



Office of the City Manager

ACTION CALENDAR

January 29, 2008

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 \$1.25 per hour, effective March 30, 2008; and amending Section 14.52.110, Use of Money Deposited in Parking Meters and Pay-and-Display Stations, to allow transfer of excess revenue to the General Fund.

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 25% increase in parking meter revenue from the proposed rate increase (from \$1 per hour to \$1.25 per hour) and generate approximately \$1 million per year in new revenue. There will be a one-time cost of about \$15,000 to convert all the single space meters and pay-and-display machines to the \$1.25 per hour rate, which includes staff costs and costs for new rate plates, decals and public notification. Funds to cover these costs are available in the FY 2008 Parking Meter Fund budget (840-4972-431-1101 and -7041).

CURRENT SITUATION AND ITS EFFECTS

Based on the current rate of \$1.00 per hour, the FY 2008 Adopted Budget projects parking meter revenues of about \$4 million generated from 2,743 single space meters and 68 pay-and-display stations throughout Berkeley. The proposed fee increase is projected to increase revenue by an additional \$1 million annually. These new revenues will be used to fund the program implementation of the Public Commons for Everyone Initiative (PCEI) as adopted by council on November 27, 2007.

With the inception of the new rate, the meters and pay-and-display station coin values will change. One quarter will purchase twelve (12) minutes of parking, one dime will purchase five (5) minutes of parking, and one nickel will purchase two (2) minutes of parking.

BACKGROUND

On November 27, 2007, the Council directed the City Manager to raise parking meter fees by \$0.25/hour to support services and capital improvements related to the PCEI. In the November 27, 2007 report, staff outlined one-time and recurring program expenses for PCEI. Recurring costs total \$1 million, which currently cannot be supported by existing revenues. Staff explored various options to raise additional revenue and determined a \$0.25/hour increase in parking meter rates would be the most effective option to raise the additional revenue needed.

The last increase raising the parking meter fee from \$0.75 to \$1.00 went into effect on March 5, 2007. While the proposed fee increase to \$1.25/hour would raise rates by 25%, Berkeley's meter rates will still be competitive with those in surrounding cities. Parking meter rates in Oakland and San Francisco are as follows:

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

RATIONALE FOR RECOMMENDATION

On November 27, 2007, the Council approved a plan to make the public areas of Berkeley clean, safe, healthy, and welcoming environments for everyone who uses them. This initiative is estimated to cost \$1 million annually. In order to raise the necessary revenue to support PCEI expenditures, staff agreed a \$0.25/hour increase in the parking meter rate would be the most effective way to raise the revenue necessary to fund associated program costs.

CONTACT PERSON

Danette Perry, Senior Transportation Supervisor, 981-6472  
Lisa Malek-Zadeh, Senior Budget Specialist, 981-6306

## Attachments:

- 1: Ordinance
- 2: Public Hearing Notice

## ORDINANCE NO. –N.S.

**AMEND 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 12 minutes of parking time or any fraction thereof.
- B. The parking fee shall be 10 cents for each 5 minutes of parking time or any fraction thereof.
- C. The parking fee shall be 5 cents for each 2 minutes of parking time or any fraction thereof.

Section 2. That Berkeley Municipal Code Section 14.52.110 is amended to read as follows:

**Section 14.52.110 Use of money deposited in parking meters and pay-and-display stations.**

Except as permitted under subdivision G below, all moneys collected from parking meters and pay-and-display stations in the City shall be placed in a special fund, which fund shall be –used for the following purposes:

- A. For the purchasing, leasing, installing, repairing, maintaining, operating, removing, regulating and policing of parking meters and pay-and-display stations in the City and for the payment of any and all expenses relating or incidental thereto.
- B. For the purchasing, leasing, acquiring, improving, operating and maintaining of off-street parking facilities in the City.
- C. For the installation and maintenance of traffic control devices and signals.
- D. For the painting and marking of streets and curbs required for the direction of traffic and the parking of motor vehicles.
- E. For the proper regulation, control and inspection of parking and traffic upon the public streets.
- F. To be pledged as security for the payment of principal of and interest on off-street parking revenue bonds issued by the City.

G. Surplus money not utilized under subdivision A through F above may be transferred to the general fund. The City Manager or his or her designee may make an annual determination as to what is surplus based on the needs and obligations of the special fund and transfer such surplus to the general fund.

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.

**NOTICE OF PUBLIC HEARING - BERKELEY CITY COUNCIL****INCREASE IN PARKING METER AND PAY-AND-DISPLAY STATION RATES**

On November 27, 2007, the City Council approved the Public Commons for Everyone Initiative (PCEI) to provide safe and healthy environments in public areas in Berkeley. The Council further directed the City Manager to raise parking meter fees by \$0.25 per hour to support services and capital improvements related to the Initiative. Recurring costs for the program will total \$1 million, which currently cannot be supported by existing revenues. A \$0.25 per hour increase in parking meter rates is determined to be the most effective option to raise the additional revenue. The City, therefore, is proposing to increase parking meter and pay-and-display station rates from \$1.00 per hour to \$1.25 per hour, effective February 29, 2008, to allow the transfer of revenue to the General Fund for program costs associated with the PCEI.

The hearing will be held on January 29, 2008 at 7:00 p.m. in the City Council Chambers, 2134 Martin Luther King, Jr. Way.

A copy of the agenda material for this hearing will be available on the City's website at [www.ci.berkeley.ca.us](http://www.ci.berkeley.ca.us) as of January 24, 2008.

Written comments should be mailed or delivered directly to the City Clerk, 2180 Milvia Street, Berkeley, CA 94704, in order to ensure delivery to all Councilmembers and inclusion in the agenda packet. Comments received no later than Tuesday, January 22, 2008 will be included in the Council agenda packets. Comments received thereafter will be submitted to Council as supplemental communications at the meeting. For further information, call Pamyla Means, MMC, City Clerk, (510) 981-6900. FAX: (510) 981-6901. TDD: (510) 981-6903.

For further information, please contact Lisa Malek-Zadeh at (510) 981-6306 or Danette Perry at (510) 981-6472.

**Published:** January 19, 2008 and January 25, 2008

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**NOTICE CONCERNING YOUR LEGAL RIGHTS:** *If you object to a decision by the City Council to approve or deny a use permit or variance for a project the following requirements and restrictions apply: 1) No lawsuit challenging a City decision to deny (Code Civ. Proc. 1094.6(b)) or approve (Gov. Code 65009(c)(5)) a use permit or variance may be filed more than 90 days after the date the Notice of Decision of the action of the City Council is mailed. Any lawsuit not filed within that 90-day period will be barred. 2) In any lawsuit that may be filed against a City Council decision to approve or deny a use permit or variance, the issues and evidence will be limited to those raised by you or someone else, orally or in writing, at a public hearing or prior to the close of the last public hearing on the project.*