



MEMORANDUM

TO: HONORABLE MAYOR &
CITY COUNCIL


FROM: Josh Rowan
Director, Oakland
Department of Transportation

SUBJECT: Lake Merritt Parking Meter
Pilot Update

DATE: August 12, 2024

City Administrator Approval

Date:


Jestin Johnson (Aug 29, 2024 16:41 PDT)

Aug 29, 2024

INFORMATION

This memorandum provides an update on the [Lake Merritt Parking Meter Pilot](#) authorized by City Council in summer 2022 and implemented in spring 2023.

Background

On June 21, 2022, City Council approved [Resolution 89227 C.M.S.](#), approving the Lake Merritt Parking Management Plan. This Plan includes the installation of parking meters, signs, and curb paint to manage parking demand.

In March 2023, pay-by-plate parking meter kiosks and signage were installed around Lake Merritt at a cost of approximately \$150,000. The meter rates were originally set to \$2.00 per hour and are currently \$3.00 per hour. Starting July 1st, 2023, vehicles found non-compliant with payment rules were subject to citation.

From July 1st, 2023, to June 30th, 2024, parking meter revenue totaled \$353,075 and 6,788 citations were issued resulting in \$503,052 in parking fines. This meter and citation revenue totaled \$856,127 during the first year of the program.

This memorandum begins with a report of parking occupancy data collected in April 2024 to document the effects of the metering on parking demand around Lake Merritt; it continues with a report of citation and meter revenue generated from July 1, 2023, through June 30, 2024; it concludes with recommendations.

Honorable Mayor and City Council

Subject: Lake Merritt Parking Meter Pilot Update Date: August 12, 2024

Metered Parking Utilization

This analysis divides the Lake Merritt parking meter area into three distinct segments: Bellevue Ave between Perkins St and Grand Ave (Figure 1), Lakeshore Ave between Boden Way and the Lake Merritt Pedestrian Bridge (Figure 2), and Lakeside Dr between 14th St and 19th St (Figure 3). Parking rates, duration limits, and hours of enforcement are consistent in all three areas. Lake Merritt is unique in that enforcement hours run from 8am to 8pm Monday through Saturday and from noon to 8pm on Sundays. Kiosks display the meter hours and hourly rate information. Staff aim to change meter rates at least annually as needed.

Parking occupancy observations were recorded in each area every hour from 8am to 8pm on Wednesday, April 17, 2024; Saturday, April 27, 2024; and Sunday, April 28, 2024. These dates were chosen because there was no inclement weather, holidays, or special events taking place. As such, they reflect a common or “average” weekday, Saturday, and Sunday. Average parking occupancy was calculated for each area in three (3) time bands: 8am to 10am (morning), 10am to 4pm (midday), and 4pm to 8pm (evening).

Figure 1: Bellevue Ave Metered Zone

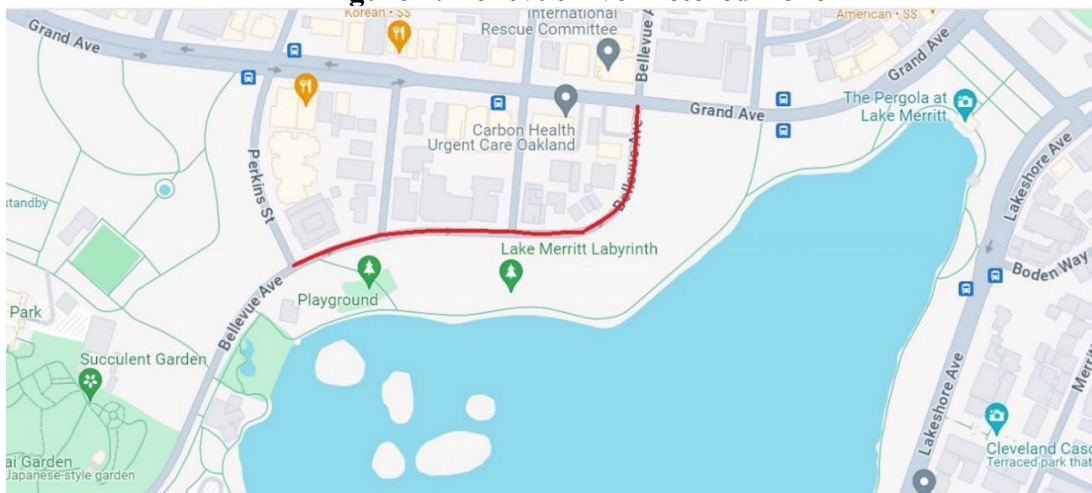


Figure 2: Lakeshore Ave Metered Zone

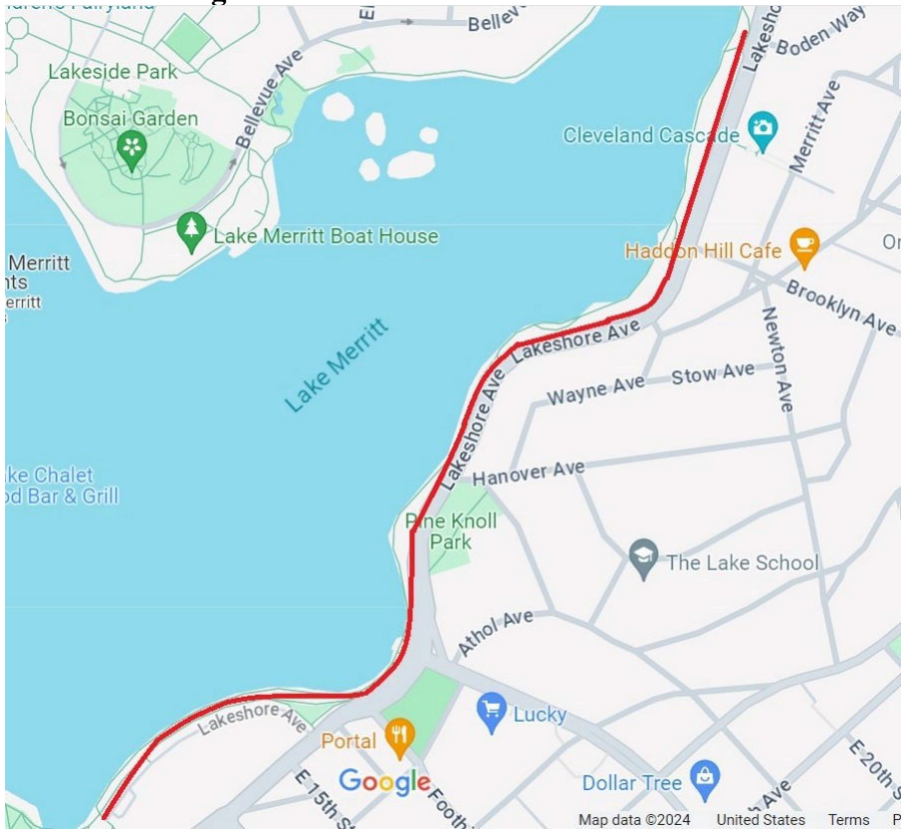
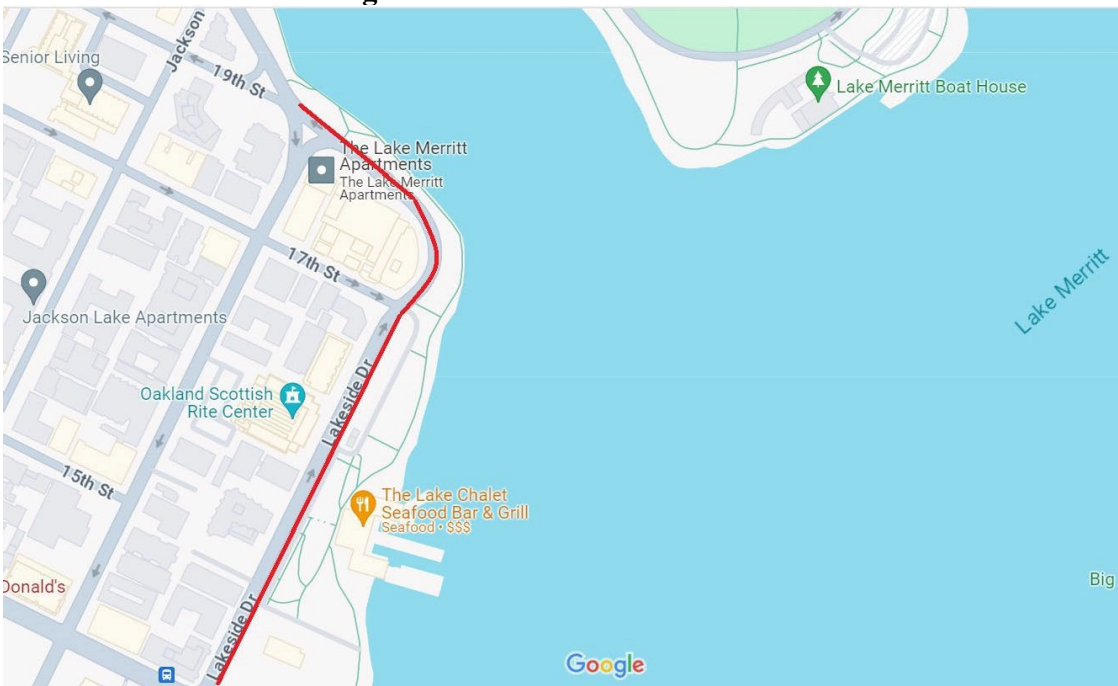


Figure 3: Lakeside Dr Metered Zone



Honorable Mayor and City Council

Subject: Lake Merritt Parking Meter Pilot Update Date: August 12, 2024

Per Oakland's Parking Principles ([Resolution 84664 C.M.S.](#)) OakDOT seeks an 85% maximum occupancy per block to ensure that one or two parking spaces are available on every block face. Metering has largely helped OakDOT achieve this goal; however, prices should be further adjusted during certain time periods. Currently, the meter rate for all areas during all time bands on all days is \$3 per hour. If the occupancy rate is below 65%, the rate can be reduced to \$2.50 per hour; if the occupancy rate is 65-85%, the rate can be maintained at \$3.00 per hour; if the occupancy is above 85%, the rate can be increased to \$3.50 per hour. Staff would adjust rates approximately three months after City Administrator approval.

During the week, occupancy in nearly all areas during all time bands is below the 65% target. Rates can be reduced to encourage parking in these areas. The only exception is Lakeside Dr on the segment from 14th St. to 17th St. where occupancy was 87% during the morning and midday (see Appendix A).

On Saturday morning, all areas were below 60% occupancy, so rates can be reduced in all areas; however, the occupancy during both Saturday midday and evening exceeded 85% on both Bellevue Ave and Lakeshore Ave, so rates can be increased (see Appendix B).

On Sunday, occupancies exceeded 85% in all areas, so rates can be increased (see Appendix C).

Figure 4: Weekday Parking Occupancy

	Area	Occupancy	Rate change Recommendation	Recommended Rate
Morning	Bellevue Ave	45%	Reduce	\$2.50 per hour
	Lakeshore Ave	27%	Reduce	\$2.50 per hour
	Lakeside Dr	55%	Reduce	\$2.50 per hour
Midday	Bellevue Ave	37%	Reduce	\$2.50 per hour
	Lakeshore Ave	36%	Reduce	\$2.50 per hour
	Lakeside Dr	64%	Reduce	\$2.50 per hour
Evening	Bellevue Ave	43%	Reduce	\$2.50 per hour
	Lakeshore Ave	58%	Reduce	\$2.50 per hour
	Lakeside Dr	52%	Reduce	\$2.50 per hour

Figure 5: Saturday Parking Occupancy

	Area	Occupancy	Rate change Recommendation	Recommended Rate
Morning	Bellevue Ave	28%	Reduce	\$2.50 per hour
	Lakeshore Ave	33%	Reduce	\$2.50 per hour
	Lakeside Dr	30%	Reduce	\$2.50 per hour

Honorable Mayor and City CouncilSubject: Lake Merritt Parking Meter Pilot Update Date: August 12, 2024

Midday	Bellevue Ave	91%	Increase	\$3.50 per hour
	Lakeshore Ave	75%	Maintain	\$3.00 per hour
	Lakeside Dr	62%	Reduce	\$2.50 per hour
Evening	Bellevue Ave	95%	Increase	\$3.50 per hour
	Lakeshore Ave	64%	Reduce	\$2.50 per hour
	Lakeside Dr	65%	Maintain	\$3.00 per hour

Figure 6: Sunday Parking Occupancy

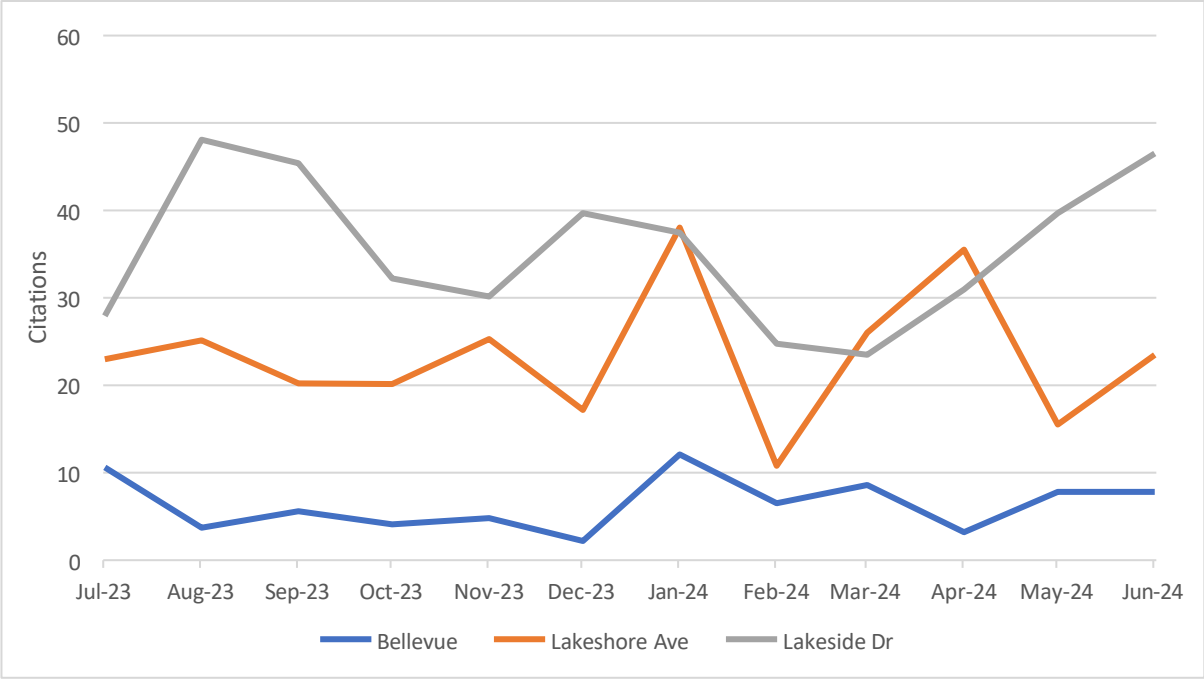
	Area	Occupancy	Rate change Recommendation	Recommended Rate
Midday	Bellevue Ave	90%	Increase	\$3.50 per hour
	Lakeshore Ave	77%	Maintain	\$3.00 per hour
	Lakeside Dr	65%	Maintain	\$3.00 per hour
Evening	Bellevue Ave	72%	Maintain	\$3.00 per hour
	Lakeshore Ave	90%	Increase	\$3.50 per hour
	Lakeside Dr	82%	Maintain	\$3.00 per hour

Citation and Meter Revenue

Bellevue Ave has 63 parking spaces. Between July 1, 2023, and June 30, 2024, Parking Control Technicians (PCTs) issued a total of 363 parking citations or about 1 per day.

Lakeshore Ave has 138 parking spaces. PCTs issued 3,752 parking citations or about 10.3 per day. Lakeside Dr has 63 parking spaces. PCTs issued 2,673 parking citations or about 7.3 per day. Figure 7 graphs the number of citations per every 10 spaces in each area. Detailed citation data can be found in Appendix D.

Figure 7: Parking Citations Per 10 Spaces

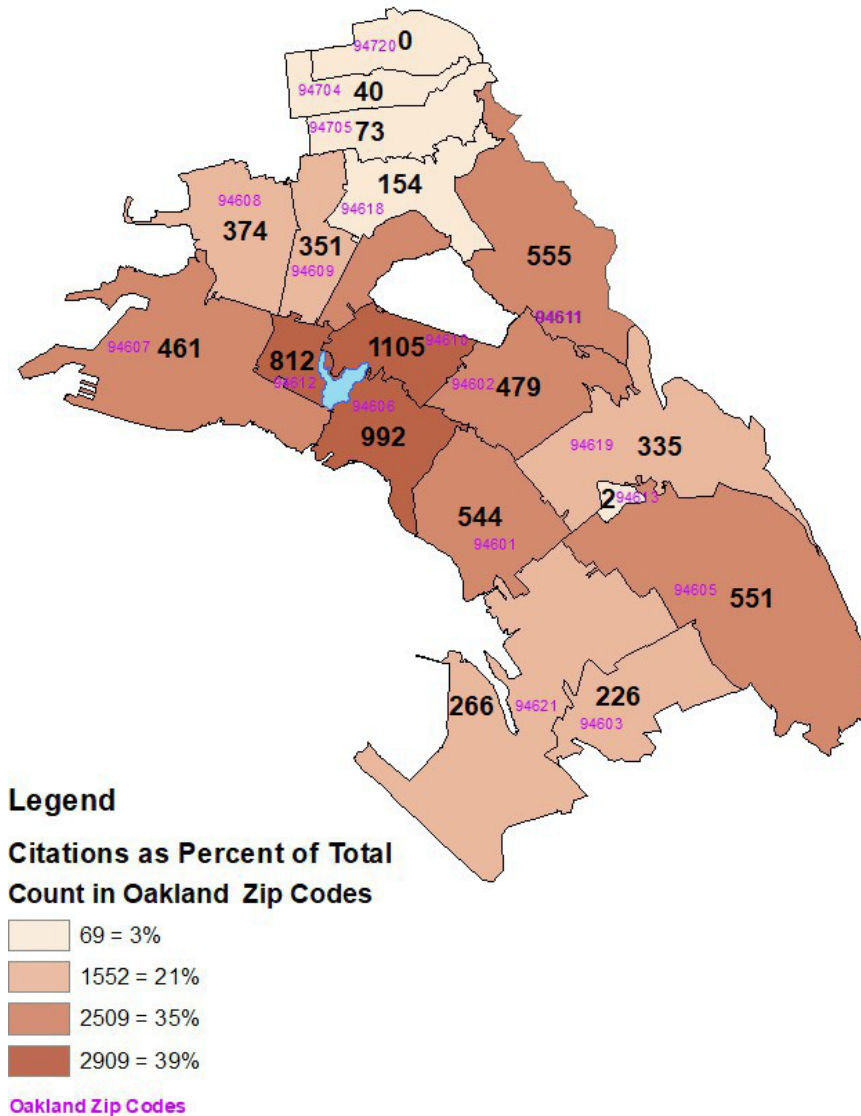


The fine for noncompliance with parking meter payment is \$71.00. This amount is consistent for the same violation throughout the City. During the first month of enforcement (July 2023), vehicles on Bellevue Ave were issued 36 citations and the area has averaged 30 citations per month. Vehicles on Lakeshore Ave were issued 303 citations during the first month of enforcement and the area has averaged 312 citations per month. Vehicles on Lakeside Dr were issued 215 citations during the first month and the area has averaged 222 citations per month. In total, 6788 citations were issued during the first year.

Figure 8 displays the number of parking meter violations issued to vehicle owners by zip codes in Oakland. Vehicles registered in zip codes adjacent to the lake received the most citations. Generally speaking, the number of violations per zip code decreases as the farther the zip code is from the lake.

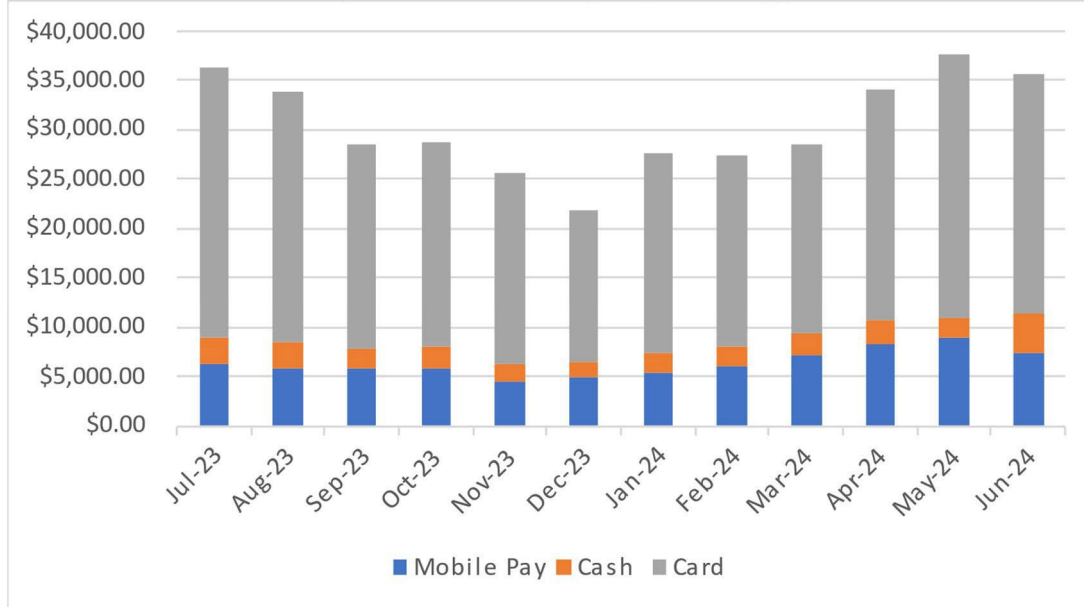
Figure 8: Parking Citations by Registered Vehicle Zip Code

Registered Vehicle Zip Code Distribution
Citations Issued at Lake Merritt (July 2023 to May 2024)



Kiosks in the three areas accept both cash and credit/debit card and mobile payment (pay-by-phone) is also an option. Card payment was the most utilized as it took in an average of \$21,817 per month or \$727 per day. Mobile payment was the next most utilized at an average of \$6,400 per month or \$213 per day. Cash payment was the least utilized with an average of \$2,283 per month or \$76 per day. The total revenue received from July 1, 2023, to June 30, 2024, was \$366,087. Figure 9 graphs the total parking meter revenue by each payment type. Detailed revenue data can be found in Appendix E.

Figure 9: Revenue by Payment Type



Findings and Recommendations

The Oakland Municipal Code ([O.M.C. 10.36.142](#)) and the Master Fee Schedule allow for parking rates to be set between \$0.50 cents per hour and \$4.00 per hour based on occupancy, with a goal of achieving 85% occupancy in each zone. An 85% occupancy rate is the target because it represents the rate at which one (1) or two (2) parking spaces are available per blockface. The general guideline is that if occupancy is greater than 85%, the price may be increased; if occupancy is 65% or less, the price should be decreased to the point where desired occupancy results are reached. Demand-responsive rates and meter duration may be set administratively through the action of the City Administrator.

Upon approval of this recommendation, staff will reduce meter rates on weekdays in all three areas and raise the meter rate on Bellevue Ave on weekends during midday and evening and on Lakeshore Ave in the evening. The current meter rate is \$3.00 per hour. Rate reductions would be to \$2.50 per hour and rate increases would go to \$3.50 per hour. Staff will adjust rates approximately three months after City Administrator approval.

Staff plan to evaluate the program and adjust rates annually. To do so, staff will collect and analyze occupancy data, as is shown in appendices A, B, and C. For reporting out on this project, staff will publish this occupancy data on the project website:

oaklandca.gov/projects/lake-merritt-parking-management-plan

Honorable Mayor and City Council

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For questions regarding this memorandum, please contact Michael Ford, Parking and Mobility Division, at (510) 238-7670 or email mford@oaklandca.gov.

Respectfully submitted,


Josh Rowan (Aug 14, 2024 15:07 PDT)

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Appendices:

- A. Weekday Occupancy by Block-Time Band
- B. Saturday Occupancy by Block-Time Band
- C. Sunday Occupancy by Block-Time Band
- D. Citations Issued by Month
- E. Meter Revenue by Month

Appendix A: Weekday Occupancy by Block-Time Band

Location	8am - 10am	10am – 4pm	4pm - 8pm	Average Occupancy
Bellevue Ave - (Perkins St, Elitta Ave)	43%	52%	52%	49%
Bellevue Ave - (Elitta Ave, Staten Ave)	36%	29%	37%	31%
Bellevue Ave - (Staten Ave, Grand Ave)	52%	29%	50%	46%
Lakeshore Ave- (Boden Way, Brooklyn Ave)	53%	54%	73%	60%
Lakeshore Ave - (Brooklyn Ave, Wayne Ave)	19%	12%	48%	26%
Lakeshore Ave- (Wayne Ave, Hanover Ave)	7%	14%	41%	21%
Lakeshore Ave - (Hanover Ave, 18 th St)	19%	18%	31%	23%
Lakeshore Ave - (18 th St, Pedestrian bridge)	29%	48%	69%	49%
Lakeside Dr.- (14 th St, 17 th St)	87%	87%	69%	81%
Lakeside Dr - (17 th St, 19 th St)	14%	35%	31%	27%

Appendix B: Saturday Occupancy by Block-Time Band

Location	8am - 10am	10am – 4pm	4pm - 8pm	Average Occupancy
Bellevue Ave - (Perkins St, Elitta Ave)	29%	100%	91%	73%
Bellevue Ave - (Elitta Ave, Staten Ave)	21%	89%	88%	66%
Bellevue Ave - (Staten Ave, Grand Ave)	32%	89%	102%	74%
Lakeshore Ave- (Boden Way, Brooklyn Ave)	59%	90%	94%	81%
Lakeshore Ave - (Brooklyn Ave, Wayne Ave)	5%	86%	95%	62%
Lakeshore Ave- (Wayne Ave, Hanover Ave)	12%	55%	98%	55%
Lakeshore Ave - (Hanover Ave, 18 th St)	33%	85%	94%	71%
Lakeshore Ave - (18 th St, Pedestrian bridge)	40%	77%	94%	70%
Lakeside Dr.- (14 th St, 17 th St)	45%	89%	61%	65%
Lakeside Dr - (17 th St, 19 th St)	12%	29%	69%	37%

Appendix C: Sunday Occupancy by Block-Time Band

Location	Noon – 4pm	4pm - 8pm	Average Occupancy
Bellevue Ave - (Perkins St, Elitta Ave)	100%	86%	93%
Bellevue Ave - (Elitta Ave, Staten Ave)	89%	79%	84%
Bellevue Ave - (Staten Ave, Grand Ave)	88%	92%	90%
Lakeshore Ave- (Boden Way, Brooklyn Ave)	94%	88%	91%
Lakeshore Ave - (Brooklyn Ave, Wayne Ave)	89%	95%	92%
Lakeshore Ave- (Wayne Ave, Hanover Ave)	61%	93%	77%
Lakeshore Ave - (Hanover Ave, 18 th St)	50%	92%	71%
Lakeshore Ave - (18 th St, Pedestrian bridge)	82%	87%	85%
Lakeside Dr.- (14 th St, 17 th St)	85%	71%	78%
Lakeside Dr - (17 th St, 19 th St)	40%	95%	68%

Appendix D: Citations Issued by Month

Month/Year	Bellevue Ave	Lakeshore Ave	Lakeside Dr
July/2023	67	317	176
August/2023	23	347	303
September/2023	35	279	286
October/2023	26	278	203
November/2023	30	349	190
December/2023	14	237	250
January/2024	76	525	236
February/2024	41	149	156
March/2024	54	359	148
April/2024	20	490	195
May/2024	49	214	250
June/2024	44	324	293
Total	412	3551	2330

Appendix E: Meter Revenue by Month

Month/Year	Mobile Pay	Cash	Card
July/2023	\$6,373	\$2,636	\$27,223
August/2023	\$5,948	\$2,494	\$25,329
September/2023	\$5,784	\$2,117	\$20,611
October/2023	\$5,815	\$2,309	\$20,646
November/2023	\$4,561	\$1,756	\$19,250
December/2023	\$5,070	\$1,543	\$15,321
January/2024	\$5,431	\$1,892	\$20,347
February/2024	\$6,159	\$1,860	\$19,519
March/2024	\$7,225	\$2,144	\$19,228
April/2024	\$8,280	\$2,468	\$23,413
May/2024	\$8,862	\$2,156	\$26,603
June/2024	\$7,368	\$2010	\$24,310
Total	\$76,881	\$27,401	\$261,804