

From Council President Brunner, Councilmember Kernighan,  
Councilmember Quan, and Councilmember De La Fuente

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OFFICE OF THE CITY CLERK  
OAKLAND  
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Motion for Item 15:

We support the proposed rollback of meter enforcement hours from 8pm back to 6pm. In order to offset the anticipated loss of approximately \$1,000,000 (for October to June) from 6pm to 8 pm meter enforcement, staff is directed to implement the following measures:

Action	Estimated Revenue
Additional revenue from the authorization of future billboard agreements	\$494,250
Add 250 metered stalls to locations citywide	\$145,750
Create a program with OPD and Parking Enforcement to increase enforcement against illegal use of disabled parking placards	\$150,000
Re-direct a portion of the revenue from parking garage automation to the General Fund	\$100,000
Open the Pacific Renaissance garage for residential use at night	\$80,000
Sell advertising space on the back of parking receipts	\$30,000
<b>Total</b>	<b>\$1,000,000</b>

In addition, staff is directed to:

1. Report back to Council on the revenue from the measures above in four months.
2. Undertake a study of parking management as part of a comprehensive transportation policy and return to Council with the analysis and recommendations. Return to Council with a proposed scope of work in one month. The study shall be coordinated by one of the City's Transportation Planners with input from Economic Development staff, Transportation Services and the Director of Parking Enforcement. The report shall:
  - o Address both on-street and off-street parking
  - o Include an analysis of parking demand, neighborhood by neighborhood
  - o Revise the Parking Division's customer response and appeals process and develop performance benchmarks for customer assistance