

October 30, 2018 Late Correspondence - Item 12.3, Parking Management

The following questions were asked by a resident. Staff's responses follow in blue.

Q1: What is the budget for the 2 hour enforcement?

A1: Enforcement costs are estimated at approximately \$500,000 per year for the North Hollis and Triangle Parking areas included in Phase 1 of the Plan – this can be found on the final page of the Appendix to the Plan for RPP costs, linked here: [Exhibit A - Draft Final Parking Management Plan, October 12, 2018](#)

Q2: How many new employees have you hired to implement this new program?

A2: As of today, none have been hired because the Plan has not yet been adopted, but the plan anticipates the hiring of **four** new employees for implementation of Phase 1 with **two** additional employees (for a total of six new employees) at full implementation of all phases. These employees would handle enforcement and administration of both the meter and permit elements of the program. This is found on the first Table labeled "Labor-Effort by Task and job Type" in Appendix D of the Plan

Q3: How many vehicles do you have?

A3: As is the case with employees, the equipment (including vehicles) have not yet been procured because the Plan has not yet been adopted, however the plan calls for three enforcement vehicles for Phase 1 and one additional for a total of four at full implementation of all phases. This are labeled "LPR" (referring to License Plate Reader enabled vehicles) in the second page of Appendix D in the table labeled Emeryville Parking Revenue Analysis (with inputs on the following page)

Q4: What is the schedule for parking enforcement to come to my end of town in 2 hour increments?

A4: The precise schedules are a future implementation step that has not yet been established. It is expected that enforcement schedules will be based on need, and the resources (both personnel and equipment) identified in the plan have been proposed to be sufficient to enforce the proposed parking policies.

Q5: Are you expecting the rest of Emeryville residents to buy permits in order to fund these items, and hopefully over the next 5 - 10 years you can try and enforce your plan?

A5: This is not the expectation. Permits cannot exceed the cost of administering the permit program per State law. On the final page of the Plan linked above permit revenue is expected to only recover approximately 20% of permit area enforcement costs. Meter revenue will supplement permit revenue and is the largest revenue component of the program. While permit programs cannot generate revenue in excess of costs, meters can, per State law.

Q6: Why would someone pay for a meter when they could park free for 2 hours on my side of 61st street?

A6: We believe most visitors to this area will arrive after long term parkers (i.e. residents, business owners and employees) with permits have already parked and consequently will have limited access to the permit areas, and in those cases will park at the metered spaces. In a year after implementation, we will evaluate the impacts and if there are any unintended consequences the City would revise pricing and policies as needed.