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**CITY OF OAKLAND
SUPPLEMENTAL AGENDA REPORT**

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Parking Administration
DATE: July 27, 2010

RE: **Discussion and Possible Action on a Resolution Setting a Citywide Policy
Requiring Employees in Transit-Rich Areas to Pay Parking Fees When Parking
on City Property During Transit Hours**

SUMMARY

In response to a request of the Finance and Management Committee, staff has prepared this report on employee parking and prepared a Resolution that would impose a fee on employees parking on City property in transit rich areas. Also attached to this report, for reference, is an information report presented to the Finance Committee on July 13, 2010, which provided a status on terminating free employee parking in downtown garages. This report discusses:

1. **Number of Employees Parking on City-owned Property.** This section updates information from a prior staff report, based on new information from each of the affected departments. The estimated total number of employees currently parking at no charge on City-owned property is over 2052, but this includes a substantial number (over 650) of part time employees, primarily in Parks & Recreation.
2. **Number of Employees Parking in Transit-rich Areas.** This section analyzes the information provided by the various departments and assesses the number of employees parking in "transit-rich" areas. Staff has assumed "transit-rich" areas to mean sites that are within a reasonable walking distance of either BART or at least two AC transit lines, and excludes employees who may be parking during hours when public transit is not available. This latter group includes police, fire, and custodians and guards at the Oakland Museum. *The total number of employees who fit these criteria is 457.*
3. **Estimated Revenue Generated by Charging City Employees a Parking Fee When Parking on City Property During Business Hours in Transit-Rich Areas.** At the request of Council member Nadel, this section estimates revenues that would be generated by charging employees a parking fee, based upon employee income and ranging from \$25 to \$100 and participation rates ranging from 25% to 75%. The resulting estimated fee revenues may be as high as \$137,000. Staff expects that participation and revenues would be quite low because of the availability of alternative free parking in many locations.
4. **Issues Relating to Collection and Enforcement of the Employee Parking Fee.** Administration does not support the imposition of the fee given difficulties in enforcing it

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and lack of fairness in applying it. The City Administrator would have to determine if such fees are collected and enforced by each department or if this function would be delegated to a particular department. There will be costs associated with collection and enforcement, as such mechanisms currently do not exist.

BACKGROUND

On June 24, 2010, Council approved termination of free parking in downtown garages for employees who had such privileges. Notices have been sent to those employees that their parking privilege will terminate on August 1, 2010. The notice contained instructions on how to apply for employee-paid monthly parking and how to set up a pretax account for that purpose.

At the July 13, 2010 meeting, the Finance and Management Committee directed staff to prepare a resolution imposing a parking fee on employees who park on certain City-owned property in “transit-rich” areas.

DISCUSSION

1. Number of Employees Parking on City-owned Property

The following table is based on similar information provided in a staff report dated April 27, 2010 and has been updated to reflect input from the respective departments. It identifies by department the number of employees who receive parking privileges at locations other than the public downtown garages. These figures include locations that are not in “transit-rich” locations. The estimated total number of employees currently parking at no charge on City-owned property is over 2052, but this includes a substantial number (over 650) of part time employees, primarily in Parks & Recreation.

Dan Lindheim – Report on Employee Parking Fee

Department	Number of Employees Parking on City-owned Property	Notes
Fire	558	Of the 592 positions in OFD, 34 have no parking either paid or on City owned property. However, because of multiple shifts the actual number of parking spaces on City owned property is only 150. OFD pays for parking spaces located across the street from the Emergency Operations Center , because during an activation, staff from other organizations have to report to the EOC and parking becomes a serious problem, which delays response times. Onsite parking at many stations is limited and accommodates the crews assigned to that location. Because firefighters work at various locations, there are no individual space assignments. On average 4-5 employees can park at a fire station. In addition to the fire stations, onsite parking is available to staff at the Training Division, 250 Victory Court, EMS Division, 47 Clay Street, Fire Dispatch and OES at 1605 Martin Luther King Jr. Way.
Library	80	<p>Employees park at following locations:</p> <ul style="list-style-type: none"> • Main Library, 125 14th Street—34 Employees • AAMLO, 659 14th Street—3 Employees • Brookfield, 9255 Edes Ave—4 Employees • Dimond, 3565 Fruitvale Ave—6 Employees • Golden Gate, 5606 San Pablo Ave—4 Employees • Lakeview, 550 El Embarcadero—4 Employees • MLK Jr., 6833 International—4 Employees • Rockridge, 5366 College Ave—11 Employees • Temescal, 5205 Telegraph Ave—6 Employees • West Oakland, 1801 Adeline St--4 Employees
Museum	23 FTE	The Director, Deputy Director, Facilities Manager and 2 Chief Curators receive free parking. 25 Custodians and Guards, including a number of part-time employees receive parking due to evening or overnight hours worked. The other 18 City paid employees purchase parking at a reduced rate (about 50% of the daily garage maximum). The remainder of the department's employees are paid through the Museum foundation and not the City.

Department	Number of Employees Parking on City-owned Property	Notes
Parks and Recreation	221 FTEs – 667 staff members (number includes large amount of Part-Time staff).	Four employees receive parking privileges and parking in a downtown garage. The vast majority of the other employees work at Recreation Centers that have parking lots in which employees could park. All employees who drive, park for free at the Recreation Centers.
Police	305 ¹	Five members of the Police Executive Team park in the Police Administration Building. About 300 Police Officers at the Eastmont Station park their private vehicles at no cost in the stalls in which their police vehicles are parked while they are out on patrol. This fenced lot used for patrol vehicle parking is provided as part of the lease that the Police Department pays for this location.
Public Works	419	<p>Employees park at following locations:</p> <ul style="list-style-type: none"> • 5050 Coliseum Way—20 Employees • 5921 Shepherd Canyon—19 Employees • 7101 Edgewater—219 Employees • 750 - 50th Ave—82 Employees • Fire Alarm Building - 10th Street—9 Employees • Joaquin Miller—1 Employee • Lakeside Park—1 Employee • Main Library—1 Employee • Various Parks—42 Employees • Various Recreation Centers— 25 Employees

2. Number of Employees Parking in “Transit-rich” Areas

The term “transit-rich” has not been specifically defined by the Finance and Management Committee. For purposes of this report, staff has assumed that:

- *“transit-rich” means either locations that are served by BART or which have at least two AC transit lines available within a reasonable walking distance.* This definition may be too inclusive since the AC transit lines that serve the locations may not pass

¹ OPOA leases a lot under Highway 880(MLK-Jefferson and 6th & 7th St) for downtown officer parking.

through residential areas from which employees commute nor connect to other long range commuting corridors, such as BART.

- Not included in the “transit-reach” employee parking count are employees who may work shifts when public transit is not operating. Therefore, *it excludes all sworn police and fire personnel, and custodians and guards employed at the Oakland Museum.*

Employees Parking on City-owned Property in Transit-Rich Areas

Department	Public & Employee	Employee Only(3)	Total	Total in Transit Rich Areas
Fire (1)		558	558	35
Library (2)	38	47	85	81
Museum	30		30	5
Parks & Recreation (2)	667		667	301
Police		305		5
Public Works		421	421	44
Total	735	923	1,353	457

(1) Includes 7 employees who share parking space with two other shifts who work when mass transit is not operating. Also includes employees who do not work Monday to Friday. Frequent changes of assignments occur due to vacations and illness.

(2) Includes part-time employees.

(3) Includes assigned employee spaces in public lots.

3. Estimated Revenue Generated by Charging City Employees a Parking Fee in Transit-Rich Areas

Staff cautions that any fee charged would have to reflect the fact that other parking or transit alternatives may be available to employees in these locations. Therefore, the kinds of fees that might be expected in a dense, downtown area would not be appropriate. In addition, because of opportunities for employees to find other parking or transit, it is likely a number of employees would choose not to pay the fee to continue to park on City-owned property.

At the request of Council member Nadel, staff has prepared an estimate of revenues based upon the following salary-based schedule provided by the Council member:

Public Transit Incentive Fee

Salary	Fee/Month
Less than \$40,000	0
More than \$40,000 no more than \$55,000	\$25
More than \$55,000 no more than \$75,000	\$50
More than \$75,000 no more than \$100,000	\$75
More than \$100,00	\$100

The following table shows the estimation of total annual revenues based upon monthly fees of \$25, \$50, \$75 and \$100 charged to the 457 employees in “transit-rich areas” identified in the table above, and assuming employee participation rates of 25%, 50% and 75%. *The information on employees who park in transit-rich areas was not detailed enough to tie income data to employees, so staff can only provide a range of estimates.* One could assume, for example, that an average rate charged to employees would be \$50, and the average participation would be 50%. With these “mid-point” assumptions, the annual revenue potential from charging a parking fee to applicable employees is *up to \$137,100*. Staff expects that participation and revenues would be quite low because of the availability of alternative free parking in many locations.

Estimated Total Annual Revenues from Monthly Parking Fees in Transit-Rich Areas

Fee	Participation Rate		
	25%	50%	75%
\$25	\$34,275	\$68,550	\$102,825
\$50	\$68,550	\$137,100	\$205,650
\$75	\$102,825	\$205,650	\$308,475
\$100	\$137,100	\$274,200	\$411,300

4. Issues Relating to Collection and Enforcement of the Public Transit Incentive Fee

Administration does not support the imposition of the fee given difficulties in enforcing it and lack of fairness in applying it. Since no similar fee exists currently, there is no mechanism in place for collection and enforcement of the new employee parking fee.

Enforcement creates a different set of problems. Some employees, primarily in Parks & Recreation, park in lots that are free to the public, and distinguishing employee vehicles from the general public could be time-consuming and difficult to enforce. Where employees park in areas that are not open to the public, enforcement is more feasible, but still will require assignment of personnel. If enforcement is done by each department, it may be lax. If enforcement is done by a central department, such as the Parking Division, resources may have to be diverted from their primary mission, and revenues may be impacted.

SUSTAINABLE OPPORTUNITIES

Imposition of Public Transit Incentive Fees may reduce travel by automobile for some employees and increase the use of public transit.

ACTION REQUESTED OF THE CITY COUNCIL

Staff makes no recommendation, but at the request of the Finance & Management Committee, has provided the attached resolution setting a citywide policy to charge applicable employees a parking fee.

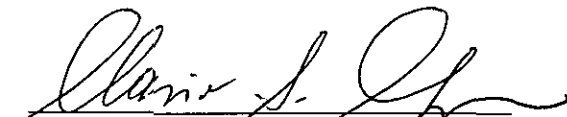
Respectfully submitted,



Noel Pinto
Parking Operations Manager

Prepared by:
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APPROVED AND FORWARDED TO THE
FINANCE AND MANAGEMENT COMMITTEE:



Office of the City Administrator