

CITY OF OAKLAND
AGENDA REPORT

OFFICE OF THE CITY CLERK
2007 APR 24 PM 12:42

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Community and Economic Development Agency
DATE: April 24, 2007

RE: **Report and Recommendations for Action on the Proposed Jack London District Interim Mixed-Used Permit-Parking Program**

SUMMARY

At the January 23, 2007 Finance and Management (FM) Committee meeting, staff was directed to finalize the proposed permit-parking plan and return with a final report to the Committee. The Committee requested a report that includes a fiscal analysis and details for implementation of a program that has the consent of both the Jack London District Association (JLDA) and Chinatown representatives.

The proposed mixed-use permit-parking program is a temporary measure for the pending closure of the Amtrak parking lot, which is the site for a parking garage scheduled to open in late 2008/early 2009. Representatives from the JLD are concerned about the potential increase in on-street parking demand during the lot closure. The proposed permit parking plan is designed as a time limited response to specific temporary conditions in the Jack London area and staff is not recommending that this plan be used as a model for future mixed-use, permit-parking programs citywide. Should the Committee wish to have other mixed-use permit parking programs, staff recommends a broader study of the issue with appropriate stakeholder groups be undertaken to design a permit parking model for other areas of the City.

FISCAL IMPACTS

Staff has considered a range of costs for the parking permits, from cost-covering at a minimum, to an amount equivalent to an off-street parking facility. However, the comparison to a garage or lot, where a space could be assured, was not deemed equivalent and was discarded. Staff proposes that the cost of the permit be set to cover the entire cost of the program, including implementation, administration, enforcement, and termination.

The table below shows the required annual cost of a single permit, based upon the length of the program and the number of permits sold. Highlighted in the table is the annual permit cost of \$258 based on the assumption that the program will last three years and that 500 permits will be sold. An informal survey conducted by the JLD representatives showed an estimated sale of 600 permits (50% of available parking spaces) based on inventory of approximately 1,200 spaces that could be converted to permit parking. The proposed number of permit spaces has since been

Item: _____
Finance and Management Committee
April 24, 2007

reduced to about 1,000 spaces as a result of negotiations between the JLDA and the Chinatown coalition. The negotiated agreement between the two groups removed approximately 200 spaces from consideration and moved the boundaries of the proposed permit parking area. The JLDA provided an estimate of permit demand between 1,100 and 1,600 based on an estimated price of \$100 to \$125 per permit. Staff recommends a higher cost per permit to insure the program is fully paid for by the permit fees. The estimate for the number of permits sold has also been reduced to 500 permits to reflect the higher permit cost estimate. Please note that the \$258 permit price averages out to be about \$1 per day for the average employee who works five days a week and about 70 cents per day for a resident.

Actual sales numbers will become available after the first year. Staff recommends an adjustment to the annual permit cost at that time based on actual performance of the program.

Annual Cost of Parking Permit

		Number of Permits Sold						
		400	500	600	700	800	900	1,000
Program Duration	1 Year	\$495	\$396	\$330	\$283	\$248	\$220	\$198
	2 Years	\$366	\$292	\$244	\$209	\$183	\$162	\$146
	3 Years	\$322	\$258	\$215	\$184	\$161	\$143	\$129

BACKGROUND

The most recent request to implement a mixed-use, permit-parking program in the JLD was made to staff in late 2006. After several informational reports were presented to the FM Committee, the Committee directed staff, at the January 23, 2007 meeting, to finalize the proposal and return with a final report containing logistics and fiscal details. The Committee also requested staff to facilitate meetings with JLD and Chinatown representatives to resolve differences about the parameters of the proposal. The final proposal was to have both groups' consent.

The City Administrator's Office conducted three meetings with members of the JLD, Chinatown, Council offices, and staff in attendance and developed a final proposal that has been accepted by the JLD and Chinatown representatives. See Attachment A for the proposal.

PROGRAM DESCRIPTION

The proposed JLD program would convert approximately 1,000 of the currently unregulated parking spaces to have four-hour parking limits with an exception given to vehicles displaying a valid parking permit. A vehicle displaying a permit may be parked beyond the four-hour limit but not exempted from other parking restrictions such as painted curbs, parking meters, street sweeping hours, etc. Only residents, employees, and merchants within the defined permit-parking area will be eligible to purchase permits on an annual basis. The program is a temporary relief measure to compensate for the pending closure of the Amtrak parking lot during construction of a

parking garage that will supply more spaces to Amtrak patrons. The program will end in three years and be funded entirely by the cost of the permits.

As illustrated in Attachment A, in addition to permit parking (streets marked in green), there will be one/two-hour parking zones without permit exemption (marked in yellow) and four-hour parking zones without permit exemption (marked in purple) to facilitate high parking turnover in front of businesses with short-term parking needs. The permit parking zone within which permits are eligible for sale is delineated by red lines.

Staff made a commitment to the JLD and Chinatown representatives to conduct annual evaluations of this temporary program in order to make necessary adjustments.

KEY ISSUES AND IMPACTS

- This program was proposed by JLD representatives as temporary relief to the pending Amtrak parking lot closure. Closure of that parking lot will increase on-street parking demand. In addition, there is an increasing demand for parking to support retail in the JLD. The increased demand from transit riders for on-street parking would have a detrimental impact on the retail businesses in the area during the time the new Amtrak parking facility is under construction.
- It is unknown whether this program will have an impact on short-term parking supply for shoppers and clients. While it will prevent those outside the proposed permit parking area from parking all day, the residents, employees, and merchants eligible to purchase parking permits may offset the spaces vacated by those long-term parkers.
- Staff recommends that this program not be used as a model for other areas of the City. The California Vehicle Code allows local authorities to implement mixed-use permit-parking programs. Unlike the City's existing Residential Permit-Parking Program, where residents can petition to be included in a permit-parking zone, a mixed-use permit program for a large commercial/residential community will offer less flexibility to individual citizens as to who is included in the program. Staff recommends that a committee of business and community leaders, representing various areas and interests, be convened to explore the issues, such as which areas in Oakland would qualify for such a program, how eligibility is determined and what level of community support is required to establish a mixed-use permit program. Staff from the Community and Economic Development Agency, the Public Works Agency and the Finance and Management Agency should be included as technical resources.

SUSTAINABLE OPPORTUNITIES

Economic: This program will improve the on-street parking situation for the residents, employees, and merchants in the JLD. It is not known whether it will improve or worsen short-term parking for shoppers and clients. It is unknown whether the program will create sustainable economic opportunities.

Environmental: No environmental opportunities are contained in this report.

Social Equity: This program improves the parking accessibility for members who live or work within the JLD boundary that are eligible to purchase permits and restricts long-term parking for those outside the boundary who are ineligible to purchase permits. The boundary was established by the JLDA in conjunction with representatives from the Chinatown business community.

DISABILITY AND SENIOR CITIZEN ACCESS

It is not known what impact the proposed program has on disability or senior citizen access.

RECOMMENDATION AND RATIONALE

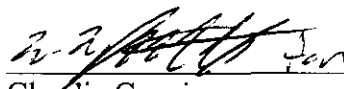
That the FM Committee direct staff to prepare the legislation necessary to implement a temporary mixed-use permit parking program in the Jack London District as outlined in the staff report using the boundaries contained in Attachment A. That the FM Committee determine that this program is a temporary program in response to the closure of the Amtrak parking lot and further direct staff to not use this program as a model for other areas of the City.

ACTION REQUESTED OF THE CITY COUNCIL

That the City Council directs staff to:

- Prepare the ordinances necessary to establish a mixed use parking program for the Jack London District; and
- Amend the Master Fee Schedule to establish fees in an amount necessary to fully support the costs of the program; and
- Prepare a resolution for City Council to establish the various time limited zones required by the program as outlined in the staff report.

Respectfully submitted,

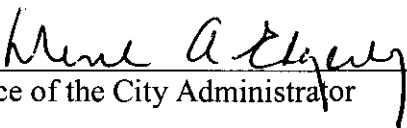


Claudia Cappio
Director, Community and
Economic Development Agency

Prepared by:
Joe Wang
Public Works Agency

Eric Angstadt
Community and Economic
Development Agency

APPROVED AND FORWARDED TO THE
FINANCE AND MANAGEMENT COMMITTEE:

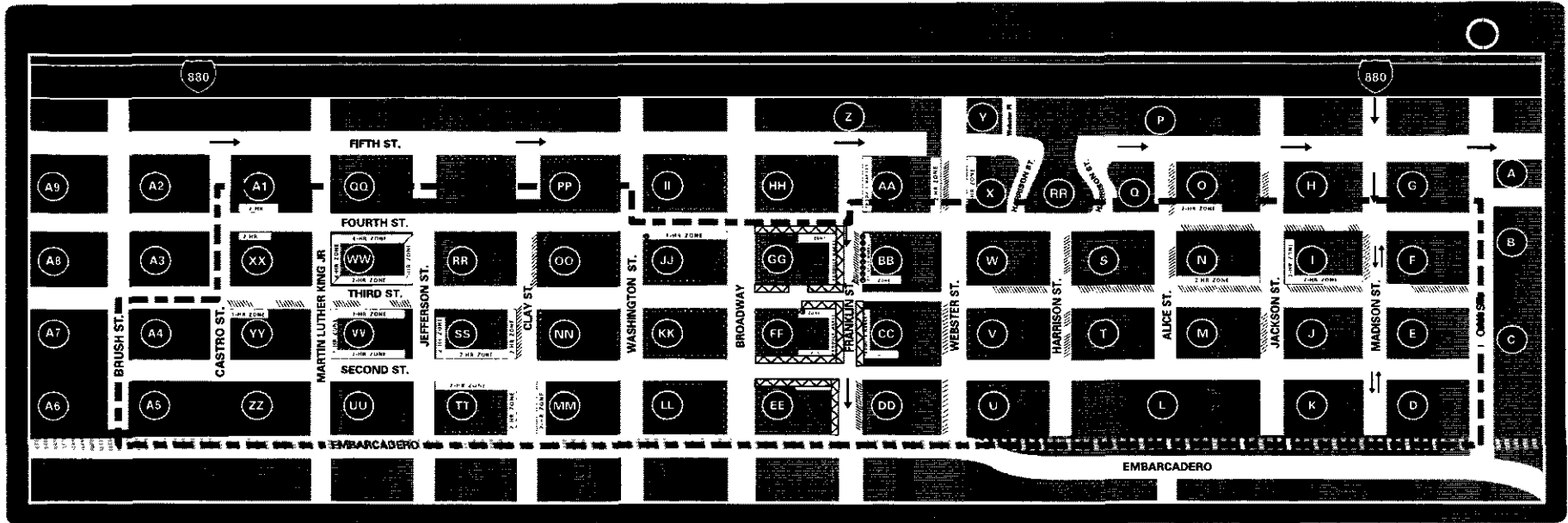


Office of the City Administrator

Attachment A Parking Permit Program Map

Item: _____
Finance and Management Committee
April 24, 2007



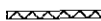



JACK LONDON DISTRICT MAP: PROPOSED TIME-LIMITED PARKING ZONES AND PROPOSED MIXED USE DISTRICT PERMIT PARKING (as of 03/16/2007)



SUMMARY OF JLDA's PERMIT PARKING PROGRAM PROPOSAL

1. Within the boundary of the proposed Mixed-Use District Permit Parking Program (dashed red line), wherever curb and gutter has been installed and parking is currently unregulated by meters or signs, JLDA proposes that the City install signs indicating that this is a time-limited parking zone.
2. Wherever parking is currently unregulated by meters or signs, JLDA proposes the City install signs indicating a default time limit of 4-hour parking (green line); apparently this was approved June 1, 2004 by City Council (Agenda Item S-22) but has never been implemented.
3. JLDA proposes that business owners and residents in the district be eligible to purchase parking permits to exempt vehicles from posted 4-hour time limits. Vehicles would not be exempted from parking meter, painted curb, or street sweeping violations, or from 1-hour and 2-hour parking zones.
4. JLDA proposes new 1-hour and 2-hour parking zones be installed wherever a majority of existing restaurants, retailers, and other businesses request them. Several blocks are shown on the map where discussions have already taken place (yellow line). Others may be requested and should be considered on a case by case basis.

KEY: TIME-LIMITED PARKING & PERMIT PARKING PROGRAM

-  Existing Time-Limited Parking Zones
-  Existing Parking Meters
-  Proposed New 1-HR & 2-HR Parking Zones (Permit Parking Prohibited)
-  Proposed New 4-HR Parking Zones (Permit Parking Allowed)
-  Proposed New 4-HR Parking Zones (Permit Parking NOT Allowed)
-  Proposed Boundary of Mixed-Use District Permit Parking Program