



City Council
November 2, 2021

**Item 7-D: Parking Program
Reorganization**



Item 7-D Staff Recommendation

Approve:

- Resolution to move parking enforcement positions from Police to Public Works
- Resolution to establish a single, inclusive Parking Management Fund



Manage Parking to Achieve City Goals

Manage transportation and reduce GHGs



- 85% parking occupancy goal
- Reduce circling and double-parking
- Create incentives for other modes

Increase safety



- Reduce circling across crosswalks
- Keep vehicles out of bike lanes
- Keep vehicles out of red zones

Increase economic vitality



- Ensure parking space availability
- Facilitate loading and short-term parking

Support transit



- Reduce double-parking
- Incentivize transit use

Protect the environment



- Enforcing street sweeping prevents storm water pollution



Plans Call for Parking Management

These plans...

- Climate Action Plan
- Alameda Point Transportation Mgmt. Plan
- Transportation Choices Plan
- Commercial Streets

... Call for these actions

- Paid parking at all ferry terminals
- Adjust pricing to 85% occupancy
- New short-term, disability, and loading zones on Park/Webster



2019/2020 Council Approvals

- Expanded parking enforcement
 - Two new FT Parking Technician positions
 - Continued PT positions
- Amended AMC
 - Enable mobile payment
 - Meter rate parameters
 - Uses of excess parking rate funds



Pandemic Delays

Due to reduced revenues and staff focus on pandemic response:

- FT positions not yet filled
- Paid parking not at ferries yet
- Decommissioned multi-space meters on Park St



Parking Program Reorganization



Create a Public Works Parking Enforcement Program

- Move enforcement from PD to PW
- Allows greater focus/connection to transportation goals
- New branding: uniforms, vehicles
- Towing stays with PD; need to access to private data to tow



Notes: logo and uniform mockup not final

Create a Single Parking Fund

Proposed Parking Management Fund

Fund Name, Division Name	Fund	Division
Parking Management, On-Street Parking & Surface Lots	265	642
Parking Management, Civic Center Parking Structure	265	641
Parking Management, Enforcement	265	643



Benefits of a Single Parking Fund

- Allows financial planning across facets of parking management
- Goal: no General Fund support
- Helps Parking Fund recover from pandemic
- Helps program ramp up to meet needs at Point, ferry terminals, commercial corridors
- In future, excess funds for other uses



Next Community Steps

- Establish PW enforcement program
- Recruit enforcement positions
- Re-establish parking management and enforcement on commercial corridors
- Begin paid parking at Seaplane Lagoon



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