

CITY CLERK
2007 APR 25 11 08 41

CITY OF OAKLAND
AGENDA REPORT

TO: Office of the City Administrator
ATTN: Deborah A. Edgerly
FROM: Finance and Management Agency
DATE: May 8, 2007

RE: **Ordinance Amending Oakland Municipal Code Section 10.48.010 "PARKING FINES" to Increase the Fines for Violations of Oakland Traffic Code Sections 10.40.020A1 "No parking in a red zone"; 10.44.120A "Residential Permit Parking Zone", and To Modify the Code and Description of the Oakland Traffic Code Section 10.40.020B "No Parking Red Zone, Green Zone"**

SUMMARY

Attached for the City Council's consideration is an Ordinance increasing two fines listed in the Oakland Municipal Code: 10.40.020A1 "No Parking in a Red Zone" and 10.44.120A "Residential Permit Parking Zone" and modifying the code and description of the Oakland Traffic Code Section 10.40.020B to read as:

Oakland Traffic Code Section	Description	Fine
10.40.020B <u>10.40.020A1</u>	No Parking - red zone, green zone <u>Red Zone</u>	\$50 \$70
10.40.020B <u>10.40.020A4</u>	No Parking - red zone, green zone <u>Green Zone</u>	\$50
<u>10.44.120A</u>	<u>Residential Permit Parking Zone</u>	\$30 \$70

Additions are indicated by underscoring and deletions are indicated by ~~strike through~~. Upon the approval of the proposed fines by the City Council, the implementation will start on July 1, 2007 (including the time needed to order and received amended parking citations envelopes). Staff projects an additional \$600,000 in annual revenues from the proposed fine increases.

FISCAL IMPACT

Staff recommends increasing the "No Parking – Red Zone" fine from \$50 to \$70 and the "Residential Permit Parking Zone" from \$30 to \$70. The additional revenue to the General Purpose Fund from the proposed fine increases is projected at \$600,000 per year. The projected additional annual revenue of \$600,000 has been included in the FY 2007-09 Proposed Policy Budget.

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The additional revenue from the fine increase will be deposited into the General Purpose Fund (1010), Treasury Operations Organization (08721), City Traffic Fine Codes Account (43112).

BACKGROUND

The fine increases from these two violations have been included in the City Administrator's revenue enhancement proposal in the Proposed Policy Budget for FY 2007-09. The Parking Division will be responsible for enforcing citations for parking violations and the collection of fines.

KEY ISSUES AND IMPACTS

Once the proposed fine increases are approved, the Finance and Management Agency-Parking Division will begin the implementation, including the ordering of new citation envelopes with the amount of the new fine.

SUSTAINABLE OPPORTUNITIES

Economic: The increase of parking citation fines will contribute approximately \$600,000 additional revenue to the General Purpose Fund for FY 2007-09.

Environmental: There are no environmental impacts as the result of the proposed fine increase.

Social Equity: The proposed fines increase does not discriminate across social boundaries. All delinquent citations are subject to collection.

DISABILITY AND SENIOR CITIZEN ACCESS

There is no impact to disabled or senior citizen access.

RECOMMENDATION(S) AND RATIONALE

Staff recommends that the City Council approve the ordinance amending Chapter 10.48.010 of the Oakland Municipal Code to increase the fine for parking violations as set forth at the summary section of this report.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that the City Council approve the ordinance increasing the fine amounts of Section 10.40.020A1 "No Parking in a red zone"; 10.44.020A "Residential Permit Parking Zone" and modifying the code and description of the Oakland Municipal Code Section 10.40.020B "No parking red zone, green zone."

Respectfully submitted,



William E. Noland

Director, Finance and Management Agency

Reviewed by:

Francine Larkrith-Thompson

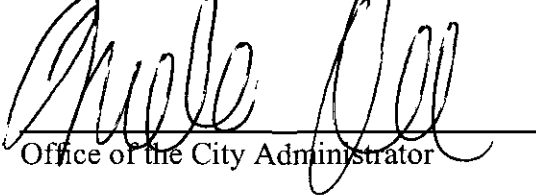
Parking Division Manager

Prepared by:

Shahla Azimi, Revenue Analyst

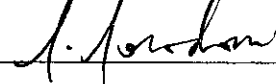
Parking Division

APPROVED AND FORWARDED TO THE
FINANCE AND MANGEMENT COMMITTEE:


Office of the City Administrator

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INTRODUCED BY COUNCIL MEMBER _____



OAKLAND CITY COUNCIL

City Attorney

ORDINANCE No. _____ C.M.S.

ORDINANCE AMENDING OAKLAND MUNICIPAL CODE SECTION 10.48.010 "PARKING FINES" TO INCREASE THE FINES FOR VIOLATIONS OF OAKLAND TRAFFIC CODE SECTIONS 10.40.020A1 "NO PARKING IN A RED ZONE"; 10.44.120A "RESIDENTIAL PERMIT PARKING ZONE", AND TO MODIFY THE CODE AND DESCRIPTION OF THE OAKLAND TRAFFIC CODE SECTION 10.40.020B "NO PARKING - RED ZONE, GREEN ZONE"

WHEREAS, the City of Oakland wishes to preserve the livability, social, and economic stability of the City; and

WHEREAS, the City of Oakland has a duty to enforce parking violations as set forth by the Oakland Municipal Code; and

WHEREAS, the City of Oakland collects revenues used to support a multitude of public services from fines resulting from parking violations; and

WHEREAS, the City of Oakland is considering a number of spending reduction proposals and revenue enhancements as a means to eliminate a projected budget deficit for the current fiscal year and beyond; now therefore

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

SECTION 1. The Municipal Code is hereby amended to add, delete, or modify sections as set forth below, additions are indicated by underscoring and deletions are indicated by ~~strike-through type~~; portions of the regulations not cited or not shown in underscoring or strike-through type are not changed.

SECTION 2. Section 10.48.010 of the Municipal Code is hereby amended to read as follows:

Oakland Traffic Code Section	Description	Fine
10.40.020B <u>10.40.020A1</u>	No Parking - red-zone, green-zone <u>Red Zone</u>	\$50 \$70
10.40.020B <u>10.40.020A4</u>	No Parking - red-zone, green-zone <u>Green Zone</u>	\$50
<u>10.44.120A</u>	<u>Residential Permit Parking Zone</u>	\$30 \$70

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20_____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT DE LA FUENTE

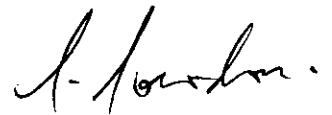
NOES -

ABSENT -

ABSTENTION -

ATTEST: _____

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



NOTICE AND DIGEST

ORDINANCE AMENDING OAKLAND MUNICIPAL CODE SECTION 10.48.010 "PARKING FINES" TO INCREASE THE FINES FOR VIOLATIONS OF OAKLAND TRAFFIC CODE SECTIONS 10.40.020A1 "NO PARKING IN A RED ZONE"; 10.44.120A "RESIDENTIAL PERMIT PARKING ZONE", AND TO MODIFY THE CODE AND DESCRIPTION OF THE OAKLAND TRAFFIC CODE SECTION 10.40.020B "NO PARKING - RED ZONE, GREEN ZONE"

This Ordinance will amend Oakland Municipal Code Chapter 10.48.010 "Parking Fines" to increase the fines for Section 10.40.020A1 "No Parking in a red zone"; 10.44.120A "Residential Permit Parking Zone", and to modify the code and description of the Oakland Traffic Code Section 10.40.020B to read as:

Oakland Traffic Code Section	Description	Fine
10.40.020B <u>10.40.020A1</u>	No Parking - red zone, green zone <u>Red Zone</u>	\$50 \$70
10.40.020B <u>10.40.020A4</u>	No Parking - red zone, green zone <u>Green Zone</u>	\$50 \$50
<u>10.44.120A</u>	<u>Residential Permit Parking Zone</u>	\$30 \$70