

CITY OF OAKLAND

AGENDA REPORT

2010 APR 15 PM 3:43

TO: Office of the City Administrator
ATTN: Dan Lindheim
FROM: Community and Economic Development Agency
DATE: April 27, 2010

RE: **An Informational Report on the Status of a Citywide Parking Study**

SUMMARY

At the Public Works Committee meeting on December 15, 2009, staff presented a set of parking principles to guide a potential citywide parking study. The Public Works Committee directed staff to proceed and identify funds for the proposed study, and to return to the Committee in the spring. This report summarizes the progress staff has made to date in preparing for the proposed study.

FISCAL IMPACT

There is no direct fiscal impact of this report.

Further City Council direction to proceed with the parking study will require funds for staff time and potentially for consultant time over the next several months. Staff is proceeding to apply for grants to fund a proposed study; however, no dedicated funding for the study has been identified.

The implementation of any citywide parking policy changes will have financial implications, which cannot be determined during the policy development stages. Future reports requesting implementation of specific policies will include a comprehensive analysis of the costs and revenue implications.

Any eventual changes to City parking policies may have positive or negative impacts to revenue collection from parking meters and parking enforcement. In addition, adoption of parking policies that are intended to foster economic development may ultimately lead to increased economic activity and associated sales tax and other revenues for the City.

BACKGROUND

Staff presented a set of parking principles to guide a proposed citywide parking study to the Public Works Committee and the City Council in December of 2009. These principles were approved and staff was requested to identify how to proceed with the proposed parking study. Since December, staff has worked internally to refine the scope of the study to make it

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achievable within the existing constrained funding environment. This report summarizes progress to date.

KEY ISSUES AND IMPACTS

With limited internal funds available for new projects, staff has focused on funding critical portions of the citywide parking study through grants. Staff is preparing to submit a grant application through the FOCUS partnership (Metropolitan Transportation Commission and Association of Bay Area Governments) to study changes to the parking policy. This grant is for technical assistance up to a maximum of \$50,000. As with funding, staff capacity is also limited. Staff has augmented capacity with interns and volunteers, and proposes to do so throughout the course of the study.

PROGRAM DESCRIPTION

Proposed Parking Study – Current Status

Staff has made initial efforts to begin a Citywide parking study, focusing initially on paid parking policies. Our focus has been on funding the necessary work, collecting and analyzing background data, and preparing for initial community outreach.

As noted above, staff is preparing an application for funding from the Bay Area Focus program for technical assistance. This program provides consulting services with a maximum value of \$50,000. The goal of this grant is to augment City staff with experienced and competent planning professionals to help manage some components of a city wide parking study including: parking data collection and surveys and community engagement.

To prepare for the community engagement phase of the parking study, staff is currently working with a group of graduate students from the UC Berkeley's Goldman School of Public Policy to investigate best methods for addressing community and merchant concerns with potential changes to the parking policy. Staff will take their findings and recommendations into consideration in structuring the parking study.

Also in preparation for the parking study, the Transportation Services Division is reviewing and mapping parking revenue data provided by the Parking Management Division. This is a crucial baseline step in the parking study to understand where collections, and presumably occupancy rates, are high and where they are not. This information will help determine what locations and neighborhoods are chosen for more focused surveys in the next phase of the study.

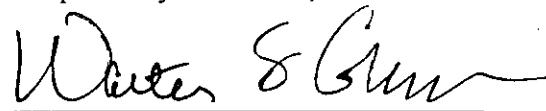
Next Steps and Timeline

Staff intends to convene a citywide parking advisory committee consisting of merchants, residents, city staff, and transportation advocates later this spring or early summer. Assuming success in the grant application, staff anticipates beginning work later this summer, with initial recommendations for meter policy changes in late 2010/early 2011. This is later than was previously projected; however, given that no outside funding has yet been identified, a longer timeline for completion using existing resources is now envisioned.

ACTION REQUESTED OF THE CITY COUNCIL

Staff requests that the City Council accept this informational report.

Respectfully submitted,




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Community & Economic Development Agency

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APPROVED AND FORWARDED TO THE
PUBLIC WORKS COMMITTEE:



Office of the City Administrator

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