

APPROVED AS TO FORM AND LEGALITY


CITY ATTORNEY'S OFFICE

OAKLAND CITY COUNCIL

RESOLUTION NO. _____ C.M.S.

INTRODUCED BY COUNCILMEMBER UNGER

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

WHEREAS, the City of Oakland periodically honors employees who are exemplary and recognized leaders in their respective fields; and

WHEREAS, Michael P. Ford, Ph.D., started working for the City in 2013 and has been the Parking and Mobility Division Manager in the Department of Transportation since 2018. Dr. Ford now oversees the Parking Enforcement, Parking Meter Collections, Parking and Mobility Assistance Center and Mobility Management teams; and

WHEREAS, Dr. Ford has long been one of the City's most skilled and respected managers, overseeing a total of 112 staff with a high degree of professionalism, excellent customer service and a consistently positive attitude; and

WHEREAS, Dr. Ford is a recognized leader in the parking field and a Certified Parking Professional through the National Parking Association (NPA); and

WHEREAS, the NPA is North America's leading parking trade organization, advancing the training, development and value of the parking industry as part of transportation infrastructure; and

WHEREAS, every year, the NPA gives out Innovation Awards that celebrate excellence across the parking industry, recognizing companies and individuals who exemplify leadership, forward-thinking solutions, and outstanding professionalism, and

WHEREAS, Dr. Ford was awarded the NPA's 2025 "Innovator of the Year" for his work developing ways to minimize collection agency referrals for parking violations. Working with technology partner, Trellint, he optimized collections noticing by using predictive data analytics to

increase payment rates, turning routine enforcement into an efficient, cost-effective revenue driver, and

WHEREAS, NPA President & CEO, Christine Banning says, “Michael’s vision to utilize predictive analytics for a scalable, modern approach to citation collection has improved enforcement effectiveness.” She adds, “His innovative solutions to support both municipal and customer needs have greatly enhanced the parking experience”; and

WHEREAS, at a time of complex budget challenges, Dr. Ford found a budget-friendly, targeted way to recover parking revenue; and now, therefore, be it

RESOLVED, District 1 honors Michael P. Ford, Ph.D. for his 2025 Innovator of the Year Award, and further recognizes him for his exemplary service to the people of Oakland in managing the City's parking system.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES – BROWN, FIFE, GALLO, HOUSTON, RAMACHANDRAN, UNGER, WANG, AND
PRESIDENT JENKINS

NOES –

ABSENT –

ABSTENTION –

ATTEST: _____
ASHA REED
City Clerk and Clerk of the Council of the
City of Oakland, California

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