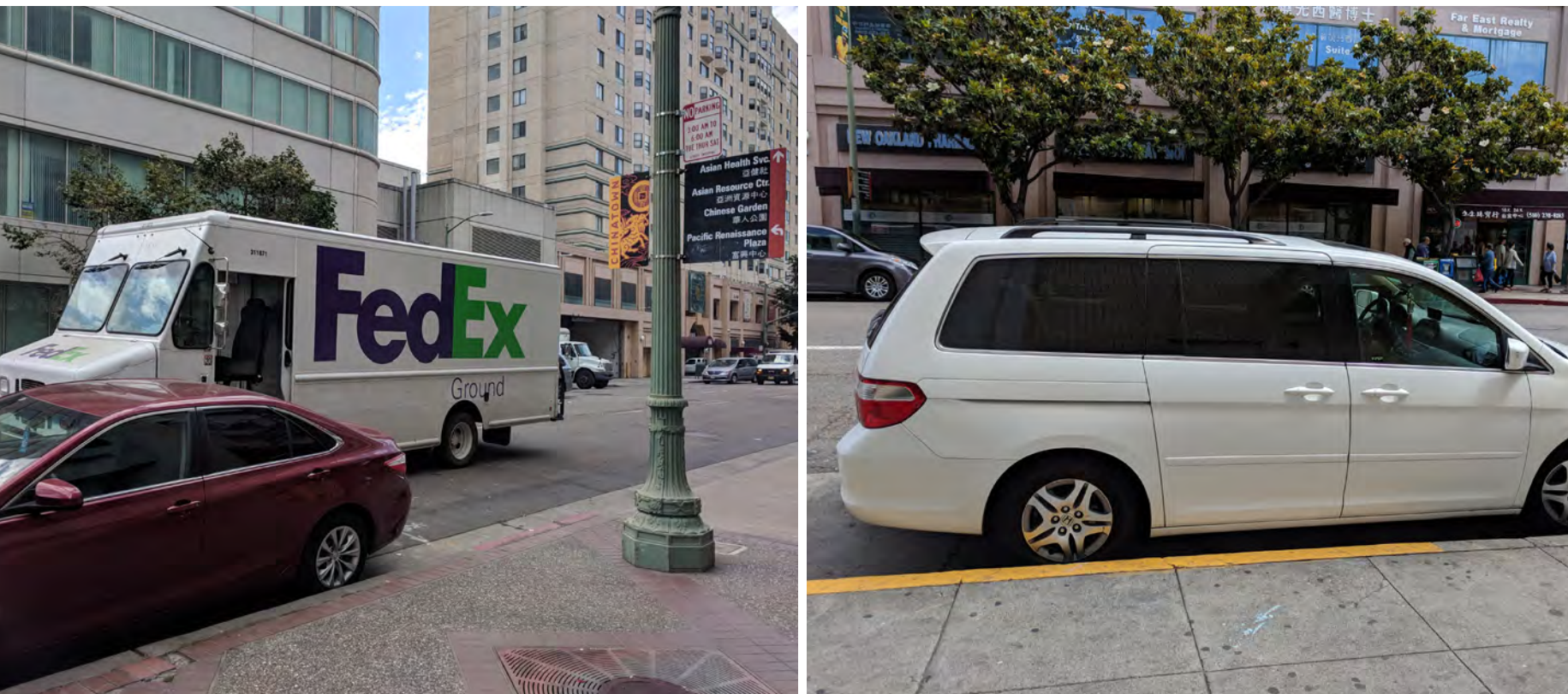
Source: OakDOT 2018 High Injury Network. Based on data from 2012-2016 Statewide Integrated Traffic Records System (SWITRS).

Parking Availability

停車位供應情形

During busy periods, parking can be hard to find. Although there are 17 parking lots, off-street prices and proximity are generally not competitive with on-street parking meters. Limited parking availability is a problem because it makes it more difficult for visitors to access businesses and encourages drivers to double park or misuse loading zones. This may also contribute to safety concerns.

停車位在尖峰時段一位難求。雖然非路邊停車位有 17 個，但是非路邊停車的費率和位置便利性，通常都無法和路邊停車計費錶相提並論。停車位有限是個大問題，因為遊客無法前往商家消費，也使得併排停車或濫用裝卸貨區的駕駛人增加，更可能造成安全問題。



Misuse of disabled parking placards is also a major issue. When drivers use disabled parking placards to park for free but ignore time limits, it reduces parking availability for other drivers who may also be disabled and prevents businesses from having more customers.

濫用殘障停車證也是個大問題。駕駛人使用殘障停車證免費停車但超過時間限制時，不但讓其他殘障駕駛人無位可停，也讓商家的客人減少。

Parking Management Tools 停車管理工具



1 Parking meters 停車收費錶

Creating availability in dense neighborhoods

Neighborhoods with high parking demand need turnover to make sure there is always a space available. This improves access, promotes commercial activity, discourages long-term parking, and reduces unnecessary congestion.

Metering works best for:

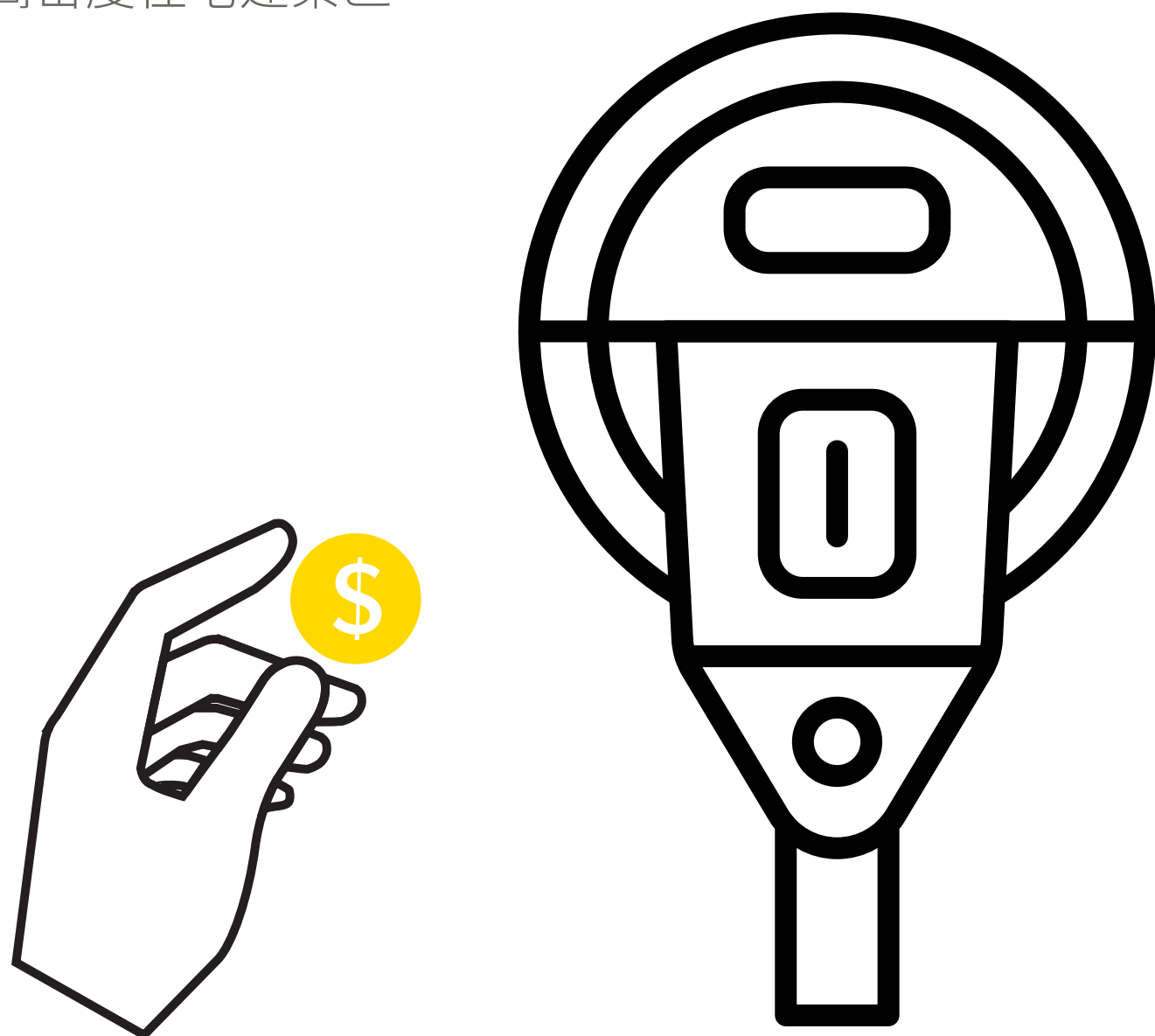
- Commercial areas, including mixed-use blocks with significant commercial activity
- Areas near public institutions, parks, recreational areas, and open space
- Major transportation corridors
- High-density residential buildings

在密集社區創造停車位

停車需求大的社區必須有高流動率，才能確保有充裕的停車位。這項措施將改善交通、促進商業活動、遏止長時間停車問題，並舒緩市交通最繁忙地帶非必要的擁塞情形。

停車計費措施最適合：

- 車流量大的商業和商住混合區
- 靠近公家機關、公園、娛樂休閒區和開放空間的地區
- 交通要道
- 高密度住宅建築區



2 Time limits 時間限制

Limiting length of stay for all drivers

Posted time limits help move cars around and discourage drivers from parking longer than necessary. The City uses different time limits depending on the parking demand of the neighborhood, including one-, two-, and four-hour limits.

Posted time limits work best for:

- Areas with medium parking demand

限制所有駕駛人的停留時間

設下時間限制可提高車輛流動率，避免駕駛人在非必要的情況下停留過久。市政府根據社區停車需求設下不同時間限制，分成一小時、兩小時和四小時限制。

時間限制最適合：

- 中等量停車需求的區域



3 Curb color 路邊石顏色

Context-sensitive curb restrictions

Colored curb zones are painted to indicate parking prohibitions or restrictions. The use of certain colors often depends on the characteristics of adjacent land uses.

Color curb works best for:

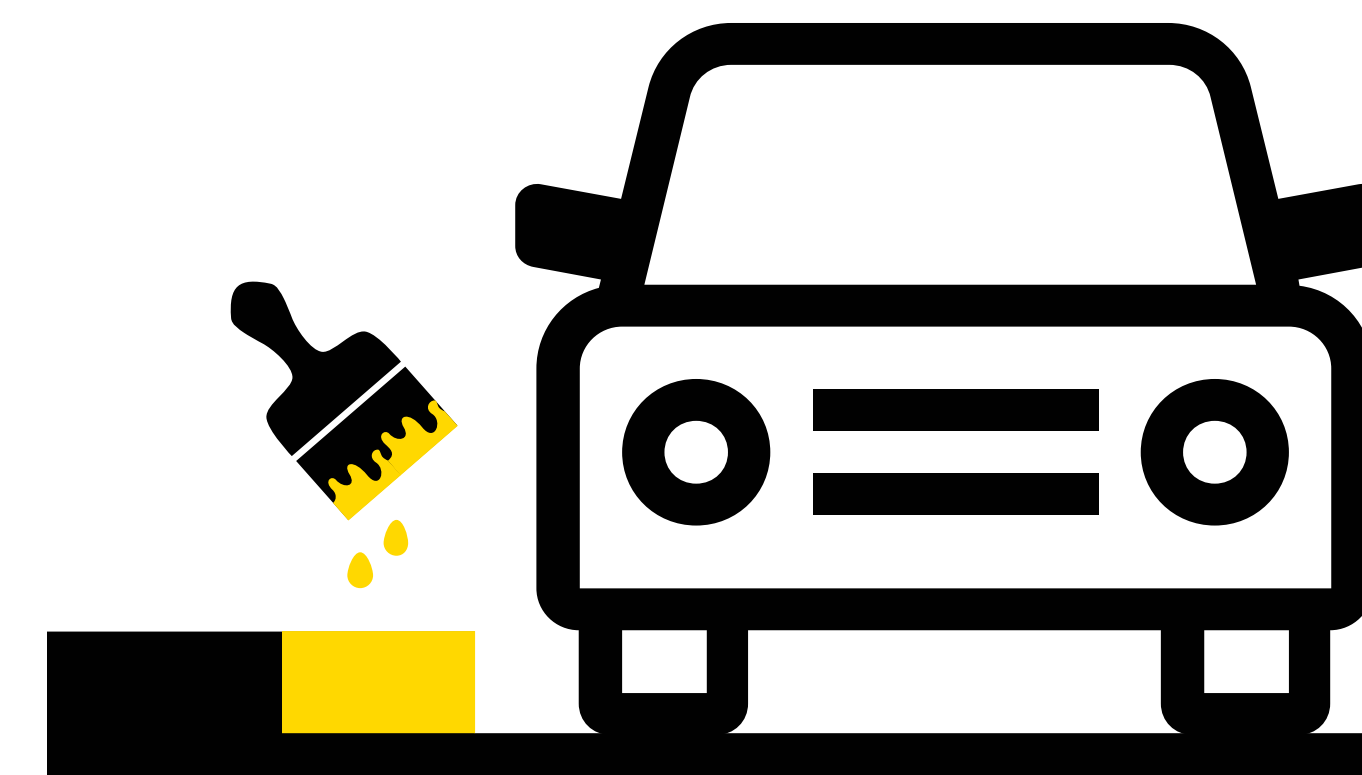
- Red—no parking allowed: Intersection corners, bus stops, fire hydrants, curb ramps, and at the edge of driveways
- Yellow, White, and Green—loading zones: Establishments where loading and unloading occurs often
- Blue—disabled placard parking only: Areas with high public use where persons with disabilities may need close access, such as dense commercial areas and public parks

視環境而定的路邊石限制

上漆的彩色路邊石區域代表禁止停車或停車限制。所使用的顏色通常取決於附近土地用途的特色。舉例來說，代表卸貨（例如黃色、白色和綠色路邊石）的路邊石顏色，會因時間限制而有不同。

彩色路邊石最適合：

- 紅色 — 禁止停車：交叉路口轉角、公車站、消防栓、路緣坡道以及車道邊緣
- 黃色、白色和綠色 — 卸貨區：經常需要裝卸貨的場所，或進行交易所需時間相對較短的場所
- 藍色 — 僅限殘障車位：民眾進出頻繁，可能有殘障人士需要就近停車的區域，例如車流量大的商業區和公園



4 Parking permits 停車證停車

Prioritizing residential and business parking

Parking permits allow residents or business owners to park all day in a time limited parking zone. This discourages commuters and visitors from parking in certain neighborhoods during the workday.

Permit parking works best for:

- Low- to mid-density residential blocks with many commuter or non-resident visitors

住戶和企業優先停車

停車證讓住戶或企業業主能在有時限的停車區域全天停車，這樣可避免通勤者和訪客在工作日期間停在有保護措施的社區。

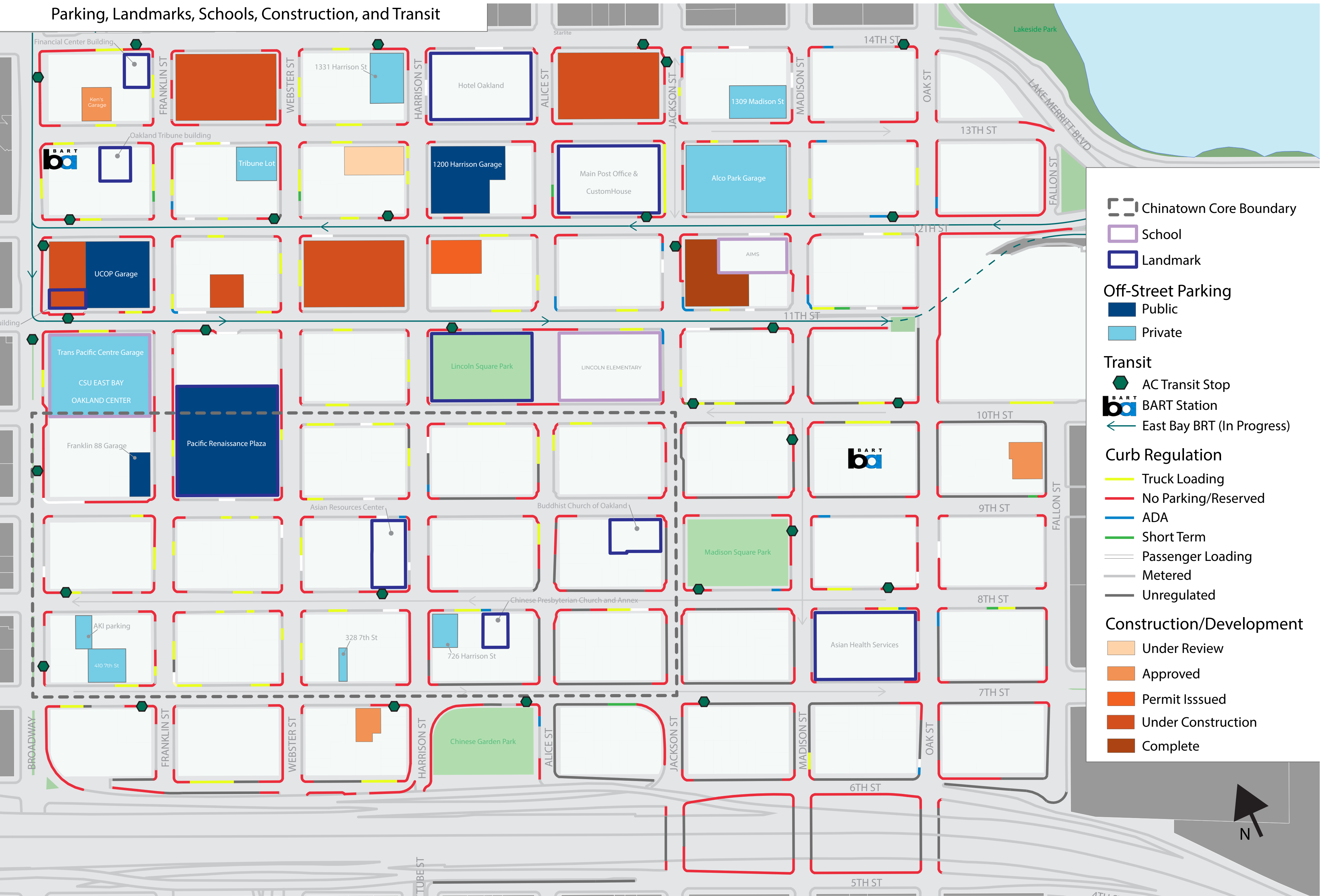
停車證停車措施最適合：

- 有許多通勤者或非住戶訪客的中低密度住宅區



Existing Parking & Loading

現行停車和裝卸貨規定



Existing Curb Regulations

現行路邊停車管制方式

Most curb spaces in Chinatown are metered, but about 30% remain unregulated. In addition to on-street parking, Chinatown has 17 off-street parking lots, with 8 in the loading pilot area (Core Chinatown).

華埠大部分的路邊位都有計費，但還有大約 30% 沒有管制。除了路邊停車位以外，華埠還有 17 個非路邊停車位，其中 8 個位於裝卸貨試辦區（華埠中心地帶）。

Curb Regulation 路邊停車管制	Greater Chinatown 大華埠區	Core Chinatown 華埠中心地帶
Meter 計費錶	1162	321
Unregulated 無管制	552	98
Commercial Loading (Yellow) 商業裝卸貨區 (黃色)	184	64
Passenger Loading (White) 乘客上下車區 (白色)	59	21
Short-term (Green) 臨時 (綠色)	9	1
ADA (Blue) 殘障車位 (藍色)	24	3
Special Use/Reserved 特殊用途/保留	48	10
Total	2038	518

Several new developments, including construction of the East Bay Bus Rapid Transit route, will likely impact parking and loading in Chinatown. It is important that regulations change with new growth and demand for on-street parking.

幾項新開發工程（包括興建 East Bay 快捷公車路線）也可能影響華埠的停車和裝卸貨作業，所以新規則必須隨著新發展和路邊停車需求做出改變。

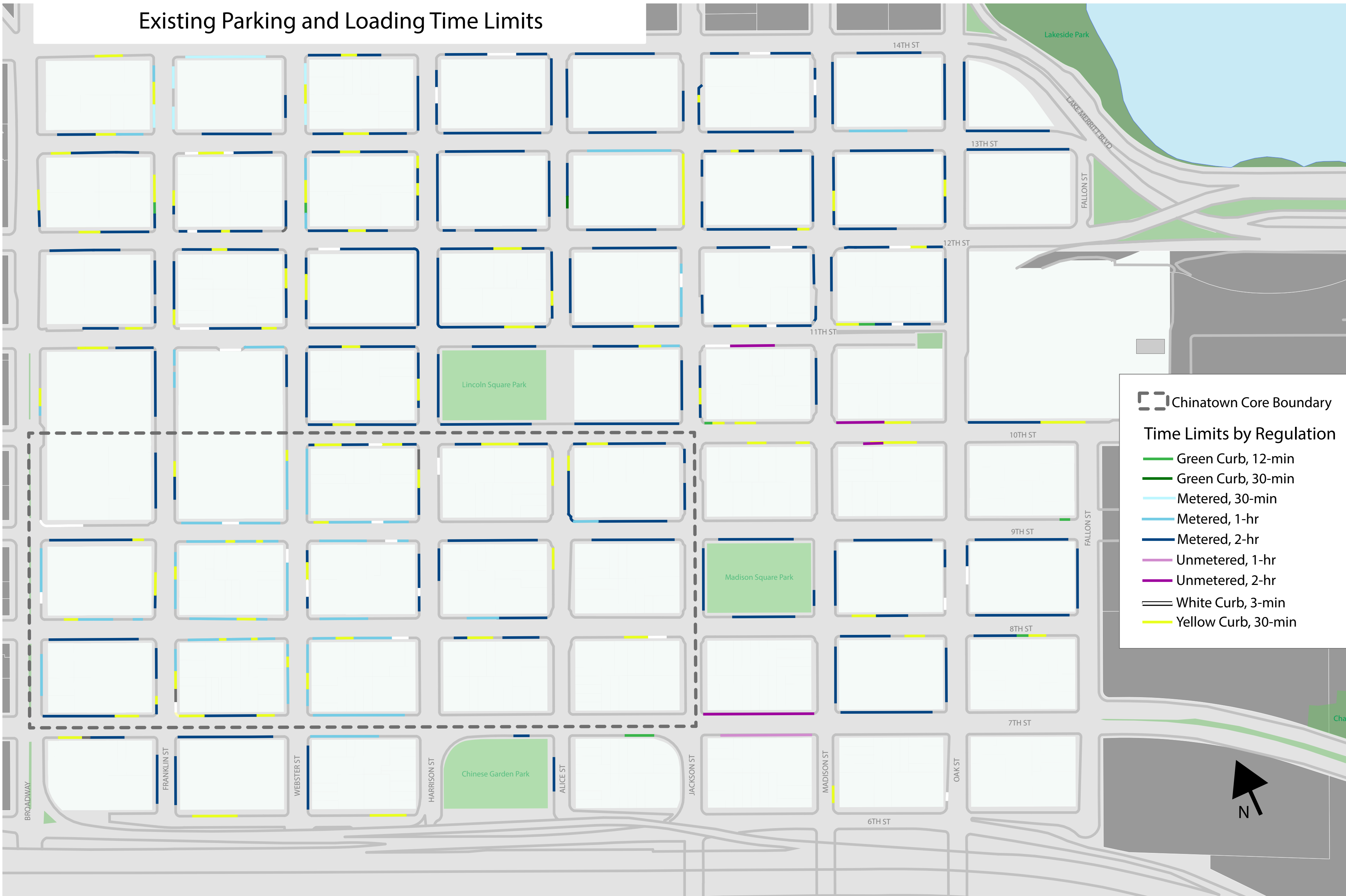
Time Limits 時間限制提議



Parking Time Limits 停車時間限制

Setting time limits is one of the ways that the City of Oakland manages parking availability and creates turnover. The map below shows the current time limits for metered and unmetered spaces in Chinatown. While most metered spaces have a time limit of 2 hours, there is a concentration of 1-hour metered spaces in the pilot area. Because enforcing time limits is labor-intensive and difficult, the City recommends **2-hour** time limits for metered parking in the pilot area.

設定時間限制是屋崙 (奧克蘭) 市管理停車位數量和刺激流動率的一種方式。以下地圖顯示華埠目前計費和未計費停車位的時間限制。雖然大部分計費停車位的時間限制是 2 小時，但試辦區域有集中 1 小時計費停車位。由於時間限制規定需要大量人力執法而且非常困難，因此市府建議試辦區域的計費停車位時間限制是 2 小時。



Metered Commercial Loading Times 計費商業裝卸貨區時間

A commercial split loading zone is a metered yellow zone that permits metered loading and unloading for part of the day and general metered parking during all other meter hours.

商業分離裝卸貨區 (split loading zone) 是黃色計費專區，可在一天中特定時段進行裝卸貨工作 (計費)，其他計費時段則適用一般計費停車規定。

What do you prefer? 你喜歡哪一種？

Place a tally/sticker below your preferred time limit for metered parking.

請將標籤/貼紙貼在你贊成的計費停車時間限制下面。

1-hour	1 小時	2-hour*	2 小時*	4-hour	4 小時
+ Higher turnover - Hard to enforce - Not enough time	+ 高流動率 - 執法困難 - 時間不足	+ Higher turnover	+ 高流動率	+ More convenient - Lower turnover	+ 更加方便 - 低流動率
*City recommendation 市府推薦					

Place a tally/sticker below your preferred time for metered commercial loading.

請將標籤/貼紙貼在你贊成的計費商業裝卸貨區時間限制下面。

Mon - Sat AM 週一至六上午 7am – 10am*	Mon - Sat PM 週一至六下午 3pm – 6pm	Mon - Sat AM/PM 週一至六上下午 7am – 10am 4pm – 6pm	Sundays AM 周日上午 7am – 10am
*Revive Chinatown Plan recommendation *華埠重修計劃推薦			

Curb Regulations 路邊停車管制



Proposed Curb Regulations 路邊停車管制提議

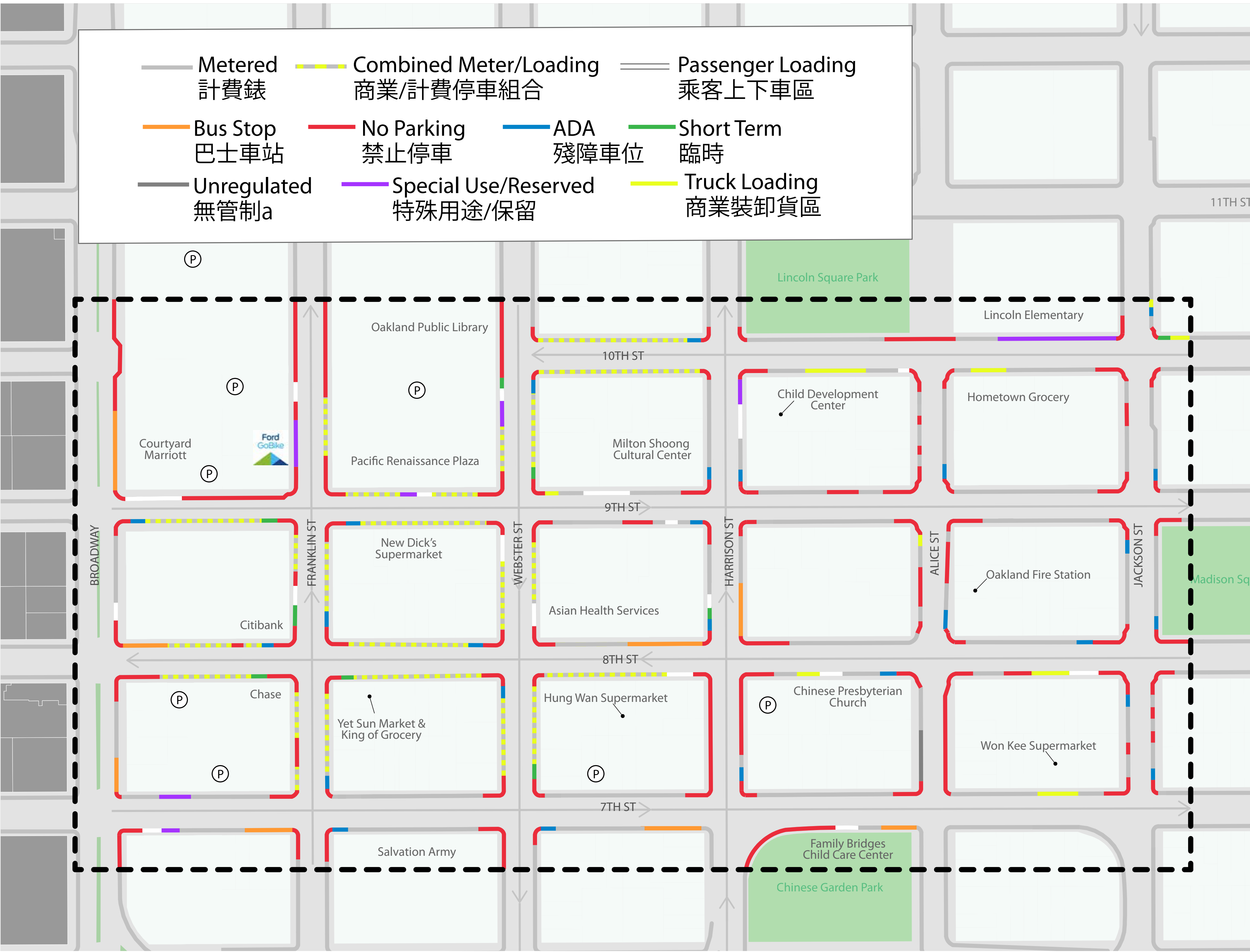
The City proposes regulating all parking spaces that are currently unregulated in the pilot area. While the majority of curb spaces are currently metered parking only, proposed regulations will convert some of these to combined commercial/metered parking to address key issues in the area. The number of existing ADA or blue curbs is very low considering the high proportion of residents that are disabled and/or above the age of 65. Proposed regulations will increase ADA accessibility by adding 25 blue curb spaces in the pilot area.

市府建議試為辦區域內現時沒有時間限制的停車位設定時間限制。現時大多數路邊停車位屬於計費停車位，提議將其中一些轉換為商業/計費停車組合，以解決第8街和第9街附近的關鍵問題。考慮到殘障人士和/或65歲以上的居民比例較高，現有的殘障（ADA）或藍色路邊的數量非常少。提議辦區域增加35個藍色路邊停車位來增加ADA的可達性。

Existing vs. Proposed Curb Regulations

現有管制 對比 提議路邊停車管制

Curb Regulation 路邊停車管制	Pilot Area Existing 現有辦區域	Pilot Area Proposed 提議辦區域
Combined Commercial/Metered 商業/計費停車組合	0	162
Meter 計費錶	321	284
Unregulated 無管制	98	4
Commercial (Yellow) 商業裝卸貨區 (黃色)	64	11
Passenger Loading (White) 乘客上下車區 (白色)	21	31
Short-Term (Green) 臨時 (綠色)	1	9
ADA (Blue) 殘障車位 (藍色)	3	25
Special Use/Reserved 特殊用途/保留	10	10
Total Spaces 合計	518	536



Meter Rates 計費錶費率



Methodology 方法

Best practices in on-street parking management call for demand-responsive pricing. This means charging the lowest price that can keep a few spaces open, and is often analyzed by observing parking “occupancy”, or the percent of cars occupying a block.

For this pilot, the City of Oakland follows this data-driven approach for determining meter rates:

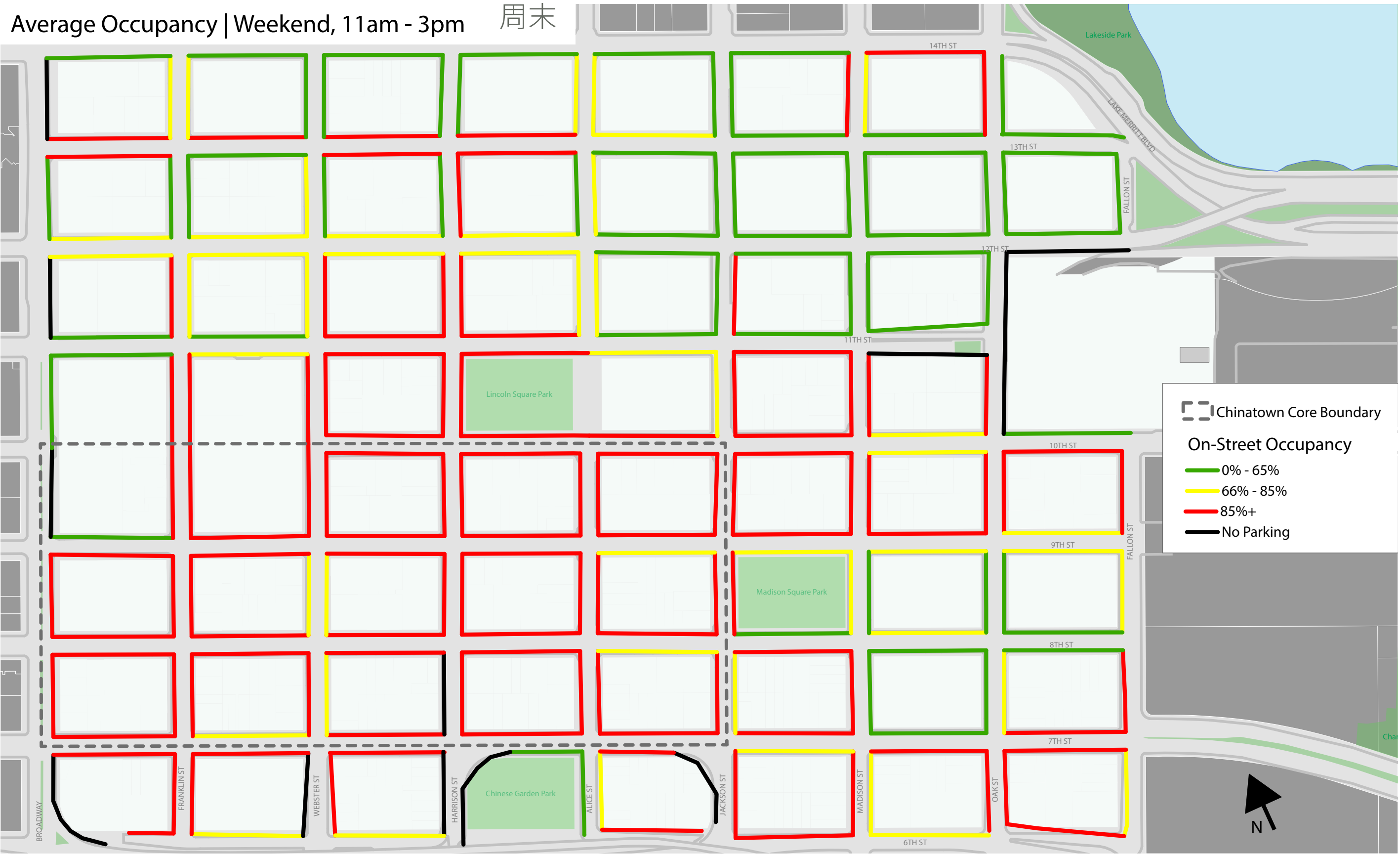
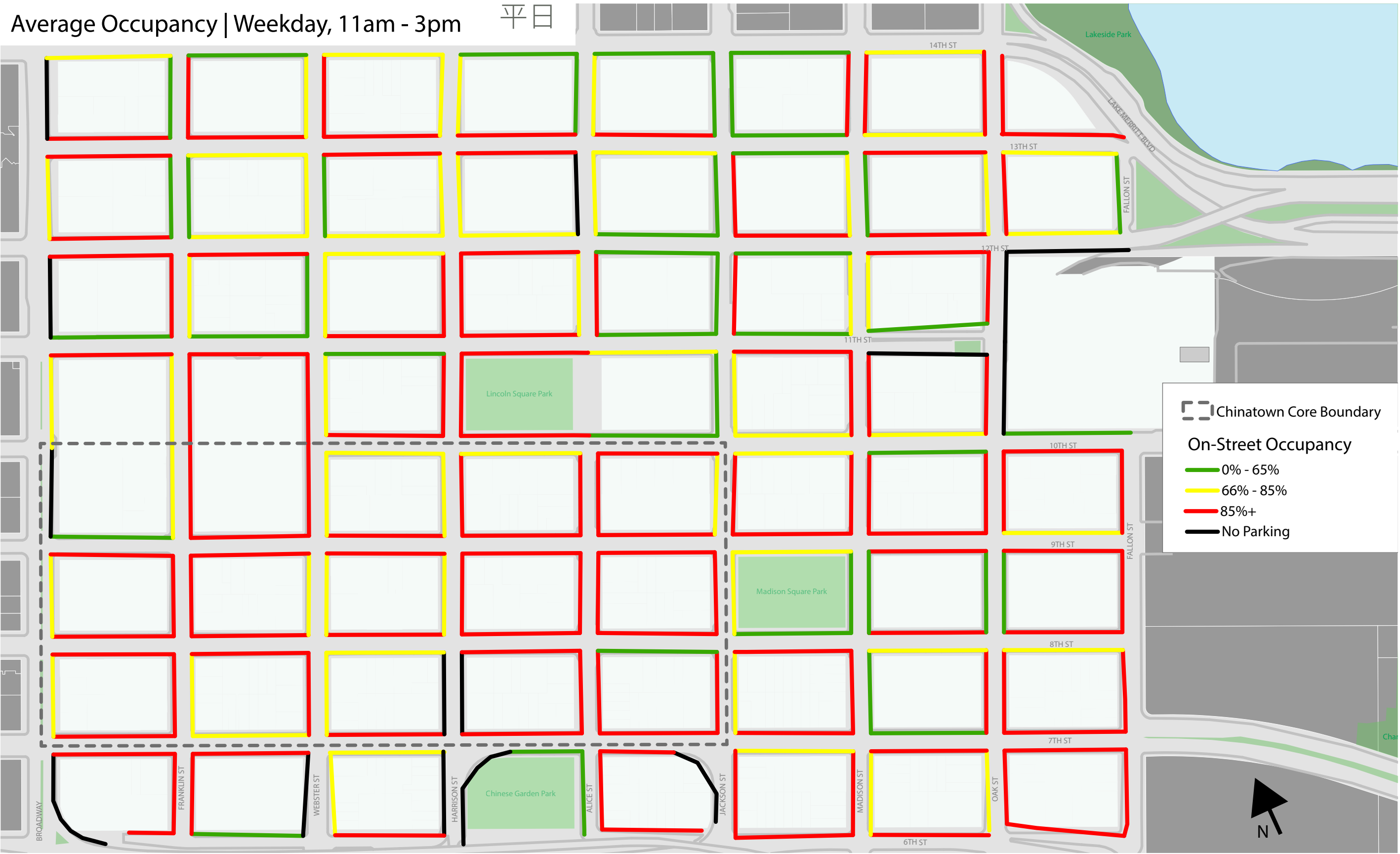
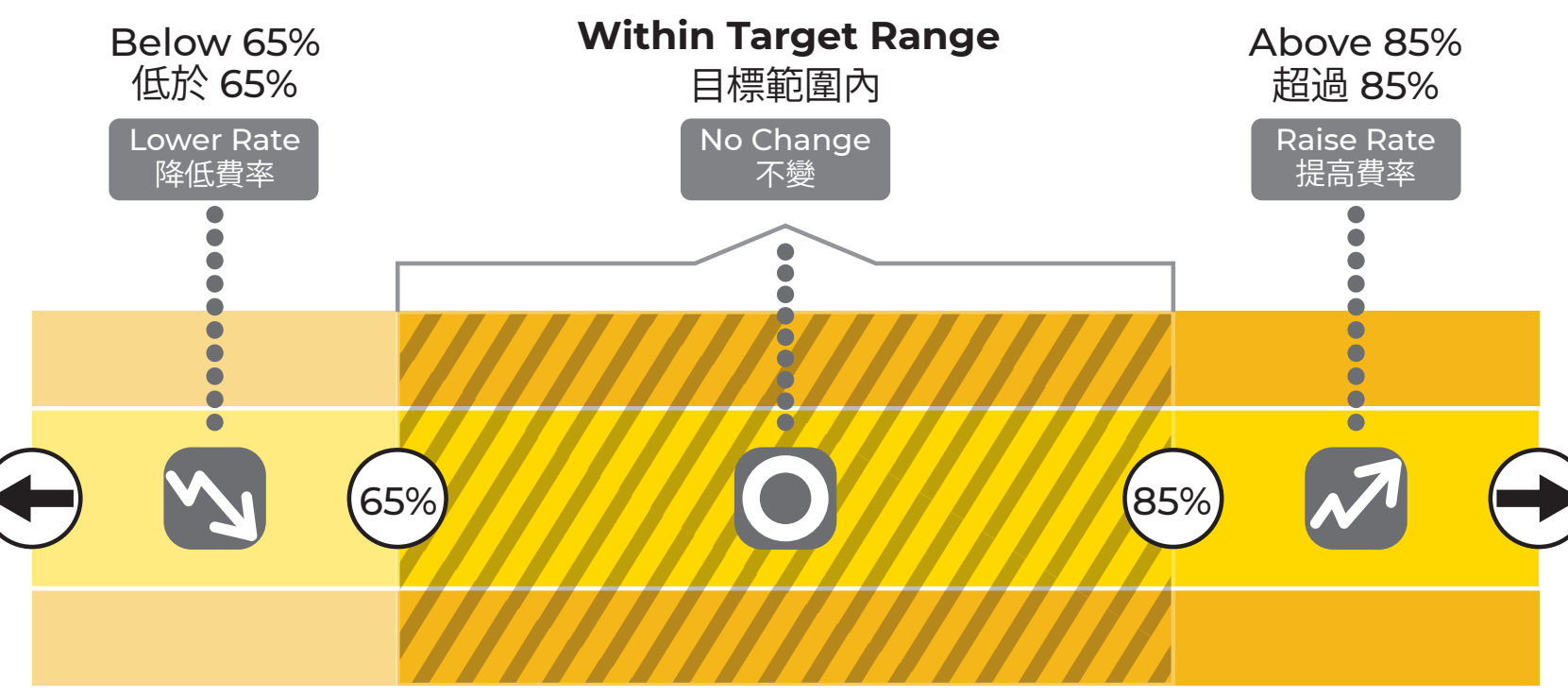
- If there’s no or limited parking availability, raise the meter rate. (Occupancy is > 85%)
- If there’s some parking availability, keep the meter rate as is. (Occupancy is 65-85%)
- If there’s plenty of parking availability, lower the meter rate. (Occupancy is < 65%)

Meters will be adjusted on a quarterly schedule.

路邊停車的最佳管理辦法是按需求反應價格，也就是在可保留幾個空車位情況下收取可能的最低價位，而且經常要根據停車位「使用率」或佔用街區車輛比例來分析結果。

以這次試辦計劃來說，屋崙 (奧克蘭) 市就採取這種資料導向做法來決定停車費率：

- 如果沒有停車位或停車位有限，就提高停車費率。(使用率 > 85%)
- 如果有幾個停車位，則費率不變。(使用率 65-85%)
- 如果停車位很多，則降低停車費。(使用率 < 65%)



Existing and Proposed Rates 現行和提議費率

During peak hours (11am – 3pm), most blocks in the pilot area have a parking occupancy rate above 85%, meaning there’s no or limited on-street parking available. The City proposes raising meter rates to \$2.50 to create additional parking availability.

在尖峰時段 (上午 11 點至下午 3 點)，試辦區大部分街區的停車位使用率都超過 85%，代表沒有或只有有限路邊停車位。市府提議將停車費率提高到 \$2.50，以空出更多停車位。

Existing vs. Proposed Meter Rates

現行費率和提議費率

Metered Parking Type 計費停車位類型	Existing 現行	Proposed 提
On-street 路邊	\$2/hour \$2/小時	\$2.50/hour \$2.50/小時
Off-street (City-owned) 非路邊 (市府所有)	\$2/hour \$2/小時	No change 不變
Off-street (Privately-owned) 非路邊 (私有)	\$3-\$8/hour \$3-\$8/小時	No change 不變

Parking Benefit Districts 停車效益區



What is a Parking Benefit District? 什麼是停車效益區？

A Parking Benefit District (PBD) is a City-established zone where parking meter revenue is used to fund local improvements.

停車效益區 (簡稱 PBD) 是由市政府劃設的專區，目的將停車費收入用來改善當地建設。

Old Pasadena, CA

The City of Pasadena installed meters in 1993 to pay for added services in its aging historic corridor. Revenue from the meters, over \$1 million per year, has paid for street furniture, trees, tree grates, and historic lighting fixtures throughout the area.

Pasadena 市在 1993 年安裝計費錶，當作老舊歷史建物修繕經費來源。停車費收入每年超過 100 萬美元，用來支付全區的街道設施、樹木、樹柵、古蹟路燈。

Austin, TX

After covering the cost of installation, the PBD in Austin dedicated remaining meter revenue to local improvements that promote walking, cycling and transit use. Improvements included sidewalks, crosswalks, transit shelters, and lights.

Austin 的 PBD 在支付安裝費用後，剩下的停車費收入專款會用來補助當地建設，改善步行、自行車和大眾運輸工具的環境。改善工程包括人行道、行人穿越道、候車亭和路燈。

Washington, D.C.

Washington, D.C. implemented a PBD along with demand-based parking pricing in 2008. Meter-funded improvements included intersection and crosswalk striping, new trash and recycling bins, bike share stations, and bike racks.

華盛頓特區在 2008 年設置 PBD，並根據需求調整停車費。停車費補助的改善工程包括交叉路口和行人穿越道標線、新的垃圾桶和回收桶、自行車共用站和自行車架。

What amenity would you prefer if Chinatown became a Parking Benefit District?

如果華埠要變成停車效益區，你希望有什麼便利設施？

Place a tally/sticker beneath your choice, or make a suggestion using a sticky note.

請在選項下方貼上標籤/貼紙，或使用便利貼做出建議。

Benches 長椅

Free Wi-Fi 免費 Wi-Fi

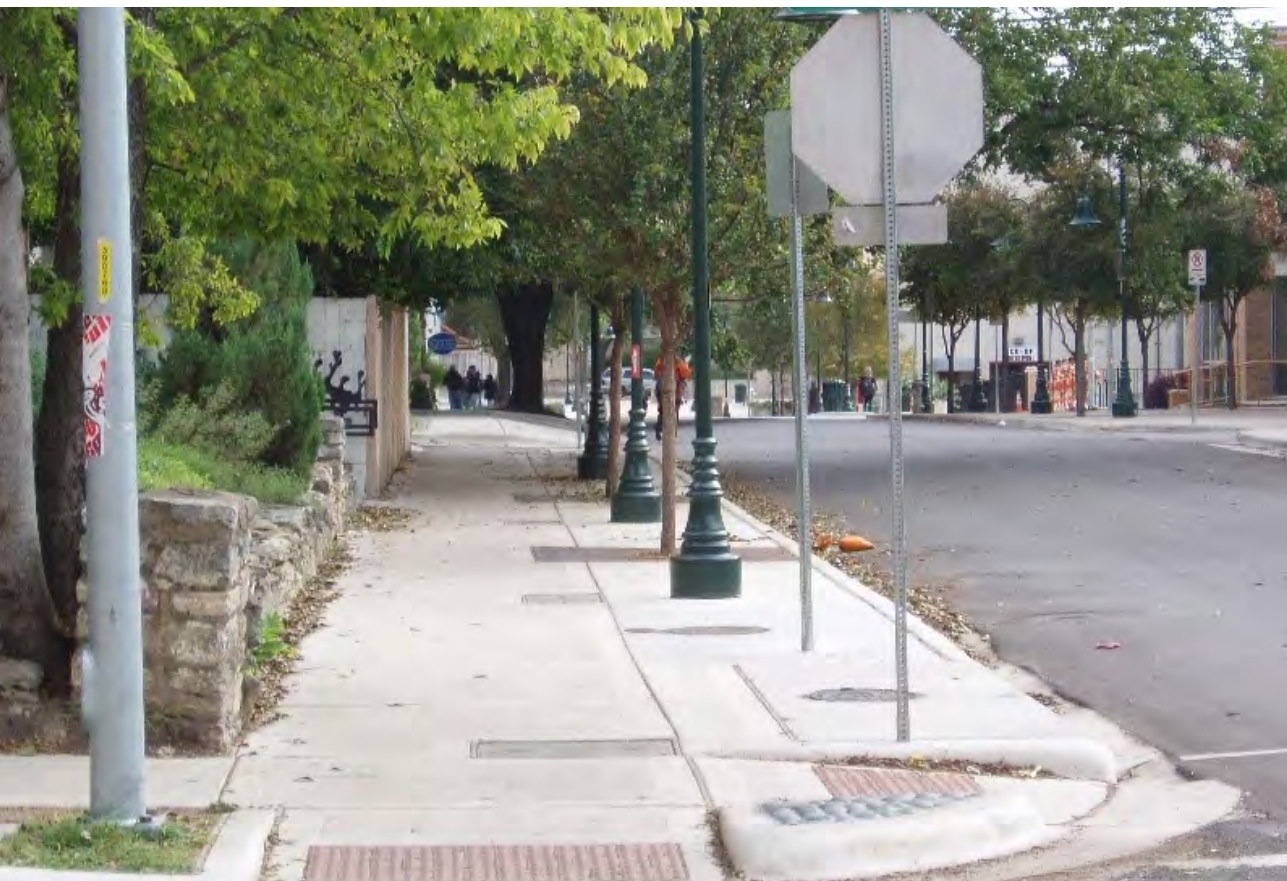
Transit Shelters 候車亭

Bike Racks 自行車架

Trees 樹木

New Lighting 新路燈

Other 其他



Mobility Options 交通選項



Looking for parking in Chinatown can be frustrating. Have you tried the other mobility options that can take you in and out of Chinatown? What type of discounted passes would you be most interested in?

在華埠找停車位很麻煩。你試過其他進出華埠的交通方式嗎？你對哪種優惠乘車證最有興趣？

Clipper Card

To make your transit experience as easy as possible, purchase an all-in-one Clipper card. You can use Clipper on AC Transit, BART, the SF Bay Ferry, Ford GoBikes, and more. Youth, Seniors, and persons with disabilities can obtain a discount card online or in-person. In-person locations closest to Chinatown include the AC Transit building at 1600 Franklin Street or Lake Merritt BART Station.

為了讓乘車更方便，請購買多合一 Clipper 卡。Clipper 可用於東灣公車局 (AC Transit)、舊金山灣區捷運處 (BART)、舊金山灣渡輪、Ford GoBikes……等等。青少年、老人和殘障人士都可上網或親自辦理優惠卡。最靠近華埠的現場辦理地點，包括 1600 Franklin Street 的東灣公車局大樓或 Lake Merritt BART 車站。

clippercard.com

Place a sticker if you would prefer a discounted Clipper card.

AC Transit 東灣公車局

AC Transit is the third-largest public bus system in California and provides bus service throughout the East Bay and into San Francisco, with 31 lines serving Chinatown.

東灣公車局是加州第三大公車系統，在整個東灣提供公車服務，服務範圍包括舊金山，在華埠營運的路線有 31 條。

actransit.org

Place a sticker if you would prefer a discounted AC Transit pass.

BART 舊金山灣區捷運

Bay Area Rapid Transit (BART) is the region's rail network. Oakland Chinatown has two nearby stations: 12th Street/Oakland City Center and Lake Merritt.

舊金山灣區捷運 (BART) 是本區的鐵路運輸網。屋崙 (奧克蘭) 華埠附近有兩個車站：12 街/屋崙 (奧克蘭) 市中心和 Lake Merritt。

bart.gov

Place a sticker if you would prefer a discounted BART pass.

SF Bay Ferry 舊金山灣渡輪

The San Francisco Bay Ferry is a great way to travel across the bay. Getting between the terminal at Jack London and Chinatown is free and easy with the Broadway Shuttle.

舊金山灣渡輪非常適合穿越舊金山灣。搭乘 Broadway 接駁車往返 Jack London 和華埠不但免費，而且非常容易。

sanfranciscobayferry.com

meetdowntownoak.com/shuttle

Car Share 汽車共享

Owning a car is expensive. Signing up for a car share membership allows you to only pay for the time you use, and some services have dedicated parking spots for each vehicle.

擁有汽車花費不小。申請汽車共享會員只須支付使用時段費用，而且某些服務都為每輛車設有專屬停車位。

gigcarshare.com

zipcar.com

getaround.com

turo.com

Place a sticker if you would prefer a discounted car share membership.

Bike 自行車

Oakland is a bike-friendly town with safe and secure bike parking options throughout the city, including Chinatown. Bike share is also available if you don't want to worry about locking up your own bike.

屋崙 (奧克蘭) 非常適合騎自行車，全市包括華埠，都擁有安全的自行車停車位。如果懶得上鎖，也可以使用共享自行車服務。

fordgobike.com

bikelink.org

bikehub.com/bartbikestation

Place a sticker if you would prefer a discounted bike share pass.

Walk 步行

With plenty of local shops and restaurants, Oakland is a delightful place to walk around. Walking is an active way to travel and, if you're within walking distance, a great way to get to Chinatown.

屋崙 (奧克蘭) 市本地商家非常多，因此很適合步行。如果華埠在步行距離內，既能運動又可逛逛商店，步行不失為最佳方法。

Thank you! Questions?

