



City of Emeryville

CALIFORNIA

MEMORANDUM

DATE: February 4, 2020
TO: Christine Daniel, City Manager
FROM: Charles S. Bryant, Community Development Director
SUBJECT: Implementation of Emeryville Paid Parking Framework

Introduction And First Reading Of An Ordinance Of The City Council Of The City Of Emeryville Repealing Sections 4-9.02 Through 4-9.14 Of Chapter 9 Of Title 4 Of The Emeryville Municipal Code Pertaining To Parking Meters, And Adding Chapter 10 To Title 4 Of The Emeryville Municipal Code, Entitled "Parking Meters" (CEQA Determination: Exempt Pursuant To CEQA Guidelines Section 15301(c))

Resolution Of The City Council Of The City Of Emeryville Establishing Parking Meter Rates And Locations In The North Hollis And Triangle Parking Meter Zones And Authorizing Issuance Of Preferential Parking Permits To Employees Of The Emery Unified School District (CEQA Determination: Exempt Pursuant To State CEQA Guidelines Section 15301(c))

RECOMMENDATION

Staff recommends that the City Council adopt the first reading of the above-entitled ordinance amending the Emeryville Municipal Code provisions related to parking meters, and adopt the above-entitled resolution establishing rates and locations for parking meters in the North Hollis and Triangle parking meter zones and authorizing the issuance of preferential parking permits to employees of the Emery Unified School District.

BACKGROUND

On June 21, 2016 the City Council adopted the 2017-2021 Capital Improvement Program (CIP), including the North Hollis Paid Parking and Transportation Demand Management Project (CIP Number T-07, now assigned Project Number 18475002 (the "Project")), which allocated \$1,200,000 for parking improvements. Subsequently, on April 27, 2017, the Alameda County Transportation Commission (ACTC) awarded funding of \$930,000 for fiscal year 2018-19 (the "Parking Grant") to support the Project with \$270,000 required in local matching funds. On February 19, 2019, the City Council passed Resolution No. 19-20, approving the Emeryville Paid Parking Framework, which calls for parking meters in the North Hollis and Triangle areas, and made findings regarding California Environmental Quality Act (CEQA) compliance.

With the policy framework in place, the next steps to implementing paid parking include adoption of an ordinance amending the existing parking meter provisions of the

Emeryville Municipal Code to add the North Hollis and Triangle parking meter zones, and adoption of a resolution establishing the rates and locations of parking meters within those zones.

DISCUSSION

Parking Meter Ordinance Amendment

Pursuant to California Vehicle Code (CVC) Section 22508 (a), cities may only establish parking meter zones and rates by ordinance. The CVC specifies that the rates may be variable based upon criteria identified in the ordinance. The Emeryville Municipal Code currently includes sections relating to meter zones as part of Chapter 9, "Vehicular Traffic and Parking", of Title 4, "Public Safety". Specifically, Sections 4-9.02 through 4-9.14 of this Chapter address parking meters and establish the meter zone for Bay Street.

To improve the clarity and organization of the provisions for parking meters, the attached ordinance would remove Sections 4-9.02 through 4-9.14 from Chapter 9 of Title 4 and replace them with a new Chapter 10 of Title 4, entitled "Parking Meters".

The proposed ordinance establishes the North Hollis and Triangle parking meter zones and defines hours of operation as Monday through Friday, from 9:00 am to 5:00 pm. For the Triangle meter zone, Caltrans right of way along San Pablo Avenue is excluded, because state approval of the ordinance is required for meters on state highways pursuant to CVC Section 22508(c). The proposed ordinance allows for single-space meters, dual-space meters, and multi-space meters (i.e. kiosks), and provides for license plate-based systems and payment by mobile device.

The proposed ordinance makes no changes to the rates established for the Bay Street meter zone and establishes criteria for variable rates for the North Hollis and Triangle meter zones consistent with the Paid Parking Framework. The minimum rate would be \$0.50 per hour and the maximum would be \$10.00 per hour, prorated at intervals of no greater than 15 minutes. The proposed ordinance provides that these rates may be adjusted by resolution of the City Council in increments no greater than \$0.50 per hour, no more often than once every 60 calendar days. Further, the proposed ordinance provides that the City Manager or designee may recommend a reduction of the rates to the City Council if parking occupancy falls below 65% during the peak period, or an increase of rates if parking occupancy is above 85% during the peak period.

Resolution Establishing Metered Parking Locations and Rates

As noted above, the proposed Parking Meter Ordinance provides that meter rates and locations in the North Hollis and Triangle zones may be established by the City Council by resolution. Accordingly, the attached resolution sets rates of \$2.00 per hour for the first two hours, pro-rated at \$0.50 per 15 minutes, with each additional hour being \$7.00 per hour, pro-rated at \$1.75 per 15 minutes. The maximum daily rate would be \$46.00.

The resolution includes a table and maps that specify the precise locations of meters within the North Hollis and Triangle zones.

In addition, pursuant to CVC Section 22507(b), a city may establish preferential parking permits for school personnel to park on specified streets if the city determines that the use of the permits will not adversely affect parking conditions for residents and merchants in the area. Accordingly, the resolution authorizes the City Manager or designee to issue preferential parking permits to employees of Emery Unified School District (EUSD) to park on 47th Street west of San Pablo Avenue, adjacent to the Emeryville Center of Community Life. The resolution includes a finding that this would not adversely affect parking conditions for residents and merchants in the area, since there are no residents or merchants fronting on that block. The resolution specifies that an annual permit may be issued upon an employee presenting proof of employment at EUSD, and current vehicle registration. An employee may register up to two vehicles per permit, but may not receive preferential parking privileges for both vehicles at the same time. Permit parking hours would be from 7:00 a.m. to 4:00 p.m. on a first come, first served basis. The resolution stipulates that up to 60 permits may be issued in any fiscal year.

FISCAL IMPACT

The adoption of the attached ordinance and resolution, in and of themselves, would not have any fiscal impact. Implementation of the Paid Parking Program would require a capital investment as well as ongoing operational costs. As discussed more fully in the companion staff report to this item for the award of a contract for paid parking equipment and services, the capital costs associated with the Program are budgeted and would be substantially offset by the ACTC grant, while operational costs would be substantially offset by meter revenues.

CEQA DETERMINATION

In adopting Resolution No. 19-20, approving the Emeryville Paid Parking Framework, the City Council determined that the Paid Parking Framework is exempt from the California Environmental Quality Act (CEQA) under State CEQA Guidelines Section 15301(c) which applies to operation and minor alteration of existing streets, sidewalks, and similar facilities.

Similarly, staff recommends the Parking Meter Ordinance Amendment and the Resolution Establishing Metered Parking Locations and Rates, staff recommends both are also exempt from CEQA under State CEQA Guidelines Section 15301(c).

STAFF COMMUNICATION WITH THE PUBLIC

Staff presented the Revised Parking Framework to the Economic Development Advisory Committee (EDAC) and the Public Works and Transportation Committees in January 2019. Additionally, staff emailed approximately 300 stakeholders regarding the City Council's consideration of the proposed paid parking framework in February 2019. An

emailed notice of the City Council's consideration of the ordinance, resolution and contract was sent to the stakeholders list in advance of this meeting date.

CONCLUSION

In summary, implementation of paid parking in the North Hollis and Triangle areas consistent with the Paid Parking Framework approved by the City Council on February 19, 2019 requires adoption of an ordinance amending the Emeryville Municipal Code provisions for parking meters, and adoption of a resolution to specify parking meter rates and locations. The attached draft ordinance and resolution address these issues.

PREPARED BY: Amber Evans Economic and Community Development Coordinator II

REVIEWED BY: Chadrick Smalley, Economic Development and Housing Manager

**APPROVED AND FORWARDED TO THE
CITY COUNCIL OF THE CITY OF EMERYVILLE:**



Christine Daniel, City Manager

ATTACHMENTS:

- Draft Ordinance
- Draft Resolution Establishing Parking Meter Rates and Locations