

2009 OCT 29 PM 5:26

CITY OF OAKLAND
AGENDA REPORT

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: FMA/Parking Operations
DATE: November 10, 2009

RE: **An Ordinance Amending Ordinance No. 12948 C.M.S. (Master Fee Schedule), as Amended, to Increase the Renewal Fee for Residential Parking Permits from Twenty Dollars (\$20) to Thirty-Five Dollars (\$35) Annually.**

SUMMARY

Staff is recommending an amendment to the Master Fee Schedule to increase the renewal fee for Residential Permit Parking (RPP) to be equivalent to the cost of purchasing a new permit which would increase the renewal fee amount to thirty-five dollars (\$35). The renewal fee for RPP is currently set at twenty dollars (\$20) annually and the new permit fee is set at thirty-five dollars (\$35) annually. Staff analyzed the cost of implementing the RPP program and determined that processing permit renewals is no less costly than processing new permits.

FISCAL IMPACT

The proposed permit renewal fee increase may generate as much as \$60,000 in revenue to the General Purpose Fund (1010), Treasury Operation Organization (08721), Residential Permit Parking Account (42416) in Fiscal Year 2009-10. The revenue will support the cost of staff to process the renewal applications.

BACKGROUND

The RPP program was initiated in 1986 when City Council adopted Ordinance No. 10689 C.M.S., providing for the establishment of a Residential Permit Parking program in the City of Oakland. There are currently 10 Residential Permit Parking areas in the City.

KEY ISSUES AND IMPACTS

Administration of the RPP program is a core service of Parking Operations, although it serves just over 4,000 people, a relatively small number of Oakland residents. Administering the program includes staff time (Parking Assistance Center; ¾ hour per permit at the fully burdened rate of \$48 per hour) and RPP materials (permit decals, permit application duplication, paper, envelopes, postage) and costs an estimated \$188,000 annually. New permit areas have been added recently and an increase in permits is likely to increase administration costs. The cost

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Finance and Management Committee
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estimate assumes that each permit requires forty-five minutes of staff time for processing – to receive payment, enter data into the system, prepare the mailing, and provide customer service. Revenues in Fiscal Year 2008/2009 (unaudited) were \$130,000. Without adoption of the proposed fee amendment, the program will not be cost-covering.

SUSTAINABLE OPPORTUNITIES

Economic: Increasing Residential Permit Parking fees will help to sustain operations of the City's RPP program. Residential Permit Parking makes the affected area attractive to potential homebuyers.

Environmental: There are no environmental opportunities resulting from the proposed RPP fees.

Social Equity: The proposed program does not discriminate across social boundaries and will provide parking accessibility for residents, merchants and employees.

DISABILITY AND SENIOR CITIZEN ACCESS

There is no impact to disabled or senior citizen access.

RECOMMENDATION (S) AND RATIONALE

Staff recommends that City Council adopt an Ordinance amending Ordinance No. 12948 C.M.S. (Master Fee Schedule), as amended, to increase the renewal fee for Residential Parking Permits from twenty dollars (\$20) to thirty-five dollars (\$35) annually.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that the City Council adopt the ordinance as proposed.

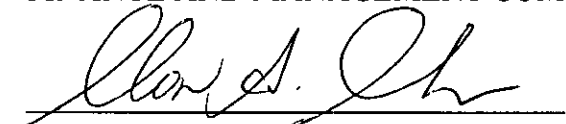
Respectfully submitted,



Noel Pinto
Parking Operations Manager

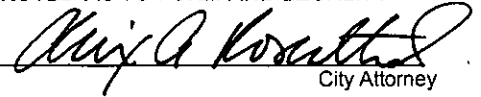
Prepared by:
Kip Walsh, Administrative Services Manger II
FMA Administration

APPROVED AND FORWARDED TO THE
FINANCE AND MANAGEMENT COMMITTEE:


Office of the City Administrator

FILED
OFFICE OF THE CITY CLERK
OAKLAND

APPROVED AS TO FORM AND LEGALITY


City Attorney

2009 OCT 29 PM 5:29 OAKLAND CITY COUNCIL

ORDINANCE NO. _____ C.M.S.

AN ORDINANCE AMENDING ORDINANCE NO. 12948 C.M.S. (MASTER FEE SCHEDULE), AS AMENDED, TO INCREASE THE RENEWAL FEE FOR RESIDENTIAL PARKING PERMITS FROM TWENTY DOLLARS (\$20) TO THIRTY-FIVE DOLLARS (\$35) ANNUALLY

WHEREAS, the City of Oakland periodically updates its Master Fee Schedule to account for general cost of living increases and program changes or other costs; and

WHEREAS, the City Council finds and determines that an increase in the Residential Parking Permit renewal fee, from \$20 to \$35, is necessary to adequately reimburse the City for the cost of administering the Residential Permit Parking (RPP) Program; and

WHEREAS, this fee increase has been justified by the Finance and Management Agency, and revenues associated with the RPP program were adopted by the City Council as part of FY 2009-10 Amended Budget on July 28, 2009; now, therefore

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

Section 1. Master Fee Schedule. The Master Fee Schedule, Ordinance No. 12948 C.M.S., as amended, is hereby amended to increase the permit fees as provided in Section 3.

Section 2. The City Council finds and determines the foregoing recitals to be true and correct and hereby makes them a part of this ordinance.

Section 3. The Master Fee Schedule is amended as follows:

Residential Permit Parking Renewal (annual)	\$20 \$35	Per Vehicle
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Section 4. This Ordinance shall become effective immediately on final adoption if it receives six or more affirmative votes on final adoption as provided by Section 216 of the City Charter; otherwise it shall become effective upon the seventh day after final adoption.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2009

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT BRUNNER

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California

DATE OF ATTESTATION: _____

AN ORDINANCE AMENDING ORDINANCE NO. 12948 C.M.S. (MASTER FEE SCHEDULE), AS AMENDED, TO INCREASE THE RENEWAL FEE FOR RESIDENTIAL PARKING PERMITS FROM TWENTY DOLLARS (\$20) TO THIRTY-FIVE DOLLARS (\$35) ANNUALLY

DIGEST

An Ordinance Amending Ordinance No. 12948 C.M.S. (Master Fee Schedule), as amended, to increase the Renewal Fee for Residential Parking Permits from twenty dollars (\$20) to thirty-five dollars (\$35) annually