

**SPECIAL EVENT PARKING**

July 31, 2018

**BACKGROUND:**

At the City Council meeting on November 28, 2017 the City Council requested that City staff provide additional information about the possibility of an ordinance addressing the unique parking problems associated with special events. Iowa State University football games are the focal point of this concern. On football weekends we often write several hundred parking violations in neighborhoods surrounding the stadium. Violations include parking on both sides of the street, blocking hydrants, or blocking driveways.

Current illegal parking violators receive an illegal parking citation for \$20 which is reduced to \$15 if paid within seven days. This fine amount is pretty typical in Iowa communities. In the 2017 review of penalties, only Cedar Rapids and Sioux City had fines over \$20.

The charge for public parking in ISU grass lots has been \$20 on game days. This is already more expensive than an illegal parking ticket in Ames. Staff researched special event parking in other communities in an effort to find model remedies for this problem. The results of this search identified a Special Event Parking Ordinance for the City of Berkeley, California. A Berkeley Transportation Commission Memo from July 25, 2017 recommended increased penalties under their strategy to address University of California football game day parking issues. During 2017, their game day fine in residential areas adjacent to the football stadium was \$72, which is double the normal parking fine. While their report suggests this was still insufficient to deter illegal parking at Berkeley, that insufficiency is likely due to the high cost of alternative parking options in the area. The report from their transportation committee recommended a \$300 game day penalty in order to establish an adequate disincentive.

The costs associated with parking in California are much higher than in Ames. **Nonetheless, this concept of doubling the current fine structure during special events seems like a good starting point.** If we were to seek a penalty that exceeded the cost of legal parking, doubling our penalty to \$40, \$35 if paid in seven days, would accomplish this.

If Council were to direct staff to develop this concept, a key question would be determining the areas affected by this change. The attached map includes one possibility, based on violation histories and proximity to Jack Trice stadium. It seems likely that Council will want to make adjustments to the area covered once we have determined whether this change reduces violations or simply shifts those problems to other areas.

A second consideration in this process would be public education. Visitors, event managers, and neighborhood residents would all be affected by this change. A strong

outreach and education effort may mitigate some of the concern, but the increased penalty is still likely to generate varying degrees of discontent by those affected. It may be prudent to consider using the coming football season to educate patrons about the game day penalty by using message boards, a notice on the any citations written in this area, and game day publicity.

**STAFF COMMENTS:**

The city staff is requesting direction for the following five policy issues:

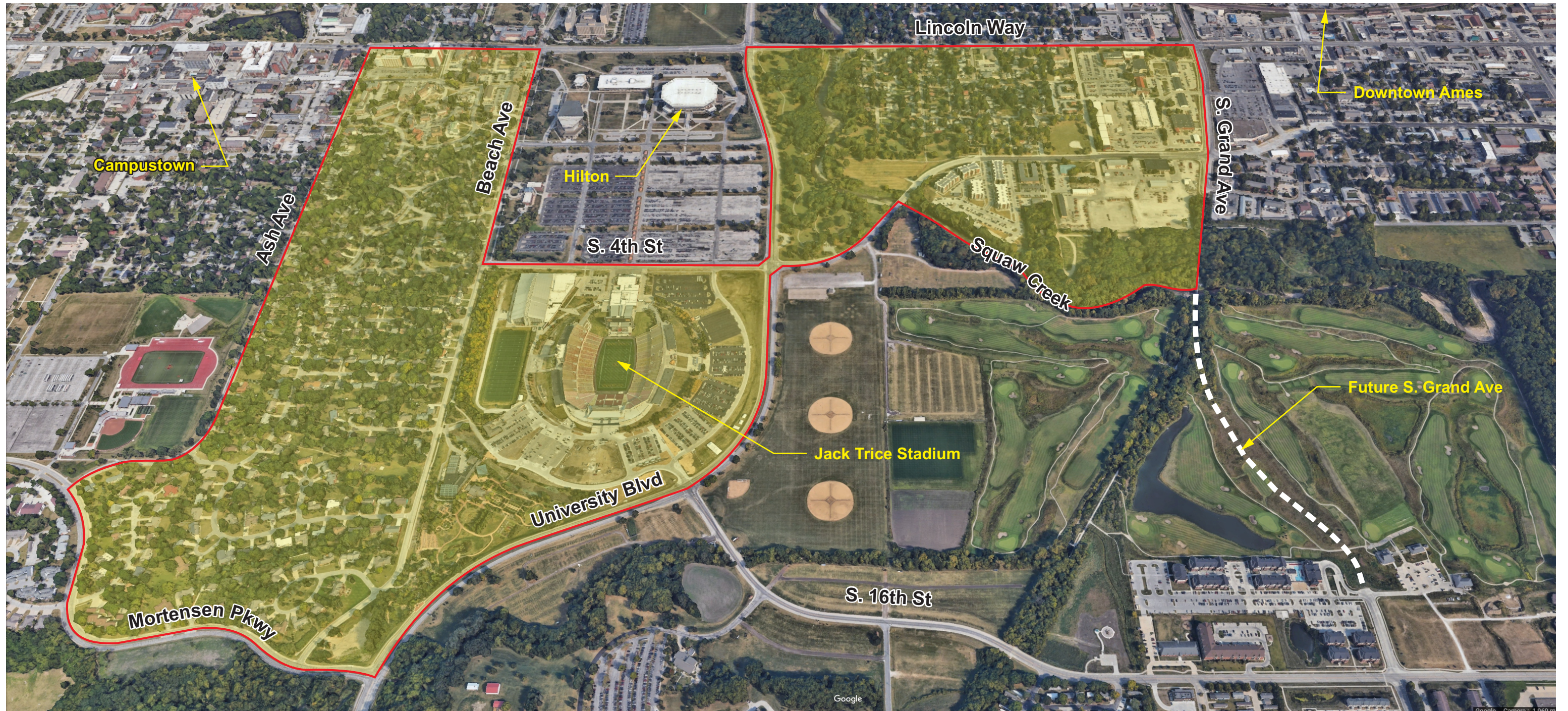
Issue 1: Does the Council want to initiate a special parking penalty for football game days?

Issue 2: How much should the penalty be?

Issue 3: What area would be covered by this special penalty?

Issue 4: When should the ordinance and penalty take effect?

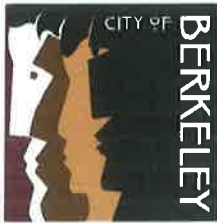
From staff perspective, this enhanced penalty may offer some relief to parking concerns around the stadium on game days. It is also likely to generate additional appeals and complaints. It would be beneficial to all parties if there is a period of public education prior to the implementation of higher penalties. **For that reason, staff is suggesting that the effective date of any ordinance of this kind be the fall of 2019 in order to provide adequate time to inform the residents of the change as well as parking violators during this upcoming football season.**



# Special Event Parking Fine Map

 Proposed enforcement area





Transportation Commission

CONSENT CALENDAR  
July 25, 2017

To: Honorable Mayor and Members of the City Council  
 From: Transportation Commission  
 Submitted by: Sofia Zander, Chairperson, Transportation Commission  
 Subject: Referral Response: Reassess UC Berkeley Game Day Parking Fines in RPP Areas A, B, D, F, and G Surrounding Campus

RECOMMENDATION

Adopt a Resolution:

- 1) Increasing parking fines in Residential Preferential Parking zones A, B, and D to \$300 per violation on posted University of California football game days;
- 2) Modifying RPP zones A, B, and D on posted University of California football game days to prohibit parking without a valid Residential Preferential Parking permit;
- 3) Replacing existing RPP signs in zones A, B, and D with new signs clearly indicating the University of California football game day parking prohibition and listing the dates on the sign of University of California football game days; and
- 4) Assessing the modified University of California Football Game Day Parking Fine program within three years of implementation and recommend to Council whether to continue or modify the program.

FISCAL IMPACTS OF RECOMMENDATION

There are approximately 600 existing Residential Preferential Parking (RPP) signs in zones A, B, and D, which would need to be replaced with signs indicating the new parking regulation and applicable dates to be updated each year. This includes a small number of spare signs to be used for maintenance or for new streets that may opt into the program in these zones. The one-time cost for signs will be \$100 each or a total of \$60,000. The portion of the sign identifying the dates of University of California (UC) football game days will be a decal to be replaced annually showing the new dates. Based on historical rates of damage or defacement, 900 decals per year will be required at a material cost of \$9,000 per year. Initial installation will require 200 person hours for a one time labor cost of \$20,000. Annual sign maintenance and decal replacement will require 100 hours for an annual labor cost of \$10,000. Thus the total first year cost to install new signs will be \$89,000. The annual cost of updating the signs will be \$19,000.

It is unknown how many citations may be issued and what resultant revenue would accrue to the General Fund (010-7303-351.40-10) to offset the cost of implementation. The cost to fabricate and install signs will come from the General Fund (010-5505-431.13-01 and 010-5505-431.55-20). Enforcement will be done using existing parking enforcement staff supported by Parking Meter Fund (840-7303-420.11-01). The costs to install and maintain the new signs and decals are listed in the table below.

		First-Year Cost	Ongoing Annual Cost
Signs	Materials	\$60,000	-
	Labor	\$20,000	-
Decals	Materials	\$9,000	\$9,000
	Labor	Included in sign installation	\$10,000
<b>Total</b>		<b>\$89,000</b>	<b>\$19,000</b>

CURRENT SITUATION AND ITS EFFECTS

On June 16, 2016, the Transportation Commission took the following action:

It was moved and seconded (Parolek/Ghosh) to recommend Council increase game day parking fines to \$300 and remove the two-hour parking option on UC football game days in (RPP) Zones A, B, and D in the South campus area. This action would create permit-only parking south of campus on game days, and the increased fine for parking citations would provide a strong deterrent to intentional game-day parking violations in these three zones.

Ayes: Bruzzone, Gerhardstein, Ghosh, Humbert, Parolek, Thomas, Zander Noes: None  
Abstain: None Absent: Howe, Lathbury (7-0-0-2) Motion carried.

It was the Commission’s view that even with double parking fines for game day parking violations set at \$72, many game day visitors tend to view this cost favorably when compared to event parking rates charged by other entities.

BACKGROUND

This report responds to an April 5, 2016 Council referral sponsored by Councilmembers Droste, Wengraf and Capitelli.

ENVIRONMENTAL SUSTAINABILITY

If these steps prove effective based upon before-and-after evaluation, they would reduce the amount of local game day vehicle traffic congestion and exhaust emissions and encourage use of alternative forms of transportation to UC Berkeley football games.

RATIONALE FOR RECOMMENDATION

A reduction in RPP parking violations would benefit the quality of life for residents in impacted neighborhoods.

The Commission discussed options for fine levels that could be expected to reduce the congestion caused by on-street game day parking. Consensus was that the most effective fine should exceed the price of available off-street game day parking by a significant margin. After discussion, the Commission concluded that the most effective deterrent would be a \$300 fine.

Commissioners felt these two actions should be taken for a trial period in existing double-fine areas, Zones A, B, and D only. The Commission further emphasized the need for clarity in the new signage indicating that RPP Zones A, B, and D would become permit-only parking on football game days.

These steps would be expected to streamline parking enforcement on game days during the trial period.

ALTERNATIVE ACTIONS CONSIDERED

Consideration was given to creating more Tow Away zones, but after considering capacity of resources and effectiveness, this was rejected. The Commission concluded that a more effective approach would be to simply eliminate the two-hour parking allowance in RPP Zones A, B, and D on football game days. Zones F and G do not require permit parking enforcement on Saturdays.

Enacting a new resolution to increase game day fines; design and install the necessary signs; and take the other necessary steps to implement the Commission recommendation would take more than 90 days (the threshold for short term referrals), and could be sent back to Council for the annual referral prioritization process. However, the Commission did not initially anticipate the magnitude or duration of this task and took action shortly after the Council referral. Based on that action by the Commission, staff has prepared the cost analysis necessary to provide Council an opportunity for implementation prior to the 2017 football season.

Evaluation of the effects and costs of this pilot program would determine whether it should be replicated in Zones F, G, and possibly K.

CITY MANAGER

See companion report.

Referral Response: Reassess UC Berkeley Game Day Parking  
Fines in RPP Areas A, B, D, F, and G Surrounding Campus

CONSENT CALENDAR  
July 25, 2017

**CONTACT PERSON**

Farid Javandel, Transportation Commission Secretary (510) 981-7058

**Attachments:**

1: Resolution

    Exhibit A: Football Game Day Fines

2: RPP Zone Boundary Map

3: Original Referral Report from Councilmembers Droste, Wengraf, and Capitelli  
April 5, 2016

RESOLUTION NO. ##,###-N.S.

INCREASE FINES FOR PARKING VIOLATIONS AND LATE PAYMENT PENALTIES AND PROHIBIT PARKING WITHOUT A PERMIT FOR SELECTED AREAS ON THE DAYS DURING SATURDAYS WHEN THE UNIVERSITY OF CALIFORNIA AT BERKELEY CONDUCTS FOOTBALL GAMES AT THE BERKELEY CAMPUS AND AMEND EXHIBIT A OF RESOLUTION NO. 63,800-N.S. AND DIRECT THE CITY MANAGER TO PROVIDE ANNUAL NOTICE TO THE PUBLIC OF THE DATES DURING WHICH FINES WOULD BE INCREASED

WHEREAS, the State of California Vehicle Code Section 40203.5 states that cities may establish the amount of parking fines and late payment penalties; and

WHEREAS, on June 24, 2003, the City Council adopted Resolution Number 62,127-N.S. which established a schedule of parking fines and late payment penalties; and

WHEREAS, the University of California football games have substantial attendance that has impacted the parking situation in surrounding neighborhoods with residential parking, namely areas designated A, B, and D which are enforced on specified Saturdays during football home game days; and

WHEREAS, there is a lack of off-street parking around the South campus area and it is the City's intent to reduce private automobile use by promoting mass transit options such as BART and AC Transit; and the current parking fine of \$72 is not sufficient to deter extended game day parking, particularly in comparison to the \$60-100 charged by various institutions for parking near the campus and stadium; and

WHEREAS, increasing fines will help City revenues, a portion of which is to be used to promote mass transit and mitigate the impact of the games on neighborhoods, including police costs and post-game clean-ups; and

WHEREAS, on September 16, 2008, the City Council adopted Resolution No. 63,800-N.S. establishing a permanent program double parking fines in residential parking areas A, B and D during Saturday home games and it was proven insufficient to address parking concerns for the neighborhoods; and

WHEREAS, on April 5, 2016, the City Council referred to the Transportation Commission to review current parking fines (\$72) for UC Berkeley Football game day parking in RPP zones A, B, D, F and G and recommend higher fees to deter visitors from parking in those RPP zones; and

WHEREAS, on June 16, 2016, the Transportation Commission reviewed current parking fines (\$72) for UC Berkeley Football game day parking in RPP zones A, B, and D and recommended increasing the citation amount to \$300 and prohibiting parking without a permit to deter visitors from parking in those RPP zones; and



WHEREAS, it is therefore reasonable to establish increased parking violations of \$300 and late payment penalties of \$330 and \$380, respectively, for payments made 27 days and 46 days after the original due date, for vehicles parked in violation of BMC Section 14.40.090 for the following violations: no preferential parking permit displayed, preferential parking permit expired and/or improper preferential permit displayed; and

WHEREAS, since the dates when the University of California at Berkeley conducts home football games changes annually, the City Manager will provide reasonable annual notification to the public of the dates during which the fines are doubled; and

WHEREAS, as shown in Exhibit A, all football day parking violation fines are in effect from 9 AM to 11 PM.

NOW THEREFORE, BE IT RESOLVED by the Council of the City of Berkeley that a parking violation fine of \$300, and late payment penalties of \$330 and \$380, respectively, for payments made 27 days and 46 days after the original due date, be established for violation of BMC Section 14.40.090 in Residential Parking Permit areas designated as A, B, and D in the South campus area during Saturdays when the University of California at Berkeley conducts football games at the Berkeley campus as specified in the Parking Fine Schedule attached hereto as Exhibit A.

BE IT FURTHER RESOLVED by the Council of the City of Berkeley that the City Manager is directed to annually determine the dates during which parking fines shall be increased to \$300 and provide reasonable notice to the public of these dates by posting of such dates on signs within the specified RPP areas.

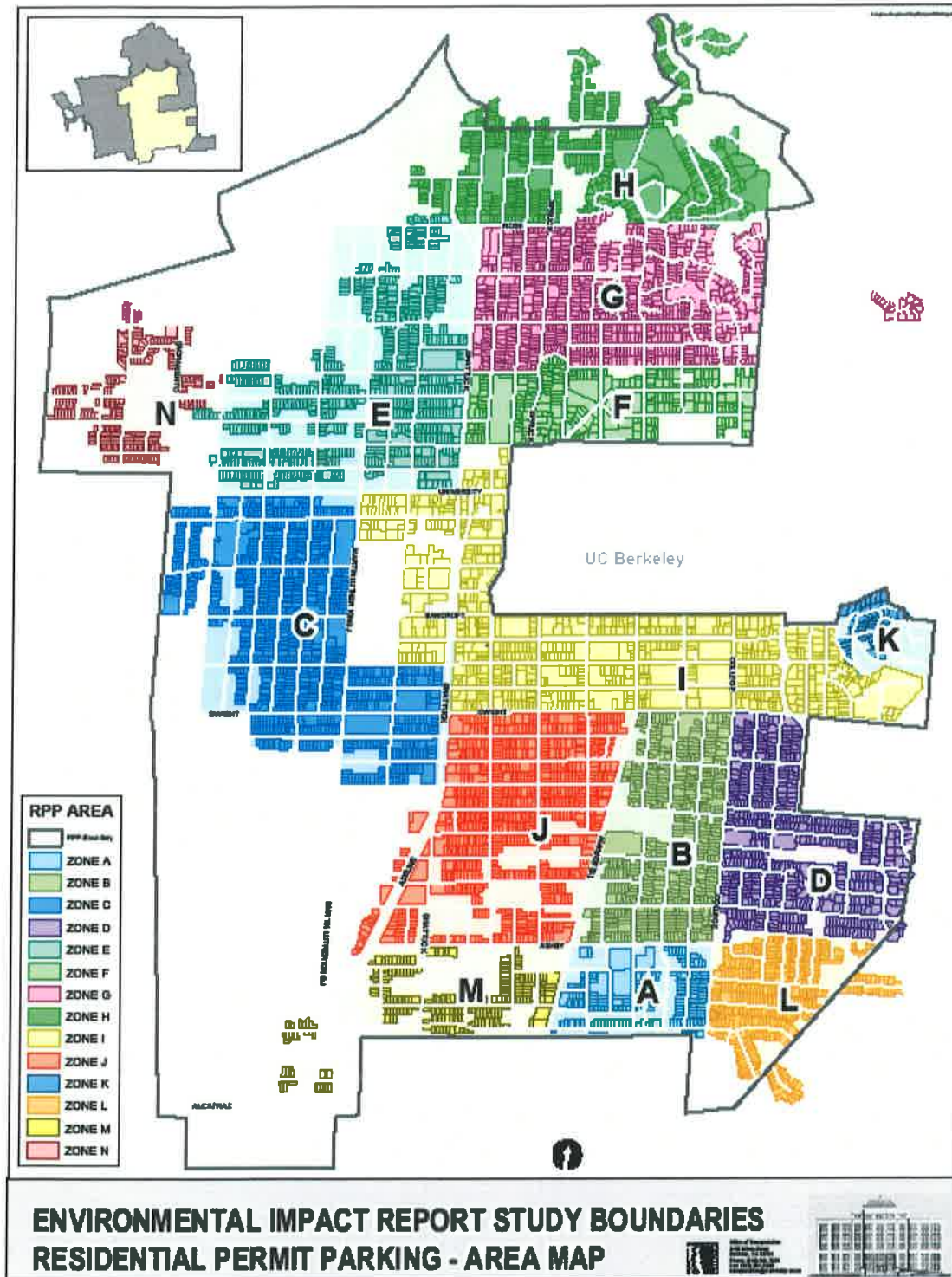
BE IT FURTHER RESOLVED by the Council of the City of Berkeley that the City Manager is directed to assess the modified University of California Football Game Day Parking Fine program within three years of implementation and recommend to Council whether to continue or modify the program.

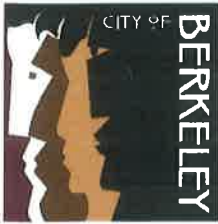
EXHIBIT A

**FOOTBALL GAME DAY FINES**  
 Residential Parking Permit (RPP) Areas A, B, and D  
 Enforcement Between 9:00 AM and 11:00 PM on Saturdays During  
 University of California, Berkeley Home Games

Violation Code Section	Description	Fine Amount	Add'l \$30 After 27 <sup>th</sup> Day	Add'l \$50 on 46 <sup>th</sup> Day
14.40.090(A1) BMC	Pref Parking Area-No Pref Pmt Displayed (football game days; A, B, & D RPP Zones)	300	330	380
14.40.090 BMC BMC	Pref Pkg Pmt Impropr Disp (football game days; A, B, & D RPP Zones)	300	330	380
14.40.090 (A) BMC	Expired Pref Parking Permit (football game days; A, B, & D RPP Zones)	300	330	380
<p><i>Past due notices are issued 7 days after citation. On the 27<sup>th</sup> day after the issuance of the citation, the citation increases by \$30. If payment is not received within 45 days of the issuance of the citation, on the 46<sup>th</sup> day the citation increases by an additional \$50.</i></p>				

ATTACHMENT 2





Lori Droste  
Councilmember District 8

CONSENT CALENDAR  
April 5, 2016

TO: Honorable Mayor and Members of the City Council  
FROM: Councilmembers Lori Droste, Susan Wengraf, and Laurie Capitelli  
SUBJECT: Refer to Transportation Commission to Reassess UC Berkeley Game Day Parking Fines in RPP areas A, B, D, F and G Surrounding Campus

RECOMMENDATION:

Refer to the Transportation Commission to review current parking fines (\$72) for UC Berkeley Football game day parking in RPP zones A, B, D, F and G and recommend higher fees to deter visitors from parking in those RPP zones.

CURRENT SITUATION AND ITS EFFECTS:

Due to the lack of garage parking around the South of campus and the low parking fines, many of vehicles park in the neighborhood RPP zones during UC Berkeley football games. This results in a great inconvenience to residents in these neighborhoods.

In 2008, Councilmember Wozniak created a [pilot program](#), which is still in place, to double parking fines associated with illegal parking in RPP areas A, B, and D on UC Berkeley football game days. The current fine for a game day parking ticket is \$72.

Because fraternities, sororities, and other entities charge \$60-\$100 for game day parking, the current \$72 fine, although more than it previously was, does little to deter visitors from parking illegally in neighborhoods. An increased fee may be an effective deterrent from illegally parking in RPP zones on game days.

ENVIRONMENTAL SUSTAINABILITY:

Increased fees may encourage use of alternative forms of transportation to UC Berkeley football games.

FISCAL IMPACT:

Staff time and increased revenue from parking tickets on game days.

CONTACT:

Councilmember Lori Droste (510) 981-7180  
Councilmember Susan Wengraf (510) 981-7160  
Councilmember Laurie Capitelli (510) 981-7150