

OAKLAND CITY COUNCIL

2003 NOV -6 PM 3:06

RESOLUTION NO. 78201 C.M.S.

INTRODUCED BY COUNCILMEMBER _____



**RESOLUTION AUTHORIZING FREE THREE-HOUR PARKING AT
DESIGNATED METERS AND FREE PARKING AT CITY PARKING GARAGES
DURING THE 2003 SHOP OAKLAND HOLIDAY SEASON**

WHEREAS, Cultural Arts & Marketing and Community & Economic Development Agency (CEDA) staff, working with Oakland Merchants Leadership Forum (OMLF) volunteers, produce the Shop Oakland campaign two to three times per year, including at the winter holidays; 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 2003 holiday season Shop Oakland component includes free parking, a print advertisement campaign, 75,000 shopping bags, publicity and a campaign kick-off breakfast/rally for merchants, as well as additions to the Shop Oakland website; and

WHEREAS, as part of the campaign, the Shop Oakland Holiday Parking Program offers patrons three hours of free parking on Saturdays between Thanksgiving and Christmas at parking meters designated with special stickers located throughout the City, and free parking up to eight (8) hours is offered 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, merchants enthusiastically support and sincerely appreciate the free parking program as a key component of the Shop Oakland campaign; and

WHEREAS, Shop Oakland is funded by Community Development Block Grant, Redevelopment and General Funds, and private contributions raised by OMLF; and

WHEREAS, it is estimated that revenues amounting to three hundred twenty-one thousand dollars (\$321,000) from parking meters and parking citations, and revenues from parking garages estimated at twenty-three thousand dollars (\$23,000), for a total of three hundred forty-four thousand dollars (\$344,000), 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 2003-2005 estimated revenues for both the General Fund and Multi-Purpose Reserve Fund; therefore, implementing this program 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 Manager is hereby authorized to allow three-hour free parking at designated meters and eight-hour free parking at the Franklin Plaza, Montclair, and Frank Mar garages each Saturday from November 29 through December 27, 2003 for the Shop Oakland program.

NOV 18 2003

IN COUNCIL, OAKLAND, CALIFORNIA,

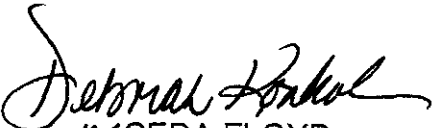
PASSED BY THE FOLLOWING VOTE:

AYES- BROOKS, BRUNNER, CHANG, NADEL, QUAN, REID, WAN AND
PRESIDENT DE LA FUENTE -8

NOES- 0

ABSENT- 0

ABSTENTION- 0

ATTEST: 
CEDRA FLOYD
City Clerk and Clerk of the Council
of the City of Oakland, California