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OFFICE OF THE CITY CLERK
OAKLAND

2013 SEP 27 PM 12:29 **AGENDA REPORT**

TO: DEANNA J. SANTANA
CITY ADMINISTRATOR

FROM: Brooke A. Levin
Interim Director, PWA

SUBJECT: Ordinance Supporting a Flexible Parking
District Program

DATE: August 23, 2013

City Administrator
Approval

Date

9/11/13

COUNCIL DISTRICT: All

RECOMMENDATION

Staff recommends that 1) the City Council Adopt a Resolution of Parking Principles for Oakland's Commercial Districts; and 2) Adopt an Ordinance Amending Title 10.36 (Parking Meter Zones) of the Oakland Municipal Code to Establish "Flexible Parking Zones", and Amending Ordinance Number 13184 C.M.S. (The FY 2013-14 Master Fee Schedule, or "MFS") to Establish and Modify Fees Assessed For On-street and Off-street Parking in Order to Facilitate a Flexible Parking Zone Program; and 3) Adopt a Resolution Creating a Flexible Parking Zone for Montclair Village.

EXECUTIVE SUMMARY

The first Resolution formally adopts the "Parking Principles for City of Oakland Commercial Districts" (Parking Principles: *Attachment A*) that were presented to Council on January 5, 2010 as part of a report on parking policy. In 2010, these Parking Principles were affirmed by a vote of Council, but were not formally adopted by Resolution. These principles reflect a flexible, market-based approach to the City's metered parking and have guided staff development of the flexible parking program.

"Flexible parking" is designed to increase parking availability by varying the price of parking to correspond more closely with market demand. The primary goal of both on- and off-street City-controlled metered parking is to serve the needs of merchants and customers by encouraging turnover of parking spaces in highly desirable locations so that there is always an available space for shoppers to park. Ideally, a well-managed parking program will increase parking availability and overall economic activity. Studies have found that a 10-15% parking vacancy rate (or about one free space per block) is the optimum vacancy rate. Flexible parking implemented in other cities has proven an excellent method to achieve this target.

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The Ordinance amending parking meter zones and the Master Fee Schedule establishes a process in the municipal code for instituting flexible parking zones on-street in which parking prices can “flex” depending on parking occupancy within an established range. It specifies that on-street parking could “flex” in price by establishing an hourly rate range of between \$.50 - \$3.00 (from the current flat fee of \$2.00) that can be reached in \$.50 cent increments, depending on parking occupancy rates and commercial district support. This Ordinance also addresses an inconsistency in the current Master Fee Schedule: three metered lots (Grand Lake, Piedmont Ave and Parkway) currently have the same uniform \$2 rate as on-street meters. Staff proposes that any off-street metered lots be treated similarly to parking garages and other off-street lots, with a maximum hourly rate only and administrative flexibility to adjust hourly rates downward from the current maximum rate of two dollars per hour in order to encourage greater use, if occupancy rates demand.

Finally, an Ordinance has been written to support a flexible parking zone in one commercial area as a pilot project. Staff has worked extensively with the Montclair Village Business improvement District to develop this pilot. Not only will this pilot test community acceptance, but also the staff capacity to manage these kinds of projects with limited technological and human resources.

If the pilot program works, a significant investment in both technology and staff resources would be required to extend this program city-wide. Managing a robust flexible parking program takes greater resources, both technological and human, than are currently available in the City of Oakland. A program such as SFPark in San Francisco relies on a multi-million dollar system of automated sensors and networked meters, as well as a dedicated staff and consultant team to manage approximately 8,000 meters (out of 29,000 city-wide). Given the very limited available resources in Oakland, the proposed program is intended only to test the concept of flexible parking in a pilot program. Possible extension to any other areas would depend upon commercial district support, purchase of new technology, and an increase in staff capacity. Ultimately, if the program is successful, and Council seeks broader application, staff will identify resources to more fully implement a flexible parking program.

OUTCOME

Changes to the Municipal Code and Master Fee Schedule will allow the City Administrator to adjust meter prices to meet parking occupancy targets under certain specific conditions. These changes will be implemented first in Montclair Village as a pilot program (**Attachment B**). The program will assess if flexible pricing has positive or negative effects on economic activity and sales tax revenue, parking availability, community and merchant acceptance, and meter revenue. If the pilot is deemed successful, staff resources are made available, and appropriate parking technology exists, these policies could be extended to other commercial districts. Staff will bring an informational report back to Council no later than eighteen months after implementation of the flexible parking pilot in Montclair.

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BACKGROUND/LEGISLATIVE HISTORY

In 2010, the City Council was presented a set of Parking Principles for the City's Commercial Districts. These principles (*Attachment A*) articulate that parking should be actively managed as a resource by the City, should be easy for customers to use, and that parking policy should help the City meet transportation, land use and environmental goals. At the same time, the City Council indicated a desire for a Citywide parking study to put these principles into action.

In 2011, the Public Works Agency, lacking the resources to fund a city-wide study, obtained grants for three limited studies to assess parking issues in the commercial areas of Montclair Village, Temescal, and the Jack London District, each with the aim of investigating specific characteristics of the area and recommending approaches that could be applied both locally and citywide. Each of these studies recommended a number of approaches to increasing parking availability and utility in the respective neighborhoods. A variable, or flexible, pricing approach to persuade use of under-utilized (particularly off-street spaces) was an aspect of all of the studies. Of the three study areas, only Montclair Village currently has parking technology that would easily allow a flexible parking strategy at this time.

For Montclair Village, the City and consultants conducted a series of workshops related to parking in the neighborhood. The result of the workshops was a report that included parking survey results. The results indicated that certain areas were under-utilized at current meter rates, while other streets were consistently at or near capacity. Regarding on-street parking, the report recommended consideration of variable pricing and extending or eliminating time limits on some blocks. In addition, the study discussed several strategies to encourage the use of underutilized space in the neighborhood's public parking garage, which is owned by the City and managed by the Montclair Village Association. The study recommended that garage parking be priced lower than on-street parking to attract additional drivers to use the garage and open up on-street parking opportunities.

Some of the recommendations of all three parking studies can be accomplished immediately, such as managing garages to encourage greater use, while others may require City investment (like the replacement of outdated meters). Introducing flexible parking rates requires Council action to amend the city's Parking Ordinance and the Master Fee Schedule.

ANALYSIS

This analysis section discusses the proposed flexible parking program, the implementation of a pilot in Montclair Village, and possible extension of the program to other areas of the City. The analysis incorporates important caveats regarding community acceptability, staff capacity, and current technology limitations.

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Flexible Parking Program

As noted earlier, a well-managed parking program will increase parking availability and overall economic activity. A 10-15% parking vacancy rate (or about one free space per block) is the optimum vacancy rate. As previously noted, Oakland's uniform \$2 per hour parking rate doesn't respond to the market and allow for optimum use of parking.

The proposed changes would allow the establishment of Flexible Parking Districts, in which on-street metered parking rates would be set at variable rates, depending on the observed market demand for parking spaces, and would also allow removal of parking time limits where warranted. Staff recommends that changes to the current rates would be implemented according to the following guidance:

- If meters are occupied between 50% and 85% at the peak period, there would be no change to current rates (\$2/hour);
- If meters are occupied at more than 85% at peak period, rates may be increased at \$0.50 cent intervals until desired occupancy is reached, to a maximum of \$3 per hour;
- If meters are occupied less than 50% at the peak period, rates may be lowered at \$0.50 cent intervals until desired occupancy is reached;
- Rates would be changed no more frequently than once a quarter (and most likely less often).
- Longer (or no) time limits may also be used to encourage parking in areas of low usage.

This type of flexible parking rate can only be applied to areas with appropriate adaptable meter technology. Staff further recommends that such a system should only be adopted with the approval of the local Business Improvement District or other formal Merchant organization, on the assumption that these flexible rates should be a collaboration between the City and local merchants.

Montclair Village Pilot

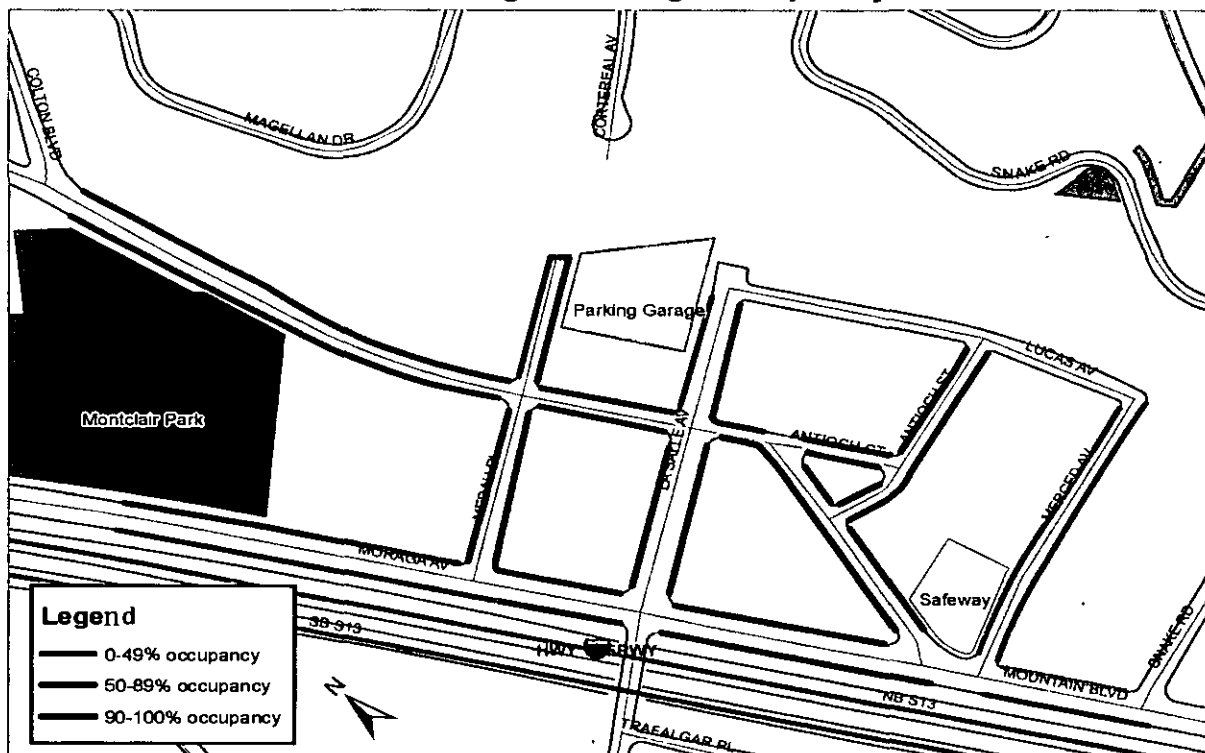
Currently, of the three neighborhoods surveyed in 2011, only Montclair Village has the appropriate meter technology to allow a neighborhood-wide pilot of flexible parking rates, as well as an active Business Improvement District that is potentially supportive of this program.

Viewed as a pilot, the Montclair Village pilot area will allow the City to assess the policy's effects on parking availability, overall economic activity, and meter revenue. The project will also allow an assessment of the City's capacity to adequately manage a flexible parking system, and provide the opportunity to collaborate with the business improvement district and other community partners. Pending the results of this assessment and the availability of staff

resources, the program could be extended to other districts that meet the pre-requisite technology requirements and have the business improvement district partnership.

The Montclair shopping area currently has on-street meters on most non-residential streets in the area. These streets include La Salle, Medeau, Mountain, Antioch, Moraga and a portion of Merced. The current parking system charges \$2/hour from 9am-6pm, with a two-hour time limit for all meters. Parking on streets directly in front of businesses, particularly in the triangle made up of Mountain Boulevard, Antioch Street and Antioch Court, is in high demand and frequently at 100% occupancy during peak periods. Conversely, parking only a few blocks away, on Moraga Avenue, is usually at less than 50% capacity. There is a garage, which likewise charges \$2/hour (\$10 daily maximum), but it is underutilized, with its top deck usually completely vacant. It is largely used for monthly parking at a reduced rate. Under the current fee schedule, the garage has the flexibility to reduce rates to fill the garage and the city is working with the operator (Montclair Village Association) to do so.

Montclair Village Parking Occupancy Rates



As with any commercial district, there are multiple sources of parking demand in Montclair:

- short term parking for shoppers/business patrons
- all-day parking need for business owners and employees
- all-day parking for AC TransBay bus patrons who use a bus stop in the village.

While short-term retail patrons may use meters with little regard for price, longer-term parkers are much more price sensitive, and will often park in surrounding residential neighborhoods where parking is largely unregulated to avoid charges altogether. There are no Residential Permit Parking Zones in the adjacent neighborhood and this area does not meet current RPP criteria. The Flexible Parking Program, if adopted, may lessen the overflow by providing more long-term low rate parking on the periphery of the Village.

In the proposed flexible parking program, the hourly rates on those blocks that are currently near full capacity would be increased stepwise at a maximum of \$0.50 cents per hour, while the rates on blocks that are currently below 50% capacity would be similarly decreased. After three months, occupancy rates would be reviewed by staff and the BID and further adjusted, if necessary to meet usage goals. All rate changes would be announced via email and the web at least fourteen days in advance of implementation, and appropriate signage would be developed to ensure that consumers understand the flexible parking zone designation.

Over the long term, expect prices will come into “balance”, with peripheral locations significantly less expensive than those at the center, and therefore more evenly distributed parking. The impact on parking revenue is projected to be insignificant to moderately positive, as increased collections at central meters (a few less parkers at the highest price) are balanced by decreased collections at peripheral locations (a few more parkers, but at a lower rate), with some modest revenue increase as overall parking activity increases. The benefit is not in a financial windfall to the City’s parking revenue, but in increasing parking availability at central locations that should benefit merchants and customers. The existing garage will also become a more attractive location for longer term parking, and price incentives can be planned to appeal to employees and other longer-term parkers.

Staff will bring an informational report back to Council no later than eighteen months after implementation of the flexible parking pilot in Montclair to review the costs and benefits of flexible parking program.

Community Acceptance

As evidenced by surveys completed during the 2011 parking studies in the Temescal and Montclair districts, the Oakland community thinks that parking rates are “high enough or too high”, and there appears to be significant opposition to raising parking rates higher than the

current \$2.00 per hour rate. This is true even within the extremely limited scope presented under the flexible parking program, in which the price of some parking spot prices may rise at the same time that many spots will be dropped below the current rate. In the Bay Area, only San Francisco currently has a top meter rate higher than Oakland's, at up to \$3.50 per hour for standard meters or \$6 per hour in SFPark (pilot demand- responsive) areas in several downtown and neighborhood commercial districts. Preliminary informal discussions with the Montclair Village Association have indicated great reluctance to endorse a system that may include a \$3.00 per hour top rate. However, staff is recommending this rate as the *upper level* to allow some flexibility over time, should it become useful or necessary.

Technology and Staff Limitations

The proposed Flexible Parking Program is a low-tech approximation of true dynamic pricing to which Oakland may eventually aspire. In San Francisco's dynamic pricing SF Park system, in-street sensors automatically collect occupancy data, and prices at nearly 8,000 meters and all public parking garages are adjusted every six to eight weeks through a central network that communicates with individual meter locations, and may even be set to flex by the time of day. All pricing data is also available on-line and via a mobile application. This high-tech system was funded by a twenty-seven million dollar federal grant, and it requires almost 30 staff members and a full-time Executive Director to manage. Oakland currently has no prospect for funding such a system in the short term.

In Oakland's much more limited pilot, one staff person will oversee two interns who will collect manual counts on a more infrequent basis. Cale meters can be adjusted remotely, but the action is still manual and not automated. New generation single head meters that will be installed shortly will be more easily programmed. Current single head meters can only be adjusted manually on-site and are not being considered for the program. Due to these limitations, a true dynamic system is not scale-able City-wide without significantly greater staff resources and capital investment. Dedicated staff would be required to extend this program to more than one commercial neighborhood: to work with the community, track occupancy, and manage pricing changes. Ultimately, a full city-wide Flexible Parking Program will require investment in parking technology to automate much of the process by installing sensors for automated parking counts. Staff is pursuing vendor-financed demonstration projects to collect automated parking counts on a trial basis, but these will be of a limited extent and value without additional funding. Despite these inherent limitations, the Flexible Parking Program as proposed will still be able to test the acceptance and utility of variable pricing in Oakland, and is a helpful first step to pursuing additional grant resources. It will allow staff to get better information on what we could realistically implement.

POLICY ALTERNATIVES

The alternative to the proposed changes is the status quo. It is not recommended as it is clear the current parking inventory is not being optimally utilized.

<i>Alternative #1</i>	Variable pricing, where high demand areas (greater than 85% occupancy) increase in price in 50 cent increments to a maximum of \$3/hour, while areas that are at 50-85% capacity remain priced at current rates, and areas that are utilized at less than 50% capacity are priced at a minimum of 50 cents/hour.
<i>Pros</i>	Increase in parking availability at all locations, modest increase in revenue, probable decrease in traffic congestion (less circling). Possible increase in sales tax revenue as parking in Montclair becomes easier and thus more attractive.
<i>Cons</i>	Community opposition to increased rates in any area of Montclair Village.
<i>Reason for recommending</i>	This is the only option that is revenue neutral/positive while providing parking benefits.

<i>Alternative #2</i>	Leave meter price at \$2/hour for all parking spaces currently above 50% capacity. Reduce prices in increments to a minimum of 50 cents per hour for blocks below 50% capacity
<i>Pros</i>	Some increase in parking availability, as more parkers are attracted to peripheral locations. Possible decrease in traffic and parking congestion. Possible increase in sales tax revenue as parking in Montclair becomes easier and thus more attractive.
<i>Cons</i>	Substantial decreases in meter revenue as parkers are attracted to lower rate locations.
<i>Reason for not recommending</i>	The projected decrease in revenue is a serious fiscal impact that may not justify this program as a solution.

PUBLIC OUTREACH/INTEREST

In 2011, a series of meetings were held with the Public Works Agency, Council District 4 staff, a consulting team with parking expertise, and representatives from the Montclair Village Association and local businesses. Similar meetings were held in the Temescal and Jack London Districts for similar parking studies. Further outreach to the Montclair Village Association is in process regarding the details for the pilot Flexible Parking District, should it be approved.

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COORDINATION

The proposed Flexible Parking District program has been coordinated internally with Parking Enforcement, Finance, and the Public Works Agency to ensure that the program is feasible and desirable. The City Attorney and the Budget office have also been involved in the review of this report.

COST SUMMARY/IMPLICATIONS

Revenue

Parking meter revenue currently accrues to the General Fund. Staff expects modest increases if parking rates truly flex to adjust to demand, and more responsive rates increase overall parking through the Flexible Parking Program. Although meter rates in the most congested areas may increase, meter rate decreases in less popular areas will probably result in modest upward changes in overall parking revenue.

For Montclair Village, where total meter collections currently total about \$800,000 per year, staff ran several scenarios in a flexible rate program. If rates flex upwards in the most popular areas, and downwards in the least popular areas, and some parkers react to these changes by seeking out cheaper spots, we anticipate a 10-15% increase in meter income (\$80,000-\$120,000 per year), particularly if this program induced more parking overall. Conversely, if meter rates are only allowed to move downward (maintaining a \$2 per hour top rate in central locations), we expect meter collections to fall about 15-20 percent (\$120,000-\$160,000). It is likely that only a system that includes at least some meter increases will produce any net increase in meter income. Staff hopes that the economic impact of the flexible parking may also be evident in sales tax revenue, although changes will be difficult to directly attribute to this policy change alone and will not be ascertainable until at least a year or more.

Cost

Implementing the Flexible Parking Program has cost implications to the City of Oakland that may be justified by increased sales tax revenue, the good will value of greater customer and merchant satisfaction with the parking experience, and increased meter revenue, but which will require further economic analysis to fully determine.

Initially, for each commercial parking area that participates in the Flexible Parking Program, implementation requires a full day parking occupancy survey of all metered parking (including garages) on a minimum of one weekday and one Saturday, plus time to enter and analyze the results. Follow up surveying must be scheduled regularly (every three months initially) to adjust parking rates until stasis is reached. Each time parking meter rates are adjusted a technician

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must change posted rates on Cale pay stations. Ongoing staff meetings and collaboration with the local BID are also required to ensure that all changes are fully communicated and supported.

Completing this type of work for the Montclair pilot project *only* is achievable with existing staff and interns, but any expansion of the program would require dedicated full-time staff resources and significant capital funding. Full implementation citywide will require technological upgrades to automate occupancy surveys and meter management, and will require dedicated staff to manage and implement the program.

FISCAL/POLICY ALIGNMENT

The initiative is designed to ensure that the fiscal impact on the City is positive in the aggregate and that parking revenues meet budget targets. This will be monitored during implementation of the program, and staff will implement changes if necessary to maintain fiscal policy alignment.

SUSTAINABLE OPPORTUNITIES

Economic: The Flexible Parking Program should increase the ease and availability of parking in Oakland commercial districts, and may help increase economic activity, meter collections and sales tax collections.

Environmental: It is estimated that cruising or circling the block looking for parking makes up 30% of traffic congestion in business districts. By pricing parking so as to produce an 85% occupancy rate (meaning a spot is usually available on every block, minimizing time spent searching for parking), variable parking pricing will decrease greenhouse gas emissions.

Social Equity: The Flexible Parking Program will increase the availability of parking priced lower than the current \$2 per hour, and has the promise to increase access to commercial districts by drivers unable to afford the current base hourly rate.

CEQA

This report is not considered a project under CEQA, and is therefore exempt.

For questions regarding this report, please contact Bruce Williams, Senior Transportation Planner, at 510-238-7229.

Respectfully submitted,



BROOKE A. LEVIN
Interim Director, Public Work Agency

Reviewed by:
Michael J. Neary, P.E., Assistant Director
Department of Engineering and Construction

Reviewed by:
Iris Starr, AICP, Division Manager
Transportation Planning and Funding

Prepared by:
Bruce Williams, Senior Transportation Planner
Transportation Planning and Funding

Attachment A – Oakland Parking Principles

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Attachment A

Parking Principles for City of Oakland Commercial Districts: (December 2009)

- **Parking is part of a multi-modal approach to developing neighborhood transportation infrastructure.**
 - Users of commercial districts (shoppers, employees, visitors) have varied needs for access, via private auto, transit, bicycle and foot.
 - Curbside parking must be balanced with multiple complementary and competing needs, including but not limited to delivery vehicles, taxis, car share vehicles, bus stops, bicycle parking and sidewalk widening.
- **Parking should be actively managed to maximize efficient use of a public resource.**
 - Parking should be treated as an asset that helps bolster the economic vitality of neighborhood commercial areas
 - Parking should be managed to achieve an approximate 85% maximum occupancy per block so that there will always be some parking available to shoppers and visitors
 - Parking should be priced to achieve usage goals ("market pricing"); market prices may vary by area, by time of day and may be adjusted occasionally to reflect current use.
 - Pricing and policies should encourage use of off-street parking lots where they are available.
- **Parking should be easy for customers.**
 - Costs, rules and penalties should be easily comprehensible.
 - Fees should be payable by a variety of fare media (prepaid cards, credit cards, cash and cell phones).
 - If possible, and where appropriate, time limits should be avoided in favor of market pricing.
 - The role of tickets should be minimized in generating parking revenue; it should be easier to pay parking fees, which may lower the incidence of tickets.
- **Parking policy and regulations should help the City meet other transportation, land use and environmental goals.**
 - Pricing policies should encourage a "park once" approach, to minimize driving from store-to-store within a commercial district and adding to congestion and air pollution.
 - Whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district.

2013 SEP 26 PM 2:47

OAKLAND CITY COUNCIL

Approved as to Form and Legality

City Attorney

RESOLUTION NO. _____ C.M.S.

Introduced by Councilmember _____

**A RESOLUTION ADOPTING PARKING PRINCIPLES FOR CITY OF
OAKLAND COMMERCIAL DISTRICTS**

WHEREAS, these Parking Principles call for the active management of parking; and were first presented to the City Council in December, 2009; and

WHEREAS, these Parking Principles hold that parking should be treated as an asset that helps bolster the economic vitality of neighborhood commercial areas; and

WHEREAS, these Parking Principles hold that parking should be managed to achieve an approximate 85% maximum occupancy per block, so there will always be some available on-street parking for shoppers and visitors; and

WHEREAS, these Parking Principles hold that parking should be priced at market rates, and should be adjusted regularly to reflect current use; and

WHEREAS, these Parking Principles hold that pricing and policies should encourage the use of off-street parking lots where they are available; and

WHEREAS, these Parking Principles state that, whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district; and, therefore be it

RESOLVED, that the City shall adopt the following Parking Principles as official policy to guide actions dealing with parking in commercial districts city-wide:

- Parking is part of a multi-modal approach to developing neighborhood transportation infrastructure.
 - Users of commercial districts (shoppers, employees, visitors) have varied needs for access, via private auto, transit, bicycle and foot.
 - Curbside parking must be balanced with multiple complementary and competing needs, including but not limited to delivery vehicles, taxis, car share vehicles, bus stops, bicycle parking and sidewalk widening.

- **Parking should be actively managed to maximize efficient use of a public resource.**
 - Parking should be treated as an asset that helps bolster the economic vitality of neighborhood commercial areas
 - Parking should be managed to achieve an approximate 85% maximum occupancy per block so that there will always be some parking available to shoppers and visitors
 - Parking should be priced to achieve usage goals (“market pricing”); market prices may vary by area, by time of day and may be adjusted occasionally to reflect current use.
 - Pricing and policies should encourage use of off-street parking lots where they are available.
- **Parking should be easy for customers.**
 - Costs, rules and penalties should be easily comprehensible.
 - Fees should be payable by a variety of fare media (prepaid cards, credit cards, cash and cell phones).
 - If possible, and where appropriate, time limits should be avoided in favor of market pricing.
 - The role of tickets should be minimized in generating parking revenue; it should be easier to pay parking fees, which may lower the incidence of tickets.
- **Parking policy and regulations should help the City meet other transportation, land use and environmental goals.**
 - Pricing policies should encourage a “park once” approach, to minimize driving from store-to-store within a commercial district and adding to congestion and air pollution.
 - Whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF and PRESIDENT KERNIGHAN

NOES -

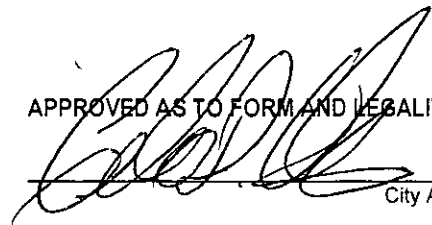
ABSENT -

ABSTENTION -

ATTEST: _____
 LaTonda Simmons
 City Clerk and Clerk of the Council
 of the City of Oakland, California

2013 SEP 26 PM 1:56

APPROVED AS TO FORM AND LEGALITY


City Attorney

OAKLAND CITY COUNCIL

ORDINANCE No. _____ C.M.S.

INTRODUCED BY COUNCILMEMBER _____

AN ORDINANCE AMENDING TITLE 10.36 (PARKING METER ZONES) OF THE OAKLAND MUNICIPAL CODE TO ESTABLISH FLEXIBLE PARKING ZONES, AND, AMENDING ORDINANCE NUMBER 13184 C.M.S. (THE FY 2013-14 MASTER FEE SCHEDULE, OR "MFS"), TO ESTABLISH AND MODIFY FEES ASSESSED FOR ON-STREET AND OFF-STREET PARKING BY IN ORDER TO FACILITATE A FLEXIBLE PARKING ZONE PROGRAM

WHEREAS, the existing metered parking rate is set at two dollars per hour for all locations and at all metered times, both on-street and at several public off-street lots; and

WHEREAS, use of metered parking varies greatly by location, both within and between neighborhoods; and

WHEREAS, a flexible parking program would allow prices to be reset regularly, depending on the observed occupancy levels of parking, with the goal to increase the availability and ease of use of parking, with the goal to increase the availability and ease of parking, to an ideal standard of 85% occupancy at peak;

WHEREAS, pricing for parking would be set at a range of pricing between fifty cents and three dollars per hour on-street; and between fifty cents and two dollars per hour off-street; and

WHEREAS, the establishment of a flexible parking zone requires certain changes to Title 10.36, Parking Meter Zones; and

WHEREAS, allowing pricing flexibility within proposed flexible parking zones requires a change to the Master Fee Schedule; therefore be it

THE COUNCIL OF THE CITY OF OAKLAND DOES ORDAIN AS FOLLOWS:

Section 1. Chapter 10.36 is amended to read as follows:

Chapter 10.36 Parking Meter Zones

Sections:

10.36.030 Deposit of coins, credit card, debit card and acceptable card —Amount of time corresponds to value of coins, credit card, debit card and acceptable card.

10.36.142 Flexible Parking Zones

10.36.030 Deposit of coins, credit card, debit card and acceptable card —Amount of time corresponds to value of coins, credit card, debit card and acceptable card.

A. When any vehicle shall be parked in any parking space adjacent to which a coin operated parking meter is located in accordance with the provisions of this chapter, the operator of said vehicle upon so parking shall, and it is unlawful to fail to, deposit immediately one or more coins of the United States in such parking meter and, when required by the directions on the parking meter, the operator of such vehicle, after deposit of the proper coin or coins of the United States, shall also set in operation the timing mechanism, if any, on such parking meter, and failure to deposit such proper coin or coins and to set the timing mechanism, if any, in operation when so required shall be unlawful. Any such operator who, upon so parking, deposits coins in such parking meter in an amount greater than is legally required does so at his or her own convenience, and the City shall not be liable for any refund therefore.

B. Pay-and-display meters. When a vehicle shall be parked at a pay-and-display meter space, the operator of the vehicle shall, if required by the time and date restrictions for the space, locate the nearest pay-and-display meter on the block, and deposit immediately one or more coins of the United States, credit card, debit card or an acceptable card in such pay-and display meter and make selections in accordance with the instructions posted on the face of the pay-and-display meter. Upon obtaining the printed receipt from the pay-and display meter, the operator of the vehicle shall immediately place the valid printed receipt face up on the vehicle's dashboard where the expiration time and date are readily visible from the vehicle exterior.

C. Parking meter fees shall be established annually in the City of Oakland Master Fee Schedule Ordinance.

D. Within designated Flexible Parking Zones (Section 10.36.142), fees may be established within a fee range to be established annually in the City of Oakland Master Fee Schedule. Fees may be adjusted up or down within the designated fee range by the City Administrator to encourage maximum use and availability of parking with a goal of 85% parking occupancy during peak parking demand.

10.36.140 Parking meter zones established.

Parking meter zones shall be established by ordinance of the City Council upon such streets, portions of streets or in municipal parking lots within the city as the City Council may deem necessary for traffic or parking control purposes. The City Manager shall cause parking meters to be installed and maintained in such designated parking meter zones and the existence of a parking meter installed as hereinafter prescribed shall designate its location as a parking meter zone for the purposes of this chapter.

**Approved Parking Meter Zones in the
City of Oakland**

Street Name	From	To
2nd St.	Washington St.	Broadway
2nd St.	Webster St.	Harrison St.
3rd Ave.	E. 17th St.	Wayne Pl.
3rd St.	Washington St.	Franklin St.
3rd St.	Webster St.	Harrison St.
4th St.	Clay St.	Webster St.
5th St.	Martin Luther King Jr. Way	Broadway
6th St.	Jefferson St.	Franklin St.
7th St.	Castro St.	Jackson St.
8th St.	Jefferson St.	Fallon St.
9th St.	Alice St.	Harrison St.
9th St.	Clay St.	Jefferson St.
9th St.	Franklin St.	Fallon St.
10th St.	600	699

10th St.	Chestnut St.	Market St.
10th St.	Webster St.	2nd Ave.
11th St.	Martin Luther King Jr. Way	Oak St.
12th St.	Castro St.	Oak St.
13th St.	Broadway	Fallon St.
14th St.	Castro St.	Oak St.
15th St.	Castro St.	Harrison St.
16th St.	Castro St.	Telegraph Ave.
17th St.	Jefferson St.	Jackson St.
18th St.	Jefferson St.	Telegraph Ave.
19th St.	San Pablo Ave.	Jackson St.
21st St.	Telegraph Ave.	Harrison St.
22nd St.	Telegraph Ave.	Kaiser Pl.
23rd Ave.	International Blvd.	Foothill Blvd.
23rd St.	Martin Luther King Jr. Way	Webster St.
24th St.	Telegraph Ave.	Valdez St.
25th St.	Telegraph Ave.	Broadway
26th St.	Broadway	Valdez St.
27th St.	Martin Luther King Jr. Way	Harrison St.
28th St.	Merrimac St.	Webster St.
29th St.	Telegraph Ave.	Broadway
30th St.	Telegraph Ave.	Broadway
31st Ave.	International Blvd.	E. 15th St.
33rd Ave.	E. 12th St.	International Blvd.
34th St.	33rd St.	Broadway
35th Ave.	International Blvd.	E. 15th St.
37th St.	Telegraph Ave.	Webster St.
38th Ave.	International Blvd.	Foothill Blvd
38th St.	Shafter Ave.	Cerrito Ave.
39th Ave.	MacArthur Blvd.	Masterson
40th St.	Howe St.	Piedmont Ave.
40th St.	Webster St.	Broadway

40th St. Way	Broadway	Howe St.
41st St.	Opal St.	Glen Ave.
51st St.	Shattuck Ave.	Telegraph Ave.
51st St.	Telegraph Ave.	Shattuck Ave.
52nd St.	Martin Luther King Jr. Way	Telegraph Ave.
55th St.	Martin Luther King Jr. Way	Dover St.
56th St.	Martin Luther King Jr. Way	Dover St.
62nd St.	College Ave.	Hillegass Ave.
Alice St.	End (South)	Embarcadero West
Alice St.	6th St.	19th St.
Andover St.	34th St.	End (North)
Antioch St.	Mountain Blvd.	Lucas Ave.
Antioch St.	Mountain Blvd.	Antioch St.
Arden Pl.	Leimert Blvd.	End (North)
Bay Pl.	Grand Ave.	Harrison St.
Broadway	Embarcadero West	45th St.
Chabot Rd.	Claremont Ave.	Presley Way
Champion St.	MacArthur Blvd.	Montana St.
Claremont Ave.	Hillegass Ave.	Auburn Ave.
Clay St.	Water St.	Embarcadero West
Clay St.	2nd St.	San Pablo Ave.
Clemens Rd.	Leimert Blvd.	Oakmore Rd.
College Ave.	Broadway	Berkeley City Limit
Dimond Ave.	Bienati Way	End (North)
Domingo Ave.	Russell St.	Berkeley City Limit
E. 12th St.	5th Ave.	14th Ave.
E. 18th St.	Lakeshore Ave.	Park Blvd.
E. 19th St.	Park Blvd.	5th Ave.
Echo Ave.	Piedmont Ave.	Glen Ave.
Elm St.	Hawthorne Ave.	34th St.
Embarcadero West	Webster St.	Alice St.
Embarcadero West	Jefferson St.	Clay St.

Entrada Ave.	Piedmont Ave.	Arroyuelo Ave.
Fallon St.	6th St.	10th St.
Florio St.	College Ave.	Auburn Ave.
Forest St.	Shafter St.	Miles Ave.
Franklin St.	Embarcadero West	2nd St.
Franklin St.	3rd St.	22nd St.
Fruitvale Ave.	E. 12th St.	E. 16th St.
Fruitvale Ave.	E. 19th St.	Foothill Blvd.
Fruitvale Ave.	International Blvd.	E. 15th St.
Fruitvale Ave.	Montana St.	Coloma St.
Glen Ave.	Piedmont Ave.	Panama Ct.
Glenfield Ave.	Park Blvd.	Woodruff Ave.
Grand Ave.	Broadway	Jean St.
Harrison St.	8th St.	27th St.
Harwood Ave.	College Ave.	Auburn Ave.
Hawthorne Ave.	Telegraph Ave.	Broadway.
Howe St.	MacArthur Blvd.	40th St.
Hudson St.	College Ave.	James Ave.
International Blvd.	23rd Ave.	38th Ave.
International Blvd.	38th Ave.	High St.
International Blvd.	Lakeshore Ave.	14th Ave.
Jackson St.	8th St.	Lakeside Dr.
Jefferson St.	4th St.	San Pablo Ave.
Kaiser Pl.	21st St.	22nd St.
La Salle Ave.	Mountain Blvd.	Lucas Ave.
Lake Park Ave.	Grand Ave.	Wesley Way
Lakeshore (West) Ave.	Mandana Blvd.	Prince St.
Lakeshore Ave.	Lake Park Ave.	Prince St.
Lakeside Dr.	14th St.	17th St.
Lakeside Dr.	Jackson St.	Harrison St.
Lawton Ave.	College Ave.	McMillan St.
Leimert Blvd.	Clemens Rd.	Bridgeview Dr.

Lenox Ave.	Grand Ave.	Van Buren Ave.
Lincoln	MacArthur Blvd.	Montana St.
Linda Ave.	Piedmont Ave.	Glen Ave.
MacArthur Blvd.	35th Avenue	Midvale
MacArthur Blvd.	Adell Ct.	May Ct.
MacArthur Blvd.	Boston Ave.	Wilson Ave.
MacArthur Blvd.	Fruitvale Ave.	May Ct.
MacArthur Blvd.	Telegraph	Martin Luther King
Madison St.	7th St.	15th St.
Mandana Blvd.	Lakeshore Ave.	Paloma Ave.
Manila Ave.	Clifton St.	Bryant Ave.
Martin Luther King Jr. Way	11th St.	16th St.
Martin Luther King Jr. Way	22nd St.	23rd St.
Martin Luther King Jr. Way	51st St.	57th St.
McClure St.	29th St.	30th St.
Medau Pl.	Mountain Blvd.	End (North)
Merced Ave.	Mountain Blvd.	Lucas Ave.
Miles Ave.	Forest St.	Presley Wy.
Mitchell St.	International Blvd.	E. 16th St.
Montana St.	Lincoln	Fruitvale Ave.
Monte Vista Ave.	Piedmont Ave.	Wilda Ave.
Moraga Ave.	Thomhill Dr.	Mountain Blvd.
Moraga Ave.	Montclair Park	Medau Pl.
Moraga Ave.*	S. Montclair Pk.	N. Montclair Pk.
Mountain Ave.*	Snake Rd.	Scout Rd.
Mountain Blvd.	Cabot Dr.	Scout Rd.
Mountain Blvd.	Village Square	Snake Rd.
Oak Grove Ave.	College Ave.	Forest St.
Oak St.	7th St.	14th St.
Ocean View Dr.	College Ave.	McMillan St.
Park Blvd.	Hampel St.	Wellington St.
Park View Terrace	Grand Ave.	Montecito Ave.

Piedmont Ave.	Broadway.	End (North)
Rand Ave.	Lake Park Ave.	Cheney Ave.
Rio Vista Ave.	Piedmont Ave.	End (East)
San Pablo Ave.	16th St.	W. Grand Ave.
Santa Clara Ave.	Grand Ave.	Valle Vista Ave.
Shafter St.	College Ave.	Forest St.
Summit St.	28th St.	Hawthorne Ave.
Sycamore St.	Northgate Ave.	Telegraph Ave.
Taft Ave.	College Ave.	Broadway
Telegraph Ave.	Broadway	Berkeley City Limit
Thomas L. Berkley Way	Brush St.	Harrison St.
Valdez St.	Grand Ave.	28th St.
Valley St.	22nd St.	24th St.
West Grand Ave.	Martin Luther King Jr. Way	Broadway
Walker Ave.	Lake Park Ave.	Cheney Ave.
Washington St.	2nd St.	10th St.
Wayne Pl.	3rd Ave.	Park Blvd.
Webster St.	40th St.	41st St.
Webster St.	Embarcadero West	3rd St.
Webster St.	6th St.	36th St.
Wellington St.	Park Blvd.	Leach Ave.
Werner Ct.	Woodminster Lane	Mountain Blvd.
Wesley Way	Lake Park Ave.	Trestle Glen Rd.
Woodminster Lane	Werner Ct.	Joaquin Miller Rd.
Yosemite Ave.	Piedmont Ave.	Fairmount Ave.

10.36.141 Parking meter locations.

City Council resolution shall be obtained prior to the installation of additional parking meters in any new location. City Council approval of parking meter locations shall be a separate requirement from the requirement to establish parking meter zones by ordinance. Notwithstanding the foregoing, the requirements of this chapter shall not apply to the

replacement of existing meters with new or updated meters or new meter technologies or systems.

10.36.142 Flexible Parking Zones

Any parking meter zone in Section 10.36.140 may be established as a flexible parking zone by Resolution. This designation shall allow the price of parking to be adjusted by the City Administrator within a range established in the Master Fee Schedule in order to maximize use of parking and respond to market factors. Fees will be adjusted, upwards or downwards within the fee range with the goal of reaching 85% peak period occupancy of parking.

Section 2. The Master Fee Schedule as set forth in Ordinance Number 13133 C.M.S., as amended, is hereby amended to modify and establish fees assessed by the Finance and Management Agency in Exhibit A, attached hereto and made a part hereof.

Section 3.

This ordinance shall be effective immediately upon approval by the Council of the City of Oakland.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF, and PRESIDENT KERNIGHAN

NOES-

ABSENT-

ABSTENTION-

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California

DATE OF ATTESTATION: _____



City of Oakland
Master Fee Schedule
Effective July 17, 2012

**FINANCE &
MANAGEMENT AGENCY**

FEE DESCRIPTION

FEE UNIT

FINANCIAL MANAGEMENT

AA. RISK MANAGEMENT INSURANCE FEES

2 Vendors/Contractors Liability Insurance (not including premium) 75.00 Per Application

AB. EXCESS LITTER FEE

1 Small Business 230.00 Per Year,
(or pro-rata)
2 Medium Business 910.00 Per Year
(or pro-rata)
3 Large Business 3,815.00 Per Year
(or pro-rata)
4 Failure to File an Annual Declaration 50.00 Per Year
5 Penalty for Failure to Pay Excess Litter Fee Invoice within 60 Days from Due Date 10% of Invoice
6 Penalty for Failure to Pay Excess Litter Fee Invoice beyond 90 Days from Due Date 25% of Invoice
7 Penalty for Failure to Pay Excess Litter Fee Invoice beyond 120 Days from Due Date 50% of Invoice
8 Interest, Inclusive of Penalties, for Delinquent Excess Litter Fees Due 1% Per Month
9 Filing Fee for an Appeal for Litter Ordinance

AC. RE-ISSUE OF W2 FORM

67.50 Appeal

PARKING MANAGEMENT

A. ON-STREET PARKING METER

2:00-Spoco-/Hour

1. General

2.00 Space/Hour

2. Flexible Parking Zone

0.50 - 3.00 Space/Hour

B. OFF-STREET PARKING FACILITIES

1 Franklin Parking Plaza

a. Basic Fees

1 Hourly Parking for First Two Hours (Automobiles) MAX 3.00 Space / Hour
2 Hourly Parking Past Two Hours (Automobiles) MAX 3.00 Space / Hour
3 Daily Maximum (Automobiles) MAX 15.00 Space / Day
4 Monthly Parking (Reserved) MAX 180.00 Space / Month
5 Monthly Parking (Unreserved) MAX 160.00 Space / Month
6 Roof Top Special Monthly Max 120.00 Space / Month
7 Roof Top Special Daily MAX 8.00 Space / Day
8 Early Bird: in by 9:30 am MAX 10.00 Space / Day
9 Flat Rate After 4:00 pm to Closing Time MAX 4.00 Space
10 Overnight Parking (Close to Open) Max 4.00 Space
11 Special Event Parking (MAX) 10.00 Space
12 Valet MAX 3.00 Vehicle / Hour
13 Motorcycles Daily MAX 7.1 Space / Day



City of Oakland
Master Fee Schedule
Effective July 17, 2012

**FINANCE &
MANAGEMENT AGENCY**

FEE DESCRIPTION

FEE UNIT

PARKING MANAGEMENT

1 Franklin Parking Plaza	
a. Basic Fees	
14 Bicycles	Free
b. Validations	2.50 Space / Hour
c. Special Fees	
1 Lost Ticket	14.00 Ticket
2 Card Deposit	14.00 Card
3 Replacement Card	12.00 Card
4 Penalty for Monthly Parking Paid After the 7th of the Month	10.00 Card
5 Vanpool Parking (7-10 Passengers)	40.00 Space / Month
d. Special Event Parking	7.00 Space
2 Clay Street Garage	
a. Basic Fees	
1 Hourly Parking-MAX	4.00 Space / Hour
2 Daily (Automobiles) MAX	15.00 Space / Day
3 Monthly Parking (Reserved) MAX	180.00 Space / Month
4 Monthly Parking (Unreserved) MAX	160.00 Space / Month
5 Flat Rate After 4:00 pm to Closing Time MAX	6.00 Space
6 Overnight Parking (Close to Open) MAX	6 00 Space / Night
7 Motorcycles Daily MAX	8.00 Space / Day
8 Special Event MAX	10.00 Space
9 Valet MAX	3.00 Vehicle / Hour
10 Bicycles	Free
b. Validations	4.00 Space / Hour
c. Special Fees	
1 Lost Ticket	14.00 Ticket
2 Card Deposit	12.00 Card
3 Replacement Card	12.00 Card
4 Penalty for Monthly Parking Paid After the 7th of the Month	10.00 Card
3 Pacific Renaissance Plaza Garage	
a. Basic Fees	
1 Hourly Parking MAX	2.00 Space / Hour
2 Daily (Automobiles) MAX	15 00 Space / Day
3 Monthly Parking (Reserved) Monday through Sunday MAX	180.00 Space / Month
4 Monthly Parking (Unreserved) Monday through Friday MAX	180.00 Space / Month
5 Flat Rate After 4:00 pm to Closing Time MAX	6 00 Space
6 Overnight Parking (Close to Open) MAX	6 00 Space / Night
7 Special Event MAX	10.00 Space



City of Oakland
Master Fee Schedule
Effective July 17, 2012

**FINANCE &
MANAGEMENT AGENCY**

FEE DESCRIPTION

FEE UNIT

PARKING MANAGEMENT

B. OFF-STREET PARKING FACILITIES

3 Pacific Renaissance Plaza Garage

a. Basic Fees

8 Valet MAX 3.00 Vehicle / Hour

9 Motorcycles Daily MAX 8.00 Space / Day

10 Bicycles Free

b. Validations 2.00 Space / Hour

c. Special Fees

1 Lost Ticket 14.00 Ticket

2 Card Deposit 12.00 Card

3 Replacement Card 12.00 Card

4 Penalty for Monthly Parking Paid After the 7th of the Month 10.00 Card

4 Dalziel Garage

a. Basic Fees

1 Hourly Parking (Automobiles) MAX 4.00 Space / Hour

2 Daily (Automobiles) MAX 15.00 Space / Day

3 Overnight Parking (Close to Open) 4.00 Night

4 Monthly Parking (Reserved) MAX 180.00 Space / Month

5 Monthly Parking (Unreserved) MAX 160.00 Space / Month

6 Motorcycles Daily MAX 8.00 Space / Day

7 Bicycles Free

b. Validations 4.00 Space / Hour

c. Special Fees

1 Lost Ticket 14.00 Ticket

2 Card Deposit 12.00 Card

3 Replacement Card 12.00 Card

4 Penalty for Monthly Parking Paid After the 7th of the Month 10.00 Card

5 Medical Hill Site No. 1 (Medical Hill Garage)

a. Basic Fees

1 Hourly Parking (Automobiles) 2.00 Space / Hour

2 Daily Maximum (Automobiles) 10.00 Space / Day

3 Monthly Parking

a. Assessment District Employee 100.00 Space / Month

b. Medical Center Employees 100.00 Space / Month

c. General Public 100.00 Space / Month

4 Motorcycles 3.00 Space / Day

5 Bicycles Free

b. Validations 2.00 Space / Hour



City of Oakland
Master Fee Schedule
Effective July 17, 2012

**FINANCE &
MANAGEMENT AGENCY**

FEE DESCRIPTION

FEE UNIT

PARKING MANAGEMENT

B. OFF-STREET PARKING FACILITIES

5 Medical Hill Site No. 1 (Medical Hill Garage)

c. Hospital Validation

No Charge
First Two
Hours

d. Special Fees

a. Penalty for Monthly Parking Paid After the 7th of the
Month

10.00 Ticket

b. Replacement Card

10.00 Card

c. Lost Ticket

10.00 Card

6 Telegraph Parking Plaza

a. Basic Fees

1 Hourly Parking (Automobiles) MAX

2.00 Space / Hour

2 Daily Maximum (Automobiles) MAX

10.00 Space / Day

3 Monthly Parking (Unreserved) MAX

100.00 Space / Month

4 Roof Top Special Monthly MAX

70.00 Space / Month

5 Roof Top Special Daily MAX

6.00 Space / Day

6 Early Bird in by 9:30 am MAX

6.00 Space / Day

7 Flat Rate After 4:00 pm till Closing Time MAX

4.00 Space

8 Overnight Parking (Close to Open) MAX

4.00 Space / Night

b. Validations

2.00 Space / Hour

c. Special Fees

a. Lost Ticket

10.00 Ticket

b. Card Deposit

12.00 Card

c. Replacement Card

12.00 Card

d. Penalty for Monthly Parking Paid After the 7th of the
Month

10.00 Card

e. Special Event Parking

10.00 Space

**7 Wiley Manuel Parking Lot (formerly called Hall of Justice
Municipal)**

a. Basic Fees

1 Hourly Parking (Automobiles) MAX

2.00 Space / Hour

2 Daily Maximum (Automobiles) MAX

8.00 Space / Day

3 Flat Rate After 6:00 pm - Paid Upon Entry

3.00 Space / Night

4 Monthly Parking (Unreserved) MAX

90.00 Space / Month

5 Early Bird in by 9:30 am MAX

4.00 Space / Day

6 Flat Rate After 4:00 pm MAX

3.00 Space

7 Special Event MAX

8.00 Vehicle / Hour

8 Motorcycles

2.00 Space / Day

b. Validations

2.00 Space / Hour

c. Special Fees

1 Lost Ticket

8.00 Ticket



City of Oakland
Master Fee Schedule
Effective July 17, 2012

**FINANCE &
MANAGEMENT AGENCY**

FEE DESCRIPTION

FEE UNIT

PARKING MANAGEMENT

B. OFF-STREET PARKING FACILITIES

7 Wiley Manuel Parking Lot (formerly called Hall of Justice Municipal)

c. Special Fees

2 Card Deposit	12.00 Card
3 Replacement Card	12.00 Card
4 Penalty for Monthly Parking Paid After the 7th of the Month	10.00 Card

8 1200 Harrison Frank Mar Garage

a. Basic Fees

1 Hourly Parking (Automobiles) MAX	2.00 Space / Hour
2 Daily Maximum (Automobiles) MAX	10.00 Space / Day
3 Monthly Parking (Reserved) MAX	120.00 Space / Month
4 Monthly Parking (Unreserved) MAX	110.00 Space / Month
5 Early Bird in by 9.30 am MAX	6.00 Space / Day
6 Flat Rate After 4 00 pm till Closing Time MAX	4.00 Space
7 Overnight Parking (Close to Open) MAX	4.00 Space / Night
8 Motorcycles Daily MAX	6.00 Space / Day
9 Bicycles	Free

b. Validations

1.50 Space / Hour

c. Special Fees

1 Lost Ticket	10.00 Ticket
2 Card Deposit	12.00 Card
3 Replacement Card	12.00 Card
4 Penalty for Monthly Parking Paid After the 7th of the Month	10.00 Card

9 Montclair Parking Garage

a. Basic Fees

1 Hourly Parking Past Two Hours (Automobiles) MAX	2.00 Space / Hour
2 Daily Maximum (Automobiles) MAX	10.00 Space / Day
3 Overnight Parking (Close to Open) MAX	4.00 Space / Night
4 Monthly Parking (Unreserved) MAX	100.00 Space / Month
5 Monthly Parking (Reserved) MAX	120.00 Space / Month
6 Motorcycles Daily MAX	4.00 Space
7 Bicycles	Free

b. Validations Tickets (Max. 2 hrs per ticket)

100.00 Book of 100

c. Special Fees

1 Lost Ticket	10.00 Ticket
2 Card Deposit	12.00 Card
3 Replacement Card	12.00 Card
4 Penalty for Monthly Parking Paid After the 7th of the Month	10.00 Card



City of Oakland
Master Fee Schedule
Effective July 17, 2012

**FINANCE &
MANAGEMENT AGENCY**

FEE DESCRIPTION

FEE UNIT

PARKING MANAGEMENT

B. OFF-STREET PARKING FACILITIES

- | | |
|--|---------------------|
| 10 Grand Avenue District Municipal Parking Lot as Described by Section 23.08 of Oakland City Council Resolution No. 1989 C.M.S. Hourly Parking (Automobiles) | 2.00-Space-/Hour |
| a. Hourly Parking MAX | 2.00 Space/Hour |
| 11 Parkway District Municipal Parking Lot as Described by Section 23.09 of Oakland City Council Resolution No. 1989 C.M.S. | |
| a. Hourly Parking MAX | 2.00 Space / Hour |
| b. Monthly Parking MAX | 80.00 Space / Month |
| c. Special Event MAX | 3.00 Space |
| d. Replacement of Monthly Parking Tag | 80.00 Tag |
| 12 Piedmont Avenue Municipal Parking Lot as Described by Section 23.05 of Oakland City Council Resolution No. 1987 C.M.S. | |
| a. Hourly Parking MAX | 2.00 Space / Hour |
| b. Monthly Parking MAX | 80.00 Space / Month |
| c. Special Event MAX | 3.00 Space |
| d. Replacement for Monthly Parking Tag | 80.00 Tag |
| Road & Mountain Blvd. Parking Lot | |
| a. Monthly Parking (Unreserved) MAX | 80.00 Space / Month |
| b. Special Event MAX | 6.00 Space |
| c. Replacement for Monthly Parking Tag | 50.00 Tag |
| Park Avenue Parking Lot | |
| a. Monthly Parking MAX | 80.00 Space / Month |
| b. Special Event MAX | 3.00 Space |
| c. Replacement for Monthly Parking Tag | 80.00 Tag |
| Damage to Parking Facility | Actual Cost |

C. ON-STREET PARKING METER

- | | |
|---|---------------------|
| 1 Registered Vanpools (11 or More Passengers), Maximum of 40 Spaces | 20.00 Space / Month |
|---|---------------------|

D. HENRY J. KAISER CENTER PARKING LOT

- | | |
|---|-------------------|
| 1 Off-Street Parking Meter (Maximum Five hours) | 2.00 Space / Hour |
|---|-------------------|

E. RESIDENTIAL PERMIT PARKING FEE

Permit for Eligible Vehicles of Residents, Employees of Neighborhood-Serving Establishments, and Owners or Employees of Business with the Vehicle

- | | |
|---|---------------|
| 1 Registered at the Business Address | |
| a. Initial | |
| 1 Purchase Between January 1 and June 30 | |
| 2 Purchase Between July 1 and December 31 | 24.50 Vehicle |
| b. Renewal (annual) | 35.00 Vehicle |
| | 35.00 Vehicle |



City of Oakland
Master Fee Schedule
Effective July 17, 2012

**FINANCE &
MANAGEMENT AGENCY**

FEE DESCRIPTION

FEE UNIT

PARKING MANAGEMENT

E. RESIDENTIAL PERMIT PARKING FEE

2 Permit for Eligible Vehicles of Owners or Employees of
Businesses with the Vehicle Not Registered at the Business
Address

a. Initial

1 Purchase Between January 1 and June 30

42.50 Vehicle

2 Purchase Between July 1 and December 31

85.00 Vehicle

b. Renewal (annual)

75.00 Vehicle

3 Replacement of Lost or Damaged Permit

10.00 Vehicle

4 Visitor

a. One-day

1.00 Vehicle

b. 14-day

5.00 Vehicle

**F. SPECIAL COST OF COLLECTING PARKING VIOLATION
PENALTIES**

30% Ticket Value

H. VEHICLE IMMOBILIZER "BOOT"

1 Daily Fee for Unreturned Paylock Book

25.00 Per Day

2 Boot Replacement Fee

500.00 Per Boot

3 Damaged Boot Fee

250.00 Per Boot

*NOTE: Per Oakland Municipal Code, Rate changes are effective January 1, of each
year. The rates above reflect rates as of 1/1/10. Subsequent rate adjustments (January
1, 2011 and beyond) will be based on CPI.*

2013 SEP 26 PM 2:45

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

Introduced by Councilmember _____

Approved as to Form and Legality

City Attorney

**RESOLUTION CREATING A FLEXIBLE PARKING DISTRICT FOR
MONTCLAIR VILLAGE**

WHEREAS, the City's Parking Principles call for active management of parking; and

WHEREAS, in 2011 the City of Oakland studied the use of commercial parking in three districts, Montclair Village, Temescal, and Jack London District; and

WHEREAS, each study recommended the implementation of flexible pricing as a means to better manage the parking supply; and

WHEREAS, flexible pricing would allow prices to be reset regularly, depending on the observed occupancy levels of parking, to achieve a established occupancy goals; and

WHEREAS, each study recommended that off street rates should be lower than peak on-street rates to encourage the availability of the most desirable on-street parking spots; and

WHEREAS, a companion ordinance change establishes a "Flexible Parking District" category of on street parking in which parking rates may flex within a range defined in the Master Fee Schedule; be it therefore

RESOLVED, that the Montclair Village District is identified as a Flexible Parking District; and be it

FURTHER RESOLVED, that the Montclair Village District incorporates the following street segments established as Approved Parking Meter Zones in Section 10.36.140 of the Municipal Code of the City of Oakland:

- Antioch St. Mountain Blvd. to Lucas Ave.
- La Salle Ave. Mountain Blvd. to Lucas Ave.
- Medau Pl. Mountain Blvd. to End (North)
- Merced Ave. Mountain Blvd. to Lucas Ave
- Mountain Blvd. Cabot Dr. to Scout Rd.
- Moraga Ave. Thomhill Dr. to Mountain Blvd.;

and be it

FURTHER RESOLVED, the Flexible Parking Zone for Montclair will be in effect until such a time as it is amended or terminated by Council action.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, REID, SCHAAF and PRESIDENT KERNIGHAN

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California