



City Council Presentation:

Parking Enforcement

Improving Citywide Parking Enforcement to
Support Parking and Transportation Management
Goals

Why Parking Management Matters

- ▶ Council directive: 85% parking occupancy goal
- ▶ Support businesses
- ▶ Reduce traffic congestion (e.g. Alameda Point Plan)
- ▶ Reduce green house gas emissions
- ▶ Safety (fire hydrants, double-parking, visibility)
- ▶ Quality of Life and Environment (street sweeping & Residential Permit Parking)
- ▶ Support transit and neighborhoods (ferry terminals & transit corridors)

Parking management tools require effective enforcement

- ▶ Pricing (parking meters and lots)
- ▶ Time limits (Residential Parking Permit, street sweeping, short term)
- ▶ Use limits (loading zones, disability parking)
- ▶ No parking areas (crosswalks, fire hydrants, visibility, safety)
- ▶ Abandoned vehicles, boats, Recreational Vehicles, abatement

The State of Enforcement in 2019

A Program in Trouble:

- ▶ 8 part time positions budgeted + portion of Sergeant's time
- ▶ Only **3 positions now filled** (low pay, no benefits, part time)
 - ▶ Inadequate enforcement = low compliance
 - ▶ Failing to meet 85% Council directive
 - ▶ More congested, less safe streets
 - ▶ Street sweeping –trash in storm drains
 - ▶ Low revenue – program not self supporting

Looking Ahead: A Need to Improve and Expand

- ▶ Parking supply will triple by 2040
- ▶ Add Alameda Point Lots and zones (manage traffic)
- ▶ Add three ferry terminals (manage transit)
- ▶ Add/expand Residential Permit Parking (near ferry and transit improvements)
- ▶ Must improve and expand our enforcement program
 - ▶ 4 options for Council consideration

Option 1: Take No Action (the Do Nothing option)

- ▶ Maintain existing resources for all parking needs, current and future.

Benefits:

- ▶ No additional costs
- ▶ No additional management burden

Problems:

- ▶ Disables City's ability to manage traffic through parking
- ▶ As transit increases, neighborhood concerns will increase
- ▶ No point in charging for parking at Ferry Terminals
- ▶ Parking revenues will continue to stagnate, while costs continue to increase

Option 2: Expand Part-Time Staff

- ▶ Increase from 8 to 21 part-time enforcement officers at full build-out
- ▶ Increased management needs (supervised by Sergeants)
- ▶ More vehicles and office space

Benefits:

- ▶ Relatively low cost option
- ▶ If City could retain PT staff, it would cover enforcement needs

Problems:

- ▶ Program will fail: City cannot recruit and retain 21 part time staff
- ▶ Major commitment of time and resources for recruiting
- ▶ Results in insufficient enforcement, for Alameda Point and rest of City

Option 3: Convert to Full-time Employees

- ▶ Convert program from 8 PT to 14 FT parking officers at full build-out
- ▶ Increased management needs (non-sworn supervisory positions)
- ▶ Increase vehicles and office space to accommodate expanded staff

Benefits:

- ▶ Effective parking management program; can manage congestion
- ▶ Much more likely to succeed than Option 2

Problems:

- ▶ Expensive: Most expensive option (both near term costs and ongoing financial obligations for FTE)
- ▶ Slow: Long process to create new classifications and positions, then recruit
- ▶ Staff Resources: Major commitment to expand department

Option 4: Contract for Service

- ▶ Contract for all or part of parking enforcement (retain at least in-house oversight and contract management)

Benefits:

- ▶ Effective: Effectively enforces expanded parking program
- ▶ Cost effective: Less expensive than “in-house” options 2 and 3
- ▶ Fast: Allows for “Day One” enforcement at Alameda Point
- ▶ Flexible:
 - ▶ Can shift to “in-house” option at later date, if desired
 - ▶ City determines scope of work (vehicles, uniforms, customer service)
- ▶ Proven: Over 23 CA cities already using this model

Problems:

- ▶ Still requires management commitment from the City (customer service oversight, public communication, and contractor/police department coordination)

Full Buildout Enforcement Cost Comparison



Conclusions

A major undertaking: Fix existing problems and prepare for tripling in size of program.

Important Issue: No bigger community concern than transportation management. Parking affects congestion, business vitality, and safety.

Requires on-going decision making: enforcement, pricing, Residential Permit Parking zones, improved technology, etc.

First decision: How should staff proceed on enforcement issue?