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OFFICE OF THE CITY CLERK  
OAKLAND

# CITY OF OAKLAND

## AGENDA REPORT

2011 MAY 11 AM 10:12

TO: Office of the City Administrator  
ATTN: P. Lamont Ewell  
FROM: Public Works Agency  
DATE: May 24, 2011

RE: ORDINANCE ADDING SECTION 10.45.150 TO THE OAKLAND MUNICIPAL CODE ADOPTING THE TEMPORARY EXTENSION OF THE INTERIM MIXED USE PERMIT PARKING PROGRAM FOR THE JACK LONDON DISTRICT SET TO EXPIRE AT THE END OF JUNE 2011

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### SUMMARY

An ordinance has been prepared to add Section 10.45.150 to the Oakland Municipal Code (OMC) temporarily extending the Interim Mixed Use Permit Parking Program for the Jack London District. The Interim Program is scheduled to expire at the end of June 2011, three years after implementation as called for by OMC Section 10.45.140.

Staff has been made aware of a request from the Jack London District Association (JLDA) to extend the Interim Program indefinitely. However, there is no updated evidence to support the need for this extension.

Staff proposes that any long-term parking policy for the Jack London District be set based on a comprehensive parking study and be in compliance with the Parking Principles adopted by Council in December 2009 and reaffirmed in March 2011 (*Attachment A*).

There are two such studies that may contribute to developing parking strategies in the District—the Lake Merritt BART Station Area Plan, which is currently in development, and the Citywide Parking Study, which has not been funded. Alternatively, a targeted study of the District using existing resources could be completed in the next six months.

Since the Interim Program will expire before any of these parking studies can be completed, staff recommends a temporary (one-year) extension while a study is being conducted. Alternatively, Council may elect to allow the Interim Program to lapse at the end of June 2011. Any long-term action should be consistent with the adopted Parking Principles.

Should the Interim Program be extended, OMC Section 10.45.150 shall read:

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*10.45.150 Extension of the Three-Year Time-Limit*

*The three-year time-limit, which expires at the end of June 2011, is hereby extended until such time when a comprehensive parking study that recommends parking strategies for the Jack London District is completed. The extension shall not exceed one-year in duration and shall expire at the end of June 2012.*

**FISCAL IMPACTS**

The Director of Parking indicated that the administration and enforcement of the Interim Program did not increase operations costs as projected. However, the lower cost to operate the Interim Program was offset by a lower volume of permit sales than was initially projected.

Going forward, absent any other changes, there would be limited fiscal impact from this extension. However, by extending the Interim Program, the City will forego potential meter and enforcement revenue in the District, the costs of which are not known but could potentially be significant.

**BACKGROUND**

The City Council adopted Ordinance No. 12847 C.M.S. on December 18, 2007, to add Section 10.45, "Interim Mixed Use Permit Parking Program for the Jack London District", to the OMC. The action was associated with plans by Amtrak to replace an existing surface parking lot with a garage and the anticipated impact to area parking during construction. On March 4, 2008, Council adopted Ordinance No. 12865 C.M.S. to amend the Master Fee Schedule to set the permit price at \$150 per year. These actions formally created the Interim Program, which became effective in July 2008, when signs indicating the intended parking restrictions were erected within the predefined boundaries and enforcement of those restrictions began.

The process undertaken by staff and representatives of the Jack London District to initiate the Interim Program took several months and legislative actions. The attached documents provide details to key Council actions and a timeline for the process, which is outlined below:

<i>Attachment B:</i> Agenda Report Describing Interim Program	10/16/07
<i>Attachment C:</i> Supplemental Report Providing Additional Information	11/06/07
<i>Attachment D:</i> Ordinance 12847 Establishing Interim Program	12/18/07
<i>Attachment E:</i> Ordinance 12865 Establishing Permit Price in Master Fee Schedule	03/04/08

In addition, there were other ordinances that modified the Interim Program's geographical boundaries and guest permit prices.

**KEY ISSUES AND IMPACTS**

Establishing a permit parking program that makes driving and parking more convenient for residents in an area redeveloped for low vehicle-ownership, and for employees in a commercial

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district intended for high mass-transit use may be seen to conflict with the City's transit-first policy. The Interim Program was adopted specifically to mitigate the impact of the Amtrak parking structure construction on local parking. OMC Section 10.45.140 set a three-year limit for the Interim Program to coincide with the projected duration of the parking structure construction. Now that the three-year period is coming to an end and construction has been completed, the Interim Program is set to expire as ordained according to its original intent.

Approximately 500 parking permits were sold each year for the Interim Program at \$150 each. According to its management company, the Amtrak garage currently has approximately 350 spaces available for monthly permits that provide 24/7 access. Spaces are also offered on a monthly, hourly, or daily basis. For comparison with typical Downtown Oakland garage rates, see the table below.

	Daily Rate	Monthly Rate
Mixed Use Parking Permit	\$0.42 <sup>1</sup>	\$12.50 <sup>1</sup>
Amtrak Garage (resident/non-resident)	N/A <sup>2</sup> / \$13	\$60 / \$85
Typical Downtown Oakland Garage	\$14	\$150

<sup>1</sup> Prorated from the annual rate of \$150.

<sup>2</sup> Assumes residents purchase monthly as opposed to daily passes for discounted rate.

Without the permit program, daytime employees who arrive before 10 a.m. and leave by 7 p.m. can still find discounted all-day parking in the Amtrak garage for an "Early Bird" rate of \$6.

The Lake Merritt BART Station Specific Plan should examine parking issues in and around the Jack London District. The Citywide Parking Study will examine parking policies as a component to transportation and fiscal planning, but is not currently funded. A targeted study for the Jack London District using funds currently reserved for the Citywide Parking Study (\$25,000) would provide additional data to allow objective analysis of potential policy changes.

Since the original ordinance was adopted, the Council established a set of Parking Principles in December 2009 reaffirmed on March 1, 2011. These parking principles include several which have direct applicability to the Jack London District including:

- Parking should be treated as an asset that helps bolster the economic vitality of neighborhood commercial areas
- Parking should be managed to achieve an approximate 85% maximum occupancy per block so that there will always be some parking available for shoppers and visitors.
- Parking should be priced to achieve usage goals ("market pricing")
- Pricing and policies should encourage use of off-street parking lots where they are available

## PROGRAM DESCRIPTION

If Council approves the ordinance, the extended Interim Program shall continue to follow the guidelines in OMC Section 10.45. It will be subject to review when findings from the Lake Merritt BART Station Area Plan, the Citywide Parking Study, and/or a Jack London District neighborhood parking study become available. It will expire in June, 2012 unless modified by future ordinance.

## SUSTAINABLE OPPORTUNITIES

**Economic:** The temporary extension of the Interim Program will maintain the preferential on-street parking opportunities for residents and employees in the District who are eligible to purchase permits. The permit price of \$150 per year is significantly lower than the market rate for off-street parking and on-street parking if meters were installed. Since studies have not been completed, it is not possible to determine if the current program enhances local economic activity or not.

**Environmental:** The temporary extension of the Interim Program may continue to serve as an incentive for District residents to own/use private automobiles and District employees to drive to work, a potentially negative impact.

**Social Equity:** The temporary extension of the Interim Program will maintain the improved on-street parking opportunities for District residents and employees who are eligible to purchase permits. People who do not live or work within the boundaries of the Interim Program will not be eligible to purchase permits to park longer than four hours at a time between 8 a.m. and 6 p.m. from Monday to Friday. The restriction may affect their options of where to live, where to work, and transportation mode.

## DISABILITY AND SENIOR CITIZEN ACCESS

No changes to disability and senior citizen access are expected from the proposed ordinance.

## RECOMMENDATION AND RATIONALE

To respond to the request from the JLDA, staff recommends adoption of the ordinance adding Section 10.45.150 to the OMC temporarily postponing the June 2011 expiration of the Interim Mixed Use Permit Parking Program for the Jack London District until the end of June 2012. The extension of the Interim Program shall be no more than one year, within which time a comprehensive study that examines on-street parking in the Jack London District or parking policies citywide should be completed. Staff recommends that a targeted parking study for the Jack London District be undertaken immediately, with the final report and policy recommendations due by December, 2011.

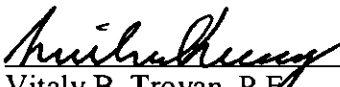
**ALTERNATIVE RECOMMENDATION**

To prevent any potential conflict with the adopted Parking Principles, Council may allow the current Interim Mixed Use Permit Parking Program to lapse at the end of June 2011. Letting the Interim Program expire as it was legislated complies with the original intent, which was to provide parking relief during the construction of the Amtrak garage. It is also consistent with the Parking Principles adopted after the Interim Program was created.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff recommends that the City Council adopt the ordinance.

Respectfully submitted,

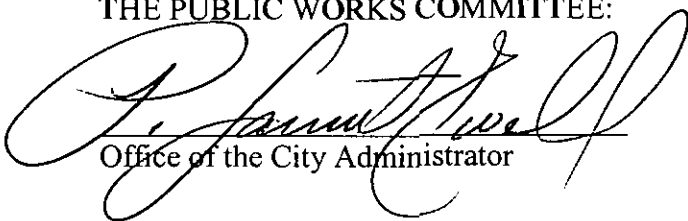
*for*   
Vitaly B. Troyan, P.E.  
Director, Public Works Agency

Reviewed by:  
Michael J. Neary, P.E.  
Assistant Director, Public Works Agency  
Department of Engineering & Construction

Wladimir Wlassowsky, P.E.  
Transportation Services Division Manager

Prepared by:  
Joe Wang, P.E.  
Supervising Transportation Engineer

**APPROVED AND FORWARDED TO  
THE PUBLIC WORKS COMMITTEE:**

  
Office of the City Administrator

Attachment A

CITY OF OAKLAND



ONE FRANK OGAWA PLAZA • 2<sup>ND</sup> FLOOR • OAKLAND, CALIFORNIA 94612

Libby Schaaf  
City Council Member, District 4

(510) 238-7004  
FAX:(510) 238-6910  
TTY/TDD:(510) 839-6451

To: Council President Reid and City Council Members

Date: March 1, 2011

Re: Proposed Motion Item S-12

- 
1. Adopt the new meters identified in Alternative 2.
  2. Reaffirm the Parking Principles adopted by the City Council in December 2009, and require that future new meter recommendations are more clearly aligned with these principles, including documentation of block occupancy rates during staff evaluations.
  3. Direct staff to study differentiated pricing, including reduced pricing where consistent with our adopted principles, and return to Council with recommendations.
  4. Direct staff to make all efforts to notify the public that these new meters will be installed, including, at minimum, providing posted notice on the affected streets that meters will be installed at least 14 days prior to installation.

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March 1, 2011

Briefly summarized, the major principles of this approach are as follows:

Draft Parking Principles for City of Oakland Commercial Districts:

- Parking is part of a multi-modal approach to developing neighborhood transportation infrastructure.
  - Users of commercial districts (shoppers, employees, visitors) have varied needs for access, via private auto, transit, bicycle and foot.
  - Curbside parking must be balanced with multiple complementary and competing needs, including but not limited to delivery vehicles, taxis, car share vehicles, bus stops, bicycle parking and sidewalk widening.
- Parking should be actively managed to maximize efficient use of a public resource.
  - Parking should be treated as an asset that helps bolster the economic vitality of neighborhood commercial areas
  - Parking should be managed to achieve an approximate 85% maximum occupancy per block so that there will always be some parking available to shoppers and visitors
  - Parking should be priced to achieve usage goals ("market pricing"); market prices may vary by area, by time of day and may be adjusted occasionally to reflect current use.
  - Pricing and policies should encourage use of off-street parking lots where they are available.
- Parking should be easy for customers.
  - Costs, rules and penalties should be easily comprehensible.
  - Fees should be payable by a variety of fare media (prepaid cards, credit cards, cash and cell phones).
  - If possible, and where appropriate, time limits should be avoided in favor of market pricing.
  - The role of tickets should be minimized in generating parking revenue; it should be easier to pay parking fees, which may lower the incidence of tickets.
- Parking policy and regulations should help the City meet other transportation, land use and environmental goals.
  - Pricing policies should encourage a "park once" approach, to minimize driving from store-to-store within a commercial district and adding to congestion and air pollution.
  - Whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district.

Proposed Parking Study

Staff proposes to proceed with a study that looks at the implications of using these general guidelines to review and refine Oakland's paid parking regulations for commercial areas.

# CITY OF OAKLAND

## AGENDA REPORT

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2007 OCT -4 PM 5:48

TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Community and Economic Development Agency  
DATE: October 16, 2007

RE: An Ordinance to Establish an Interim Mixed-Used Permit-Parking Program for the Jack London District (JLD) and a Recommendation to Amend the Master Fee Schedule to Establish a Fee of \$144 Annually for each JLD Permit

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### SUMMARY

In June 2007, the Finance and Management Committee directed staff to prepare an ordinance establishing a three year interim parking permit program for the Jack London District (JLD) and setting an annual fee that would result in a cost neutral program.

The proposed mixed-use permit-parking program is a temporary measure for the pending closure of the Amtrak parking lot, which is the site for a parking garage scheduled to open in 2009. The program establishes the mixed use parking permit system that gives any permit holder the opportunity, but not the exclusive right, to use available on street parking without time restrictions. Two hour and four hour time limited parking restrictions will also be instituted for approximately 1,000 currently unrestricted on street parking spaces in the area bounded by Brush Street, Embarcadero, Oak Street and a portion of Fifth Street (please refer to Attachment A for boundaries.) Representatives from the JLD are concerned about the potential increase in on-street parking demand during the lot closure. The ordinance that has been prepared establishes a permit parking program for a limited time. Staff has prepared three fee structure options that would result in cost neutrality. The cost differences between the options are based on assumptions about how many annual permits will be sold and how the hard costs are amortized over the three year period.

This program is a specific and temporary response to conditions in the Jack London District and should not be construed as a program to be used for future mixed-use, permit-parking programs citywide. Should the Council wish to have other mixed-use permit parking programs, staff recommends a broader study of the issue, with appropriate stakeholder groups, be undertaken to design a permit parking model for other areas of the City.

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## FISCAL IMPACTS

Staff has presented a cost range for the parking permits, based on assumptions regarding how many permits are sold, which in part is a function of how much the permits cost. In addition, the options presented incorporate different methods of how to account for the one time costs, such as a new parking vehicle, are amortized over the three year period. All permit cost options result in a cost neutrality, and cover the cost entire cost of the program, including implementation, administration, enforcement, and termination. The specific options are presented in the key issues section of this staff report.

As with the City's residential parking permit program, the Finance and Management Agency will collect funds and issue permits. Funds will be deposited in Fund 1010 Org 08721 Acct #42416.

## BACKGROUND

The most recent request to implement a mixed-use, permit-parking program in the JLD was made to staff in late 2006. Several informational reports were presented to the Finance and Management Committee, and a mediation process was completed between the JLD representatives and the Chinatown area representatives concerning the geographic parameters of the proposal and what spaces would be omitted from the permit parking plan. The proposal (Attachment A) now before the City Council has the agreement of both groups.

## PROGRAM DESCRIPTION

The proposed JLD program would convert approximately 1,000 of the currently unregulated parking spaces to have four-hour parking limits with an exception given to vehicles displaying a valid parking permit. A vehicle displaying a permit may be parked beyond the four-hour limit but is not exempt from other parking restrictions such as painted curbs, parking meters, street sweeping hours, etc. Only residents, employees, and merchants within the defined permit-parking area will be eligible to purchase permits on an annual basis. The program is a temporary relief measure to compensate for the pending closure of the Amtrak parking lot during construction of a parking garage that will supply more spaces as part of the Jack London Redevelopment Project. The program will end in three years and be funded entirely by the cost of the permits.

As illustrated in Attachment A, in addition to permit parking (streets marked in green), there will be one/two-hour parking zones without permit exemption (marked in yellow) and four-hour parking zones without permit exemption (marked in purple) to facilitate high parking turnover in front of businesses with short-term parking needs. The permit parking zone within which permits are eligible for sale is delineated by red lines. The ordinance includes provisions for annual monitoring to assure the permit program is working and to review actual costs v. permit revenues.

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## KEY ISSUES AND IMPACTS

*Need for the Program.* This program was proposed by JLD representatives as temporary relief to the pending Amtrak parking lot closure. Closure of that parking lot will increase on-street parking demand. In addition, there is an increasing demand for parking as the result of new residential development and retail in the JLD area. The increased demand from transit riders for on-street parking would have a detrimental impact on retail businesses in the area during the time the new Amtrak parking facility is under construction.

In addition to the immediate need as the result of the Amtrak lot closure, both staff and the JLD representatives see the establishment of time limited restrictions as the first step in an overall parking management program for the area. Commuters and employees from surrounding areas of downtown now park all day at no cost in the approximately 1,200 unrestricted spaces. This program will eliminate much of this unrestricted parking, thereby freeing up more spaces and increasing parking turnover in the District. Staff notes, however, that until the permit program is established, the City begins to monitor the number of permits sold, and the resulting new parking patterns, it is unknown whether this program will have a positive impact on short-term parking supply for shoppers and clients.

*Fee Structure Options.* Program costs are divided into two categories: one time (hard costs) of approximately \$ 104,500 and on-going, annual costs of approximately \$ 94,400 (please refer to Attachment B – Estimated Permit Parking Costs). For the three year period, total program costs are estimated at \$ 396,199, including a small annual cost of living adjustment in year two and three of 3 percent per year. Two questions for the Council to consider are whether to amortize the one time costs over the three years and, with regard to the permits that may be sold, what number to use as the divisor.

From staff's perspective, amortizing the one time costs over the three year period will distribute costs more equitably, thus keeping the total permit amount fairly even. As a base to compare permit costs, staff has included the calculations showing the one time costs being covered in the first year of the program. As to the number of permits that will be sold, the variables are the number of people interested and the actual permit cost. An informal survey conducted by the JLD representatives earlier this year showed an estimated sale of 600 permits (approximately 60 percent of the 1,000 eligible parking spaces.) The JLDA provided an estimate of permit demand between 1,100 and 1,600 based on an estimated price of \$100 to \$125 per permit. Given that the estimated permit amount is now above the original estimates, staff believes it is prudent to assume the annual number of permits at between 800-900. Staff will submit a status report to the City Council at the end of one year of full operation to ensure that this assumption is valid and the permit fee does not need to be adjusted. A \$ 144 permit fee (based on 900 permits sold/year) appears to be an appropriate amount to start the program. Once the City Council agrees on a fee structure, staff will prepare the necessary legislation to amend the Master Fee Schedule, to be introduced upon second reading of the enacting ordinance.

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Table 1: Estimated Annual Cost of Parking Permits – Jack London District

Annual and Fixed Costs/Year	Number of permits 400/cost	500/cost	600/cost	700/cost	800/cost	900/cost	1000/cost
Year 1 \$94,400 operating cost \$ 34,833 one time cost amortized over 3 years \$ 129,233 total	\$ 323	\$ 259	\$ 216	\$ 185	\$ 162	\$ 144	\$ 130
If entire one time cost recovered during Year 1 \$ 198,900 total	\$ 498	\$ 398	\$ 332	\$ 284	\$ 248	\$ 221	\$ 199
Year 2 \$97,200 operating \$ 34,833 one time cost amortized over 3 years \$ 132,033 total	\$ 330	\$ 264	\$ 220	\$ 189	\$ 165	\$ 147	\$ 132
Year 3 \$100,100 operating cost \$ 34,833 one time cost amortized over 3 years \$ 134,933 total	\$ 338	\$ 270	\$ 225	\$ 193	\$ 169	\$ 150	\$ 135

*Application of the Program Only to the JLD.* Findings have been included in the draft ordinance that establish the intention of this program as an interim, time-limited step due to the unique circumstances within the JLD. A provision is also included to terminate the program in three years. Staff recommends that this program not be used as a model for other areas of the City.

The California Vehicle Code allows local authorities to implement mixed-use permit-parking programs. Unlike the City's existing Residential Permit-Parking Program, where residents can petition to be included in a permit-parking zone, a mixed-use permit program for a large commercial/residential community will offer far less flexibility to individual citizens as to who is included in the program. If the Council wishes to pursue this type of program in other areas, staff recommends that a committee of business and community leaders, representing various areas and interests, be convened to explore the issues, such as which areas in Oakland would qualify for such a program, how eligibility would be determined and what level of community support would be required to establish a mixed-use permit program. Staff from the Community and Economic Development Agency, the Public Works Agency and the Finance and Management Agency should be included as technical resources.

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## SUSTAINABLE OPPORTUNITIES

**Economic:** This program will improve the on-street parking situation for the residents, employees, and merchants in the JLD. It is not known whether it will improve or worsen short-term parking for shoppers and clients. Provisions have been included in the ordinance to monitor parking patterns and assure that permit fees cover the costs of the program.

**Environmental:** No direct environmental opportunities are contained in this report. However, driving patterns for surrounding employees may change because 1,000 free parking spaces will no longer be available. Some of these drivers may switch to mass transit conveyances or non-polluting means (walking, bicycling).

**Social Equity:** This program improves the parking accessibility for members who live or work within the JLD boundary that are eligible to purchase permits and restricts long-term parking for those outside the boundary who are ineligible to purchase permits. The boundary was established by the JLDA in conjunction with representatives from the Chinatown business community.

## DISABILITY AND SENIOR CITIZEN ACCESS

No changes to disability or senior citizen access are projected as the result of this program.


## RECOMMENDATION AND RATIONALE

Staff recommends Council adopt the ordinance to implement a temporary mixed-use permit parking program in the Jack London District as outlined in the staff report using the boundaries contained in Attachment A; reiterate that this is a temporary measure in response to the closure of the Amtrak parking lot and further direct that this program not be used as a model for other areas of the City.

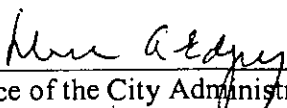
**ACTION REQUESTED OF THE CITY COUNCIL**

1. To introduce for first reading an Ordinance Adding Chapter 10.45 to the Oakland Municipal Code Entitled "Interim Mixed Use Permit Parking Program for the Jack London District for a Period not to Exceed Three Years from the Date of Adoption."
2. To approve the \$144 annual permit fee based on the sale of 900 permits from Table 1 and to direct staff to bring back legislation amending the Master Fee Schedule.

Respectfully submitted,

  
\_\_\_\_\_  
Claudia Cappio  
Director, Community and  
Economic Development Agency

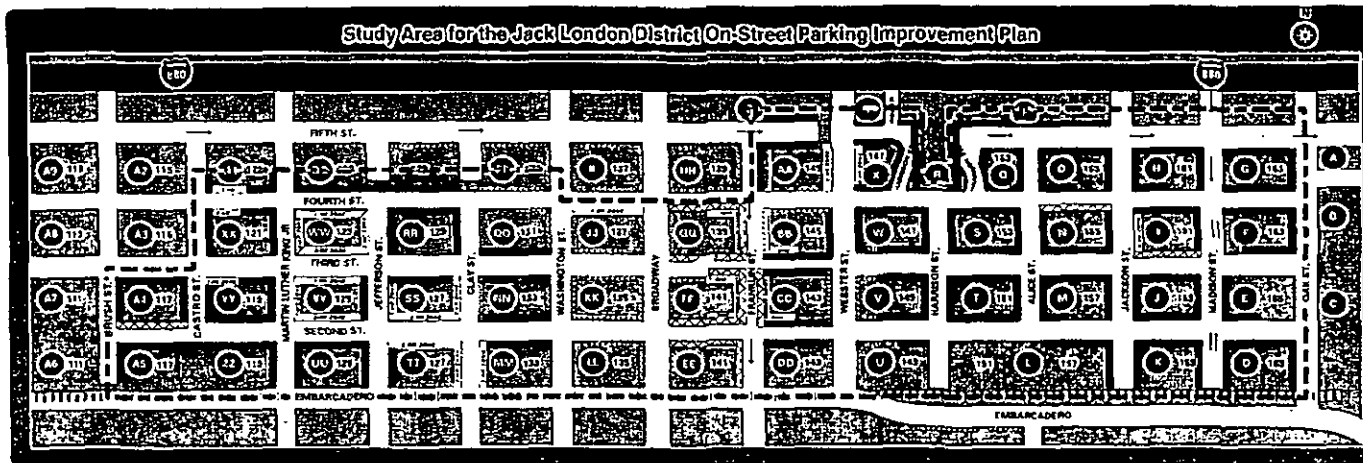
APPROVED AND FORWARDED TO THE  
CITY COUNCIL:

  
\_\_\_\_\_  
Office of the City Administrator

Attachments:  
Draft Ordinance  
Attachment A - Parking Permit Program Map  
Attachment B - Information on one time and annual program costs

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October 16, 2007






**JACK LONDON DISTRICT MAP: PROPOSED TIME-LIMITED PARKING ZONES AND PROPOSED MIXED USE DISTRICT PERMIT PARKING (as of 11/30/2006)**



**SUMMARY OF JLDA's PERMIT PARKING PROGRAM PROPOSAL**

1. Within the boundary of the proposed Mixed-Use District Permit Parking Program (dashed red line), wherever curb and gutter has been installed and parking is currently unregulated by meters or signs, JLDA proposes that the City install signs indicating that this is a time-limited parking zone.
2. Wherever parking is currently unregulated by meters or signs, JLDA proposes the City install signs indicating a default time limit of 4-hour parking (green line); apparently this was approved June 1, 2004 by City Council (Agenda Item S-22) but has never been implemented.
3. JLDA proposes that business owners and residents in the district be eligible to purchase parking permits to exempt vehicles from posted 4-hour time limits. Vehicles would not be exempted from parking meter, painted curb, or street sweeping violations, or from 1-hour and 2-hour parking zones.
4. JLDA proposes new 1-hour and 2-hour parking zones be installed wherever a majority of existing restaurants, retailers, and other businesses request them. Several blocks are shown on the map where discussions have already taken place (yellow line). Others may be requested and should be considered on a case by case basis.

**KEY: TIME-LIMITED PARKING & PERMIT PARKING PROGRAM**

-  Existing Time-Limited Parking Zones
-  Existing Parking Meters
-  Proposed New 1-HR & 2-HR Parking Zones (Permit Parking Prohibited)
-  Proposed New 4-HR Parking Zones (Permit Parking Permitted)
-  Proposed Boundary of Mixed-Use District Permit Parking Program



# City of Oakland

## Parking Division

### JACK LONDON DISTRICT PERMIT PARKING ESTIMATED COSTS

Description	Cost
<b>ONE-TIME COSTS</b>	
1 Enforcement Vehicle	\$ 31,000
1 Radio for Parking Control Technician	\$ 2,500
1 Global Positioning System (GPS) for Parking Enforcement Vehicle	\$ 1,000
<b>SUB-TOTAL</b>	\$ 34,500
<b>ONGOING COSTS</b>	
.5 FTE Public Service Representative	\$ 36,666.00
1 PTE Parking Control Technician	\$ 69,192.00
Admin. Cost (approx. 3 hours / day for 2 months)	\$ 4,800
Parking Enforcement Supervisor (approx. 3 hours per week)	\$ 5,463
Annual Vehicles Maintenance	\$ 6,395.00
Application materials, Permits, postage	\$ 3,000.00
Distribution to Alameda County-\$5 / tkt pd (court, jail & state fund)	\$ 5,000.00
Annual GPS service fee	\$ 504.00
<b>SUB-TOTAL</b>	\$ 94,354.12
<b>TOTAL COSTS</b>	\$ 131,020.12

**JACK LONDON SQUARE DISTRICT PERMIT PARKING PROGRAM  
SIGNAGE AND STREET MARKING COSTS**

Sign Installation and Removal (materials and labor): \$ 66,800

Field Check and Plan Preparation: \$ 3,200

**TOTAL: \$ 70,000**



**CITY OF OAKLAND**  
**AGENDA REPORT**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND  
2007 NOV -1 PM 2:03

**TO:** Office of the City Administrator  
**ATTN:** Deborah Edgerly  
**FROM:** Community and Economic Development Agency  
**DATE:** November 6, 2007

**RE:** A Supplemental Report Regarding an Ordinance to Establish a Temporary, Three Year Mixed-Used Preferential Permit-Parking Program for the Jack London District (JLD) and a Recommendation to Amend the Master Fee Schedule to Establish a Fee of \$166 Annually for each JLD Permit

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**SUMMARY**

This supplemental report corrects an attachment to the report on the proposed mixed use parking program for the Jack London District (JLD). It also addresses questions that have been received concerning the use of revenue from parking tickets to fund the program and therefore underwrite the costs of the annual parking permit fee, and presents a minor language change regarding when the ordinance would become effective. Another option for folding this program into the larger permit parking program is also identified, once an analysis of actual costs of program administration is completed. The City Council had previously directed staff to initiate such an evaluation as part of the mid-cycle budget review.

**FISCAL IMPACTS**

Staff has presented a cost range for the parking permits, based on assumptions regarding how many permits are sold, which in part is a function of how much the permits cost. In addition, the options presented incorporate different methods of how the one time costs, such as a new parking control vehicle, are amortized over the three year period. All permit cost options result in a cost neutrality and cover the entire cost of the program, including implementation, administration, enforcement, and termination. The specific options are presented in the key issues section of this staff report. The supplemental report corrects Attachment B to the original report, the Jack London Permit Parking Estimated Costs.

**KEY ISSUES AND IMPACTS**

*Fee Structure Correction.* Program costs are divided into two categories: one time (hard costs) of approximately \$ 104,500 and on-going, annual costs of approximately \$ 131,020, not \$ 94,400 as

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November 6, 2007

originally reported (please refer to Revised Attachment B – Estimated Permit Parking Costs). Therefore, for the three year period, total program costs are estimated at \$ 235,520, including a three percent annual cost of living adjustment in years two and three of the program. The corrected annual operating costs change the proposed initial annual parking permit fee from \$ 144 permit fee (based on 900 permits sold/year) to \$ 184. If the fee is based on 1000 permits being sold, then the annual amount would be \$ 166. The Jack London District Association (JLDA) has requested that the first year fee be as close to \$ 150 as feasible. If the Council decides to base the fee on the 1000 permit baseline, then the two succeeding years may need a larger fee hike in order for the three year program to remain cost neutral. The corrected table with the projected new fees/year is presented below. Progressive baseline permit numbers have been included for comparison, along with an estimate of a one year cost recovery for the one time costs.

**CORRECTED**

**Table 1: Estimated Annual Cost of Parking Permits – Jack London District**

Annual and Fixed Costs/Year	Number of permits 400/cost	500/cost	600/cost	700/cost	800/cost	900/cost	1000/cost
Year 1 \$131,020 operating cost \$ 34,833 one time cost amortized over 3 years \$ 165,853 total	\$ 415	\$ 331	\$ 277	\$ 236	\$ 208	\$ 184	\$ 166
If entire one time cost recovered during Year 1 \$ 235,520 total	\$ 589	\$ 471	\$ 393	\$ 336	\$ 295	\$ 262	\$ 236
Year 2 \$ 170,829 operating cost \$ 34,833 one time cost amortized over 3 years \$ 205,662 total	\$ 514	\$ 412	\$ 342	\$ 294	\$ 257	\$ 228	\$ 206
Year 3 \$ 175,954 operating cost \$ 34,833 one time cost amortized over 3 years \$ 210,787 total	\$ 527	\$ 422	\$ 352	\$ 301	\$ 264	\$ 234	\$ 211

*Use of Parking Ticket Revenue to Underwrite Parking Permit Costs.* Questions have been raised by JLD representatives about whether parking ticket revenues can be used to underwrite the annual parking permit cost. First, there is an overall policy question about whether such a practice is wise given the dynamic nature of parking ticket revenues based on initial establishment, where parking ticket revenues would likely be higher, and where they would level off. Parking tickets are not used primarily as a revenue generating activity. Rather, they are intended as a disincentive in order to change the behavior of the driver.

Item: \_\_\_\_\_  
 City Council  
 November 6, 2007

Second, there is no specific data available based on a 1,000 parking space baseline, and therefore the parking ticket revenue would be difficult to project. The revenue assumptions also depend on the specific number of spaces that are two hour versus four hour time limited. In the four hour zones, the parking technician will likely be able to mark the tire once, so the assumption of issuing 10 citations/day cannot be validated. For these reasons, staff cannot support the use of assumed parking ticket revenue to underwrite the costs of this temporary mixed use program. If the City Council is interested in pursuing this idea, they could direct the City Administrator to have staff complete the following actions:

- Collect data during the first year of operation to project ticket revenues. This information could be presented during the annual monitoring period when the number of permits sold is also reviewed.
- As part of the overall evaluation of the City's permit parking program, the parking ticket revenue could also be assessed and incorporated into some of the annual fee alternatives.

*Ordinance Provision Regarding Date of Effectiveness of the Program.* The original draft of the ordinance contains a three year time limit, starting the date that the ordinance becomes effective. The JLD representatives have suggested that the effectiveness date be changed to when the actual parking permit program becomes operational. Staff suggests that in order to clearly establish a specific start and end date, that a 120 day lag be incorporated into the language as well. This change results in the following language shown in strikethrough and underline; this revision has been incorporated into the updated proposed ordinance:

**Section 10.45.140**

This ordinance shall terminate and become null and void ~~from the date~~ three years after it becomes effective. The effective date of the ordinance shall be 120 days after adoption.

*Ordinance Provision Regarding Required Findings Under State Law.* Staff have been advised of express language that should be included in the ordinance to conform with California Vehicle Code § 22507, which requires that local authorities find that a preferential parking program not adversely affect parking conditions for residents and merchants in the area. The final Whereas paragraph of the updated proposed ordinance has had the required language added, as shown here in underline:

**WHEREAS**, the City Council affirms that the public safety, health, convenience, prosperity, and general welfare will be furthered by the establishment of the three year mixed use parking permit program so that there is an agreed upon solution to the temporary problem of increased demand for a limited number of on-street spaces used by residents, employees and visitors of the Jack London District; and the Council finds that the Interim Mixed Use Parking Permit Program for the Jack London District will not adversely affect parking conditions for residents and merchants in the area; now, therefore

*Additional legislative action required to facilitate program implementation.* Should the proposed ordinance be enacted, two additional steps will be asked of the Council during the period of up to

Item: \_\_\_\_\_  
City Council  
November 6, 2007

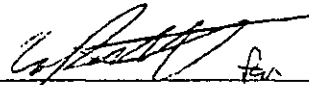
120 days after initial enactment but prior to the program effective date, as described in Section 10.45.140. First, staff would return to Council with a resolution to amend the Master Fee Schedule to incorporate the permit fees established. And second, staff would return to Council with a resolution to implement new parking limits on currently unrestricted streets in the Mixed Use Parking Permit Program for the Jack London District, listing each street affected, , and codifying the fines authorized for violations of the time limit restrictions by non-permit holders, in order to make sufficient parking available for permit holders.

Staff have been advised that Sunshine Ordinance compliance dictates that these required additional actions cannot be taken in the proposed legislation before you now.

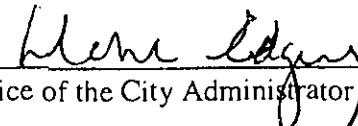
### ACTION REQUESTED OF THE CITY COUNCIL

To consider the corrections to the program costs, parking permit fees and minor language change to the ordinances, and to direct staff to return after enactment to obtain Council authorization to amend the Master Fee Schedule and to codify the street range and fines for violations under the program.

Respectfully submitted,

  
\_\_\_\_\_  
Claudia Cappio  
Development Director  
Community and Economic Development  
Agency

APPROVED AND FORWARDED TO THE  
CITY COUNCIL:

  
\_\_\_\_\_  
Office of the City Administrator

Attachment:

Revised Attachment B – Corrected information on one time and annual program costs

Item: \_\_\_\_\_  
City Council  
November 6, 2007



City of Oakland

Parking Division

JACK LONDON DISTRICT PERMIT PARKING ESTIMATED COSTS

Description	Cost
<b>ONE-TIME COSTS</b>	
1 Enforcement Vehicle	\$ 31,000
1 Radio for Parking Control Technician	\$ 2,500
1 Global Positioning System (GPS) for Parking Enforcement Vehicle	\$ 1,000
<b>SUB-TOTAL</b>	
	\$ 34,500
<b>ONGOING COSTS</b>	
5 PTE Public Service Representative	\$ 36,666
1 PTE Parking Control Technician	\$ 69,192
Admin. Cost (approx. 3 hours / day for 2 months)	\$ 4,800
Parking Enforcement Supervisor (approx. 3 hours per week)	\$ 5,463
Annual Vehicles Maintenance	\$ 6,395
Application materials, Permits, postage	\$ 3,000
Distribution to Alameda County-\$5 / tkt pd (court, jail & state fund)	\$ 5,000
Annual GPS service fee	\$ 504
<b>SUB-TOTAL</b>	
	\$ 131,020
<b>TOTAL One Time &amp; Ongoing Costs</b>	\$ 165,520

OFFICE OF THE CITY CLERK

2007 OCT 16 8:15:05

APPROVED AS TO FORM AND LEGALITY

City Attorney

**AMENDED  
OAKLAND CITY COUNCIL  
ORDINANCE No. 12847 -C.M.S.**

INTRODUCED BY COUNCILMEMBER NANCY J. NADEL

---

**AN ORDINANCE OF THE CITY OF OAKLAND ADDING CHAPTER 10.45 OF THE OAKLAND MUNICIPAL CODE ENTITLED "INTERIM MIXED USE PERMIT PARKING PROGRAM FOR THE JACK LONDON DISTRICT" TO IMPLEMENT A TEMPORARY, THREE (3) YEAR PREFERENTIAL PARKING PROGRAM**

**WHEREAS**, in June 2006, the Jack London District Association requested that the City consider a permit parking program due to the immediate past and pending changes in the Jack London District and the consequent increase in on-street parking demand, including the closing of the Amtrak lot, the increased residential and commercial development and the large number of presently unregulated on-street parking spaces; and

**WHEREAS**, after a series of City Council meetings and community meetings, an agreement was reached on an interim mixed use permit parking program for a time period of not more than three years to account for the construction of a new parking garage on the Amtrak parking lot; and

**WHEREAS**, on June 6, 2007, the Finance and Management Committee of the City Council directed staff to prepare an ordinance establishing an interim mixed use permit parking program for the Jack London District roughly bounded by Brush Street, Embarcadero Street, Oak Street, and Fifth and Fourth Streets; and

**WHEREAS**, on October 16, 2007, a public hearing was held before the City Council to review and consider the ordinance establishing a mixed use permit parking program for the Jack London District; and

**WHEREAS**, the City Council finds that the establishment of this mixed use permit parking program will serve the public interest by regulating and managing approximately 1,000 currently unregulated parking spaces in the Jack London District, thereby creating turnover for increased retail and business activity, and accommodating the needs of employees, residents and visitors to the District through the permit parking system; and

**WHEREAS**, the City Council further finds that establishment of the mixed use permit parking program will result in better use of the limited supply of on-street parking and will provide opportunity for district residents and employees to use available spaces, and London's Cabin to highlight Jack London and his association with the waterfront, as well as other historical features of Jack London Square and the waterfront, such as the Potomac; and

**WHEREAS**, the City Council affirms that the public safety, health, convenience, prosperity, and general welfare will be furthered by the establishment of the three year mixed use permit parking program so that there is an agreed upon solution to the temporary problem of increased demand for a limited number of on-street spaces used by residents, employees, and visitors of the Jack London District; and the Council finds that the Interim Mixed Use Permit Parking Program for the Jack London District will not adversely affect parking conditions for residents and merchants in the area; now, therefore

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

Section 1. The following chapter is hereby added to the Oakland Municipal Code entitled:

**"Interim Mixed Use Permit Parking Program for the Jack London District."**

**10.45.10 Legislative Purpose**

The ordinance codified in this chapter is enacted in response to a severe, temporary problem within the Jack London District caused by the long term parking of motor vehicles on the streets of this District. Due to historic development patterns such as lot hne to lot line warehouses and the designated historic importance of the district, many properties do not have off-street parking. As set forth in Section 10.44.020, such long term parking by people outside of the immediate area threatens the health, safety and welfare of the residents, employees and visitors to the Jack London District. This problem is exacerbated by the pending construction of a large parking structure on the land now occupied by the Amtrak surface parking lot, thereby further decreasing the overall amount of parking available to Amtrak users during the course of the construction. It is therefore temporarily necessary to manage the existing on-street parking supply more effectively through the establishment of two and four hour time restricted parking and at the same time establishing a mixed use permit parking system so that residents, employees and visitors to the District will be provided an opportunity to park near their residence, place of business or other commercial establishment. For the reasons set forth in this chapter, an interim system of mixed use permit parking shall not be applicable to any other area in the City until and unless another ordinance is enacted allowing such a system City-wide.

**10.45.20 Legislative Findings**

A. Findings. The City Council finds, as a result of evidence and public testimony generated by staff and the Jack London District Association that the continued viability of the Jack London District depends on the preservation of safe, healthy and attractive neighborhoods and

commercial areas. The City Council further finds that one factor that has detracted from the safety, health and attractiveness of the Jack London District is the excessive and burdensome practice of non-residents to the Jack London District parking motor vehicles for extended periods of time therein on the streets within the District. Since at any one time a large surplus of motor vehicles over the available on and off street parking spaces exists in the Jack London District due to construction activities, changes in development patterns and the impending temporary loss of the Amtrak surface lot, this condition temporarily detracts from a healthy and vital urban community. An interim system of mixed use permit parking will serve to reduce the number of non-residents parking in the Jack London District and thus promote the general public welfare. The system of interim mixed use parking, as enacted by the ordinance codified in this chapter will serve to promote the safety and health of the residents, employees, business owners and visitors to the Jack London District by reducing vehicle travel, noise and pollution; promoting improvements in air quality, the convenience and attractiveness of urban residential living, and the increased use of mass transit facilities available now and in the future.

#### **10.45.30 Definitions**

All definitions as used in this chapter shall reference the definitions used in Chapter 10.44.020 with the following additions:

- a. "Jack London District Designated Mixed Use Permit Parking Area" means any street upon which the City Council imposes parking limitations pursuant to the authority granted by this chapter within the Jack London District.
- b. "Employee of Business" means an employee of an enterprise or establishment used for the purpose of conducting a business located in the designated Jack London District Designated Mixed Use Permit Parking Area.

#### **10.45.40 Permit Parking Exemption**

- a. A motor vehicle on which is displayed a valid Jack London District Designated Mixed Use Parking Permit, as provided for herein, shall be permitted to stand or be parked within the Jack London Mixed Use Parking Permit Area for which the permit has been issued without being limited by time restrictions established pursuant to this chapter. Any motor vehicle which does not display such permit shall be subject to the Jack London District Designated Mixed Use Parking Permit regulation and consequent penalties in effect for such area.
- b. A Jack London District Designated Mixed Use Parking Permit shall not guarantee or reserve the holder thereof an on-street parking space within the Jack London District Designated Mixed Use Parking Permit Area.
- c. This chapter shall not be interpreted or applied in a manner which shall abridge or alter regulations established by authority other than this chapter.
- d. This chapter shall not exempt the permit parking holder to leave standing his or her vehicle for more than seventy-two (72) hours.



#### **10.45.50 Jack London District Designated Mixed Use Permit Parking Area**

This chapter hereby designates the Jack London District Designated Mixed Use Permit Parking Area, as set forth in Exhibit A to this ordinance, for a period not to exceed three years from the effective date of the ordinance. The effective date of the ordinance shall be defined as either the date of program implementation or not later than 120 days after adoption, whichever occurs first.

#### **10.45.060 Modification after Designation of the Jack London District Designated Mixed Use Permit Parking Area**

The City Council may, by resolution, modify the existing boundaries of the Jack London District Mixed Use Permit Parking Area based upon documentation from the Traffic Engineering Services Division, the Jack London District Association or other party that it is in the public interest to modify the boundary during the three year period of operation of the Jack London Mixed Use Parking Permit Program.

#### **10.45.70 Issuance of Jack London District Mixed Use Parking Permits**

- a. Jack London District mixed use parking 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 identification of the Jack London District Mixed Use Parking Permit Area as well as the license number of the motor vehicle for which it is issued. No more than one Jack London District mixed use parking permit shall be issued to each motor vehicle owned or leased for which application is made.
- b. The Finance and Management Agency shall issue Jack London District mixed use parking permits with a term of one year from the date the Jack London District Designated Mixed Use Parking Permit Area becomes effective.
- c. One Jack London District mixed use parking permit may be issued for each vehicle owned, leased or under the continuing custody of any person who can demonstrate that they are currently a resident, employee, business owner or a representative of a neighborhood serving establishment located within the Jack London District Designated Mixed Use Parking Permit Area.
- d. Renewal of Jack London District mixed use parking permits shall be subject to the same conditions imposed on new permits.
- e. The Finance and Management Agency is authorized to issue such rules and regulations, not inconsistent with this chapter, governing issuance and display of Jack London District mixed use parking permits.
- f. Any person to whom a Jack London District mixed use parking permit has been issued pursuant to this chapter shall be deemed to be a Jack London District mixed use parking permit holder.

**10.45.80 Visitor Permits**

The Finance and Management Agency shall issue visitor parking permits for the Jack London District Designated Mixed Use Parking Permit Area in accordance with chapter 10.44.080 of the Oakland Municipal Code.

**10.45.90 Parking Permit Fees**

Initial purchase, renewal, replacement of lost, stolen or damaged Jack London mixed use parking permits shall be subject to the fees set forth in the City of Oakland Master Fee Schedule. The fee for each visitor parking permit shall be as set forth in the City of Oakland Master Fee Schedule.

**10.45.100 Posting of Jack London District Designated Mixed Use Parking Permit Area**

Upon adoption of this ordinance, the Director of Public Works shall cause appropriate signs to be erected in the Jack London District Designated Mixed Use Parking Permit Area, indicating prominently thereon the time limitation, period of day for its application, and conditions under which permit parking shall be exempt therefrom.

**10.45.110 Revocation of Jack London District Mixed Use Parking Permit**

The revocation provision set forth in Chapter 10.44.110 shall apply to the Jack London District Mixed Use Parking Permit Program.

**10.45.120 Violation and Penalty**

The violations and penalty provision set forth in Chapter 10.44.120 shall apply to the Jack London District Mixed Use Parking Permit Program.

**10.45.130 Chapter Interpretation**

The Community and Economic Development Agency Director or his or her designee shall have the discretion in the implementation and interpretation of this chapter.

**10.45.140 Three Year Time Limit**

This ordinance shall terminate and become null and void three years after it becomes effective. The effective date of the ordinance shall be defined as either the date of program implementation or not later than 120 days after adoption, whichever occurs first.

Section 2. Except as specifically set forth herein, this ordinance suspends and supercedes all conflicting resolutions, ordinances, plans, codes, laws and regulations.

Section 3. If any provisions of this ordinance or application thereof to any person of circumstances is held invalid, the remainder of this ordinance and the application of provisions to the other persons and circumstances shall not be affected thereby.

Section 4. This Ordinance shall be codified in the Oakland Municipal Code.

IN COUNCIL, OAKLAND, CALIFORNIA, DEC 18 2007, 20\_\_\_\_\_

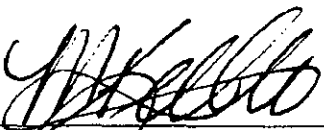
PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT DE LA FUENTE -8

NOES- 0

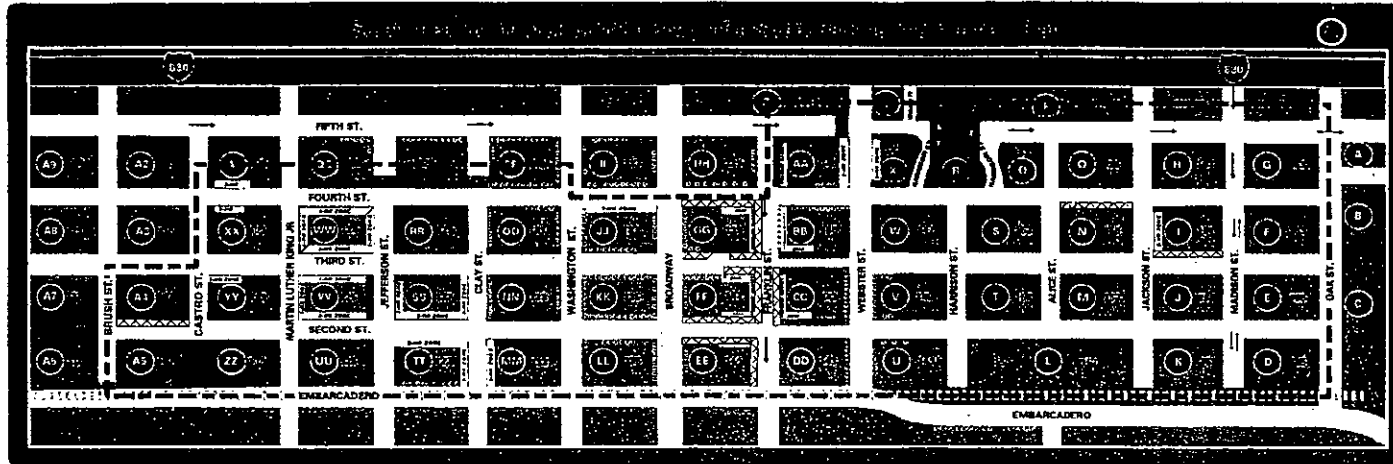
ABSENT- 0

ABSTENTION- 0

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

Introduction Date: DEC 4 2007






**JACK LONDON DISTRICT MAP: PROPOSED TIME-LIMITED PARKING ZONES AND PROPOSED MIXED USE DISTRICT PERMIT PARKING (as of 11/30/2006)**

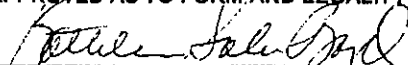


**SUMMARY OF JLDA's PERMIT PARKING PROGRAM PROPOSAL**

1. Within the boundary of the proposed Mixed-Use District Permit Parking Program (dashed red line), wherever curb and gutter has been installed and parking is currently unregulated by meters or signs, JLDA proposes that the City install signs indicating that this is a time-limited parking zone.
2. Wherever parking is currently unregulated by meters or signs, JLDA proposes the City install signs indicating a default time limit of 4-hour parking (green line); apparently this was approved June 1, 2004 by City Council (Agenda Item S-22) but has never been implemented.
3. JLDA proposes that business owners and residents in the district be eligible to purchase parking permits to exempt vehicles from posted 4-hour time limits. Vehicles would not be exempted from parking meter, painted curb, or street sweeping violations, or from 1-hour and 2-hour parking zones.
4. JLDA proposes new 1-hour and 2-hour parking zones be installed wherever a majority of existing restaurants, retailers, and other businesses request them. Several blocks are shown on the map where discussions have already taken place (yellow line). Others may be requested and should be considered on a case by case basis.

**KEY: TIME-LIMITED PARKING & PERMIT PARKING PROGRAM**

-  Existing Time-Limited Parking Zones
-  Existing Parking Meters
-  Proposed New 1-HR & 2-HR Parking Zones (Permit Parking Prohibited)
-  Proposed New 4-HR Parking Zones (Permit Parking Permitted)
-  Proposed Boundary of Mixed-Use District Permit Parking Program

  
City Attorney

OFFICE OF THE CLERK  
2008 FEB 17 PM 4:06

**OAKLAND CITY COUNCIL**  
**ORDINANCE NO. 12865 C.M.S.**

INTRODUCED BY COUNCILMEMBER NANCY J. NADEL

---

**ADOPT AN ORDINANCE AMENDING ORDINANCE 12809 C.M.S. (MASTER FEE SCHEDULE) AS AMENDED, TO ESTABLISH PERMIT FEES ASSESSED BY THE PARKING DIVISION FOR THE "INTERIM MIXED-USE PERMIT PARKING PROGRAM FOR THE JACK LONDON DISTRICT," AT THE AMOUNT OF \$150 FOR THE FIRST YEAR OF THE TEMPORARY THREE-YEAR PROGRAM**

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

**WHEREAS**, on December 18, 2007, the Oakland City Council adopted Ordinance 12847 C.M.S., adding Chapter 10.45 of the Oakland Municipal Code, entitled "Interim Mixed-Use Permit Parking Program for the Jack London District," to implement a temporary, three year preferential parking program; and

**WHEREAS**, the fee additions proposed herein have been justified by the Community and Economic Development Agency (CEDA), and are identified in an "Agenda Report" dated November 6, 2007, to Deborah Edgerly, City Administrator, entitled "A Supplemental Report Regarding an Ordinance to Establish a Temporary, Three Year Mixed-Used Preferential Permit-Parking Program for the Jack London District (JLD) and a Recommendation to Amend the Master Fee Schedule to Establish a Fee of \$166 Annually for each JLD Permit"; and

**WHEREAS**, CEDA Staff determined with the Jack London District Association that the first year (April 2008-June 2009) fee for a parking permit, at \$150 per year, would cover the costs of the program; and

**WHEREAS**, the City Council finds and determines that the herein-referenced additions to the Master Fee Schedule are necessary to reimburse the City for the costs of performing the various municipal and regulatory functions associated with collecting and administering the permit parking program in the Jack London District; and

**WHEREAS**, a Public Hearing was held on November 6, 2007, to review the proposed fee changes; and

**WHEREAS**, the Fiscal Year 2007-08 expenditure budget will be increased by sixty-four thousand six hundred eighty nine dollars (\$ 64,689), in the General Purpose Fund (1010), of the Parking Enforcement Section (08941), project to be determined, to cover one time and operational costs; and

**WHEREAS**, the Fiscal Year 2007-08 revenue budget will be increased by one hundred fifty thousand dollars (\$150,000), in the General Purpose Fund (1010), of the Treasury org (08721), project to be determined; and

**WHEREAS**, the City intends the permit parking program to be effective on April 1, 2008, with proper notification to residents and businesses inside the district during the month following that date; now, therefore

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

Section 1. The Master Fee Schedule, as set forth in Ordinance Number 12809 C.M.S., as amended, is hereby amended to modify and establish fees assessed by the City Parking Division, for the interim mixed-use permit parking program for the Jack London District, with the following language:

Parking Management

E. Jack London District

Mixed-Use Parking Permit for Eligible Vehicles of Residents, Employees of Neighborhood-Serving Establishments, and Owners or Employees of Businesses in the Jack London District Designated Mixed Used Permit Parking Area

	Fee	Unit
<u>First Year</u>		
<u>Between April 1, 2008 and June 30, 2009</u>	\$150	Vehicle
<u>Second Year</u>		
<u>Between July 1, 2009 and June 30, 2010</u>	*	Vehicle
<u>Third Year</u>		
<u>Between July 1, 2010 and June 30, 2011</u>	*	Vehicle
<u>Reolacement Permit</u>	\$60	

\*Fees in Years 2 and 3 of the Program will be determined by City Council after review of first year program costs and participation

Section 2. The Fiscal Year 2007-08 expenditure budget will be increased by sixty-four thousand six hundred eighty nine dollars (\$ 64,689), in the General Purpose Fund (1010), of the Parking Enforcement Secfion (08941), project to be determined, to cover one time and operational costs; and

The Fiscal Year 2007-08 revenue budget will be increased by sixty-four thousand six hundred eighty nine dollars (\$ 64,689), in the General Purpose Fund (1010), of the Treasury org (08721), project to be determined.

Section 3. This ordinance will be effective on April 1, 2008, upon approval of the Council of the City of Oakland.

IN COUNCIL, OAKLAND, CALIFORNIA, MAR 4 2008

PASSED BY THE FOLLOWING VOTE:

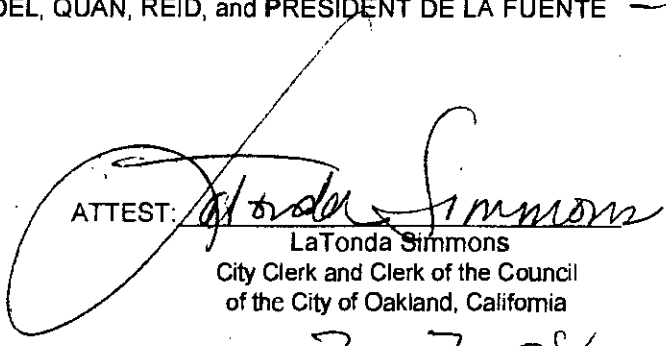
AYES- BROOKS, BRUNNER, CHANG, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT DE LA FUENTE - 8

NOES- 0

ABSENT- 0

ABSTENTION- 0

ATTEST:



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

DATE OF ATTESTATION:

3-7-08

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2011 MAY 11 AM 10:13

# OAKLAND CITY COUNCIL

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

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

**ORDINANCE ADDING SECTION 10.45.150 TO THE OAKLAND MUNICIPAL CODE ADOPTING THE TEMPORARY EXTENSION OF THE INTERIM MIXED USE PERMIT PARKING PROGRAM FOR THE JACK LONDON DISTRICT SET TO EXPIRE AT THE END OF JUNE 2011**

**WHEREAS**, the City adopted Ordinance No. 12847 C.M.S. on December 18, 2007 to implement the Interim Mixed Use Permit Parking Program for the Jack London District; and

**WHEREAS**, the Interim Program was scheduled to expire in three years from the effective date of the ordinance; and

**WHEREAS**, the Interim Program will expire at the end of June 2011; and

**WHEREAS**, studies that examine on-street parking in the Jack London District and parking policies citywide are underway or in development; and

**WHEREAS**, extending the Interim Program is a feasible interim solution until the findings of said parking studies become available; now, therefore

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

**Section 1. Oakland Municipal Code, Title 10, Chapter 10.45.150 Added.**

Oakland Municipal Code Title 10, Chapter 10.45.150 is added to include the following language:

*10.45.150 Extension of the Three-Year Time-Limit*

*The three-year time-limit, which expires at the end of June, 2011, is hereby extended until such time when a comprehensive parking study that recommends parking strategies for the Jack London District is completed. The extension shall not exceed one-year in duration and shall expire at the end of June, 2012.*

**Section 2.** This ordinance shall be effective upon approval by the Council of the City of Oakland if, upon final passage, it passes with six or more affirmative votes. It will take effect seven days after final passage if the ordinance passes with five affirmative votes.



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

PASSED 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

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

## NOTICE AND DIGEST

### **ORDINANCE ADDING SECTION 10.45.150 TO THE OAKLAND MUNICIPAL CODE ADOPTING THE TEMPORARY EXTENSION OF THE INTERIM MIXED USE PERMIT PARKING PROGRAM FOR THE JACK LONDON DISTRICT SET TO EXPIRE AT THE END OF JUNE 2011**

---

This ordinance authorizes the addition of Chapter 10.45.150 to the Oakland Municipal Code to extend the Interim Mixed Use Permit Parking Program temporarily until such time when a comprehensive parking study that recommends parking strategies for the Jack London District is completed. The extension shall not exceed one-year in duration and shall expire at the end of June, 2012.