

**CITY OF OAKLAND  
AGENDA REPORT**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2005 APR 14 PM 6:32

TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Public Works Agency  
DATE: April 19, 2005

RE: **SUPPLEMENTAL REPORT ON CHANGES TO THE MASTER FEE SCHEDULE FOR PARKING FACILITIES OPERATED BY THE CITY OF OAKLAND, AND ORDINANCE AMENDING ORDINANCE NUMBER 12611 C.M.S. (MASTER FEE SCHEDULE), AS AMENDED, INCREASING HOURLY, DAILY AND MONTHLY PARKING FEES AND ADDING NEW PROMOTIONAL PROGRAMS FOR PARKING FACILITIES OPERATED BY THE CITY OF OAKLAND AND RESOLUTION APPROPRIATING NINETY-THREE THOUSAND FOUR HUNDRED THREE DOLLARS (\$93,403) TO THE MULTIPURPOSE RESERVE FUND (FUND 1750) FOR PARKING FACILITIES OPERATED BY THE CITY OF OAKLAND**

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**SUMMARY**

At the April 5, 2005 Council meeting, a request was made by the Council to respond to the concerns and questions raised as a result of the proposed parking fee increases for City owned and managed parking facilities. The questions that were raised about the proposal are summarized as follows:

- 1. Were the proposed parking fee increases based on the existing Citywide parking rate study? Since the neighborhood garages do not have similar competition, such as Montclair, shouldn't such neighborhood/commercial parking facilities be looked at differently?*

**Yes, proposed parking fee increases were based on the citywide parking survey of competing facilities primarily in the downtown areas. In the case of Montclair as a neighborhood/commercial garage, since no competing facilities were identified, staff's original proposal raised these rates consistent with other downtown facilities that currently have rates comparable to those at Montclair. Specifically, Montclair, Telegraph Plaza and Franklin Plaza garages currently charge \$1/hr. The survey indicated that Telegraph Plaza and 1200 Harrison rates should increase to \$2/hr. and staff proposed that rates for Montclair also be raised to \$2/hr.**

**Since comparable data for competing parking facilities is unavailable in areas outside of downtown, an alternative policy would be to consider other factors in setting rates in neighborhood commercial zones. Staff has revised the proposed rate structure for neighborhood/commercial garages to remove the comparison to downtown garages.**

- 2. Concern that the proposed rates for validation exceed the proposed hourly rates, with no discount offered.*

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**The proposed rates for validation are identical to the respective hourly rates, with no discounts proposed. This maintains the current rate system in the Master Fee Schedule, which specifically sets the validation rate at the hourly rate.**

- 3. Look at the projections for parking revenues (and concurrently, occupancy) of facilities that are lagging, and look at ways to help the businesses near them, as well as the garages/lots increase revenues.*

**Staff agrees with this comment. Part of the responsibility of the current parking management firms is to do outreach to businesses and find ways to offer services at affordable and flexible rates to help them, as well as to increase revenues to the garages. The currently proposed promotional programs (e.g. Early Bird, Rooftop specials, Valet Parking, etc.) will also give the City more flexibility in offering additional rates. Staff will also seek additional outreach assistance from the City's Community and Economic Development Agency and Redevelopment Agency to target businesses, especially in proximity of underperforming garages. These initiatives are intended to provide flexibility in garages where their use is beneficial to increase underperformance. Staff would work with the individual garage operators to determine which of these promotions, if any, would be appropriate for each garage.**

- 4. If the parking tax increase is 8.5%, how does (for example) an hourly rate of \$1.00/hour increase to \$1.11 to cover this increase? Are other items included in this \$0.11 increase?*

**Prior to January 1, 2005, the City's parking tax was 10%. This means that of every \$1.00 collected, the actual revenue is only \$0.90. After the 8.5% increase, for each \$1.00 collected, \$0.185 goes to tax, leaving only \$0.815 in actual revenue for each \$1.00 collected. The amount needed to get back to \$0.90 (the pre-tax increase amount) is \$1.11.**

**For each \$1.11 collected for parking, \$0.21 is tax (18.5%), and \$0.90 remains as revenue.**

- 5. The proposed parking fees may not result in increased revenue at some parking facilities that are currently underperforming. A phased-in approach to increasing rates may be needed.*

**See response to #3 above.**

- 6. More clarity is needed as to how parking is treated across the City, i.e. equity in setting parking rates.*

**See response to #2 above, and staff recommendations below.**

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7. *Grand Avenue Lot: Is Attachment C, showing the proposed hourly rate of \$1.50, correct?*

**No, the line for the Grand Avenue Lot in the original report contained an error. The proposed hourly rate should be \$1.25, not \$1.50. There is no proposal to raise the on-street metered rate. The line for the Piedmont Avenue lot also contained a similar error: the current rate is \$1.00 and is proposed to increase \$1.25 per hour.**

8. *The proposed parking increase could have a negative impact on area businesses as they may lose customers that may then choose to shop at other locations with lower parking fees. By increasing short-term parking (as opposed to long-term or monthly parking), how would this benefit businesses?*

**This type of analysis is beyond the scope of a master fee schedule rate increase; many economic factors would need to be analyzed, and the impact of parking rates would need to be isolated. It would be difficult to determine these parameters and measure them over a significant period of time to make meaningful conclusions. Private parking operators are able to raise and lower rates almost instantaneously, which allows them to adjust their rates, whether the public perceives them as being too high or low, and maximize revenues. For the neighborhood/commercial garages, the revised rate structure only covers the Measure Y increase.**

To address the concerns summarized above, staff has prepared a revision to the proposed ordinance to amend the Master Fee Schedule for parking fees. The intent of the originally proposed ordinance was twofold: to amend the current master fees schedule to account for the parking tax increase enacted by Measure Y, and to adjust rates to cover projected increases in parking management fees and personnel costs and bring the City garages back into market rates compared to private garages, using a survey of comparable, adjacent private parking facilities.

Staff has prepared a parking fee rate proposal for consideration that addresses many of Council's comments and questions raised at the April 5 Council meeting:

- Set a distinct, lower rate for parking in neighborhood commercial areas outside of the downtown area. The lots and garages proposed for this rate would include the 1200 Harrison, Pacific Renaissance Plaza and Montclair garages, and the parking lots at Scout Road, Dimond, Parkway, Grand Avenue and Piedmont Avenue. The proposed fees for these facilities have been raised only the minimum necessary to cover the 8.5% tax increase, and then are rounded up to the next \$0.25 increment for hourly rates. Daily maximum rates and monthly rates are as per the previous proposal. In most cases the revised proposed fees increase will result in 25-cent increase per hour, per space, and no fee increase is proposed for parking validation.
- For the downtown area garages, the City has historically based its rates on comparable privately owned parking facilities. Staff proposes to retain the proposal set forth in the

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April 5 supplemental report, which continues this policy. It is also proposed to offer a lower rate for the first two hours of parking. This option encourages short-term parking turnover while providing a lower cost alternative to those needing to transact business in the downtown area.

- Work more closely with the parking management firms and CEDA or Redevelopment Agency staff to put together a plan to target businesses near the City's parking facilities to increase outreach and inform them of the proposed rate changes. At the same time, staff will work with the management firms to evaluate the facilities that are underperforming and develop strategies to improve occupancy.

### **FISCAL IMPACT**

The revised parking fee increase is projected to generate approximately an additional \$1,120,839 annually for the Multipurpose Reserve Fund (1750), Off-Street Parking Fees Account (45312). This revenue projection is based on the anticipated increase for each garage, and the amount of revenue received by each garage. In fiscal 2003-2004, the City's parking facilities generated approximately \$5,217,000 in gross revenues and approximately \$2,149,600 in expenses. The proposed fees represent an overall increase of approximately 21% to gross off-street parking revenues. The projected gross revenue under this proposal would therefore rise to about \$6,337,000 (The original rate structure represented a 32% increase in revenues, or \$1,650,000).

*Of the additional \$1,120,839 annually projected new gross revenues, \$538,682 (or 48% of the increase) will go to pay the additional 8.5% parking tax in the Taxes and Assessments Account (53511). An additional \$165,768 or 14% will be budgeted for projected increases in parking management fees in Miscellaneous Contract Services Account (54919); the remaining \$416,389 (37%) will be budgeted for utility and miscellaneous service costs (accounts 53100 and 53700).*

Attachment E, 'Revised City of Oakland Proposed Fee Increase' summarizes revised proposed hourly, daily and monthly rates, and Exhibit A has been revised to reflect the revised proposed ordinance.

Because these fee revisions are being approved with one month effectively remaining in the fiscal year, approval of the attached resolution will authorize \$93,403 to be appropriated as both revenue and expenditure in the Multipurpose Reserve Fund, non-project. This amount will be budgeted to pay for the parking tax increase from Measure Y, in the Taxes and Assessments Account (53511).

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**RECOMMENDATION AND RATIONALE**

Staff recommends that the City Council approve the ordinance to increase parking fees as summarized in Attachment E, to be made effective June 1, 2005, and approve the resolution authorizing the City Administrator to appropriate funds necessary to implement the tax increase enacted by Measure Y.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that the City Council approve the revised ordinance and resolution.

Respectfully submitted,



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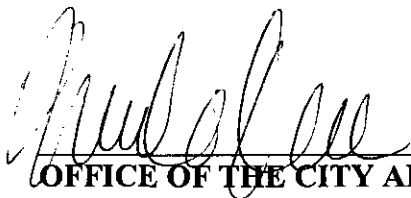
**RAUL GODINEZ II, P.E.**  
Director, Public Works Agency

Reviewed by:  
Michael Neary, P.E.  
Assistant Director

Prepared by:  
Wladimir Wlassowsky, P.E.  
Transportation Services Manager

Ade Oluwasogo, P.E.  
Supervising Transportation Engineer

**APPROVED AND FORWARDED  
TO THE CITY COUNCIL:**



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**OFFICE OF THE CITY ADMINISTRATOR**

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City Council  
April 19, 2005

OAKLAND CITY COUNCIL

RESOLUTION NO. \_\_\_\_\_ C.M.S.



FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

INTRODUCED BY COUNCILMEMBER \_\_\_\_\_

2005 APR 11 PM 6:32

**RESOLUTION APPROPRIATING \$93,403 TO THE MULTIPURPOSE RESERVE FUND (FUND 1750) FOR PARKING FACILITIES OPERATED BY THE CITY OF OAKLAND**

**WHEREAS**, Public Works staff conducted a comprehensive survey of parking facilities in proximity of the City-owned and operated parking facilities in January 2005; and

**WHEREAS**, as the result of said survey, an ordinance raising hourly, daily and monthly rates has been prepared for Council approval; and

**WHEREAS**, it is necessary to appropriate \$93,403 in funds from the projected increased revenues resulting from said rate increases for payment of the additional parking tax,

**NOW, THEREFORE, BE IT**

**RESOLVED**, that the City Administrator or her designee are authorized and directed to appropriate \$93,403 to the Multipurpose Reserve Fund (Fund 1750), to the following accounts:

|          |                               |                    |
|----------|-------------------------------|--------------------|
| \$93,403 | Taxes and Assessments (53511) | Organization 30262 |
|----------|-------------------------------|--------------------|

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20\_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

**AYES-** BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, AND PRESIDENT DE LA FUENTE

**NOES-**

**ABSENT-**

**ABSTENTION-**

**ATTEST:** \_\_\_\_\_  
LATONDA SIMMONS

Interim City Clerk and Interim Clerk of the Council  
Of the City of Oakland, California

**NOTICE AND DIGEST**

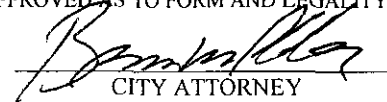
**ORDINANCE AMENDING ORDINANCE NUMBER 12611 C.M.S. (MASTER FEE SCHEDULE), AS AMENDED, INCREASING HOURLY, DAILY AND MONTHLY PARKING FEES AND ADDING NEW PROMOTIONAL PROGRAMS FOR PARKING FACILITIES OPERATED BY THE CITY OF OAKLAND**

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This ordinance authorizes an amendment to Ordinance Number 12611 C.M.S. (Master Fee Schedule), as amended, to increase hourly, daily and monthly parking fees assessed by the Public Work Agency, and adding new promotional programs for off-street parking facilities operated by the City of Oakland. This amended fee would be effective upon approval by the City Council and would remain in effect until further notice.

APPROVED AS TO FORM AND LEGALITY

INTRODUCED BY COUNCILMEMBER \_\_\_\_\_

  
CITY ATTORNEY

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

**ORDINANCE AMENDING ORDINANCE NUMBER 12611 C.M.S. (MASTER FEE SCHEDULE), AS AMENDED, INCREASING HOURLY, DAILY AND MONTHLY PARKING FEES AND ADDING NEW PROMOTIONAL PROGRAMS FOR PARKING FACILITIES OPERATED BY THE CITY OF OAKLAND**

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

**WHEREAS**, the fees increase proposed herein have been justified by the increased parking tax resulting from Measure Y, projected increases in parking management fees and increased personnel costs; and

**WHEREAS**, the existing fees for parking facilities in the proximity of the City owned and operated parking facilities were surveyed; and

**WHEREAS**, it was established that parking fees at the City owned and operated parking facilities are below the average fees of the competing parking facilities; now, therefore, the

**COUNCIL OF THE CITY OF OAKLAND DOES ORDAIN, THAT:**

**Section 1.** The Master Fee Schedule as set forth in Ordinance Number 12611 C.M.S., as amended, is hereby amended to increase the parking fees as set forth in Exhibit E, attached hereto and made a part hereof

**Section 2.** This ordinance shall be effective June 1, 2005, upon approval by the City Council of Oakland.



IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 20 \_\_\_\_

**PASSED BY THE FOLLOWING VOTE**

AYES – BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, AND  
PRESIDENT DE LA FUENTE

NOES –

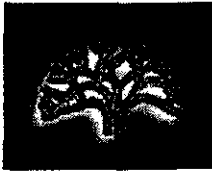
ABSENT –

ABSTENTION –

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

**LATONDA SIMMONS**

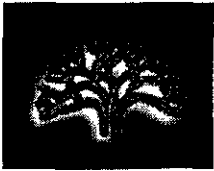
Interim City Clerk and Interim Clerk of the Council  
Of the City of Oakland, California



**City of Oakland**  
**Master Fee Schedule**  
**Effective: June 1, 2005**

**EXHIBIT A**  
**PUBLIC WORKS**

| <b>FEE DESCRIPTION</b>  | <b>NEW FEE</b> | <b>UNIT</b>  |
|---|----------------|--------------|
| <b>TRANSPORTATION SERVICES</b>                                |                |              |
| <b>A. OFF-STREET PARKING FACILITIES</b>                       |                |              |
| <b>1 Franklin Parking Plaza</b>                               |                |              |
| a. Basic Fees   |                |              |
| 1 Hourly Parking for First Two Hours (Automobiles) MAX.       | 2.25           | Space/Hour   |
| 2 Hourly Parking Past Two Hours (Automobiles) MAX.            | 3.00           | Space/Hour   |
| 3 Daily (Automobiles) MAX.                                    | 14.00          | 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 9:30am MAX.                               | 10.00          | Space/Day    |
| 9 Flat Rate After 4:pm to Closing Time MAX.                   | 4.00           | Space        |
| 10 Overnight Parking (Close to Open) MAX.                     | 4.00           | Space/Night  |
| 11 Special Event Parking (MAX)                                | 10.00          | Space        |
| 12 Valet MAX.   | 3.00           | Vehicle/Hour |
| 13 Motorcycles Daily MAX.                                     | 7.00           | Space/Day    |
| 14 Bicycles   | Free           |              |
| 15 Vanpool Parking (7-10 passenger van)                       | 40.00          | Space//Month |
| b. Validations  | 2.25           | 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         |
| <b>2 Clay Street Garage</b>                                   |                |              |
| a. Basic Fees   |                |              |
| 1 Hourly Parking for First Two Hours (Automobiles) MAX.       | 2.25           | Space/Hour   |
| 2 Hourly Parking Past Two Hours (Automobiles) MAX.            | 3.00           | Space/Hour   |
| 3 Daily (Automobiles) MAX.                                    | 14.00          | Space/Day    |
| 4 Monthly Parking (Reserved) MAX.                             | 180.00         | Space/Month  |
| 5 Monthly Parking (Unreserved) MAX.                           | 160.00         | Space/Month  |
| 6 Flat Rate After 4:pm to Closing Time MAX.                   | 6.00           | Space        |
| 7 Overnight Parking (Close to Open) MAX.                      | 6.00           | Space/Night  |
| 8 Motorcycles Daily MAX.                                      | 8.00           | Space/Day    |
| 9 Special Event MAX.  | 10.00          | Space        |
| 10 Valet MAX  | 3.00           | Vehicle/Hour |
| 11 Bicycles   | Free           |              |
| b. Validations  | 2.25           | 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         |



**City of Oakland**  
**Master Fee Schedule**  
**Effective: June 1, 2005**

**EXHIBIT A**  
**PUBLIC WORKS**

**FEE DESCRIPTION**

**NEW FEE UNIT**

**A. OFF-STREET PARKING FACILITIES**

|  |   |        |                 |
|--|---|--------|-----------------|
| <b>3 Pacific Renaissance Plaza Garage (IHM – International Hotel Management)</b> |   |        |                 |
| a. Basic Fees  |   |        |                 |
| 1  | Hourly Parking for First Two Hours (Automobiles) MAX.       | 2.25   | Space/Hour      |
| 2  | Hourly Parking Past Two Hours (Automobiles) MAX.            | 3.00   | Space/Hour      |
| 3  | Daily (Automobiles) MAX                                     | 14.00  | Space/Day       |
| 4  | Monthly Parking (Reserved) Monday through Sunday MAX.       | 180.00 | Space/Month     |
| 5  | Monthly Parking (Unreserved) Monday through Friday MAX      | 160.00 | Space/Month     |
| 6  | Flat Rate After 4:00pm to Closing Time MAX.                 | 6.00   | Space           |
| 7  | Overnight Parking (Close to Open) MAX                       | 6.00   | Space/Night     |
| 8  | Special Event MAX   | 10.00  | Space           |
| 9  | Valet MAX   | 3.00   | Vehicle/Hour    |
| 10   | Motorcycles Daily MAX.                                      | 8.00   | Space/Day       |
| 11   | Bicycles  | Free   |                 |
| b. Validations   |   | 2.25   | 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            |
| <b>4 Dalziel Garage</b>  |   |        |                 |
| a. Basic Fees  |   |        |                 |
| 1  | Hourly Parking for First Two Hours (Automobiles) MAX.       | 2.25   | Space/Hour      |
| 2  | Hourly Parking Past Two Hours (Automobiles) MAX.            | 3.00   | Space/Hour      |
| 3  | Daily (Automobiles) MAX                                     | 14.00  | Space/Day       |
| 4  | Overnight Parking (Close to Open)                           | 4.00   | Night           |
| 5  | Monthly Parking (Reserved) MAX.                             | 180.00 | Space/Month     |
| 6  | Monthly Parking (Unreserved) MAX                            | 160.00 | Space/Month     |
| 7  | Flat Rate After 4:00 to Closing Time MAX.                   |        |                 |
| 8  | Motorcycles Daily MAX.                                      | 8.00   | Space/Day       |
| 9  | Bicycles  | Free   |                 |
| b. Validations   |   | 2.25   | 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            |
| <b>5 Medical Hill Site No. 1 (Medical Hill Garage)</b>                           |   |        |                 |
| a. Basic Fees  |   |        |                 |
| 1  | Hourly Parking (Automobiles)                                | 1.00   | Space/Half Hour |
| 2  | Daily Maximum (Automobiles)                                 | 9.00   | Space/Day       |
| 3  | Monthly Parking   |        |                 |
| a.   | Assessment District Employee                                | 35.00  | Space/Month     |



**City of Oakland**  
**Master Fee Schedule**  
 Effective: June 1, 2005

**EXHIBIT A**  
**PUBLIC WORKS**

**FEE DESCRIPTION**

**A. OFF-STREET PARKING FACILITIES**

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

|   | <b>NEW<br/>FEE</b>           | <b>UNIT</b>     |
|---|------------------------------|-----------------|
| a. Basic Fees   |                              |                 |
| 3 Monthly Parking   |                              |                 |
| b. Medical Center Employees                                   | 50.00                        | Space/Month     |
| c. General Public   | 60.00                        | Space/Month     |
| 4 Motorcycles   | 3.00                         | Space/Day       |
| 5 Bicycles  | Free                         |                 |
| b. Validations  | 1.00                         | Space/Half Hour |
| c. Hospital Validation  | No Charge First<br>Two Hours |                 |
| d. Special Fees   |                              |                 |
| 1 Lost Ticket   | 9.00                         | Ticket          |
| 2 Replacement Card  | 10.00                        | Card            |
| 3 Penalty for Monthly Parking Paid After the 7th of the Month | 5.00                         | Card            |

**6 Telegraph Parking Plaza**

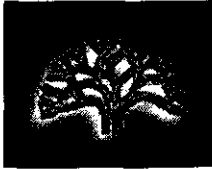
|   |        |              |
|---|--------|--------------|
| a. Basic Fees   |        |              |
| 1 Hourly Parking for First Two Hours (Automobiles) MAX.       | 1.25   | Space/Hour   |
| 2 Hourly Parking Past Two Hours (Automobiles) MAX.            | 2.00   | Space/Hour   |
| 3 Daily Maximum (Automobiles) MAX                             | 7.00   | Space/Day    |
| 4 Monthly Parking (Reserved) MAX.                             | 100.00 | Space/Month  |
| 5 Monthly Parking (Unreserved) MAX.                           | 80.00  | Space/Month  |
| 6 Roof Top Special Monthly MAX.                               | 70.00  | Space/Month  |
| 7 Roof Top Special Daily MAX.                                 | 6.00   | Space/Day    |
| 8 Early Bird in by 9:30am MAX.                                | 6.00   | Space/Day    |
| 9 Flat Rate After 4:00pm till Closing Time MAX.               | 4.00   | Space        |
| 10 Overnight Parking (Close to Open) MAX.                     | 4.00   | Space/Night  |
| 11 Special Event Parking MAX.                                 | 10.00  | Space        |
| 12 Valet MAX.   | 2.00   | Vehicle/Hour |
| 13 Motorcycles Daily MAX.                                     | 6.00   | Space/Day    |
| 14 Bicycles   | Free   |              |
| b. Validations  | 1.25   | Space/Hour   |
| c. Special Fees   |        |              |
| 1 Lost Ticket   | 7.00   | 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: June 1, 2005

**EXHIBIT A**  
**PUBLIC WORKS**

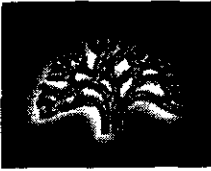
| FEE DESCRIPTION   |   | NEW FEE | UNIT         |
|---|---|---------|--------------|
| <b>A. OFF-STREET PARKING FACILITIES</b>                                       |   |         |              |
| 7 <i>Wiley Manuel Parking Lot (formerly called Hall of Justice Municipal)</i> |   |         |              |
| a. Basic Fees   |   |         |              |
| 1   | Hourly Parking for First Two Hours (Automobiles) MAX.                   | 1.25    | Space/Hour   |
| 2   | Hourly Parking Past Two Hours (Automobiles) MAX.                        | 1.50    | Space/Hour   |
| 3   | Daily Maximum (Automobiles) MAX.  | 8.00    | Space/Day    |
| 4   | Monthly Parking (Reserved) Max.   | 75.00   | Space/Month  |
| 5   | Monthly Parking (Unreserved) MAX.                                       | 60.00   | Space/Month  |
| 6   | Early Bird in by 9:30am MAX.  | 4.00    | Space/Day    |
| 7   | Flat Rate After 4:00pm MAX.   | 3.00    | Space        |
| 8   | Special Event MAX.  | 3.00    | Space        |
| 9   | Valet MAX.  | 1.50    | Vehicle/Hour |
| 10  | Motorcycles   | 2.00    | Space/Day    |
| b.  | Validations MAX.  | 1.25    | Space/Hour   |
| c. Special Fees   |   |         |              |
| 1   | Lost Ticket   | 6.00    | 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         |
| 8 <i>12th and Jefferson Street Lot</i>  |   |         |              |
| a. Basic Fees   |   |         |              |
| 1   | Hourly Parking for First Two Hours(Automobile) MAX.                     | 2.25    | Space/Hour   |
| 2   | Hourly Parking Past Two Hours (Automobiles) MAX.                        | 3.00    | Space/Hour   |
| 2   | Daily Parking MAX.  | 10.00   | Space/Day    |
| 3   | Monthly Parking (Reserved) MAX.   | 120.00  | Space/Month  |
| 4   | Monthly Parking (Unreserved) MAX.                                       | 100.00  | Space/Month  |
| 5   | Early Bird in by 9:30am MAX.  | 8.00    | Space/Day    |
| 6   | Flat Rate After 4:00pm MAX.   | 4.00    | Space        |
| 7   | Special Event MAX.  | 6.00    | Space        |
| 8   | Valet MAX.  | 3.00    | Vehicle/Hour |
| 9   | Motorcycle Daily MAX.   | 6.00    | Space/Day    |
| b. Special Fees   |   |         |              |
| 1   | Vanpool Parking (7 - 10 passenger van)                                  | 40.00   | Space/Month  |
| 2   | Vanpool Parking (11+ Passenger Van)                                     | 20.00   | Space/Month  |
| 3   | Lost Ticket   | 10.00   | Ticket       |
| 4   | Card Deposit  | 12.00   | Card         |
| 5   | Replacement Card  | 12.00   | Card         |
| 6   | Penalty for Monthly Parking Paid After the 7 <sup>th</sup> of the Month | 10.00   | Card/Tag     |
| 7   | Replacement Monthly Parking Tag   | 60.00   | Tag          |
| 9 <i>1200 Harrison Frank Mar Garage</i>                                       |   |         |              |
| a. Basic Fees   |   |         |              |
| 1   | Hourly Parking for First Two Hours(Automobiles) MAX.                    | 1.25    | Space/Hour   |
| 2   | Hourly Parking Past Two Hours (Automobiles) MAX.                        | 1.25    | Space/Hour   |
| 3   | Daily Maximum (Automobiles) MAX.  | 10.00   | Space/Day    |
| 4   | Monthly Parking (Reserved) MAX.   | 100.00  | Space/Month  |
| 5   | Monthly Parking (Unreserved) MAX.                                       | 90.00   | Space/Month  |
| 6   | Early Bird in by 9:30am MAX.  | 6.00    | Space/Day    |
| 7   | Flat Rate After 4:00pm till Closing Time MAX.                           | 4.00    | Space        |



**City of Oakland**  
**Master Fee Schedule**  
 Effective: June 1, 2005

**EXHIBIT A**  
**PUBLIC WORKS**

| <b>FEE DESCRIPTION</b>   | <b>NEW FEE</b> | <b>UNIT</b>  |
|--|----------------|--------------|
| <b>A. OFF-STREET PARKING FACILITIES</b>  |                |              |
| 8 Overnight (Close to Open) MAX.   | 4.00           | Space/Night  |
| 9 Special Event MAX.   | 10.00          | Space/Day    |
| 10 Motorcycles Daily MAX.  | 6.00           | Space/Day    |
| 11 Bicycles  | Free           |              |
| b. Validations   | 1.25           | 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         |
| <b>A. OFF-STREET PARKING FACILITIES</b>  |                |              |
| <b>10 Montclair Parking Garage</b>   |                |              |
| a. Basic Fees  |                |              |
| 1 Hourly Parking for First Two Hours (Automobiles) MAX.  | 1.25           | Space/Hour   |
| 2 Hourly Parking Past Two Hours (Automobiles) MAX.   | 1.25           | Space/Hour   |
| 2 Daily Maximum (Automobiles) MAX.   | 10.00          | Space/Day    |
| 3 Monthly Parking (Reserved) MAX.  | 110.00         | Space/Month  |
| 4 Monthly Parking (Unreserved) MAX.  | 90.00          | Space/Month  |
| 5 Special Event MAX.   | 4.00           | Space        |
| 6 Valet MAX.   | 2.00           | Vehicle/Hour |
| 7 Motorcycles Daily MAX.   | 6.00           | Space/Day    |
| 8 Bicycles   | Free           |              |
| b. Validations MAX.  | 1.25           | Space/Hour   |
| c. Special Fees  |                |              |
| 1 Lost Ticket  | 12.00          | 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         |
| <b>11 Grand Avenue District Municipal Parking Lot as Described by Section 23.08 of Oakland City Council Resolution No. 1989 C.M.S.</b> |                |              |
| a. Hourly Parking (Automobiles)  | 1.25           | Space/Hour   |
| <b>12 Parkway District Municipal Parking Lot as Described by Section 23.09 of Oakland City Council Resolution No. 1989 C.M.S.</b>      |                |              |
| Hourly Parking   | 1.25           | Space/Hour   |
| b. Monthly Parking MAX   | 60.00          | Space/Month  |
| c. Special Event MAX.  | 3.00           | Space        |
| c. Replacement of Monthly Parking Tag  | 60.00          | Tag          |



**City of Oakland**  
**Master Fee Schedule**  
 Effective: June 1, 2005

**EXHIBIT A**  
**PUBLIC WORKS**

| <b>FEE DESCRIPTION</b>  | <b>NEW<br/>FEE</b> | <b>UNIT</b> |
|---|--------------------|-------------|
| <b>A. OFF-STREET PARKING FACILITIES</b>   |                    |             |
| 13 <i>Piedmont Avenue Municipal Parking Lot as Described by Section 23.05 of Oakland City Council Resolution No. 1987 C.M.S.</i>  |                    |             |
| a. Hourly Parking   | 1.25               | Space/Hour  |
| b. Monthly Parking MAX.   | 60.00              | Space/Month |
| c. Special Event MAX.   | 3.00               | Space       |
| d. Replacement for Monthly Parking Tag  | 60.00              | Tag         |
| 14 <i>Scout Road &amp; Mountain Blvd. Parking Lot</i>   |                    |             |
| a. Monthly Parking (Unreserved) MAX.  | 90.00              | Space/Month |
| b. Special Event MAX  | 6.00               | Space       |
| c. Replacement for Monthly Parking Tag  | 50.00              | Tag         |
| 15 <i>Lake Park Avenue Parking Lot</i>  |                    |             |
| a. Monthly Parking MAX.   | 60.00              | Space/Month |
| b. Special Event MAX.   | 3.00               | Space       |
| b. Replacement for Monthly Parking Tag  | 60.00              | Tag         |
| 16 <i>Damage to Parking Facility</i>  | Actual Cost        |             |
| <b>ON-STREET PARKING METER</b>  |                    |             |
| 1 <i>Registered Vanpools (11 or More Passengers), Maximum of 40 Spaces</i>  | 20.00              | Space/Month |
| <b>B. RESIDENTIAL PERMIT PARKING FEE</b>  |                    |             |
| <i>Permit for Eligible Vehicles of Residents, Employees of Neighborhood-Serving Establishments, and Owners or Employees of Business with the Vehicle Registered at the Business Address</i> |                    |             |
| a. Initial  |                    |             |
| 1 <i>Purchase Between January 1 and June 30</i>   | 17.50              | Vehicle     |
| 2 <i>Purchase Between July 1 and December 31</i>  | 25.00              | Vehicle     |
| b. Renewal (annual)   | 15.00              | Vehicle     |
| 2 <i>Permit for Eligible Vehicles of Owners or Employees of Businesses with the Vehicle Not Registered at the Business Address</i>  |                    |             |
| a. Initial  |                    |             |
| 1 <i>Purchase Between January 1 and June 30</i>   | 37.50              | Vehicle     |
| 2 <i>Purchase Between July 1 and December 31</i>  | 75.00              | Vehicle     |
| b. Renewal (annual)   | 75.00              | Vehicle     |
| 3 <i>Replacement of Lost or Damaged Permit</i>  | 10.00              | Vehicle     |
| 4 <i>Visitor Permit</i>   |                    |             |
| a. One-day  | 1.00               | Permit      |
| b. 14-day   | 5.00               | Permit      |
| <b>C. TRAFFIC FLOW MAP</b>  | 5.00               | Map         |
| <b>D. PEDESTRIAN COUNT MAP</b>  | 5.00               | Map         |
| <b>E. BLUE LINE REPRODUCTION</b>  | 5.00               | Sheet       |
| <b>F. CONSTRUCTION AREA TRAFFIC CONTROL MANUAL</b>  | 5.00               | Manual      |
| <b>G. TRAFFIC ENGINEERING ANALYSIS</b>  |                    |             |
| 1 <i>Deposit</i>  | 1,000.00           | Review      |



**City of Oakland**  
**Master Fee Schedule**  
Effective: June 1, 2005

**EXHIBIT A**  
**PUBLIC WORKS**

**FEE DESCRIPTION**

**G. TRAFFIC ENGINEERING ANALYSIS**

2 *Hourly Rate or Fraction of*

**NEW FEE UNIT**  
80.00 Hour or a Fraction of

**H. INSTALLATION OF QUIET ZONE SIGN AS ALLOWED BY OAKLAND MUNICIPAL CODE SECTION 3-6.09**

43.65 Sign

**I. PAINTING OF CURB MARKING TO INDICATE A DRIVEWAY AS ALLOWED BY OAKLAND TRAFFIC CODE SECTION 171.2**

50.00 Driveway

**J. PUBLIC MOTOR VEHICLE STAND AS ALLOWED BY OAKLAND TRAFFIC CODE SECTION 231**

1 *Installation of Sign Post*

43.65 Sign

2 *Installation of Identification Sign*

43.65 Sign

3 *Painting of Street Curb Adjacent to Public Motor Vehicle Stand*

46.15 Painting

**K. SERVICE FEE FOR BILLING OUTSIDE PARTIES OR AGENCIES FOR WORK PERFORMED**

1 *Sign Maintenance Worker*

36.00 Hour

2 *Traffic Sign Maker*

34.00 Hour

3 *All Other Staff*

Actual Cost

4 *Review for Technical Review Advisory Committee*

390.00 Per Review

**L. OVERTIME SERVICE FEE FOR BILLING OUTSIDE PARTIES OR AGENCIES FOR WORK PERFORMED**

1-1/2 Times Hour



Attachment E  
Revised City of Oakland Proposed Fee Increase  
April 19, 2005

| PARKING FACILITY                                  | Current Hourly Rate | Min. Rate to cover 8.5% Tax Increase | Proposed Hourly Rate First 2 Hour | Proposed Hourly Rate: Past Two Hours | Current Daily Max | Proposed Daily Max. | Current Monthly Rate (Reserved) | Current Monthly Rate (Un-reserved) | Proposed Monthly Max.Rate (Reserved) | Proposed Monthly Max.Rate (Un-reserved) |
|---|---------------------|--------------------------------------|-----------------------------------|--------------------------------------|-------------------|---------------------|---------------------------------|------------------------------------|--------------------------------------|---|
| <i>Downtown Area Parking Facilities</i>           |                     |                                      |                                   |                                      |                   |                     |                                 |                                    |                                      |   |
| Telegraph Plz                                     | \$1.00              | \$1.11                               | \$1.25                            | \$2.00                               | \$7.00            | \$10.00             | \$90.00                         | \$75.00                            | \$100.00                             | \$80.00                                 |
| Dalziel Gar.                                      | \$2.00              | \$2.21                               | \$2.25                            | \$3.00                               | \$12.00           | \$14.00             | \$160.00                        | \$140.00                           | \$180.00                             | \$160.00                                |
| Franklin Gar.                                     | \$2.00              | \$2.21                               | \$2.25                            | \$3.00                               | \$12.00           | \$14.00             | \$160.00                        | \$140.00                           | \$180.00                             | \$160.00                                |
| W. Manuel   | \$1.00              | \$1.11                               | \$1.25                            | \$1.50                               | \$6.00            | \$8.00              | \$75.00                         | \$60.00                            | \$75.00                              | \$60.00                                 |
| 12th/Jefferson                                    | \$2.00              | \$2.21                               | \$2.25                            | \$3.00                               | \$10.00           | \$10.00             | \$120.00                        | \$100.00                           | \$120.00                             | \$100.00                                |
| Clay St Gar                                       | \$2.00              | \$2.21                               | \$2.25                            | \$3.00                               | \$12.00           | \$14.00             | \$160.00                        | \$140.00                           | \$180.00                             | \$160.00                                |
| <i>Neighborhood Commercial Parking Facilities</i> |                     |                                      |                                   |                                      |                   |                     |                                 |                                    |                                      |   |
| 1200 Harrison                                     | \$1.00              | \$1.11                               | \$1.25                            | \$1.25                               | \$10.00           | \$10.00             | \$100.00                        | \$85.00                            | \$100.00                             | \$90.00                                 |
| P. Renaissance                                    | \$2.00              | \$2.21                               | \$2.25                            | \$2.25                               | \$12.00           | \$14.00             | \$160.00                        | \$140.00                           | \$180.00                             | \$160.00                                |
| Montclair Gar.                                    | \$1.00              | \$1.11                               | \$1.25                            | \$1.25                               | \$8.00            | \$10.00             | \$100.00                        | \$80.00                            | \$110.00                             | \$90.00                                 |
| Parkway Lot                                       | \$1.00              | \$1.11                               | \$1.25                            | \$1.25                               |                   |                     |                                 | \$55.00                            | \$60.00                              | \$60.00                                 |
| Piedmont Lot                                      | \$1.00              | \$1.11                               | \$1.25                            | \$1.25                               |                   |                     |                                 | \$55.00                            |                                      | \$60.00                                 |
| Dimond Lot  | \$0.00              |                                      | \$0.00                            | \$0.00                               |                   |                     |                                 | <i>Hourly only</i>                 |                                      |   |
| Grand Ave Lot                                     | \$1.00              | \$1.11                               | \$1.25                            | \$1.25                               |                   |                     |                                 | <i>Hourly only</i>                 |                                      |   |
| Scout Lot   | <i>Monthly only</i> |                                      |                                   |                                      |                   |                     | \$100.00                        | \$80.00                            |                                      | \$80.00                                 |
| Lake Park Lot                                     | <i>Monthly only</i> |                                      |                                   |                                      |                   |                     |                                 | \$60.00                            | \$60.00                              | \$60.00                                 |