



Jesse Arreguín
Councilmember, District 4

CONSENT CALENDAR
October 25, 2011

To: Honorable Mayor and Members of the City Council
From: Councilmember Jesse Arreguín
Councilmember Gordon Wozniak
Subject: Preventative Towing and Street Sweeping Ticket Information

RECOMMENDATION:

Refer to the City Manager for consideration the concept of providing towing and street sweeping information to help prevent costly accidental violations.

BACKGROUND:

People who park in Berkeley do not intend to be towed or receive street sweeping violations, but it can be easy to overlook postings, some of which are not always clear and consistent, or maximally visible. This leads to many costly and burdensome violations.

Since towing and fines are a means to an end and not the end itself, it is appropriate for the City to explore other methods to clear curbside parking that do not rely on negative consequences. Other methods should take advantage of the fact that individuals equipped with the correct information would willfully avoid parking in tow-away and street sweeping violation zones.

Many cities, such as Denver, Boston and San Francisco have adopted or are exploring those methods, such as providing tow-zone information via cell phone applications, email notifications, and/or frequent updates on city websites.

The City should consider posting frequently updated, user-friendly information on its website that details temporary, recurring and permanent tow-away zones, street-sweeping zones, and Residential Parking Permit Only zones. The City should also explore enabling individuals to sign up for automated email and/or text notifications by type(s) of parking information and by location(s)/area(s).

Additionally, the City should consider making available parking data to smart phone application developers or to take advantage of our local intellectual and technological resources by partnering with the Computer Science Department at UC Berkeley to have students develop the smart phone applications.

FINANCIAL IMPLICATIONS:

Unknown, some staff time

CONTACT PERSONS:

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