



# Management Discussion

City Council Workshop:  
September 9, 2024

Staff:

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# Acknowledgement - Psychology of Parking

Most everyone experiences parking...

- When parking is available... *not much thought... or wow, I feel lucky I got a spot....*

OR

- When not available.... *Ugh... argh.... Anger... frustration... especially if late... especially if a long walk... especially if in the rain!*

What is your experience with Parking? How does it impact your personal view on the topic? What do humans remember?



## Why Parking Management?

- Parking Management Study 2004
- Inventory 2016
- Comprehensive Plan 2016
- December 14, 2020 workshop
- Streateries – Spring 2021
- Factors: Demand management, climate change, economic development, supply, turnover, customers, deliveries, residents, employees, enforcement, etc.



# Workshop Objective

This workshop objective is to obtain feedback on goals for parking management effort for budgeting purposes. The level of effort expected is important for budgeting and work planning. Staff will present background and several options to consider on how to approach implementing parking management in PT.

1. What level of effort (option) does Council desire staff to propose for budget purposes?
2. Are the trade-offs acceptable?
3. What budget suggestions do you have for staff?

This workshop is **not** intended to get into details of parking management, but rather to explore options for next steps.

# 2016 City Comprehensive Plan Transportation Element

## Transportation Element:

### Goals and Policies

Future parking management in Port Townsend requires a variety of alternative parking strategies and must align with the City's overall transportation system goals. The Comp. Plan encourages parking management control rather than costly public investment in building new parking lots. It also acknowledges that we cannot, and do not wish to, build enough parking lots to accommodate all cars. The parking management strategy seeks a balance in providing adequate space for cars, but also provides incentives for people to use cars less frequently. It encourages the use of a shuttle bus for visitors or employees to the Historic Downtown, promotes Transportation Demand Management techniques, and explores new ideas to minimize potential environmental and community impacts by constructing smaller parking lots scattered throughout town. For the most part, however, the control of future transportation and parking problems must be addressed through strategic planning and proactive management involving the City, Jefferson Transit, the Washington State Department of Transportation, the public, patrons, visitors, and business and property owners.

**Policy 9.6: Develop a Parking Management Plan that addresses short-term and long-term parking needs in the Commercial Historic District and other commercial areas.**

# 2016 Comprehensive Plan Goals

## Transportation Element:

**Goal 9:** Encourage the City, transit, and private interests to establish coordinated parking strategies to achieve overall transportation goals and to ensure that parking standards do not act as a deterrent to new development or redevelopment.

- Policy 9.1: Encourage private developers to address parking demand by participating in the cost of shared parking facilities, agreement with others for the joint use of parking spaces and through the use of bicycles, carpools, transit, and the Park-and-Ride facility.
- Policy 9.2: Encourage private and public employers to provide bicycle parking facilities on or near their properties.
- ✓ • Policy 9.3: Develop, update, and implement parking requirements that encourage new development and the adaptive reuse of historic structures, limit the construction of new impervious surfaces, and provide for parking needs of residents and employees.
  - ✓ • 9.3.1: Review and, where appropriate, reduce off-street parking requirements for new commercial development.
  - ✓ • 9.3.2: Reduce parking requirements to provide incentives for the revitalization, adaptive reuse, and preservation of existing historic structures within the Downtown Parking District and commercial zones lying within the National Register Historic District.
  - 9.3.3: Review residential parking needs in the Downtown core.
  - ✓ • 9.3.4: Distinguish between areas where non-motorized transportation should be encouraged as a top priority (i.e., the National Register Historic District) and areas that are likely to be more auto-oriented (i.e., the Gateway Commercial District).
- Policy 9.4: Implement parking strategies that maximize the ability for the greatest number of people to use the Downtown, emphasizing the accommodation of non-motorized travel and transit rather than automobile parking places.
- ✓ • Policy 9.5: Consider to promote alternative transportation modes.
- Policy 9.6: Develop a Parking Management Plan that addresses short-term and long-term parking needs in the Commercial Historic District and other commercial areas.

# 2016 Comprehensive Plan Goals, cont.

## Transportation Element:

Policy 9.7: Outside of the Downtown Historic District, property owner parking pricing policies for on-street parking to reduce parking impacts in the Downtown and s should be responsible for providing parking and for managing parking demand generated at the site, to avoid any spill-over parking on neighboring properties and streets.

- ✓ Policy 9.8: Develop parking lot design standards that assure pedestrian friendly parking facilities by providing protected pedestrian links between parking facilities and employment and other service centers, arterials, transit facilities, and green space.
- ? Policy 9.9: New and redeveloped residential areas should be planned to accommodate adequate off-street parking. This will encourage narrower streets.
- ? Policy 9.10: Consider prohibiting parking and driveways on arterial streets unless a determination is made that adequate right-of-way exists to provide mobility, safety, and alternative modes of transportation.
- ✓ Policy 9.11: Develop and promote incentive programs that enable property owners to reduce parking demand.
- ? Policy 9.12: Ensure that off-street parking continues to be the primary source of parking supply for mixed use centers and commercial corridors within the City.
- ? Policy 9.13: Continue to maintain existing on-street parking in neighborhoods where off-street parking is inadequate, by protecting parking first for residents and second for customers and visitors.
- ? Policy 9.14: Manage the supply and location of off-street parking in commercial areas to support a balance of travel modes consistent with the Comprehensive Plan.



# Background: Downtown Environment

1971

versus

2024

The addition of trees and bike lanes reflect current values



Property of University of Washington Libraries, Special Collections





# Background: Review Inventory - Last Parking Count

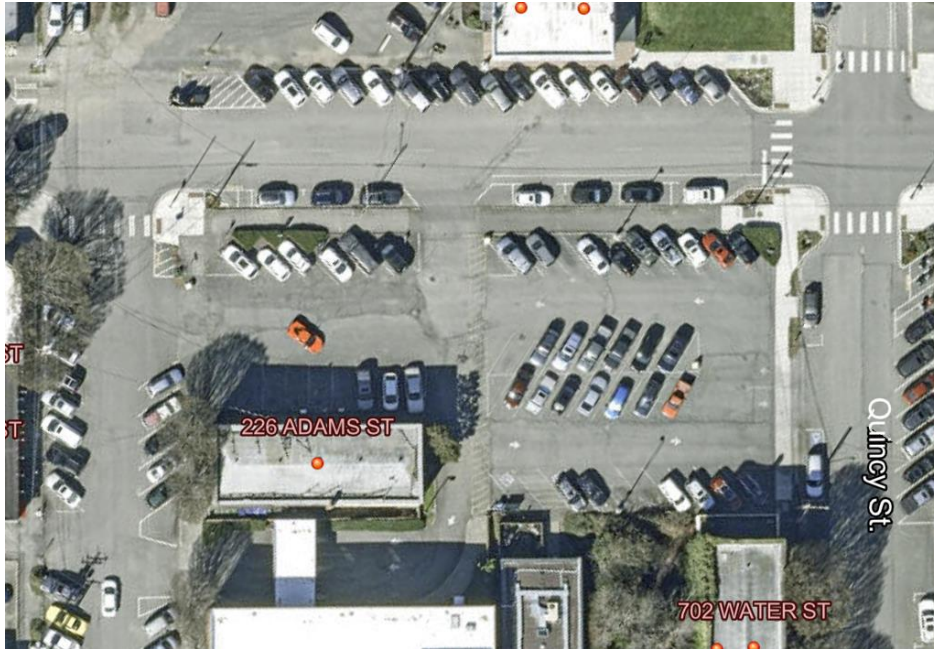


Has parking inventory changed? Yes... slightly.

15-minute spaces were added to every block in 2021.

Adams Plaza removed 7 stalls in 2022.

# Background: Review Inventory - Last Parking Count



← Pricing list

📄	1 Hour Parking	\$4.00
📄	Up to 3 Hours	\$7.00
📄	Until 08/30 12:00 AM	\$10.00

Has parking inventory changed? 1<sup>st</sup> Security added pay for parking.

# Background: Recent Interim Ordinance

While not related directly to Downtown Parking, the City Council recently adopted an interim ordinance for residential development. As of now, there are no off-street parking requirements for residential development.

Downtown and Uptown already has no off-street parking requirements under an interim control

Policy 9.9 of the Comprehensive Plan will need to be changed if keeping this code is desired.

The following article recognizes this change as a bold move.

[Twice As Many Small Towns Have Eliminated Parking Mandates As Large Cities - Sightline Institute](#)

# Background: Fees \$\$ Reality, Dollars and Cents

Perception: The City is missing out on a large amount of revenue from parking fees.

Reality: Parking fees tend to only fund the program. Generally, there is not revenue left over after enforcement and management costs are extracted.

As an example, Leavenworth implemented a pay for parking system similar to the 1<sup>st</sup> Security Bank for 845 public stalls. Port Townsend likely would only have about 200 of the 450 public stalls available for pay for parking. Based on Leavenworth revenue experience, the City of PT might expect \$300,000 to \$500,000 of revenue.

A high level of parking fee avoidance is expected under a pilot. The laws of averages and seasonality really cut down revenue. Folks will disagree with this and they should. A parking management study provides an estimate of revenue potential. This option is an experiment.

Also, parking fines have to be substantially higher than the parking rate.



# Four Options to Consider

For the purposes of budgeting, staff offers the following four options representing different levels of resource dedication for next steps for parking. Staff will take Council feedback and apply it to the budget process.

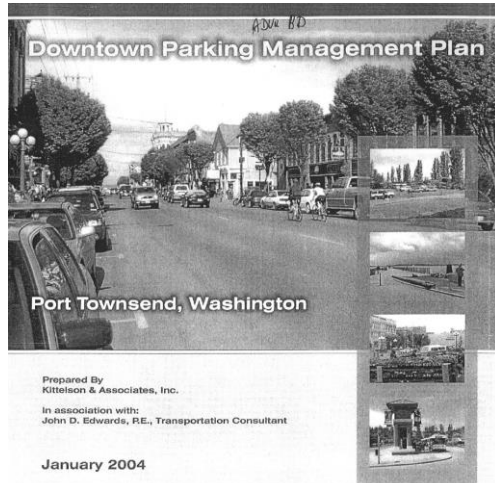
- ▶ Option 1 (High Resource): Perform a **Parking Management Study** and Implement Strategic Parking Initiatives with long-term **Parking Advisory Committee**
- ▶ Option 2 (Medium Resource): Implement **Parking Fees** and Enforcement with Task Force or **Ad Hoc Parking Advisory Committee**
- ▶ Option 3 (Low Resource): Implement **Parking Fees** and Enforcement
- ▶ Option 4 (**No change**): Null Alternative – Wait until after Comp. Plan Update

# Four Options Evaluation

Each option is evaluated by the following criteria

- ▶ Description of the Option
- ▶ Consistence with the 2016 Comprehensive Plan?
- ▶ Can strategies or outcomes could be accomplished?
- ▶ What does public engagement look like?
- ▶ What are the resource impacts?
- ▶ What are the work plan trade offs
- ▶

# Option 1 - Parking Study



The 2004 study recommended staffing, committees, short term and long-term supply expansion, pay for parking, and many other items that a complete parking study would address.

What is the vision for Downtown? How about Uptown?

## Executive Summary

The public parking system in Downtown Port Townsend is an important and valuable resource. The constrained land supply in Downtown, coupled with competing uses for public right of way, make the parking system a valuable asset.

The purpose of this parking management plan is to optimize this important resource in a way that helps to support the community's vision for Downtown. This plan addresses management measures to support appropriate use of the public parking system; updated development code requirements for appropriate future parking development; measures to meet funding needs for future access improvements; and, integration within the general access system to encourage balanced transportation options.



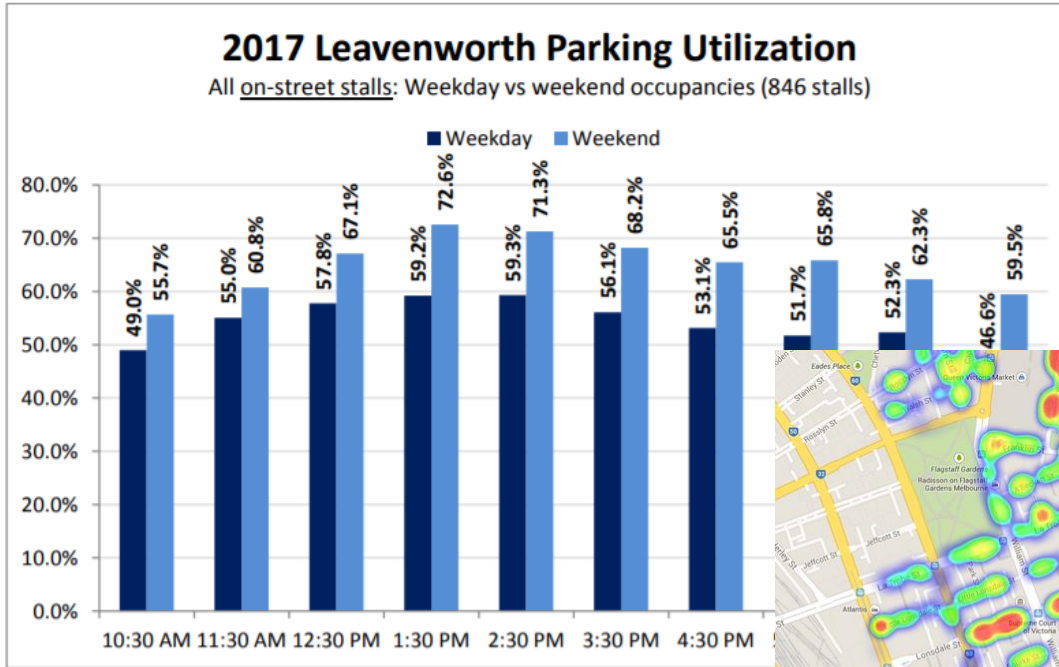
# Option 1 - Description

**An effective parking management plan accomplishes the following three points.**

1. Buy in and participation is the most important element. Parking issues are largely perception based and thus, collecting data, reviewing the data, and implementing strategies takes all involved to trust the data and help solve management objectives. Even though previous parking studies have been done, there are new people, new technologies, and differing expectations for parking management outcomes
2. Establish a common set of agreed upon principles. Parking Management is viewed from very diverse viewpoints ranging from, develop parking garages to turn streets into pedestrian malls and reduce or eliminate most of the public parking.
3. Sets an implementation schedule. Effective studies define and implementation schedule, resources necessary to accomplish and responsible entities to carry out.

# Option 1 - Description

## Data Example



Heat maps show parking intensity and utilization rates to inform pricing strategies



Drone flights can be used to help communicate data. Sometimes a picture is worth a thousand words

# Option 1 - Description

## Buy - in



Implementation of parking study strategies does not happen without buy-in and without partners

### Setting Expectations:

Can consensus be achieved? Best outcomes when diverse groups say:

*We are not necessarily in agreement, but can live with it and can support it.*

A parking advisory committee strives to ensure that diverse interests are represented concerning recommendations on parking policy

# Option 1 - Comprehensive Plan

Performing a Parking Study is consistent with Comprehensive Plan. Recommendations and outcomes should be also consistent with the Comprehensive Plan.

Does everyone agree with the current Goal and Policies in the 2016 Comprehensive Plan? If not, then parking study should wait until after periodic update this next couple of years.

The City of Leavenworth, just went thru a parking study and has implemented many changes over the past 5 years.

<https://cityofleavenworth.com/your-city-hall/parking-advisory-committee/>

<https://cityofleavenworth.com/your-city-hall/parking-information/>

# Option 1 - Parking Strategy

A parking study can yield strategic outcomes such as climate change, streateries, car share, transit ridership, increasing parking supply, etc. A parking study usually results in passionate debates over key policies.

Much is written about parking and there are many opinions on what parking does for or to a city.



# Option 1 - Public Engagement

Development of a parking study has a primary focus of broad and intense public engagement. A parking advisory committee generally is the conduit for engaging the public as well as open houses, public meetings, and City Council decision points.



# Option 1 - Resource Impacts

The cost of a parking study is estimated at \$100,000 for a consultant to collect the data and help facilitate community discussions.

A parking study often can result in tours of other cities.

Staff resources are estimated for engineering at \$45,000 or 300 hours to coordinate, develop code, and implement first year actions.

After the first year, staff resources to implement could be 100 hours per year to facilitate parking advisory committee meetings and various action items.

The 2024 budget included \$120,000 of REET funding for the parking study. The budget allocation would need to be bumped to \$145,000.



# Option 1 - Work Plan Trade-off

The most probable staff to perform a parking study are the Assistant City Engineer and the Public Works Director. The recent hiring of a Deputy PW Director will help relieve administrative workload of the Public Works Director.

The work plan trade off would be the Engineering Design Standards and Streets Master Plan. These two work items coincide with the Comprehensive Plan to effectively plan for the community vision. These two efforts are critical to streamline permitting and reducing infrastructure maintenance requirements. Both Steve and Jeff have full plates with these efforts including the Non-Motorized Plan update.

Implementation requires 5 years if there is buy-in and partners.



# Option 2 - Parking Fees with Enforcement and ad hoc Participation

## **Description:**

This option draws on the 2004 Study and implements downtown parking fees, step up enforcement with revenue produced, and form an ad hoc committee to set fees and locations of fees.

This option seeks to establish turnover and compliance with the parking rules.

# Option 2 - Comprehensive Plan and Strategy

Setting fees and enforcement is consistent with the 2016 Comprehensive Plan Consistency although establishing fees is not specifically called out.

This option does not change policy.

This option does likely achieve some of the parking goals; however, staff would expect the impacts to be debated.

# Option 2 - Public Engagement

Public Engagement would consist of convening an ad hoc advisory committee for setting parking fee levels, locations, and amounts. The advisory committee would have limited scope and duration and would assist in community outreach concerning setting fees.

A community meeting would be reasonable along with touch points and decisions at City Council meetings.

# Option 2 - Resource Impact and Trade-off

## **Resources:**

The upfront budget cost for this effort would be staff time. A General Fund allocation of approximately \$30,000 is recommended to pay for 150 hours of staff time in engineering.

There would also be substantial impact to the Police Department and Community Services Officer to participate in implementation of a fee and enforcement program. Likely, this option may result in the addition of a Community Services Officer, depending the on level of enforcement expected.

## **Work Plan Trade-off**

The staff tradeoff would be related to the Public Works Director and Police Department work loads. It would eliminate at least one capital project from the engineering team.

# Option 3 - Parking Fee and Enforcement Pilot

## Description

Establishing a parking fee pilot would involve setting up the majority of Downtown to be fee based parking. The pilot would set levels based on a parking management company recommendations and comparison of other cities. Fees would need to generate enough revenue to cover parking management company costs and City enforcement costs.



# Option 3 - Comprehensive Plan and Strategy

## **2016 Comprehensive Plan:**

Implementing Parking Fees would be consistent with the 2016 Comprehensive Plan although establishing fees is not specifically called out in the plan. Fee based systems are generally accepted as a must in order to achieve other parking objectives.

## **Strategy:**

Similar to Option 2, this option does not develop new strategy and would achieve basic levels of parking management such as turnover, discouraging employee and long-term parking in Downtown.



# Option 3 - Public Engagement

In order to keep resource investments to a minimum, public engagement would involve an open house and City Council touch points including a workshop and 2 readings of a parking fee ordinance.

In all the options, PT Main Street would serve an important role in communication. However, unlike option 1, PT Main Street's role would be limited to communication.

# Option 3 - Resources and Trade-offs

## **Resource Impact:**

The cost of implementation is relatively low. Engineering costs may be about \$15,000 with street costs limited to signing only. Most of the staff impacts are associated with the Police Department and the Community Services Officer. A second Community Services Officer may be required.

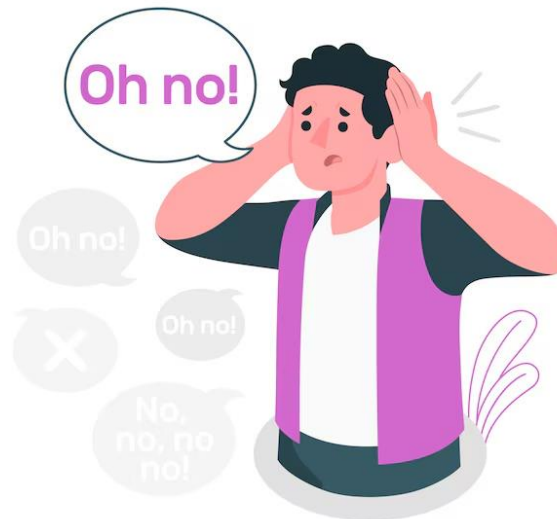
## **Work Plan Trade-off:**

Work plan trade-offs are minimal. The Police Department is pursuing accreditation. Also, this assumption relies on hiring a parking management company to do the lion's share of the work.

# Option 4 - Null Alternative

The null alternative, is to hold off on any of the options. Staff recognizes there will be a high level of interest in the community on this topic.

A significant question is whether Option 2 or 3 would be accepted by the community?



# Challenges

Impacts to housing Downtown

Uptown included?

Residential impacts in Uptown

Equity? (Costs and Accessibility)

Employee and Residential Parking (Where?)

Parking Garages or Surface Lot Expansion Requests?

Existing Surface Parking? Best use of Private Land?

Impacts to Private Property

Diversity in Viewpoints and Opinions

Follow up on Streateries?

# Discussion and Questions on Options

Option 1 (High Resource): Perform a **Parking Management Study** and Implement Strategic Parking Initiatives with long-term **Parking Advisory Committee**

Option 2 (Medium Resource): **Parking Fee** sand Enforcement with Task Force or **Ad Hoc Parking Advisory Committee**

Option 3 (Low Resource): **Parking Fees** and Enforcement

Option 4 (**No change**): Null Alternative – Wait until after Comp. Plan Update



# Feedback for Staff

## Facilitating Questions

1. What level of effort (option) does Council desire staff to propose for budget purposes?
2. Are the trade-offs acceptable?
3. What budget suggestions do you have for Staff?