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# CITY OF OAKLAND

## AGENDA REPORT

2009 JUL -2 PM 7:02

TO: Office of the City Administrator  
ATTN: Dan Lindheim  
FROM: Parking Operations  
DATE: July 14, 2009

RE: **An Informational Report from Parking Operations on Streamlining and Implementing Revisions to the Residential Parking Permit Program**

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### SUMMARY

On April 7, 2009 the Finance Committee requested staff to return with a plan to improve the Residential Parking Permit (RPP) Program, based on the analysis of Council President Burnner's Office and an interim audit by the Oakland City Auditor. The detailed plan for improving the RPP program is outlined in the Key Issues and Impacts Section of this report. RPP improvements are planned for implementation in time for the new RPP renewals starting January 2010.

### FISCAL IMPACT

This is an information progress report only; therefore there is no Fiscal Impact.

### BACKGROUND

At the May 8, 2007 Finance and Management Committee, staff was directed to return to City Council with a plan for community outreach regarding Residential Permit Parking (RPP) fees. At the January 8, 2008 Finance and Management Committee, the City Council directed staff to return to Council with a report on community outreach and the input received regarding the RPP fee increase in order to consider further action. The solutions to the above concerns were outlined in the September 19, 2008 Staff report.

On October 7, 2008, the City Council requested an audit of the RPP program by the Oakland City Auditor. The interim audit report was released on May 28, 2009.

At the April 7, 2009 meeting, the Finance and Management Committee directed staff to return with the plan to improve the RPP program, based on the analysis of President Brunner's Office and the City Auditor's report.

### KEY ISSUES AND IMPACTS

The key issue concerning the RPP process is the renewal aspect. The current renewal process requires that each year, at a designated time, permit holders re-submit all of the required

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documentation, such as a copy of driver's license, vehicle registration, and a utility bill or rental agreement as a proof of residency. This process is time consuming and generates numerous complaints.

To ensure better customer service and efficiency, Parking Operations is planning to streamline the RPP renewal process as outlined below:

- Stagger the renewal dates from once a year to four times a year starting in February, May, July and respectively September. This process will ensure that permit renewals are evenly distributed throughout the year and consequently will be processed in a timely manner. Residents will have the option to renew their residential permits on-line, by mail or in-person. Staff expects the majority of the renewals will be done on-line thereby reducing the volume of in-person renewals. As a result, staff will not have to be designated to RPP renewals as in the past.
- RPP areas will be color-coded with the permit color matching the permit area. This process will make it easier for enforcement officers to identify the vehicles parked in a different RPP area, which will reduce the misuse of permits.
- In addition to walk-in and mail-in renewals, online renewals will be made available for the 2010 renewal year.
- Proof of residency documentation will only be required for the first-time permit purchaser, those moving from one RPP area to another, or those who purchased a new vehicle. Residents in these categories would have to provide the required residency documentation (Driver's License, vehicle registration and a utility bill or rental agreement).
- Merchant/business owners are required to furnish a valid business license every year.
- Renewals will require only limited documentation such as a completed renewal request form and payment of appropriate fees. The renewal form will stipulate that the form must be signed certifying that information provided is current and true. The resident will be subject to fines and revocation of permit if information provided is incorrect or fraudulent.
- RPP improvements are planned in time for RPP renewals starting January 2010. Renewal notices will be sent to residents 45 days prior to each renewal date. The renewal notices will include information about the on-line renewals.
- First time permit buyers will be charged a one time administrative fee of \$15 plus the purchase price of \$35.
- The current renewal permit fee of \$20 will be increased to \$35 (same as the cost of the new permit). Staff will return to Council in September with legislation to approve the proposed increases to the RPP renewal fees.

## **SUSTAINABLE OPPORTUNITIES**

Economic: Streamlining the RPP renewal process will decrease costs of copying documents to citizens and will improve the overall efficiency of permit processing.

Environmental: There are no environmental impacts resulting from the proposed RPP fees.

Social Equity: The proposed program does not discriminate across social boundaries and will provide parking accessibility for residents, merchants and employees.

## **DISABILITY AND SENIOR CITIZEN ACCESS**

There is no impact to disabled or senior citizen access.

## **RECOMMENDATION(S) AND RATIONALE**

Staff recommends that City Council accept this informational Report.

Respectfully submitted,

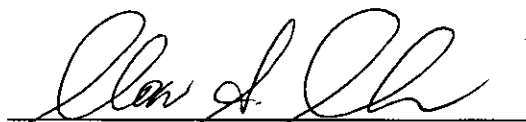


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Noel Pinto  
Parking Operations Director

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Revenue Analyst

APPROVED AND FORWARDED TO THE  
FINANCE & MANGEMENT COMMITTEE:



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