




Office of the City Manager

CONSENT CALENDAR
September 10, 2013

To: Honorable Mayor and Members of the City Council

From:  Christine Daniel, City Manager

Submitted by: Andrew Clough, Director, Public Works

Subject: Amend BMC Section 14.52.120 Parking Meter and Pay-and-Display Station Fees to Reduce the Minimum Transaction Amount for Cash Payment

RECOMMENDATION

Adopt first reading of an Ordinance amending Berkeley Municipal Code Section 14.52.120 Parking Meter and Pay-and-Display (P&D) Station fees to eliminate the 12-minute minimum transaction amount for cash payment at parking meters and P&D Stations; so that each coin type accepted by the meter will purchase parking time on the meters.

FISCAL IMPACTS OF RECOMMENDATION

In FY 2013 at single space meters and P&D stations, there were over 223,300 12-minute minimum coin transactions that totaled about \$72,700. If these minimum (30¢ and 35¢) coin transactions were reduced to 5¢ parking purchases, the potential loss could be as high as \$61,580 to the Parking Meter Fund (840), however, it is unlikely there would be that many transaction changes.

CURRENT SITUATION AND ITS EFFECTS

During continuing public outreach for the goBerkeley pilot program parking proposals, staff received comments regarding the operation of credit-card enabled single-space meters. While feedback about the goBerkeley parking changes (presented to Council on July 2, 2013¹) has been generally positive, merchants and residents at these public meetings and small focus groups have expressed concerns about the minimum coin transaction at single-space meters.

Members of the goBerkeley Community Advisory Group, including representatives from the Downtown Berkeley Association, Telegraph Business Improvement District and Elmwood Merchants Association, communicated the request of their members and constituents to staff.

¹ Repeal and Reenact BMC Chapter 14.52 Parking Meters, Establish New Parking Rates for Off-Street Facilities for Implementation of the goBerkeley Pilot Project, and Re-enact the Disabled Persons Parking Placard Program for City Garages www.cityofberkeley.info/Clerk/City_Council/2013/07Jul/Documents/2013-07-02_Item_15_Repeal_and_Reenact_BMC_Chapter_14_52.aspx

Specifically, the request is that a cash payment of one nickel (5¢) should purchase an associated segment of parking time at the single-space meter. Currently, users of credit-card enabled single-space meters who choose to pay with cash must insert a minimum of thirty cents (30¢) to purchase 12-minutes of parking time with an hourly rate of \$1.50. No meter time is purchased until the minimum transaction is reached.

BACKGROUND

On July 2, 2013, the City Council received a recommendation to amend BMC Section 14.52.120 to define the operation of credit-card enabled single-space meters to be similar to that of credit-card enabled multi-space meters. Specifically, these meters would accept no less than 30¢ for a 12-minute time segment, regardless of cash or credit-card payment. The goal of this amendment was to standardize the operation of the credit-card enabled single-space meters with the P&D Stations, which have required the minimum transaction time (12-minute) currently 30¢ or 35¢ depending on the hourly rate since 2008.

In order to consolidate Council action on several amendments to the same BMC section, the recommendations for minimum transactions and allowing adjustments for goBerkeley Pilot Program parking rates were both included in a single July 2, 2013 report (Item 15 on that agenda). Council was informed at the time that if they adopted both the Ordinance and the Resolution, as recommended in Item 15, further action would not be necessary on Item 16.

Council adopted the first reading of Ordinance No. 7,305-N.S. on July 2, 2013 and the second reading on July 16, 2013 to reflect both the goBerkeley parking changes and the minimum transaction amount.

RATIONALE FOR RECOMMENDATION

This BMC amendment makes changes in fees for both single-space meters and P&D Stations, responding to community input to:

1. Accept a minimum parking payment of one nickel (5¢) for cash transactions at single-space meters;
2. Lower the minimum parking payment to one nickel (5¢) for cash transactions at P&D Stations to be consistent with single-space meters; and
3. Retain a 12-minute minimum parking payment for credit or debit card transactions at both credit-card enabled single-space meters and P&D Stations.

ALTERNATIVE ACTIONS CONSIDERED

Staff considered both eliminating the coin transaction minimum only at single-space meters, and changing the minimums for credit/debit card transactions, which were established at the same time as the current minimum transaction for coins. While the same logic applies in both cases, to give customers the flexibility to purchase only as much time as they need, the coin minimum at P&D Stations was not a concern in the public comments. Credit card minimums were also not a focus of public comments, and

become less significant to customers when given the alternative of lower value transactions paid by coins.

CONTACT PERSON

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Attachments:

1: Ordinance

AMEND BERKELEY MUNICIPAL CODE SECTION 14.52.120 PARKING METER AND PAY-AND-DISPLAY STATION FEES TO REDUCE THE MINIMUM TRANSACTION AMOUNT FOR CASH PAYMENT

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:

14.52.120 Parking meter and Pay-and-Display Station fees.

Parking meter and ~~payPay-and-display Display station Station~~ fees for the parking meter zones hereinabove set forth shall be as follows:

A. For parking meter zones set forth in 14.52.010(A) and 14.52.010(B):

1. ~~At payPay-and-display Display stations Stations~~ and credit card enabled single-space meters, ~~the parking fee shall be 30 cents (\$0.30) for each twelve (12) minute segment of parking time purchased~~shall accept nickels, dimes, quarters, one dollar coins and credit/debit cards.
2. ~~At Single-space~~ parking meters that accept coins only, ~~the parking fee shall be five cents (\$0.05) for each two-minute segment of time purchased; 10 cents (\$0.10) for each four-minute segment of parking time purchased; and 25 cents (\$0.25) for each ten-minute segment of parking time purchased~~shall accept nickels, dimes and quarters.
3. The minimum transaction amount for cash payment shall be five cents (\$0.05) and shall purchase a segment of time proportional to the prevailing hourly rate, rounded up to the nearest whole minute. The prevailing hourly rate for meter zones specified in 14.52.010(A) shall be \$1.50 per hour. The prevailing hourly rate for meter zones specified in 14.52.010(B) shall be set by section 14.52.120(B).
4. The 12-minute minimum transaction amount for credit/debit card payment shall purchase a segment of time proportional to the prevailing hourly rate, rounded up to the nearest whole minute. The prevailing hourly rate for meter zones specified in 14.52.010(A) shall be \$1.50 per hour. The prevailing hourly rate for meter zones specified in 14.52.010(B) shall be set by section 14.52.120(B).

B. For parking meter zones set forth in 14.52.010(B) (goBerkeley Pilot Program Areas):

1. At single-space meters and ~~payPay-and-display Display stations Stations~~ within the goBerkeley Pilot Program parking meter zones:

1. The credit/debit card parking fee may vary between 20 cents (\$0.20) and 80 cents (\$0.80) for each twelve (12) minute segment of parking time purchased for the first hour of parking for an hourly rate between \$1.00 and \$4.00 per hour, as set by the City Manager.

2. The parking fee may be either flat rates (same rate for a specified time period e.g. 1 hour, 4 hours, all day), or may be variable rates based on time of day, length of stay, or a combination of those pricing structures, as set by the City Manager.
3. The City Manager may adjust the parking fee by increments no larger than 50 cents (\$0.50) per hour.
4. Adjustments to the parking fee must be supported by published data on parking usage statistics with the goal of achieving 65-85% parking occupancy of spaces as calculated in the goBerkeley Pilot Program Guidelines.
5. Adjustments to the parking fee at pay-and-display stations and parking meters must be posted to the City's website no later than 30 calendar days prior to the adjustment.
6. Parking rates may be adjusted no more frequently than once per 60 calendar days.
- ~~7. The parking fee shall revert to the rates described in Sections 14.52.120(A) 24 months following the adoption of Ord. 7,305 N.S.~~

Section 2. 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 or general circulation.

