



## News from: Oakland Public Works

### FOR IMMEDIATE RELEASE

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## Flexible Parking Is Coming to Montclair

**Oakland, CA** – To better manage the City of Oakland’s parking supply, Oakland Public Works is launching a pilot project for demand-based pricing program for on-street parking in Montclair Village. On August 18, 2014, the City will formally kick-off the new Montclair Flexible Parking District (adopted by the City Council on October 15, 2013) to help motorists find a parking spot faster, make it easier to visit the businesses in Montclair Village.

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In 2011, with the encouragement and support of District 4 Councilmember Libby Schaaf, the City conducted a parking study in Montclair. The study found that parking in the central parts of Montclair Village is very full, leading many visitors to circle the block for parking. There are also some areas on the edges where parking is underutilized, including the Montclair Parking Garage. Recommendations of this study included changing the rates at parking meters to reflect demand for parking, encouraging more long-term parking in the garage, and creating a parking benefits district to bring some of the revenue back into the Village. The Montclair Flexible Parking Pilot Project emerged as a result of these recommendations.

“This is the latest in a series of improvements to make parking more convenient for Oakland citizens and to help our local businesses thrive,” Mayor Jean Quan said. “We’ve also created shopping holidays with free parking, launched the very successful evening parking program at the Chinatown city garage, and installed smart parking meters and pay kiosks across town to make paying for parking as easy as possible. Our vibrant business community is helping revitalize all of Oakland, and this is just one of the ways we’re working to serve them and their customers.”

A press conference will be held to launch the new program. The media and public are invited.

**What:** Flexible Parking Pricing Press Conference  
with Interviews & Video Opportunities

**When:** Tuesday, August 19, 2014 at 10:30 a.m.

**Where:** 6490 Moraga Avenue in Montclair Village

**Who:** Hosted by Oakland Public Works

**Speakers & Invited Guests Include:** Mayor Jean Quan, City Councilmember Libby Schaaf, Montclair Village Association Executive Director Daniel Swafford, TransForm Regional Planning Director Joel Ramos, Oakland Public Works Director Brooke A. Levin and others

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“Flexible parking should make shopping in Montclair more convenient and affordable. It should generate funding for Village improvements as well as reduce greenhouse gas as people won't be circling looking for a spot. This is a pilot, so we really want people and merchants to let us know what they like about the new system and what should change,” stated Councilmember Libby Schaaf.

For the Flexible Parking District, Montclair blocks were divided into four sections based on current use. Prices will be lowered on blocks near the periphery with lots of empty spaces, and raised on central blocks with high usage, initially at rates between \$1 and \$2.50 per hour. Parking meters and kiosks scheduled for a rate change will be indicated with new rate stickers.

The Montclair Flexible Parking District is also a Parking Benefits District, which is an agreement with local business owners and residents that the City will spend 50 percent of any net-increased revenue from the pilot program within the Montclair District for street and sidewalk improvements.

If the project achieves these goals, visitors will find parking more quickly, spend less time circling for parking, and will have more options for parking location and price. City staff will continue to observe parking use and conduct outreach to community members to monitor progress. If goals are not met after the pilot period, further rate changes may be made. Legislation allows rates of between \$0.50 and \$3.00 per hour, with changes made no more frequently than every three months.

“The Montclair Village Association is excited to work with the City on parking programs that improve visitor and patron experiences. The utility of the flexible parking program coupled with the 20 minutes free parking at the Montclair Garage ensures ease of access for a quick errand or a long stay,” said Executive Director Daniel Swafford.

The City will use the ongoing results of this pilot project to consider recommend applying flexible parking to other commercial districts in Oakland. For more information, visit [www.oaklandnet.com/parking](http://www.oaklandnet.com/parking).

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