

CITY OF OAKLAND
AGENDA REPORT

2010 MAR 11 PM 4:01

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Parking Operations Division
DATE: March 23, 2010

RE: **Supplemental Report on: (1) A Resolution Authorizing Installation of Additional Parking Meters in the City of Oakland and Adding Locations for Additional Meters to Approved Meter Zones, and (2) an Ordinance Amending Oakland Municipal Code Section 10.36.140 to Add Street Segments to the Established Parking Meter Zones Throughout the City of Oakland**

SUMMARY

In Fiscal Year 2009-10 mid-year budget discussions (in October 2009), Council requested that staff identify locations to install additional parking meter spaces to generate the \$146,000 included in the amended budget. At the February 9, 2010 Finance and Management Committee, staff provided a list of 400 possible meter locations based on an analysis of parking utilization. These locations were not equally distributed citywide because shopping and business visits-and, consequently, parking utilization-differs in various parts of the City. After reviewing the potential list of additional meters, the Committee directed staff to develop a revised list of additional parking meter spaces that were spread throughout all Council Districts and to return to the Committee with an amended list.

FISCAL IMPACT

The FY 2009-11 General Purpose Fund budget includes \$146,000 in annual parking meter revenue related to the installation of additional meters. The additional 312 meter spaces identified in this report, once installed, would generate an estimated \$450,000 per year. However, due to the delays in selecting meter locations, only minimal revenue collection of \$37,500 is expected in FY 2009-10. Additional multi-space meters may need to be purchased depending on the final list of additional parking meter spaces that Council may approve. Each multi-space meter costs \$9,300. The City already owns a sufficient number of single space meters.

In June 2007, the City Council adopted Resolution No. 80608 C.M.S. awarding a lease financing to CitiCapital to purchase multi-space and display parking meters. Currently \$198,371 remains available in the City's Pooled Account related to the lease financing authorized for CitiCapital. If the City Council authorizes the installation of additional parking meters, the remaining capacity in the lease finance authorization could be used to purchase additional multi-space meters. The City would incur annual debt service costs related to the lease financing amount and payment time period.

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Finance and Management Committee
March 23, 2010

Additionally, to operate the multi-space meters, the City would incur monthly costs for wireless network communications, related to receiving and processing electronic payments and general operation of the meter, as well as cost for multi-space ticket receipt tape and meter replacement parts.

DISCUSSION

In response to the Finance and Management Committee's request to develop a list of potential additional parking meter spaces that are spread throughout the City of Oakland, staff has contacted each Council District to provide information on where meters are currently located and to request 60 additional locations per District. Some Districts offered specific locations, others chose not to. Utilizing feedback from the individual Council Offices, staff recommends that an additional 312 meter spaces be installed citywide as illustrated in the table below. Note that no meters are proposed for District 6 and 7 because (a) these District Offices did not suggest any and (b) staff believes that meters that generate sufficient revenue to offset costs are not viable in these parts of the City because they do not have high volume commercial areas.

Council District	Location	Number of Meter Spaces	Location Selected by Council District	Within Approved Meter Zone
1	Shafter, from College to Forest	40	Yes	No
1	MacArthur, Telegraph to Martin Luther King	20	Yes	No
2	East 12 th Street, 4 th to 14 th Avenue	60	No	No
3	10 th Street (600 Block)	22	No	No
3	Telegraph Avenue, 15th to 20 th Street	40	Yes	Yes
4	MacArthur from 35 th Avenue to Midvale	10	Yes	No
4	Mountain Boulevard from Village Square to Snake Road	10	Yes	No
4	39 th Avenue from MacArthur to Masterson	6	Yes	No
4	Moraga from Montclair Park to Medau	10	Yes	No
4	Werner from Woodminster to Mountain Boulevard	6	Yes	No
4	Lincoln from MacArthur to Montana	6	Yes	No
4	Montana from Lincoln to Fruitvale	6	Yes	No
4	Dimond, from Bienati Way to MacArthur	6	Yes	Yes
5	International Boulevard, 38 th Avenue to High Street	60	Yes	No
	Grand Total:	312		

Item: _____

A Resolution authorizing the installation of additional parking meters as required under Oakland Municipal Code Section 10.36.141 and an Ordinance amending Oakland Municipal Code Title 10, Chapter 10.36, Article 10.36.140 which clarifies and comprehensively sets forth parking meter zones throughout the City of Oakland have been prepared and are included with this report.

SUSTAINABLE OPPORTUNITIES

There are no direct economic, environmental, or social equity opportunities resulting from this action.

DISABILITY AND SENIOR CITIZEN ACCESS

The proposed action does not impact disability and senior citizen access.

RECOMMENDATION(S) AND RATIONALE

Staff recommends that Council adopt (1) the proposed Resolution authorizing installation of additional parking meters in the City of Oakland and (2) the Ordinance amending Oakland Municipal Code Section 10.36.140 to add street segments to the established parking meter zones throughout the City of Oakland.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that City Council approve the resolution and ordinance.

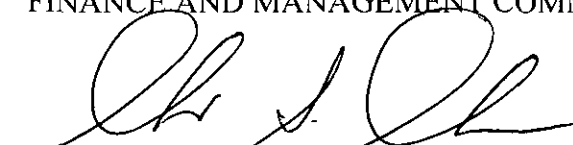
Respectfully submitted,



Noel Pinto
Parking Operations Manager

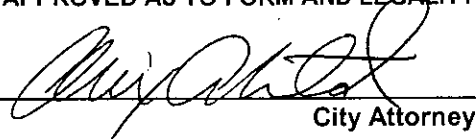
Prepared by:
Thomas DiSanto, Administrative Services Manager II
Parking Administration

APPROVED AND FORWARDED TO THE
FINANCE AND MANAGEMENT COMMITTEE:



Office of the City Administrator

FILED
OFFICE OF THE CITY CLERK
OAKLAND


City Attorney

2010 MAR 11 PM 4: 01

OAKLAND CITY COUNCIL

RESOLUTION No. _____ C.M.S.

Resolution Authorizing Installation of Additional Parking Meters in the City of Oakland and Adding Locations for Additional Meters to Approved Meter Zones

WHEREAS, the California Vehicle Code requires local authorities to establish parking meter zones, and

WHEREAS, the City of Oakland wants to ensure that parking resources within the City are adequately managed and maximized for the benefit of Oakland residents and visitors to the City; and

WHEREAS, the City of Oakland, Transportation Services Division has identified locations within the City of Oakland suitable for the installation of additional parking meters; and

WHEREAS, the City of Oakland's Parking Division has determined that parking meters can be installed, maintained and managed in the specified locations; and

WHEREAS, parking meters may be installed through the amendment of the Oakland Municipal Code Title 10, Chapter 10.36, Article 10.36.140 which clarifies and comprehensively sets forth parking meter zones throughout the City of Oakland; now, therefore, be it

RESOLVED: That the installation of parking meters at the locations described in Exhibit A attached hereto is hereby approved.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2010

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT BRUNNER

NOES -

ABSENT -

ABSTENTION -

ATTEST: _____
LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California

Exhibit A
Approved Locations for Parking Meters in the City of Oakland

Street Name	From	To
Shafter Street	College	Forest
MacArthur	Telegraph	Martin Luther King
East 12 th Street	4 th Avenue	14th Avenue
10 th Street	600	699
Telegraph Avenue	15 th Street	20 th Street
MacArthur	35 th Avenue	Midvale
Mountain Boulevard	Village Square	Snake Road
39 th Avenue	MacArthur	Masterson
Moraga	Montclair Park	Medau
Werner	Woodminster	Mountain Boulevard
Lincoln	MacArthur	Montana
Montana	Lincoln	Fruitvale
Dimond	Bienati Way	MacArthur
International Boulevard	38 th Avenue	High Street

FILED
OFFICE OF THE CITY CLERK
OAKLAND

APPROVED AS TO FORM AND LEGALITY


City Attorney

2010 MAR 11 PM 4:01

OAKLAND CITY COUNCIL
ORDINANCE No. _____ C.M.S.

**ORDINANCE AMENDING OAKLAND MUNICIPAL CODE SECTION 10.36.140
TO ADD STREET SEGMENTS TO THE ESTABLISHED PARKING METER
ZONES THROUGHOUT THE CITY OF OAKLAND**

WHEREAS, the California Vehicle Code requires local authorities to establish parking meter zones by ordinance; and

WHEREAS, City of Oakland parking meter zones are published in the Oakland Municipal Code, Title 2, Chapter 10.36; and

WHEREAS, the modification of parking meter zones proposed herein has been justified by the Finance and Management Agency Parking Enforcement Division and are identified in the Agenda Report accompanying this Ordinance; and

WHEREAS, the City Council finds and determines that the herein referenced additions are necessary to manage parking assets; now, therefore

THE COUNCIL OF THE CITY OF OAKLAND DOES ORDAIN AS FOLLOWS:

Section 1. Oakland Municipal Code, Title 2, Chapter 10.36 Amended. Oakland Municipal Code Title 10, Chapter 10.36 is amended adding and deleting text as follows:

10.36.140. *Parking Meter Zones* is hereby amended to include in the list of parking meter zones as described and illustrated on Exhibit A attached hereto and made a part hereof.

Section 2. Remaining Provisions Unchanged. Except as amended herein, all provisions, articles, sections, subsections, sentences, clauses or phrases of Oakland Municipal Code Title 10, Chapter 10.36 shall remain unchanged and in full force and effect.

Section 3. Severability. If any article, section, subsection sentence, clause or phrase of this ordinance is held to be invalid or unconstitutional, the offending portion shall be severed and shall not affect the validity of remaining portions which shall remain in full force and effect.

Section 4. Effective Date. This ordinance shall become effective immediately on final adoption if it receives six or more affirmative votes; otherwise it shall become effective upon the seventh day after final adoption.

IN COUNCIL, OAKLAND, CALIFORNIA, _____, 2010

BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and
PRESIDENT BRUNNER

PASSED BY THE FOLLOWING VOTE:

AYES –

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____

LaTonda Simmons
City Clerk and Clerk of the Council
of the City of Oakland, California

Exhibit A
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Werner	Woodminster	Mountain Boulevard
Lincoln	MacArthur	Montana
Montana	Lincoln	Fruitvale
International Boulevard	38 th Avenue	High Street