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OFFICE OF THE CITY CLERK  
OAKLAND

2010 APR -8 PM 2:41 **CITY OF OAKLAND**  
**AGENDA REPORT**

TO: Office of the City Administrator  
ATTN: Dan Lindheim  
FROM: Parking Operations Division  
DATE: April 20, 2010

RE: **Supplemental Report on: (1) A Resolution Authorizing Installation of Additional Parking Meters in the City of Oakland and Adding Locations for Additional Meters to Approved Meter Zones, and (2) an Ordinance Amending Oakland Municipal Code Section 10.36.140 to Add Street Segments to the Established Parking Meter Zones Throughout the City of Oakland**

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## SUMMARY

In Fiscal Year 2009-10 mid-year budget discussions (in October 2009), Council requested that staff identify locations to install additional parking meter spaces to generate the \$146,000 included in the amended budget. At the February 9, 2010 Finance and Management Committee meeting, staff provided a list of 400 possible meter locations based on an analysis of parking utilization. These locations were not equally distributed citywide because shopping and business visits - and, consequently, parking utilization - differ in various parts of the City. After reviewing the potential list of additional meters, the Committee directed staff to develop a revised list of additional parking meter spaces that were spread throughout all Council Districts and to return to the Committee with an amended list.

At the March 23, 2010 Committee meeting, staff returned with a revised list that included meters evenly distributed across all Districts. Staff did not provide meter locations for Districts 6 and 7 because these Districts' Offices did not suggest any, and staff could not identify cost-beneficial locations in these predominantly residential neighborhoods. The Committee forwarded the item to the full Council with two changes: (1) remove all of the proposed meters in District 2 from the list and (2) identify potential meter locations in Districts 6 and 7 to add to the list.

## FISCAL IMPACT

The FY 2009-11 General Purpose Fund budget includes \$146,000 in annual parking meter revenue related to the installation of additional meters. The additional 363 meter spaces identified in this report, once installed, would generate an estimated \$450,000 per year. However, due to the delays in selecting meter locations, the revenue collection for FY 2009-10 is expected to be only \$43,500 and, depending on the final approved list of additional parking meter spaces, more multi-space meters may need to be purchased. Each multi-space meter costs \$9,300. The final cost of purchasing additional multi-space meters will depend on the final

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approved list of additional parking meter spaces approved by the Council. The City already owns a sufficient number of single space meters, which could help defer the additional costs.

In June 2007, the City Council adopted Resolution No. 80608 C.M.S. awarding a lease financing to CitiCapital to purchase multi-space and display parking meters. Currently \$198,371 remains available in the City's Pooled Account related to the lease financing authorized for CitiCapital. If the City Council authorizes the installation of additional parking meters, the remaining capacity in the lease finance authorization could be used to purchase additional multi-space meters. The City would incur annual debt service costs related to the lease financing amount and payment time period.

Additionally, to operate the multi-space meters, the City would incur monthly costs for wireless network communications, related to receiving and processing electronic payments and general operation of the meter, as well as cost for multi-space ticket receipt tape and meter replacement parts.

## DISCUSSION

In response to the Finance and Management Committee's request to amend the list of potential additional parking meter spaces, staff contacted the District 6 and 7 Council offices and requested that they identify potential meter locations in their respective Districts. The District Offices have not provided any suggestions for new meter locations. Staff is recommending possible locations based on a survey of the Districts' commercial areas where meters could be utilized effectively.

The following list identifies 363 potential additional parking meter spaces that could be added throughout Oakland. Meters for District 2 are shown but stricken through, at the Finance Committee's direction. Locations for District 6 and 7 reflect staff's recommendation

Council District	Location	Number of Meter Spaces	Location Selected by Council District	Within Approved Meter Zone
1	Shafter, from College to Forest	40	Yes	No
1	MacArthur, Telegraph to Martin Luther King	20	Yes	No
<del>2</del>	<del>East 12<sup>th</sup> Street, 4<sup>th</sup> to 14<sup>th</sup> Avenue</del>	<del>60</del>	<del>No</del>	<del>No</del>
3	10 <sup>th</sup> Street (600 Block)	22	No	No
3	Telegraph Avenue, 15 <sup>th</sup> to 20 <sup>th</sup> Street	40	Yes	Yes
4	MacArthur from 35 <sup>th</sup> Avenue to Midvale	10	Yes	No
4	Mountain Boulevard from Village Square to Snake Road	10	Yes	No
4	39 <sup>th</sup> Avenue from MacArthur to Masterson	6	Yes	No
4	Moraga from Montclair Park to Medau	10	Yes	No
4	Werner from Woodminster to Mountain Boulevard	6	Yes	No

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Finance and Management Committee

April 20, 2010

Council District	Location	Number of Meter Spaces	Location Selected by Council District	Within Approved Meter Zone
4	Lincoln from MacArthur to Montana	6	Yes	No
4	Montana from Lincoln to Fruitvale	6	Yes	No
4	Dimond, from Bienati Way to MacArthur	6	Yes	Yes
5	International Boulevard, 38 <sup>th</sup> Avenue to High Street	60	Yes	No
6	6000 to 6999 MacArthur Boulevard	21	No	No
6	6600 to 6699 Bancroft Boulevard	34	No	No
7	International Boulevard from 71 <sup>st</sup> to 73 <sup>rd</sup> Avenue	33	No	No
7	International Boulevard from 95 <sup>th</sup> to 96 <sup>th</sup> Avenue	33	No	No
<b>Grand Total:</b>		<b>363</b>		

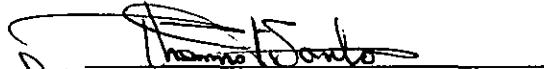
Attached to this report are: (a) a Resolution authorizing the installation of additional parking meters as required under Oakland Municipal Code Section 10.36.141; and (b) an Ordinance amending Oakland Municipal Code Title 10, Chapter 10.36, Article 10.36.140 which clarifies and comprehensively sets forth parking meter zones throughout the City of Oakland.

Because the Finance and Management Committee did not accept meters for District 2, these are shown on the table included with the Resolution and, but stricken through.

**RECOMMENDATION(S) AND RATIONALE**

Staff requests that Council adopt (1) the proposed Resolution authorizing installation of additional parking meters in the City of Oakland and (2) the Ordinance amending Oakland Municipal Code Section 10.36.140 to add street segments to the established parking meter zones throughout the City of Oakland.


Respectfully submitted,

  
 Noel Pinto  
 Parking Operations Manager

Prepared by:

Thomas DiSanto, Administrative Services Manager II  
 Parking Administration

APPROVED AND FORWARDED TO THE  
 CITY COUNCIL

  
 Office of the City Administrator

**DRAFT**

FILED  
OFFICE OF THE CITY CLERK  
OAKLAND

City Attorney

2010 APR -8 PM 2:41 Amended in Finance and Management Committee  
March 23, 2010

# OAKLAND CITY COUNCIL

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

## Resolution Authorizing Installation of Additional Parking Meters in the City of Oakland and Adding Locations for Additional Meters to Approved Meter Zones

**WHEREAS**, the California Vehicle Code requires local authorities to establish parking meter zones, and

**WHEREAS**, the City of Oakland wants to ensure that parking resources within the City are adequately managed and maximized for the benefit of Oakland residents and visitors to the City; and

**WHEREAS**, staff has identified locations within the City of Oakland suitable for the installation of additional parking meters; and

**WHEREAS**, staff has determined that parking meters can be installed, maintained and managed in the specified locations; and

**WHEREAS**, parking meters may be installed through the amendment of the Oakland Municipal Code Title 10, Chapter 10.36, Article 10.36.140 which clarifies and comprehensively sets forth parking meter zones throughout the City of Oakland; now, therefore, be it

**RESOLVED:** That the installation of parking meters at the locations described in Exhibit A, attached hereto and which may be further amended by the City Council, is hereby approved.

**IN COUNCIL, OAKLAND, CALIFORNIA,** \_\_\_\_\_, 2010

**PASSED BY THE FOLLOWING VOTE:**

AYES - BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and PRESIDENT BRUNNER

NOES -

ABSENT -

ABSTENTION -

ATTEST: \_\_\_\_\_  
LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California

Exhibit A  
Approved Locations for Parking Meters in the City of Oakland

District	Street Name	From	To
1	Shafter Street	College	Forest
1	MacArthur	Telegraph	Martin Luther King
2	East 12 <sup>th</sup> Street	4 <sup>th</sup> Avenue	14 <sup>th</sup> Avenue
3	10 <sup>th</sup> Street	600	699
3	Telegraph Avenue	15 <sup>th</sup> Street	20 <sup>th</sup> Street
4	MacArthur	35 <sup>th</sup> Avenue	Midvale
6	MacArthur	6000	6999
6	MacArthur	6600	6699
4	Mountain Boulevard	Village Square	Snake Road
4	39 <sup>th</sup> Avenue	MacArthur	Masterson
4	Moraga	Montclair Park	Medau
4	Werner	Woodminster	Mountain Boulevard
4	Lincoln	MacArthur	Montana
4	Montana	Lincoln	Fruitvale
5	International Boulevard	38 <sup>th</sup> Avenue	High Street
7	International Boulevard	71 <sup>st</sup> Avenue	73 <sup>rd</sup> Avenue
7	International Boulevard	95 <sup>th</sup> Avenue	96 <sup>th</sup> Avenue

DRAFT

APPROVED AS TO FORM AND LEGALITY

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OAKLAND

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City Attorney

2010 APR 8 PM 2:41  
Approved by Finance and Management Committee  
March 23, 2010

**OAKLAND CITY COUNCIL**  
ORDINANCE No. \_\_\_\_\_ C.M.S.

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**ORDINANCE AMENDING OAKLAND MUNICIPAL CODE SECTION 10.36.140  
TO ADD STREET SEGMENTS TO THE ESTABLISHED PARKING METER  
ZONES THROUGHOUT THE CITY OF OAKLAND**

**WHEREAS**, the California Vehicle Code requires local authorities to establish parking meter zones by ordinance; and

**WHEREAS**, City of Oakland parking meter zones are published in the Oakland Municipal Code, Title 2, Chapter 10.36; and

**WHEREAS**, the modification of parking meter zones proposed herein has been justified in the Agenda Report accompanying this Ordinance; and

**WHEREAS**, the City Council finds and determines that the herein referenced additions are necessary to manage parking assets; now, therefore

**THE COUNCIL OF THE CITY OF OAKLAND DOES ORDAIN AS FOLLOWS:**

**Section 1. Oakland Municipal Code, Title 2, Chapter 10.36 Amended.** Oakland Municipal Code Title 10, Chapter 10.36 is amended adding and deleting text as follows:

**10.36.140. *Parking Meter Zones*** is hereby amended to include in the list of parking meter zones as described and illustrated on Exhibit A attached hereto and made a part hereof.

**Section 2. Remaining Provisions Unchanged.** Except as amended herein, all provisions, articles, sections, subsections, sentences, clauses or phrases of Oakland Municipal Code Title 10, Chapter 10.36 shall remain unchanged and in full force and effect.

**Section 3. Severability.** If any article, section, subsection sentence, clause or phrase of this ordinance is held to be invalid or unconstitutional, the offending portion shall be severed and shall not affect the validity of remaining portions which shall remain in full force and effect.

**Section 4. Effective Date.** This ordinance shall become effective immediately on final adoption if it receives six or more affirmative votes; otherwise it shall become effective upon the seventh day after final adoption.

IN COUNCIL, OAKLAND, CALIFORNIA, \_\_\_\_\_, 2010

BROOKS, DE LA FUENTE, KAPLAN, KERNIGHAN, NADEL, QUAN, REID, and  
PRESIDENT BRUNNER

**PASSED BY THE FOLLOWING VOTE:**

AYES –

NOES –

ABSENT –

ABSTENTION –

ATTEST: \_\_\_\_\_  
LaTonda Simmons  
City Clerk and Clerk of the Council  
of the City of Oakland, California

Exhibit A  
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39 <sup>th</sup> Avenue	MacArthur Boulevard	Masterson
Moraga	Montclair Park	Medau
Werner	Woodminster	Mountain Boulevard
Lincoln	MacArthur Boulevard	Montana
Montana	Lincoln	Fruitvale
International Boulevard	38 <sup>th</sup> Avenue	High Street
International Boulevard	71 <sup>st</sup> Avenue	73 <sup>rd</sup> Avenue
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