



CITY OF OAKLAND

# AGENDA REPORT

**TO:** Jestin D. Johnson  
City Administrator

**FROM:** Bradley Johnson  
Director of Finance

**SUBJECT:** SUPPLEMENTAL – Reorganizing Of  
The Parking Division

**DATE:** February 26, 2026

City Administrator Approval

  
Jestin Johnson (Mar 5, 2026 15:42:57 PST)

Date: Mar 5, 2026

## **RECOMMENDATION**

**Staff Recommends That City Council Receive An Informational Report From The City Administrator On The Proposed Reorganization Of The Department Of Transportation's Parking Division, Including (1) The Rationale For The Proposal; (2) A Fiscal Impact Statement Including Any New Or Unfrozen Staff Costs And An Analysis Of Operational Cost Savings; (3) A Summary Of Outreach That Occurred To Department Of Transportation Staff, The Public, And The Business Community; And (4) Information On How The Change Would Impact The Parking Division's Collaboration With Other Departments.**

## **REASON FOR SUPPLEMENTAL**

This supplemental report is issued in response to questions raised during the February 10, 2026, Public Works And Transportation Committee Meeting regarding the informational report on the proposed reorganization of the Department Of Transportation's Parking Division. The Committee approved the recommendation of Staff to receive and forward this item to a full City Council Agenda on Non-Consent with a supplemental report to include: 1. Data broken down by meters, garages, as well as the Parking Tax, and fines 2. Data on Sales Tax collected during that same time period. 3. Data On abandoned vehicles that were towed. 4. Any data that is related to collections timing.

This report also communicates that the Administration plans to delay the transition of Parking functions from DOT to Finance and OPD until Mid-May. This delay will allow for more time to facilitate the transition and address any concerns.

**1. Revenue data broken down by parking meters, parking garages, Parking Tax, and parking fines.**

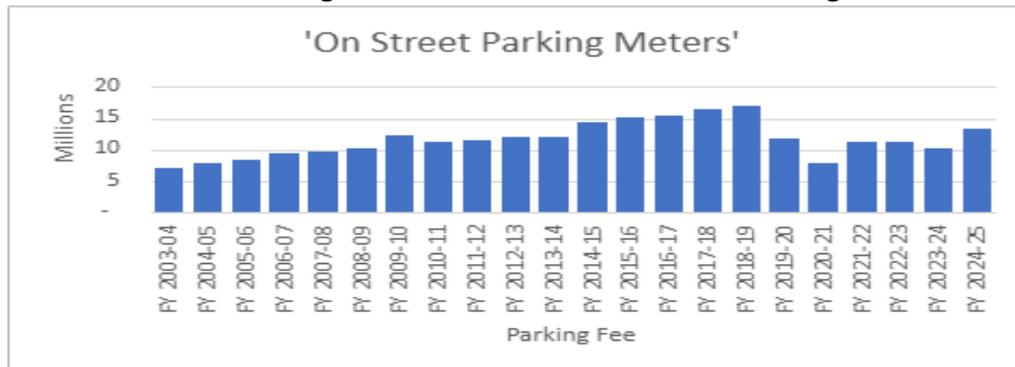
**Parking Meters:**

**Table 1: Annual Parking Meters Revenue FY 2003-04 Through FY 2024-25**

<b>Parking Fee</b>	<b>FY 2003-04</b>	<b>FY 2004-05</b>	<b>FY 2005-06</b>	<b>FY 2006-07</b>	<b>FY 2007-08</b>	<b>FY 2008-09</b>
On Street Parking Meters	7,171,551	7,872,803	8,466,518	9,504,462	9,633,179	10,304,739
<i>Annual Growth Rate</i>		9.8%	7.5%	12.3%	1.4%	7.0%
<b>Parking Fee</b>	<b>FY 2009-10</b>	<b>FY 2010-11</b>	<b>FY 2011-12</b>	<b>FY 2012-13</b>	<b>FY 2013-14</b>	<b>FY 2014-15</b>
On Street Parking Meters	12,374,412	11,333,898	11,494,292	11,959,173	12,126,605	14,294,993
<i>Annual Growth Rate</i>	20.1%	-8.4%	1.4%	4.0%	1.4%	17.9%
<b>Parking Fee</b>	<b>FY 2015-16</b>	<b>FY 2016-17</b>	<b>FY 2017-18</b>	<b>FY 2018-19</b>	<b>FY 2019-20</b>	<b>FY 2020-21</b>
On Street Parking Meters	15,243,940	15,416,248	16,400,016	17,033,870	11,738,138	7,994,760
<i>Annual Growth Rate</i>	6.6%	1.1%	6.4%	3.9%	-31.1%	-31.9%
<b>Parking Fee</b>	<b>FY 2021-22</b>	<b>FY 2022-23</b>	<b>FY 2023-24</b>	<b>FY 2024-25</b>		
On Street Parking Meters	11,345,247	11,346,593	10,238,204	13,314,749		
<i>Annual Growth Rate</i>	41.9%	0.0%	-9.8%	30.0%		

\*On July 1, 2024, standard parking rates were increased from \$2 an hour to \$3 an hour, a 33% increase.

**Chart 1: Annual Parking Meters Revenue FY 2003-04 Through FY 2024-25**



**Parking Garages:**

**Table 2: Annual Parking Garages Revenue FY 2003-04 Through FY 2024-25**

<b>Parking Fee</b>	<b>FY 2003-04</b>	<b>FY 2004-05</b>	<b>FY 2005-06</b>	<b>FY 2006-07</b>	<b>FY 2007-08</b>	<b>FY 2008-09</b>
Off Street Parking (Garages)	5,331,706	5,165,391	5,623,953	5,045,853	4,614,258	4,244,152
<i>Annual Growth Rate</i>		-3.1%	8.9%	-10.3%	-8.6%	-8.0%
<b>Parking Fee</b>	<b>FY 2009-10</b>	<b>FY 2010-11</b>	<b>FY 2011-12</b>	<b>FY 2012-13</b>	<b>FY 2013-14</b>	<b>FY 2014-15</b>
Off Street Parking (Garages)	4,313,406	4,267,269	4,748,093	6,216,476	7,742,545	8,264,270
<i>Annual Growth Rate</i>	1.6%	-1.1%	11.3%	30.9%	24.5%	6.7%
<b>Parking Fee</b>	<b>FY 2015-16</b>	<b>FY 2016-17</b>	<b>FY 2017-18</b>	<b>FY 2018-19</b>	<b>FY 2019-20</b>	<b>FY 2020-21</b>
Off Street Parking (Garages)	9,600,595	9,852,345	10,513,876	11,378,358	10,593,933	4,215,763
<i>Annual Growth Rate</i>	16.2%	2.6%	6.7%	8.2%	-6.9%	-60.2%
<b>Parking Fee</b>	<b>FY 2021-22</b>	<b>FY 2022-23</b>	<b>FY 2023-24</b>	<b>FY 2024-25</b>		
Off Street Parking (Garages)	6,161,646	7,208,291	7,165,426	7,137,424		
<i>Annual Growth Rate</i>	46.2%	17.0%	-0.6%	-0.4%		

**Chart 2: Annual Parking Garages Revenue FY 2003-04 Through FY 2024-25**



**Parking Tax (Includes the Violence Prevention Parking Tax Surcharge)**

**Table 3: Annual Parking Tax Revenue FY 2003-04 Through FY 2024-25**

<b>Parking Tax</b>	<b>FY 2003-04</b>	<b>FY 2004-05</b>	<b>FY 2005-06</b>	<b>FY 2006-07</b>	<b>FY 2007-08</b>	<b>FY 2008-09</b>
Local Taxes: Parking	8,664,102	11,580,156	15,195,778	16,202,056	15,746,303	14,196,451
<i>Annual Growth Rate</i>		33.7%	31.2%	6.6%	-2.8%	-9.8%
<b>Parking Tax</b>	<b>FY 2009-10</b>	<b>FY 2010-11</b>	<b>FY 2011-12</b>	<b>FY 2012-13</b>	<b>FY 2013-14</b>	<b>FY 2014-15</b>
Local Taxes: Parking	13,885,221	13,459,028	15,975,931	15,564,682	16,660,703	18,397,843
<i>Annual Growth Rate</i>	-2.2%	-3.1%	18.7%	-2.6%	7.0%	10.4%
<b>Parking Tax</b>	<b>FY 2015-16</b>	<b>FY 2016-17</b>	<b>FY 2017-18</b>	<b>FY 2018-19</b>	<b>FY 2019-20</b>	<b>FY 2020-21</b>
Local Taxes: Parking	20,174,146	20,886,224	21,136,655	21,726,266	17,311,763	11,590,287
<i>Annual Growth Rate</i>	9.7%	3.5%	1.2%	2.8%	-20.3%	-33.0%
<b>Parking Tax</b>	<b>FY 2021-22</b>	<b>FY 2022-23</b>	<b>FY 2023-24</b>	<b>FY 2024-25</b>		
Local Taxes: Parking	18,183,655	22,229,747	22,322,785	22,362,224		
<i>Annual Growth Rate</i>	56.9%	22.3%	0.4%	0.2%		

**Chart 3: Annual Parking Tax Revenue FY 2003-04 Through FY 2024-25**

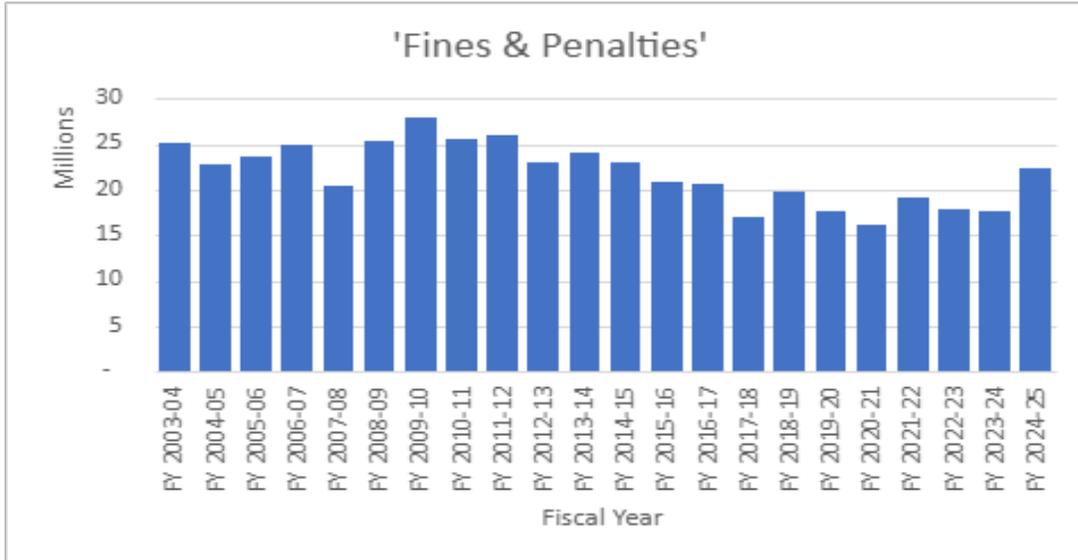


**Parking Fines**

**Table 4: Annual Fines And Penalties Revenue FY 2003-04 Through FY 2024-25**

<b>Fines &amp; Penalties</b>	<b>FY 2003-04</b>	<b>FY 2004-05</b>	<b>FY 2005-06</b>	<b>FY 2006-07</b>	<b>FY 2007-08</b>	<b>FY 2008-09</b>
Fines: State Vehicle Code	1,197,233	1,287,637	1,249,184	1,184,328	1,484,819	1,373,746
<i>Annual Growth Rate</i>		7.6%	-3.0%	-5.2%	25.4%	-7.5%
Fines: City Traffic Code	23,637,798	21,385,071	22,239,785	23,581,985	18,963,110	24,088,010
<i>Annual Growth Rate</i>		-9.5%	4.0%	6.0%	-19.6%	27.0%
Collections: Parking Violations Bureau	364,642	195,903	135,505	87,861	22,745	18,611
<i>Annual Growth Rate</i>		-46.3%	-30.8%	-35.2%	-74.1%	-18.2%
<b>Fines &amp; Penalties</b>	<b>FY 2009-10</b>	<b>FY 2010-11</b>	<b>FY 2011-12</b>	<b>FY 2012-13</b>	<b>FY 2013-14</b>	<b>FY 2014-15</b>
Fines: State Vehicle Code	1,524,542	1,783,017	2,049,207	2,070,699	1,819,307	1,168,581
<i>Annual Growth Rate</i>	11.0%	17.0%	14.9%	1.0%	-12.1%	-35.8%
Fines: City Traffic Code	26,317,051	23,782,904	23,933,301	20,784,731	22,061,324	21,496,582
<i>Annual Growth Rate</i>	9.3%	-9.6%	0.6%	-13.2%	6.1%	-2.6%
Collections: Parking Violations Bureau	11,420	36,985	40,387	99,545	198,899	317,995
<i>Annual Growth Rate</i>	-38.6%	223.8%	9.2%	146.5%	99.8%	59.9%
<b>Fines &amp; Penalties</b>	<b>FY 2015-16</b>	<b>FY 2016-17</b>	<b>FY 2017-18</b>	<b>FY 2018-19</b>	<b>FY 2019-20</b>	<b>FY 2020-21</b>
Fines: State Vehicle Code	951,768	752,204	688,643	676,688	618,108	553,840
<i>Annual Growth Rate</i>	-18.6%	-21.0%	-8.4%	-1.7%	-8.7%	-10.4%
Fines: City Traffic Code	19,658,691	19,509,042	16,048,895	18,616,986	16,699,889	15,163,476
<i>Annual Growth Rate</i>	-8.5%	-0.8%	-17.7%	16.0%	-10.3%	-9.2%
Collections: Parking Violations Bureau	301,661	351,271	342,326	441,831	323,936	387,153
<i>Annual Growth Rate</i>	-5.1%	16.4%	-2.5%	29.1%	-26.7%	19.5%
<b>Fines &amp; Penalties</b>	<b>FY 2021-22</b>	<b>FY 2022-23</b>	<b>FY 2023-24</b>	<b>FY 2024-25</b>		
Fines: State Vehicle Code	757,369	671,213	604,004	548,419		
<i>Annual Growth Rate</i>	36.7%	-11.4%	-10.0%	-9.2%		
Fines: City Traffic Code	17,964,242	16,906,766	16,816,022	21,404,015		
<i>Annual Growth Rate</i>	18.5%	-5.9%	-0.5%	27.3%		
Collections: Parking Violations Bureau	403,963	378,419	285,050	386,265		
<i>Annual Growth Rate</i>	4.3%	-6.3%	-24.7%	35.5%		

**Chart 4: Annual Fines And Penalties Revenue FY 2003-04 Through FY 2024-25**



**2. Data On Sales Tax Collected During That Same Time Period.**

**Table 5: Annual Sales Tax revenue FY 2003-04 through FY 2024-25**

Sales Tax	FY 2003-04	FY 2004-05	FY 2005-06	FY 2006-07	FY 2007-08	FY 2008-09
Year End Actuals	36,463,114	41,651,199	44,874,319	46,689,241	53,089,829	46,122,469
Annual Growth Rate		14.2%	7.7%	4.0%	13.7%	-13.1%
Sales Tax	FY 2009-10	FY 2010-11	FY 2011-12	FY 2012-13	FY 2013-14	FY 2014-15
Year End Actuals	35,876,786	41,235,072	44,740,906	48,817,907	49,761,088	51,824,207
Annual Growth Rate	-22.2%	14.9%	8.5%	9.1%	1.9%	4.1%
Sales Tax	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	FY 2019-20	FY 2020-21
Year End Actuals	55,234,589	53,701,770	57,465,177	62,053,906	55,516,844	57,824,365
Annual Growth Rate	6.6%	-2.8%	7.0%	8.0%	-10.5%	4.2%
Sales Tax	FY 2021-22	FY 2022-23	FY 2023-24	FY 2024-25		
Year End Actuals	64,165,884	66,389,881	61,739,826	59,998,887		
Annual Growth Rate	11.0%	3.5%	-7.0%	-2.8%		

**Chart 6: Annual Sales Tax Revenue FY 2003-04 Through FY 2024-25**



**3. Data On Abandoned Vehicles That Were Towed.**

<b>2023 Vehicle Enforcement Unit Data</b>		
<b>YEAR</b>	<b>STATUS</b>	<b>TOTAL</b>
2023	BOOTING - PARKING TICKETS	40
2023	HOMELESS ENCAMPMENT	73
2023	NO PLATE NO VIN	105
2023	PRIVATE PROPERTY	12
2023	REGISTRATION	767
2023	STOLEN	871
2023	STRIPPED	663
2023	TAGGED	199
2023	TOW AWAY ZONE	21
<b>2023 TOTAL</b>	<b>GRAND TOTAL</b>	<b>2,751</b>

<b>2024 Vehicle Enforcement Unit Data</b>		
<b>YEAR</b>	<b>STATUS</b>	<b>TOTAL</b>
2024	ENCAMPMENT	128
2024	NO PLATE NO VIN	265
2024	PRIVATE PROPERTY	20
2024	REGISTRATION	949
2024	STOLEN	1,397
2024	STRIPPED	617
2024	TAGGED	603
<b>2024 TOTAL</b>	<b>GRAND TOTAL</b>	<b>3,979</b>

<b>2025 Vehicle Enforcement Unit Data</b>		
<b>YEAR</b>	<b>STATUS</b>	<b>TOTAL</b>
2025	HOMELESS ENCAMPMENT	47
2025	NO PLATE NO VIN	210
2025	PRIVATE PROPERTY	11
2025	REGISTRATION	1,169
2025	STOLEN	611
2025	STOLEN	11
2025	STRIPPED	312
2025	TAGGED	480
<b>2025 Total</b>	<b>GRAND TOTAL</b>	<b>2,851</b>

#### **4. Any data that is related to collections timing.**

These operational concerns were identified by the Citywide Collections Division and previously discussed with Parking management.

The Citywide Collections Division, a component of the Revenue Management Bureau with the Department of Finance, works closely with the Parking Mobility and Assistance Center (PMAC) team and management to ensure compliance with parking laws, rules, and City policy. This collaboration includes coordinating efforts and sharing necessary information to establish parking payment plans for individuals who need to register their vehicles but are unable to pay outstanding citation balances in full.

Despite these collaborative efforts, several operational issues have been identified.

**1. Parking & Mobility Assistance Center (PMAC) Telephone Hours:** PMAC customer service telephone hours remain limited to 11:30 a.m. – 2:30 p.m. The reduced availability results in increased call volume to the Collections Division from individuals seeking information regarding citation contests and administrative hearings.

**2. Customer Service Counter Staffing:** While PMAC public counter hours have expanded from 10:00 a.m. – 2:00 p.m. to 8:30 a.m. – 4:00 p.m., only one cashier is assigned to process payments despite four available cashier windows. As a result, the Collections Division has experienced an increase in customer complaints and additional foot traffic from individuals seeking assistance in the Collections lobby.

**3. Citation Suspend Report:** Collections officers who manage payment plans routinely rely on a monthly citation suspend report. The Collections Division has not received this report for several months. The continued lack of access to this report impacts on staff's ability to effectively manage payment plans.

**4. Delays in DMV Registration Lien Transfers:** The failure to transfer eligible citations to DMV in a timely manner allows balances to accumulate unchecked. As a result, registration holds are not triggered when appropriate, and customers continue accruing additional citations, significantly increasing their overall debt. These delays have resulted in substantially increased citation counts and escalating balances on individual vehicles.

Recent examples include:

- 62 citations totaling \$12,247
- 35 citations totaling \$9,360
- 101 citations totaling \$21,019

This ongoing issue highlights concerns regarding inconsistencies in the timing of citation transfers, particularly when older citations remain outstanding without enforcement action. A significant portion of high-volume citations with elevated outstanding balances fall into this category, resulting in substantially larger total amounts due and extended repayment periods for customers. The delays ultimately complicate collections efforts and increase administrative workload.

**5. Payment Plan Reconciliation Delays:** There have been ongoing issues with delays in the parking payment plan reconciliation process. Multiple meetings have been held regarding these delays. Untimely reconciliation has resulted in individuals who have paid for their plans in full receiving third-party collection notices. This issue directly increases call volume, lobby foot traffic and requires additional staff intervention.

Recently, reconciliations have occurred the day before or the day of scheduled monthly meetings, rather than on a consistent, timely basis throughout the month.

**6. Citation Holds Placed Beyond Contest Window:** Collections Division staff have observed instances in which citations are placed on hold for approximately four months. While citations are on hold, they do not incur first, second, or third penalties, nor do they accrue interest. When establishing payment plans, Collections staff must manually review these citations and contact Parking to request removal of the holds before proceeding. In many of the cases reviewed, the hold was placed after the 21-day contest period had already expired. Under those circumstances, the appropriate action would typically be issuance of a “Too Late to Contest” notice rather than placing the citation on hold.

These situations create additional administrative steps and delays, which impact the timely establishment of payment plans. They also reduce revenue owed to the City.

**7. Overnight Street Sweeping Citations – Mailed Notices:** The Collections Division has observed a significant volume of citations issued for street sweeping violations between the hours of 12:30 a.m. and 3:30 a.m. along MLK Jr. Way, Jackson Street, and Alice Street. These citations are not physically placed on vehicles and are instead mailed to the registered owner.

This process creates operational challenges when returned mail is not processed timely within PMAC. As a result, customers may remain unaware of the citation until penalties have accrued, increasing dissatisfaction of residents.

The Collections Division understand that this approach is utilized during overnight hours due to parking control technician safety considerations. However, the impact on notification timelines and customer account status warrants further review to determine whether process adjustments or additional safeguards may be necessary.

**ACTION REQUESTED OF THE CITY COUNCIL**

Staff Recommends That The City Council Receive An Informational Report From The City Administrator On The Proposed Reorganization Of The Department Of Transportation's Parking Division, Including (1) The Rationale For The Proposal; (2) A Fiscal Impact Statement Including Any New Or Unfrozen Staff Costs And An Analysis Of Operational Cost Savings; (3) A Summary Of Outreach That Occurred To Department Of Transportation Staff, The Public, And The Business Community; And (4) Information On How The Change Would Impact The Parking Division's Collaboration With Other Departments.

For questions regarding this report, please contact Bradley Johnson, Director of Finance, at (510) 207-5730.

Respectfully submitted,

  
Bradley Johnson (Mar 5, 2026 11:51:45 PST)

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**BRADLEY JOHNSON**  
Director Of Finance, Finance Department