

# News from: Office of the City Administrator

## FOR IMMEDIATE RELEASE

November 13, 2014

### City of Oakland Announces Free 2014 Holiday Parking

*Oakland, CA* — In the spirit of the holidays and to stimulate shopping in Oakland's commercial districts in support of local merchants, the City of Oakland will offer **free parking every Saturday between Thanksgiving and New Year's Day, plus Plaid Friday which is November 28.**

"I'm pleased to be continuing this initiative in support of our retailers and to encourage shoppers to explore the many unique stores found throughout Oakland," said Mayor Jean Quan. "Oakland has over 1 million square feet of new or improved retail space either opened or put in the pipeline over the last few years and there are great new options in every neighborhood of the city. I hope our residents will get out there, explore new neighborhoods and support their local business community this season!"

On Saturday, November 29; Saturday, December 6; Saturday, December 13; Saturday, December 20; and Saturday, December 27; the City of Oakland is offering **free parking at meters** on streets throughout Oakland and at four City-owned parking lots for the time period posted on the meter or kiosk (30 minutes, 1 hour, 2 hours or 5 hours). The program will also provide free parking at four city-owned garages.

The free parking "holidays" apply to both standard meters and the multi-space parking kiosks located in many commercial districts. To keep the flow of shoppers moving – standard parking rules and time limits will be enforced. If shoppers need more time than a particular meter allows, they will need to move their cars to another available parking space.

#### **Participating City-Owned Lots**

The free holiday parking also applies to the following **City-owned lots equipped with meters** on the designated Saturdays and Plaid Friday:

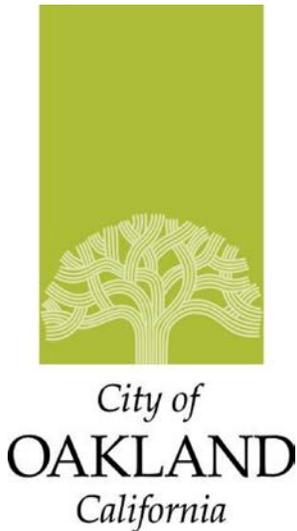
- Grand Avenue Lot in the 3200 block of Grand Avenue
- LakePark Lot under I-580 between Grand and Lakeshore avenues
- Piedmont Avenue Lot on Howe Street between 40th and 41st streets
- Parkway Lot on Wayne Avenue near Park Boulevard and E. 18th Street

#### **Participating City-Owned Garages**

The free holiday parking program will also offer free parking on the designated Saturdays and Plaid Friday at the following **City-owned garages**:

- Frank Mar Garage – 12th & Harrison streets
- Franklin Street Garage – 19th & Franklin streets
- Montclair Garage - 6235 La Salle Avenue
- Clay Street Garage - 14th and Clay streets

(more)



Media Contact:

Karen Boyd  
Citywide Communications  
Director  
510-238-6365  
kboyd@oaklandnet.com

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The free parking encourages shoppers to get out and explore the plethora of local shopping options – including hundreds of locally owned, indie shops throughout Oakland’s 40 neighborhood shopping districts.

Promotional messages about the free Saturday parking will be programmed into the new Smart parking meters and the multi-space kiosks during the week of November 24. Motorists should note and follow the maximum time limits posted.

About 3,800 new individual Smart parking meters were installed by the City this summer and allow motorists to pay for parking using coins, credit/debit cards or their cell phones. Other parking innovations this year have included a flexible pricing program at select parking meters in Montclair Village and the issuing of On-Vehicle Notices as a courtesy to inform the owner of a vehicle that he or she has one or more outstanding, past due parking tickets.

For additional information on the City’s free holiday parking program, please visit [oaklandnet.com/parking](http://oaklandnet.com/parking). For more information on holiday shopping in Oakland, please visit [oaklandgrown.org](http://oaklandgrown.org).

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