

FOR IMMEDIATE RELEASE

November 21, 2016

City of Oakland Announces Free 2016 Holiday Parking,
Shop Oakland Grown for the Holidays promotion

Oakland, CA — The City of Oakland is again offering **free parking every Saturday between Thanksgiving and New Year’s Day, plus Plaid Weekend which is November 25-27.**

“More than ever, we need to put our money where our hearts are and support Oakland’s small businesses which are the backbone of our local economy,” said Oakland Mayor Libby Schaaf. “Oakland is full of so many great places to buy one-of-a-kind gifts and celebrate at any time of the year and we want to make sure that residents and visitors, alike, take full advantage of all Oakland has to offer this holiday season.”

Free Parking Dates & Details

On Saturday, November 26; Saturday, December 3; Saturday, December 10; Saturday, December 17; Saturday, December 24 and Saturday, December 31, 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, 4 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 at least one block away from the original space.

Promotional messages about the free Saturday parking will be programmed into the Smart parking meters and the multi-space kiosks during the week of November 21. Motorists should note and follow the maximum time limits posted.

Shoppers should also note that, unlike some neighboring cities, parking at street meters in Oakland is free on Sundays.

Participating City-Owned Lots

The free holiday parking also applies to the following **City-owned lots equipped with meters** on 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

(more)



City of
OAKLAND
California

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- Montclair Garage – 6235 LaSalle Avenue
- Clay Street Garage – 14th and Clay streets (only November 25 & 26)
- Dalziel Garage – 16th Street between San Pablo Avenue & Clay Street (Saturdays, December 3 – 31)

Shop Locally for the Holidays

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.

Festive Events

The City’s promotional partners – Oakland Grown, TownSquared, Uptown/Downtown Community Benefit Districts and the *East Bay Express* – are planning and supporting events to educate shoppers and revelers on the importance of shopping locally this holiday season. Planned events include:

Plaid Weekend Kickoff

Friday, November 25, 10 a.m. to 4 p.m.

Saturday, November 26, 10 a.m. to 4 p.m.

Welcome table in Latham Square, Broadway at Telegraph Avenue

Los Sabores de Fruitvale - Un delicioso paseo

The Flavors of Fruitvale - A delicious stroll

Saturday, December 10, Noon to 4 p.m.

Fruitvale Village, E. 12th Street between 33rd and 35th avenues

These events are in addition to the festive holiday celebrations held by Oakland merchant organizations. To view a roster of holiday events and celebrations in Oakland, please visit www.oaklandnet.com/celebrations.

Why Shopping Locally is Important

By choosing to shop at local and independent businesses this holiday season, you will enjoy a more distinctive and personal experience and help support the businesses that help give Oakland its distinct personality.

You also help strengthen Oakland’s economy as each dollar you spend at independent businesses returns three times more money¹ to our local economy than one spent at a chain store and almost 50 times more than buying from an online mega-retailer.

In addition, independent businesses employ more people directly per dollar of revenue and they buy goods and services from other local companies creating even more jobs and opportunities for local entrepreneurs. They also generate more tax revenue per sales dollar.

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

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¹“The Multiplier Effect of Local Independent Business Ownership,” [American Independent Business Alliance](http://AmericanIndependentBusinessAlliance.com).