

Approved As to Form and Legality

Oakland City Attorney's Office

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OAKLAND CITY COUNCIL

Resolution No. 79569 C.M.S.

Introduced by Councilmember _____

RESOLUTION AUTHORIZING FREE PARKING AT CERTAIN CITY-OWNED PARKING GARAGES DURING THE 2005 HOLIDAY SEASON

WHEREAS, the Shop Oakland campaign is coordinated by the Cultural Arts & Marketing staff in collaboration with Community & Economic Development Agency (CEDA) staff, in association with Oakland Merchants Leadership Forum (OMLF) volunteers, as a newly year-round consumer retail marketing campaign; and

WHEREAS, the mission of the Shop Oakland campaign is to encourage people to patronize stores and businesses in Oakland, to encourage Oakland residents to buy in Oakland, and to assist merchants in their marketing and promotional efforts; and

WHEREAS, the 2005 holiday season City-funded Shop Oakland component is to include free parking, an expanded print advertisement and extensive outdoor advertising campaign, launch of the expanded ShopOakland.com website, television commercials in four languages, movie theater announcements and grants to the six Business Improvement Districts for holiday lighting and décor; and

WHEREAS, as part of the campaign, the Shop Oakland Holiday Parking Program offers patrons free parking up to eight (8) hours at select City-owned garages; and

WHEREAS, along with the other campaign components, the parking program furthers City leaders' goal of revitalizing Oakland's commercial districts; and

WHEREAS, Shop Oakland is funded by general funds and recaptured meter and parking violation revenues; and

WHEREAS, it is estimated that revenues at parking garages amounting to one thousand six hundred dollars (\$1,600), will be foregone during the duration of the Shop Oakland Holiday Parking Program; and

WHEREAS, the Shop Oakland Holiday Parking Program revenue impact has already been factored into the 2005-2007 estimated revenues for both the General Fund (#1010) and Multi-Purpose Reserve Fund (#1750) and will not create an imbalance in these funds; and

WHEREAS, the Shop Oakland Parking Program is a tangible way the City shows its goodwill, providing an extra incentive for patrons to shop in Oakland; now, therefore, be it


RESOLVED: That the City Administrator is hereby authorized to allow eight-hour free parking at the Franklin Plaza and 1200 Harrison (Chinatown) garages each Saturday from November 26 through December 31, 2005 for the 2005 Shop Oakland program.

IN COUNCIL, OAKLAND, CALIFORNIA, NOV 01 2005, 2005

PASSED BY THE FOLLOWING VOTE:

AYES - BRUNNER, KERNIGHAN, NADEL, QUAN, BROOKS, REID, CHANG, 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