

CITY OF OAKLAND

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2016 OCT 20 PM 3: 56

# AGENDA REPORT

**TO:** Sabrina B. Landreth  
City Administrator

**FROM:** Jeff Tumlin  
Interim Director, DOT

**SUBJECT:** Parking and Mobility Initiatives

**DATE:** October 17, 2016

City Administrator Approval

Date:

10/20/16

## RECOMMENDATION

Staff Recommends That The City Council:

- 1) **Receive an Informational Report on the Downtown Oakland Parking Management Report, the Final Deliverable of the Metropolitan Transportation Commission-Funded Downtown Oakland Parking Study**
- 2) **Adopt a Resolution (A) Authorizing the City Administrator or Designee to Accept and Appropriate One Million Three Hundred Thousand Dollars (\$1,300,000) in Congestion Mitigation and Air Quality (CMAQ) Improvement Funds from the Metropolitan Transportation Commission (MTC) for a Three-Year Demand-Responsive Parking and Mobility Management Initiative; And (B) Establishing All Parking Meter Zones in Oakland Municipal Code Section 10.36.140 as Flexible Parking Zones**
- 3) **Adopt a Resolution Authorizing the City Administrator or Designee to Accept and Appropriate a Bay Area Air Quality Management District (BAAQMD) Transportation Fund for Clean Air (TFCA) Grant Award of Two Hundred and Forty-Four Thousand Dollars (\$244,000) to Conduct Site Preparation and Installation of Twenty-Eight Electric Vehicle Charging Stations at Seven City-Owned Public Parking Facilities**
- 4) **Adopt**
  - (A) **a Resolution Amending Number 85459 C.M.S. (Car Sharing Principles) To Provide More Detail Regarding the Dedicated Space Car Share Program, And**
  - (B) **an Ordinance Amending Titles of the Oakland Municipal Code (1) 10.36.141 to Facilitate the Efficient Management of Parking Meter Zones; And (2) 10.72 to Establish New Dedicated Space Parking Permits to Eligible Car Sharing Organizations**
- 5) **Adopt a Resolution of Support for the Bay Area Rapid Transit (BART) District's Station Access Plan and Establishing Curb Designations that Help Fulfill the Goals of that Policy Around Oakland's Eight BART Stations**

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- 6) **Adopt a Resolution Authorizing the City Administrator or Designee to Negotiate, Finalize and Execute a Non-Exclusive Agreement with Streetline Inc. for a Smart Parking System at No Direct Cost to the City for a Term of Three Years**
- 7) **Receive an Informational Report on the Pending Closure of Clay St Parking Garage**
- 8) **Adopt a Resolution Authorizing and Directing the City Administrator or Designee to Amend the City's Parking Operations and Facilities Management Contract With City Of Oakland Parking Partners By An Additional \$850,000; And Waiving the Request for Qualifications/Proposal Competitive Selection Requirement**
- 9) **Adopt a Resolution Authorizing the City Administrator or Designee to Finalize and Execute a Maintenance and Service Agreement with Scheidt and Bachmann USA, Inc. in Support of the Parking Access and Revenue Control System Used at City Parking Garages for a Period of Three Years at a Total Contract Cost of \$313,313.00; Appropriating Total Expenditures of \$214,313.00 for Fiscal Years 2017-2019; and Waiving Advertising, Bidding and the Request for Qualifications/Proposals Competitive Selection Requirement**
- 10) **Amend Ordinance Number 13184 C.M.S. (The Fiscal Year 2015-2016 Master Fee Schedule) To (A) Support the City's Demand-Responsive Parking Management Initiatives with (1) Variable Pricing of On-Street Meter Rates and (2) Off-Street Parking Facility Rates That Reflect the Recommendations of the Downtown Oakland Parking Management Report; and (B) Establish Fees for a Dedicated Space Car Sharing Program**

#### **REASON FOR SUPPLEMENTAL**

On October 11, 2016, staff made a formal presentation to the Public Works Committee in support of the Parking and Mobility Initiatives report. As requested by the Public Works Committee, the purpose of this report is to respond to questions regarding certain items. The following questions raised by the Committee during the initial meeting are arranged by item number.

#### **Item #2 Federally-Funded Parking and Mobility Management Initiative**

*How do we let the public know about the City's efforts to actively manage the parking supply? Specifically, how will staff inform the public about payment options, such as pay-by-phone, and changing meter rates?*

Public outreach and communication, carefully coordinated with neighborhood organizations and businesses, is a key success factor for this initiative. Staff dedicated to the Parking and Mobility Management Initiative will work with other staff across departments to make sure that the City's

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smart parking vendors, including Parkmobile (pay-by-phone service provider) and IPS Group (smart parking meter supplier), are helping parkers make the most of these systems and ensure that they are easy to understand and to use.

*When can we expect staff to implement demand-response parking management strategies in other commercial districts such as the Rockridge and Fruitvale districts?*

No specific timeframe is available at this time. As funding is available to extend the ongoing pilot program in Montclair to Downtown Oakland, staff expects this concentrated effort to accelerate its ability to collect data and secure additional grant funding to extend proven parking and transportation demand management strategies to other commercial districts.

*What can be done to coordinate the establishment of parking benefit districts with other programs, such as the Broadway Shuttle benefit program, designed to return funds to areas for improvements?*

Staff agrees that efforts to develop and implement parking benefit districts should be coordinated with similar initiatives.

**Item #6 Streetline, Inc. Smart Parking System**

*What are the costs associated with each of the City's responsibilities in the proposed agreement with Streetline, Inc.?*

The following table lists the City's responsibilities as detailed in the draft agreement (see **Attachment I** of the original report), along with an explanation for how staff expects to meet these responsibilities and the fiscal impact of doing so.

| <b>Responsibility</b>   | <b>Explanation</b>  | <b>Fiscal Impact</b>   |
|---|---|--|
| Securing all required permissions and permits granting installation permission to Streetline at no cost to Streetline | Staff will define and grant the necessary permissions as part of the final agreement; resources already dedicated to negotiating and managing professional service contracts are available                              | Minimal staff costs anticipated to facilitate permitting                           |
| Arranging for street closures and applicable sign postings  | Staff will define and arrange for street closures as part of the final agreement; necessary signage will be produced by the project manager using standard supplies (such as pre-printed cardstock and office printers) | Minimal staff costs anticipated to facilitate posting; no closures are anticipated |

| Responsibility  | Explanation   | Fiscal Impact   |
|---|---|---|
| <p>Arranging for continuous power for gateway(s) through an acceptable source (120 or 240v, 50 or 60 Hz) at a location (or locations) in accordance with Network Plan</p>                     | <p>Staff will define and permit Streetline to use power drawn from existing traffic signal infrastructure; 10 watts takes 100 hours to consume 1 Kilowatt hour; assuming \$.13 per kilowatt hour, the cost of a single gateway would be about 1/10th of a penny per hour or about \$.03 per day or \$9 per year</p> | <p>Approximately \$90.00 per year (assuming a network consisting of 10 gateway devices)</p>           |
| <p>Cooperating with Streetline in establishing metrics and providing necessary benchmark data for Streetline's Executive Summary report</p>   | <p>OakDOT's Strategic Plan calls for efficient, data-driven decision making; staff are available to cooperate with Streetline in establishing and tracking metrics and benchmarks for the smart parking network</p>   | <p>Minimal additional costs anticipated; this task can be folded into the overall parking program</p> |
| <p>Using best efforts to notify Streetline 10 business days prior to scheduled road paving or slurring activity of areas with sensors</p>   | <p>Staff can efficiently notify Streetline and other contractors of scheduled road paving and slurring activity via email</p>   | <p>Minimal additional costs anticipated; this task can be folded into the overall parking program</p> |
| <p>Promptly notifying Streetline of any power interruption to gateways or removal of repeaters or gateways by Customer's maintenance crews</p>  | <p>Staff can efficiently notify Streetline and other contractors of any interruption of power to gateways or removals of repeaters via email</p>  | <p>Minimal additional costs anticipated; this task can be folded into the overall parking program</p> |
| <p>Establishing a plan for active marketing, advertising and promotion of the Smart Parking system and the Parker App with the goal of achieving 10,000 local downloads of the Parker App</p> | <p>Staff will develop a marketing plan for the Streetline smart parking system along with other parking and mobility manage initiatives; advertising and promotion can be accomplished using existing resources (e.g. digital displays on IPS smart meters, parking webpages, and electronic communications)</p>    | <p>Minimal additional costs anticipated; this task can be folded into the overall parking program</p> |

| Responsibility   | Explanation   | Fiscal Impact  |
|--|---|--|
| To the extent available, providing anonymized license plate recognition (LPR) /automated license plate recognition (ALPR) data to Streetline | Provision of anonymized data will be automated after initial configuration by staff using available application program interfaces  | Minimal additional costs anticipated; this task can be folded into the overall parking program |
| To the extent available, providing machine readable policy information to Streetline   | Staff will source or direct Streetline to machine readable policy information, including online resources such as Legistar, the Oakland Municipal Code and the City's website | Minimal additional costs anticipated; this task can be folded into the overall parking program |
| To the extent available, providing real-time and historical payment information for parking; and   | Provision of anonymized data will be automated after initial configuration using available application program interfaces   | Minimal additional costs anticipated; this task can be folded into the overall parking program |

*What feedback, if any, has the Privacy Advisory Commission given concerning this item?*

Feedback from the Privacy Advisory Committee is not yet available. The item is scheduled to be reviewed at the Commission's November 3, 2016 meeting.

In lieu of that feedback, staff notes that the agreement will require that any data sourced by the City to Streetline for use in the smart parking system be anonymized. The mobile app requires users to accept Streetline's terms and conditions (opt-in). By doing so, they agree to anonymously publish their parking arrivals and departures. According to Streetline, there are no opportunities for users to register or identify themselves while using the app.

**Item #7: Clay St Garage Closure**

*What is the plan for mitigating the impacts of the closure?*

Whether temporary or permanent, the Clay St Garage closure will have significant impacts on visitor and commuter parking. Post-closure plans to mitigate these impacts include prioritizing short-term, visitor parking at Dalziel Garage; implementing measures to accommodate the needs of monthly parkers displaced by the closure; and honoring current commitments related to the City's parking facilities. Staff is prepared to implement a communication plan including written notices, stakeholder meetings, and garage signage. Factors and considerations include:

*Visitor Parking*

- Clay St Garage serves the daytime, evening, late night, weekend and special event parking needs of visitors to Oakland's civic center. Post-closure, the City will operate and manage Dalziel Garage to help meet these needs. For example, free-parking for regular and special-session City Council meetings held afterhours will now be provided at Dalziel Garage.
- The closure will result in the loss of approximately 250 spaces used by visitors needing short-term or daily parking. This loss will be partially mitigated by shifting the current mix of visitor and monthly parking at Dalziel Garage:

| Type of Parking | Current | Post-Closure | Gain/(Loss) |
|-----------------|---------|--------------|-------------|
| Visitor         | 80      | 195          | 115         |
| Monthly         | 135     | 20           | (115)       |
| Total           | 215     | 215          | 0           |

- To further mitigate the loss of on-site visitor parking, staff will eventually implement parking management strategies that support short-term, high-turnover parking at Dalziel Garage and longer-term and all-day parking at City Center West Garage.

*Monthly Parking*

- Measures to mitigate the impact of the closure on visitor parking will result in the loss of approximately 80 monthly parking spaces at Clay St Garage and 115 spaces at Dalziel Garage. City Center West Garage, which has close to 1,500 parking spaces, has the capacity to absorb these losses.
- All monthly parkers will be relocated to City Center West Garage with the following two exceptions:
  - East Bay Community Foundation, which has a license that entitles it to rent up to twenty-five reserved spaces at Dalziel Garage (currently number is eight); and
  - Elected officials, who will continue to have the option of paying for off-street parking as well as having a signed space on 14<sup>th</sup> St or Clay St.
- Monthly parkers displaced by the closure will continue to have the same monthly rate until Council directs otherwise or until July 1, 2017, whichever comes first.
- Similarly, monthly parkers who currently have reserved spaces will be offered a reserved space at City Center West. Again, this arrangement will hold until Council directs otherwise or until July 1, 2017, whichever comes first.

### *Safety and Security*

- The City is committed to providing safe, welcoming parking facilities for visitors and commuters alike; this commitment will continue despite the closure of Clay St Garage.
- Resources currently used to staff Clay St Garage, including on-site security from sun-set to close, will be redeployed to Dalziel Garage.
- Preparations are underway to improve security in and around the parking garages. For example, additional surveillance cameras and securities doors are being installed at Dalziel Garage so that it is better equipped to serve the needs of parkers day and night. These cameras will be monitored 24/7 by City of Oakland Parking Partners from the Security Command Center located at City Center West Garage.
- Many monthly parkers are City employees who routinely work after hours and occasionally late into the night. These employees can request a special access card to Dalziel Garage that will permit them to enter the facility after peak hours.

*What additional steps can be taken to reduce the demand for parking at and around the civic center?*

Closing Clay St Garage is a major event in the life of our city. Other important factors and considerations related to the closure will be addressed over the coming weeks and months. For example, the civic center is one of four commercial districts included in the MTC-funded Parking and Mobility Management Initiative (Item #2 of this report). As described in the City's grant proposal, this initiative includes a transportation demand management component designed to help employers, including the City of Oakland and other government agencies with offices in the civic center area, incent employees to move away from single-occupancy vehicle commuter trips and toward transit and other modes including ridesharing and vanpooling.

*When will staff report to Council on options for the Clay St Garage site?*

A preliminary study is underway to determine the highest-value and best use of the site, including the possibility of replacing some or all of the garage's 335 original parking spaces. Staff will prepare a report for Council at the earliest possible date.

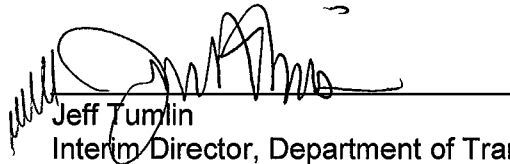
### **Item #8 Contract Capacity for Parking Facility Operation and Management**

*What steps being taken to increase the hours of operation or level of service to meet the shifting needs of residents, businesses and organizations in the downtown neighborhoods? Specifically, can this be done at the City-owned garage located at 1200 Harrison to support the Malonga Center, which needs off-street parking options for its evening programs?*

The increased contract capacity for the City of Oakland Parking Partners will ensure that successful pilot initiatives, such as the extended hours of operation at Clay St Garage and Franklin Plaza Garage, will continue and that there is capacity for the City to increase levels of service at other facilities in response to changing circumstances. In particular, staff has met with representatives of the Malonga Center and is prepared to operate the garage at 1200 Harrison to support the center's parking for evening events.

For questions regarding this report, please contact Michael Ford, Off-Street Program Manager, Transportation Services Division, at 510-238-7670.

Respectfully submitted,



Jeff Tumlin  
Interim Director, Department of Transportation

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

Reviewed by:  
Wladimir Wlassowsky, P.E., Division Manager,  
Transportation Services Division

Prepared by:  
Michael Ford, Ph.D., C.P.P, Off-Street Parking  
Manager, Transportation Services Division



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APPROVED AS TO FORM AND LEGALITY

2016 OCT 20 PM 3: 57

City Attorney  
DRAFT**OAKLAND CITY COUNCIL**

ORDINANCE No. \_\_\_\_\_ C.M.S.

**AN ORDINANCE AMENDING TITLES OF THE OAKLAND MUNICIPAL CODE (1) 10.36.141 TO FACILITATE THE EFFICIENT MANAGEMENT OF PARKING METER ZONES; AND (2) 10.72 TO ESTABLISH NEW DEDICATED SPACE PARKING PERMITS TO ELIGIBLE CAR SHARING ORGANIZATIONS.**

**WHEREAS**, the State of California, through Assembly Bill 2154 (California Vehicle Code Section 22507.1), has supported the practice of car sharing in both on- and off-street locations since 2006; and

**WHEREAS**, the City of Oakland, through its "Alternative Modes Policy" (Resolution No. 73036 C.M.S.), supports transportation alternatives to private, single-occupant vehicles; and

**WHEREAS**, the City of Oakland recognizes the practice of car sharing as a beneficial mode of transportation that reduces demand for private vehicles, decreases per capita greenhouse-gas emissions, and creates more affordable mobility options for all of Oakland's residents; and

**WHEREAS**, the City of Oakland recognizes that car sharing vehicles have needs distinct from private vehicles that require special parking privileges to facilitate their widespread adoption; and

**WHEREAS**, the City of Oakland, through its "Free-Floating Zone Permit Program" (O.M.C. 10.71) adopted in February 2015, has already responded to some of these needs; and

**WHEREAS**, the City has forgone revenues estimated to be approximately \$25,000 annually because it lacks the necessary policies and permits to properly regulate the nine (9) existing dedicated on-street spaces for car share; and

**WHEREAS**, the City of Oakland recognizes, through the findings from the City of San Francisco's initial on-street car sharing pilot evaluation (2011), that access to on-street parking spaces is particularly beneficial for car sharing; therefore

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

**Section 1.** Chapter 10.36 is amended as follows:

**10.36.141 - *Parking meter locations.***

The written approval of the Director of Transportation ~~City Council resolution~~ shall be obtained prior to the installation, replacement, or removal of ~~additional parking meters~~ within a parking meter zone ~~any new location~~. Decisions regarding the installation, replacement, or removal of parking meters can be appealed to the City Council. Only the City Council can ~~approve 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.

**Section 2.** Chapter 10.72 is added as follows:

**Chapter 10.72 – DEDICATED SPACE PERMIT PROGRAM FOR CAR SHARING ORGANIZATIONS**

**10.72.010 Legislative purpose.** The purpose of this chapter is to facilitate car sharing within Oakland by establishing a Dedicated Space Car Share Permit that entitles the permitted car sharing vehicle to exclusive parking privileges for a dedicated space in the right of way or in parking garages and lots accessible to the public. The concept for the Dedicated Space Car Share Permit is intended to facilitate round-trip car share services by a qualified car share organization.

**10.72.020 Legislative findings.** The City Council finds, as a result of evidence generated by studies and derived from the experiences of peer cities, that promoting the use of car sharing within Oakland has numerous benefits, including improved mobility for residents and overall reduction in greenhouse gas emissions.

**10.72.030 Definitions.**

All definitions as used in this chapter shall reference the definitions used in Chapter 10.44.030 with the following addition:

A. “Dedicated Space Car Share Permit” is a permit that entitles a car sharing vehicle to exclusive parking privileges for a dedicated space. Only members of a permitted car sharing organization can lawfully park the permitted car sharing vehicle in the dedicated space.

B. “Dedicated Space” is a parking space in the public right-of-way or within a municipal lot or garage that is dedicated exclusively to a car share vehicle with a dedicated space car share permit.

**10.72.040 Dedicated Space Car Share Permit**

A. This chapter hereby designates that members of a permit-holding car share organization can lawfully park car sharing vehicles in dedicated spaces. When parked in a dedicated space, car share vehicles with a dedicated space car share permit are exempt from certain restrictions that apply to other vehicles. Restrictions associated with time limits, street sweeping, and residential parking areas will not apply to car sharing vehicles with a valid dedicated space car share permit. These exceptions will only apply when the car sharing vehicle is parked in a dedicated space.

B. The Dedicated Space Car Share Permit does not exempt car share vehicles from any applicable parking prohibitions, as described in Chapter 10.28, when not parked in a dedicated space.

C. Each Dedicated Space Car Share Permit will be associated with a single dedicated space and not a vehicle.

**10.72.050 Locations of Dedicated Spaces**

The locations of dedicated spaces will be established by the Department of Transportation in consultation with car share organizations. The Parking Enforcement Division will be provided a map of all dedicated spaces and will be updated with changes to this map.

**10.72.060 Issuance of Dedicated Space Car Share Permits.**

A. Dedicated Space Car Share Permits shall be issued by the Finance and Management Agency in accordance with requirements set forth in this chapter. Each such permit shall be designed to state or reflect thereon the dedicated space associated with the permit. No more than one Dedicated Space Car Share Permit shall be issued for a single dedicated space at one time.

B. The Finance and Management Agency shall issue Dedicated Space Car Share Permits with a term of one year.

C. Renewal of Dedicated Space Car Share Permits shall be subject to the same conditions imposed on new permits.

D. The Finance and Management Agency is authorized to issue such rules and regulations, not inconsistent with this chapter, governing issuance and display of proof that a car sharing vehicle is owned by a car sharing organization with a valid Dedicated Space Car Share Permit.

F. Any car sharing organization to which a Dedicated Space Car Share Permit has been issued pursuant to this chapter shall be deemed to be a Dedicated Space Car Share Permit holder.

F. This chapter shall not exempt the car sharing member or permit holding car sharing organization from other traffic controls and regulations.

**10.72.070 Dedicated Space Car Share Permit fees.**

A. Initial purchase, renewal, or replacement of a lost, stolen or damaged Dedicated Space Car Share Permit shall be subject to a contractual agreement between the car sharing organization and the City Administrator or Designee.

B. The fee for the initial purchase, renewal, or replacement of a lost, stolen or damaged Dedicated Space Car Share Permit should reflect the known market value of the space and the costs associated with the administration of the program and installation of the spaces.

**10.72.080 Revocation of Dedicated Space Car Share Permit.**

The revocation provision set forth in Chapters 10.16.110 and 10.48.010 shall apply to the Dedicated Space Car Share Program.

**10.72.090 Violation and Penalty.**

The violations and penalty provision set forth in Chapter 10.44.120 shall apply to the Dedicated Space Car Share Program.

**10.72.100 Chapter interpretation.**

The Director of Transportation or designee shall have the discretion in the implementation and interpretation of this chapter.

**Section 3.** This ordinance shall be effective immediately upon its adoption by the City Council.

**Section 4.** If any section, subsection, sentence, clause or phrase of this Ordinance is held to be invalid or unconstitutional, the offending portion shall be severed and shall not affect the validity of the remaining portions which shall remain in full effect.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES- BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID and PRESIDENT GIBSON MCELHANEY

NOES-

ABSENT-

ABSTENTION-

ATTEST: \_\_\_\_\_

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

DATE OF ATTESTATION: \_\_\_\_\_