



AGENDA REPORT

PROPOSED ACTION: Ordinance: Approval of Amended Parking Rates and Charges for Port-Owned Parking Facilities in Jack London Square, Effective January 1, 2025, and Adoption into Charter 5.07 and Appendix E of the Port of Oakland Administrative Code (POAC) by Amending and Restating Port Ordinance Nos. 3044, 3135, 3361, 3423, 3497, 3589, 3606, 3688, and 3735, and Finding that the Proposed Action is Exempt Under the California Environmental Quality Act. **(CRE)**

Submitted By: Jonathan Veach, Chief Real Estate Officer; Danny Wan, Executive Director

Parties Involved:

Various tenants, customers and users of Jack London Square

Amount: Approximately \$300,000 of incremental revenues in Fiscal Year 2025 (Operating Revenues)

EXECUTIVE SUMMARY: The proposed changes to the parking rates would be effective January 1, 2025, and are anticipated to result in incremental revenue of approximately \$300,000 for Fiscal Year (FY) 2025. The parking rates have not been adjusted since 2003. The proposed rate increases would better align with the local market and provide additional revenues to offset increases in operational costs that have occurred since 2003.

BACKGROUND & ANALYSIS

The Port of Oakland owns various parking facilities with 1,309 parking stalls within the Jack London Square (JLS) area as shown in Table 1, including two parking garage structures, one surface parking lot, metered street parking on Alice Street, and valet parking services in one of the garage structures. All these existing facilities are currently managed by Douglas Parking LLC for self-parking and Valet Hospitality Services for valet services under two separate parking management agreements which were approved by the Board in 2023 (Resolution 23-19).

**Table 1
Parking Facilities**

Parking Facility	# Stalls	Location	Use
Washington Street Garage	978	Washington & Embarcadero	Transient & Monthly Parking
Undeground Garage (includes Valet)	186	Broadway & Embarcadero	Transient Parking
	70	Broadway & Embarcadero	Valet Parking
Lot 11	54	Webster & Embarcadero	Monthly Parking
Alice Street	21	Alice & Embarcadero	Street Parking
Total Stalls	1,309		

The parking rates at the Port-owned parking facilities at JLS are set through ordinances and the last adjustment to the parking rates took place in 2003. Since then, the parking rates in the surrounding JLS area and Oakland overall have increased, especially in the last few years. Meanwhile, the costs associated with managing our parking assets have increased due to security costs, capital investment, and general inflationary cost increases. The current parking rate structure is provided in Table 2.

Table 2
Current Parking Rates

Washington Street Garage			
<u>Hourly/Daily</u>	Validated	Unvalidated	
First Hour	\$0.75	\$1.25	
Each Additional 1/2 Hour (or portion)	\$1.00	\$1.25	
12-Hour Maximum	\$11.00	\$13.00	
<u>Monthly</u>			Monthly
Open Parking			\$140.00
5th-7th Level			\$85.00
Underground Garage			
<u>Hourly/Daily</u>	Validated	Unvalidated	
First Hour	\$0.75	\$1.50	
Each Additional 1/2 Hour (or portion)	\$1.50	\$1.50	
12-Hour Maximum	\$13.00	\$15.00	
<u>Valet</u>	Validated	Unvalidated	
First Hour	\$8.00	\$20.00 Flat	
Each Additional 1/2 Hour (or portion)	\$1.00		
12-Hour Maximum	\$15.00		
Surface Lots			
<u>Hourly/Daily</u>	Validated	Unvalidated	
First Hour	\$0.75	\$1.25	
Each Additional 1/2 Hour (or portion)	\$1.00	\$1.25	
12-Hour Maximum	\$11.00	\$13.00	
<u>Monthly</u>			Monthly
Oak Street Lot			\$20.00
Lots 5, 7, 9, 11			\$78.00
Potomac Yard			\$74.00
Amtrak Lot			\$74.00

A survey of the parking rates in the immediate area surrounding JLS and downtown Oakland area is summarized in Table 3. Port Staff analyzed the proposed rates based on general market conditions, supply and demand balance in the area, and comparison to what is offered at competing parking facilities. Some parking facilities are purely low-cost providers while others provide a higher level of services and security. The parking rates within the Oakland market are considerably higher than those currently charged at the Port-owned facilities.

Table 3
Locally Comparable Parking Rates

Location	Type	Monthly	Daily			
			Hourly Rate	Increment		Max Rate
				\$	Min	
255 2nd Street	Garage	\$160.00	\$2.00	\$2.00	30	\$15.00
Oakland Museum	Garage		\$5.00	\$5.00	60	\$20.00
1939 Harrison Park Plz	Garage	\$230.00	\$6.00	\$3.00	20	\$25.00
Franklin Plaza Garage	Garage		\$6.00	\$6.00	60	\$36.00
YMCA Garage	Garage	\$200.00	\$6.00	\$2.00	20	\$30.00
180 Grand	Garage	\$150.00	\$6.00	\$2.00	20	\$15.00
Lake Merrit Tower	Garage	\$200.00	\$6.00	\$2.00	20	\$25.00
Telegraph Plaza Garage	Garage		\$6.00	\$2.00	20	\$30.00
1721 Webster Street	Garage	\$325.00	\$6.00	\$2.00	20	\$20.00
Atlas Garage	Garage	\$325.00	\$7.00	\$7.00	60	\$25.00
Ken's Garage	Garage	\$350.00	\$8.00	\$4.00	30	\$20.00
Rotunda Garage	Garage	\$252.00	\$8.00	\$4.00	30	\$28.00
Lake Merrit Plaza	Garage	\$230.00	\$8.00	\$4.00	30	\$25.00
Center 21	Garage		\$8.00	\$2.00	15	\$24.00
Dalziel Garage	Garage		\$8.00	\$8.00	60	\$36.00
438 West Grand	Garage	\$200.00	\$8.00	\$2.00	15	\$30.00
Wells Fargo Center	Garage	\$200.00	\$9.00	\$3.00	20	\$24.00
Kaiser Center	Garage	\$305.00	\$10.00	\$5.00	30	\$28.00
Latham Square Garage	Garage	\$300.00	\$10.00	\$5.00	30	\$24.00
City Center Garage	Garage		\$16.00	\$4.00	15	\$40.00
City Center West	Garage	\$300.00	\$16.00	\$4.00	15	\$40.00

A fair market adjustment of the parking rates allows our parking assets to reestablish cost recovery, as operating expenses have increased significantly since the last rate adjustment in 2003. The incremental revenue generated by the rate adjustment would

help offset the approximately \$400,000 per year cost for dedicated security in both garages. Parking revenue is also used to maintain parking facilities and equipment. For example, the parking access revenue control systems for both garages and the surface lot reached the end of its useful life and was replaced in 2023 with a new modern system which improved operations, security and enhanced the overall customer experience.

Incorporation into POAC

The Port of Oakland Administrative Code (POAC) serves as the public repository of all policies approved by Board ordinance that apply generally to the public, the Port's stakeholders, and/or Port employees. The POAC is available at https://library.municode.com/ca/port_of_oakland.

This action proposes to incorporate the provisions relating to the JLS Parking Rates into the POAC as Chapter 5.07 and Appendix E. After such incorporation, the prior ordinances would be amended and restated, and the POAC would serve as the authoritative source of the provisions relating to the JLS Parking Rates.

Amended Rates

Based on the rate survey and analyses, Port Staff proposes the amended rate structure summarized in Table 4. The final proposed text of the amended JLS Parking Rates is contained in Attachment A.

As part of the codification of the JLS Parking Rates into the POAC, the amended rates streamline and update parking categories to reflect current conditions as follows:

- Removes parking rates for Marina (former Port Ordinance 3361), Marina Valet Parking (former Port Ordinance 3735), Amtrak Lot (former Port Ordinances 3606 and 3688), Oak Street Lot (former Port Ordinance 3688), Potomac Yard (former Port Ordinance 3688), and Lots 5, 7, and 9 (former Port Ordinance 3688).
- Streamlines the structure of the Valet Parking rates.
- Streamlines the type and amount of validation programs (previously established in former Port Ordinance 3606).
- Adds a new category of monthly parking, "Overnight," in the Washington Street Garage and Surface Lots to accommodate increasing demand for residential parking in Port garages.

**Table 4
Proposed Parking Rates**

RECOMMENDED RATES

Washington Street Garage			
<u>Hourly/Daily</u>	Validated	Unvalidated	
First Hour	\$3.00	\$6.00	
Each Additional 20 Minutes (or portion)	\$1.00	\$2.00	
12-Hour Maximum	\$16.00	\$20.00	
<u>Monthly</u>			Monthly
Open Parking			\$160.00
5th-7th Level			\$110.00
<u>Overnight Parking</u>			Overnight
Open Parking			\$290.00
5th-7th Level			\$250.00
Underground Garage			
<u>Hourly/Daily</u>	Validated	Unvalidated	
First Hour	\$3.00	\$6.00	
Each Additional 20 Minutes (or portion)	\$1.00	\$2.00	
12-Hour Maximum	\$16.00	\$20.00	
Valet			
<u>Hourly/Daily</u>	Validated	Unvalidated	
First 2 Hours	\$10.00		
Each Additional 20 Minutes (or portion)	\$1.00	\$20.00 Flat	
Daily Maximum	\$20.00		
Surface Lots			
<u>Hourly/Daily</u>	Validated	Unvalidated	
First Hour	\$3.00	\$6.00	
Each Additional 20 Minutes (or portion)	\$1.00	\$2.00	
12-Hour Maximum	\$16.00	\$20.00	
<u>Monthly</u>			Monthly
Surface Lots			\$100.00
<u>Overnight Parking</u>			Overnight
Surface Lots			\$240.00
Street Parking			
<u>Hourly</u>			
One hour increments	\$3.00		

Validation Program

Jack London Square Tenant	\$12 per prepaid parking validation (for up to 12 hours)
Port of Oakland Visitors	\$6.00 for 4 hours or \$12 for 12 hours
Validation Billbacks	Jack London Square Tenant to remit \$0.50 to Port per validation
Port Tenant-Specific Validations	The Port may negotiate separate validation rates with specific Port tenants under agreements approved by the Board.

OTHER FINDINGS AND PROVISIONS

ENVIRONMENTAL REVIEW

The proposed action was analyzed under the California Environmental Quality Act (CEQA) and was found to be:

- Categorically exempt under the following CEQA Guidelines Section:
- Not a "Project" under CEQA, as defined in Public Resources Code § 21065.
- "Common Sense" exemption under CEQA Guidelines Section 15061(b)(3).
- Other/Notes: Statutorily Exempt under Section 15273 – Rates, Tolls, Fares and Charges. The proposed action is intended to obtain funds that will help meet operating expenses, purchase supplies and materials, meet financial reserve needs, and/or fund capital projects.

BUDGET

- Administrative (No Impact to Operating, Non-Operating, or Capital Budgets); OR
- Operating Non-Operating Capital

Analysis: Port staff estimate approximately \$300,000.00 of incremental revenue from the proposed rate changes for FY 2025. Approximately \$250,000 of this revenue is included in the FY 25 operating revenue budget for CRE.

STAFFING

- No Anticipated Staffing Impact.
- Anticipated Change to Budgeted Headcount.
Reason:
- Other Anticipated Staffing Impact (e.g., Temp Help).
Reason:

<p><u>MARITIME AND AVIATION PROJECT LABOR AGREEMENT (MAPLA):</u></p> <p><u>Applies?</u> No (Not Aviation or Maritime CIP Project) – proposed action is not covered work on Port’s Capital Improvement Program in Aviation or Maritime areas above the threshold cost.</p> <p><input type="checkbox"/> <u>Additional Notes:</u></p>	<p><u>LIVING WAGE</u> (City Charter § 728):</p> <p><u>Applies?</u></p> <p>No (CRE) – proposed action entails tenancy outside of the Maritime or Aviation areas and therefore not subject to Living Wage requirements.</p> <p><input type="checkbox"/> <u>Additional Notes:</u></p>								
<p><u>SUSTAINABLE OPPORTUNITIES:</u></p> <p><u>Applies?</u> No.</p> <p><u>Reason:</u> The proposed action does not involve projects or development opportunities.</p>	<p><u>GENERAL PLAN</u> (City Charter § 727):</p> <p><u>Conformity Determination:</u></p> <p>CRE – proposed action is within City of Oakland’s planning jurisdiction and appears to conform to the General Plan.</p>								
<p><u>STRATEGIC PLAN.</u> The proposed action would help the Port achieve the following goal(s) and objective(s) in the Port’s Strategic Business Plan:</p> <table border="0"> <tr> <td><input checked="" type="checkbox"/> Grow Net Revenues</td> <td><input checked="" type="checkbox"/> Modernize and Maintain Infrastructure</td> </tr> <tr> <td><input checked="" type="checkbox"/> Improve Customer Service</td> <td><input type="checkbox"/> Pursue Employee Excellence</td> </tr> <tr> <td><input checked="" type="checkbox"/> Strengthen Safety and Security</td> <td><input type="checkbox"/> Serve Our Community</td> </tr> <tr> <td><input type="checkbox"/> Care for Our Environment</td> <td></td> </tr> </table>		<input checked="" type="checkbox"/> Grow Net Revenues	<input checked="" type="checkbox"/> Modernize and Maintain Infrastructure	<input checked="" type="checkbox"/> Improve Customer Service	<input type="checkbox"/> Pursue Employee Excellence	<input checked="" type="checkbox"/> Strengthen Safety and Security	<input type="checkbox"/> Serve Our Community	<input type="checkbox"/> Care for Our Environment	
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