



**MEMO TO:** Planning and Public Works Committee of the Whole

**FROM:** Caroline Chapman

**DATE:** February 11, 2020

**SUBJECT:** Informational Update regarding the Downtown Parking Management Strategic Plan Existing Conditions Staff Report

**I. PURPOSE**  For Info Only  Potential Agenda Item  Scheduled for Council Action

*Proposed Schedule*

February 18, 2020: City Council Staff Report

March 10, 2020: City Council Study Session

Fall 2020: City Council Implementation Plan Adoption

**II. RECOMMENDATION:**

Receive an informational update on findings from the Downtown Parking Management Existing Conditions Report and outreach plan for the Preliminary Strategies in preparation for a Staff Report on February 18, 2020.

**III. DEPARTMENT CONTACTS:**

Carol Helland, Interim Planning Director 425-556-2107

Beverly Mesa-Zendt, Long Range Planning Manager 425-556-2414

Caroline Chapman, TDM Program Administrator 425-556-2442

*Planning and Community Development*

**IV. DESCRIPTION/BACKGROUND**

In late 2017, staff began a phased approach to developing a Downtown Parking Management Strategic Plan that considered feedback from system users. The intention of the plan was to both update the data from the 2014 study and to develop a roadmap for more efficiently managing existing parking resources that can evolve with continued growth.

Development of the plan consists of the following phases:

- 1) Downtown Parking Management Strategic Plan Existing Conditions Report – Complete.
- 2) Preliminary Strategy Recommendations – Drafted, to be taken to the community stakeholders for refinement.
- 3) Implementation Plan – Anticipated completion in Fall 2020.

The goals of the Downtown Parking Management Strategic Plan are twofold:

- Maximize safe and efficient management of parking resources in Downtown.
- Develop strategies that support a vibrant Downtown for all users which recognize current conditions and support a sustainable transition into a compact multimodal urban center.

The Existing Conditions Report is based on data collected in March and June of 2019 and the results from a community survey. The Existing Conditions Report will inform the proposed strategies to improve the management and efficiency of the Downtown parking system. Once stakeholders have had a chance to review and refine the Preliminary Strategies, they will be brought back to City Council for study session in March 2020, and then adopted as part of an Implementation Plan.

While the goals of the plan are focused on addressing current conditions and constraints, strategies for effective management of parking resources and regulatory updates will be developed that consider future intensification and the changing needs of the community over time.

#### **A. Analysis**

##### *The Existing Conditions Report (Attachment A)*

Framework Consulting, with feedback from the staff working group and Parking Advisory Committee (membership listed in Attachment B), has finalized the Downtown Parking Strategies Existing Conditions Report. Key Findings from the Existing Conditions Report include:

- 42% of land in Downtown is dedicated to parking, or approximately 13,000 stalls.
- Demand for parking is variable across the Downtown district, with an overall occupancy peak of 62.5% on-street and 44.7% off-street.
- Turnover rates are healthy and have an average, on-street parking turnover of 4.29 cars per day.
- Commuter parking demand is high, and facilities are at capacity.
- Certain on-street areas of Downtown have occupancy rates above 85%, which suggest a need for new management strategies.
- 32% of survey respondents said the greatest challenge to parking in Downtown was a lack of signage and information on where to park.
- 56% of questionnaire respondents find parking Downtown to be inconvenient, difficult, and a deterrent to coming Downtown.

##### *Preliminary Strategy Development*

Preliminary Strategies have been developed with the input of staff, the Parking Advisory Committee and the consulting firm. The following goals for the Preliminary Strategies have emerged based on the Existing Conditions Report:

1. Prioritize customer and visitor access for on-street parking (i.e., short-term parking);

2. Improve management of City-owned facilities;
3. Improve management of commuter parking facilities;
4. Adopt policies & regulations that enhance efficiency of on- and off-street parking resources; and
5. Facilitate more effective use of private parking facilities.

These strategies will be reviewed and refined by community stakeholders before a plan to implement the changes is brought forward to Council for adoption. The goals of this outreach are to:

- Inform the community on findings of the Existing Conditions Report;
- Confirm public feedback is accurately reflected in the Existing Conditions Report and Preliminary Strategies;
- Consult with the public to prioritize and refine the Preliminary Strategies; and
- Focus attention on specific stakeholders who utilize or rely on the parking system to inform appropriate timing and prioritization of strategies.

**V. TIME CONSTRAINTS**

City Council Staff Report: February 18, 2020

City Council Study Session: March 10, 2020

Public Outreach on Preliminary Strategies: February/March 2020

**VI. LIST OF ATTACHMENTS**

Attachment A: Downtown Parking Management Strategic Plan Existing Conditions Report

Attachment B: Community Involvement Plan