



MEMORANDUM

TO: CITY ADMINSTRATOR
JESTIN JOHNSON

FROM: Josh Rowan
Director, Oakland
Department of Transportation

SUBJECT: Downtown Parking Meter Rate
Proposal

DATE: September 17, 2024

City Administrator Approval

Date:

INFORMATION

This memorandum provides a proposal to implement demand-responsive parking pricing, as authorized by City Council in Fall 2013, in Downtown.

GENERAL OVERVIEW

OakPark+ is the City of Oakland’s demand-responsive parking program, committed to making parking easier and actively managing the parking system to support vibrant, sustainable commercial districts. Consistent with the City’s guiding parking policy (“Parking Principles,” [Resolution 84664 C.M.S.](#)), this program improves parking availability by using “flexible pricing”. Flexible pricing encourages some drivers to park in lower demand areas to achieve 65% to 85% occupancy or about one to two parking spaces available per block face. Demand-responsive rates are set administratively through the action of the City Administrator.

BACKGROUND

The Department of Transportation (OakDOT) began flexing parking rates in the [Montclair Village](#) neighborhood in 2021 and the [Chinatown](#) neighborhood in 2023. After implementing flexible rates, parking occupancy should be measured and adjusted periodically. An updated parking occupancy survey was done in January 2024 to measure the effectiveness of demand-based pricing on parking availability in the Montclair Village neighborhood. That analysis (available [here](#)) found that variable pricing has helped shift some parking demand away from the core to the lower priced areas on the periphery, with further price adjustments recommended. An

CITY ADMINISTRATOR JESTIN JOHNSON

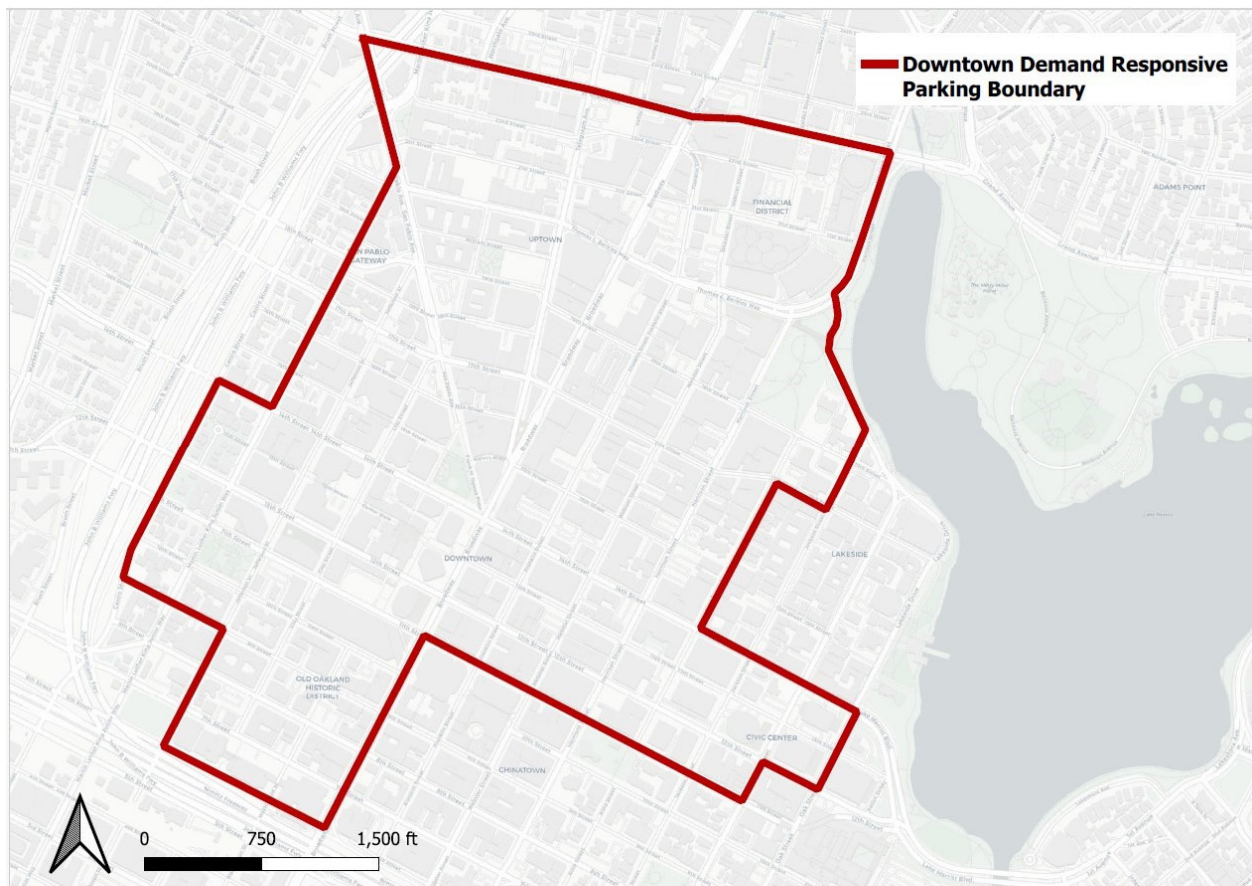
Subject: Downtown Parking Meter Rate Recommendation

Date: September 17, 2024

analysis of the effects of demand-based pricing in the Chinatown neighborhood will be conducted periodically.

This report makes data-informed recommendations to extend flexible parking pricing into the rest of Downtown. Downtown was selected as the next neighborhood for demand responsive rate implementation because of its proximity to Chinatown and its importance as a central business district and economic center. **Figure 1** shows the outline of the area that will have demand responsive rates. The area is bordered by the 880 freeway and Chinatown on the south, by the 980 freeway on the west, Grand Avenue on the north, and Lake Merritt and the unmetred Lakeside neighborhood to the east.

Figure 1: Map of Downtown Demand Responsive Rate Program



ANALYSIS

The Oakland Municipal Code ([O.M.C. 10.36.142](#)) states “Within designated flexible parking zones fees may be established within a fee range to be established annually in the City Master Fee Schedule. Fees may be adjusted up or down within the designated fee range by the City Administrator to encourage maximum use and availability of parking with a goal of 85% parking

CITY ADMINISTRATOR JESTIN JOHNSON

Subject: Downtown Parking Meter Rate Recommendation

Date: September 17, 2024

occupancy during peak demand.” Additionally, the Fiscal Year 2023-2024 Master Fee Schedule allows for parking rates between \$0.50 and \$4.00 per hour, based on parking occupancy, with the goal of achieving a 65 to 85% occupancy, ensuring one or two spaces are always available per block face. If occupancy is 85% or greater, then the price should be increased. If occupancy is less than 65%, then the price should be decreased to the point where desired occupancy results are reached.

Blocks with metered parking are grouped into two zones: Premium and Value (see Figure 3). Value Zones have less parking demand and are priced lower than Premium Zones, which have higher demand and are priced higher. These zones have been determined using occupancy data at the block level and land use. In creating the zones, OakDOT has attempted to create zones that are contiguous, intuitive, and logical. Parking rates will vary by both zone and time of day. Meter screens will display the current hourly rate and rate information for the full day. Staff aim to evaluate and, if called for, change meter rates up to two times per year.

Parking occupancy data was analyzed to understand current parking demand. Occupancy data were collected via field survey over two weekdays, June 29 and July 16 in 2022. Commonly accepted “best practices” were utilized while conducting this survey¹ as staff systematically counted the number of cars parked along each block-face. These counts were performed once each hour throughout the day. Consistent with best practices,² the surveys were conducted on a Tuesday, Wednesday, or Thursday during which there were no special events and the weather was fair. Observations were made every hour from 8am to 6pm. Using the collected data, average parking occupancy was calculated for three different time bands: 8am to 10am (morning), 10am to 4pm (midday), and 4pm to 6pm (evening).

Figure 2 displays the average parking occupancy rates for individual block faces in the downtown area.

Figure 2: Block Face Occupancy Rates

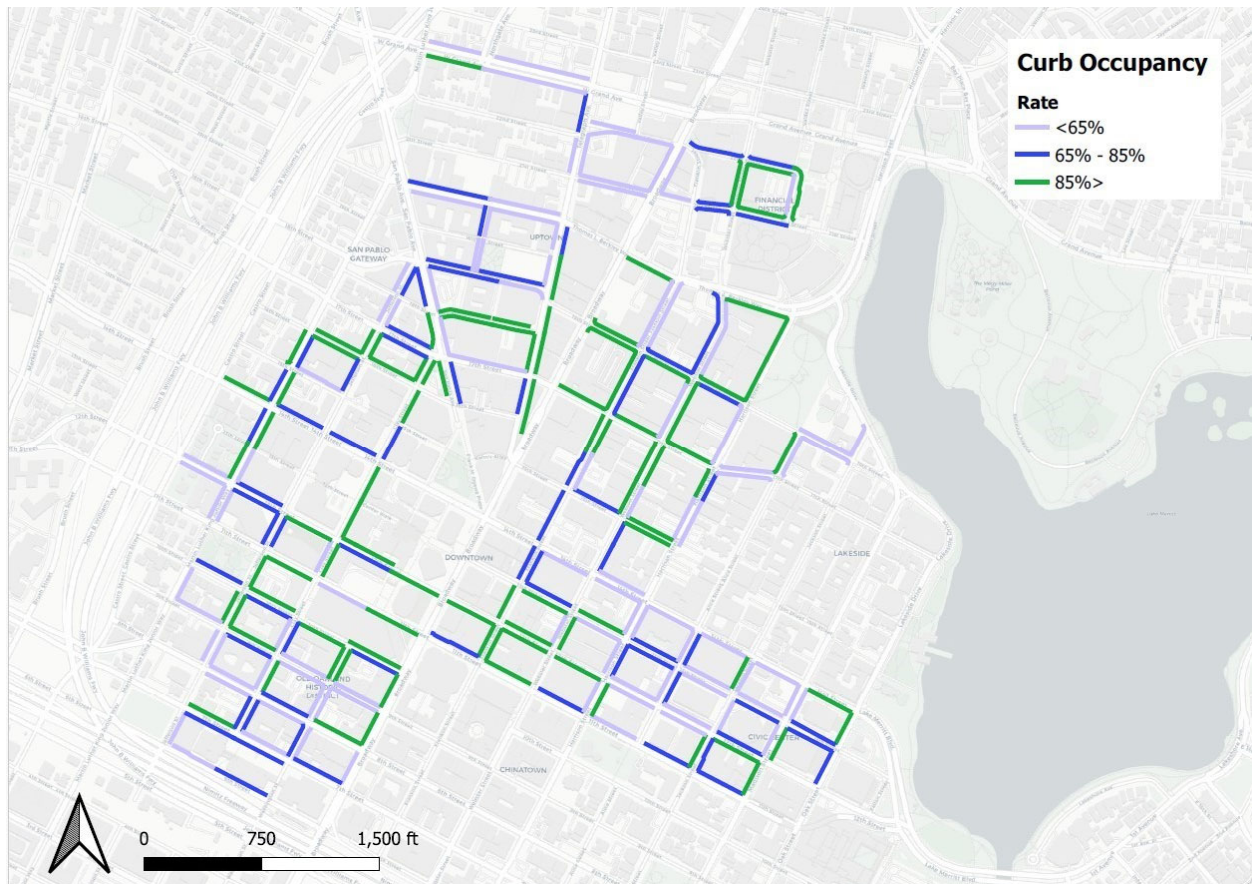


Figure 3 displays the recommended Premium and Value Zones based on the data from Figure 2. Most blocks in the Premium Zones are in the center of Downtown—adjacent to retail and dining where parking is in greater demand—while blocks in the Value Zone are located on the outskirts of the area, surrounding the Premium Zones. The average occupancy for blocks in the Premium Zone is 89% while the average occupancy for blocks in the Value Zone is 53%.

Figure 3: Premium and Value Zones

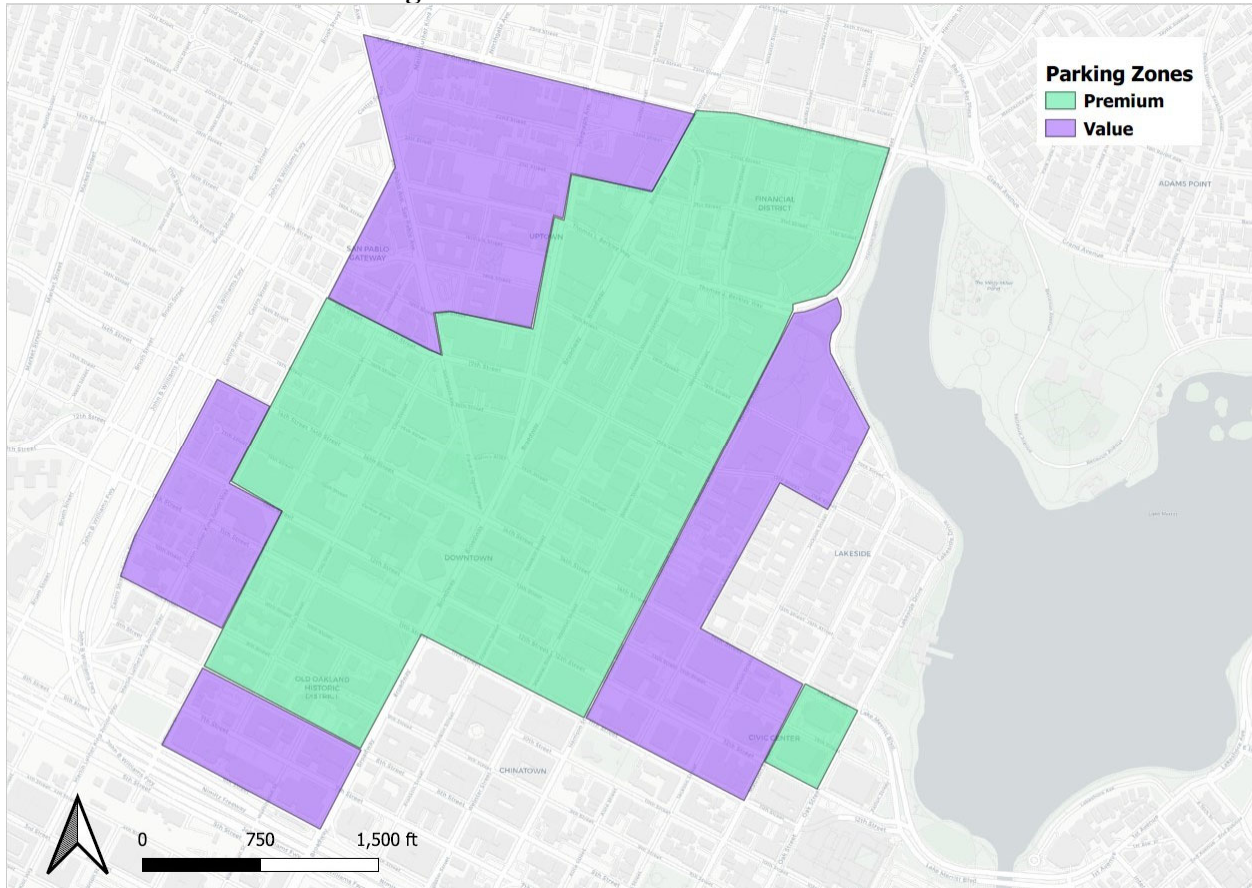


Figure 4 displays the occupancy rates during the morning, midday, and evening time bands according to zone and a recommendation to reduce, maintain or increase prices to achieve the 65-85% occupancy goal.

Figure 4: Occupancy by Zone and Time of Day

	Zone	Occupancy	Rate Change Recommendation
Morning 8 am – 10 am	Value	57%	Reduce
	Premium	85%	Increase
Midday 10 am – 4 pm	Value	64%	Reduce
	Premium	93%	Increase
Evening 4 pm – 6 pm	Value	54%	Reduce
	Premium	91%	Increase

CITY ADMINISTRATOR JESTIN JOHNSON

Subject: Downtown Parking Meter Rate Recommendation

Date: September 17, 2024

RECOMMENDATIONS

Figure 5 shows the recommended hourly meter rate for the Value Zone and Premium Zone based on occupancy data analysis. The Value Zone rate is \$2.50 per hour and Premium Zone rate is \$3.50 per hour.

Figure 5: Current and Recommended Meter Rate by Zone and Time of Day

	Morning 8 am – 10 am			Midday 10 am – 4 pm			Evening 4 pm – 6 pm		
Zone	Occupancy	Current Rate	Proposed Rate	Occupancy	Current Rate	Proposed Rate	Occupancy	Current Rate	Proposed Rate
Premium	85%	\$3.00	\$3.50	93%	\$3.00	\$3.50	91%	\$3.00	\$3.50
Value	57%	\$3.00	\$2.50	64%	\$3.00	\$2.50	54%	\$3.00	\$2.50

For reference, **Figure 6** compares the occupancy rates and meter prices of Downtown, Montclair, and Chinatown. The table shows the average occupancy for each zone, time band, and the recommended hourly rate. The rates in the proposed Downtown Premium and Value Zones are comparable to those in Montclair and Chinatown. Montclair Premium Zone rates vary the most from the \$3.00 per hour baseline because they have been adjusted twice. The proposed Downtown rates would be similar to the current rates in Chinatown, which have also been adjusted once.

Figure 6: Parking Rates and Average Occupancy by Neighborhood

Premium	Morning 8 am – 10 am		Midday 10 am – 4 pm		Evening 4 pm – 6 pm	
	Occupancy	Price	Occupancy	Price	Occupancy	Price
Downtown (proposed)	85%	\$3.50	93%	\$3.50	91%	\$3.50
Montclair (proposed)	73%	\$3	86%	\$4	84%	\$4
Chinatown	53%	\$3	105%	\$3.50	90%	\$3.50
Value	Morning 8 am – 10 am		Midday 10 am – 4 pm		Evening 4 pm – 6 pm	
	Occupancy	Price	Occupancy	Price	Occupancy	Price
Downtown	57%	\$2.50	64%	\$3	54%	\$2.50
Montclair (proposed)	36%	\$2	64%	\$3	65%	\$3
Chinatown	50%	\$2.50	88%	\$3	74%	\$3

OakDOT staff recommend that the City Administrator approve this proposal to apply flexible pricing (also known as “demand-responsive parking meter rates”) throughout Downtown, taking effect in the second quarter of 2024. Doing so would allow Staff to charge the lowest possible

CITY ADMINISTRATOR JESTIN JOHNSON

Subject: Downtown Parking Meter Rate Recommendation

Date: September 17, 2024

meter rate to ensure at least one or two parking spaces are available on each block face and enhance the parking and mobility experience in downtown by increasing access to destinations while reducing cruising for parking, vehicle miles traveled, safety hazards caused by distracted drivers, and greenhouse gas emissions.

Signage

Signs will be the primary way of communicating if a space is at the Value Rate or at the Premium Rate. Like the signs installed in the Montclair and Chinatown neighborhoods, the primary sign will be 18 inches by 24 inches and feature the blue parking “P” as illustrated in **Figure 7** and **Figure 8**. Parkers will be able to differentiate the Premium Zones from Value Zones based on the color of the signs and the words “Value” or “Premium” on the sign. Premium Zone signs are green while Value Zone signs are purple.

The sign design and plan were created through a highly collaborative process, incorporating input from the Traffic Maintenance Team, Parking Enforcement Unit, City Administrator's Office, DOT Executive Management Team, and others. The Traffic Maintenance Team will install and maintain the signs. The costs of maintaining and printing signs was included in the Fiscal Year 24-25 Mid-cycle Budget.

In addition to signs, parkers will see the exact rates by time of day on the meter screen. Signs are critical to shifting parking demand away from Downtown’s most congested blocks to the more available, less expensive blocks in the Value Zone by alerting parkers to the price before they park and look at the meter.

Figure 7: Premium Zone Signage



Figure 8: Value Zone Signage



Curb Zone Painting

Resources permitting, staff will use this opportunity to refresh the curb paint for no parking areas (red), passenger loading zones (white), disabled parking spaces (blue), and limited time parking (green). While gathering parking occupancy data, staff also took pictures of painted curb zones where the painting had faded.

Communications & Outreach

Staff presented the rate change plan and methodology at the Downtown/ Uptown Community Benefit Districts (CBD) meeting in February 2023. In further collaboration with the CBD, staff plan to conduct robust door-to-door outreach about this parking proposal to Downtown businesses in Fall 2024 and the CBD has offered to have its ambassador team hand out flyers. Additionally, informational materials about this rate change plan will be delivered to CBD constituents.

Staff has generally received positive feedback from stakeholders and the Uptown & Downtown CBD supports the change. Staff anticipates that some businesses in the Premium Zone may be against the rate change because their businesses will be near where rates will be raised; however, Staff believes their concerns may be addressed as staff emphasize that the change will increase parking availability near their businesses.

CITY ADMINISTRATOR JESTIN JOHNSON

Subject: Downtown Parking Meter Rate Recommendation

Date: September 17, 2024

Next Steps & Timeline

Staff will announce parking meter changes through the city website, media sources, and Nextdoor. The project’s webpage will continue to be updated:

<https://www.oaklandca.gov/services/oakparkplus>

With City Administrator approval, the new parking meter rates could take effect as soon as October 2024. Staff will prepare work orders and work with the Traffic Maintenance Team to install the new signage in Downtown.

Respectfully submitted,

Josh Rowan

JOSH ROWAN

Director, Oakland Department of Transportation

Reviewed by:

Megan Wier, Assistant Director

Department of Transportation

Prepared by:

Michael P. Ford, Manager

Parking & Mobility Division

Prepared by:

Kerby Olsen, Transportation Planner III

Parking & Mobility Division

Attachments (1)

Oakland Parking Principles (Reso 84664 C.M.S)

FILED
OFFICE OF THE CITY CLERK
OAKLAND

2023 SEP 26 PM 2:47

OAKLAND CITY COUNCIL

RESOLUTION No. 84664 C.M.S.

Introduced by Councilmember _____

Approved as to Form and Legality



City Attorney

A RESOLUTION ADOPTING PARKING PRINCIPLES FOR CITY OF
OAKLAND COMMERCIAL DISTRICTS

WHEREAS, these Parking Principles call for the active management of parking; and were first presented to the City Council in December, 2009; and

WHEREAS, these Parking Principles hold that parking should be treated as an asset that helps bolster the economic vitality of neighborhood commercial areas; and

WHEREAS, these Parking Principles hold that parking should be managed to achieve an approximate 85% maximum occupancy per block, so there will always be some available on-street parking for shoppers and visitors; and

WHEREAS, these Parking Principles hold that parking should be priced at market rates, and should be adjusted regularly to reflect current use; and

WHEREAS, these Parking Principles hold that pricing and policies should encourage the use of off-street parking lots where they are available; and

WHEREAS, these Parking Principles state that, whenever possible, a portion of parking revenue should be reinvested directly back to neighborhood commercial district improvements, potentially through a mechanism such as a parking benefit district; and, therefore be it

RESOLVED, that the City shall adopt the following Parking Principles as official policy to guide actions dealing with parking in commercial districts city-wide:

- **Parking is part of a multi-modal approach to developing neighborhood transportation infrastructure.**
 - Users of commercial districts (shoppers, employees, visitors) have varied needs for access, via private auto, transit, bicycle and foot.
 - Curbside parking must be balanced with multiple complementary and competing needs, including but not limited to delivery vehicles, taxis, car share vehicles, bus stops, bicycle parking and sidewalk widening.

Signature: 
Josh Rowan (Oct 3, 2024 15:37 PDT)

Email: JRowan@oaklandca.gov






Info Memo Downtown Parking Rate Proposal

Final Audit Report

2024-10-03

Created:	2024-10-03 (Pacific Daylight Time)
By:	Kerby Olsen (KOlsen@oaklandca.gov)
Status:	Signed
Transaction ID:	CBJCHBCAABAAXz6bEnRkRSGxoYspxhxfj0vazEAKEKa

"Info Memo Downtown Parking Rate Proposal" History

-  Document created by Kerby Olsen (KOlsen@oaklandca.gov)
2024-10-03 - 3:31:54 PM PDT - IP address: 209.232.103.104
-  Document emailed to Josh Rowan (JRowan@oaklandca.gov) for signature
2024-10-03 - 3:32:42 PM PDT
-  Email viewed by Josh Rowan (JRowan@oaklandca.gov)
2024-10-03 - 3:36:35 PM PDT - IP address: 172.59.130.137
-  Document e-signed by Josh Rowan (JRowan@oaklandca.gov)
Signature Date: 2024-10-03 - 3:37:06 PM PDT - Time Source: server- IP address: 172.59.130.137
-  Agreement completed.
2024-10-03 - 3:37:06 PM PDT



City of
Oakland

Powered by
Adobe
Acrobat Sign