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OAKLAND

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AGENDA REPORT

TO: Sabrina B. Landreth
City Administrator

FROM: Brooke A. Levin
Director, Public Works

SUBJECT: Support for MTC Funded Parking and
Mobility Management Initiative

DATE: October 29, 2015

City Administrator Approval

Date:

11/18/15

RECOMMENDATION

Staff Recommends That The City Council Adopt:

A Resolution Authorizing The City Administrator Or Designee To File An Application For Funding Assigned To The Metropolitan Transportation Commission And Committing Any Necessary Matching Funds And Stating Assurance To Complete The Project Known As The City Of Oakland Demand-Responsive Parking And Mobility Management Initiative And Authorizing An Appropriation Of \$75,000 From Undesignated General Purpose Fund 1010 to Non-Departmental Budget And Authorizing The City Administrator To Use Up To \$437,000.00 In Funds To Cover The Local Match Requirement

EXECUTIVE SUMMARY

The MTC Climate Initiatives Parking Management and Transportation Demand Management Grant Program (see **Attachment A**) requires a resolution of support from the applicant's governing body. This resolution fulfills this obligation and authorizes the City Administrator or designee to submit an application for up to \$2 million in federal funds and committing matching funds of up to \$437,000 for a three-year project known as the City of Oakland Demand-Responsive Parking and Mobility Management Initiative (see **Attachment B**). This project is consistent with and furthers the City's adopted parking policy, builds directly on current pilot programs and studies, and would not be possible without the support of MTC.

BACKGROUND / LEGISLATIVE HISTORY

In 2010 and 2011, Oakland Public Works (OPW) completed MTC sponsored parking studies in the Jack London, Montclair Village and Temescal commercial districts. Study reports include recommendations for improving parking conditions based on an inventory of each area's parking supply, occupancy and turnover surveys, and the results of community outreach meetings and surveys.

Item: _____
Public Works Committee

In October 2013, Council passed Resolution No. 84664 C.M.S. formally adopting "Parking Principles" intended to "guide actions dealing with parking in commercial districts city-wide". In doing so, the Council resolved to support policies that "encourage a 'park once' approach, to minimize driving from store-to-store within a commercial district and adding to congestion and air pollution" and to reinvest "a portion of parking revenue" back into "neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district."

Also in October 2013, Council passed Resolution No. 84665 C.M.S. creating the City's first "flexible parking district" and Ordinance No. 13198 C.M.S. amending the Master Fee Schedule in support of that district. Together, these actions made possible the City's first demand-responsive parking program in the Montclair commercial district, and included a mechanism to return 50% of revenues above a defined baseline to the area.

In September 2014, MTC awarded the City a technical assistance grant to fund the Downtown Oakland Parking Study (DOPS). This year-long study is employing policy research, peer-city case studies, field observations, internal and public stakeholder outreach meetings, and in-person surveys to produce a series of deliverables that will culminate in a "Parking Management Plan" for Downtown Oakland scheduled for release in March 2016. The study's webpage with additional details and resources can be found at <http://www2.oaklandnet.com/Parking/DowntownParkingStudy>.

ANALYSIS

Parking conditions in many of Oakland's commercial districts are overcrowded, causing motorists to circle the block in search of free or underpriced curb parking, which leads to frustration, congestion and increased greenhouse gas (GHG) emissions. The City has been studying these conditions, most recently with the on-going Downtown Oakland Parking Study (DOPS), and piloting "flexible parking" or "demand-responsive parking management" in the Montclair Village commercial district.

The basic idea is to apply demand-responsive parking strategies to ensure 1 to 2 spaces are available per block in Oakland's most congested parking areas, while improving the visitor parking experience and reducing the traffic congestion and pollution caused by drivers searching for a parking space. Such strategies will be supported by the substantial investment that the City recently made when it replaced over 4,300 single-space meters with "smart meters" capable of taking both coins and credit cards and providing staff with powerful backend data and system maintenance capabilities.

Approval of this resolution will (1) authorize the City Administrator to (a) apply for up to \$2 million in funding under the MTC Climate Initiatives Parking Management and Transportation Demand Management (TDM) Grant Program (see **Attachment A**) and (b) commit the City to provide matching funds of nearly 18% or \$437,000.00, including \$362,000.00 in general project funds and \$75,000.00 in transit pass funds for select City employees, for the City of Oakland Parking and Mobility Management Initiative (see **Attachment B**); (2) state the City Council's support for and assurance to complete the project; and (3) appropriate the matching funds.

With a grant from MTC, OPW proposes to build directly on recent efforts to implement a combination of parking and transportation demand management (PTDM) strategies in Oakland's Priority Development Areas and other commercial districts using a phased-approach. Inspired and informed by the experiences of other California cities including Berkeley and San Francisco, OPW seeks to expand our efforts to return revenue back to the local economy (by establishing "parking benefit districts" like the one created as part of the Montclair Village pilot program) and reinforce transportation management to reduce GHG emissions and support a vibrant and sustainable city.

For maximum effect, the proposed parking initiative will be coupled with TDM strategies – including support for planned or existing bus pass, bikeshare, and carshare programs – to achieve meaningful reductions in single occupancy vehicle (SOV) use, driving and GHG emissions.

Led by OPW and consistent with the City's parking principles, this three-year project is slated to begin in summer of 2016 has the support of the Mayor, the City Administrator and a growing number of community and business organizations as evidenced in the City's original letter of interest in the MTC Climate Initiatives grant program (see **Attachment C**).

MTC is requiring that grant applicants under this program provide a resolution of support prior to the December 9, 2015 meeting of the MTC Programming and Allocation Committee. The text of the recommended action associated with this agenda report is based on a resolution of local support template and instructions provided by MTC for the purpose of this grant opportunity (see **Attachment D**).

Staff will return to Council to report on progress and to secure any additional authorities and resources to successfully complete the project.

FISCAL IMPACT

This legislation would authorize the City Administrator to apply for up to \$2 million in funding under the MTC Climate Initiative Grant Program and obligate the City to provide matching funds of \$437,000.00. Funds in the amount of \$362,000.00 will come from Multipurpose Reserve Fund 1750, Revenue Organization (08931), Parking Meter Contract Contingencies Account (including \$290,192 from Undetermined Project (0000000) and \$71,808 from Parking Garage Start Up Project (P478710)). Funds for transit passes for select City employees in the amount of \$75,000 will be available in General Purpose Fund 1010. A detailed cost summary of the project, including a breakdown between MTC and City matching funds by task and project phase, can be found in the grant proposal available online. Approval of this resolution will commit up to \$437,000.00 in funding to the proposed project. In doing so, the City will benefit from up to \$2 million in federal funding for a project that aligns with the City's parking policies. Absent such funding, the City lacks the resources necessary to implement such a project.

PUBLIC OUTREACH / INTEREST

Public outreach in support of this action has taken place directly and indirectly. Directly, OPW staff has shared information about this project with business and community organizations representing districts included in all phases of the project; additionally, it has completed or plans to do outreach with those included in phases 1 and 2 of the project—including Chinatown, Civic Center/Old Oakland, Grand/Lake, Lake Merritt/Uptown, Montclair Village and Temescal districts. Indirectly, this action is supported by the extensive public outreach efforts associated with the previous and ongoing parking studies. Montclair Village Association (see **Attachment C**) and Oakland Chinatown Chamber of Commerce (see **Attachment E**) have offered letters of general support for this initiative and other organizations have pledged to do the same.

COORDINATION

The work to be done under this project was coordinated between Oakland Public Works (OPW) Bureau of Engineering and Construction and other OPW bureaus and City departments through the Downtown Oakland Parking Study including the Bureau of Facilities & Environment, Bureau of Infrastructure & Operations, Planning and Building Department, Economic and Workforce Development Department, Oakland Police Department, Finance Department's Revenue Management Bureau and staff representing several Councilmember Offices. In addition, the Office of City Attorney and the Controller's Bureau have reviewed this report and resolution.

SUSTAINABLE OPPORTUNITIES

Economic: The parking and TDM strategies at the core of this project are designed to support local businesses and increase sales tax revenue to the City.

Environmental: Measureable reductions of greenhouse gas emissions and criteria pollutants are the primary objective of this initiative.

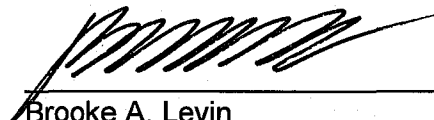
Social Equity: This initiative is designed to make Oakland's streets more livable for all by using existing resources more efficiently, supporting use of shared and mass transit modes of transportation and reducing negative externalities such as cruising.

ACTION REQUESTED OF THE CITY COUNCIL

Staff recommends that the City Council adopt a resolution authorizing the filing of an application for funding assigned to MTC and committing any necessary matching funds and stating assurance to complete the project known as the City of Oakland Demand-Responsive Parking and Mobility Management Initiative.

For questions regarding this report, please contact Michael Ford, Off-Street Parking Manager at (510) 238-7670.

Respectfully submitted,



Brooke A. Levin
Director, Oakland Public Works

Reviewed by:
Michael J. Neary, P.E., Assistant Director
Bureau of Engineering and Construction

Prepared by:
Michael Ford, Ph.D. Off-Street Parking
Manager, Transportation Services Division

Attachments (5):

- A: MTC Climate Initiatives Parking Management and TDM Grant Program
- B: City of Oakland Parking and Mobility Management Initiative Proposal
- C: City of Oakland Letter of Interest for MTC Climate Initiatives Grant Program
- D: MTC Resolution of Local Support Template and Instructions
- F: Oakland Chinatown Chamber of Commerce Letter of Support

Attachment A

MTC Climate Initiatives Parking Management and TDM Grant Program



Climate Initiatives Parking Management and TDM Grant Program

Background/Goals and Objectives

The Climate Initiatives Parking Management and Transportation Demand Management (TDM) Grant Program provides \$6 million to support parking management strategies with additional opportunities to fund first / last-mile transportation strategies in areas currently underserved by other alternatives. This program is designed to assist jurisdictions with initial implementation of parking management and other TDM strategies.

The Climate Initiatives Parking Management and TDM Grant Program is part of the Metropolitan Transportation Commission's (MTC's) Climate Program, a critical component of the region's long-range Regional Transportation Plan/Sustainable Communities Strategy, Plan Bay Area. The Climate Program invests \$226 million over the course of Plan Bay Area in innovative strategies that aim to reduce transportation-related emissions.

Cycle 1 of the Climate Program included a \$31 million Innovative Grant Program in 2010 which funded and tested 17 high-impact, innovative transportation projects with the greatest potential to reduce greenhouse gas (GHG) emissions. Outcomes from these projects will guide future Climate Program decisions and investment to expand the most successful strategies.

The Climate Initiatives Innovative Grant Program made one grant award to a parking management project, the goBerkeley project in the City of Berkeley. The goBerkeley project led to more efficient use of limited parking resources and the reduction of congestion and GHG emissions. A number of other jurisdictions had been interested in exploring parking management approaches in their communities during the Cycle 1 solicitation, but in most cases there was no commitment for implementation. This project solicitation is anticipating that there is now greater readiness to fund parking management in the Bay Area, given that jurisdictions have had more time to develop parking management approaches and work within their communities to achieve consensus. The targeted projects of this program are high-impact parking management strategies. Depending on the demand for parking management projects, there may be remaining resources to fund other transportation demand strategies that support park and ride lots and last-mile trip making.

Eligible Projects

Parking Management and TDM projects support the program goals identified in Plan Bay Area. A total of \$6 million will fund the following project categories, with priority generally being given to projects in the highest tiers.

TIER 1: PARKING MANAGEMENT STRATEGIES

Implementation of parking management strategies to reduce traffic and GHG emissions in congested areas, including encouraging travelers to use modes other than driving alone or to reduce excess driving. See "Parking Management Strategies" handout for example projects.

TIER 2: PARK AND RIDE LOTS

New locations, expansion of existing park and ride lot facilities, and shared parking targeting ridesharing services to support HOV lane usage and/or access to alternative transportation modes (including transit service, express bus service, and express lanes).

TIER 3: OTHER TDM STRATEGIES

A suite of complementary strategies that address transportation needs not currently met by transit operators (highest consideration within this category will be given to programs that address first/last mile connections in areas currently underserved by other alternatives).

Eligibility

The grant and match can pay for direct project costs, including staff and project management. Planning studies and maintaining existing parking management infrastructure / TDM strategies are ineligible due to CMAQ fund source limitations. Also this program will not consider funding requests for bicycle sharing or car sharing as these project categories are already addressed through other MTC grant programs. Technical studies; mobile and web based apps; and outreach programs may be funded only as a supporting sub-components of a larger eligible project.

Grant Funding / Match

- Total Grant Funding Available: \$6 million
 - Grant Amount Limits: \$500,000 to \$2,000,000*
 - Minimum Local Match Required: 15 percent
 - Obligation of funds by January 31, 2017
- *The evaluation Committee may consider a grant request outside of the grant amount limits but not less than \$250,000 for an extraordinary project that demonstrates innovation or high impacts.*

The source for these competitive grants is federal Congestion Mitigation and Air Quality Improvement Program (CMAQ) funds. All projects must meet CMAQ eligibility and requirements. Following grant awards, project sponsors must apply to Caltrans Local Assistance and comply with federal-aid requirements before incurring any project costs eligible for reimbursement. More information on CMAQ requirements can be found here:

http://www.fhwa.dot.gov/environment/air_quality/cmaq/policy_and_guidance/2013_guidance/index.cfm

Eligible Applicants

Public agencies (with agreements in place with Caltrans to receive federal-aid funding) are eligible applicants. While all public agencies are eligible to apply, projects located within a Priority Development Area (PDA) will receive additional consideration¹. Interested businesses, non-profit 501(c)(3) organizations, and community organizations may also apply if they partner with a public agency that is

¹ A map of PDA's can be found here: <http://gis.abag.ca.gov/website/PDAShowcase/#nogo2>

willing to sponsor the project. In such cases, if a grant is awarded, the public agency will be the grant recipient and can subcontract with the business/organization to implement the project. The public agency is responsible for carrying out all requirements and obligations associated with the use of federal funds. The public agency is also accountable for implementing and delivering the project. Successful grant recipients will work with Caltrans to meet federal-aid requirements in order to receive federal funds for the project.

Application and Evaluation Process

The Parking Management and TDM Grant Program will follow a two-step application and evaluation process that will be overseen by an evaluation committee of staff from MTC and the Bay Area Air Quality Management District (BAAQMD), and other evaluators as appropriate.

Step One: All interested applications must submit a Letter of Interest, including the following components (3-page limit):

- **Applicant Information:** Identify the project title, name of applicant, project manager, contact information, and any project partners.
- **Project Description:** Describe the proposed project, including purpose and need of the project (attach a map of the project area and/or photos if appropriate—will not count towards the 3-page limit).
- **Project Type:** Identify how the project falls within one of the eligible activities (parking management strategy, park and ride lot, or TDM program).
- **Project Impacts:** Explain how the project will measurably reduce greenhouse gas emissions and yield co-benefits in reducing criteria pollutant emissions.
- **Project Readiness:** Describe project readiness, including any supporting studies and/or related activities.
- **Local Support:** Identify local support for the proposed project thus far, and include a letter of support from the City Manager's office and/or transit agency general manager (will not count towards the 3-page limit).
- **Funding:** Identify a total budget for the project, the amount of grant funding requested, and local match. If parking revenue is expected to be generated from the project, address how the funds will be used.
- **Data Collection and Evaluation:** Identify data collection efforts and how the project will be evaluated to measure performance.

Step Two: The evaluation committee will review all Letters of Interest and contact applicants, as needed, for additional information, clarification, and/or modification. The evaluation committee will then identify a small number of projects that show the most promise and invite these applicants to submit a more formal proposal for further evaluation. The more formal proposal will include: Applicant Information, Expanded Project Description, Scope of Work and Budget, Schedule, Maps, and Photos (if appropriate).

The evaluation committee will qualitatively evaluate proposals using a high, medium, and low rating against the following evaluation criteria:

- Potential for GHG and Criteria Pollutant Reductions (such as through reduced vehicles miles traveled, mode shift, etc.)
- Quality of Proposal
- Readiness and Local Support

- Local Match Percentage of Total Project Cost
- Capability of the Project Partners to Implement the Project
- Support of a Priority Development Area (PDA)

All Letters of Interest and Proposals (if invited to submit a proposal) must be submitted via email (preferred) or postal mail to the MTC Project Manager as follows:

Stefanie Hom, Project Manager
 Metropolitan Transportation Commission
 101 Eighth Street, Oakland, CA 94607
 RE: Application for Parking Management and TDM Grant Program
shom@mtc.ca.gov

Timeline

Activity	Date
MTC Issues Call for Projects	June 1, 2015
Workshops for potential applicants	June 11, 2015, 1:30 to 3:30 pm Joseph P. Bort MetroCenter, Oakland June 12, 2015, 1:00 to 3:00 pm SamTrans, San Carlos
Deadline for Letters of Interest to MTC	July 17, 2015 at 4 pm
Evaluation Committee completes review of Letters of Interest, and invites select applicants to submit detailed proposals	August 28, 2015
Deadline for selected applicants to submit proposals to MTC for further evaluation	October 2, 2015 at 4 pm
Evaluation Committee completes review of proposals and recommends grant awards	early November TBD, 2015
MTC's Programming and Allocations Committee (PAC) Reviews and Recommends Grant Awards for Commission Approval (<i>selected applicants should have an approved Resolution of Support by this time</i>)	December 9, 2015 (<i>tentative</i>)
Final Commission Approval of Grant Awards	December 16, 2015 (<i>tentative</i>)
MTC amends Transportation Improvement Program (TIP) to approve federal funding to projects	December 2015/January 2016 (<i>tentative</i>)
Obligation Deadline	Obligation deadline is January 31, 2017 in FY 2016-17. Obligation in FY 2015-16 is possible depending on sponsor's project schedule and regional fund availability. MTC staff will discuss further with grantees. After TIP inclusion, the sponsor should work with Caltrans to meet federal requirements (i.e. NEPA, DBE, procurement issues).

Regional Workshops

MTC will host two workshops to provide prospective applicants with an overview of the Parking Management and TDM Grant Program.

Thursday, June 11, 2015
1:30 to 3:30 pm
Joseph P. Bort MetroCenter
Room 171 (1st floor)
101 8th Street
Oakland, CA 94607

Friday, June 12, 2015
1:00 to 3:00 pm
SamTrans
Veranda Room (4th floor)
1250 San Carlos Avenue
San Carlos, CA 94070

Contact Information

For questions about grant application requirements or to discuss potential project ideas in advance of submitting a Letter of Interest, please contact **Stefanie Hom**, Project Manager, at 510.817.5756 or at shom@mtc.ca.gov.

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1. APPLICANT INFORMATION

Project Title: City of Oakland Demand-Responsive Parking and Mobility Management Initiative

Name of Applicant: City of Oakland

Project Manager: Michael P. Ford, Ph.D., C.P.P.
Oakland Public Works Department
250 Frank Ogawa Plaza, Suite 4344, Oakland, CA 94612
(510) 238-7670
mford@oaklandnet.com

Project Partners: Business Improvement Districts, business and neighborhood associations

2. PROJECT DESCRIPTION

OVERVIEW/PURPOSE

In many ways, Oakland is booming. Plan Bay Area forecasted that San Francisco, San Jose and Oakland would account for the majority of housing and job growth in the Bay Area, and the effects of this growth can already be felt. Oakland has the second fastest rise in rents in the U.S., soaring by 12.1% in 2014. The Downtown area has gained more than 8,000 new residents and dozens of new restaurants and bars in the last 15 years. A number of Bay Area companies have relocated to Oakland. Downtown Oakland is now the East Bay's biggest employment center with more than 17 million square feet of office space and nearly 84,000 jobs. Oakland recognizes that parking and mobility management are critical to managing such growth. Parking conditions in many of Oakland's commercial districts are already overcrowded, causing motorists to circle the block in search of free or underpriced curb parking, which leads to frustration, congestion and increased greenhouse gas (GHG) emissions. The City has been studying parking conditions, most recently with the on-going Downtown Oakland Parking Study (DOPS), and piloting demand-responsive parking management in the Montclair Village commercial district.

With a grant from MTC, the City of Oakland would build directly on these efforts to implement a combination of parking and transportation demand management (PTDM) strategies in Oakland's Priority Development Areas and other commercial districts using a phased-approach. Inspired and informed by the experiences of other California cities including Berkeley, San Francisco, Pasadena and Los Angeles, Oakland seeks to expand our efforts to return revenue back to the local economy and reinforce transportation management to reduce GHG emissions and support a vibrant and sustainable city. Our proposal details how the City will apply demand-responsive parking principles to ensure 1 to 2 spaces are available per block in Oakland's most congested parking areas, while improving the visitor parking experience and reducing the traffic congestion and pollution from searching for a parking space. Moreover, the project will leverage the City's unique experience with the established Parking Benefit District (PBD) in Montclair Village, as well as lessons learned and advances in the field, to implement the next generation of parking demand management strategies. For maximum effect, these parking strategies will be coupled with TDM strategies – including support for planned or existing bus pass, bikeshare, and carshare programs – to achieve meaningful reductions in single occupancy vehicle (SOV) use, driving and GHG emissions.

PROJECT NEEDS

The City seeks funding from MTC for the staffing, equipment, and resources necessary to add missing pieces to the program in Montclair and expand it to other important commercial districts. At present, the City lacks the staffing needed to work with businesses, employees and residents to customize programs to local conditions; to ensure public input and awareness; to implement, monitor and adjust parking prices; and to rigorously evaluate program results. Oakland has invested substantial resources in purchasing smart meters, automating citation enforcement, and other equipment modernization. However, we lack the resources to acquire specialized equipment – such as License Plate Recognition systems – to routinely monitor parking occupancy, assess the resulting data, and adjust prices in multiple districts. With funding from the Climate Initiatives Grant Program, the City will be able to expand our demand-responsive parking pricing to high-impact areas identified by the DOPS and other parking studies.

Parking management is just one component of reducing emissions and vehicle-miles traveled. As such, this project will actively promote the use of other modes of transportation besides driving. Oakland will encourage mode-shift by providing a package of commute options and incentives to targeted employees within the PTDM project areas, including travel coaching, supplying subsidized AC Transit passes, and education about the bikeshare and carshare options in Oakland. This grant will support the implementation and evaluation of these TDM programs among City of Oakland departments and employees, as well as lay the groundwork for other employers and residents in Oakland to do the same.

PROJECT OBJECTIVES

With the support of MTC, the City will undertake several key actions to achieve specific and measurable objectives, including:

Parking

- Implement demand-based pricing programs in multiple districts to achieve approximately 85% occupancy per block;
- Work to identify all available parking supply, including residential and privately operated, to develop potential partnerships to share parking resources;
- Install new signage and wayfinding to communicate parking policies, time limits, and price;
- Establish Parking Benefit Districts to reinvest a portion of net parking revenues in communities;
- Create a system for monitoring, enforcement, and evaluation of new and revised parking policies to ensure they remain effective and accurate; and
- Test and refine data collection and analysis system developed by Berkeley for “plug and play” capability for Oakland and other cities.

TDM

- Provide transit passes to targeted groups of employees in each PTDM district to increase the convenience of use and reduce the price of transit;
- Promote transportation alternatives such as transit, bicycling, walking, and carpooling/vanpooling;
- Provide information to employers regarding the California state law-mandated Parking Cash-Out programs for employees; and
- Monitor and report changes in usage by district across parking cash-out, bus pass, bikeshare and carshare programs.

PROJECT ACTIONS: A PHASED APPROACH

Ultimately, the City of Oakland is committed to reducing transportation-related emissions by addressing parking issues in all of its commercial districts, whether those districts are under-priced, over-priced or need better signage or management. However, for the purposes of this grant, the City is proposing a phased approach to ensure successful implementation and monitoring of pricing strategies within the grant budget and schedule. Specific proposed strategies are provided in Section 4.

Phase 1: Montclair Village, Chinatown, Lake Merritt/Uptown, Civic Center/Old Oakland

Grant funding will allow for a more complete implementation of a demand-responsive pricing program in Montclair Village. Improving the pilot program is expected to improve parking occupancy results. It will also provide important research results comparing the impact of implementing parking pricing alone (in 2014/15) versus parking pricing with complementary TDM measures, public education, driver information and signage, and more frequent monitoring and adjustment (as proposed herein.)

In Chinatown, Lake Merritt/Uptown and Civic Center/Old Oakland, the project will use the recent parking and travel demand data in Downtown Oakland to develop baseline metrics, against which we can measure the impact of our parking and TDM strategies. The downtown project area (as shown in the maps found in Section 6) includes 7,923 curb parking spaces and more than 4,000 spaces in City-owned lots and garages, and includes the three proposed parking districts. Because these districts have unique parking pressures, neighborhood groups, demand profiles, etc., the pricing strategies developed for each will be different. In addition, breaking up the larger downtown Oakland area into these districts allows for more inclusive public outreach and a smaller evaluation area to analyze initial results and test/refine MTC's data collection system (developed through the goBerkeley pilot) on new areas. Smaller project areas also make the implementation of PBDs more attractive to businesses and community organizations.

MTC should note that Oakland may need to postpone the Civic Center/Old Oakland area until Phase 2, recognizing that there may be additional data collection needed (windshield surveys, more outreach to businesses, etc.) to address community concerns. Implementation in Chinatown and Lake Merritt/Uptown will also make clear the scale of signage and parking meter decal installation, and changes to parking enforcement officer workflow. We would make this decision in consultation with MTC, based on a detailed review of data needs, budget, and contingency funding. Our main goal is that each PBD roll-out be successful, and therefore request some flexibility and partnership to assess and refine a realistic budget and geographic scope.

Phase 2: Temescal, Jack London Square, Grand/Lake

While data has been collected and initial public outreach has been performed in the Montclair Village and the Downtown districts within the area in Figure 1 of Section 6, data is unavailable or outdated for Temescal, Jack London Square and Grand/Lake District, and limited public outreach has been conducted regarding parking management issues to date. However, they are each fairly small areas, have active business and residential organizations, and have easily observed parking issues. The City considers them "next in line" for a complete PTDM program beginning with baseline data collection and public outreach, through implementation and monitoring.

As part of this grant, the City of Oakland would collect baseline data and conduct public outreach to business and neighborhood groups in Phase 2 areas. If financially feasible, the City could move one of the Phase 2 areas into Phase 1. As with the Civic Center/Old Oakland discussion above, we would seek to make this determination in partnership with MTC, based on the initial data analysis and outreach results.

Phase 3: Rockridge, Fruitvale, Piedmont Ave

If Phase 1 and 2 are completed successfully and funding remains available, Oakland plans to address parking concerns in the Rockridge, Fruitvale, and Piedmont Avenue commercial districts. Because there has been no parking data collected for more than 10 years, and no public outreach on the topic in these areas, the City does not envision implementing a PTDM program in these areas within this grant budget and timeline. However, we recognize that parking issues exist and intend to work with these communities, BART and others to develop parking management and TDM programs. We hope that successes in the Phase 1 and Phase 2 areas will provide the City with strong tools and experience, and will catalyze community interest in such programs.

ANTICIPATED RESULTS

The overarching anticipated results from this initiative will be a reduction in greenhouse gas emissions through the reduction of vehicle-miles traveled and an increase in the use of more environmentally friendly transportation modes. Specific anticipated results include, but are not limited to:

- Increased parking availability
- Improved customer/visitor satisfaction
- Reduced double parking and search time
- Reduction in traffic accidents, VMT from circling, and congestion
- Improved mode-split and reduction of single-occupant car trips
- First test of “plug and play” capabilities of MTC-funded goBerkeley Automated Data Collection system
- Established model for local investments through Parking Benefits Districts, including mechanisms for transfer of funds, oversight and ensuring geographic and economic equity

In the case of SFpark, involving approximately 6,000 on-street parking meters and 12,250 off-street parking spaces, the city saw an overall reduction of 30% in both vehicle miles traveled and associated GHG emissions; on a per meter basis, daily VMT decreased from 3.7 to 2.6 miles per meter in the pilot areas. Similarly, the goBerkeley TDM program’s provision of AC Transit EasyPasses saw a 30% increase in regular transit use. We fully expect that our proposed initiative will achieve similar results in Oakland.

3. RESPONSE TO QUESTIONS

Q1: Could the project be scaled (i.e. modifications to scope of work, reduced project area, alternative technology, etc.)? If so, please describe how the project could be modified and indicate the revised budget.

A1: We intend to implement demand-responsive parking pricing with complementary TDM in the Phase 1 areas of Montclair Village, Chinatown, Lake Merritt/Uptown and Civic Center/Old Oakland. The budget supplied for Phase 1 includes the direct project costs needed for the successful implementation of the overall demand-responsive parking program, including the relatively fixed costs of project development and management, data collection technology, public outreach tools, signage design, TDM components, etc. All of this would be necessary to carry out even a single robust program. These four areas allow us to leverage existing data collection and public outreach in order to spend more resources on refining these other project components. The budget for Phase 2 clearly illustrates the scalability of the project. Variable costs that contribute to Phase 2 budget include the scaling up the data collection systems to a larger area and completing more public outreach and education. If the grant amount is further modified, additional districts in need of parking management could easily be brought on-line.

Q2: Please identify project location(s).

A2: The project locations for Phase 1 are Montclair Village, Chinatown, Lake Merritt/Uptown and Civic Center/Old Oakland. Project Locations for Phase 2 will be Temescal, Jack London Square and Grand/Lake District. A map of the Phase 1 project areas located in the Downtown PDA is provided in Section 6, Figure 1.

Q3: Please provide funding details, i.e. project components and cost.

A3: Section 5, Project Cost and Funding, provides a budget that shows total project and cost breakdown for each major task, including the breakout of costs for Phase 1 and 2.

Q4: Please provide a minimum of 15 percent local match.

A4: The City of Oakland is requesting \$2 million in grant funding from MTC and will provide a local cash match of \$437,000, which includes an in-kind match of \$75,000 in the form of AC Transit EasyPasses for over eight hundred City employees. This is a project match of nearly 18%.

Oakland has already committed non-participating matching funds by investing millions of dollars in smart meter installations citywide.

Q5: Would you consider including the implementation of parking pricing strategies to better manage demand? If so, please describe and provide details.

A5: Yes, this is our primary proposal. We will continue to make adjustments to the demand-responsive parking pricing strategies in Montclair and plan to introduce parking pricing strategies to improve observed conditions in Chinatown, Lake Merritt/Uptown and Civic Center/Old Oakland (and to the additional areas in Phase 2, if possible). The proposed strategies for each area are shown in the Scope of Work.

4. SCOPE OF WORK AND SCHEDULE

SCOPE OF WORK

TASK 1 – PROJECT MANAGEMENT AND PARTNER COORDINATION

1.1 Overall Project Management and Staffing

The City of Oakland will provide overall project management, including coordination with project partners, procurement and contract management, management of project budgets and schedules, staffing for Working Group meetings, and coordinating completion of all project deliverables.

The City will hire two limited duration employees or consultants to oversee the parking management program (Task 2) and TDM program (Task 3). These individuals will work closely with the City's current parking management and transportation staff, as well as any other staff acquired for the implementation of the specific parking and TDM programs.

1.2 Public Information and Outreach / Coordination with Project Partners

Collaboration with the business improvement districts, business associations and neighborhood organizations will be essential to successful implementation, especially in Task 2. In light of this, the City of Oakland will create a formal Working Group with partnering groups in order to coordinate and manage the joint elements of the program.

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Working Group meetings will facilitate communication among the project partners and allow for feedback and fine-tuning by those who are more closely associated with the parking program's impacts. The Working Group is expected to meet quarterly for the duration of the project, and more often at critical moments if necessary.

To assist with public outreach, the City will contract via competitive bidding with a highly qualified organization, likely a nonprofit, which has expertise in community outreach in Oakland or similar community. Other outreach strategies will be utilized, such as website creation, social media, flyers, mailings, email blasts, text alerts, and City Council newsletters. The City will provide extensive multi-lingual outreach during all phases of the program.

In addition to these outreach efforts, the City will also attend BID and neighborhood meetings to enable real-time feedback on the various elements of program implementation. In general, transparency and reporting of results will be essential to gaining public trust and support. Therefore this task will include determining the most effective and appropriate channels to provide information about these projects, their results, and the next steps. Additional letters of support from project partners are forthcoming.

1.3 Establishment of the Parking Benefits District Model

While ordinances and mechanisms are in place for the operational PBD in Montclair Village, the City envisions questions to arise with implementation in larger districts. Expected issues include geographic equity, economic equity, fund transfer mechanisms, fiscal oversight, City vs. private policy decision-making, financial accounting, and liability questions. This task will analyze best practices from other cities such as Portland, Houston, Chicago, and Old Pasadena, as well as work with internal City departments, Business Improvement Districts and other possible PBD agencies to develop a model that can be applied City-wide.

1.4 Testing and Refinement of Data Collection and Analysis Tool

Data will be collected using a combination of conventional observation methods and the combined smart parking meter/License Plate Recognition (LPR) system tested and in use by the City of Berkeley.

As part of the goBerkeley pilot, MTC leveraged Climate Initiative and other federal funds to develop an automated parking data collection tool for the region. The goal was to develop a cost-effective tool that would use equipment that cities already own or could acquire easily, and produce reports that City staff can use to view parking conditions and make pricing decisions. The goBerkeley system chose to use a combination of smart parking meter data and LPR data, along with a \$500k reporting system.

Oakland already owns and has access to its own smart parking meter records. LPR equipment may be obtained through an RFP, an on-call contract or through a Memorandum of Understanding with the City of Berkeley.

As the City of Berkeley's system was funded by MTC and other federal grants, it is available for adoption by the City of Oakland and other cities at no cost. However, the system was developed in and for Berkeley, so Oakland's deployment would be the first real test of whether MTC's investment in Berkeley's system has truly provided a "plug and play" parking data collection tool, or whether customization must be performed for each city. We have included a modest software development and systems integration budget to test this system.

Task 1 Deliverables:

- Job descriptions for lead staff and contracts for outreach consultants.
- Public outreach strategy for each area, including translation, door-to-door outreach, public meetings, etc.

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- Copies of reports to the Oakland City Council.
- Copies of any materials provided for web use or mass media.
- Model for Parking Benefits District, including white papers on finance and legal issues, by-laws, etc.
- Operational Data Collection and Analysis Tool for Oakland, including documentation on software customization required.
- Data Collection and Analysis Tool Feasibility Report on the customization needs, cost-effectiveness, and other feasibility considerations for other cities in the San Francisco Bay Area and elsewhere.

TASK 2 – PARKING PRICING AND MANAGEMENT

2.1 Demand-Based Parking Pricing Implementation and Enforcement

The City of Oakland will implement demand-responsive parking pricing in the Phase 1 areas. Initial data collection and outreach suggest that the following strategies are appropriate. Pricing and time limit strategies will be finalized through additional focused data collection and community participation.

Phase 1 Areas	Proposed Strategy (all include PBDs)	Parking Data	Public Outreach
Montclair Village	<p>Observed issue: Original pilot addressed congested parking blocks and nearby blocks with available parking. Multi-tiered pricing, with lack of signage, may have been too complex for many drivers to grasp.</p> <p>Strategy to test: Simplify tiered pricing (possibly into 2 zones), design and install improved static signage with parking rates and time limits, design and install wayfinding signage to parking zones, assess occupancy more frequently using automated data collection system; make annual or semi-annual adjustments to achieve 65-85% occupancy goals.</p>	Yes	Yes
Chinatown	<p>Observed Issue: Lack of curbside space on high activity blocks leads to double parking, congestion and frustration. Lack of parking in Chinatown core, available parking at periphery and in private off-street facilities.</p> <p>Strategy to test: Designate new pick-up/drop-off zones (white or yellow), and/or time-limited hybrid commercial loading/metered spaces, in high-activity locations. Reduce time limits in the core and extend time limits in the periphery. Encourage longer term parking to use available off-street parking supply through signage, marketing and coordination with public and private off-street regarding hours of operation, price, and access.</p>	Yes	Yes
Lake Merritt/ Uptown	<p>Observed issue: Unequal distribution of demand (high towards the core, lower to the north).</p> <p>Strategy to test: Institute zone-based "Premium/Value" zones with associated prices, time limits and signage.</p>	Yes	Yes
Civic Center / Old Oakland	<p>Observed issue: Low parking availability and high use of placard parking.</p> <p>Strategy to test: Propose elimination of parking time limits with steep progressive rates (e.g. \$2.00 1st hour, \$4.00 2nd hour, etc.). Maintain and promote low rates in off-street facilities.</p>	Yes	Yes

Monitoring will occur throughout the implementation period to inform price adjustments; adjustments will take place no more frequently than once per quarter during the grant period. Partnering with the City of Oakland Police Department and the new Oakland Department of Transportation, LPRs will also be

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used to enhance enforcement of the demand-responsive parking areas. Monitoring and enhanced enforcement will include project-adjacent residential parking permit zones to assess and address any spillover parking problems that may arise.

As discussed above, Phase 2 will be implemented if Phase 1 improves parking availability, the community is on-board, and that the City’s data collection/analysis system and Parking Benefits Districts prove to be operational and fiscally sustainable. Potential strategies for Phase 2 are shown below; final strategies will be determined through data collection and community engagement.

Phase 2 Areas	Proposed Strategy (all include PBDs)	Data Available?	Public Outreach?
Jack London Square	<p>Observed issue: Lack of curbside parking and driver confusion arriving at Jack London Square.</p> <p>Strategy to test: Develop partnerships with private off-street parking providers to activate all available parking supply. Test shared valet services and shared valet pick-up/drop off at southern end of Broadway.</p>	Yes (incomplete)	Yes (incomplete)
Temescal	<p>Observed issue: Lack of parking availability on Telegraph Avenue in core Temescal. Available parking underused north and south, as well as private off-street.</p> <p>Strategy to test: Institute “Premium/Value” zones on Telegraph Avenue and work with public and private off-street parking to activate all available parking supply.</p>	Yes (incomplete)	Yes (incomplete)
Grand/Lake District	<p>Observed issue: Lack of parking availability on Grand Ave, Lakeshore Ave and side streets, availability off-street.</p> <p>Strategy to test: Establish “Premium”-priced on-street zones with shorter time limits and “Value”-priced off-street zones for longer-term parking.</p>	Yes (incomplete)	Yes (incomplete)

While the City of Oakland recommends this phasing of commercial areas, we welcome MTC’s input on substituting Phase 1 and Phase 2 areas within the budget available.

2.2 Parking Occupancy Monitoring and Methodology Evaluation

Measuring parking occupancy and utilization before, during, and after project implementation is crucial to assessing project outcomes and determining necessary adjustments to parking rates and time limits. Moreover, systematic and transparent processes facilitate future expansion in Oakland and replication in other cities.

Oakland will build on the data collected as part of the Montclair Village Pilot and the DOPS by conducting targeted checks and updates to existing data. The City will conduct a minimum of four on-street parking occupancy surveys throughout the pilot program period.

On-street occupancy will be collected using a combination of conventional observation methods and the refined data collection and analysis system described in Section 1.4. Occupancy in off-street parking facilities will be collected via automated Parking Access Revenue Control Systems (PARCS) or via manual sample counts throughout the project.

Customer satisfaction, business and residential feedback and driver/parker behavior will be collected before, during and after implementation via in-person intercept surveys, on-line feedback surveys and through social media tools.

In addition, the City will supplement occupancy data with information gathered from other available sources such as the current parking meter and citation data under the City’s existing citation management

system. If necessary, the City will work with Xerox to assist with vendor coordination, data collection verification, and output analysis.

2.3 Overall Parking Program Evaluation and Recommendations

This task will evaluate the parking pricing programs based on the data collected throughout the pilot period as part of Tasks 2.1 and 2.2. This evaluation will draw from information that would include, but is not limited to: manual and LPR occupancy surveys, systematic search time tests to estimate level of circling, parking revenue, parking enforcement costs, parking citations, feedback from staff and the Working Group, and feedback on vehicle trips and travel behavior drawn from business, employee and/or customer surveys. The evaluation will also take into consideration how these parking programs are impacting adjacent areas and neighborhoods, particularly residential areas.

The analysis of this information will be compiled and presented to the Oakland City Council in the form of a report evaluating the parking component of the project, including the various Parking Benefit District pilots, and making recommendations for the City of Oakland regarding next steps for more widespread implementation.

Task 2 Deliverables:

- Parking occupancy counts (minimum of four) and analysis.
- Installation of signage reflecting new pricing and time limits.
- Wayfinding to available parking supply.
- Public information campaign of new parking pricing.
- Final report of evaluating the parking component with recommendations for next steps.

TASK 3 – TDM STRATEGIES TO REDUCE VEHICLE TRIPS AND PARKING DEMAND

3.1 Vehicle Trip Reduction and Transportation Alternatives for City Employees

This task will include implementation of the City's transit pass one-year pilot program to distribute AC Transit passes to 835 City employees, to encourage transit use. In addition, site-specific travel information and coaching will be provided to the employees involved in the program.

3.2 TDM Monitoring and Outreach for Employers and Residents

Under this task, City staff will work with private employers and AC Transit to implement their own transit pass programs. Grant funding would be used to help subsidize either the cost of AC Transit EasyPasses or administrative costs of the business program.

Other TDM strategies to be included will be the promotion of other transportation modes, such as bicycling, walking, carpooling, and vanpooling. This may include working with other City offices and agencies to set aside preferential parking areas for bicycles and carpool vehicles.

City staff will also furnish information to employers in Oakland who provide employee parking and ensure that they are also offering a cash allowance in lieu of a parking space. These cash-out programs have demonstrated effectiveness in encouraging employees to find alternate means of commuting to work.

3.3 Overall TDM Program Evaluation and Recommendations

This task will evaluate the TDM programs based on the data collected as part of Tasks 3.1 and 3.2. This evaluation will draw from information that would include but not be limited to: data from Clipper Card/AC Transit, data on carshare and bikeshare memberships and reservations, feedback from staff and

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the Working Group, feedback on vehicle trips and travel behavior drawn from City employee and/or customer surveys and participant interviews.

The analysis of this information will be compiled and presented to the Oakland City Council in the form of a report evaluating the TDM component of the project, including the success of parking cash-out programs and parallel bikeshare, carshare and discount transit pass programs, and making recommendations regarding next steps for more widespread implementation.

Task 3 Deliverables:

- Distribute 835 AC Transit EasyPasses to City employees.
- Provide tailored information to employers to support the parking cash-out programs.
- Provide tailored information to employers and residents about transportation and commuting options, including bicycling, walking, carpooling/vanpooling, carshare, and bikeshare.
- Subsidize and or promote AC Transit EasyPass, bikeshare or carshare memberships to targeted area employers.
- Final report evaluating the TDM component with recommendations for next steps.

SCHEDULE

The project will cover a three-year period. Below is a table reflecting the major tasks and approximate completion dates.

Task	Description	Products	Completion Dates	Key Partners
1	Project Management and Partner Coordination			
1.1	Overall Project Management and Staffing	Progress reports, Council and public reports, budget updates, Point of Contact	Ongoing	MTC, Internal City Departments, AC Transit, Business Improvement Districts and PBDs
1.2	Public Information and Outreach (website, brochures, graphic design, public outreach strategy)	Project website, fact sheets, brand style guide, press release info, graphic design of signs and wayfinding	Ongoing	MTC, Public Outreach/Marketing Consultant
1.3	Parking Benefit District Model (legal and economic mechanisms)	Ordinances, white papers, legal summaries and economic analysis for PBD	Sept. 2017	Finance, City Attorney, Business Improvement Districts, PBDs
1.4	Data Collection Systems (testing of Berkeley system, plus potential procurement of LPR and associated customization)	Operational automated data collection tool, report on software customization and effort to make goBerkeley tool operational	March 2017	MTC, FHWA, City of Berkeley, possibly Xerox (Berkeley's System Integrator), software vendor
2	Parking Pricing and Management			
2.1	<i>Phase 1</i>			
2.1.1	Parking Occupancy Monitoring and Methodology Evaluation	Before and after occupancy/duration/search traffic results, questionnaire surveys of merchants, employees, parkers	Sept. 2017	Data collection consultant, Business Improvement Districts and/ or PBDs

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Task	Description	Products	Completion Dates	Key Partners
2.1.2	Demand-Responsive Parking Pricing Implementation and Enforcement (covers implementation and enforcement of four Phase 1 districts, with signage)	Operational parking pricing strategy with associated signage, parking meter changes and supporting enforcement	Sept. 2017	Signage and parking meter vendors, Oakland PD
2.1.3	Parking Program Evaluation and Recommendations	Report on effectiveness of parking strategies and adjustments	Dec. 2017	City of Oakland
2.2	<i>Phase 2</i>			
2.2.1	Parking Occupancy Monitoring and Methodology Evaluation	Before and after occupancy/duration/search traffic results, questionnaire surveys of merchants, employees, parkers	Sept. 2018	Data collection consultant, Business Improvement Districts and/ or PBDs
2.2.2	Demand-Responsive Parking Pricing Implementation and Enforcement (covers implementation and enforcement of Phase 2 districts, with signage)	Operational parking pricing strategy with associated signage, parking meter changes and supporting enforcement	Sept. 2018	Signage and parking meter vendors, Oakland PD
2.2.3	Parking Program Evaluation and Recommendations	Report on effectiveness of parking strategies and adjustments, incl. VMT and GHG emissions	Dec. 2018	City of Oakland
3	TDM Strategies			
3.1	Vehicle Trip Reduction and Parking Alternatives for City Employees (includes \$75,000 City participation procuring 835 transit passes)	Distribution and administration of transit passes	Ongoing	AC Transit
3.2	TDM Monitoring and Outreach for Employers and Residents	Distribution and administration of subsidized transit passes and travel coaching and promotion of alt. modes including bikeshare/carshare	Ongoing	AC Transit, Bay Area Bike Share, Car2Go, Business Improvement Districts and/or PBDs
3.3	TDM Program Evaluation and Recommendations	Report on effectiveness of TDM strategies incl. VMT and GHG emissions	Dec. 2018	City of Oakland

5. PROJECT COST AND FUNDING

Task	Description	Grant Request	Local Match	Total Funding
1	Project Management and Partner Coordination			
1.1	Overall Project Management and Staffing	\$ 765,000	\$ 135,000	\$ 900,000
1.2	Public Information and Outreach (website, brochures, graphic design, public outreach strategy)	\$ 50,000	\$ 8,500	\$ 58,500
1.3	Parking Benefit District Model (legal and economic mechanisms)	\$ 20,000	\$ 3,500	\$ 23,500
1.4	Data Collection Systems (testing of Berkeley system, plus potential procurement of LPR and associated customization)	\$ 300,000	\$ 50,000	\$ 350,000
	Task 1 Total	\$ 1,135,000	\$ 197,000	\$ 1,332,000
2	Parking Pricing and Management			
2.1	<i>Phase 1</i>			
2.1.1	Parking Occupancy Monitoring and Methodology Evaluation	\$ 350,000	\$ 61,000	\$ 411,000
2.1.2	Demand-Responsive Parking Pricing Implementation and Enforcement (covers implementation and enforcement of three Phase 2 districts, with signage)	\$ 25,000	\$ 4,000	\$ 29,000
2.1.3	Parking Program Evaluation and Recommendations	\$ 25,000	\$ 4,000	\$ 29,000
	Phase 1 Total	\$ 400,000	\$ 69,000	\$ 469,000
2.2	<i>Phase 2</i>			
2.2.1	Parking Occupancy Monitoring and Methodology Evaluation	\$ 225,000	\$ 69,000	\$ 294,000
2.2.2	Demand-Responsive Parking Pricing Implementation and Enforcement (covers implementation and enforcement of three Phase 2 districts, with signage)	\$ 25,000	\$ 4,000	\$ 29,000
2.2.3	Parking Program Evaluation and Recommendations	\$ 25,000	\$ 4,000	\$ 29,000
	Phase 2 Total	\$ 275,000	\$ 77,000	\$ 352,000
	Task 2 Total	\$ 675,000	\$ 146,000	\$ 821,000
3	TDM Strategies			
3.1	Vehicle Trip Reduction and Parking Alternatives for City Employees (includes \$75,000 City participation procuring 835 transit passes)	\$ 80,000	\$ 75,000	\$ 155,000
3.2	TDM Monitoring and Outreach for Employers and Residents	\$ 80,000	\$ 14,000	\$ 94,000
3.3	TDM Program Evaluation and Recommendations	\$ 30,000	\$ 5,000	\$ 35,000
	Task Total	\$ 190,000	\$ 94,000	\$ 284,000
TOTAL AMOUNT		\$ 2,000,000	\$ 437,000	\$ 2,437,000
Total Amount (Task 2 Phase 1 only)		\$ 1,725,000	\$ 360,000	\$ 2,085,000

6. MAPS

Figure 1 - Map of districts located in Downtown PDA included in Phase 1

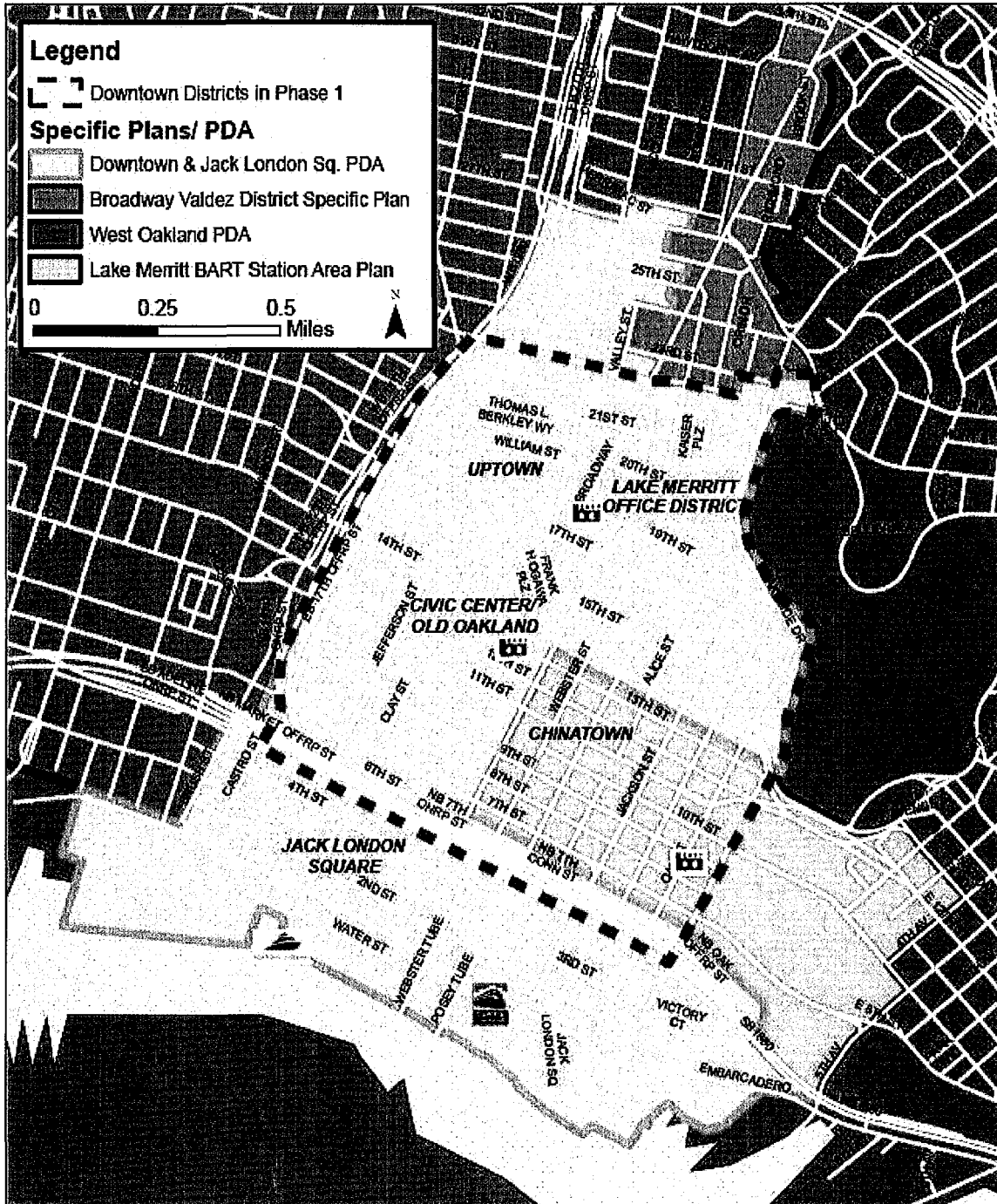
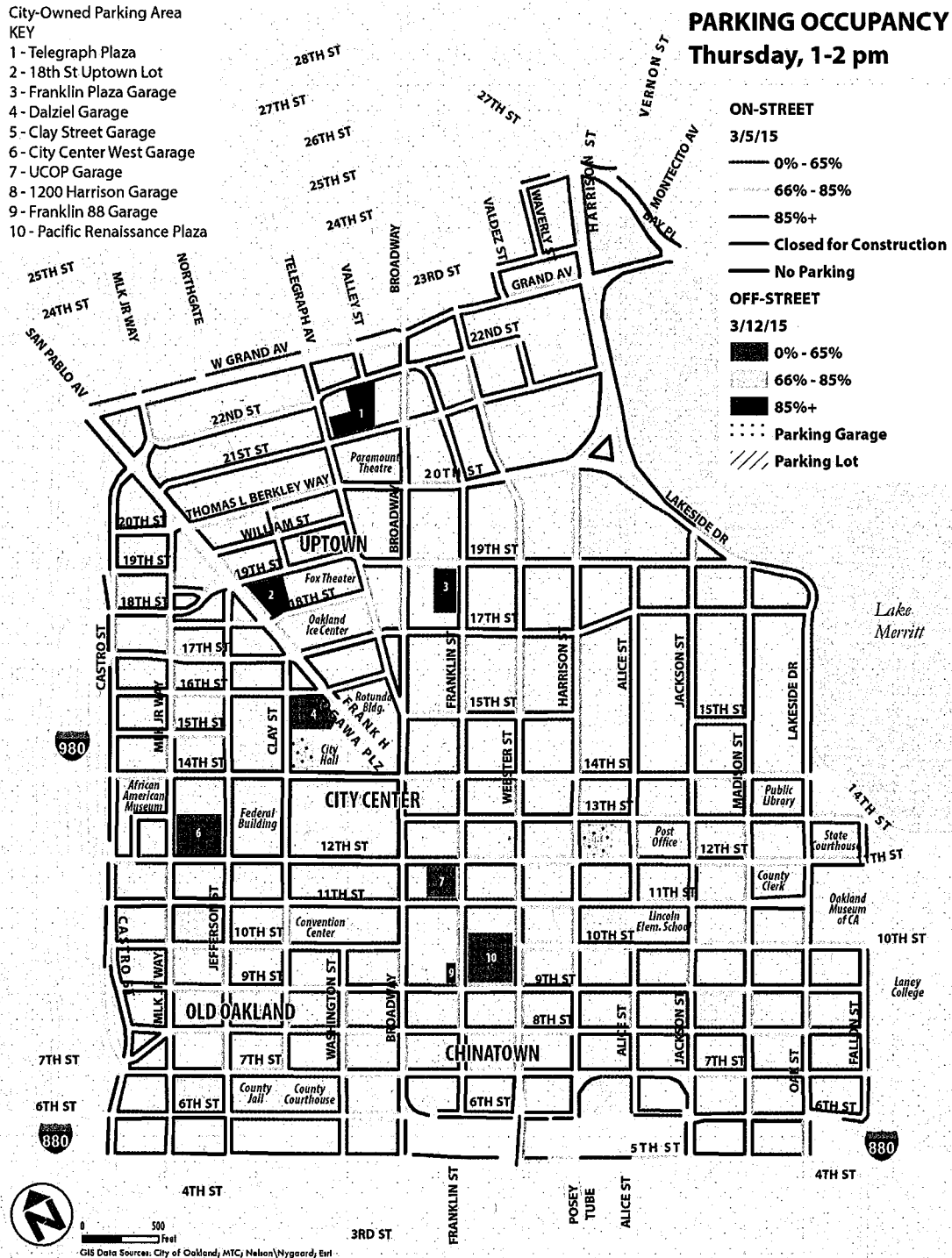


Figure 1 shows how Phase 1 of the Oakland Demand-Responsive Parking & Mobility Management Initiative will build directly on the MTC-sponsored DOPS, tailoring PTDM strategies to the unique needs of Downtown Oakland's commercial districts.

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Figure 2 - Map of Downtown Oakland Parking Occupancy, June 2015

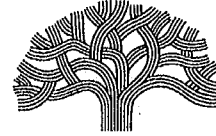


Source: Downtown Oakland Parking Study, Technical Memorandum #2 – Existing Conditions Analysis (Draft)

Figure 2 demonstrates the type of data that will form the basis for the parking pricing structure established in Task 2.1. The substantial data collection from the DOPS supports the City's readiness to implement demand-based parking pricing.

Attachment C

CITY OF OAKLAND



DALZIEL BUILDING • 250 FRANK H. OGAWA PLAZA • SUITE 4314 • OAKLAND, CALIFORNIA 94612-2033

Oakland Public Works
Brooke A. Levin
Director

(510) 238-3961
FAX (510) 238-6428
TDD (510) 238-7644

July 17, 2015

Ms. Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street
Oakland, CA 94607

RE: Application for Climate Initiatives Parking Management and TDM Grant

Dear Ms. Hom,

I am writing to let the Metropolitan Transportation Commission (MTC) know that the City of Oakland is extremely interested in and well-prepared to submit a strong proposal for a \$2,000,000 Climate Initiatives Parking Management and Transportation Demand Management (TDM) Grant.

Oakland's Curb Space Problem

The City's Downtown and many other commercial areas are plagued by the inefficient use of on-street parking which leads to merchant and visitor frustration, traffic congestion, excessive vehicle miles traveled and greenhouse gas emissions resulting from drive-alone trips and circling for a space. In addition, widespread double-parking in some areas and distracted driving that occurs while searching for parking creates serious safety issues for bicyclists, pedestrians, transit vehicles and motorists.

For instance, Oakland's Chinatown has a notorious double-parking problem due to inadequately managed truck loading zones and parking. It also faces high demand for on-

street parking, while off-street garages remain underutilized. In Oakland's most vibrant neighborhood shopping districts, overly short parking time limits result in a high rate of citations, creating a negative experience that hurts the City's reputation and may turn visitors away permanently.

The City has been studying the nature and extent of this problem and recognizes that it must actively manage its parking assets in business districts and other key commercial areas in order to reduce greenhouse gas emissions and support economic vibrancy and community well-being. With more and more people wanting to live, work and play in Oakland, the problem has taken on a real sense of urgency.

Oakland's Resolve to Face this Challenge

Over the past several years, the City has demonstrated its resolve to develop and implement "smart parking" and TDM strategies. The City's recent actions include:

- the adoption of "Parking Principles" to guide parking policy, program design, project implementation and management (see Resolution 84664 C.M.S. attached);
- the implementation of the City's first "flexible" demand-responsive parking pricing program, which includes the establishment a Parking Benefits District in the Montclair commercial district (see attached Montclair Village Association letter of support);
- the replacement of over 4,000 single-space coin meters with smart parking meters that enable demand-responsive and data driven parking management programs;
- the execution of new contracts that improve accountability and incentives to improve the management of the City's off-street parking facilities;
- with assistance from MTC and ACTC, the systematic study of parking supply and demand in commercial districts in the City, most recently focusing on the downtown with the Nelson/Nygaard-led "Downtown Oakland Parking Study".

Oakland, with MTC's continuing assistance and funding, is prepared to successfully implement a combination of parking management and TDM strategies in neighborhoods primarily in Oakland's Priority Development Areas.

Applicant Information

Project Title: Oakland Demand-Responsive Parking & Mobility Management Initiative

Name of Applicant: City of Oakland

Project Manager: Michael P. Ford, Ph.D., C.P.P.

Contact Information:

Address: 250 Frank Ogawa Plaza, Suite 4344, Oakland, CA 94612

Phone: (510) 238-7670

Email: mford@oaklandnet.com

Project Partners: Likely partners include AC Transit, ACTC, BART, Transform

Project Description

MTC's "Plan Bay Area" recognizes that Oakland's Priority Development Areas (PDA) will account for a large portion of the region's growth in the coming decades. The proposed project aims to manage that growth by combining high-impact parking management and proven TDM strategies in innovative ways, ensuring the City can take advantage of the opportunities and mitigate the challenges that accompany significant growth. In short, the ***Oakland Demand-Responsive Parking and Mobility Management Initiative*** aims to get more people to more places in Oakland with fewer greenhouse gas emissions.

Our project begins with the recognition that every commercial district or neighborhood in Oakland is unique. In the past, Oakland has used a "one-size fits" all strategy when it comes to on-street meter rates. Today, we are piloting dynamic-pricing and revenue sharing in the Montclair commercial district and rigorously assessing current conditions and trends in others. We intend to develop parking pricing and time limits combined with TDM programs such as transit passes and bicycle incentives to improve commuter and visitor experiences, and reduce single-occupancy vehicle trips, circling, double-parking and congestion. Building on the work of neighboring municipalities and innovative programs such as *SFPark* and *goBerkeley*, Oakland recognizes that parking must be conceived as a pivotal component in a comprehensive mobility concept. Our complete proposal will detail

how this concept will inform neighborhood-specific plans, investments, measurable results and sustainable programs (see map of likely target areas in Downtown Oakland attached).

Project Type

The proposed project will use a combination of parking management (Tier 1) and TDM (Tier 3) strategies, and, in select areas, park-n-ride programs (Tier 2).

Project Impacts

The project should result in the efficient use of limited parking resources, the reduction of congestion and circling, and fully integrating parking into a multi-modal transportation system with the aim of reducing GHG and criteria pollutant emissions.

Project Readiness

The Montclair flexible parking program and the Downtown Oakland Parking Study currently underway are the primary evidence of Oakland's commitment and readiness to undertake this initiative. The project's target neighborhoods -- likely to include Chinatown, City Center, Lake Merritt Office District, Jack London, Montclair Village, Old Town and Uptown -- will have been carefully studied by March 2016.

Local Support

Letters of support from Mayor Libby Schaaf, City Administrator Sabrina Landreth, and Montclair Village Association Executive Director Daniel Swafford are attached. Other agencies, associations and organizations -- including AC Transit, BART, Oakland Chamber of Commerce, Oakland Chinatown Chamber of Commerce, and Transform -- have expressed interest in supporting this initiative with varying degrees of involvement.

Funding

The total budget for the proposed project is \$2.3 million. Of this amount, Oakland is requesting \$2 million in grant funding from MTC and will provide the required 15% local match of \$300,000. Incremental parking revenues generated as a result of the project would be used to ensure that the City has the means of funding the most impactful strategies beyond the duration of the project.

Data Collection and Evaluation

We will create a strong monitoring and evaluation framework that focuses on climate and environmental goals as well as economic outcomes, leveraging lessons from *goBerkeley*, *SFPark* and other similar efforts nationally. We will work closely with businesses and residents, conduct visitor, resident and employee surveys, and collect transit usage and parking data before and during the program period. The program aims to use automated parking data collection methods to ascertain the most accurate and cost-effective program design going forward.

Thank you for your time and consideration. We are excited to pursue this innovative initiative and would be thrilled to submit a proposal for your consideration.

Sincerely,



Brooke A. Levin
Director

Attachments:

- Resolution No. 84664 C.M.S. Parking Principles
- Letter of support from Montclair Village Association Executive Director Daniel Swafford
- Tentative map of likely target neighborhoods in Downtown Oakland
- Letter of support from Mayor Libby Schaaf
- Letter of support from City Administrator Sabrina Landreth

FILED
OFFICE OF THE CITY CLERK
OAKLAND

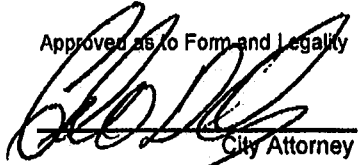
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OAKLAND CITY COUNCIL

RESOLUTION No. 84664 C.M.S.

Introduced by Councilmember _____

Approved as to Form and Legality



City Attorney

**A RESOLUTION ADOPTING PARKING PRINCIPLES FOR CITY OF
OAKLAND COMMERCIAL DISTRICTS**

WHEREAS, these Parking Principles call for the active management of parking; and were first presented to the City Council in December, 2009; and

WHEREAS, these Parking Principles hold that parking should be treated as an asset that helps bolster the economic vitality of neighborhood commercial areas; and

WHEREAS, these Parking Principles hold that parking should be managed to achieve an approximate 85% maximum occupancy per block, so there will always be some available on-street parking for shoppers and visitors; and

WHEREAS, these Parking Principles hold that parking should be priced at market rates, and should be adjusted regularly to reflect current use; and

WHEREAS, these Parking Principles hold that pricing and policies should encourage the use of off-street parking lots where they are available; and

WHEREAS, these Parking Principles state that, whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district; and, therefore be it

RESOLVED, that the City shall adopt the following Parking Principles as official policy to guide actions dealing with parking in commercial districts city-wide:

- **Parking is part of a multi-modal approach to developing neighborhood transportation infrastructure.**
 - Users of commercial districts (shoppers, employees, visitors) have varied needs for access, via private auto, transit, bicycle and foot.
 - Curbside parking must be balanced with multiple complementary and competing needs, including but not limited to delivery vehicles, taxis, car share vehicles, bus stops, bicycle parking and sidewalk widening.

- **Parking should be actively managed to maximize efficient use of a public resource.**
 - Parking should be treated as an asset that helps bolster the economic vitality of neighborhood commercial areas
 - Parking should be managed to achieve an approximate 85% maximum occupancy per block so that there will always be some parking available to shoppers and visitors
 - Parking should be priced to achieve usage goals ("market pricing"); market prices may vary by area, by time of day and may be adjusted occasionally to reflect current use.
 - Pricing and policies should encourage use of off-street parking lots where they are available.
- **Parking should be easy for customers.**
 - Costs, rules and penalties should be easily comprehensible.
 - Fees should be payable by a variety of fare media (prepaid cards, credit cards, cash and cell phones).
 - If possible, and where appropriate, time limits should be avoided in favor of market pricing.
 - The role of tickets should be minimized in generating parking revenue; it should be easier to pay parking fees, which may lower the incidence of tickets.
- **Parking policy and regulations should help the City meet other transportation, land use and environmental goals.**
 - Pricing policies should encourage a "park once" approach, to minimize driving from store-to-store within a commercial district and adding to congestion and air pollution.
 - Whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district.

IN COUNCIL, OAKLAND, CALIFORNIA, OCT 15 2013

PASSED BY THE FOLLOWING VOTE:

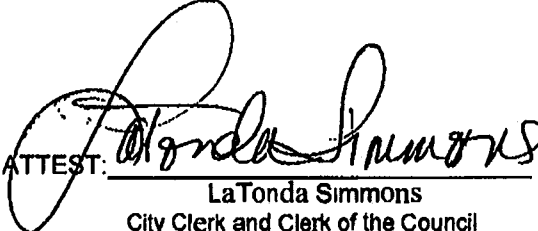
AYES - BROOKS, GALLO, GIBSON MCELHANEY, KALB, KAPLAN, ~~REID~~, SCHAAF ~~ABSTENTION~~ *6*

NOES - *0*

ABSENT - *0*

ABSTENTION - *0*

Excused - Reid, Kernighan - 2

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



The MVA's mission is to support our merchant members and help the Village thrive

July 17, 2015

Ms. Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607
shom@mtc.ca.gov

RE: Application for Parking Management and TDM Grant Program

Dear Ms. Hom,

Please accept this letter as evidence of the Montclair Village Association's (MVA) support for the City of Oakland's continuing efforts to implement "smart" parking and related strategies that can build on the Montclair "flexible parking" pilot program that began in August, 2014.

MVA played an active role in the City's efforts to determine the rightness of fit for such a program in Montclair, standing with then Councilmember Libby Schaaf and other City staff as they engaged in community outreach and developed plans for actively managing the district's on-street and off-street parking assets in ways that would induce on-street parking-turn-over and lead more vehicles to use La Salle Garage with the aim of reducing congestion, circling and overall vehicle miles traveled (VMT) while supporting the economic vitality and well-being of the area. A comprehensive assessment of the program's first year results is due this fall and MVA looks forward to cooperating in that effort.

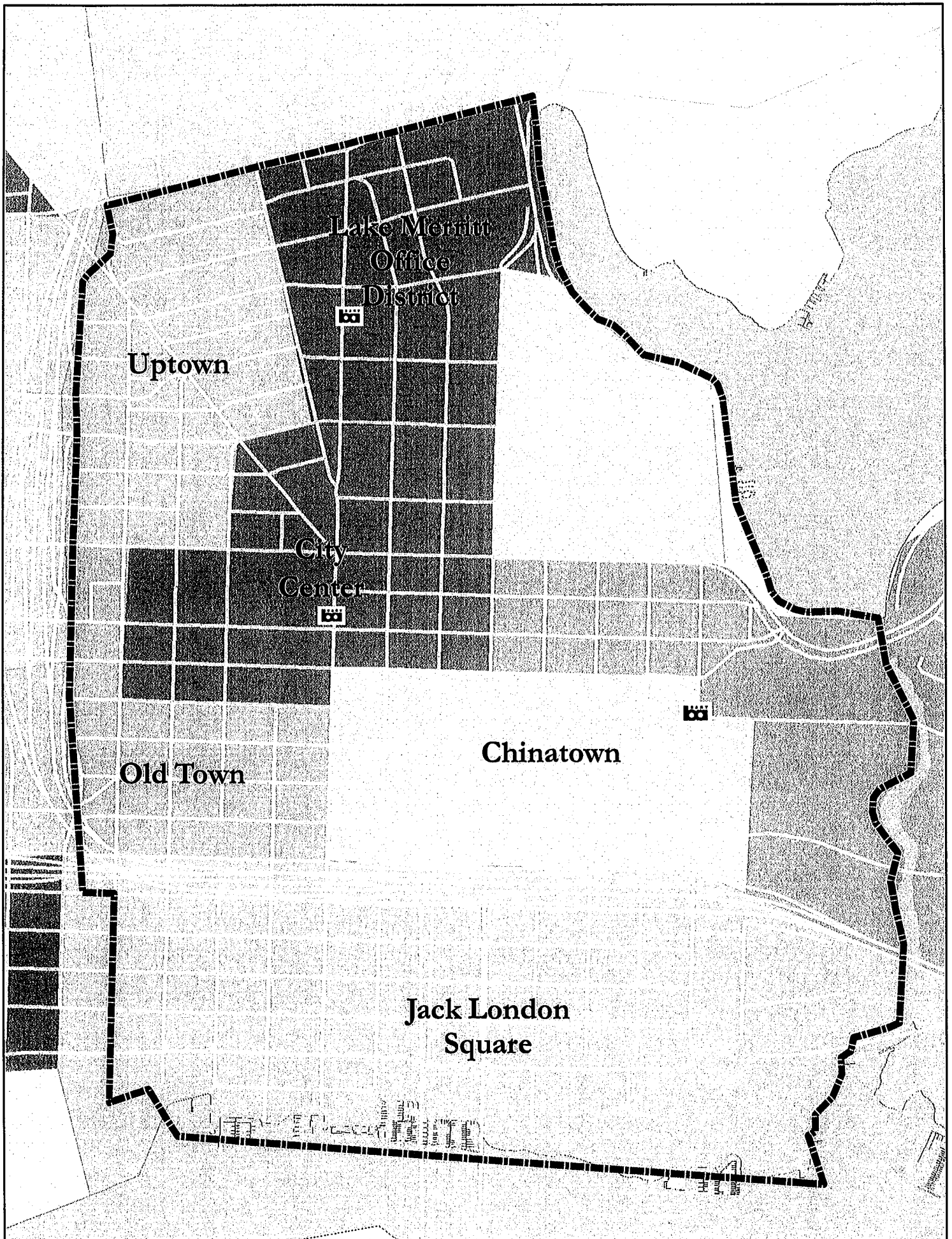
As the operating manager of the City's La Salle Garage, I can report that the facility's "first 20-minutes free" parking program, designed to get more people to more places for quick trips to the Village with little or no effort to find parking, was a great success with more than 6,800 visitors using the garage for this purpose. The initiative could have cost the City tens-of-thousands of dollars in lost parking revenue; instead, the facility actually finished the fiscal year ahead of plan. MVA and Public Works hope to build on this success in the coming year by partnering with AC Transit and BART and investing in systems and programs that would turn the garage's underutilized roof into a park-n-ride lot for a new rapid bus service that would eliminate as many as 100 vehicles daily commuting between the Oakland Hills and Rockridge BART. Commuters, BART, the locally owned and independent businesses of Montclair Village, and the environment stand to benefit from such a program!

Based on our experience in Montclair, I am certain that the City will submit a strong proposal backed by strong community support here and throughout Oakland.

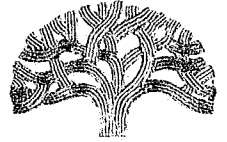
Sincerely,

Daniel Swafford
Executive Director
Montclair Village Association

1980 Mountain Blvd. Suite 212 • Oakland, CA 94611
510.339.1000 • 510.339.2368 FAX • Info@MontclairVillage.com
www.MontclairVillage.com



CITY OF OAKLAND



CITY HALL • 1 FRANK H. OGAWA PLAZA • OAKLAND, CALIFORNIA 94612

Office of the City Administrator

(510) 238-3301
FAX (510) 238-2223
TDD (510) 238-2007

July 17, 2015

Ms. Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street, Oakland, CA 94607
shom@mtc.ca.gov

RE: Application for Parking Management and TDM Grant Program

Dear Ms. Hom,

Please accept this letter as evidence of my strong support for the City of Oakland's efforts to secure funding to implement parking and transportation demand management (TDM) strategies that have proven to reduce drive-alone parking, circling, congestion and overall vehicle miles traveled (VMT) and with these the GHG and related criteria pollutant emissions that threaten the health of communities and the environment. These reductions must be realized even as Oakland is projected to experience significant growth in the coming decades.

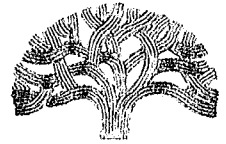
Mayor Libby Schaaf has made the renewal and effective management of the City's transportation and infrastructure systems a top priority and, earlier this month, City Council approved a Department of Transportation as part of its FY2015-17 Budget adoption.

For these reasons and those spelled out in our letter of interest, I am convinced that the City will submit a very compelling proposal if invited to do so.

Sincerely,

A handwritten signature in black ink, appearing to read 'Sabrina B. Landreth', with a large, stylized flourish at the end.

Sabrina B. Landreth
City Administrator



CITY HALL • ONE CITY HALL PLAZA • OAKLAND, CALIFORNIA 94612

Office of the Mayor
Honorable Libby Schaaf

(510) 238-3141
FAX (510) 238-4731
TDD (510) 238-3254

July 17, 2015

Ms. Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street
Oakland, CA 94607

RE: Oakland Application for Climate Initiatives Parking Management and TDM Grant Program

Dear Ms. Hom,

I strongly support the City of Oakland's efforts to secure funding to implement flexible parking and transportation demand management strategies to improve mobility and economic vitality in our great City with less vehicle miles traveled, traffic safety risk, and visitor frustration.

As a City Councilmember, I worked very hard to get the City to implement Oakland's first demand-responsive parking pricing and Parking Improvement District program in the Montclair area. During my campaign for Mayor, I pledged to make Oakland's transportation and infrastructure a top priority, and to expand flexible parking policies in other parts of Oakland.

As you know, I hired Matt Nichols to serve as my Policy Director for Transportation and have begun the formation of an Oakland Department of Transportation, which will provide a more coordinated parking and TDM function for the City.

An MTC grant award will enable Oakland to build upon the foundation of our groundbreaking work in Montclair and Matt's experience leading the Climate Initiatives-funded goBerkeley program. With the \$2 million grant we will be able to carry out a truly transformative effort to improve parking and mobility while reducing greenhouse gas emissions.

As Mayor, I will do everything possible to ensure that our "Demand-Responsive Parking and Mobility Management Initiative" will be successfully implemented.

Sincerely,


Libby Schaaf

Attachment D

Resolution of Local Support

Resolution No. _____

Authorizing the filing of an application for funding assigned to MTC and committing any necessary matching funds and stating assurance to complete the project

WHEREAS, (INSERT APPLICANT NAME HERE) (herein referred to as APPLICANT) is submitting an application to the Metropolitan Transportation Commission (MTC) for (INSERT FUNDING \$ AMOUNT HERE) in funding assigned to MTC for programming discretion, which includes federal funding administered by the Federal Highway Administration (FHWA) and federal or state funding administered by the California Transportation Commission (CTC) such as Surface Transportation Program (STP) funding, Congestion Mitigation and Air Quality Improvement (CMAQ) funding, Transportation Alternatives Program (TAP)/Active Transportation Program (ATP) funding, and Regional Transportation Improvement Program (RTIP) funding (herein collectively referred to as REGIONAL DISCRETIONARY FUNDING) for the (INSERT PROJECT TITLE(S) HERE) (herein referred to as PROJECT) for the (INSERT MTC PROGRAM(S) HERE) (herein referred to as PROGRAM); and

WHEREAS, the Moving Ahead for Progress in the 21st Century Act (Public Law 112-141, July 6, 2012) and any extensions or successor legislation for continued funding (collectively, MAP 21) authorize various federal funding programs including, but not limited to the Surface Transportation Program (STP) (23 U.S.C. § 133), the Congestion Mitigation and Air Quality Improvement Program (CMAQ) (23 U.S.C. § 149) and the Transportation Alternatives Program (TA) (23 U.S.C. § 213); and

WHEREAS, state statutes, including California Streets and Highways Code §182.6, §182.7, and §2381(a)(1), and California Government Code §14527, provide various funding programs for the programming discretion of the Metropolitan Planning Organization (MPO) and the Regional Transportation Planning Agency (RTPA); and

WHEREAS, pursuant to MAP-21, and any regulations promulgated thereunder, eligible project sponsors wishing to receive federal or state funds for a regionally-significant project shall submit an application first with the appropriate MPO, or RTPA, as applicable, for review and inclusion in the federal Transportation Improvement Program (TIP); and

WHEREAS, MTC is the MPO and RTPA for the nine counties of the San Francisco Bay region; and

WHEREAS, MTC has adopted a Regional Project Funding Delivery Policy (MTC Resolution No. 3606, revised) that sets out procedures governing the application and use of REGIONAL DISCRETIONARY FUNDING; and

WHEREAS, APPLICANT is an eligible sponsor for REGIONAL DISCRETIONARY FUNDING; and

WHEREAS, as part of the application for REGIONAL DISCRETIONARY FUNDING, MTC requires a resolution adopted by the responsible implementing agency stating the following:

- the commitment of any required matching funds; and
- that the sponsor understands that the REGIONAL DISCRETIONARY FUNDING is fixed at the programmed amount, and therefore any cost increase cannot be expected to be funded with additional REGIONAL DISCRETIONARY FUNDING; and
- that the PROJECT will comply with the procedures, delivery milestones and funding

deadlines specified in the Regional Project Funding Delivery Policy (MTC Resolution No. 3606, revised); and

- the assurance of the sponsor to complete the PROJECT as described in the application, subject to environmental clearance, and if approved, as included in MTC's federal Transportation Improvement Program (TIP); and
- that the PROJECT will have adequate staffing resources to deliver and complete the PROJECT within the schedule submitted with the project application; and
- that the PROJECT will comply with all project-specific requirements as set forth in the PROGRAM; and
- that APPLICANT has assigned, and will maintain a single point of contact for all FHWA- and CTC-funded transportation projects to coordinate within the agency and with the respective Congestion Management Agency (CMA), MTC, Caltrans, FHWA, and CTC on all communications, inquires or issues that may arise during the federal programming and delivery process for all FHWA- and CTC-funded transportation and transit projects implemented by APPLICANT; and
- in the case of a transit project, the PROJECT will comply with MTC Resolution No. 3866, revised, which sets forth the requirements of MTC's Transit Coordination Implementation Plan to more efficiently deliver transit projects in the region; and
- in the case of a highway project, the PROJECT will comply with MTC Resolution No. 4104, which sets forth MTC's Traffic Operations System (TOS) Policy to install and activate TOS elements on new major freeway projects; and
- in the case of an RTIP project, state law requires PROJECT be included in a local congestion management plan, or be consistent with the capital improvement program adopted pursuant to MTC's funding agreement with the countywide transportation agency; and

WHEREAS, that APPLICANT is authorized to submit an application for REGIONAL DISCRETIONARY FUNDING for the PROJECT; and

WHEREAS, there is no legal impediment to APPLICANT making applications for the funds; and

WHEREAS, there is no pending or threatened litigation that might in any way adversely affect the proposed PROJECT, or the ability of APPLICANT to deliver such PROJECT; and

WHEREAS, APPLICANT authorizes its Executive Director, General Manager, or designee to execute and file an application with MTC for REGIONAL DISCRETIONARY FUNDING for the PROJECT as referenced in this resolution; and

WHEREAS, MTC requires that a copy of this resolution be transmitted to the MTC in conjunction with the filing of the application.

NOW, THEREFORE, BE IT RESOLVED that the APPLICANT is authorized to execute and file an application for funding for the PROJECT for REGIONAL DISCRETIONARY FUNDING under MAP-21 or continued funding; and be it further

RESOLVED that APPLICANT will provide any required matching funds; and be it further

RESOLVED that APPLICANT understands that the REGIONAL DISCRETIONARY FUNDING for the project is fixed at the MTC approved programmed amount, and that any cost increases must be funded by the APPLICANT from other funds, and that APPLICANT does not expect any cost increases to be funded with additional REGIONAL DISCRETIONARY FUNDING; and be it further

RESOLVED that APPLICANT understands the funding deadlines associated with these funds and will comply with the provisions and requirements of the Regional Project Funding Delivery Policy (MTC Resolution No. 3606, revised) and APPLICANT has, and will retain the expertise, knowledge and resources necessary to deliver federally-funded transportation and transit projects, and has assigned, and will maintain a single point of contact for all FHWA- and CTC-funded transportation projects to coordinate within the agency and with the respective Congestion Management Agency (CMA), MTC, Caltrans, FHWA, and CTC on all communications, inquires or issues that may arise during the federal programming and delivery process for all FHWA- and CTC-funded transportation and transit projects implemented by APPLICANT; and be it further

RESOLVED that PROJECT will be implemented as described in the complete application and in this resolution, subject to environmental clearance, and, if approved, for the amount approved by MTC and programmed in the federal TIP; and be it further

RESOLVED that APPLICANT has reviewed the PROJECT and has adequate staffing resources to deliver and complete the PROJECT within the schedule submitted with the project application; and be it further

RESOLVED that PROJECT will comply with the requirements as set forth in MTC programming guidelines and project selection procedures for the PROGRAM; and be it further

RESOLVED that, in the case of a transit project, APPLICANT agrees to comply with the requirements of MTC's Transit Coordination Implementation Plan as set forth in MTC Resolution No. 3866, revised; and be it further

RESOLVED that, in the case of a highway project, APPLICANT agrees to comply with the requirements of MTC's Traffic Operations System (TOS) Policy as set forth in MTC Resolution No. 4104; and be it further

RESOLVED that, in the case of an RTIP project, PROJECT is included in a local congestion management plan, or is consistent with the capital improvement program adopted pursuant to MTC's funding agreement with the countywide transportation agency; and be it further

RESOLVED that APPLICANT is an eligible sponsor of REGIONAL DISCRETIONARY FUNDING funded projects; and be it further

RESOLVED that APPLICANT is authorized to submit an application for REGIONAL DISCRETIONARY FUNDING for the PROJECT; and be it further

RESOLVED that there is no legal impediment to APPLICANT making applications for the funds; and be it further

RESOLVED that there is no pending or threatened litigation that might in any way adversely affect the proposed PROJECT, or the ability of APPLICANT to deliver such PROJECT; and be it further

RESOLVED that APPLICANT authorizes its Executive Director, General Manager, City Manager, or designee to execute and file an application with MTC for REGIONAL DISCRETIONARY FUNDING for the PROJECT as referenced in this resolution; and be it further

RESOLVED that a copy of this resolution will be transmitted to the MTC in conjunction with the filing of the application; and be it further

RESOLVED that the MTC is requested to support the application for the PROJECT described in the resolution, and if approved, to include the PROJECT in MTC's federal TIP upon submittal by the project sponsor for TIP programming.

Instructions for Using the Resolution of Local Support

- A project sponsor receiving Surface Transportation Program (STP), Congestion Mitigation Air Quality Improvement Program (CMAQ), Active Transportation Program (ATP) Regional Improvement Program (RIP) or other regional discretionary funds must adopt a resolution of local support prior to grant funds being added to the Transportation Improvement Program (TIP). The template to be used is found on the MTC website:
http://mtc.ca.gov/funding/onebayarea/Resolution_Local_Support.docx
- Sponsors should always use the template posted on the website to ensure they have the latest version.
- The sponsor may not make changes to the template with the exception of format changes or additional language to suit the jurisdiction's resolution conventions. These changes may not modify or condition / limit the MTC resolution language. If your legal counsel feels strongly about making language changes given specific circumstances surrounding a project, he/she needs to discuss these with the MTC General Counsel.
- The three bulleted statements on page 2 of the resolution that apply to transit, highway, and RTIP projects may be deleted, if they do not apply.
- After a project sponsor has adopted a resolution of local support for a project, it does not need to go back to the board if the project subsequently receives additional grants from the above fund sources, unless the project scope has changed significantly. If there are scope changes the sponsor should consult with MTC programming staff.
- The resolution of local support must be transmitted to MTC when a project / grant funds are added to the TIP. The sponsor will attach a PDF of the adopted resolution to the Fund Management System (FMS) application when the sponsor requests a TIP amendment. A schedule containing upcoming due dates for TIP revisions can be found at
http://www.mtc.ca.gov/funding/tip/2015/2015_TIP_Revision_Schedule.pdf

If you have further questions regarding the resolution please contact the following MTC staff:

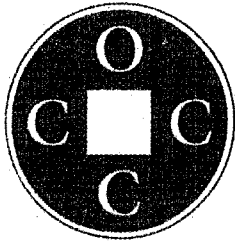
Craig Goldblatt (STP/CMAQ funds) at cgoldblatt@mtc.ca.gov or 510-817-5837

Kenneth Kao (ATP/RIP funds) at kkao@mtc.ca.gov or 510-817-5768

Adam Crenshaw (TIP and FMS) at acrenshaw@mtc.ca.gov or 510-817-5794

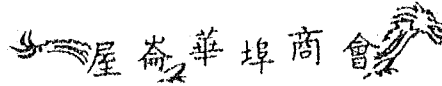
Mallory Atkinson (TIP and FMS) at matkinson@mtc.ca.gov or 510-817-5793

Attachment E



OAKLAND CHINATOWN CHAMBER OF COMMERCE

October 1, 2015



Ms. Stefanie Hom, Project Manager
Metropolitan Transportation Commission
101 Eighth Street
Oakland, CA 94607

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Arlene Lum
President

Christopher Chan
Executive Vice President

Patty Sayarad Lee
Vice President

Sandra Wong
Vice President

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Vice President

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Secretary

Barbara Kong Brown, Esq.
Immediate Past President

Jennie Ong
Executive Director

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Dr. Lawrence Ng
George Ong, Esq.
James M. Ong, E.A.
Albert Wong

RE: Climate Initiatives Parking Management and TDM Grant

Dear Ms. Hom,

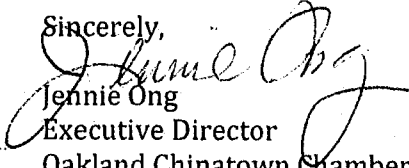
Please accept this letter as evidence of Oakland Chinatown Chamber of Commerce's (OCCC) support for the City of Oakland's continuing efforts to implement "smart" parking and transportation demand management strategies that promise to reduce vehicle miles traveled and GHG emissions along with visitor frustration and traffic safety risks.

Recent studies like the MTC-sponsored "Downtown Oakland Parking Study" and the ACTC-sponsored "Comprehensive Circulation Study" are drawing attention to the unique challenges faced in Oakland's Chinatown, including:

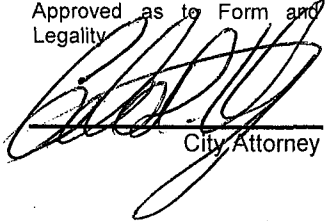
- Traffic congestion due to commuters and visitors going to and from the City of Alameda;
- Traffic congestion due to cars entering and exiting Interstate 880;
- Vehicles circling blocks in search of low-cost on-street parking;
- Lack of resources to enforce commercial loading zone time limits;
- Double parking of commercial vehicles resulting in further congestion and traffic safety issues;
- Disabled placard holders using on-street spaces for all-day parking resulting in few available spaces, little turnover and lost parking revenue;
- Inadequate signage directing drivers to available and reasonably priced off-street parking;
- Pedestrian safety issues (including significant numbers of seniors and students)

OCCC is ready and willing to work with City of Oakland staff to tailor parking and transportation demand management strategies to address these and other issues. In doing so, we understand that the City of Oakland is committed to returning a portion of incremental parking revenues to neighborhoods - through a mechanism known as a "parking benefit district" - to fund much needed services and improvements. In this way, a well-managed parking and TDM initiative would benefit both the environment and the overall wellbeing of an increasingly vibrant Oakland Chinatown.

Sincerely,


Jennie Ong
Executive Director

Oakland Chinatown Chamber of Commerce



City Attorney

FILED
OFFICE OF THE CITY CLERK
OAKLAND

OAKLAND CITY COUNCIL

2015 DEC -3 PM 1:03

RESOLUTION NO. _____ C.M.S.

Introduced by Councilmember _____

A RESOLUTION AUTHORIZING THE CITY ADMINISTRATOR OR DESIGNEE TO FILE AN APPLICATION FOR FUNDING ASSIGNED TO MTC AND COMMITTING ANY NECESSARY MATCHING FUNDS AND STATING ASSURANCE TO COMPLETE THE PROJECT KNOWN AS THE CITY OF OAKLAND DEMAND-RESPONSIVE PARKING AND MOBILITY MANAGEMENT INITIATIVE AND AUTHORIZING AN APPROPRIATION OF \$75,000 FROM UNDESIGNATED GENERAL PURPOSE FUND 1010 TO NON-DEPARTMENTAL BUDGET AND AUTHORIZING THE CITY ADMINISTRATOR TO USE UP TO \$437,000.00 IN FUNDS TO COVER THE LOCAL MATCH REQUIREMENT

WHEREAS, the City of Oakland (herein referred to as APPLICANT) is submitting an application to the Metropolitan Transportation Commission (MTC) for two million dollars (\$2 million) in funding assigned to MTC for programming discretion, which includes federal funding administered by the Federal Highway Administration (FHWA) and federal or state funding administered by the California Transportation Commission (CTC) such as Surface Transportation Program (STP) funding, Congestion Mitigation and Air Quality Improvement (CMAQ) funding, Transportation Alternatives Program (TAP)/Active Transportation Program (ATP) funding, and Regional Transportation Improvement Program (RTIP) funding (herein collectively referred to as REGIONAL DISCRETIONARY FUNDING) for the City of Oakland Demand-Responsive Parking and Mobility Management Initiative (herein referred to as PROJECT) for the MTC Climate Initiatives Parking Management and Transformation Demand Management Grant Program (herein referred to as PROGRAM); and

WHEREAS, the Moving Ahead for Progress in the 21st Century Act (Public Law 112-141, July 6, 2012) and any extensions or successor legislation for continued funding (collectively, MAP 21) authorize various federal funding programs including, but not limited to the Surface Transportation Program (STP) (23 U.S.C. § 133), the Congestion Mitigation and Air Quality Improvement Program (CMAQ) (23 U.S.C. § 149) and the Transportation Alternatives Program (TA) (23 U.S.C. § 213); and

WHEREAS, state statutes, including California Streets and Highways Code §182.6, §182.7, and §2381(a)(1), and California Government Code §14527, provide various funding programs for the programming discretion of the Metropolitan Planning Organization (MPO) and the Regional Transportation Planning Agency (RTPA); and

WHEREAS, pursuant to MAP-21, and any regulations promulgated thereunder, eligible project sponsors wishing to receive federal or state funds for a regionally-significant project shall submit an application first with the appropriate MPO, or RTPA, as applicable, for review and inclusion in the federal Transportation Improvement Program (TIP); and

WHEREAS, MTC is the MPO and RTPA for the nine counties of the San Francisco Bay region; and

WHEREAS, MTC has adopted a Regional Project Funding Delivery Policy (MTC Resolution No. 3606, revised) that sets out procedures governing the application and use of REGIONAL DISCRETIONARY FUNDING; and

WHEREAS, APPLICANT is an eligible sponsor for REGIONAL DISCRETIONARY FUNDING; and

WHEREAS, as part of the application for REGIONAL DISCRETIONARY FUNDING, MTC requires a resolution adopted by the responsible implementing agency stating the following:

- the commitment of any required matching funds; and
- that the sponsor understands that the REGIONAL DISCRETIONARY FUNDING is fixed at the programmed amount, and therefore any cost increase cannot be expected to be funded with additional REGIONAL DISCRETIONARY FUNDING; and
- that the PROJECT will comply with the procedures, delivery milestones and funding deadlines specified in the Regional Project Funding Delivery Policy (MTC Resolution No. 3606, revised); and
- the assurance of the sponsor to complete the PROJECT as described in the application, subject to environmental clearance, and if approved, as included in MTC's federal Transportation Improvement Program (TIP); and
- that the PROJECT will have adequate staffing resources to deliver and complete the PROJECT within the schedule submitted with the project application; and
- that the PROJECT will comply with all project-specific requirements as set forth in the PROGRAM; and
- that APPLICANT has assigned, and will maintain a single point of contact for all FHWA- and CTC-funded transportation projects to coordinate within the agency and with the respective Congestion Management Agency (CMA), MTC, Caltrans, FHWA, and CTC on all communications, inquires or issues that may arise during the federal programming and delivery process for all FHWA- and CTC-funded transportation and transit projects implemented by APPLICANT; and

WHEREAS, that APPLICANT is authorized to submit an application for REGIONAL DISCRETIONARY FUNDING for the PROJECT; and

WHEREAS, there is no legal impediment to APPLICANT making applications for the funds; and

WHEREAS, there is no pending or threatened litigation that might in any way adversely affect the proposed PROJECT, or the ability of APPLICANT to deliver such PROJECT; and

WHEREAS, APPLICANT authorizes its Executive Director, General Manager, or designee to execute and file an application with MTC for REGIONAL DISCRETIONARY FUNDING for the PROJECT as referenced in this resolution; and

WHEREAS, MTC requires that a copy of this resolution be transmitted to the MTC in conjunction with the filing of the application; and now be it

RESOLVED that the APPLICANT is authorized to execute and file an application for funding for the PROJECT for REGIONAL DISCRETIONARY FUNDING under MAP-21 or continued funding; and be it

FURTHER RESOLVED that APPLICANT will provide any required matching funds; and be it

FURTHER RESOLVED that APPLICANT understands that the REGIONAL DISCRETIONARY FUNDING for the project is fixed at the MTC approved programmed amount, and that any cost increases must be funded by the APPLICANT from other funds, and that APPLICANT does not expect any cost increases to be funded with additional REGIONAL DISCRETIONARY FUNDING; and be it

FURTHER RESOLVED that APPLICANT understands the funding deadlines associated with these funds and will comply with the provisions and requirements of the Regional Project Funding Delivery Policy (MTC Resolution No. 3606, revised) and APPLICANT has, and will retain the expertise, knowledge and resources necessary to deliver federally-funded transportation and transit projects, and has assigned, and will maintain a single point of contact for all FHWA- and CTC-funded transportation projects to coordinate within the agency and with the respective Congestion Management Agency (CMA), MTC, Caltrans, FHWA, and CTC on all communications, inquires or issues that may arise during the federal programming and delivery process for all FHWA- and CTC-funded transportation and transit projects implemented by APPLICANT; and be it

FURTHER RESOLVED that PROJECT will be implemented as described in the complete application and in this resolution, subject to environmental clearance, and, if approved, for the amount approved by MTC and programmed in the federal TIP; and be it

FURTHER RESOLVED that APPLICANT has reviewed the PROJECT and has adequate staffing resources to deliver and complete the PROJECT within the schedule submitted with the project application; and be it

FURTHER RESOLVED that PROJECT will comply with the requirements as set forth in MTC programming guidelines and project selection procedures for the PROGRAM; and be it

FURTHER RESOLVED that APPLICANT is an eligible sponsor of REGIONAL DISCRETIONARY FUNDING funded projects; and be it

FURTHER RESOLVED that APPLICANT is authorized to submit an application for REGIONAL DISCRETIONARY FUNDING for the PROJECT; and be it

FURTHER RESOLVED that there is no legal impediment to APPLICANT making applications for the funds; and be it

FURTHER RESOLVED that there is no pending or threatened litigation that might in any way adversely affect the proposed PROJECT, or the ability of APPLICANT to deliver such PROJECT; and be it

FURTHER RESOLVED that APPLICANT authorizes its Executive Director, General Manager, City Manager, or designee to execute and file an application with MTC for REGIONAL DISCRETIONARY FUNDING for the PROJECT as referenced in this resolution; and be it

FURTHER RESOLVED that a copy of this resolution will be transmitted to the MTC in conjunction with the filing of the application; and be it

FURTHER RESOLVED that the MTC is requested to support the application for the PROJECT described in the resolution, and if approved, to include the PROJECT in MTC's federal TIP upon submittal by the project sponsor for TIP programming; and be it

FURTHER RESOLVED that the City Council hereby authorizes the City Administrator to appropriate upon completion of the revenue share payments per the recent labor agreements, undesignated funds from the General Purpose Fund to Non-Departmental in the amount of \$75,000 for transit passes for select City employees as part of the local match requirement for the purpose of the PROJECT; and be it

FURTHER RESOLVED that the City Council hereby authorizes the City Administrator to use funds totaling \$437,000, including \$362,000 from Multipurpose Reserve Fund (1750), Revenue Organization (08931), Parking Meter Contract Contingencies Account (including \$290,192 from Undetermined Project (0000000) and \$71,808 from Parking Garage Start Up Project (P478710)) and \$75,000 from Undesignated General Purpose Fund 1010, to cover the local match requirement for the PROJECT without returning to Council.

IN COUNCIL, OAKLAND, CALIFORNIA, _____

PASSED BY THE FOLLOWING VOTE:

AYES - BROOKS, CAMPBELL WASHINGTON, GALLO, GUILLEN, KALB, KAPLAN, REID and PRESIDENT GIBSON MCELHANEY

NOES -

ABSENT -

ABSTENTION -

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