

# Montclair Demand-Responsive Parking Program: September 2021 Rate Proposal

## Summary

On October 15, 2013, City Council unanimously approved Resolution 64665 C.M.S. to create the City's first "Flexible Parking District" in Montclair Village. The Montclair Flexible Parking Pilot aims to improve parking availability and options in the area by using variable pricing to achieve 85% occupancy, or about one available parking space, per block face. The pilot launched on August 18, 2014, with four zones – high-demand, central, value, and peripheral. While availability initially improved as a result of this pilot, rates have not been adjusted since pilot launch.

The City is in the process of implementing the Demand-Responsive Parking and Mobility Management Initiative, a federally-funded project to implement performance pricing and a complementary transportation demand management (TDM) component. Based on the analysis shown in the appendix, staff recommend that the number of zones be reduced from four to two and that rates are adjusted between \$1.00 per hour and \$3.00 per hour, depending on zone and time of day. The lowest existing rate will remain \$1.00 per hour and the highest existing rate increases by \$0.50 to \$3.00 per hour. As part of the project, the City will resume flexing parking meter rates in the Montclair neighborhood in September 2021. In this first rate adjustment since 2014, 52% of the new rates will be lower or remain the same as the current rates.

## Recommendation

Staff recommend that the City Administrator approve this proposal of demand-responsive meter rate changes to take effect in early September 2021. This recommendation would allow staff to charge the lowest possible meter rate to ensure 65% to 85% parking occupancy and enhance the parking and mobility experience in Montclair, such as through reduced circling for spaces, improved parkers' experience, and improved access to destinations in the Village's commercial district.

## Pricing and Zone Methodology

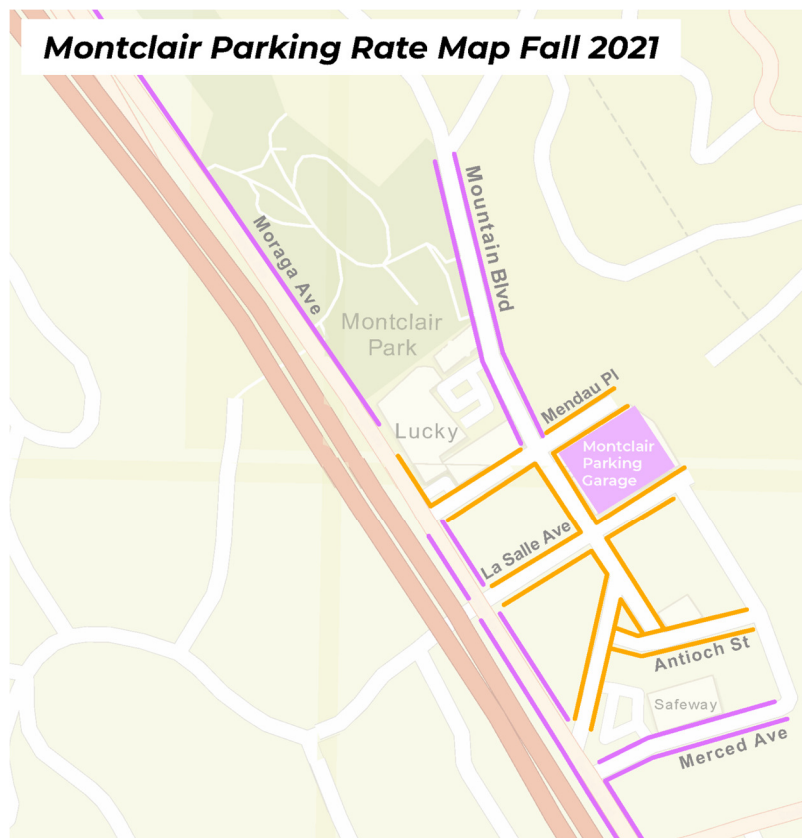
The Oakland Municipal Code (O.M.C. 10.36.142) and Master Fee Schedule allow for parking rates to be set between \$0.50 cents per hour and \$4.00 per hour based on occupancy, with a goal of achieving 85% occupancy in each zone. An 85% occupancy rate is the target because it represents the rate at which one (1) or two (2) parking spaces are available at all times on every block face. 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.

Parking rates will vary by zone and time of day. Meters will display the current hourly rate and rate information for the full day. Staff aim to change meter rates one (1) or two (2) times a year as needed. Blocks with metered parking are grouped into two (2) zones: “Premium” and “Value.” These zones were determined using occupancy data at the block level and land use.

Blocks in the Premium Zones are located in the “core” of the Montclair business district—adjacent to retail and dining where parking is in greater demand—while blocks in the value zone are located in the periphery, such as near Montclair Park. The Montclair Parking Garage on La Salle Avenue, which is located adjacent to Premium Blocks, is considered part of the Value Zone in order to increase demand and to offer a cheaper off-street option for long-term parkers.

**Figure 1: Premium and Value Zones and Rates in Montclair**



	8am-10am	10am-4pm	4pm-6pm
<b>Value Rate</b> \$	\$1.00	\$2.00	\$2.00
<b>Premium Rate</b> \$\$\$	\$2.00	\$3.00	\$3.00

[oaklandca.gov/projects/montclair](http://oaklandca.gov/projects/montclair)

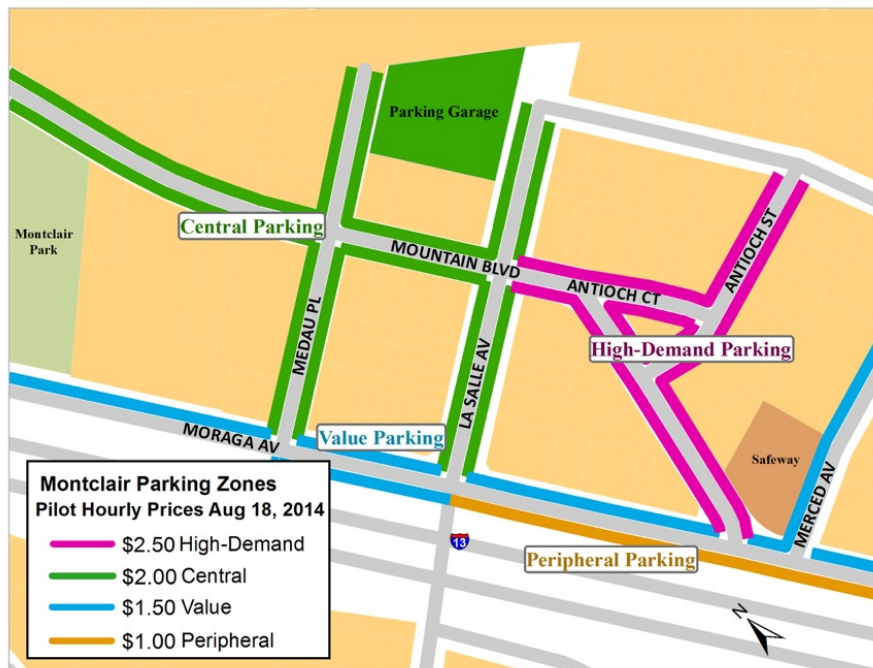
## Existing Conditions

In 2014, rates were adjusted to form four demand-responsive zones as shown in Figure 2. Rates are shown on meters and when initially adjusted, through the news, the City website, and other online media. No signage was installed to direct parkers to certain zones. While availability initially improved as a result of this pilot, rates were not adjusted frequently enough to achieve target occupancy of 85%.

Parking occupancy data was analyzed to understand current parking demand. Occupancy data was collected in Spring 2021 over five (5) days (weekday and weekend). Observations were made every hour from 8am to 6pm. Average parking occupancy was calculated for three (3) different time bands: 8am to 10am (morning), 10am to 4pm (midday), and 4pm to 6pm (evening). Detailed occupancy data can be found in Appendix A and B.

This proposal seeks to simplify the four existing zones and communicate rates more broadly through signage to achieve target occupancy. For example, Medau Place is currently in the Central Zone set in 2014. Current occupancy on Medau Place is 63% in the morning (8-10am), 85% in the afternoon (10am-4pm), and 91% in the evening (4-6pm). Because Medau Place shows high demand in the afternoon and evenings and is located adjacent to many commercial and restaurant destinations, this proposal includes Medau Place in the Premium Zone. A side-by-side review of current and proposed rates by block is provided in Appendix C.

**Figure 2: Montclair Pilot Rates (2014)**



## Rate Recommendation

The table below shows the recommended hourly meter rate for each zone based on occupancy data analysis.. Zones are reduced to two consolidated zones from the existing four zones. The lowest existing rate of \$1.00 remains the same, while the highest rate increases by \$0.50 to \$3.00, which is still well within the OMC range of \$0.50 cents per hour and \$4.00 per hour. Staff recommend that the City Administrator approve this proposal of demand-responsive meter rate changes to take effect in September 2021.

**Table 1: Meter Rate by Zone and Time of Day**

	Morning (8am-10am)	Midday (10am-4pm)	Evening (4pm-6pm)
Premium	\$2.00	\$3.00	\$3.00
Value	\$1.00	\$2.00	\$2.00

## Communications & Outreach

Staff have conducted robust door-to-door outreach to Montclair businesses and tabled at the Montclair Farmers' Market. In addition, staff presented the rate change plan and methodology at the Montclair Village Association Board meeting and the Montclair Neighborhood Council. Feedback heard from the community was generally supportive of the project. Many residents and merchants recalled the initial rate change in 2014, had experienced demand-responsive parking in nearby cities like San Francisco, or likened the program to other familiar concepts, like "surge pricing" on Lyft and Uber. Most concerns that staff heard were related to other community concerns, such as illegal dumping and paving needs, not the project; staff encouraged community members to submit 311 requests for these concerns. Staff also launched a webpage for the program on the City's website: [oaklandca.gov/projects/montclair](http://oaklandca.gov/projects/montclair)

## Next Steps & Timeline

Implementation of the project will consist of several next steps, including obtaining the City Administrator's approval, installing temporary and permanent signage, changing rates, and updating the community. This proposal has been reviewed and is supported by OakDOT's Executive Management Team (EMT) and requires ultimate approval by the City Administrator. With this approval, the new parking meter rates would take effect as soon as September 2021.

Staff are currently looking to secure funding to purchase signage for the program as material expenses are not eligible for grant funds. Once funds are located, staff will work with the sign team to install the new permanent signage in Montclair. The goal is to expand new signage to all demand-responsive areas. In the interim and when rates are changed, staff will install temporary signage with a map of the Value and Premium Zones and a QR code and link to the

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project webpage. Temporary signs also offer an opportunity to seek community feedback on the signs before printing and installing permanent signage.

Following this rate change, staff plan to evaluate the program and adjust rates annually. To do so, staff will collect and analyze occupancy data, like what is shown in the appendix. For reporting out on this project, staff will publish this rate change proposal, upon its approval, on the project website.

## Appendix

### Appendix A: Weekday Occupancy by Block-Timeband

Location	8am - 10am	10am - 4pm	4pm - 6pm	Average Occupancy
Montain Blvd - NE (Antioch Court, La Salle Ave)	33.33%	100.00%	100.00%	77.78%
Montain Blvd - SW (La Salle Ave, Antioch Court)	100.00%	100.00%	100.00%	100.00%
Antioch Court - R (Antioch Street, Mountain Blvd)	60.00%	93.33%	100.00%	84.44%
Antioch Court - R (Mountain Blvd, Antioch Street)	91.67%	111.11%	133.33%	112.04%
Antioch Street - R (Mountain Blvd, Lucas Ave)	90.91%	100.00%	100.00%	96.97%
Antioch Street - R (Lucas Ave, Mountain Blvd)	61.11%	77.78%	83.33%	74.07%
Merced Ave - R (Mountain Blvd, Lucas Ave)	53.85%	62.82%	80.77%	65.81%
Merced Ave - R (Lucas Ave, Mountain Blvd)	30.77%	47.44%	57.69%	45.30%
Mountain Blvd - R (Merced Ave, Snake Rd)	56.25%	75.00%	81.25%	70.83%
Mountain Blvd - R (Snake Rd, Merced Ave)	8.33%	22.22%	8.33%	12.96%
Mountain Blvd - R (Moraga Ave, Merced Ave)	100.00%	108.33%	50.00%	86.11%
Montain Blvd - R (Antioch Court, Moraga Ave)	87.50%	102.08%	87.50%	92.36%
Mountain Blvd - R (Moraga Ave, Antioch Court)	150%	175%	175%	166.67%
La Salle Ave - R (Lucas Ave, Mountain Blvd)	16%	42%	66%	41.23%
La Salle Ave - R (Mountain Blvd, Lucas Ave)	39%	43%	94%	58.64%
Medau Place - R (Montclair Railroad Trail, Mountain Blvd)	50%	57%	40%	48.89%

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Medau Place - R (Mountain Blvd, Montclair Railroad Trail)	56%	60%	44%	53.47%
Medau Place - R (Mountain Blvd, Moraga Ave)	38%	81%	88%	68.75%
Medau Place - R (Moraga Ave, Mountain Blvd)	70%	93%	100%	87.78%
La Salle Ave - R (Moraga Ave, Mountain Blvd)	40%	86%	95%	73.61%
La Salle Ave - R (Mountain Blvd, Moraga Ave)	21%	81%	82%	61.51%
Mountain Blvd - R (Medau Place, La Salle Ave)	50%	90%	75%	71.53%
Mountain Blvd - R (La Salle Ave, Medau Place)	50%	88%	75%	70.83%
Mountain Blvd - R (Colton Blvd, Medau Place)	21%	64%	70%	51.59%
Mountain Blvd - R (Medau Place, Colton Blvd)	30%	59%	61%	50.00%
Moraga Ave - R (Pedestrian Bridge, Medau Place)	31%	56%	42%	43.21%
Moraga Ave - R (Medau Place, Lucky)	2%	23%	20%	14.68%
Moraga Ave - R (Lucky, Montclair Fire House)	33%	100%	50%	61.11%
Moraga Ave - R (Medau Place, La Salle Ave)	0%	10%	38%	15.97%
Moraga Ave - R (La Salle Ave, Mountain Blvd)	0%	2%	7%	3.17%
Moraga Ave - R (La Salle Ave, Medau Place)	30%	70%	60%	53.33%
Moraga Ave - R (Mountain Blvd, La Salle Ave)	19%	60%	50%	43.06%
Lucas Ave - R (La Salle Ave, Antioch St)	100%	117%	100%	105.56%
Lucas Ave - R (Antioch St, La Salle Ave)	109%	103%	100%	104.04%
Lucas Ave - R (Antioch St, Snake Rd)	100%	102%	93%	98.41%
Lucas Ave - R (Snake Rd, Antioch St)	86%	86%	79%	83.33%

## Appendix B: Weekend Occupancy by Block-Timeband

Location	8am - 10am	10am - 4pm	4pm - 6pm	Average Occupancy
Montain Blvd - NE (Antioch Court, La Salle Ave)	22.22%	80.00%	66.67%	56.30%
Montain Blvd - SW (La Salle Ave, Antioch Court)	91.67%	95.00%	87.50%	91.39%
Antioch Court - R (Antioch Street, Mountain Blvd)	83.33%	83.00%	80.00%	82.11%
Antioch Court - R (Mountain Blvd, Antioch Street)	100.00%	103.33%	91.67%	98.33%
Antioch Street - R (Mountain Blvd, Lucas Ave)	62.12%	90.00%	68.18%	73.43%
Antioch Street - R (Lucas Ave, Mountain Blvd)	77.78%	90.56%	77.78%	82.04%
Merced Ave - R (Mountain Blvd, Lucas Ave)	76.92%	78.46%	55.77%	70.38%
Merced Ave - R (Lucas Ave, Mountain Blvd)	28.21%	50.00%	48.08%	42.09%
Mountain Blvd - R (Merced Ave, Snake Rd)	43.75%	80.00%	53.13%	58.96%
Mountain Blvd - R (Snake Rd, Merced Ave)	22.22%	48.33%	8.33%	26.30%
Mountain Blvd - R (Moraga Ave, Merced Ave)	100.00%	100.00%	50.00%	83.33%
Montain Blvd - R (Antioch Court, Moraga Ave)	85.42%	103.75%	81.25%	90.14%
Mountain Blvd - R (Moraga Ave, Antioch Court)	125%	165%	138%	143%
La Salle Ave - R (Lucas Ave, Mountain Blvd)	50%	74%	37%	54%
La Salle Ave - R (Mountain Blvd, Lucas Ave)	56%	72%	28%	52%
Medau Place - R (Montclair Railroad Trail, Mountain Blvd)	57%	86%	55%	66%



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Medau Place - R (Mountain Blvd, Montclair Railroad Trail)	50%	78%	50%	59%
Medau Place - R (Mountain Blvd, Moraga Ave)	88%	90%	103%	94%
Medau Place - R (Moraga Ave, Mountain Blvd)	77%	89%	105%	90%
La Salle Ave - R (Moraga Ave, Mountain Blvd)	56%	83%	81%	73%
La Salle Ave - R (Mountain Blvd, Moraga Ave)	70%	80%	80%	77%
Mountain Blvd - R (Medau Place, La Salle Ave)	65%	84%	97%	82%
Mountain Blvd - R (La Salle Ave, Medau Place)	56%	97%	53%	69%
Mountain Blvd - R (Colton Blvd, Medau Place)	49%	69%	45%	54%
Mountain Blvd - R (Medau Place, Colton Blvd)	45%	63%	36%	48%
Moraga Ave - R (Pedestrian Bridge, Medau Place)	31%	70%	52%	51%
Moraga Ave - R (Medau Place, Lucky)	18%	69%	57%	48%
Moraga Ave - R (Lucky, Montclair Fire House)	89%	120%	108%	106%
Moraga Ave - R (Medau Place, La Salle Ave)	27%	61%	31%	40%
Moraga Ave - R (La Salle Ave, Mountain Blvd)	2%	19%	18%	13%
Moraga Ave - R (La Salle Ave, Medau Place)	53%	106%	75%	78%
Moraga Ave - R (Mountain Blvd, La Salle Ave)	25%	58%	47%	43%
Lucas Ave - R (La Salle Ave, Antioch St)	100%	105%	75%	93%
Lucas Ave - R (Antioch St, La Salle Ave)	92%	91%	93%	92%
Lucas Ave - R (Antioch St, Snake Rd)	105%	101%	96%	101%
Lucas Ave - R (Snake Rd, Antioch St)	100%	97%	89%	95%

### Appendix C: Current-Proposed Rate Comparison by Block

Block	Current Rate	Proposed Rate	Zone
Montain Blvd (Antioch Court, La Salle Ave)	\$2.50	\$2.00 - \$3.00	Premium
Antioch Court (Antioch Street, Mountain Blvd)	\$2.50	\$2.00 - \$3.00	Premium
Antioch Street (Mountain Blvd, Lucas Ave)	\$2.50	\$2.00 - \$3.00	Premium
Merced Ave (Mountain Blvd, Lucas Ave)	\$2.00	\$1.00 - \$2.00	Value
Mountain Blvd (Merced Ave, Snake Rd)	\$1 - \$1.50	\$1.00 - \$2.00	Value
Mountain Blvd (Moraga Ave, Merced Ave)	\$1 - \$1.50	\$1.00 - \$2.00	Value
Montain Blvd (Antioch Court, Moraga Ave)	\$2.50	\$2.00 - \$3.00	Premium
La Salle Ave (Lucas Ave, Mountain Blvd)	\$2.00	\$2.00 - \$3.00	Premium
Medau Place (Montclair Railroad Trail, Mountain Blvd)	\$2.00	\$2.00 - \$3.00	Premium
Medau Place (Mountain Blvd, Moraga Ave)	\$2.00	\$2.00 - \$3.00	Premium
La Salle Ave (Moraga Ave, Mountain Blvd)	\$2.00	\$2.00 - \$3.00	Premium
Mountain Blvd (Medau Place, La Salle Ave)	\$2.00	\$2.00 - \$3.00	Premium
Mountain Blvd (Colton Blvd, Medau Place)	\$2.00	\$1.00 - \$2.00	Value
Moraga Ave (Medau Place, Lucky)	\$1.50	\$1.00 - \$2.00	Value
Moraga Ave (Lucky, Montclair Fire House)	\$1.00	\$2.00 - \$3.00	Premium
Moraga Ave (Medau Place, La Salle Ave)	\$1.50	\$1.00 - \$2.00	Value
Moraga Ave (La Salle Ave, Mountain Blvd)	\$1.00	\$1.00 - \$2.00	Value