



# Agenda Memo

**CITY HALL - ONE FRANK H. OGAWA PLAZA, 2<sup>ND</sup> FLOOR - OAKLAND - CALIFORNIA - 94612**

**FROM:**

**ZAC UNGER**

**Councilmember (District 1)**

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**SUBJECT: ADOPT A RESOLUTION HONORING MICHAEL P. FORD, PH.D,  
FOR BEING AWARDED THE NATIONAL PARKING ASSOCIATION'S  
"INNOVATOR OF THE YEAR AWARD"**

**DATE:** January 27th, 2026

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Colleagues on the City Council and Members of the Public,

I am proud to bring forth this resolution recognizing the achievements of one of our most outstanding public servants, Dr. Michael P. Ford. Dr. Ford has worked with the city since 2013 and has been the Parking and Mobility Division Manager since 2018. Dr. Ford oversees 112 staff, and despite working with a tight budget and short staff, he has found creative solutions to address the challenges our city was facing.

As a result of his work, last year, Dr. Ford was awarded the National Parking Association's award for "Innovator of the Year." This award came in recognition of his work developing ways to minimize collection agency referrals by using predictive data analytics to increase payment rates, turning routine enforcement into an efficient, cost-effective revenue driver. NPA President and CEO, Christine Banning, said "Michael's vision to utilize predictive analytics for a scalable, modern approach to citation collection has improved enforcement effectiveness. His innovative solutions to support both municipal and customer needs have greatly enhanced the parking experience."

We are proud to have public servants like Dr. Ford in our city and are thankful for the work everyone put into this city to make it a better place for everyone.

Thank you!

Respectfully submitted,

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Zac Unger  
Councilmember, District 1