

CITYWIDE PARKING ENFORCEMENT & MANAGEMENT SYSTEM

Dec. 9, 2025

Jacob Lassiter, Parking Program Manager



Agenda

- Parking Enforcement Management Platform
- Diamond contract extension
- Customer Service & Communications
- Permit Management
- Areas of Enforcement
- Areas of Consideration





Goal for Implementation

- Enforcement in Overlake & Marymoor Village by April 1, 2026
- Full internal enforcement is tentatively scheduled for July 1, 2026
- Efficient use of parking
- Parking in the 'right' places
- Support the urban transition
- Provide enforcement coverage of all current and expanded areas.



Management Platform

(Vendor – Pending RFP)

- Citations
- Permit management
- Towing
- Enforcement
- Administrative and Back End
- Customer Portal
- Payment and Billing options
- Optional: Special events and eTicketing

Diamond Contract Extension Jan. 1 – June 30, 2026. (Per Council Approval). Option for 6-month renewal. Upon Council approval.

- Extension will cover the same areas: Downtown & Redmond Central Connector (RCC) Lot. Extension will also cover the new expanded areas in Overlake and Marymoor Village.

Extension allows the management platform to be vetted by TIS and for the full installation of the new software package.

- TIS vetting: Estimated 2 - 3 months
- Software installation: Estimated 2 - 3 months

Customer Service and Communications



Customer Service

- Updated and improved website.
 - Updated Downtown Map
 - New maps for Overlake and Marymoor Village
 - Updated information for citation payments, purchasing permits, and enforcement coverage areas
 - Contact information for questions, concerns, and complaints
 - Qalert available for Parking related inquiries

Communications

- Working with Communications team.
- Currently plan involves:
 - Postcards created and mailed to residents and businesses within 100' of changes
 - Included communications in the Economic Development newsletter

Permit Management & Billing/Payments

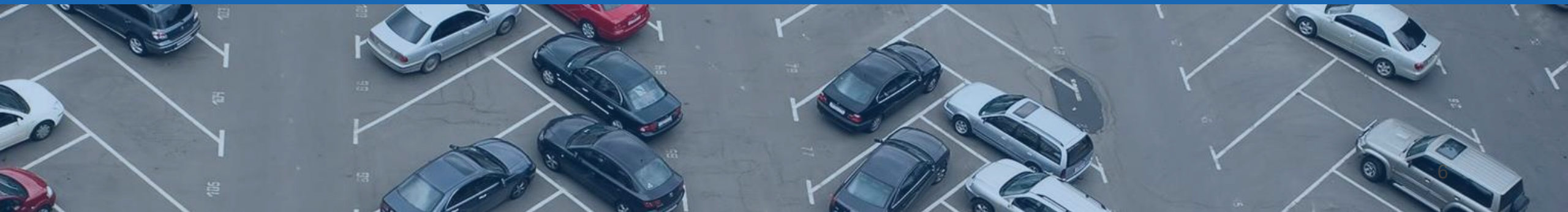


New Parking Management Platform will have permit management capabilities. Allows for internal control of permit sales, permit types, billing, timeframes, and documentation verification.

Recommended permit fees will stem from a fee study conducted by the Finance Department.

Purchasing permits will be done through the Customer Portal provided by the Parking Management Platform (PMP) vendor.

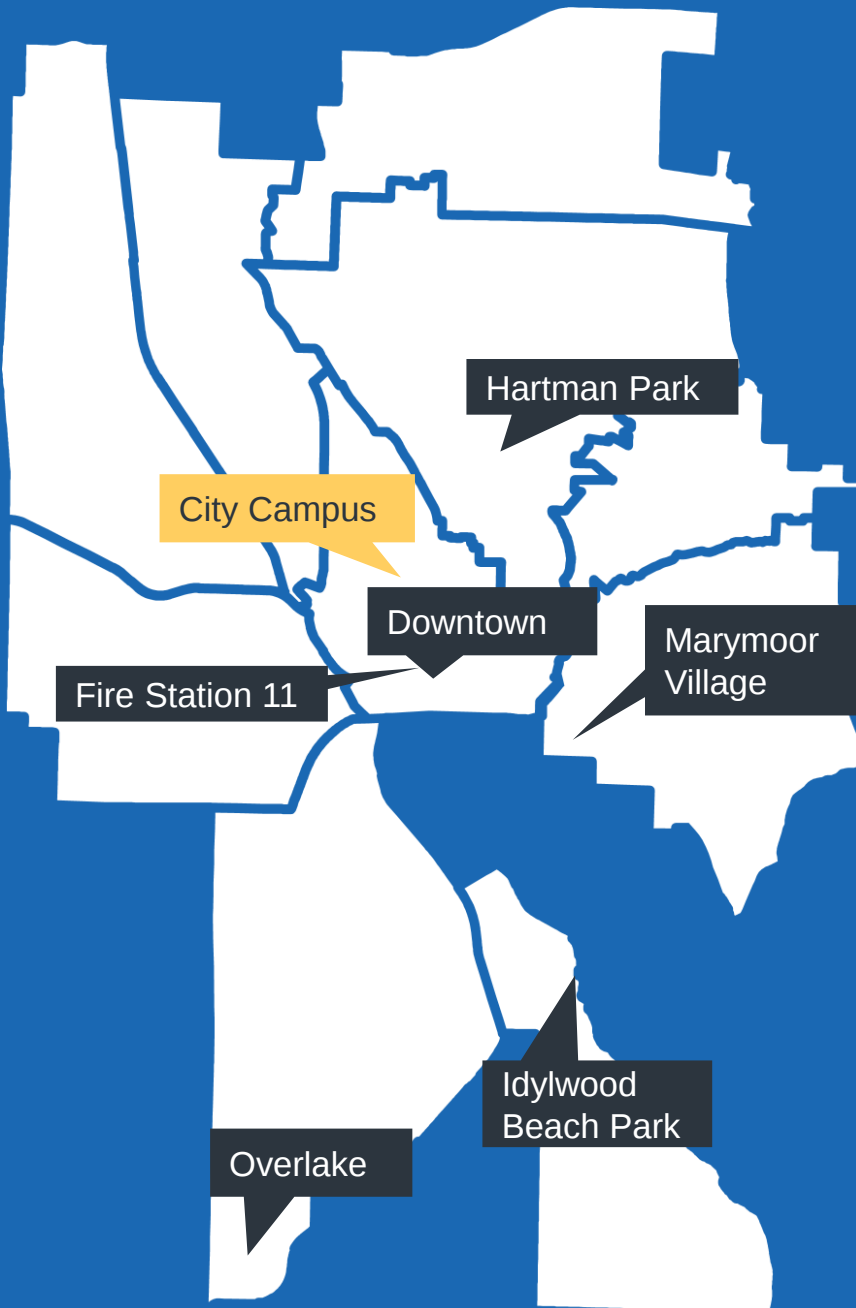
- **Permit types**: Standard, Low Income/Senior Housing, Business.



Expanded Areas of Enforcement

Expansion of enforcement will be phased as staffing levels are adjusted.

- Downtown
 - 185th by Union Hill
 - Anderson Park
- Overlake & Marymoor Village
- City Campus
 - City Hall lot
 - Senior/Community Center
 - Municipal Garage
- Fire Station 11
- Hartman Park
- Idylwood Beach Park
 - Seasonal enforcement from May through September



Downtown, Overlake, & Marymoor Village

Number of On-Street Spaces (# of permit spaces)	
Downtown	442 (375)
Overlake	101 (85)
Marymoor Village	49(41)

Downtown

- Some 2-hour spaces will be converting to permit extended areas.

Overlake & Marymoor Village

- 2-hour spaces near commercial and light rail.
- Permit spaces will be farther away.



Municipal Expansions

City Hall lot, Municipal Garage, and RSCC

- Still in discussion with Parks and Recreation team
- Currently looking into a Guest Validation software

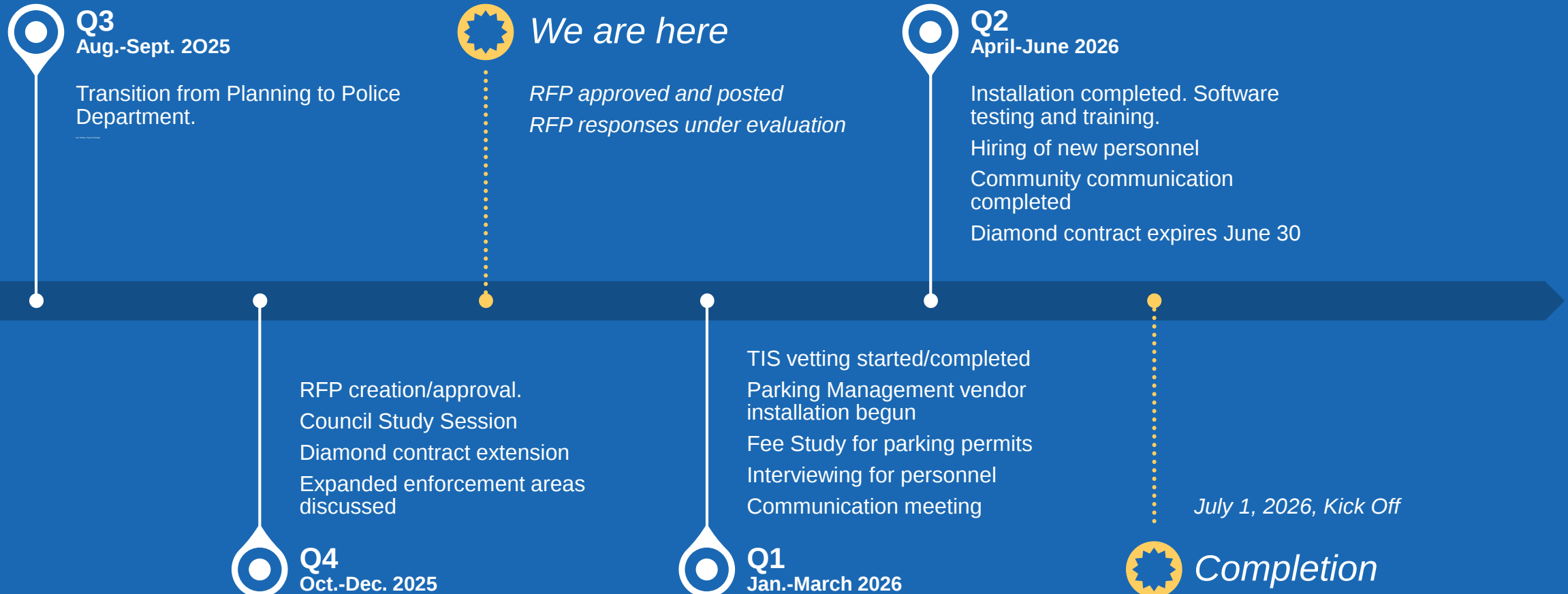
Hartman Park and Idylwood Beach

- Currently discussing enforcement processes and signage changes.

Fire Station 11

- Enforcement needed due to issues of unauthorized vehicles in area.

Milestones





Areas of Consideration

Parking Staff	Qty	Compensation	2026-2027 Implementation	2027-2028 Implementation
Parking Ambassador	4	\$62,607 - \$76,171	2	2
Parking Supervisor	1	Study needed	0	1
Administrative Specialist	1	\$81,466 - \$99,140	0	1

Technology and Wayfinding

- Utilizing technology for better wayfinding will assist the community in finding available parking
- Application or web-based would present live information
- Provides directed enforcement to increase response times to vehicles in violation



Thank You

Any Questions?

Jacob Lassiter, Parking Program Manager

