

# Berkeley waterfront visitation by vehicle: Preliminary parking analysis focusing on socioeconomic characteristics

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Below is a set of tables we derived from in-person survey data collected by Kittelson and Associates, Inc. The City of Berkeley hired this consulting firm to conduct a parking demand management study to assess impacts of the proposed ferry project on current and future recreational use. The intercept survey was conducted on three Thursdays and two Saturdays between April and August 2024. Setting aside any issue with methodology, we have cleaned and organized the available data to better illustrate the diversity of visitors to the Berkeley waterfront as compared to the consulting report. The original dataset had 459 observations. We used 330 observations that had complete information for household income brackets. Refer to p. 12 of the Kittelson report for a map of the waterfront and lots. The lots slated for new parking fees via pay stations and annual passes are: South Cove West, South Cove East and J&K lots.

This is a work in progress. Please let us know any questions about our results and comments for future work. Below you will find:

- Table 1: Parking Lot Visits by Income (Counts)
- Table 2: Row Percentages (% within each lot)
- Table 3: Column Percentages (% within each income group)
- Visitation to south v. north areas of waterfront, by income (Figure 1: Visitor Income by Waterfront Area)
- Reclassification of “other”

Table 1: Parking Lot Visits by Income (Counts)

	\$0- \$24,999	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000- \$124,999	\$125,000- \$149,999	\$150,000- \$174,999	\$175,000- \$199,999	\$200,000 and up	Sum
199 Seawall Drive	1	2	1	4	1	1	1	0	1	12
D&E	1	0	0	0	3	0	1	0	0	5
F&G	1	2	0	0	3	1	1	1	1	10
H&I	0	0	2	3	0	0	0	0	2	7
J&K	2	0	4	2	1	3	0	0	3	15
L&M lot	0	2	4	1	3	0	3	2	1	16
Launch Ramp (Paid)	0	1	1	2	0	0	0	0	2	6
Marina Blvd	6	3	2	1	5	3	3	5	5	33
O Lot	1	6	6	5	4	0	1	2	8	33
Other (please specify)	2	2	4	3	5	2	1	2	2	23
Seawall Drive (Street)	5	1	4	4	2	1	1	0	1	19
Skates/N Lot	4	1	5	2	1	1	1	1	4	20
South Cove East	2	1	4	3	0	3	5	5	6	29
South Cove West	8	1	5	3	5	5	5	0	6	38
Spinnaker Circle	2	2	5	1	8	0	0	3	3	24
Spinnaker Way	3	2	8	5	7	3	3	1	8	40
Sum	38	26	55	39	48	23	26	22	53	330

This table answers the question: Of people parking at each lot, what % are in each income bracket? Seawall Drive and South Cove West have most lowest-income (<\$25k) income visitors. J&K lot next to the baitshop sees a high number of those earning less than \$75k, as does L&M which was halved in size by the parking enforcement department, and H&I. J&K and South Cove West are slated for marina parking fees.

Table 2: Row Percentages (% within each lot)

	\$0-\$24,999	\$25,000-\$49,999	\$50,000-\$74,999	\$75,000-\$99,999	\$100,000-\$124,999	\$125,000-\$149,999	\$150,000-\$174,999	\$175,000-\$199,999	\$200,000 and up	Total
199 Seawall Drive	8.3	16.7	8.3	33.3	8.3	8.3	8.3	0.0	8.3	99.8
D&E	20.0	0.0	0.0	0.0	60.0	0.0	20.0	0.0	0.0	100.0
F&G	10.0	20.0	0.0	0.0	30.0	10.0	10.0	10.0	10.0	100.0
H&I	0.0	0.0	28.6	42.9	0.0	0.0	0.0	0.0	28.6	100.1
J&K	13.3	0.0	26.7	13.3	6.7	20.0	0.0	0.0	20.0	100.0
L&M lot	0.0	12.5	25.0	6.2	18.8	0.0	18.8	12.5	6.2	100.0
Launch Ramp (Paid)	0.0	16.7	16.7	33.3	0.0	0.0	0.0	0.0	33.3	100.0
Marina Blvd	18.2	9.1	6.1	3.0	15.2	9.1	9.1	15.2	15.2	100.2
O Lot	3.0	18.2	18.2	15.2	12.1	0.0	3.0	6.1	24.2	100.0
Other (please specify)	8.7	8.7	17.4	13.0	21.7	8.7	4.3	8.7	8.7	99.9
Seawall Drive (Street)	26.3	5.3	21.1	21.1	10.5	5.3	5.3	0.0	5.3	100.2
Skates/N Lot	20.0	5.0	25.0	10.0	5.0	5.0	5.0	5.0	20.0	100.0
South Cove East	6.9	3.4	13.8	10.3	0.0	10.3	17.2	17.2	20.7	99.8
South Cove West	21.1	2.6	13.2	7.9	13.2	13.2	13.2	0.0	15.8	100.2
Spinnaker Circle	8.3	8.3	20.8	4.2	33.3	0.0	0.0	12.5	12.5	99.9
Spinnaker Way	7.5	5.0	20.0	12.5	17.5	7.5	7.5	2.5	20.0	100.0

Of people in each income bracket, what % park at each lot? The lowest income group (<\$25k) most often parks in South Cove West (slated for marina parking fees).

Table 3: Column Percentages (% within each income group)

	\$0- \$24,999	\$25,000- \$49,999	\$50,000- \$74,999	\$75,000- \$99,999	\$100,000- \$124,999	\$125,000- \$149,999	\$150,000- \$174,999	\$175,000- \$199,999	\$200,000 and up
199 Seawall Drive	2.6	7.7	1.8	10.3	2.1	4.3	3.8	0.0	1.9
D&E	2.6	0.0	0.0	0.0	6.2	0.0	3.8	0.0	0.0
F&G	2.6	7.7	0.0	0.0	6.2	4.3	3.8	4.5	1.9
H&I	0.0	0.0	3.6	7.7	0.0	0.0	0.0	0.0	3.8
J&K	5.3	0.0	7.3	5.1	2.1	13.0	0.0	0.0	5.7
L&M lot	0.0	7.7	7.3	2.6	6.2	0.0	11.5	9.1	1.9
Launch Ramp (Paid)	0.0	3.8	1.8	5.1	0.0	0.0	0.0	0.0	3.8
Marina Blvd	15.8	11.5	3.6	2.6	10.4	13.0	11.5	22.7	9.4
O Lot	2.6	23.1	10.9	12.8	8.3	0.0	3.8	9.1	15.1
Other (please specify)	5.3	7.7	7.3	7.7	10.4	8.7	3.8	9.1	3.8
Seawall Drive (Street)	13.2	3.8	7.3	10.3	4.2	4.3	3.8	0.0	1.9
Skates/N Lot	10.5	3.8	9.1	5.1	2.1	4.3	3.8	4.5	7.5
South Cove East	5.3	3.8	7.3	7.7	0.0	13.0	19.2	22.7	11.3
South Cove West	21.1	3.8	9.1	7.7	10.4	21.7	19.2	0.0	11.3
Spinnaker Circle	5.3	7.7	9.1	2.6	16.7	0.0	0.0	13.6	5.7
Spinnaker Way	7.9	7.7	14.5	12.8	14.6	13.0	11.5	4.5	15.1
Total	100.1	99.8	100.0	100.1	99.9	99.6	99.5	99.8	100.1

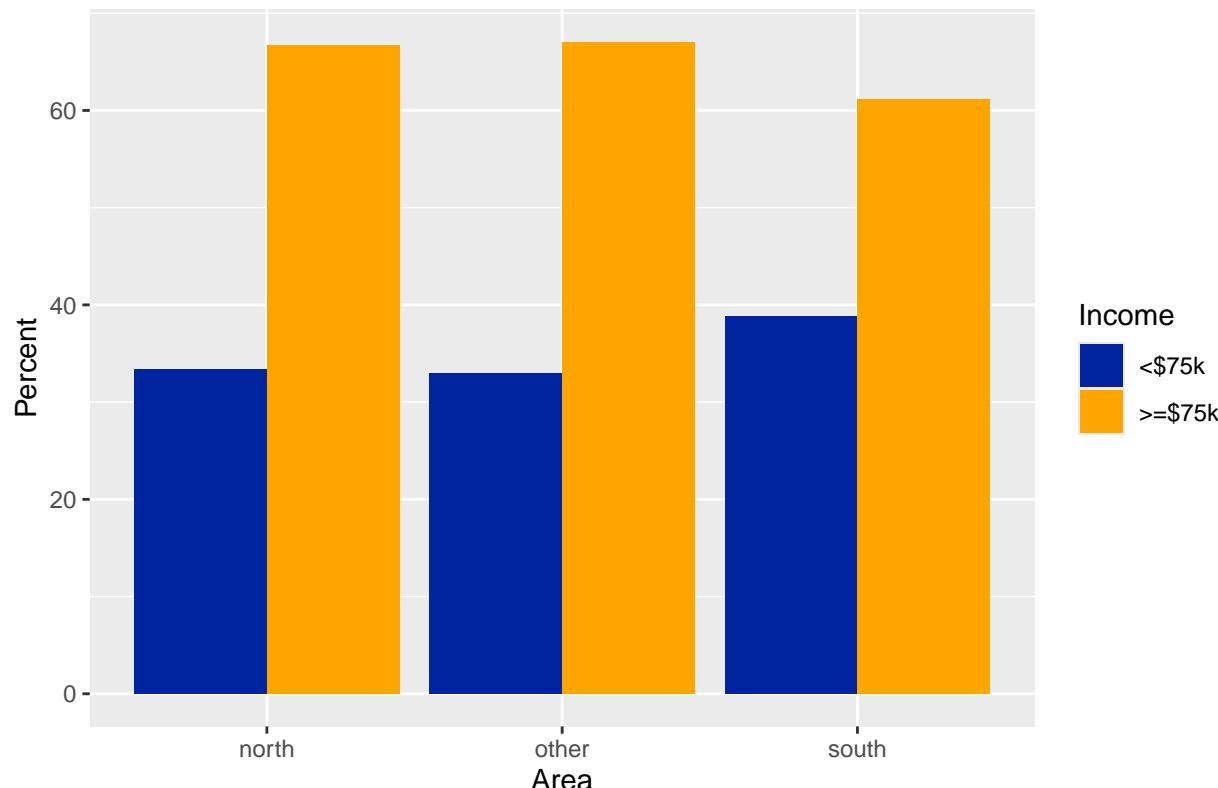
## Visitation to south v. north areas of waterfront, by income

Consistent with the public's general understanding and earlier city-led focus groups, we define the waterfront's geographic areas as follows:

- "South" refers to South Cove East and West lots, J&K, L&M, Skates/N, O lot, and Seawall Drive. Data points from the 199 Seawall next to the derelict HsL restaurant in the south part of the waterfront are currently not included as the lot's gates are usually locked during the weekdays on which the respondents' data was collected, indicating the data may be in error. We are seeking clarification from city staff and will update as we receive more information
- "North" refers to D&E, the launch ramps, Spinnaker Way and Spinnaker Circle.
- "Other" includes any response not in "north" or "south" above.

The barchart below indicates a tendency for the south area in aggregate to attract lower income visitors more than other parts of the waterfront. While north and other have similar breakdowns of lower income (defined as <\$75) and higher income (defined as >=\$75k), the south area has more lower and less higher income as a percentage.

**Figure 1: Visitor Income by Waterfront Area**



## Reclassification of “other”

Forty-six of the Kittelson survey responses were classified as “other.” On closer inspection, we recognized that many of these responses are easily reclassifiable to a lot under study. A few should not be part of the analysis because respondents said they biked to the waterfront the day they were intercepted for an interview. Below is how we have reclassified some of these observations so far.

- South Cove West
  - “Cal Sailing”
  - “West cove”
  - “West coast”
  - “Over by cal sailing, not sure which one of those listed this is”
- O Lot
  - “1 Seawall Drive, Gate O Dock”
- 199 Seawall Drive
  - “Upper HSL”
- South Cove East
  - “EAST COVE”
  - “next to new toilet bldg/CAL adventures”
- Seawall Drive (Street)
  - “seawall”
- Skates/N
  - “Skates”
- F&G
  - “F Marina”

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## === COUNTS: Parking Lot by Race/Etnicity ===

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Table 4: Sample Counts

	American Indian and Alaska Native alone	Asian alone	Black or African American alone	Hispanic	Native Hawaiian and Other Pacific Islander alone	Other (please specify)	Some Other Race alone	White alone	Sum
199 Seawall Drive	0	2		2	3		2	0	3 14
D&E	0	1		0	0		0	0	3 4
F&G	0	2		0	1		0	0	6 9
H&I	1	1		0	0		0	0	3 6
J&K	0	2		0	3		0	4	0 10 19
L&M lot	0	3		0	0		1	1	0 11 16
Launch Ramp (Paid)	0	0		0	3		0	1	0 1 5
Marina Blvd	0	2		1	9		0	1	0 22 35
O Lot	1	1		1	4		1	2	1 19 30
Other (please specify)	0	0		0	5		0	2	0 9 16
Seawall Drive (Street)	0	2		3	4		0	0	0 6 15
Skates/N Lot	0	3		1	7		0	0	0 7 18
South Cove East	0	5		1	0		0	3	1 20 30
South Cove West	0	6		0	5		1	5	1 16 34
Spinnaker Circle	1	2		3	2		0	2	1 22 33
Spinnaker Way	0	8		2	3		0	4	1 26 44
Sum	3	40		14	49		5	28	5 184 328

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## === ROW %: RE Distribution Within Each Lot ===

Table 5: Row Percentages (% RE within each lot)

	American Indian and Alaska Native alone	Asian alone	Black or African American alone	Hispanic	Native Hawaiian and Other Pacific Islander alone	Other (please specify)	Some Other Race alone	White alone	Total
199 Seawall Drive	0.0	14.3	14.3	21.4	14.3	14.3	0.0	21.4	100.0
D&E	0.0	25.0	0.0	0.0	0.0	0.0	0.0	75.0	100.0
F&G	0.0	22.2	0.0	11.1	0.0	0.0	0.0	66.7	100.0
H&I	16.7	16.7	0.0	0.0	0.0	16.7	0.0	50.0	100.1
J&K	0.0	10.5	0.0	15.8	0.0	21.1	0.0	52.6	100.0
L&M lot	0.0	18.8	0.0	0.0	6.2	6.2	0.0	68.8	100.0
Launch Ramp (Paid)	0.0	0.0	0.0	60.0	0.0	20.0	0.0	20.0	100.0
Marina Blvd	0.0	5.7	2.9	25.7	0.0	2.9	0.0	62.9	100.1
O Lot	3.3	3.3	3.3	13.3	3.3	6.7	3.3	63.3	99.8
Other (please specify)	0.0	0.0	0.0	31.2	0.0	12.5	0.0	56.2	99.9
Seawall Drive (Street)	0.0	13.3	20.0	26.7	0.0	0.0	0.0	40.0	100.0
Skates/N Lot	0.0	16.7	5.6	38.9	0.0	0.0	0.0	38.9	100.1
South Cove East	0.0	16.7	3.3	0.0	0.0	10.0	3.3	66.7	100.0
South Cove West	0.0	17.6	0.0	14.7	2.9	14.7	2.9	47.1	99.9
Spinnaker Circle	3.0	6.1	9.1	6.1	0.0	6.1	3.0	66.7	100.1
Spinnaker Way	0.0	18.2	4.5	6.8	0.0	9.1	2.3	59.1	100.0

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## === COLUMN %: Lot Choice Within Each RE Group ===

Table 6: Column Percentages (% within each RE group)

	American Indian and Alaska Native alone	Asian alone	Black or African American alone	Hispanic	Native Hawaiian and Other Pacific Islander alone	Other (please specify)	Some Other Race alone	White alone
199 Seawall Drive	0.0	5.0	14.3	6.1	40	7.1	0	1.6
D&E	0.0	2.5	0.0	0.0	0	0.0	0	1.6
F&G	0.0	5.0	0.0	2.0	0	0.0	0	3.3
H&I	33.3	2.5	0.0	0.0	0	3.6	0	1.6
J&K	0.0	5.0	0.0	6.1	0	14.3	0	5.4
L&M lot	0.0	7.5	0.0	0.0	20	3.6	0	6.0
Launch Ramp (Paid)	0.0	0.0	0.0	6.1	0	3.6	0	0.5
Marina Blvd	0.0	5.0	7.1	18.4	0	3.6	0	12.0
O Lot	33.3	2.5	7.1	8.2	20	7.1	20	10.3
Other (please specify)	0.0	0.0	0.0	10.2	0	7.1	0	4.9
Seawall Drive (Street)	0.0	5.0	21.4	8.2	0	0.0	0	3.3
Skates/N Lot	0.0	7.5	7.1	14.3	0	0.0	0	3.8
South Cove East	0.0	12.5	7.1	0.0	0	10.7	20	10.9
South Cove West	0.0	15.0	0.0	10.2	20	17.9	20	8.7
Spinnaker Circle	33.3	5.0	21.4	4.1	0	7.1	20	12.0
Spinnaker Way	0.0	20.0	14.3	6.1	0	14.3	20	14.1
Total	99.9	100.0	99.8	100.0	100	100.0	100	100.0