

# OAKLAND CITY COUNCIL

## RESOLUTION NO. \_\_\_\_\_ C.M.S.

Introduced by Councilmember \_\_\_\_\_

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### **ADOPT A RESOLUTION DIRECTING STAFF TO TAKE STEPS TO FURTHER DEVELOP AND IMPLEMENT PARKING REFORMS, INCLUDING RELATED PROVISIONS IN THE FISCAL YEAR 2021-2023 BUDGET, THAT SUPPORT COST SAVINGS AND COMMUNITY BENEFITS**

**WHEREAS**, parking can support access to commercial areas and economic development, but can induce driving demand if parking is too widely available or inappropriately managed; and

**WHEREAS**, parking meters are a known and effective tool for managing parking demand, promoting turnover and availability, and increasing access to Oakland's commercial areas; and

**WHEREAS**, the City's parking system should be treated as an asset that helps bolster the economic vitality of neighborhood commercial areas, as stated in the City's Parking Principles (Resolution No. 84664 CMS); and

**WHEREAS**, the City faced unprecedented and severe economic crisis as a result of the COVID-19 pandemic, resulting in an initial \$62 million budget shortfall for the Fiscal Years 2020-2021; and structural budget challenges persist, while parking revenues remain historically low; and

**WHEREAS**, the City of Oakland is piloting the integration of a City-owned off-street parking garage in the Montclair District into the on-street system through the installation of parking meters and additional signage; and

**WHEREAS**, the parking holidays listed in Oakland Municipal Code Section 10.36.090 inequitably favor individuals with access to a car and individuals who worship on Sundays, without providing any benefits to individuals without access to a car or who worship on other days of the week; and

**WHEREAS**, the City can redress historic inequities of Sunday parking meter holidays and promote access to places of worship, regardless of religious affiliation or day of worship, through localized parking management programs that meet worshippers' needs; and

**WHEREAS**, the California Vehicle Code was recently modified to require the use of a physical means of payment, which may be understood to include credit cards and debit cards; and

**WHEREAS**, the City should provide an equitable cash payment alternative that ensures access to and use of the parking system by any individual, regardless of banking access, immigration status, language spoken, or any aspect of an individual's identity; and

**WHEREAS**, the City recognizes that the use of cash and coins to pay for parking has been declining since the installation of “smart” parking meters in 2016; and this trend is expected to continue, as digital or low-touch forms of payment become increasingly pervasive in the market; and

**WHEREAS**, the City recognizes that the national coin shortage resulting from the COVID-19 pandemic reduced the availability of coins; and that handling coins and cash posed public health concerns at the beginning of the COVID-19 pandemic, when transmission of the virus was yet unknown; and

**WHEREAS**, the City’s Parking Principles (Resolution No. 84664 CMS) state that, whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, such as through a parking benefit district; and

**WHEREAS**, the Oakland Department of Transportation is tasked with improving transportation choices and minimizing parking demand, congestion, and pollution, such as through transportation demand management programs; and

**WHEREAS**, the City, through its Transit First Policy (Resolution No. 73036 CMS), supports a shift from private vehicles to public transit or other transportation modes that also reduces an individual’s transportation costs thereby freeing up personal resources for other important needs; and

**WHEREAS**, low-income households are known to spend a higher proportion of their income on transportation compared to middle- and high-income households; and

**WHEREAS**, the consolidation of parking management responsibilities into the Department of Transportation would facilitate increased coordination and in turn, the active management of the parking system, as recognized in the City’s Parking Principles (Resolution No. 84664 CMS); and

**WHEREAS**, the combined cost savings of these parking reforms is expected to produce more efficient internal operations and management of the parking system, improve customer service experiences in the City’s parking system, and, ultimately, contribute to the creation of a “Universal Basic Mobility” program; and therefore be it

**RESOLVED:** that the City Council reaffirms its support of the City’s Parking Principles (Resolution No. 84664 CMS), including the active management of the parking system, the use of parking benefit districts and the management of the parking system as part of a multi-modal transportation system; and be it

**FURTHER RESOLVED:** that the suite of parking reform proposals brought forward by DOT staff including:

- the integration of on-street and off-street parking systems, resulting in the eventual removal of expensive gate and ticket systems at many City-owned garages and better utilization of the systems and personnel already supporting the on-street parking system;
- the transition to a cashless, pay-by-plate parking meter system using a phased and equitable approach, eliminating the need for costly coin collection and cash handling services and supporting financial inclusion by subsidizing a bank card program so that all Oaklanders can access metered parking, while reducing meter vandalism and theft, and improving parking enforcement efficiency;
- the implementation of all-week retail-friendly metered parking by removing the “Sunday” exception, redressing historic inequities and supporting turnover and parking availability in Oakland’s commercial districts when it benefits them the most;

- the addition of up to 1,000 new metered parking spaces in existing meter zones;
- the consolidation of parking operations into the Department of Transportation (OakDOT), providing much needed support for the Parking Citation Assistance Center (PCAC) to improve customer service and inviting Meter Collection Unit personnel to join the Parking Enforcement Unit as the City’ need for coin collection services decreases and its enforcement responsibilities grow;
- the development of an alternative work schedule for the Parking Enforcement Unit that is both popular among unit personnel and delivers productivity gains to the City;
- the establishment of a policy framework to effectively implement the Parking Benefit District concept in Oakland’s commercial districts and other areas; and
- the introduction of a first-of-its-kind Universal Basic Mobility (UBM) program, establishing the policy, partnerships, programs and funding to support equitable access to Oakland’s growing number of transportation options

be pursued and that staff return to City Council for further review, oversight and related authorizations; and be it

**FURTHER RESOLVED:** that the City Council intends to include provisions in support of this suite of parking reforms and their associated cost savings and revenue benefits in the Fiscal Year 2021-2023 Budget, allowing for further public discussion and review of the proposals fiscal impacts.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_

**PASSED BY THE FOLLOWING VOTE:**

AYES - FIFE, GALLO, KALB, KAPLAN, REID, TAYLOR, THAO and PRESIDENT FORTUNATO BAS

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_

Asha Reed  
 City Clerk and Clerk of the Council  
 of the City of Oakland, California