



# EVERETT DOWNTOWN PARKING FORUM



**August 18, 2015**



**DOWNTOWN EVERETT  
ASSOCIATION**

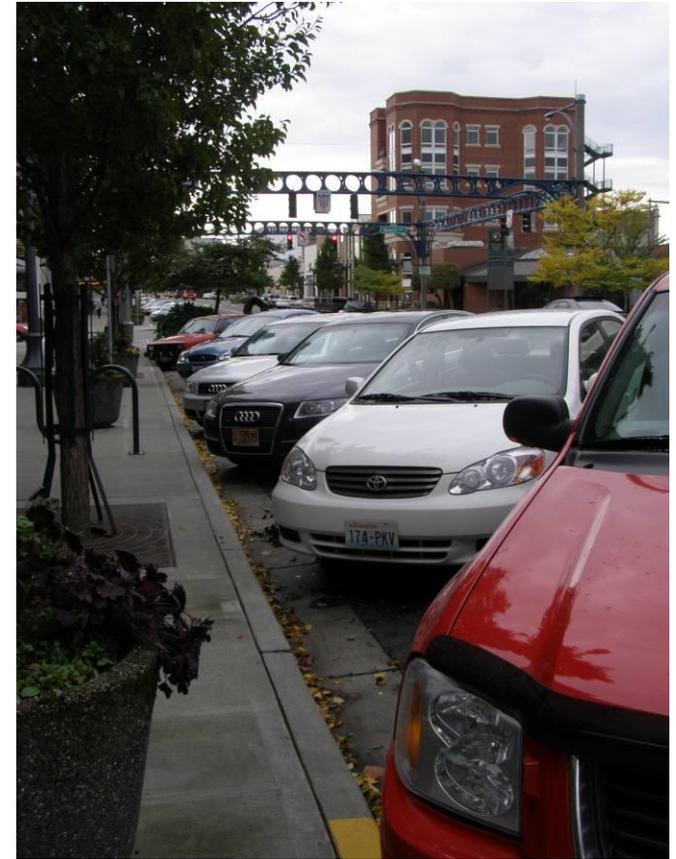
**Economic Alliance  
SNOHOMISH COUNTY**



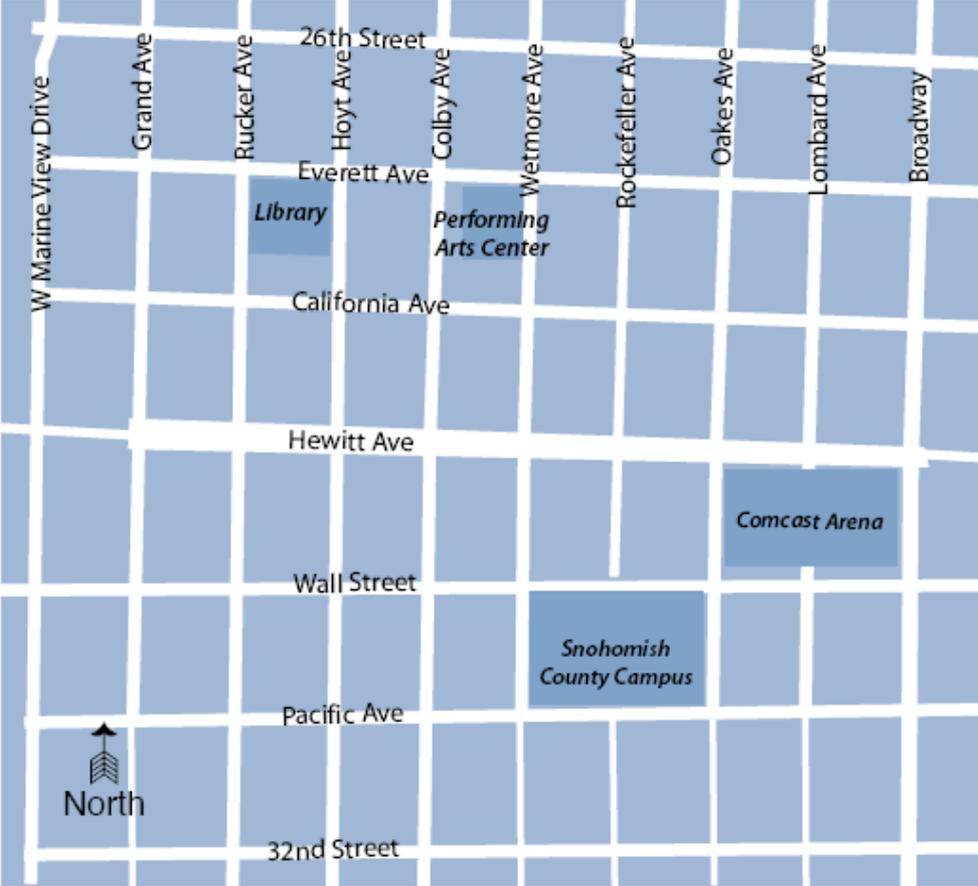
# ALLOW US TO INTRODUCE OURSELVES...

Ryan Sass, P.E.	City of Everett
Clark Worth	Barney & Worth, Inc.
Rick Williams	Rick Williams Consulting
Libby Barg	Barney & Worth, Inc.

# PARKING PROBLEMS – A SIGN OF SUCCESS!



# DOWNTOWN EVERETT STUDY AREA



# PROJECT GOALS

- ✓ Update parking utilization level.
- ✓ Evaluate effectiveness of current time limits.
- ✓ Update downtown parking strategies.
- ✓ Promote community understanding and support. Build consensus for solutions.



# DOWNTOWN PARKING STUDY

June-July 2015

Stakeholder Interviews

August

Parking Forum

September

Downtown Parking Inventory

October

Utilization Survey

December

Preliminary Results

Parking Forum

Recommendations

January 2016

City Council Presentation

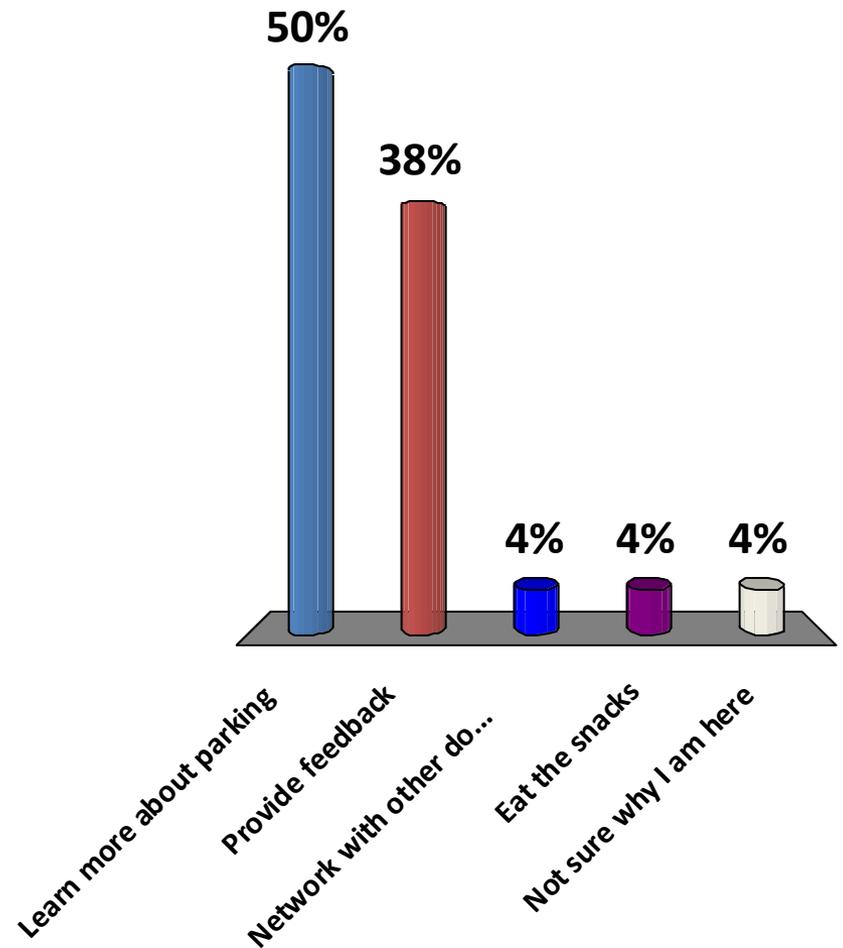
# Electronic Polling



# You are here today to...

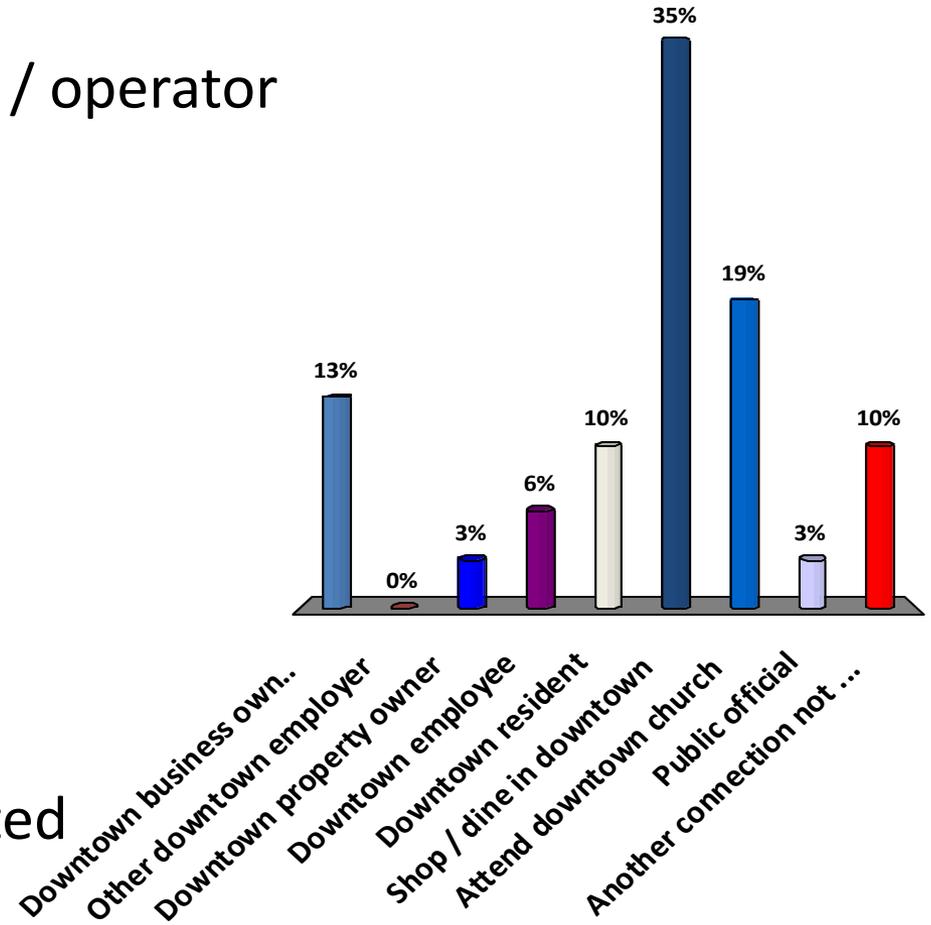
(select all that apply)

1. Learn more about parking
2. Provide feedback
3. Network with other downtown folk
4. Eat the snacks
5. Not sure why I am here



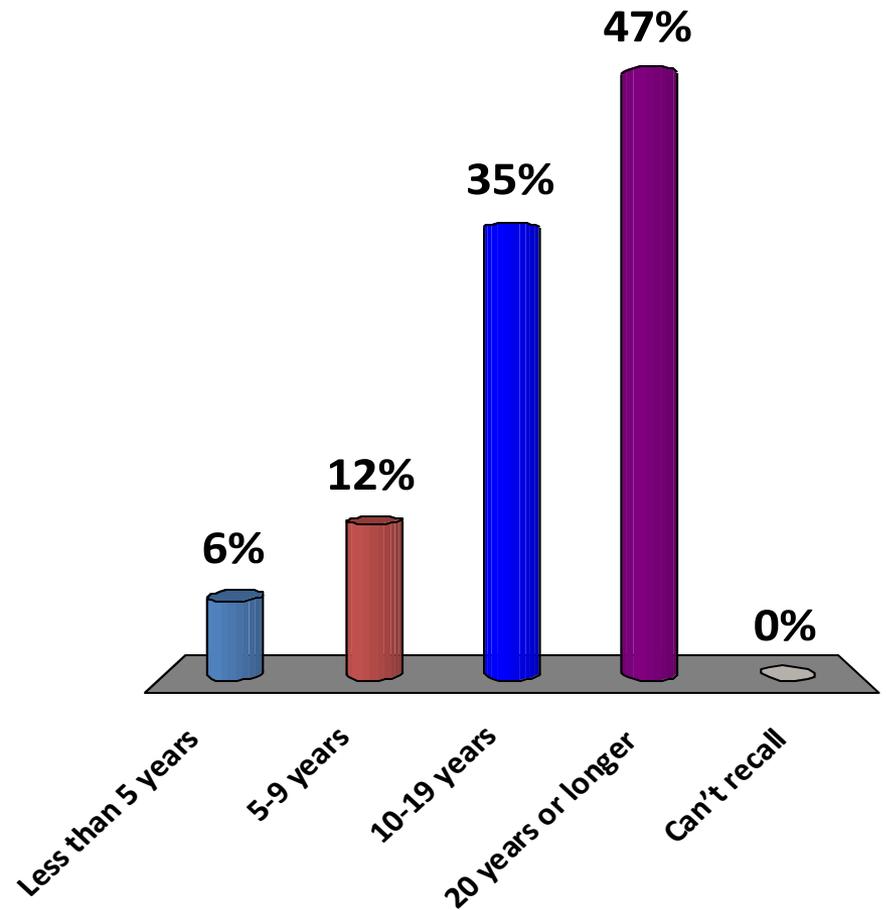
# Your connection to downtown: (select all that apply)

1. Downtown business owner / operator
2. Other downtown employer
3. Downtown property owner
4. Downtown employee
5. Downtown resident
6. Shop / dine in downtown
7. Attend downtown church
8. Public official
9. Another connection not listed



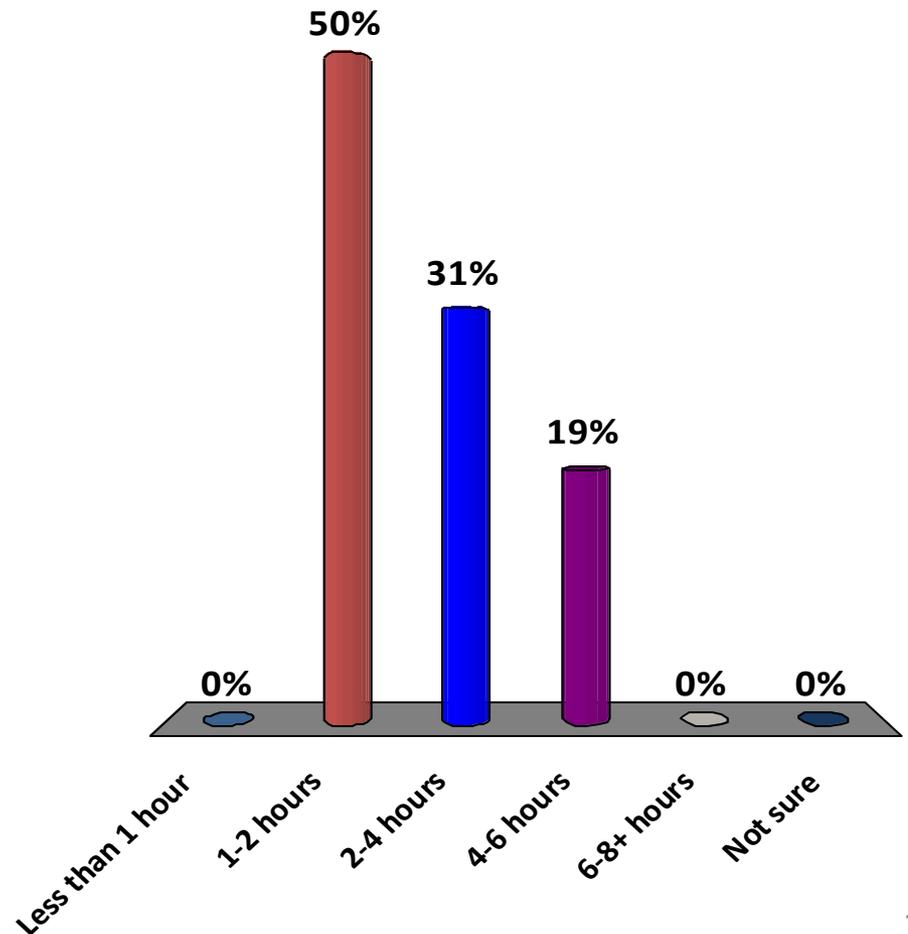
# How long have you worked / shopped / lived in downtown Everett?

1. Less than 5 years
2. 5-9 years
3. 10-19 years
4. 20 years or longer
5. Can't recall



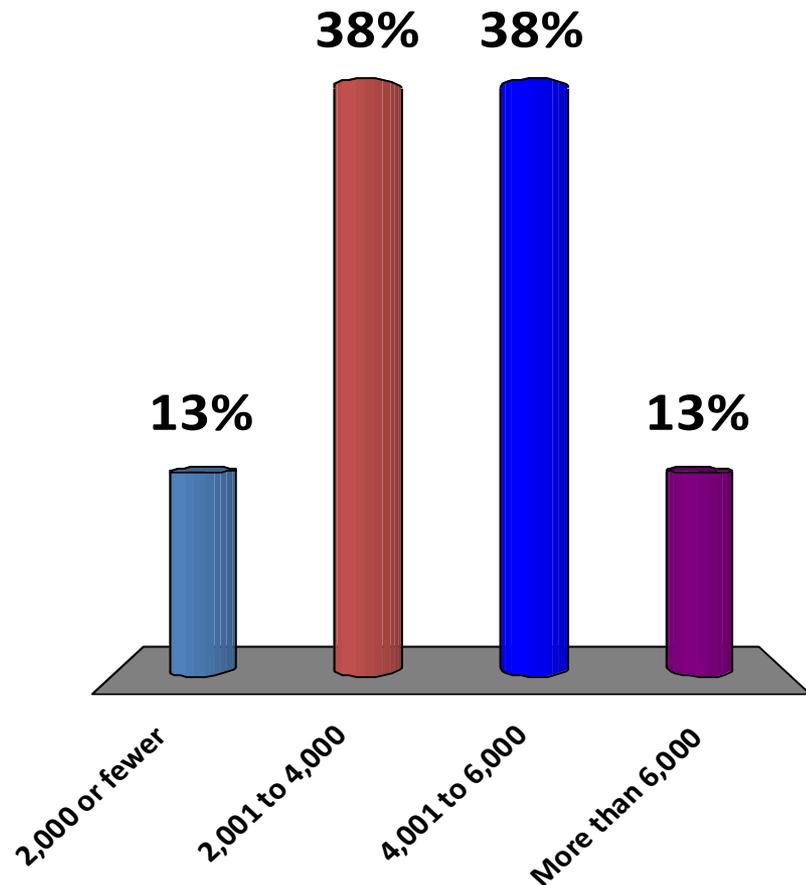
# What do you estimate is the length of time the average visitor parks in the downtown?

1. Less than 1 hour
2. 1-2 hours
3. 2-4 hours
4. 4-6 hours
5. 6-8+ hours
6. Not sure



# How many different vehicles park in the downtown's 2,000 on-street spaces on a typical weekday?

1. 2,000 or fewer
2. 2,001 to 4,000
3. 4,001 to 6,000
- ✓ 4. More than 6,000





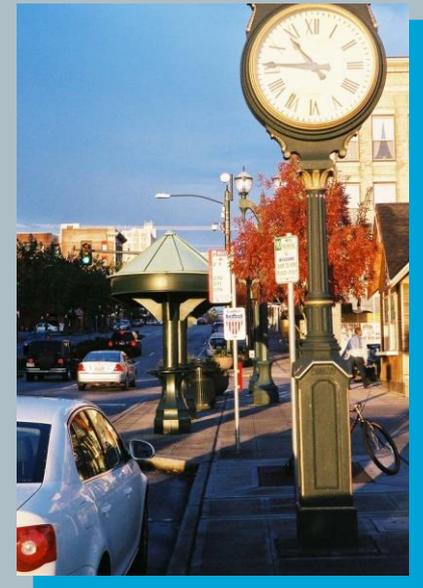
# *Fundamentals of Downtown Parking Management*



City of Everett, WA

Rick Williams  
Rick Williams Consulting

— AUGUST 18, 2015 —



# Why are We Doing This?

## Creating Change for a Vital Downtown



- Support a “*messy vitality*” - vital, active and interesting urban environment
- Most convenient parking for visitors and customers
- Reasonable and safe parking for employees and long-term visits
- A clear sense of movement to parking options
- Integrated system on and off-street (parking & peds)
- Integrating alternative modes
- *“If we think we have a parking problem, then the status quo isn’t working. We have to be willing to change things.”*



# Parking 101 – A Quick Primer



# Why Manage On-street Parking?



## ***Why Manage Parking?***

- *Use A Limited Resource Efficiently*
- *A Tool to Enhance Economic Activity*
- *Create Order and Reduce Anxiety*
- *Use Parking As A Tool To Encourage Transportation Options*
- *Maximize/Manage Parking Turnover*
- *Get the Right People In the Right Parking Space*

- On-street parking is finite and highly desired (minimize conflicts).
- Get the right people to park in the right place (on and off-street).
- Customers appreciate it, reduces angst.
- Off-street parking is expensive, so fully maximize what you have.
- Ground level businesses want turnover (people spending money).
- If your employee is not walking, your customer is.

# Elements of Great Parking Management



## GUIDING PRINCIPLES

Clearly stated priorities and outcomes. Get to Yes.

- Reaching consensus on priorities is extremely important.
- Many cities leap into parking management strategies before their purpose or their appropriateness for the area is clear.
- Any strategy developed should tie directly back to specific Guiding Principle(s)
- *The priority for parking by type of stall needs to be clearly stated, not all parkers can be “priority” parkers.*

# Elements of Great Parking Management



## GUIDING PRINCIPLES (2008)

<b>ON-STREET PARKING</b>	<ul style="list-style-type: none"><li>• Make the downtown core conveniently accessible for the priority user of the public parking system – the <u>customer</u> of downtown.</li><li>• Reserve the most convenient parking spaces to support customer, client, vendor and visitor access to downtown.</li><li>• Recognize that on-street parking is a finite resource and needs to be managed to assure maximum access for patrons.</li></ul>
<b>EMPLOYEE PARKING</b>	<ul style="list-style-type: none"><li>• Provide adequate and affordable employee parking.</li><li>• Encourage/incent shared parking in areas where parking is underutilized.</li></ul>
<b>RESIDENTIAL PARKING</b>	<ul style="list-style-type: none"><li>• Residential development downtown will provide parking for the residential units on-site, or find parking in private lots.</li></ul>
<b>MULTI-MODAL ACCESS</b>	<ul style="list-style-type: none"><li>• Transition more downtown employees into alternative modes (i.e., transit, bike, walk, rideshare)</li></ul>
<b>UNDERSTANDABILITY</b>	<ul style="list-style-type: none"><li>• Make downtown parking user-friendly – easy to access, easy to understand.</li><li>• The City’s public information system should provide a clear and consistent message about auto parking to optimize utility and convenience for all users.</li></ul>

# Elements of Great Parking Management



<b>QUALITY</b>	<ul style="list-style-type: none"><li>• Provide a "parking product" in the downtown that is of the highest quality to create a safe and positive customer experience with parking and the downtown.</li></ul>
<b>COORDINATION</b>	<ul style="list-style-type: none"><li>• Centralize management of the public parking supply</li><li>• Assure that downtown stakeholders are involved in decisions about parking policy.</li><li>• Manage the public parking supply using the "85% Rule" to inform and guide decision-making.</li><li>• Strategically locate and actively manage parking under public control and/or ownership to accommodate customer access to the area.</li><li>•</li><li>• Provide clear and strategic direction to new development in downtown to assure that new development maintains/improves access to the downtown.</li></ul>
<b>FINANCIAL STABILITY</b>	<ul style="list-style-type: none"><li>• Dedicate all net downtown parking revenues for downtown enhancements, which include new parking, streetscape and other transportation improvements.</li><li>• Ensure downtown parking solutions are financially sustainable.</li></ul>

# Elements of Great Parking Management



## 85% RULE

The operative word in parking management is *management*. This implies change and a frame of reference to change the status quo at any point in time.

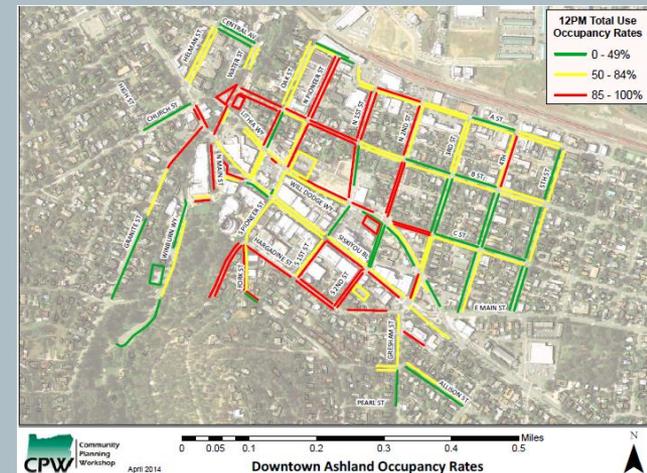
- The 85% Rule should be used to ***facilitate problem-solving*** within the context of the guiding principles.
- The 85% Rule ***commits*** a parking management plan to ***take action***.
- This will require commitment to ***on-going data collection***.

The “85% Rule” is an operating principle and industry based management tool for coordinating a parking supply and increasing trip capacity

# Elements of Great Parking Management

## GOOD DATA

- Separate perception from reality. Let data tell a story. Tie solutions to data.
- Good data is essential and the more data you have, the better your management decisions will be.
- Collect data at least every two years so that you can observe trends and responses to previous management strategies.



# Elements of Great Parking Management

## GREAT COMMUNICATIONS

Commit to developing a strategic approach to marketing, communicating and branding your parking system. This will establish a recognizable and intuitively understandable parking message.

### Branding

- The brand should quickly and uniquely capture a customer's attention and communicate a positive image that distinguishes the parking product from the rest of the market.



# Elements of Great Parking Management

## GREAT COMMUNICATIONS

### Presentation and Wayfinding

- High quality and appropriately placed signage.
- Clean and optimally working equipment.
- Optimal lighting.
- No trash or debris.
- A maintenance plan and schedule.



*Clear, delineated parking stall striping*

# Elements of Great Parking Management

Using what we have as well as we can



## SHARED PARKING

- In most cities large amounts of parking inventory are in private control/ownership. Everett is no different.
- Private control requires private solution (partnership)
- All partners investing in the solution. Solution cannot be solved only in public supply.
- Best carried out through downtown business organization (e.g., peer-to-peer like McMinnville, Gresham, Oregon City)
- City can partner with signage and “branding” help (e.g., Seattle, WA, Gresham, OR)



# Elements of Great Parking Management



## UNDERSTANDING THE VALUE OF A PARKING STALL



# Elements of Great Parking Management



## TO CHARGE OR NOT TO CHARGE

Guiding Principles, Data Collection, and the 85% Rule, can help you evaluate pricing as it relates to your specific circumstances.

- Free parking does not directly result in increased parking demand.
- Pricing parking should be made in the context of intended outcomes. If outcomes are not being achieved, or cannot be achieved through other means, then pricing becomes an option.
- Can customers find parking within easy walking distance of their destination?

# Elements of Great Parking Management



## TO CHARGE OR NOT TO CHARGE

- Are businesses benefiting in foot traffic and sales because parking turns over at an effective rate?
- Is there a continuing conflict between employees and visitors for use of “premier” spaces?
- Is there a need or desire to expand parking supply and/or transportation options to increase capacity for access?
- Are there programs and services that would better support visitor and business growth (marketing, streetscape improvements, wayfinding, etc.)?

# 2007 DATA RECAP

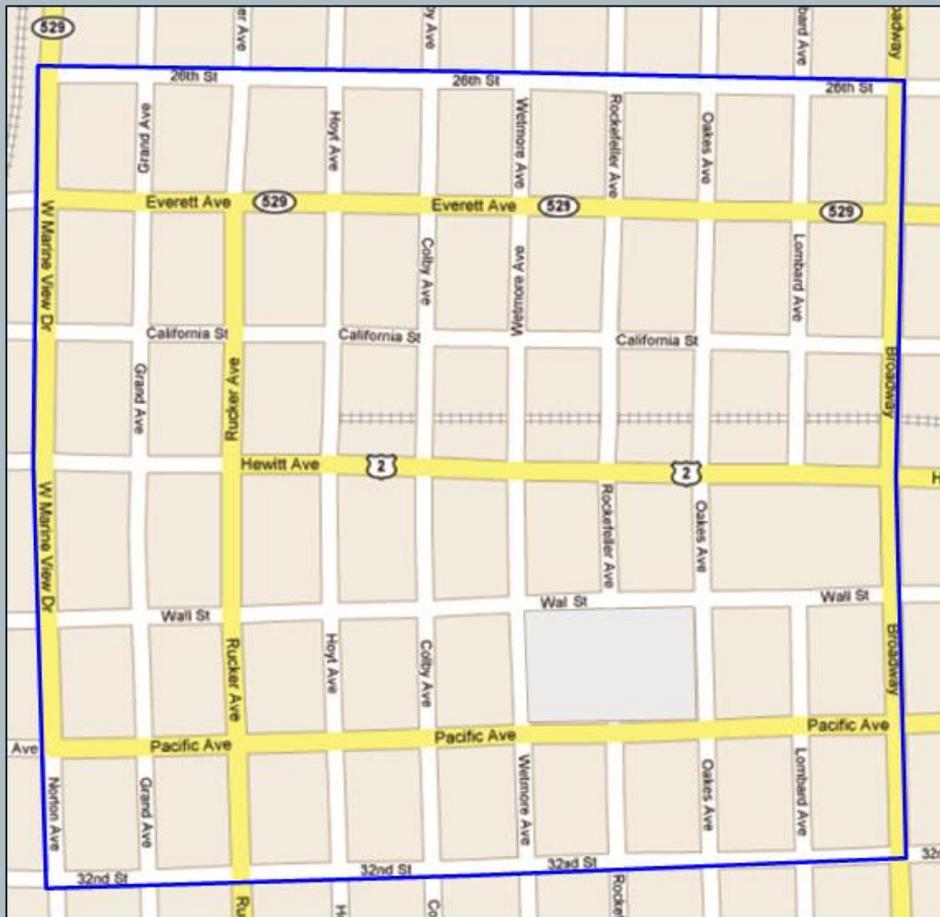


- Typical weekday – Wednesday, November 7, 2007
- 7 am to 7 pm: hourly counts
  - 1,955 on-street and 2,593 off-street parking stalls
  - Utilization
  - Length of stay
  - Turnover (on-street)
  - Off-street capacity
- Data collection / analysis by sector
- Evening event: *Disney on Ice*



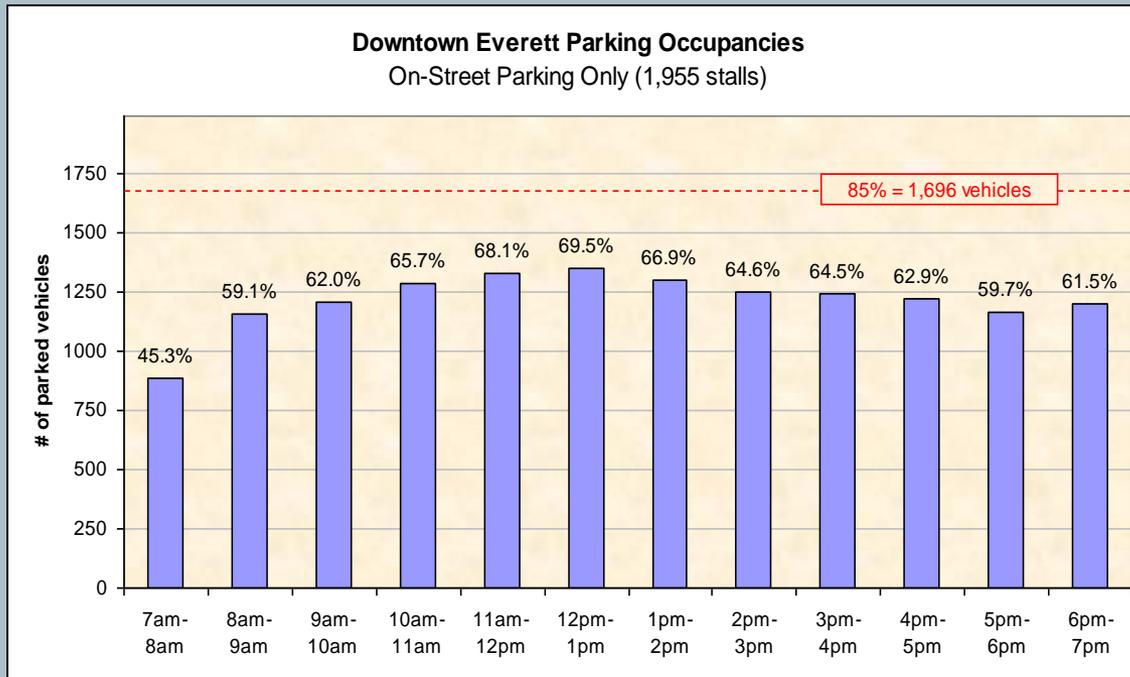
# DOWNTOWN EVERETT STUDY AREA - 2007

Figure A  
DOWNTOWN PARKING STUDY ZONE



- 1,955 on-street
- 5,741 off-street parking stalls

# 2007 – DATA FINDINGS – ON-STREET

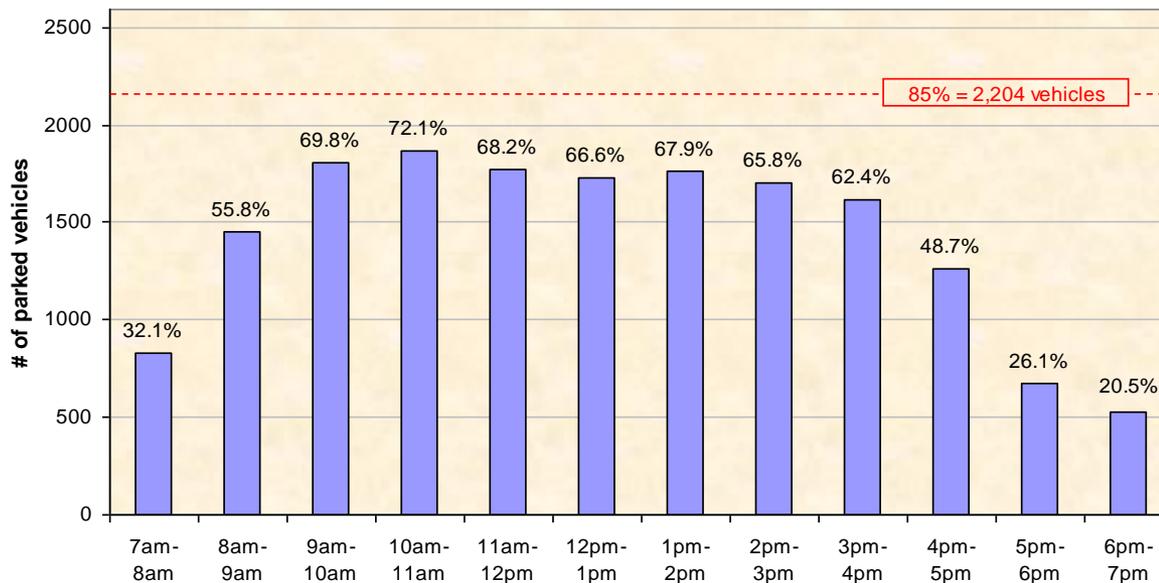


- **1,955 stalls**
- **6,629 unique vehicles**
- **70% peak occupancy (noon – 1PM)**
- **20% of unique vehicles violate posted time stay (1,319 cars)**
- **815 vehicles parked longer than 5.0 hours**

# 2007 – DATA FINDINGS – OFF-STREET



**Downtown Everett Parking Occupancies**  
Off-Street Stalls (2,593 total stalls surveyed)

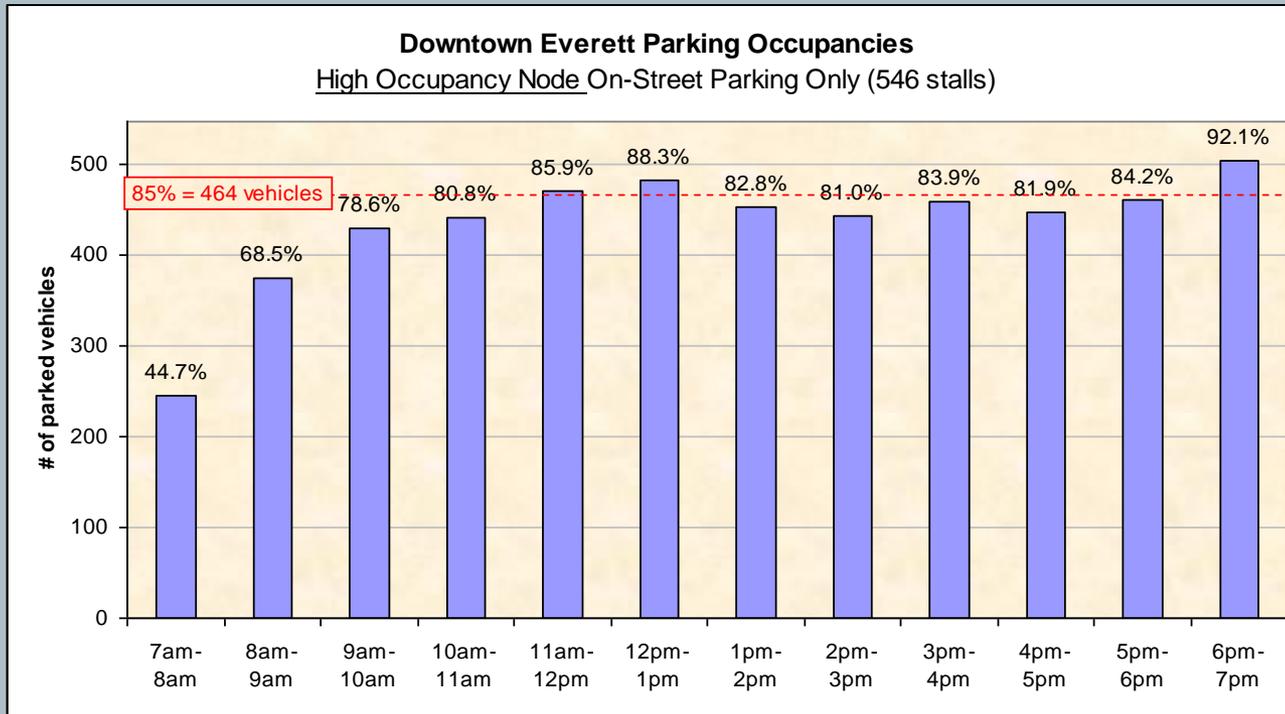


- About 72% peak occupancy (10 a.m. – 11:00 a.m.)
- 3 garages, 10 surface lots surveyed
- 1,607 stalls empty (extrapolated to total off-street supply)

# 2007 - HIGH OCCUPANCY - CORE AREA



# 2007 - HIGH OCCUPANCY - CORE AREA



- **546 stalls**
- **92.% peak hour**
- **18% violation rate**
- **185 cars parked 5.0+ hours**

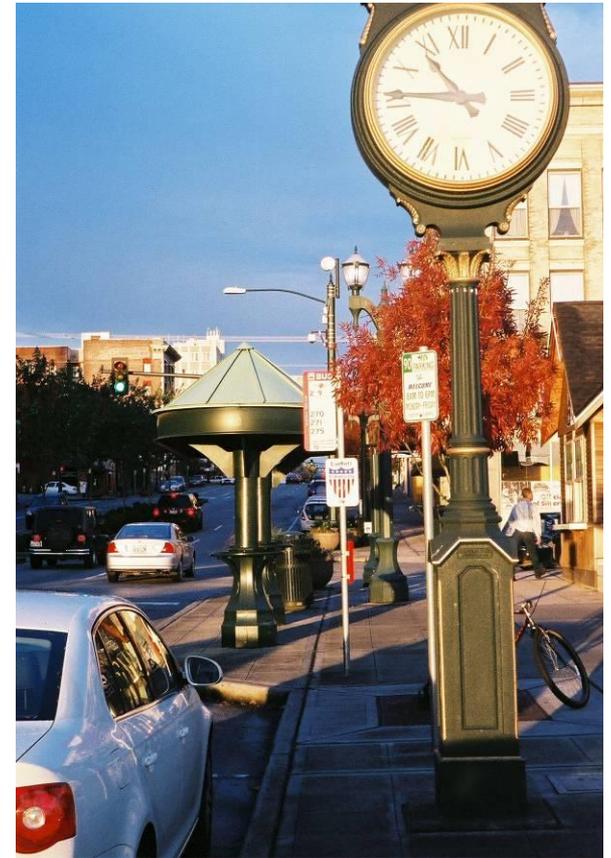
# The Role of Parking



## What Parking Is not:

- The reason people come downtown.
- A generator of trips (“if you build it – parking - they will come” is not true).
- The silver bullet. Few successful downtown’s have “fixed” parking. They simply manage it..... constantly.

# CURRENT PARKING SITUATION



# EVERETT DOWNTOWN PARKING

1,955 on-street stalls\*

5,784 off-street stalls\*

Time limits cover CBD

Three major garages

*\*Inventory updated in  
September 2015*



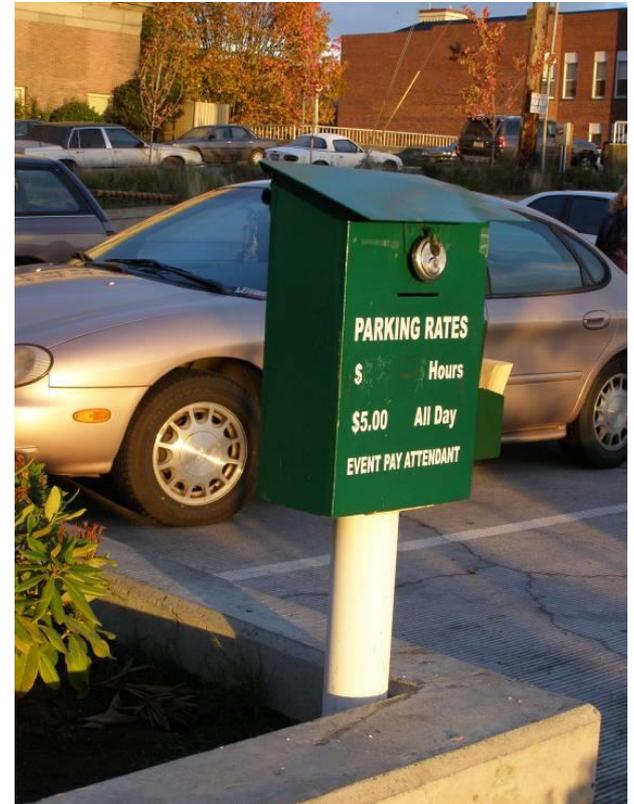
# EVERETT'S CURRENT PARKING MANAGEMENT STRATEGIES

- Time limits: 30-90 minutes
- Public / private off-street facilities for longer stays, monthly parkers
- Enforcement
- Residential neighborhood permit program (downtown, hospital, community college)
- Public transit



# KEY QUESTIONS

- How many vacant parking spaces remain during the peak hour?
- Are downtown customers' needs being met?
- Where do downtown employees park – and where should they park?
- How are the current time limits working?
- What are the options for improving parking in the downtown?
- What are appropriate decision triggers?

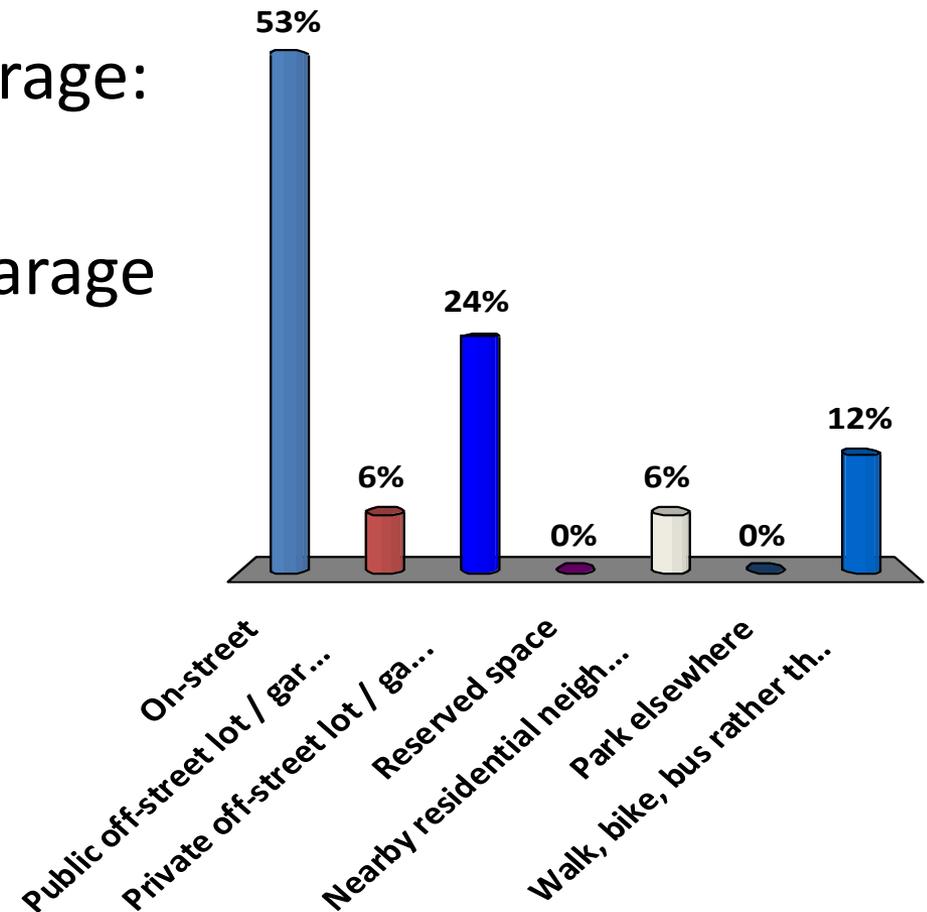


# Electronic Polling



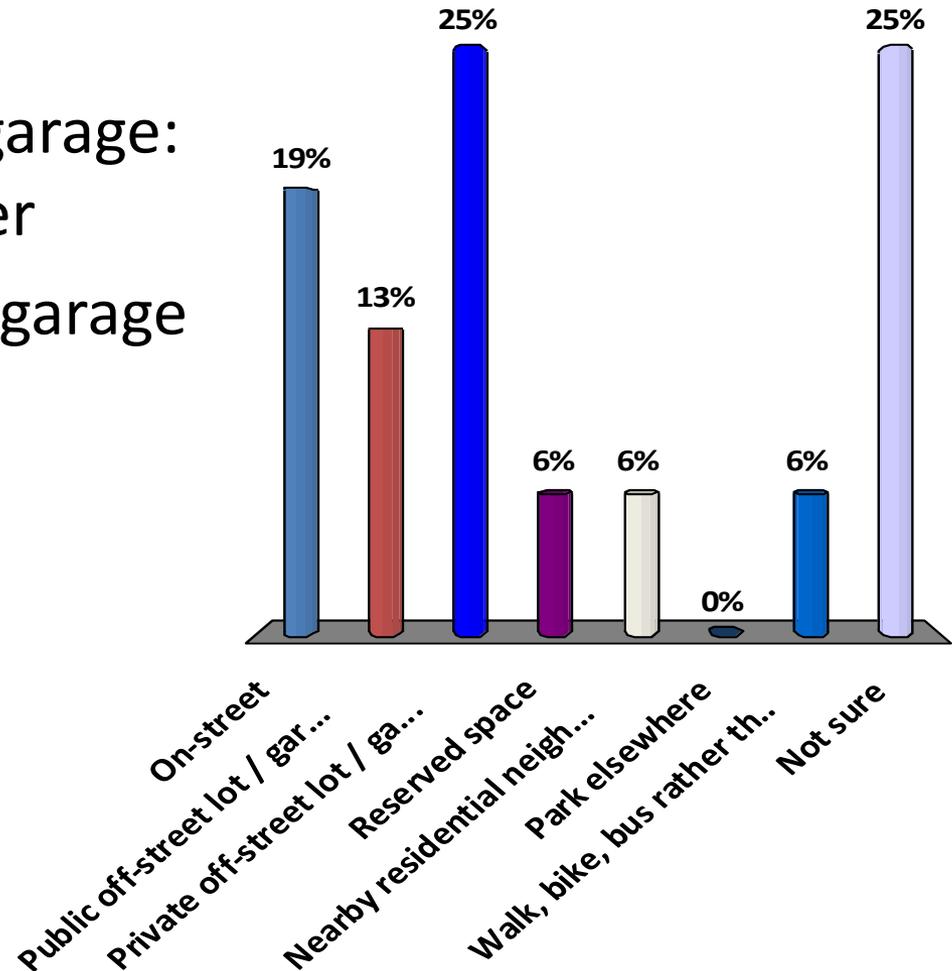
# When you travel downtown, where do you park most often?

1. On-street
2. Public off-street lot / garage:  
EverPark, County, other
3. Private off-street lot / garage
4. Reserved space
5. Nearby residential neighborhood
6. Park elsewhere
7. Walk, bike, bus rather than park

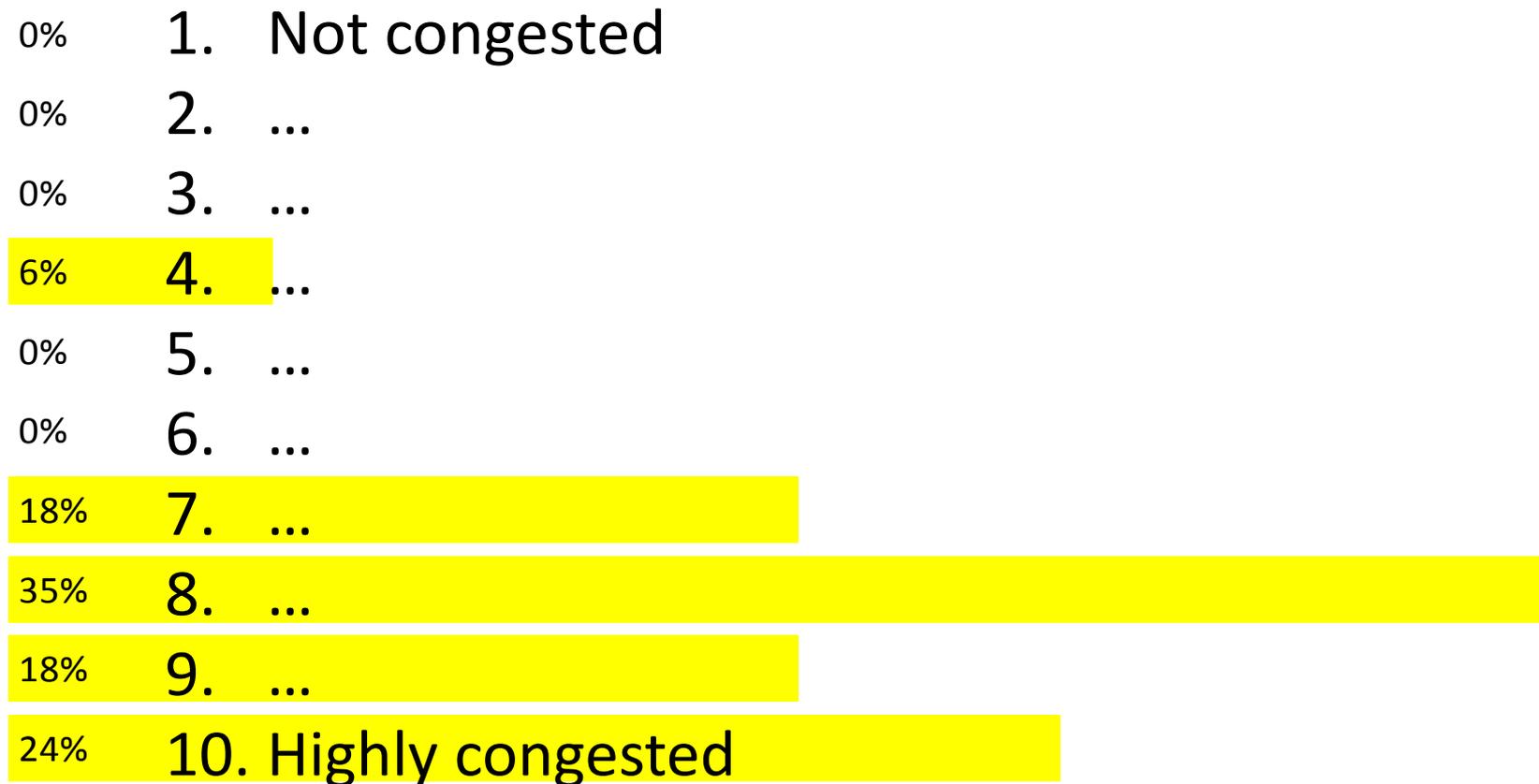


# Where do employees park most often?

1. On-street
2. Public off-street lot / garage:  
EverPark, County, other
3. Private off-street lot / garage
4. Reserved space
5. Nearby residential  
neighborhood
6. Park elsewhere
7. Walk, bike, bus rather  
than park
8. Not sure



How would you rate current daytime parking congestion on a scale of one to ten, with one being not congested to ten highly congested?



**Mean = 8.24**

How would you rate current evening parking congestion on a scale of one to ten, with one being not congested to ten highly congested?

0% 1. Not congested

38% 2. ...

0% 3. ...

0% 4. ...

19% 5. ...

13% 6. ...

19% 7. ...

0% 8. ...

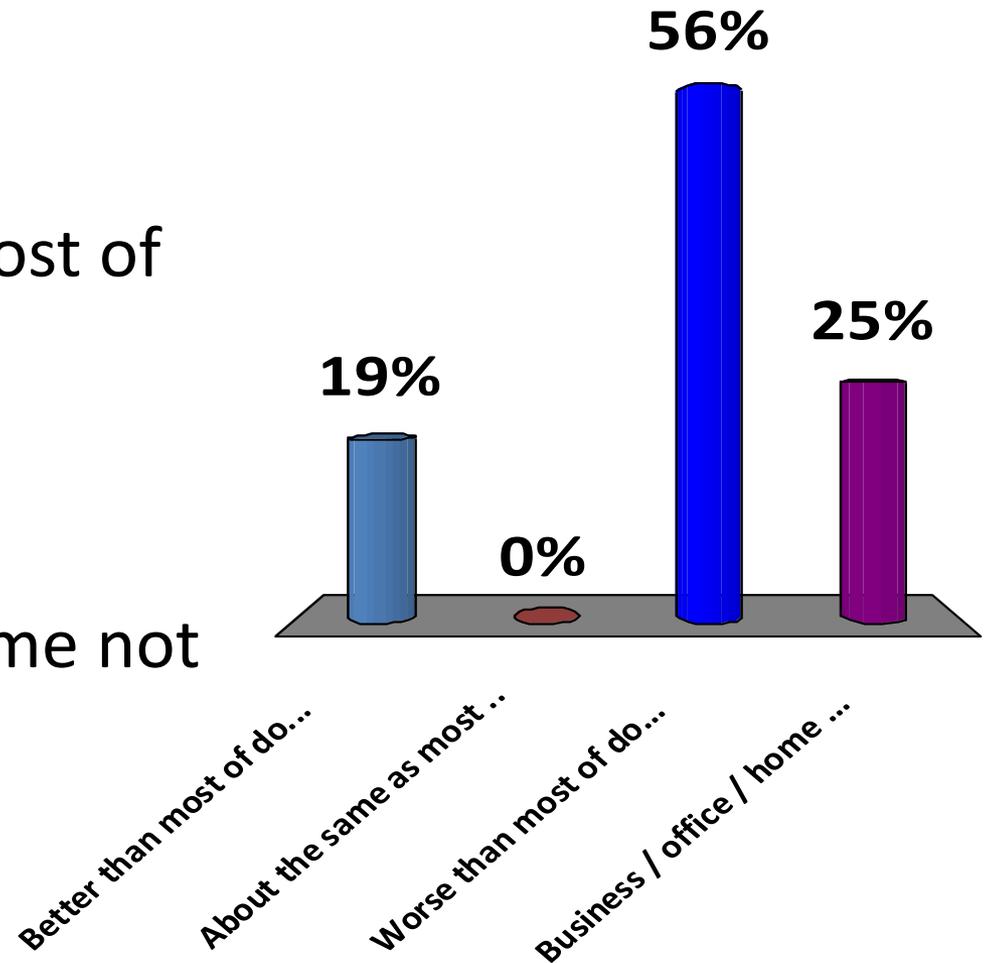
0% 9. ...

13% 10. Highly congested

Mean = 5.00

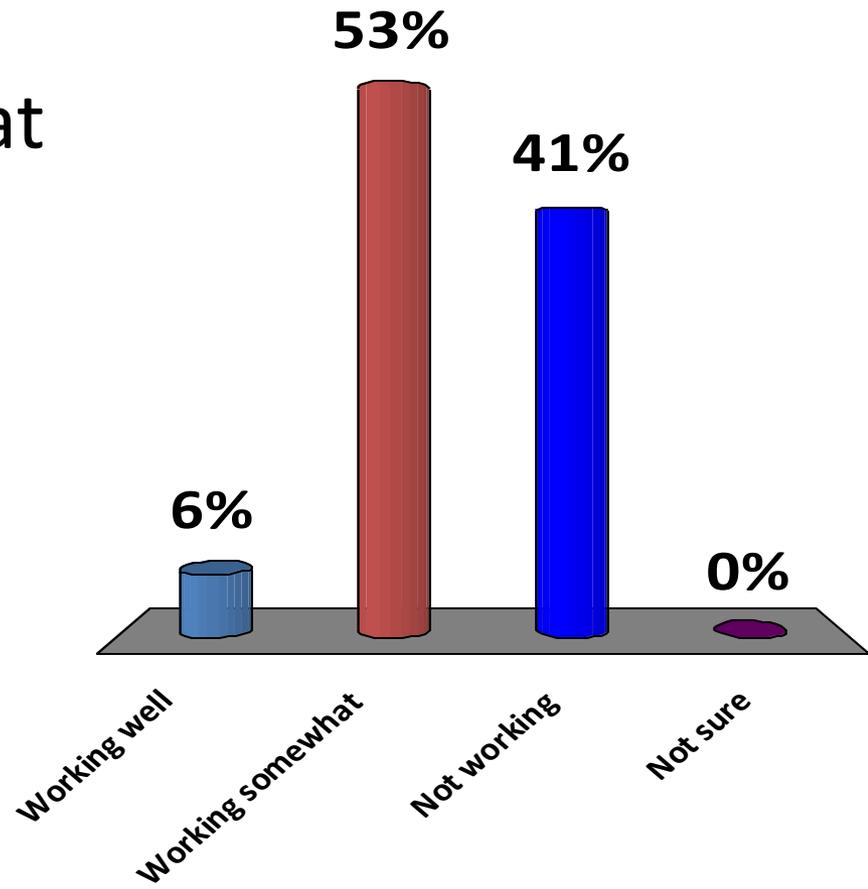
# Is parking congestion near your downtown business, office, or home:

1. Better than most of downtown
2. About the same as most of downtown
3. Worse than most of downtown
4. Business / office / home not located in downtown



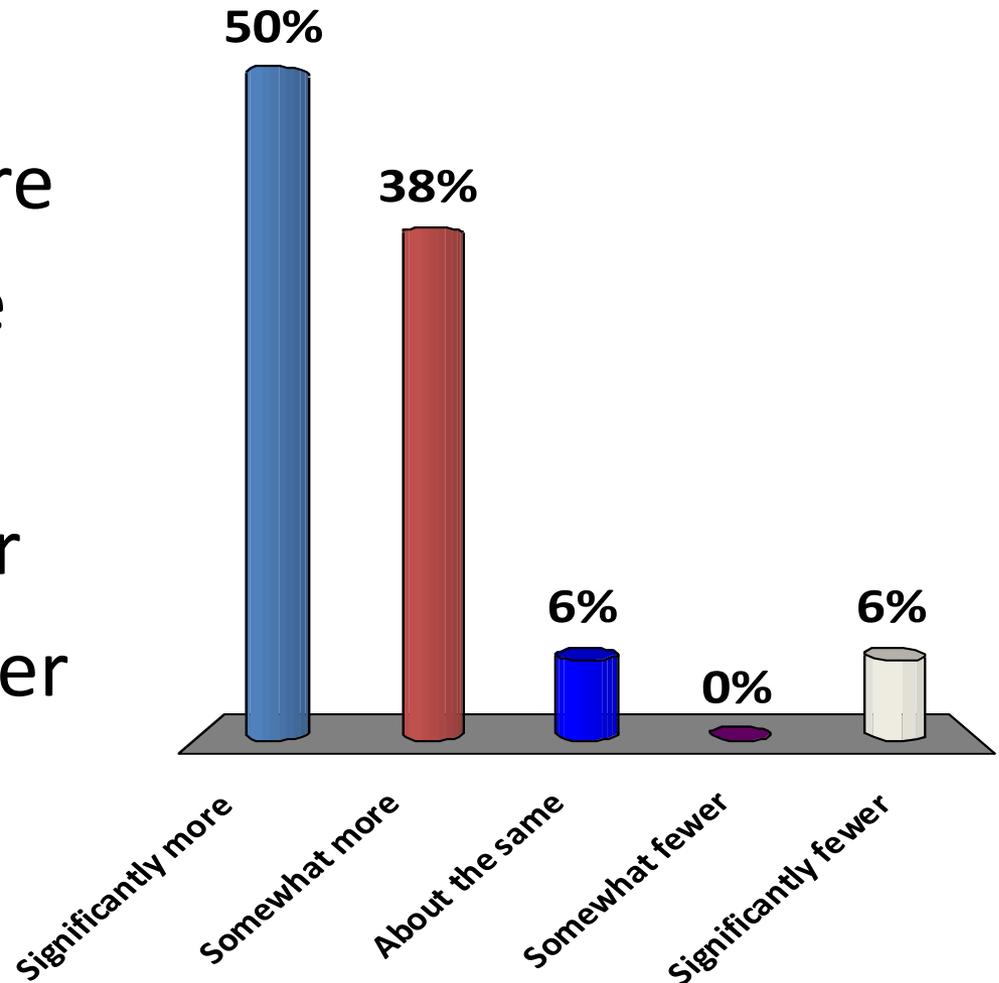
# How well do current time limits work in the downtown core? Do the time limits help alleviate parking congestion?

1. Working well
2. Working somewhat
3. Not working
4. Not sure



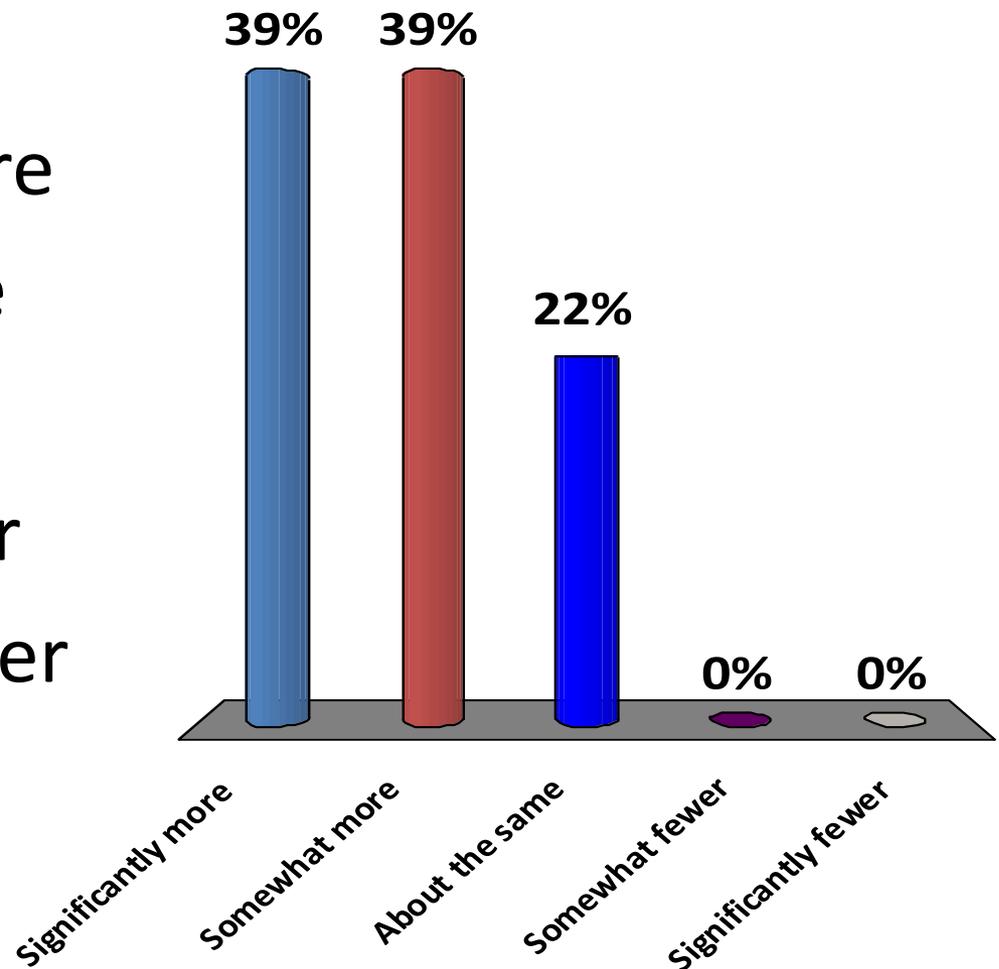
# In the next 3 years will downtown attract more customers?

1. Significantly more
2. Somewhat more
3. About the same
4. Somewhat fewer
5. Significantly fewer



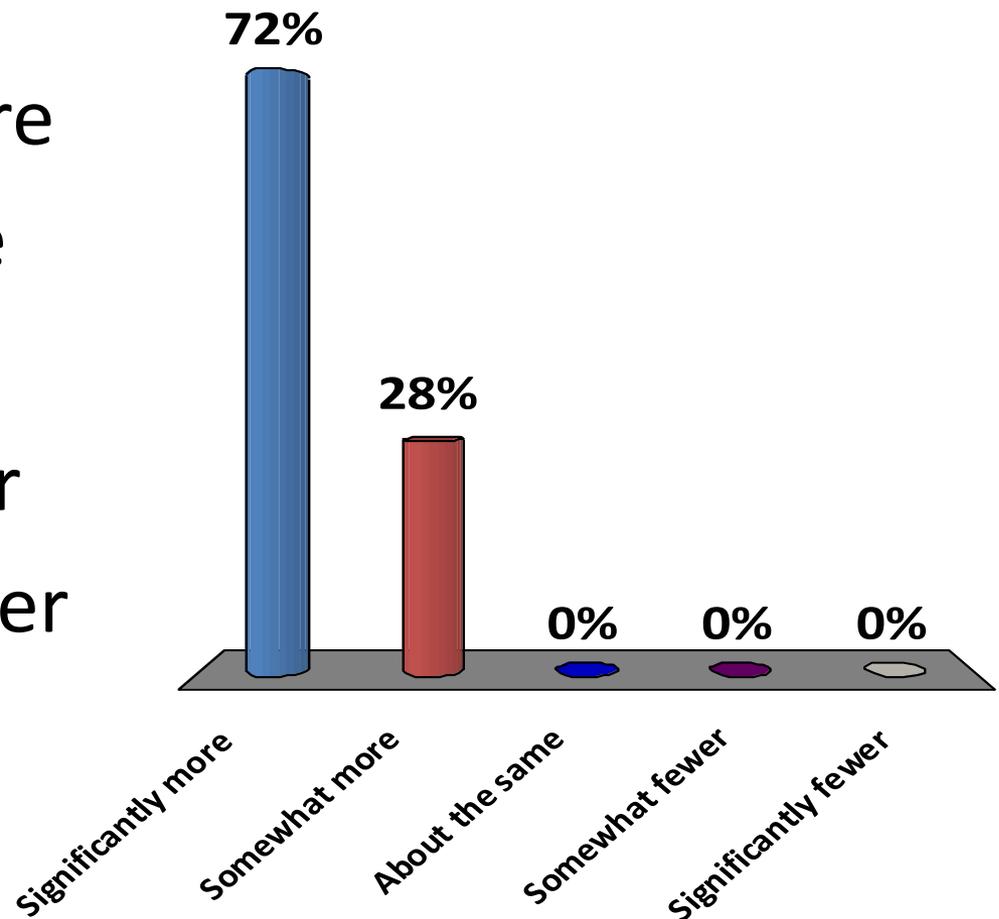
# In the next 3 years will downtown attract more event goers?

1. Significantly more
2. Somewhat more
3. About the same
4. Somewhat fewer
5. Significantly fewer



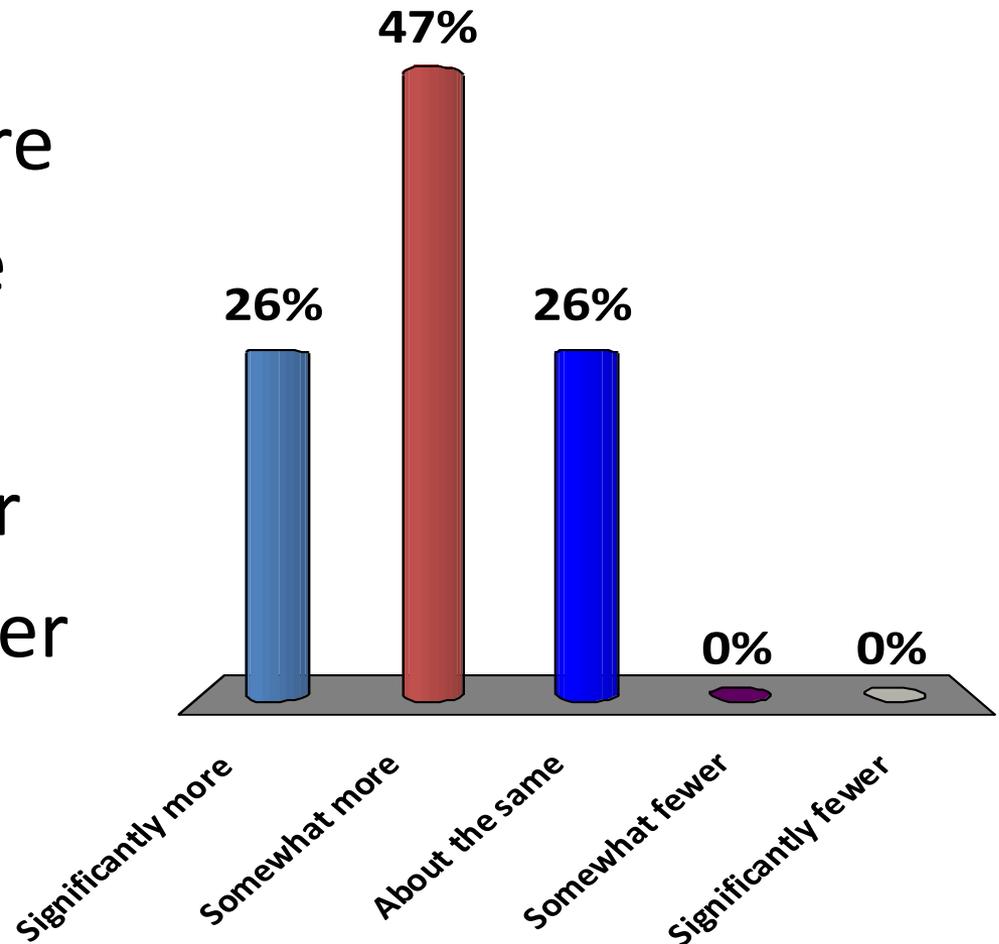
# In the next 3 years will downtown attract more residents?

1. Significantly more
2. Somewhat more
3. About the same
4. Somewhat fewer
5. Significantly fewer



# In the next 3 years will downtown attract more employees?

1. Significantly more
2. Somewhat more
3. About the same
4. Somewhat fewer
5. Significantly fewer



# QUALITATIVE RESEARCH

- Stakeholder Interviews (35)
- Downtown Survey (505)
- August 18 Parking Forum
- December 8 Parking Forum
- Participation of Downtown Everett Association, Business Improvement Area, Economic Alliance of Snohomish County



Everett Downtown Parking Survey – 2015

**What best describes you? (Check all that apply)**

Downtown business owner / operator

Downtown property owner

Downtown resident

Other downtown employe

Downtown employee

Shop / dine in downtown

Other (please specify)

# KEY MESSAGES

- Parking congestion is bad, getting worse.
- Trouble spots: core area, Colby, County complex, Events Center **and other attractions; evenings and weekends.**
- The main problem is employees parking on-street in customer stalls.
- Why? Enforcement is inconsistent.
- **Parking management strategies should include paid on street parking.**
- **More off-street garages may also be needed.**
- Downtown parking system improvements require education and leadership.

# QUANTITATIVE RESEARCH

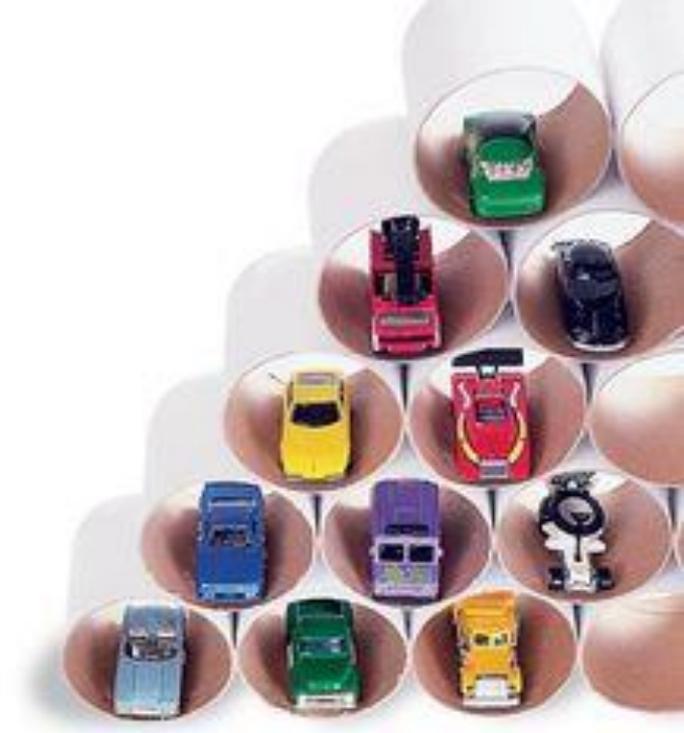


# DATA COLLECTION METHODOLOGY

- Typical weekday – October 2015
- 7 am to 7 pm: hourly counts
  - Every on-street and off-street parking stall
  - Utilization
  - Length of stay
  - Turnover (on-street)
  - Off-street capacity



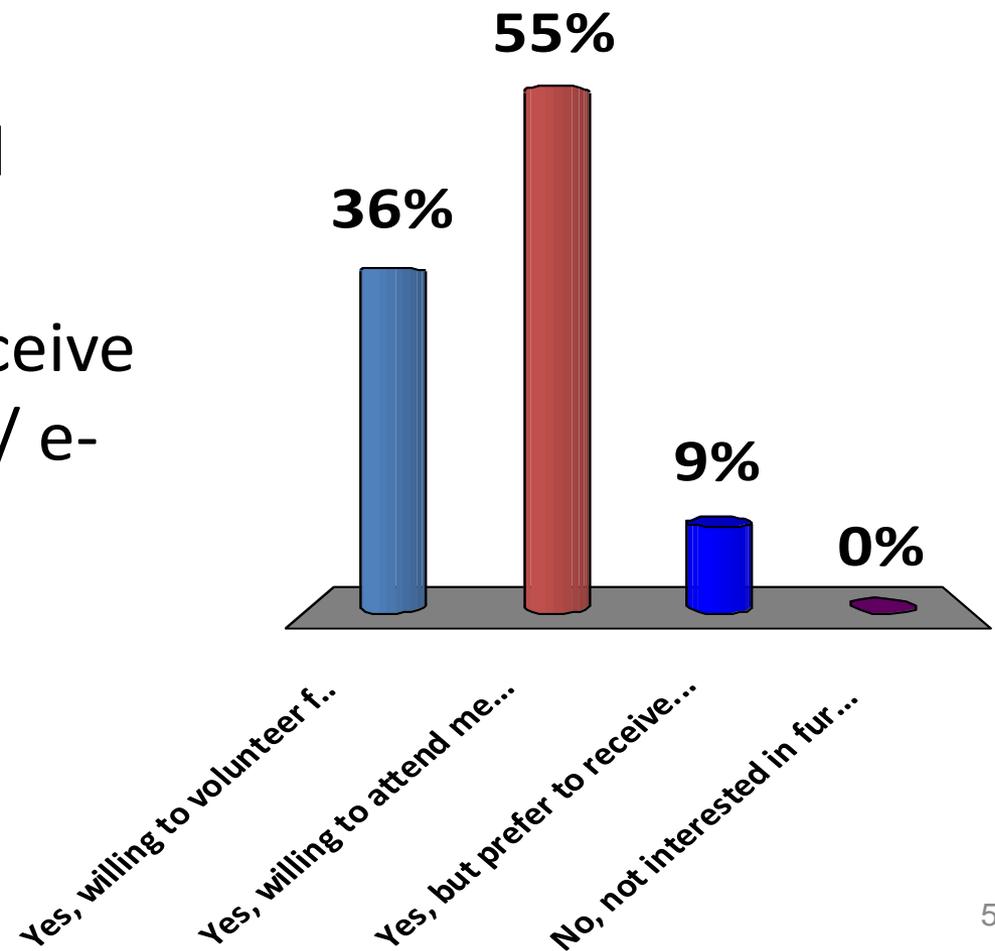
# Parking Management Strategies Workshop



*Where should they park?*

# Would you like to continue to stay involved in future issues regarding downtown parking?

1. Yes, willing to volunteer for leadership role
2. Yes, willing to attend meetings
3. Yes, but prefer to receive information by mail / e-mail
4. No, not interested in further involvement



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