

**CITY OF OAKLAND
AGENDA REPORT**

FILED
OFFICE OF THE CITY CLERK
OAKLAND

TO: Office of the City Administrator
ATTN: Deborah Edgerly
FROM: Public Works Agency
DATE: March 22, 2005

2005 MAR 10 PM 1:51

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

AND,

RESOLUTION APPROPRIATING \$412,706 TO THE MULTIPURPOSE RESERVE FUND (FUND 1750) FOR PARKING FACILITIES OPERATED BY THE CITY OF OAKLAND

SUMMARY

An ordinance has been prepared increasing hourly, daily and monthly parking fees for off-street parking facilities operated by the City of Oakland. Concurrently, a resolution has been prepared to appropriate \$412,706 to the Multipurpose Reserve Fund for the operation of these parking facilities. The parking fee increases result from the passage of Measure Y, and are also needed to cover projected increases in parking management fees and personnel costs.

Parking rates were last increased in 2003, as part of the 2003 - 2005 budget process. The parking rates proposed would be competitive with those currently charged at other facilities adjacent to the City's parking facilities.

The proposed ordinance also includes promotional programs that are currently not in the Master Fee Schedule. These new programs include "Roof Top Special", "Early Bird", "Flat Rate (after 4 pm)" and "Valet Parking" programs. Inclusion of these programs will allow the City to offer incentives and rates flexibly to maximize the occupancy and revenues to its parking facilities.

The proposed parking fees increase is consistent with the following Mayor and City Council goals and citywide objective # 5:

Model Best Practices to Improve Customer Service and to Be a Fiscally Sound and Efficiently Run City of Oakland

Staff recommends approval of the ordinance and resolution.

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FISCAL IMPACT

The parking fee increase is projected to generate approximately \$1,650,000 annually for the Multipurpose Reserve Fund (1750), Off-Street Parking Fees Account (45312). This revenue projection is based on the anticipated increase for each garage, and the amount of revenue received by each garage. In fiscal 2003-2004, the City's parking facilities generated approximately \$5,159,000 in gross revenues. The proposed fees represent an overall increase of approximately 32% to gross off-street parking revenues.

A summary of the proposed hourly and monthly reserved fee increases is attached (see Attachment A).

Fee revisions would take affect with one quarter remaining in the fiscal year, generating \$412,706. Approval of the attached resolution will authorize \$412,706 to be appropriated as both revenue and expenditure in the Multipurpose Reserve Fund, non-project. Of this amount, \$289,411 will be budgeted to pay for the parking tax increase required by Measure Y, in the Taxes and Assessments Account (53511), from January 1, 2005 through June 30, 2005. An additional \$53,740 will be budgeted for projected increases in parking management fees in Miscellaneous Contract Services Account (54919). The remainder will be budgeted for ongoing increased utility and miscellaneous service costs (accounts 53100 and 53700).

BACKGROUND

In January 2005, the 8.5% surcharge on the parking tax went into effect and many private parking facilities enacted substantial fee increases at that time. Staff was planning to propose parking fee revisions earlier this year, but first took the opportunity in January 2005 to survey and analyze rates at parking facilities in proximity of the City-owned and operated parking facilities. Staff grouped garages by geographic area (Area A, B, C etc.) for this analysis. Staff also analyzed trends in the garage operating expenses and other financial aspects of the garage contracts. The results of the survey indicated that the rates charged at the City facilities were well below the average of the competing facilities (see attached Parking Survey, Attachment B). The results also highlighted opportunities to develop incentive programs to increase garage use in off-peak hours.

The proposed ordinance will enable the City to implement parking fees that are competitive with privately-owned facilities, will cover the 8.5% increase in the parking tax that was imposed through Measure Y, and will allow the City to fully cover increases in personnel and operating costs associated with the garages.

The inclusion of promotional parking programs, similar to those offered by competing facilities, will allow flexibility in offering incentives and services to maximize occupancy and revenues.

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Many competing parking facilities offer “Early Bird” and “Rooftop Special” rates where occupancy, especially on the top level of multi-story structures, is below capacity. Occupancy of many garages decreases late in the afternoons, and the addition of a flat rate after 4 pm can be used as an incentive to attract additional parkers. The ability to include valet parking and special event rates adds flexibility to accommodate specific situations that are currently not addressed in the Master Fee Schedule. These specific proposals are included in the Master Fee Schedule Ordinance amendment.

KEY ISSUES AND IMPACTS

Parking rates at the City’s parking facilities are currently low when compared with nearby privately owned facilities. Increasing rates at the City’s facilities will boost revenues needed to keep pace with increasing personnel and management costs, and will cover payment of the additional 8.5% parking tax for Measure Y violence prevention programs and police staffing, while keeping the City’s parking facilities competitive.

Analysis of the parking rates at privately operated garages in the vicinity of the city-owned garages indicates that this increase will not adversely impact the competitiveness of the City-owned garages. In addition, the additional promotional programs are expected to increase parking usage over current levels and better serve garage customers.

Failure to enact a rate increase will result in a decrease in net revenues of approximately \$438,000 annually, as the result of the additional 8.5% parking tax levied for program costs.

SUSTAINABLE OPPORTUNITIES

Economic: The proposed parking fees increase will have a positive impact on the local economy by generating additional revenue for the City. The additional revenue will be used to fund violence prevention programs and public safety staffing, and improve the levels of service and management at the City’s parking facilities.

Environmental: There are no environmental opportunities as the result of the proposed parking fee increase.

Social Equity: The parking fees increase will support violence and crime prevention programs that will benefit all City residents, and improve the perception of the City as a safe place to reside and conduct business.

DISABILITY AND SENIOR CITIZEN ACCESS

There is no impact to disabled or senior citizen access.

RECOMMENDATION AND RATIONALE

Staff recommends that the City Council approve the ordinance and approve the resolution authorizing the City Administrator to implement a competitive parking fee increase, to generate revenue to support Measure Y programs and to cover increasing personnel and parking management costs.

ACTION REQUESTED OF THE CITY COUNCIL

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

Respectfully submitted,



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

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

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

Ade Oluwasogo, P.E.
Supervising Transportation Engineer

APPROVED AND FORWARDED
TO THE FINANCE AND MANAGEMENT COMMITTEE:



OFFICE OF THE CITY ADMINISTRATOR

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Attachment A
City of Oakland Parking Facilities
Proposed Fee Increases

PARKING FACILITY	<i>All Rates shown as maximum rates</i>			
	Current Hourly Rate	Proposed Hourly Rate	Current Monthly Rate (Reserved)	Proposed Monthly Rate (Reserved)
Telegraph Plaza	\$1.00	\$2.00	\$90.00	\$100.00
Dalziel Garage	\$2.00	\$3.00	\$160.00	\$180.00
Franklin Garage	\$2.00	\$3.00	\$160.00	\$180.00
1200 Harrison Garage	\$1.00	\$2.00	\$100.00	\$100.00
Wiley Manuel Courthouse	\$1.00	\$1.50	\$75.00	\$75.00
12th & Jefferson Lot	\$2.00	\$3.00	\$120.00	\$120.00
Montclair Garage	\$1.00	\$2.00	\$100.00	\$110.00
Scout Lot	<i>Monthly only</i>		\$80.00	\$80.00
Clay St Garage	\$2.00	\$3.00	\$160.00	\$180.00
Pacific Renaissance Plaza	\$2.00	\$3.00	\$160.00	\$180.00
Dimond Lot	\$0.00	\$0.00	<i>Hourly only</i>	
Parkway Lot	\$0.75	\$1.00	\$55.00	\$60.00
Lake Park Lot	<i>Monthly only</i>		\$60.00	\$60.00
Grand Ave Lot	\$1.00	\$1.50	<i>Hourly only</i>	
Piedmont Ave. Lot	\$0.75	\$1.00	<i>Hourly only</i>	

Attachment B

PARKING FEES SURVEY RESULTS			
Area "A"	Average Hourly	Average Daily	Average Monthly Reserved
Dalziel Proximity	\$3.25	\$12.89	\$171.67
Clay Proximity	\$3.92	\$11.75	\$190.00
* IHM Proximity	\$2.17	\$13.00	\$160.00
Average Fees	\$3.11	\$12.55	\$173.89
Proposed	\$ 3.00	\$ 14.00	\$ 180.00

Area "B"			
Franklin Proximity	\$3.10	\$13.50	\$172.50
Proposed	\$ 3.00	\$ 11.00	\$ 180.00

Area "C"			
Telegraph Proximity	\$1.70	\$5.53	\$83.75
Harrison Proximity	\$1.83	\$8.30	\$127.50
Jefferson Proximity	\$2.38	\$13.63	\$117.50
Average Fees	\$1.97	\$9.15	\$109.58
Proposed * *	\$ 2/3/2	\$ 7/10/10	\$ 100/120/100

Area "D"			
Wiley Manuel Proximity	\$1.50	\$5.25	\$75.00
Proposed	\$ 1.50	\$ 6.00	\$ 75.00

Area "E"			
Montclair	<i>No competition</i>		
Proposed	\$ 2.00	\$ 10.00	\$ 110.00
Scout	<i>No competition</i>		
Average Fees	N/A	N/A	N/A
Proposed	N/A	N/A	\$ 80.00

Area "F"			
Grand Lot	<i>No competition</i>		
Proposed	\$ 1.50	N/A	N/A
Lake Park	<i>No competition</i>		
Proposed	N/A	N/A	\$ 60.00
Parkway	<i>No competition</i>		
Proposed	\$ 1.00	N/A	\$ 60.00
Piedmont	<i>No competition</i>		
Average Fees	N/A		N/A
Proposed	\$ 1.00	N/A	N/A

Note: Parking fee surveys were taken within the proximity of each City-Owned Parking Facilities.

*** IHM - International Hotel Management (Pacific Renaissance Plaza Garage)**

**** Proposed rates shown are for Telegraph, Harrison and Jefferson parking facilities, respectively.**



City of Oakland
Master Fee Schedule
Effective: Upon Adoption by City Council

EXHIBIT A
PUBLIC WORKS

FEE DESCRIPTION	NEW FEE	UNIT
TRANSPORTATION SERVICES		
A. OFF-STREET PARKING FACILITIES		
1 Franklin Parking Plaza		
a. Basic Fees		
1 Hourly Parking (Automobiles) MAX.	3.00	Space/Hour
2 Daily (Automobiles) MAX.	14.00	Space/Day
3 Monthly Parking (Reserved) MAX.	180.00	Space/Month
4 Monthly Parking (Unreserved) MAX.	160.00	Space/Month
5 Roof Top Special Monthly MAX.	120.00	Space/Month
6 Roof Top Special Daily MAX.	8.00	Space/Day
7 Early Bird: in by 9:30am MAX.	10.00	Space/Day
8 Flat Rate After 4:pm to Closing Time MAX.	4.00	Space
9 Overnight Parking (Close to Open) MAX.	4.00	Space/Night
10 Special Event Parking (MAX)	7.00	Space
11 Valet MAX.	4.00	Vehicle/Hour
12 Motorcycles Daily MAX.	7.00	Space/Day
13 Bicycles	Free	
14 Vanpool Parking (7-10 passenger van)	40.00	Space//Month
b. Validations	4.00	Space/Hour
c. Special Fees		
1 Lost Ticket	14.00	Ticket
2 Card Deposit	12.00	Card
3 Replacement Card	12.00	Card
4 Penalty for Monthly Parking Paid After the 7th of the Month	10.00	Card
2 Clay Street Garage		
a. Basic Fees		
1 Hourly Parking (Automobiles) MAX.	3.00	Space/Hour
2 Daily (Automobiles) MAX.	14.00	Space/Day
3 Monthly Parking (Reserved) MAX.	180.00	Space/Month
4 Monthly Parking (Unreserved) MAX.	160.00	Space/Month
5 Flat Rate After 4:pm to Closing Time MAX.	6.00	Space
6 Overnight Parking (Close to Open) MAX.	6.00	Space/Night
7 Motorcycles Daily MAX.	8.00	Space/Day
8 Special Event MAX.	7.00	Space
9 Valet MAX	4.00	Vehicle/Hour
10 Bicycles	Free	
b. Validations	4.00	Space/Hour
c. Special Fees		
1 Lost Ticket	14.00	Ticket
2 Card Deposit	12.00	Card
3 Replacement Card	12.00	Card
4 Penalty for Monthly Parking Paid After the 7th of the Month	10.00	Card



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FEE DESCRIPTION	NEW FEE	UNIT
A. OFF-STREET PARKING FACILITIES		
3 Pacific Renaissance Plaza Garage (IHM – International Hotel Management)		
a. Basic Fees		
1 Hourly Parking (Automobiles) MAX.	3.00	Space/Hour
2 Daily (Automobiles) MAX	14.00	Space/Day
3 Monthly Parking (Reserved) Monday through Sunday MAX.	180.00	Space/Month
4 Monthly Parking (Unreserved) Monday through Friday MAX	160.00	Space/Month
5 Flat Rate After 4:00pm to Closing Time MAX.	6.00	Space
6 Overnight Parking (Close to Open) MAX	6.00	Space/Night
7 Special Event MAX	7.00	Space
8 Valet MAX	4.00	Vehicle/Hour
9 Motorcycles Daily MAX.	8.00	Space/Day
10 Bicycles	Free	
b. Validations	4.00	Space/Hour
c. Special Fees		
1 Lost Ticket	14.00	Ticket
2 Card Deposit	12.00	Card
3 Replacement Card	12.00	Card
4 Penalty for Monthly Parking Paid After the 7th of the Month	10.00	Card
4 Dalziel Garage		
a. Basic Fees		
1 Hourly Parking (Automobiles) MAX.	3.00	Space/Hour
2 Daily (Automobiles) MAX	14.00	Space/Day
3 Overnight Parking (Close to Open)	4.00	Night
4 Monthly Parking (Reserved) MAX.	180.00	Space/Month
5 Monthly Parking (Unreserved) MAX	160.00	Space/Month
5 Flat Rate After 4:00 to Closing Time MAX.		
6 Motorcycles Daily MAX.	8.00	Space/Day
7 Bicycles	Free	
b. Validations	4.00	Space/Hour
c. Special Fees		
1 Lost Ticket	14.00	Ticket
2 Card Deposit	12.00	Card
3 Replacement Card	12.00	Card
4 Penalty for Monthly Parking Paid After the 7th of the Month	10.00	Card
5 Medical Hill Site No. 1 (Medical Hill Garage)		
a. Basic Fees		
1 Hourly Parking (Automobiles)	1.00	Space/Half Hour
2 Daily Maximum (Automobiles)	9.00	Space/Day
3 Monthly Parking		
a. Assessment District Employee	35.00	Space/Month



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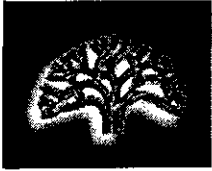
FEE DESCRIPTION	NEW FEE	UNIT
A. OFF-STREET PARKING FACILITIES		
5 <i>Medical Hill Site No. 1 (Medical Hill Garage)</i>		
a. Basic Fees		
3 <i>Monthly Parking</i>	50.00	Space/Month
b. <i>Medical Center Employees</i>	60.00	Space/Month
c. <i>General Public</i>	3.00	Space/Day
4 <i>Motorcycles</i>	Free	
5 <i>Bicycles</i>	1.00	Space/Half Hour
b. Validations	No Charge First Two Hours	
c. Hospital Validation		
d. Special Fees		
1 <i>Lost Ticket</i>	9.00	Ticket
2 <i>Replacement Card</i>	10.00	Card
3 <i>Penalty for Monthly Parking Paid After the 7th of the Month</i>	5.00	Card
6 <i>Telegraph Parking Plaza</i>		
a. Basic Fees		
1 <i>Hourly Parking (Automobiles) MAX.</i>	2.00	Space/Hour
2 <i>Daily Maximum (Automobiles) MAX.</i>	7.00	Space/Day
3 <i>Monthly Parking (Reserved) MAX.</i>	100.00	Space/Month
4 <i>Monthly Parking (Unreserved) MAX.</i>	80.00	Space/Month
5 <i>Roof Top Special Monthly MAX.</i>	70.00	Space/Month
6 <i>Roof Top Special Daily MAX.</i>	6.00	Space/Day
7 <i>Early Bird in by 9:30am MAX.</i>	6.00	Space/Day
8 <i>Flat Rate After 4:00pm till Closing Time MAX.</i>	4.00	Space
9 <i>Overnight Parking (Close to Open) MAX.</i>	4.00	Space/Night
10 <i>Special Event Parking MAX.</i>	6.00	Space
11 <i>Valet MAX.</i>	2.00	Vehicle/Hour
12 <i>Motorcycles Daily MAX.</i>	6.00	Space/Day
13 <i>Bicycles</i>	Free	
b. Validations	2.00	Space/Hour
c. Special Fees		
1 <i>Lost Ticket</i>	7.00	Ticket
2 <i>Card Deposit</i>	12.00	Card
3 <i>Replacement Card</i>	12.00	Card
4 <i>Penalty for Monthly Parking Paid After the 7th of the Month</i>	10.00	Card



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



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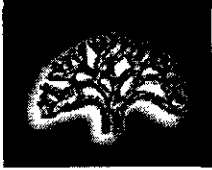
FEE DESCRIPTION	NEW FEE	UNIT
A. OFF-STREET PARKING FACILITIES		
9 Motorcycles Daily MAX.	6.00	Space/Day
10 Bicycles	Free	
b. Validations	1.50	Space/Hour
c. Special Fees		
1 Lost Ticket	10.00	Ticket
2 Card Deposit	12.00	Card
3 Replacement Card	12.00	Card
4 Penalty for Monthly Parking Paid After the 7th of the Month	10.00	Card
A. OFF-STREET PARKING FACILITIES		
10 Montclair Parking Garage		
a. Basic Fees		
1 Hourly Parking (Automobiles) MAX.	2.00	Space/Hour
2 Daily Maximum (Automobiles) MAX.	10.00	Space/Day
3 Monthly Parking (Reserved) MAX.	110.00	Space/Month
4 Monthly Parking (Unreserved) MAX.	90.00	Space/Month
5 Early Bird in by 9:30am MAX.	7.00	Space/Day
6 Special Event MAX.	4.00	Space
7 Valet MAX.	2.00	Vehicle/Hour
8 Motorcycles Daily MAX.	6.00	Space/Day
9 Bicycles	Free	
b. Validations MAX.	2.00	Space/Hour
c. Special Fees		
1 Lost Ticket	12.00	Ticket
2 Card Deposit	12.00	Card
3 Replacement Card	12.00	Card
4 Penalty for Monthly Parking Paid After the 7th of the Month	10.00	Card
11 Grand Avenue District Municipal Parking Lot as Described by Section 23.08 of Oakland City Council Resolution No. 1989 C.M.S.		
a. Hourly Parking (Automobiles)	1.50	Space/Hour
12 Parkway District Municipal Parking Lot as Described by Section 23.09 of Oakland City Council Resolution No. 1989 C.M.S.		
Hourly Parking	1.00	Space/Hour
b. Monthly Parking MAX	60.00	Space/Month
c. Special Event MAX.	3.00	Space
c. Replacement of Monthly Parking Tag	60.00	Tag



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FEE DESCRIPTION	NEW FEE	UNIT
A. OFF-STREET PARKING FACILITIES		
13 <i>Piedmont Avenue Municipal Parking Lot as Described by Section 23.05 of Oakland City Council Resolution No. 1987 C.M.S.</i>		
a. Hourly Parking	1.00	Space/Hour
b. Monthly Parking MAX.	60.00	Space/Month
c. Special Event MAX.	3.00	Space
d. Replacement for Monthly Parking Tag	60.00	Tag
14 <i>Scout Road & Mountain Blvd. Parking Lot</i>		
a. Monthly Parking (Reserved) MAX.	80.00	Space/Month
b. Monthly Parking (Unreserved) MAX.	80.00	Space/Month
c. Special Event MAX	6.00	Space
d. Replacement for Monthly Parking Tag	50.00	Tag
15 <i>Lake Park Avenue Parking Lot</i>		
a. Monthly Parking MAX.	60.00	Space/Month
b. Special Event MAX.	3.00	Space
b. Replacement for Monthly Parking Tag	60.00	Tag
16 <i>Damage to Parking Facility</i>	Actual Cost	
ON-STREET PARKING METER		
1 <i>Registered Vanpools (11 or More Passengers), Maximum of 40 Spaces</i>	20.00	Space/Month
B. RESIDENTIAL PERMIT PARKING FEE		
<i>Permit for Eligible Vehicles of Residents, Employees of Neighborhood-Serving Establishments, and Owners or Employees of Business with the Vehicle Registered at the Business Address</i>		
a. Initial		
1 <i>Purchase Between January 1 and June 30</i>	17.50	Vehicle
2 <i>Purchase Between July 1 and December 31</i>	25.00	Vehicle
b. Renewal (annual)	15.00	Vehicle
2 <i>Permit for Eligible Vehicles of Owners or Employees of Businesses with the Vehicle Not Registered at the Business Address</i>		
a. Initial		
1 <i>Purchase Between January 1 and June 30</i>	37.50	Vehicle
2 <i>Purchase Between July 1 and December 31</i>	75.00	Vehicle
b. Renewal (annual)	75.00	Vehicle
3 <i>Replacement of Lost or Damaged Permit</i>	10.00	Vehicle
4 <i>Visitor Permit</i>		
a. One-day	1.00	Permit
b. 14-day	5.00	Permit
C. TRAFFIC FLOW MAP	5.00	Map
D. PEDESTRIAN COUNT MAP	5.00	Map
E. BLUE LINE REPRODUCTION	5.00	Sheet
F. CONSTRUCTION AREA TRAFFIC CONTROL MANUAL	5.00	Manual
G. TRAFFIC ENGINEERING ANALYSIS		
1 <i>Deposit</i>	1,000.00	Review



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FEE DESCRIPTION	NEW FEE	UNIT
G. TRAFFIC ENGINEERING ANALYSIS 2 <i>Hourly Rate or Fraction of</i>	80.00	Hour or a Fraction of
H. INSTALLATION OF QUIET ZONE SIGN AS ALLOWED BY OAKLAND MUNICIPAL CODE SECTION 3-6.09	43.65	Sign
I. PAINTING OF CURB MARKING TO INDICATE A DRIVEWAY AS ALLOWED BY OAKLAND TRAFFIC CODE SECTION 171.2	50.00	Driveway
J. PUBLIC MOTOR VEHICLE STAND AS ALLOWED BY OAKLAND TRAFFIC CODE SECTION 231		
1 <i>Installation of Sign Post</i>	43.65	Sign
2 <i>Installation of Identification Sign</i>	43.65	Sign
3 <i>Painting of Street Curb Adjacent to Public Motor Vehicle Stand</i>	46.15	Painting
K. SERVICE FEE FOR BILLING OUTSIDE PARTIES OR AGENCIES FOR WORK PERFORMED		
1 <i>Sign Maintenance Worker</i>	36.00	Hour
2 <i>Traffic Sign Maker</i>	34.00	Hour
3 <i>All Other Staff</i>	Actual Cost	
4 <i>Review for Technical Review Advisory Committee</i>	390.00	Per Review
L. OVERTIME SERVICE FEE FOR BILLING OUTSIDE PARTIES OR AGENCIES FOR WORK PERFORMED	1-1/2 Times	Hour

FILED
OFFICE OF THE CITY CLERK
APPROVED AS TO FORM AND LEGALITY
2015 MAR 11 10:51 AM
CITY ATTORNEY

INTRODUCED BY COUNCILMEMBER _____

ORDINANCE No. _____ C.M.S.

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

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

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

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

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

COUNCIL OF THE CITY OF OAKLAND DOES ORDAIN, THAT:

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

Section 2. This ordinance shall be effective upon approval by the City Council of Oakland.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20 ____

PASSED BY THE FOLLOWING VOTE

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

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____

LATONDA SIMMONS

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

NOTICE AND DIGEST



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

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

FILED
OFFICE OF THE CITY CLERK
OAKLAND

OAKLAND CITY COUNCIL

RESOLUTION No. _____

2005 MAR 10 PM 1:51

INTRODUCED BY COUNCILMEMBER _____

Rocio V. Diestro

RESOLUTION APPROPRIATING \$412,706 TO THE MULTIPURPOSE RESERVE FUND (FUND 1750) FOR PARKING FACILITIES OPERATED BY THE CITY OF OAKLAND

WHEREAS, on January 1, 2005, the City of Oakland instituted a 8.5% parking tax increase on gross revenues, in order to fund crime and violence prevention programs approved by the voters in November 2004 under Measure Y; and

WHEREAS, private parking facilities raised their rates in response to the parking tax increase; and

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

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

WHEREAS, it is necessary to appropriate \$412,706 in funds from the projected increased revenues resulting from said rate increases for the management and operation of the City's parking facilities; now, therefore, be it

RESOLVED: That the City Administrator or his/her designee is authorized and directed to appropriate \$412,706 to the Multipurpose Reserve Fund (Fund 1750), to the following accounts:

\$289,411	Taxes and Assessments (53511)	Organization 30262
\$ 53,740	Miscellaneous Contract Services (54919)	Organization 30262
\$ 40,000	Utilities (53100)	Organization 30262
\$ 29,555	Other Services (53700)	Organization 30262

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 20__

PASSED THE FOLLOWING VOTE:

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

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____
LATONDA SIMMONS

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