

CITY OF OAKLAND
SUPPLEMENTAL AGENDA REPORT

2011 FEB 10 PM 6: 34

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: FMA/Parking Operations
DATE: February 22, 2011

RE: (1) **A Resolution Adding Locations for Additional Meters to Approved Meter Zones**, and (2) an **Ordinance Amending Oakland Municipal Code Section 10.36.140 to Add Street Segments to the Established Parking Meter Zones Throughout the City of Oakland**

SUMMARY

At its June 24, 2010 meeting, the City Council directed staff to install new parking meters citywide to generate additional revenue, which was budgeted at \$267,000 annually. Staff has identified locations for the new parking meters based on their proximity to commercial businesses. While the City Council was previously informed of the zones within which the new meters would be placed, Oakland Municipal Code Section 10.36.141 requires that the City Council approve all parking meter locations, and so they are provided here.

At the January 11, 2011 Finance & Management Committee meeting, staff was requested to reduce the recommended number of new parking meters to be installed in District 1 to no more than the percentage of any other district, which was estimated to be 25%. Staff was further requested to return with a proposal that distributes meter installations equitably citywide. The report was forwarded to City Council for the January 18, 2011 meeting, and the City Council referred the report back the Committee. This report amends staff's original recommendations to reflect the reduction in proposed parking meters for District 1.

FISCAL IMPACT

The new parking meters are budgeted to generate additional annual revenue of \$267,000 beginning in fiscal year 2010-11. It is unlikely this amount will be generated by the end of this fiscal year. All revenues generated by the new parking meters will be deposited in the General Purpose Fund (1010), Treasury: Operations (08721), Parking Fee: On Street Parking Meters Account (21317), and Financial Management Program (IP59).

Item: _____
Finance & Management Committee
February 22, 2011

BACKGROUND

At its June 24, 2010 meeting, the City Council directed staff to install new parking meters citywide to generate additional revenue. In order to install new parking meters outside of existing parking meter zones, Oakland Municipal Code Section 10.36.140 must be amended to establish the new zones. Furthermore, Section 10.36.141 of the Oakland Municipal Code requires that the City Council pass a resolution approving all parking meter locations. This report details the recommended zones and locations for the new parking meters.

DISCUSSION

After submission of the staff report of January 11, 2011 recommending new parking meter locations, staff was directed by the Committee to provide recommendations that (1) would reduce the percentage of new parking meters in District 1 to no more than the percentage of new parking meters recommended in any other district and (2) that considered the inclusion of new parking meters in District 6 and 7. The recommendations below meet the District I criterion and were reached after consideration of specific locations in District 6 and 7.

In addition, staff has received recommendations and comments from Councilmembers concerning several specific locations. In District 3, the prior recommendation for parking meters on Franklin Street was withdrawn because the existing Parking Permit Area M will not expire until the end of this fiscal year. Councilmember Nadel suggested other locations to replace those meters, but staff concluded that those locations were not sufficiently active to warrant locating new parking meters.

Staff also conferred with Councilmember Schaaf's staff on the previously recommended locations within District 4. As a result of that meeting, staff is recommending installation of new parking meters for Mountain Boulevard and Moraga Avenue only on the east side of those streets.

Parking Division and Public Works staff also reviewed the previous analysis of parking space availability that was conducted in the early part of 2010, and used that as a basis for identifying additional parking meter locations. The previous analysis had identified potential locations on Bancroft Boulevard and MacArthur Boulevard in District 6 and on International Boulevard in District 7. While these were the areas of highest potential in the two districts, even after further review, they fall short of being viable locations. The level of activity would not justify investing in new parking meters for those locations.

In reviewing other potential meter locations, Public Works staff recommended both East 12th Street from 4th Avenue to 14th Avenue and International Boulevard from Lakeshore Avenue to 14th Avenue. After conferring with Councilmember Kernighan, we determined that for the time being, we would include the full area as parking meter zones,

but that we would recommend that meters would only be installed from 5th Avenue to 8th Avenue on both 12th Street and International Boulevard. Councilmember Kernighan also suggested that those meters be set for \$1.00 per hour instead of the citywide \$2.00 per hour. That would require amending the Master Fee Agreement, and staff is prepared to implement such a change if so directed by the City Council. These locations would provide approximately 60 new parking spaces available for meters.

The following table is staff's recommendation for new meter locations.

District	Number of Parking Spaces	Street Name	From	To
1	Up to 24	Forest St.	Shatter St.	Miles Ave.
1	Up to 33	Miles Ave.	Forest St.	Presley Wy.
1	Up to 21	51 st St.	Telegraph Ave.	Shattuck Ave.
Total	64			
2	12	9 th Street	Alice St.	Harrison St.
2	30	E. 12 th St.	5 th Ave.	8 th Ave.
2	30	International Blvd.	5 th Ave.	8 th Ave.
Total	72			
3	2	18 th St.	San Pablo Ave.	Telegraph Ave.
3	6	9 th St.	Clay St.	Jefferson St.
Total	8			
4	6	MacArthur Blvd.	Fruitvale Ave.	May Ct.
4	8	MacArthur Blvd.	Boston Ave.	Wilson Ave.
4	25	Mountain Ave. (3)	Snake Rd.	Scout Rd.
4	25	Moraga Ave. (3)	S. Montclair Pk	N. Montclair Pk.
Total	64			
5	8	Fruitvale Ave.	E. 19 th St.	Foothill Blvd.
5	5	Fruitvale Ave.	International Blvd.	E. 15 th St.
Total	13			
	221	Citywide Total		

- (1) New Parking Meter Zone to be 12th Street from 1st Avenue to 14th Avenue.
- (2) New Parking Meter Zone to be International Boulevard from Lakeshore Avenue to 14th Avenue.
- (3) East side of street only.

Since this recommendation follows closely the previous approvals from April 2010, we have also provided a summary table by district that shows the distribution of new parking meters resulting from the prior approval and the current recommendation.

District	Approved	Proposed	Total	%
District 1	55	64	119	28.5%
District 2	0	72	72	17.3%
District 3	27	8	35	8.4%
District 4	54	64	118	28.3%
District 5	60	13	73	17.5%
Total	196	221	417	100.0%

RECOMMENDATION(S) AND RATIONALE

Attached to this report are: (a) a resolution authorizing the installation of additional parking meters as required under Oakland Municipal Code Section 10.36.141; and (b) an ordinance amending Oakland Municipal Code Title 10, Chapter 10.36, Article 10.36.140 which clarifies and comprehensively sets forth parking meter zones throughout the City of Oakland. City Council approval of both documents is required in order for staff to carry out the City Council's directive to install new parking meters for the purpose of generating additional revenue.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that Council adopt (1) the proposed resolution authorizing installation of additional parking meters in the City of Oakland and (2) the ordinance amending Oakland Municipal Code Section 10.36.140 to add street segments to the established parking meter zones throughout the City of Oakland.

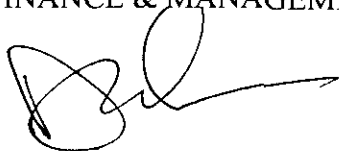
Respectfully submitted,



Noel Pinto
Parking Operations Manager

Prepared by:
Joe C. Litten, Administrative Services Manager II
Parking Administration

**APPROVED AND FORWARDED TO THE
FINANCE & MANAGEMENT COMMITTEE:**



Office of the City Administrator

Item: _____
Finance & Management Committee
February 22, 2011

[Signature]
City Attorney

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2011 FEB 10 PM 6:35

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

RESOLUTION CONFIRMING LOCATIONS FOR PREVIOUSLY APPROVED NEW METERS AS REQUIRED BY OAKLAND MUNICIPAL CODE SECTION 10.36.141

WHEREAS, on June 24, 2010, the City Council directed staff to install new parking meters citywide to generate additional revenue of \$267,000 annually; and

WHEREAS, installation of such parking meters is required to meet the City Council's transportation planning and budget objectives; and

WHEREAS, Section 10.36.141 of the Oakland Municipal Code requires that locations of all new parking meters be approved by resolution of the City Council; now, therefore, be it

RESOLVED: that the installation of parking meters at the locations identified in Exhibit A to this Resolution is approved; and be it

FURTHER RESOLVED: that this Resolution shall take effect immediately upon its passage.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2011

PASSED BY THE FOLLOWING VOTE:

AYES – BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF,
and PRESIDENT REID

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____

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

Exhibit A
Approved Locations for Parking Meters in the City of Oakland

District	Street Name	From	To
1	Forest St.	Shafter St.	Miles Ave.
1	Miles Ave.	Forest St.	Presley Wy.
1	51 st St.	Telegraph Ave.	Shattuck Ave.
2	9 th Street	Alice St.	Harrison St.
2	E. 12 th St.	5 th Ave.	8 th Ave.
2	International Blvd.	5 th Ave.	8 th Ave.
3	9 th St.	Clay St.	Jefferson St.
3	18th St.	San Pablo Ave.	Telegraph Ave.
4	MacArthur Blvd.	Fruitvale Ave.	May Ct.
4	MacArthur Blvd.	Boston Ave.	Wilson Ave.
4	Mountain Ave.*	Snake Rd.	Scout Rd.
4	Moraga Ave.*	S. Montclair Pk	N. Montclair Pk.
5	Fruitvale Ave.	E. 19 th St.	Foothill Blvd.
5	Fruitvale Ave.	International Blvd.	E. 15 th St.

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City Attorney

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2011 FEB 10 PM 6:35

OAKLAND CITY COUNCIL

ORDINANCE No. _____ C.M.S.

ORDINANCE AMENDING OAKLAND MUNICIPAL CODE SECTION 10.36.140 TO ADD STREET SEGMENTS TO THE ESTABLISHED PARKING METER ZONES THROUGHOUT THE CITY OF OAKLAND

WHEREAS, the California Vehicle Code requires local authorities to establish parking meter zones by ordinance; and

WHEREAS, City of Oakland parking meter zones are published in the Oakland Municipal Code, Title 2, Chapter 10.36; and

WHEREAS, the modification of parking meter zones proposed herein has been justified by the Finance and Management Agency Parking Enforcement Division and are identified in the Agenda Report accompanying this Ordinance; and

WHEREAS, the City Council finds and determines that the herein referenced additions are necessary to manage parking assets; now, therefore

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

Section 1. Oakland Municipal Code, Title 2, Chapter 10.36 Amended. Oakland Municipal Code Section 10.36.140 is amended to add the "Approved Locations for Parking Meters" listed in the Exhibit A attached to this Ordinance.

Section 2. Remaining Provisions Unchanged. Except as amended herein, all provisions, articles, sections, subsections, sentences, clauses or phrases of Oakland Municipal Code Title 10, Chapter 10.36 shall remain unchanged and in full force and effect.

Section 3. Severability. If any article, 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 remaining portions which shall remain in full force and effect.

Section 4. Effective Date. This ordinance shall become effective immediately on final adoption if it receives six or more affirmative votes; otherwise it shall become effective upon the seventh day after final adoption.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2011

BROOKS, BRUNNER, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, SCHAAF, and PRESIDENT REID

PASSED BY THE FOLLOWING VOTE:

AYES –

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____

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

Exhibit A
Approved Locations for Parking Meters in the City of Oakland

Street Name	From	To
Forest St.	Shafter St.	Miles Ave.
Miles Ave.	Forest St.	Presley Wy.
51 st St.	Telegraph Ave.	Shattuck Ave.
9 th Street	Alice St.	Harrison St.
E. 12 th St.	1st Ave.	14 th Ave.
International Blvd.	Lakeshore Ave.	14 th Ave.
9 th St.	Clay St.	Jefferson St.
MacArthur Blvd.	Fruitvale Ave.	May Ct.
MacArthur Blvd.	Boston Ave.	Wilson Ave.
Mountain Ave.*	Snake Rd.	Scout Rd.
Moraga Ave.*	S. Montclair Pk	N. Montclair Pk.
Fruitvale Ave.	E. 19 th St.	Foothill Blvd.
Fruitvale Ave.	International Blvd.	E. 15 th St.