



Office of the City Manager

ACTION CALENDAR

December 12, 2006

To: Honorable Mayor and
Members of the City Council

From: *PK* Phil Kamlarz, City Manager

Submitted by: Claudette Ford, Director, Public Works Department

Subject: Parking Meter and Pay-and-Display Station Fees

RECOMMENDATION

Conduct a public hearing and upon conclusion, adopt the first reading of an Ordinance amending Berkeley Municipal Code (BMC), Section 14.52.120, Parking Meter and Pay-and-Display Station Fees to increase the rate to \$1.00 per hour, effective March 5, 2007.

FISCAL IMPACTS OF RECOMMENDATION

Based on the existing supply of controlled on-street parking spaces, the current operating parameters and the current level of maintenance, the City should realize a 33% increase in parking meter revenue with this fee increase. Based on the FY 2006 revenue of \$3,002,228, an increase of 33% would generate an estimated annual revenue of \$4,000,000.

There will be a one-time cost of approximately \$15,000 to convert all the single space meters and pay-and-display machines to the \$1.00 per hour rate. This amount includes staff costs and costs for new rate plates and decals and public relations. The funds are available in the FY 2007 Parking Meter Fund budget (budget code 840-4972-431-1101 & 7041).

CURRENT SITUATION AND ITS EFFECTS

There has not been a fee increase since 1993 when the current \$0.75 per hour rate was set. Last fiscal year the City generated \$3,002,228 in gross revenue from 2,931 single space meters and 62 pay-and-display stations throughout Berkeley. In comparing rates in local cities, staff found that Oakland and San Francisco have base rates of \$1.00 per hour with higher rates for busier commercial areas. It seems appropriate to increase Berkeley's rates to those being charged in neighboring cities.

BACKGROUND

The last parking meter rate increase occurred in May 1993 when the rate was raised from \$0.60 to \$0.75 per hour. All on-street meter hours of operation are from 8:00 AM to 6:00 PM, Monday through Saturday. The Berkeley Way parking lot hours of operation are from 7:00 AM to 10:00 PM, Monday through Saturday; the Elmwood parking lot hours of operation are from 7:00 AM to 7:00 PM, Monday through Saturday. The City operates 2,931 single space meters and 62 pay-and-display machines.

For comparison purposes, parking meter rates in Oakland and San Francisco are as follows:

<u>City</u>	<u>Fees</u>
Oakland	\$1.25/hr. - Central Business District \$1.00/hr. -All other areas
San Francisco	\$2.00/hr. – Downtown \$1.50/hr. – Downtown periphery \$1.50/hr. – Fisherman’s Wharf \$1.00/hr. – All other areas

Based on these rates, Berkeley’s proposed meter rate will be in line with other major Bay Area City meter rates.

RATIONALE FOR RECOMMENDATION

The meter rates in Berkeley have not been increased for thirteen years and \$0.75 per hour is considered too low to encourage longer-term parkers to seek alternate parking such as off-street facilities. The rates in the City’s off-street facilities currently are as follows:

Time	Telegraph/ Channing	Center & Oxford
One Hour	\$2	\$1
Two Hours	\$4	\$3
Three Hours	\$8	\$6
Four Hours	\$12	\$10
Five Hours	\$18	\$15
Six Hours (Max)	\$20	\$15

ALTERNATIVE ACTIONS CONSIDERED

The alternative would be to leave fees as they are. This would mean that the City would continue to receive parking revenue below market rates.

CONTACT PERSON

Peter Hillier, Assistant Public Works Director, 981-7010
Karen Moore, Parking Services Manager, 981-7064

Attachments:
1: Ordinance

ORDINANCE NO.

-N.S.

**AMENDING BERKELEY MUNICIPAL CODE SECTION 14.52.120, PARKING
METER AND PAY-AND-DISPLAY STATION FEES**

BE IT ORDAINED BY the Council of the City of Berkeley as follows:

Section 1. That Berkeley Municipal Code Section 14.52.120 is amended to read as follows:

Section 14.52.120 Parking meter and pay-and-display station fees.

Parking meter and pay-and-display station fees for the parking meter zones hereinabove set forth shall be as follows:

A. The parking fee shall be 25 cents for each 1520 minutes of parking time or any fraction thereof.

B. The parking fee shall be ten cents for each sixeight minutes of parking time or any fraction thereof.

C. The parking fee shall be five cents for each three four-minutes of parking time or any fraction thereof. (Ord. 6841-NS §15 (part), 2005: Ord. 6686-NS § 12 (part), 2002: Ord. 6254-NS § 2, 1994: Ord. 6178-NS § 1, 1993: Ord. 5820-NS § 1, 1987: Ord. 5191-NS § 1, 1979: Ord. 5062-NS § 1, 1978: Ord. 4928-NS § 1 (part), 1976: Ord. 4707-NS § 1, 1974: Ord. 4510-NS § 1, 1971: Ord. 4503 § 1, 1970: Ord. 4009-NS § 2, 1964: Ord. 3262-NS § 13.11, 1952)

Section 2. This ordinance shall be effective March 5, 2007.

Section 3. Copies of this Ordinance shall be posted for two days prior to adoption in the display case located near the walkway in front of Old City Hall, 2134 Martin Luther King Jr. Way. Within 15 days of adoption, copies of this Ordinance shall be filed at each branch of the Berkeley Public Library and the title shall be published in a newspaper of general circulation.

