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MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL

FROM: Brooke A. Levin
Sean Whent
Rachel Flynn

SUBJECT: City of Oakland Parking Policies Update

DATE: November 6, 2013

City Administrator

Date

Approval

/s/ **Deanna J. Santana**

11/6/13

INFORMATION

The purpose of this informational memo is to relay upcoming changes to the City's on-street parking program. This memo addresses recent policy decisions in parking related to (1) Street Sweeping Ticketing; (2) Changes in Parking Enforcement; and, (3) the 2013 Holiday Parking Program.

Policy Change in Street Sweeping Ticketing

Effective November 10, 2013, the City of Oakland will not issue parking tickets for parking during times posted for street sweeping unless street sweeping takes place. As background, this policy change is being made to address concerns received from residents that parking enforcement takes place regardless of services being provided. This new policy will create an alignment between the two functions of Parking Enforcement and Street Sweeping. Occasional equipment failures and staffing shortages sometimes prevent Public Works from sweeping all routes. In addition, under rare circumstances, extreme rain events may also cause street sweeping to be interrupted. However, the restricted parking signage remains in effect and enforceable, and residents should comply with them as these unforeseen circumstances are not noticed or announced in advance. Contact: Public Works Call Center, pwacallcenter@oaklandnet.com, (510) 615-5566.

Parking Enforcement Policies 2014

On June 18, 2013, the City Council approved amendments to the Oakland Municipal Code that define how far vehicles must be moved to be re-parked in the same zone in order to avoid violating the limited time parking restrictions and potentially a citation. Specifically, if a car is parked in a two-hour non-metered space, after two hours, the car must be moved at least one block from the original parking space or two-tenths of a mile. Please note that moving the car to the other side of the street will not meet the new re-parking requirements.

To help the public adjust to these changes, the City of Oakland will institute a one-month grace period beginning January 1, 2014. During this period, parking violations will not be issued for

these specific violations. Instead, a courtesy warning notice will be issued explaining the changes. Beginning February 1, 2014, parking violations will be issued for vehicles not moved more than one block or two-tenths of a mile after exceeding the posted time limit.

As background, this issue was brought to the Administration's attention after receiving reports that some motorists were moving their vehicles a few parking spaces from the original two-hour parking space, which, in turn, resulted in those motorists receiving citations. While the Administration realizes that some drivers may need to stay in an area longer than the posted maximum parking time, it is important to provide a reasonable turnover of limited parking spaces in commercial districts and other high-demand areas. City contact: Police Parking Enforcement, Yvonne Cropp, ycropp@oaklandnet.com, (510) 238-6210.

Holiday Parking Program

The City of Oakland will once again offer free parking at meters, in metered parking lots and 4 City-owned garages (Frank Mar, Franklin Street, Clay Street and Montclair). Attachment A details the specific parking lots and garages. Saturdays during the holidays, beginning on Plaid Friday (day after Thanksgiving) and continuing through the end of the calendar year. New and improved stickers promoting the program will adorn parking meters and kiosks in shopping districts citywide. Meter time limits will be enforced to keep vehicles rotating so there is space for all shoppers throughout the day. This annual program benefiting our neighborhood shopping districts, and shoppers, will be sponsored in association with the Office of Mayor Jean Quan, Oakland Merchants Leadership Forum, and Oakland Grown. It is being publicized in conjunction with the broader annual "Shop Oakland Grown for the Holidays" marketing campaign which includes posters, postcards, billboards, bus shelters, and social media posts in addition to print advertising sponsored by the *East Bay Express*. Details on the holiday campaign and Oakland's November 29 Plaid Friday shopping extravaganza can be found at www.OaklandGrown.org. City contact: Economic & Workforce Development, Samee Roberts, sroberts@oaklandnet.com, (510) 238-2136.

Respectfully submitted,

/s/

Brooke A. Levin, Interim Director Public Works
Sean Whent, Interim Police Chief
Rachel Flynn, Director of Planning & Building

For questions on street sweeping policy, please contact: Brooke A. Levin, Public Works, (510) 238-4470. For questions on parking enforcement, please contact: Sean Whent, Oakland Police Department, (510) 238-3568. For questions on holiday parking, please contact: Rachel Flynn, Planning & Building, (510) 238-2229.

Attachment (1)

List of Participating Holiday Parking Garages and Lots

Garages:

1. Frank Mar – 12th & Harrison Franklin
2. Franklin St. – 19th & Franklin
3. Montclair Garage: 6235 La Salle Ave
4. Clay Street Garage - 14th and Clay

Parking Lots

5. Grand Avenue Lot (lot between streets Lake Park Ave & Elmwood located between the addresses of 3300 Grand and 3268 Grand- backs onto Walker Ave. - metered lot)
6. Lake Park Lot (Between MacArthur/Lake Park Ave and Grand/ Lakeshore Ave - under freeway, next to Splash Pad Park)
7. Piedmont Avenue Lot (Between 40th/41st and Piedmont and Howe St)
8. Parkway Lot (Wayne Avenue, near Park Blvd. and E.18th)