



MEMORANDUM

TO: CITY ADMINISTRATOR
JESTIN JOHNSON

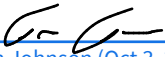
FROM: Josh Rowan
Director, Oakland
Department of Transportation

SUBJECT: Montclair Village Parking
Meter Rate Proposal

DATE: September 12, 2024

City Administrator Approval

Date:


Jestin Johnson (Oct 3, 2024 16:01 PDT)

Oct 3, 2024

INFORMATION

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

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.

Blocks with metered parking are grouped into two zones: Premium and Value. 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.

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BACKGROUND

On October 15, 2013, City Council unanimously approved [Resolution 84664](#) C.M.S. to create the City’s first “Flexible Parking District” in Montclair Village. In 2014, parking meter rates in Montclair Village were adjusted in order to achieve 65% to 85% parking occupancy, or about one available parking space per block face. In 2021, parking occupancy data was collected and meter rates were again adjusted (see [this report](#) for more information).

This report details parking occupancy data collected in January 2024 to measure and understand the effects of the demand-responsive rates on parking demand in Montclair Village.

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.

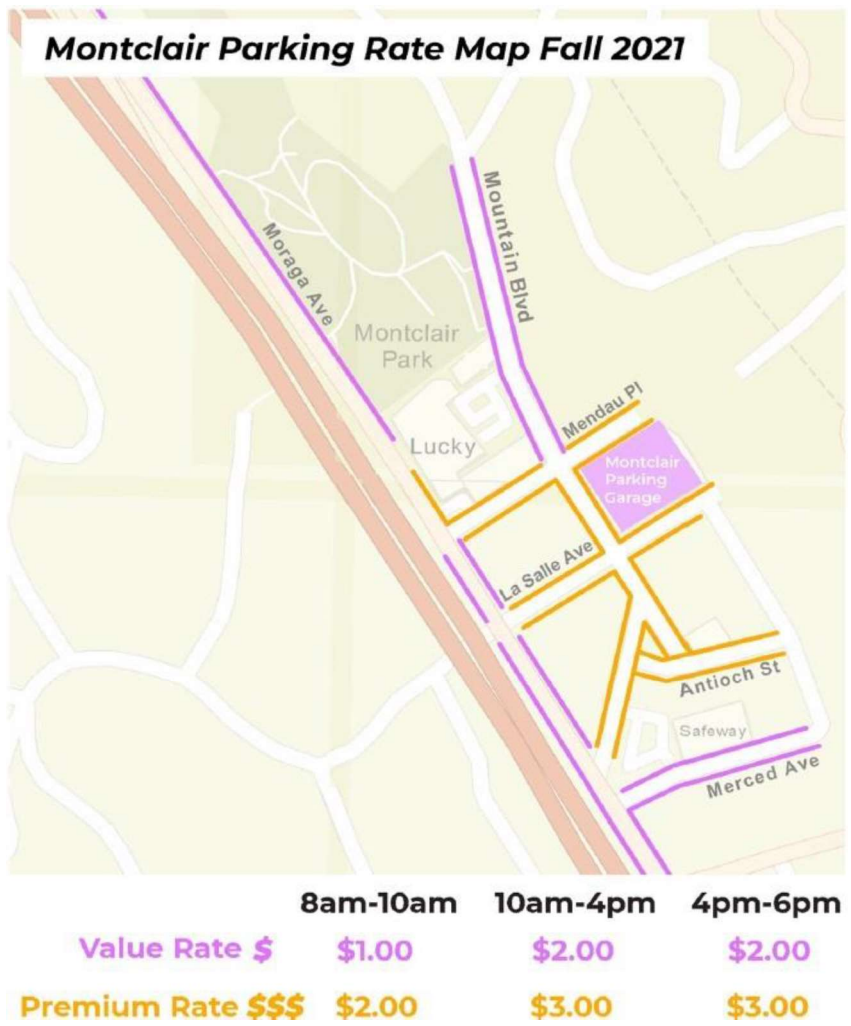
Parking rates may vary by zone and time of day. Meters display the current hourly rate and rate information for the full day. Staff aim to change meter rates one (1) or two (2) times a year as needed and no adjustment has been made in the two and half years since the program was implemented. **Figure 1** illustrates where Premium Zones and Value Zones have been implemented.

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Figure 1: Montclair Value and Premium Zones



ANALYSIS

Parking occupancy observations were recorded on each block face every hour from 8am to 6pm on Wednesday, January 17, 2024. Average parking occupancy was calculated for each block face for three (3) different time bands: 8am to 10am (morning), 10am to 4pm (midday), and 4pm to 6pm (evening). This is consistent with the initial occupancy data gathering methodology. Detailed occupancy data can be found in Appendix A.

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

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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.

Findings

The current demand-responsive rates have largely achieved their goal of encouraging a 65% to 85% parking occupancy rate. However, prices should be further adjusted during certain time periods.

Morning occupancy remains low, dropping 1% to 52% in the Value Zone. This is well below the 65% target and indicates that rates can be reduced to encourage parking in these areas.

Midday and evening occupancy rates in the Premium Zone dropped by 1% and 9%, respectively. Indicating that higher prices may be encouraging some parkers to use the Value Zone or the garage. However, both time bands still exceed the 85% occupancy target in the Premium Zone, indicating that prices should be increased. Ten of the 32 block faces had average daily occupancy rates that exceeded the goal of 85% occupancy and two of the block faces maintained a 100% occupancy throughout the day. All of these block faces are in the Premium Zone. This occupancy is about the same as the 2021 survey.

Morning and mid-day rates remained within the 65% to 85% target in the Value Zone, and therefore should remain the same. **Figure 2** compares the occupancy rates from the 2021 and 2024 surveys.

Figure 2: Parking Occupancy

		2021	2024		
	Zone	Occupancy	Occupancy	Percent change	Rate change Recommendation
Morning	Value	53%	52%	-1%	Reduce
	Premium	78%	77%	-1%	Maintain
Midday	Value	73%	74%	+1%	Maintain
	Premium	90%	89%	-1	Increase
Evening	Value	78%	67%	-11%	Maintain
	Premium	96%	87%	-9%	Increase

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Recommendations

Staff recommends that the City Administrator raise the meter rate in the Premium Zones during midday and evening by \$.50 to \$4.00 per hour and lower the rate in the Value Zone in the morning to \$1.50. **Figure 3** summarizes the current and proposed rates by time of day and zone. These changes 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 through reduced circling for spaces, improved parkers’ experience, and improved access to destinations in the Village’s commercial district.

Figure 3: Current and Proposed Meter Rates by Zone and Time of Day

Zone	Morning 8am – 10 am		Midday 10am – 4 pm		Evening 4 pm – 6 pm	
	Current	Proposed	Current	Proposed	Current	Proposed
Value	\$2	\$1.50	\$3	\$2.50	\$3	\$2.50
Premium	\$3	\$4	\$4	\$4	\$4	\$4.00

Staff plan to evaluate the program and adjust rates annually. To do so, staff will collect and analyze occupancy data, as shown in the appendix. For reporting out on this project, staff will publish this occupancy data on the project website: www.oaklandca.gov/projects/montclair

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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 (Sep 18, 2024 11:43 PDT)

JOSH ROWAN
Director, Oakland Department of Transportation

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Appendix A: Weekday Occupancy by Block-Time Band

Location	8am - 10am	10am - 4pm	4pm - 6pm	Average Occupancy
Mountain Blvd - NE (Antioch Court, La Salle Ave)	90%	100%	100%	97%
Mountain Blvd - SW (La Salle Ave, Antioch Court)	100%	100%	100%	100%
Antioch Court - R (Antioch Street, Mountain Blvd)	70%	80%	80%	77%
Antioch Court - R (Mountain Blvd, Antioch Street)	100%	100%	100%	100%
Antioch Street - R (Mountain Blvd, Lucas Ave)	96%	99%	92%	95%
Antioch Street - R (Lucas Ave, Mountain Blvd)	92%	100%	100%	97%
Merced Ave - R (Mountain Blvd, Lucas Ave)	77%	86%	85%	83%
Merced Ave - R (Lucas Ave, Mountain Blvd)	67%	83%	88%	79%
Mountain Blvd - R (Merced Ave, Snake Rd)	60%	77%	80%	72%
Mountain Blvd - R (Snake Rd, Merced Ave)	50%	64%	83%	66%
Mountain Blvd - R (Moraga Ave, Merced Ave)	75%	92%	50.00%	72%
Mountain Blvd - R (Antioch Court, Moraga Ave)	83%	100%	94%	92%
Mountain Blvd - R (Moraga Ave, Antioch Court)	86%	100%	86%	92%
La Salle Ave - R (Lucas Ave, Mountain Blvd)	47%	67%	79%	64%
La Salle Ave - R (Mountain Blvd, Lucas Ave)	78%	83%	94%	85%
Medau Place - R (Montclair Railroad Trail, Mountain Blvd)	90%	100%	100%	97%

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Medau Place - R (Mountain Blvd, Montclair Railroad Trail)	38%	81%	50%	56%
Medau Place - R (Mountain Blvd, Moraga Ave)	56%	90%	94%	79%
Medau Place - R (Moraga Ave, Mountain Blvd)	64%	59%	50%	58%
La Salle Ave - R (Moraga Ave, Mountain Blvd)	65%	91%	93%	83%
La Salle Ave - R (Mountain Blvd, Moraga Ave)	90%	75%	76%	80%
Mountain Blvd - R (Medau Place, La Salle Ave)	88%	92%	94%	91%
Mountain Blvd - R (La Salle Ave, Medau Place)	94%	94%	94%	94%
Mountain Blvd - R (Colton Blvd, Medau Place)	73%	84%	77%	78%
Mountain Blvd - R (Medau Place, Colton Blvd)	70%	84%	81%	78%
Moraga Ave - R (Pedestrian Bridge, Medau Place)	33%	65%	43%	43%
Moraga Ave - R (Medau Place, Lucky)	21%	66%	43%	43%
Moraga Ave - R (Lucky, Montclair Fire House)	25%	48%	38%	37%
Moraga Ave - R (Medau Place, La Salle Ave)	7%	39%	39%	29%
Moraga Ave - R (La Salle Ave, Mountain Blvd)	25%	48%	38%	37%
Moraga Ave - R (La Salle Ave, Medau Place)	60%	83%	70%	71%
Moraga Ave - R (Mountain Blvd, La Salle Ave)	37%	83%	69%	63%
Lucas Ave - R (La Salle Ave, Antioch St)	100%	100%	100%	100%
Lucas Ave - R (Antioch St, La Salle Ave)	100%	100%	75%	92%
Lucas Ave - R (Antioch St, Snake Rd)	100%	100%	100%	100%

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Lucas Ave - R (Snake Rd, Antioch St)	100%	100%	100%	100%
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Montclair rate recommendation

Final Audit Report

2024-10-03

Created:	2024-10-03 (Pacific Daylight Time)
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"Montclair rate recommendation" History

-  Document created by Aracely Garza (AGarza@oaklandca.gov)
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