



## Transportation Commission October 27, 2021 Parking Program Reorganization



1

1

## Program Reorganization Recommendations

### Endorse:

- Moving Parking Enforcement from Police to Public Works
- Establishing a single, inclusive Parking Management Fund



2

2

# Manage Parking to Achieve City Goals

## Manage transportation and reduce GHGs



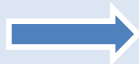
- 85% parking occupancy goal
- Reduce circling and double-parking
- Create incentives for other modes

## Increase safety



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

## Increase economic vitality



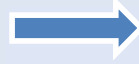
- Ensure parking space availability
- Facilitate loading and short-term parking

## Support transit



- Reduce double-parking
- Incentivize transit use

## Protect the environment



- Enforcing street sweeping prevents storm water pollution



3

3

# 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



4

4

# 2019/2020 Council Approvals

- Expanded parking enforcement
  - Two new FT Parking Technician positions
  - Continued PT positions
- Amended AMC
- Approved Parking Enforcement ALPR Policy



5

5

## 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



6

6

# Parking Program Reorganization



7

7

## 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



8 *Note: logo and uniform not final*

8

# 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



9

9

# 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



10

10

## 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



11

11

## Staff Recommendation

### **Endorse:**

- Moving Parking Enforcement from Police to Public Works
- Establishing a single, inclusive Parking Management Fund



12

12

Lisa Foster, Senior Transportation Coordinator  
[lfoster@alamedaca.gov](mailto:lfoster@alamedaca.gov)



13

13