

CITY OF OAKLAND
AGENDA REPORT

FILED
OFFICE OF THE CITY CLERK
OAKLAND
2009 NOV 12 PM 3:58

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: FMA/Parking Operations
DATE: November 10, 2009

RE: **Supplemental Report on Public Outreach Regarding the PayLock Vehicle Boot Program and Identification of Additional Vehicle Boot Return Locations**

SUMMARY

On November 3, 2009, the City Council approved the First Reading of a proposed Ordinance amending the Master Fee Schedule to add fees related to the PayLock vehicle boot program operated by PayLock, Inc.

At this meeting, Council requested that staff identify additional locations where vehicle boots could be returned and requested that a public outreach campaign be conducted to inform the public about the implementation of the vehicle boot program.

FISCAL IMPACTS

There is no additional cost to the City related to securing an additional location to which motorists can return a vehicle boot or to produce material for a public outreach campaign.

BACKGROUND

On July 21, 2009, City Council approved Resolution No. 82200 C.M.S., which authorized the City Administrator to execute a contract with PayLock, Inc. to provide a vehicle immobilizer "boot" for scofflaw violators of the Traffic Code. At their November 3, 2009 meeting, the City Council requested that staff identify additional sites where motorists could return the vehicle boot and develop a public outreach campaign to inform the public about the implementation of the vehicle boot program.

- A booted vehicle remains at the location where it was parked. Booted vehicles are considered abandoned after 24 hours and are subject to towing at that time.
- A notice will be placed on the vehicle's windshield informing the motorist what steps to take in order to be able to remove the boot from the vehicle. The current notice is in English, but will eventually be in English, Spanish and Chinese.
- Motorists can call and pay for their citations using a toll free number 24 hours a day, seven days a week. Telephone assistance will be available in English and Spanish.

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- Once all citations and fees are paid, motorists are given a six-digit code to unlock the device and remove the boot themselves. The motorist is required to return the boot to the City.
- On average it takes five minutes to release the PayLock boot from a vehicle.
- One boot return locations has already been identified:
 - Douglas Parking located at 1721 Webster Street, open Monday through Friday 7:00 AM to 7:00 PM with free parking provided.
- Staff has secured an agreement from B and B Towing to provide a second boot return location at 8717 G Street, open Monday through Friday 7:30 AM to 6:00 PM, and Saturday and Sunday 9:00 AM to 5:00 PM.
- A public outreach campaign regarding the vehicle boot program has been initiated, as described below.

KEY ISSUES AND IMPACTS

Staff has secured an agreement from B and B towing to provide a second boot return location, allowing motorists to return vehicle boots at two different locations citywide, seven days a week.

Related to the public outreach campaign, the following outreach efforts have been completed or are currently underway:

1. A media advisory was sent inviting the media to the product demonstration tentatively scheduled to be held on Thursday, November 12 at 10:30 AM where San Pablo Avenue terminates at Frank Ogawa Plaza. At this media event: 1) OPD will display a booted vehicle and demonstrate how easy it is to remove the boot. 2) A sample of the notice will be distributed. 3) Parking Division staff and PayLock representatives will be available to the media.
2. A news release was distributed to the all media that attended the demonstration and was also sent to the City's extensive media list following the demonstration. Distribution also included the City's community listserve, PSA Yahoo! groups, the Neighborhood Service Coordinators, merchants associations, Business Improvement Districts, five Chambers of Commerce, local blogs, City Councilmembers (for distribution to their community listserves and inclusion in their newsletters), City employees via OakNet and the City's web site.
3. A 30-second Public Service Announcement (PSA) will be aired on KTOP. The PSA will run for one week once KTOP finalizes the production.
4. Subsequent press releases will be issued to provide updates on the implementation of the PayLock boot program.

RECOMMENDATIONS AND RATIONALE

Staff recommends that the City Council accept this report outlining the public outreach campaign for the PayLock vehicle boot program and identification of a second boot return location.

ACTION REQUESTED OF THE CITY COUNCIL

No action required. This item is informational only.

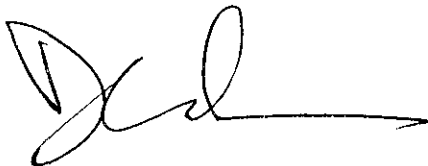
Respectfully submitted.

Noel Pinto

Noel Pinto, Parking Operations Manager
FMA/Parking Operations Division

Prepared by:
Thomas DiSanto, Administrative Services Manager II
FMA/Parking Operations Division

APPROVED AND FORWARDED
TO CITY COUNCIL



Office of the City Administrator

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