

**CITY OF OAKLAND  
AGENDA REPORT**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

2005 MAR 31 PM 6:10

TO: Office of the City Administrator  
ATTN: Deborah Edgerly  
FROM: Public Works Agency  
DATE: April 5, 2005

RE: **SUPPLEMENTAL REPORT RESPONDING TO A REQUEST MADE AT THE MARCH 22, 2005 FINANCE AND MANAGEMENT COMMITTEE MEETING, REGARDING AMENDMENTS TO THE MASTER FEE SCHEDULE, INCREASING HOURLY, DAILY AND MONTHLY FEES AND ADDING NEW PROMOTIONAL PROGRAMS FOR PARKING FACILITIES OPERATED BY THE CITY OF OAKLAND**

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**SUMMARY**

At the March 22, 2005 Finance and Management Committee meeting, a request was made by committee members to offer hourly parking rates lower than those proposed by staff in the subject report and ordinance. Per the committee, the lower rates would be effective for the first three hours of parking, or as otherwise recommended by staff. In response to this request, three tables have been prepared that summarize the various hourly and monthly parking rate proposals:

**Attachment C, 'Minimum Hourly Rates to Cover Measure Y Parking Tax Increase (8.5%)'** summarizes the hourly rate by parking facility. The information in each column is described as follows:

**Current Hourly Rate:**

Shows the current hourly rates at the City's parking facilities.

**Minimum Required to Cover Measure Y Tax Increase (8.5%):**

Shows the precise rate required to cover the parking tax increase of 8.5% enacted January 1, 2005.

**Minimum Proposed per Hour:**

To simplify the operational task of collecting the parking fee, this column shows the proposed hourly rates, which are determined by rounding the column to the left to the next \$0.25 increment.

**Maximum Proposed per Hour:**

Shows the hourly rate per facility as proposed in the March 22 staff report and ordinance, which covers the 8.5% parking tax increase, increases in the cost to operate the facilities, and market factors.

Item #: 18  
City Council  
April 5, 2005

**Attachments D1 and D2, ‘City of Oakland Proposed Fee Increases’** summarize the proposed hourly, daily and monthly rates. The difference between the two is that Attachment D1 shows lower hourly rates at the City’s garages and staffed lots for the first **three** hours (as requested by members of the Finance and Management Committee), and Attachment D2 shows lower hourly rates for the first **two** hours, for consideration by Council. The lower hourly rates would apply for the first two or three hours only; the rates proposed in the March 22 staff report and ordinance would be applicable thereafter.

#### **RECOMMENDATION AND RATIONALE**


Staff recommends that the City Council approve the ordinance to increase parking fees, as summarized in Attachment D2, and approve the resolution authorizing the City Administrator to appropriate funds necessary for management and operation of the City’s parking facilities.

Staff recommends the proposal summarized in Attachment D2, which provides a lower hourly rate for the first two hours of parking. This option encourages short-term parking turnover, and maintains consistency with the maximum length of stay allowed at most City on-street parking meter spaces, while providing for lower-cost public parking (compared to private lots and garages) for transacting business in the downtown, civic center and shopping areas.

#### **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

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

APPROVED AND FORWARDED TO  
THE CITY COUNCIL:

  
**OFFICE OF THE CITY ADMINISTRATOR**

**Attachment C**  
**Minimum Hourly Rates Needed to Cover Measure Y Tax Increase (8.5%)**

<b>PARKING FACILITY</b>	<b>Current Hourly Rate</b>	<b>Minimum Rate to Cover Measure Y Tax Increase (8.5%)</b>	<b>Proposed Minimum per Hour</b>	<b>Proposed Maximum per Hour</b>
Telegraph Plaza	\$1.00	\$1.11	\$1.25	\$2.00
Dalziel Garage	\$2.00	\$2.21	\$2.25	\$3.00
Franklin Garage	\$2.00	\$2.21	\$2.25	\$3.00
1200 Harrison Garage	\$1.00	\$1.11	\$1.25	\$2.00
Wiley Manuel Courthouse	\$1.00	\$1.11	\$1.25	\$1.50
12th & Jefferson Lot	\$2.00	\$2.21	\$2.25	\$3.00
Montclair Garage	\$1.00	\$1.11	\$1.25	\$2.00
Scout Lot	<i>Monthly only</i>			
Clay St Garage	\$2.00	\$2.21	\$2.25	\$3.00
Pacific Renaissance Plaza	\$2.00	\$2.21	\$2.25	\$3.00
Dimond Lot	\$0.00	\$0.00	\$0.00	\$0.00
Parkway Lot	\$0.75	\$0.83	\$1.00	\$1.00
Lake Park Lot	<i>Monthly only</i>			
Grand Ave Lot *	\$1.00	\$1.11	\$1.50	\$1.50
Piedmont Ave. Lot	\$0.75	\$0.83	\$1.00	\$1.00

The City of Oakland parking tax was raised from 10% to 18.5% on January 1, 2005.

\* The \$1.50 hourly rate will be equivalent to on-street parking meter rate proposed in upcoming 2005-2007 budget

**Attachment D1  
City of Oakland Parking Facilities  
Proposed Fee Increases**

<b>PARKING FACILITY</b>	<b>Current Hourly Rate</b>	<b>Proposed Hourly Rate for First Three Hours</b>	<b>Proposed Hourly Rate after First Three Hours</b>	<b>Proposed Daily Max. Rate</b>	<b>Proposed Monthly Max. Rate (Reserved)</b>
<b>Telegraph Plaza</b>	<b>\$1.00</b>	<b>\$1.25</b>	<b>\$2.00</b>	<b>\$7.00</b>	<b>\$100.00</b>
<b>Dalziel Garage</b>	<b>\$2.00</b>	<b>\$2.25</b>	<b>\$3.00</b>	<b>\$14.00</b>	<b>\$180.00</b>
<b>Franklin Garage</b>	<b>\$2.00</b>	<b>\$2.25</b>	<b>\$3.00</b>	<b>\$14.00</b>	<b>\$180.00</b>
<b>1200 Harrison Garage</b>	<b>\$1.00</b>	<b>\$1.25</b>	<b>\$2.00</b>	<b>\$10.00</b>	<b>\$100.00</b>
<b>Wiley Manuel Courthouse</b>	<b>\$1.00</b>	<b>\$1.25</b>	<b>\$1.50</b>	<b>\$6.00</b>	<b>\$75.00</b>
<b>12th &amp; Jefferson Lot</b>	<b>\$2.00</b>	<b>\$2.25</b>	<b>\$2.00</b>	<b>\$10.00</b>	<b>\$120.00</b>
<b>Montclair Garage</b>	<b>\$1.00</b>	<b>\$1.25</b>	<b>\$2.00</b>	<b>\$10.00</b>	<b>\$110.00</b>
<b>Scout Lot</b>	<b>Monthly only</b>				<b>\$80.00</b>
<b>Clay St Garage</b>	<b>\$2.00</b>	<b>\$2.25</b>	<b>\$3.00</b>	<b>\$14.00</b>	<b>\$180.00</b>
<b>Pacific Renaissance Plaza</b>	<b>\$2.00</b>	<b>\$2.25</b>	<b>\$3.00</b>	<b>\$14.00</b>	<b>\$180.00</b>
<b>Dimond Lot</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>		<b>Hourly only</b>
<b>Parkway Lot</b>	<b>\$0.75</b>	<b>\$1.00</b>	<b>\$1.00</b>		<b>\$60.00</b>
<b>Lake Park Lot</b>	<b>Monthly only</b>				<b>\$60.00</b>
<b>Grand Ave Lot</b>	<b>\$1.00</b>	<b>\$1.50</b>	<b>\$1.50</b>		<b>Hourly only</b>
<b>Piedmont Ave. Lot</b>	<b>\$0.75</b>	<b>\$1.00</b>	<b>\$1.00</b>		<b>Hourly only</b>

**Attachment D2  
City of Oakland Parking Facilities  
Proposed Fee Increases**

<b>PARKING FACILITY</b>	<b>Current Hourly Rate</b>	<b>Proposed Hourly Rate for First Two Hours</b>	<b>Proposed Hourly Rate after First Two Hours</b>	<b>Proposed Daily Max. Rate</b>	<b>Proposed Monthly Max. Rate (Reserved)</b>
Telegraph Plaza	\$1.00	\$1.25	\$2.00	\$7.00	\$100.00
Dalziel Garage	\$2.00	\$2.25	\$3.00	\$14.00	\$180.00
Franklin Garage	\$2.00	\$2.25	\$3.00	\$14.00	\$180.00
1200 Harrison Garage	\$1.00	\$1.25	\$2.00	\$10.00	\$100.00
Wiley Manuel Courthouse	\$1.00	\$1.25	\$1.50	\$6.00	\$75.00
12th & Jefferson Lot	\$2.00	\$2.25	\$2.00	\$10.00	\$120.00
Montclair Garage	\$1.00	\$1.25	\$2.00	\$10.00	\$110.00
Scout Lot	<i>Monthly only</i>				\$80.00
Clay St Garage	\$2.00	\$2.25	\$3.00	\$14.00	\$180.00
Pacific Renaissance Plaza	\$2.00	\$2.25	\$3.00	\$14.00	\$180.00
Dimond Lot	\$0.00	\$0.00	\$0.00		<i>Hourly only</i>
Parkway Lot	\$0.75	\$1.00	\$1.00		\$60.00
Lake Park Lot	<i>Monthly only</i>				\$60.00
Grand Ave Lot	\$1.00	\$1.50	\$1.50		<i>Hourly only</i>
Piedmont Ave. Lot	\$0.75	\$1.00	\$1.00		<i>Hourly only</i>

**S-15-1**

**COUNCIL**