

CITY OF OAKLAND

AGENDA REPORT

OFFICE OF THE CITY ADMINISTRATOR

2007 MAY 07 PM 8:49

TO: Office of the City Administrator
ATTN: Deborah A. Edgerly
FROM: Finance and Management Agency
DATE: June 12, 2007

RE: **A Supplemental Report from the Finance and Management Agency for 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

At the May 8, 2007 Finance and Management Committee, the Committee directed staff to return to the June 12, 2007 Committee meeting with additional information for the following issues:

- Cost analysis from surrounding cities for parking fines for the Red Zone, Green Zone, and the Residential Permit Parking Zone.
- The Community outreach process for increasing Residential Permit Parking fees.
- What is cost covering and acceptable to the Council for raising parking permit fees?

KEY ISSUES AND IMPACTS

1. Cost Analysis for Surrounding Cities

Staff has surveyed the fines of the surrounding cities for the Red Zone and Residential Permit Parking Zone violations. However, these are the only two violations that staff has proposed to increase.

Based on the analysis of the surrounding cities, the fines for the Red Zone, Residential Permit Parking Zone violations and Residential Permit Parking fees are summarized in the charts below:

Item: _____
Finance and Management Committee
June 12, 2007

Chart 1.

Surrounding Cities	Fine Red Zone Violation	Fine Residential Permit Parking
San Francisco	\$75.00	\$50.00
Los Angeles	\$70.00	\$55.00
Stockton	\$64.00	N/A
San Diego	\$60.00	\$40.00
Berkeley (football days)	\$56.00	\$36.00
Oakland	\$50.00	\$30.00
Burbank	\$40.00	N/A
San Jose	\$36.00	\$51.00
Palo Alto	\$35.00	N/A
Berkeley	\$33.00	\$36.00
Sacramento	\$23.00	\$35.00

Chart 2.

Current Fees for Annual Residential Permit Parking

Cities	Fees
Alameda County	\$25.00
Berkeley	\$30.00
Oakland	\$25.00
San Francisco	\$60.00
San Jose	\$30.00
San Leandro (1st Permit)	\$20.00
San Leandro (2nd Permit)	\$40.00
Los Angeles	\$22.50
Palo Alto	\$35.00
Sacramento	\$23.00
San Jose	\$36.00

2. Community outreach process for increasing Residential Permit Parking fees

Staff plans to take the following strategies to reach and inform the Residential Permit Parking program (RPP) residents about the new fees for RPP:

- Extend this fiscal year renewal through August 2007.
- Mail letters to residents.
- Post the “Notice of Public Hearing” around the RPP neighborhoods, city agencies, public libraries, parking division’s lobby and website.
- Hold community meetings in the public libraries and community centers.

Staff will send out letters to all residents about extending this fiscal year's RPP renewal through August 2007, and they will be informed in writing about the dates and places of the public hearings. In order to reach most the residents in the eligible RPP areas, staff will hold several community meetings in the public libraries and community centers by posting posters and flyers around neighborhoods, city departments, public libraries and parking division's website.

3. What is cost covering and acceptable to the Council for raising parking permit fees?

Staff performed a cost analysis of the Residential Permit Parking program (RPP) based on the number of RPPs issued in FY 2005-06. The chart below summarizes the current RPP cost/revenue and the proposed revenue from the rates increases.

Current RPP	
Cost of Processing and Materials FY 2005-06	(\$201,694.00)
Revenue Fees FY 2005-06	\$61,908.00
Costs Not Covered	(\$139,786.00)

Proposed RPP	
Cost of Processing and Materials FY 2007-08	(\$216,887.00)
Proposed Revenue Fees FY 2007-08	\$201,929.00
Cost Not Covered	(\$14,958.00)

The approximate number of Residential Permits issued in Fiscal Year 2005-06 was around 8,000 with approximate revenue of \$62,000. Unlike the City of Berkeley where only one area is added to the RPP per year, the City of Oakland constantly expands its RPP areas. Since July 2006, at least ten areas, containing over 500 addresses have been added to the list of eligible RPP addresses. The proposed new RPP fees, which had been included in the FY 2007-09 Master Fee Schedule, will only cover the current inventory of the RPP areas (the analysis above does not include the mix use permit for the Jack London District). However, going forward, the program will not fully cover the cost of any new programs. With the addition of new RPP areas, enforcement and operations will create greater variances between revenue and expenses.

Community and Economic Development Agency (CEDA) is proposing a mixed use parking permit program in the Jack London Square District (JLD). The operation will cost the Parking Division approximately \$165,520 in the first year and \$131,020 in subsequent years. This cost

includes: one full time Parking Control Technician, one Enforcement vehicle (one time cost), a .5 FTE Public Service Representative, applications, postage and decals. The program will be cost covered if 800 permits are issued at the price of \$207 per permit over three years.

In 1986, the Oakland City Council adopted Ordinance No. 10689 C.M.S., which provided for the establishment of a Residential Permit Parking program in the City of Oakland. However, Residential Permit Parking fees have not been increased since the inception of this program, which was 21 years ago.

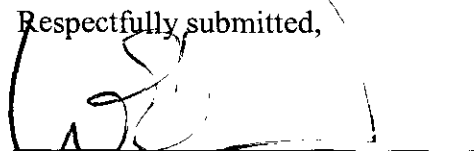
RECOMMENDATION (S) AND RATIONALE

Staff recommends that the City Council accept this supplemental report.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that the City Council approve the ordinance increasing the fines for Sections 10.40.020A1 “No Parking in a red zone”; 10.44.020A “Residential Permit Parking Zone” and take into consideration the fee increase for the Residential Permit Parking program.

Respectfully submitted,



WILLIAM E. NOLAND

Director, Finance and Management Agency

Reviewed by:
Francine Larkrith-Thompson
Parking Manager

Prepared by:
Shahla Azimi
Revenue Analyst

APPROVED AND FORWARDED TO THE
FINANCE AND MANAGEMENT COMMITTEE:



Deborah A. Edgerly
Office of the City Administrator

Item: _____
Finance and Management Committee
June 12, 2007