

Everett

Downtown Parking Management Study



Summary of Stakeholder Interviews

Prepared for:



City of Everett, Washington

Submitted by:



BARNEY & WORTH, INC.

In association with: **Rick Williams Consulting
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I. Executive Summary

Everett Downtown Parking Management Study

The City of Everett has commissioned a new parking study – the *Everett Downtown Parking Management Study* – to examine the current parking situation in the downtown. The study will analyze demand for customer and employee spaces throughout the downtown. This will be the most comprehensive exploration of downtown parking conditions conducted to date.

Key questions to be answered by the *Everett Downtown Parking Management Study*:

- How many parking spaces remain vacant – on street and off-street – during the peak hour?
- Are downtown customers' needs being met?
- How is event parking being accommodated?
- Where do downtown employees park – and where should they park?
- What are the options for improving parking in the downtown?

A day-long survey of downtown parking activity was conducted in early November, 2007. On-street parking spaces and off-street garages and lots were surveyed from 7:00 a.m. to 7:00 p.m. on a typical weekday to determine how Everett's parking resources are currently being utilized.

A number of downtown groups are participating in the parking study: the Downtown Everett Association, Business Improvement Area, Downtown Everett Action Committee and Everett Area Chamber of Commerce.

The *Everett Downtown Parking Management Study* is scheduled to be completed in early 2008. Results of the analysis will contribute to finding solutions that improve parking in the downtown.

To conduct the study, the City of Everett commissioned a consultant team led by Barney & Worth, Inc., Rick Williams Consulting and E.D. Hovee & Co. The consultants' assignment is to work with the City and its partners to compile comprehensive data on parking utilization in the downtown, then update Everett's existing parking management plan. The *Everett Downtown Parking Management Study* will involve stakeholders and the public in re-shaping the parking system to meet future needs, assure the downtown's continued vitality, and enhance community livability.

Stakeholder Interviews

As an early step in the parking study, the consultant team interviewed a cross-section of interested stakeholders: downtown business operators and other employers, property owners, developers, neighborhood leaders, City of Everett staff, parking enforcement personnel and

other close observers. Interviews were conducted in-person and by telephone with thirty-five persons who are involved or have an interest in decisions surrounding the future of parking in downtown Everett. Many of these participants have taken part in previous Everett parking studies.

Interviewees were asked to share their perceptions related to the current parking situation in the downtown, along with their vision and suggestions for the future.

This report reflects the advice, feelings and attitudes of the individuals interviewed. It is not intended to provide a scientifically valid profile of community opinion as a whole.

Summary of Findings

The following findings highlight the main points offered by key stakeholders and other observers who were interviewed for the *Everett Downtown Parking Management Study*.

Key findings from the interviews:

1. **Parking is a vital asset for the downtown.** Everyone pays attention to parking – it’s one of the downtown’s most noticed characteristics. Business operators, customers, visitors, employees, City officials and others all recognize the significance of parking to the downtown’s well-being.
2. **Customers first!** Parking is crucial to the downtown’s vitality and must be actively managed to assure the most convenient on-street spaces remain available for customers.
3. **The current parking situation is “bearable” – but is becoming tighter.** Parking congestion is rated as “7” overall on a scale of 1 to 10 by stakeholders – already fairly well congested. But most observers are even more concerned about parking for the future, as the downtown expands and surface parking lots are lost to new development.
4. **Employees parking on-street is the chief problem – but what to do?** Nearly every stakeholder identifies employee parking as the leading challenge. Reportedly, some employers do not monitor their employees’ parking habits. Many stakeholders are resigned to the problem and shrug when asked about possible solutions.
5. **Be open minded about parking solutions.** Many downtown stakeholders already have firm ideas about parking, they encourage the City of Everett and its consultants to seek balanced solutions supported by data. These community leaders recommend as part of the solution an education process to help raise the “parking IQ” of downtown merchants and parkers: “It’s important to explain why.”
6. **Find answers for all parkers.** To resolve the parking problems, observers emphasize the need to provide convenient solutions for all categories of parkers: short-term and long-term customers, event goers, students, full-time and part-time employees.
7. **Promote better use of off-street facilities:** Stakeholders point to plentiful empty spaces in lots and garages as a ready resource available to free up on-street spaces. Strategies suggested to fill off-street space include: signage and wayfinding, pricing, strategies and incentives, information/maps.
8. **Events parking management needs improvement.** Business has been good at the Events Center, Performing Arts Center and other venues. But the growing number of events strains parking resources during the evening hours. Also, garage

exiting creates traffic snarls and these parking problems may constrain future event attendance growth.

9. **Time limits should be standardized.** There's "no rhyme or reason" to the current pattern of time limits, downtown stakeholders say, with 30-minute, 60-minute, 90-minute, two-hour and four-hour on-street spaces – plus a few others. The shared preference is for one standard time limit: either 90 minutes or two hours. A simpler system with fewer time limit options will be easier for customers to navigate and understand, and easier to enforce.
10. **Parking enforcement is spotty.** The City is not providing adequate personnel and resources to consistently monitor and enforce time limits for on-street parking, observers complain – contributing to the pattern of employee abuse.
11. **Paid on-street parking may be inevitable.** Even setting standard time limits and imposing vigorous enforcement may not be enough, many stakeholders admit. Keeping the prime on-street spaces open for customers may ultimately require a transition to paid parking.

The next sections provide a more detailed discussion of the results of the 35 stakeholder interviews conducted in October 2007 for the Everett Downtown Parking Management Study. A list of persons interviewed and discussion questions appear in an appendix.

II. Everett Downtown Parking Studies

At the opening of each interview, participants were asked to describe their personal involvement in Everett's downtown and in parking issues.

Personal Involvement in Downtown Parking Issues

How are you and your organization affected by parking in the downtown?

Most of the stakeholders interviewed say they are actively involved in downtown parking issues "every day." Persons interviewed represent a wide span of tenure in the community: from those who have spent less than one year in the downtown, to other observers who have been involved in downtown parking for over two decades.

The range of interview participants includes:

- Downtown business operators
- Property owners, investors and developers
- Other downtown employers and institutions
- Events venue operators
- Downtown employees
- Area residents
- Board members and staff of the Downtown Everett Association, Business Improvement Area and Everett Area Chamber of Commerce.
- Neighborhood association representatives
- Local parking enforcement staff
- Other City staff who are involved in parking issues

Awareness / Involvement in Parking Studies

Have you been involved in any recent discussions about downtown parking? (Explain) What questions about downtown parking would you like this study to answer?

Nearly half of the participants report little or no active involvement in parking issues – although there are almost no neophytes.

Only a few of the interview participants say they have ongoing involvement in parking discussions and are aware of, and/or have been involved in, the current effort to evaluate parking conditions and update the parking management plan for downtown Everett. Others say they are involved occasionally or participated earlier in the parking studies for the Downtown Plan.

Nearly all interview participants say they are interested in the topic and expect they and their organizations will want to be involved in future stages of the *Everett Downtown Parking Management Study*. Several participants emphasize they are looking forward to “new eyes” investigating Everett’s downtown parking issues.

III. Current Parking System

The Current Parking Situation

What's your impression of how well parking is working now in the downtown? Which parkers are using most of the parking in the downtown?

There are sharply divided views on the current parking situation in the downtown. Half of the interviewees describe conditions as “poor at best.” The main problem is downtown employees parking on-street, then shuffling their cars to avoid tickets. Everyone is aware of employees who abuse the system, and say violations are “rampant.” Despite the current “abysmal” situation, these observers also report that downtown merchants are reluctant to change the current system. Fear of the unknown regarding paid parking may be a factor contributing to the inertia on this issue.

Inadequate enforcement is pinpointed as one reason for the current problems: “The City is not managing the on-street parking resource.” There are also problems reported with event parking, particularly on the evenings and weekends. Parking for the Events Center and high school are filling up customer spaces near those facilities. For daytime events, available on-street parking is also very limited.

One-fourth of participants disagree. In their view, the parking system “works alright.” Parking congestion is a “sign of success,” and the parking supply is still adequate: “I can always find a space close to my destination.”

What are the successful features of the current parking system?

Successful features of Everett’s downtown parking system cited most often are:

- Free parking: makes Everett unique; distinguishes the downtown from Seattle and Bellevue.
- Availability of on-street spaces at most locations, and most times of day/week.
- Angle parking spaces
- Well-placed garages; variety of off-street parking options available for employees and visitors.

Other plusses of the current parking system cited by interview participants:

- Responsive to downtown businesses’ needs (i.e., flexible on time limits).
- Large spaces in City-owned garage can accommodate oversized vehicles.

Several participants do not see successful features in today’s parking system: “I’m not sure there is a system.”

Issues / Concerns / Complaints

Do you have any complaints about the current parking system?

Stakeholders' chief complaints about downtown parking are:

- Employee abuse of the on-street parking area. Some employees are said to be flaunting the system, perhaps ignored – or possibly encouraged – by their employers. Even those employees who are provided with off-street parking options are said to be parking on-street, along with college students and faculty. As a result, there's a need to free up on-street parking for priority customers/visitors.
- “Spotty” parking enforcement and outdated technology
- Haphazard time limits; too short to accommodate some customers.
- Events parking; inefficient post-event traffic pattern
- No parking solutions for downtown employees and residents
- The Re-park Ordinance: “It's unworkable”.

Other concerns mentioned by interviewees:

- Underutilized off-street parking resources
- Need more City-owned lots/garages
- Lack of customer information/education, maps, signage and wayfinding – and parking sophistication.
- Need better management of garages
- Not enough walking in Everett's small/compact downtown
- Loss of surface parking lots to development
- Angle spaces – create traffic congestion
- Homeless people using parking lots/garages

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

There is a wide range of opinions on the severity of parking congestion. However, most describe the system as “congested”: 27 of 35 participants rate parking congestion as six or above (i.e., congested) on a one to ten scale. The median value given is seven. Among the participants, downtown business operators tend to consider the problem more severe. For others, downtown parking seems to be working fairly well, with congestion limited to the noontime peak hour at central locations, and during major events. A few participants report some wide swings depending on time of day, day of week, weekday vs. weekend, and event size.

What area(s) of the downtown experience the most parking congestion? What areas are least congested?

There's general agreement the most congested areas for on-street parking are:

- The retail core: with "ground zero" being along Colby near 26th, Everett, California and Hewitt.
- The streets around the Snohomish County campus
- The Events Center area (during events)

Less congested areas are generally thought to be the off-street parking facilities, the streets west of Colby and along the eastern edge of the downtown near Broadway as well as other fringes of the downtown: "But even those are getting parked up." As one participant jokes, "The only uncongested area is Marysville."

One contrarian's view echoed by a handful of participants: downtown parking is not very congested. "I never walk more than one or two blocks."

Where Employees and Customers and Visitors Park

Where do you / your employees park most often when you travel to the downtown?

Three-fourths of participants report they and their employees park off-street, in lots and garages. The others admit to parking on-street or "all over": "But I keep an eye out for parking enforcement", notes one downtown employee. Several employers are unsure where their employees park, but "guess" that some may be parking on-street.

What about employees of other businesses?

The persons interviewed say that other downtown workers park primarily on-street, shuffling their cars at regular intervals. These observers have witnessed employees parking in prime customer spaces – "right in front of my store." "I'm surprised how many employees are parking on-street." Stakeholders admit that a great number of employees of other businesses and institutions are abusing the time limits. It's clear to them that many employees of other businesses and institutions are routinely breaking the rules.

A few participants complain that college students and faculty also abuse the parking time limits. Several downtown stakeholders say they are unsure where employees of other organizations are parking.

Where should employees be allowed to park?

Consensus among interview participants is that downtown employees should park in the public and private garages and lots or use an alternate travel mode. Observers note that downtown Everett has vast off-street resources – County, EverPark and Port Gardner garages, as well as numerous off-street lots. Most off-street resources are currently underutilized.

Ideas offered for future parking resources:

- Park-and-ride satellite facilities linked to the downtown by shuttle
- Transit, bicycle, and other alternatives to auto travel and parking

- More close-in housing that enables downtown employees to walk from home

A few participants suggest that employee parking solutions will require a higher degree of diligence by employers to find parking solutions for their staff. These observers say employees need convenient, safe, affordable parking, close to their workplace.

What's your impression of where visitors currently park when they attend an event at the Comcast Area (aka Events Center)?

Although there are several events venues located in downtown Everett, stakeholders' remarks focus on the Comcast Arena. The largest events there fill up parking across the downtown, observers say, impeding customers from reaching downtown restaurants or other businesses during the evening hours. Event goers prefer to park on-street, but tend to avoid the adjacent Snohomish County garage and even the City's EverPark garage (which is free during evening/weekend events). Surface lots closest to the Events Center also do strong business during the larger events.

Where should event goers be directed to park?

Most participants agree that event goers should be directed to park in off-street lots and garages. Short-term customers should be given preference for on-street spaces.

Achieving high usage of off-street facilities will require better customer information/education, signage, affordable event parking rates, and a traffic management system that speeds up garage departures after events.

Daytime event attendees pose a special problem, observers note (although attendance is typically smaller than for evening events). These events often last longer than two hours, forcing visitors to park off-street or risk a ticket. In this circumstance, retail and service businesses near the Events Center can be adversely affected again by event parking.

Who are downtown Everett's customers? Of the customers you mentioned, who is the "priority customer" for downtown? Does downtown Everett have enough customers?

Stakeholders agree downtown Everett's priority customers are shoppers and visitors. A key component of the market consists of hundreds of downtown employees – generally regarded as “a big plus” for downtown businesses. The government center also attracts many customers who come to avail themselves of County and City services. Other customer segments include event goers, downtown residents (a growing factor), and destination shoppers/visitors attracted by new restaurants, stores and the Events Center.

Other aspects of downtown Everett's customer profile offered by interviewees:

- Live in North Everett, Mukilteo/Harbor Point, Snohomish/Lake Stevens, Marysville
- 25-55 years
- Professionals, upper middle incomes

There's also uniform agreement: “We always wish we could have more customers.”

Current Time Limits

Are you familiar with the current time limits in the downtown core? How well is parking working there? Are the time limits helping to alleviate congestion?

Most of the interview participants say they are familiar with the current time limits – but are perplexed. Many complain there are too many time limits with no apparent rationale and no correlation to nearby uses or needs. Interviewees often describe the resulting system as “haphazard” or “confusing.” These observers strongly recommend the time limits be standardized. Many prefer a 2-hour time limit, eliminating 30-60-90 minute spaces. In any case, the time limits need to be communicated to the public.

Several observers point out that time limits don’t matter – if they’re not enforced. Today, they say the time limits are not creating the intended turnover in parking stalls.

Some other stakeholders are concerned that a standardized time limit would be too inflexible, not meeting the needs of some businesses.

How well are the current enforcement procedures working?

Consensus is that Everett’s current parking enforcement is not working well. The most frequent descriptors are “inconsistent,” “spotty” and “hit and miss”. Observers say the main cause is too few enforcement staff – reportedly only one person assigned to cover the downtown core. Also to blame are cumbersome enforcement procedures and outdated technology: chalking tires versus handheld computers. Other complications: Everett’s confusing maze of “too many” time limits and the hard-to-enforce Repark Ordinance.

The discount system for parking infractions lets violators pay as little as \$5 – less than off-street parking. And there are reportedly a few notorious repeat offenders who never pay. Another suspicion is that selective enforcement promotes violations. Some downtown employees are shown “professional courtesy” by the enforcement staff, stakeholders grumble, and the enforcement pattern allows employees to track progress and warn others via e-mail about the single officer’s whereabouts.

Despite the problems, the City’s parking enforcement appears to be working to some degree. Many participants report paying for their parking infractions: “I get tickets.” “We move our cars every two hours and still get tickets.”

The bottom line, though, according to one business owner, is that customers are not getting the prime parking spaces.

IV. Future Parking System

Long-Range Vision for Everett's Parking System

How would you like to see the downtown parking system work in the future? What changes would attract more customers?

Paid on-street parking is mentioned most often by participants as a key element of their future vision. These observers – about one-third of all interviewees – feel that downtown Everett needs to become more like other urban areas. Paid parking is needed now, they say, or will become “a must” someday soon to accommodate downtown residential growth. In introducing paid parking, these stakeholders advise, Everett should find ways to “make the downtown more attractive.” “Folks don’t come downtown just to park.”

Electronic parking pay stations that accept credit/debit cards would be a big plus, many participants note.

The other leading elements of stakeholders’ shared vision for downtown parking:

- Better communications to provide parking information and dispel myths, along with signage directing customers to parking
- Long-term customer parking solutions, including new garages, strategically located and better operated to increase utilization
- Better (more) enforcement
- New visitor attractions in the downtown
- More housing – but with no negative consequences for downtown parking

Additional elements of personal visions for downtown parking include:

- Standardized *time limits*
- More shared parking solutions – such as plans for Port Gardner Wharf development
- More diagonal parking, reverse angle parking
- More free parking options (off-street)

Key Values / Guiding Principles

What key values or guiding principles should shape Everett's downtown parking system in the future? For on-street parking? For off-street parking?

The leading value suggested by participants to guide Everett’s downtown parking system is *Customers First!* The priority should be to meet customers’ and visitors’ needs. Stakeholders want Everett to maintain parking space availability throughout the downtown: “Make downtown business accessible, usable and desirable.”

Other prominently mentioned values:

- Ensure that downtown parking is user-friendly: easy and accessible, affordable, welcoming and efficient, encouraging customers to conduct business in the downtown.
- Accommodate planned development – 1,500 to 10,000 new housing units within a few years: “The key to the downtown’s vitality is a strong residential base.”

Additional values / principles offered by the interviewees:

- Conform parking solutions to Everett’s Downtown Plan. Integrate parking with the downtown redevelopment strategy.
- Educate downtown businesses and customers about parking.
- Make sure all voices are heard.
- Dedicate parking revenues to downtown enhancements.
- Provide affordable parking options for employees.
- Redirect through traffic around the downtown core.

A few participants decline the invitation to suggest guiding principles: “If I was put in charge of downtown parking, I would kill myself.”

Parking Management Options

On-street spaces are the most popular parking option. How should this scarce resource be managed?

The most frequent stakeholder responses (out of 35 persons interviewed) are: modify/standardize current time limits; and implement paid on-street parking (see box below).

| | | | |
|-------------------------|----------|----------------------------|-----------|
| No change in time limit | 1 | Modify current time limits | 11 |
| Extend time limit area | 2 | Paid on-street parking | 11 |
| More off-street parking | 3 | Promote non-auto travel | 2 |
| Continue free parking | 2 | Other | 2 |

Additional suggestions for managing on-street parking:

- Provide more transit options: rubber tire trolley, frequent/convenient bus service.
- Educate businesses/customers about parking.
- Earmark/reinvest parking revenues for downtown improvements, streetscape and sidewalks, signage
- Improve enforcement

- Form a City/downtown business community partnership: create a merchant validation program.
- Introduce new technologies: for paid parking enforcement.
- Offer a parking permit for downtown residents.

What are the appropriate time limits for on-street parking that would most benefit adjacent businesses? If customers want to stay longer, where should they park?

There is no consensus on the most appropriate time limits for on-street parking, although many downtown stakeholders support standardizing time limits. About one-third of participants support a limit of either 90 minutes or 2 hours.

Other participants say they favor:

- Current time limits
- 60 minutes
- No limits
- “Let customers decide,” i.e., implement paid on-street parking, allowing all-day parking, with no time limits.

Can you think of other ways, beyond time limits, that Everett could lessen parking congestion in the downtown?

The method suggested most often to address parking congestion (beyond time limits) is introducing paid on-street parking. A number of participants recommend adopting the automated pay-and-display technology already in place in Portland and Seattle.

Additional strategies named by several interviewees include:

- Actively manage the off-street garages and lots, offering incentives to park there.
- Provide signage, customer information, and branding for downtown parking.
- Improve mass transit service and/or initiate trolley service connecting the parking garages with downtown destinations.

Should all options be considered to lessen parking congestion, or are there some options you wouldn't favor?

Most interviewees respond they are open to all options, and willing to consider a wide range of possible solutions – if benefits can be shown: “It’s important to explain why.”

A few participants say they remain strongly opposed to on-street parking. Everett has a long tradition of free parking, they say, and can distinguish itself from Seattle and Bellevue. Other stakeholders emphasize they would reject solutions that involve adding more off-street surface lots (although parking garages are okay).

One or more stakeholders would also rule out the following:

- Installing old-fashioned parking meters
- Changing the current mix of angle and parallel spaces
- Pushing more downtown parking into residential neighborhoods
- Shortening the current time limits
- Charging high parking rates
- Reconfiguring the current traffic pattern; adding roundabouts
- Continuing free on-street parking

Peer Communities

Many cities use paid parking to free up on-street spaces for short-term customer use and discourage long-term employee use. Would you favor converting to paid on-street parking in the downtown? If yes, when and where should Everett convert to paid on-street parking?

A majority of interview participants say they would support converting to paid on-street parking in the downtown. Several supporters add qualifications: only if modern technology is used (not meters); if the costs are modest; and only if the new system is vigorously enforced.

A few supporters are hesitant: “I’ll support paid parking – reluctantly.” “Personally no, professionally yes.”

About one fourth of participants are opposed to paid on-street parking, including several downtown merchants, property owners and a few others. These observers fear paid parking would negatively impact customer count. A handful of others say they are undecided and wonder about the right timing for a switch to paid parking.

Which cities should Everett look to for purposes of examining parking solutions in other communities?

There’s clear agreement on the cities that serve as useful models for Everett’s parking system. Seattle and Portland are mentioned as models by many participants. These two cities have paid on-street parking utilizing electronic pay stations that accept credit/debit transactions. Both cities also have downtown merchant parking validation programs. Portland offers additional features that interest interview participants: frequent transit service, a free downtown trolley/circulator, and public parking garages well located to serve the retail core.

Another community offered as a model is Salem, OR which recently decided to employ aggressively enforced two-hour time limit rather than impose paid on-street parking.

Other Washington cities named as possible counterparts include: Bellevue, Bellingham, Kirkland, Spokane and Tacoma.

Cities elsewhere in the North America also cited as possible models: Boise, ID; North Vancouver, BC; Riverside, CA; Salt Lake City, UT; and Santa Monica, CA.

A few participants think Everett’s downtown parking situation is unique, with no model available elsewhere.

V. Public Involvement

How to Involve Citizens and Build Public Support

*What steps are needed to maintain / build public support for the downtown parking system?
What is the best way to involve interested citizens in the study?*

Interview participants' main message on public involvement: there needs to be an ongoing community education process about downtown parking. There should be outreach to a wide range of stakeholders: "Everyone should have a say." Send information to customers via mail, website, maps, signage, etc., participants advise.

Other suggestions offered most frequently:

- Conduct proactive outreach to downtown businesses. Take time to educate the business community about parking, involving those who are making major investments in the downtown. Partner with downtown business organizations to help spread the word.
- Hold informative public forums.
- Resolve the questions about paid parking. Is it needed? If implemented, how would the revenues be used? Explain paid parking in environmental terms: Stop the shuffle, avoid customers circling the block, save gas (and the planet).

Further advice for public involvement offered by the interview participants:

- Involve City Council from the outset. Expect the Council to make the bold decisions necessary to support the downtown's economic vitality – even if there is no clear community consensus.
- Follow the effective public involvement model used recently for Everett's Downtown Plan.
- Use a multi-faceted approach: interviews, surveys, public forum, attend meetings of community organizations, seek two-way feedback.
- Be frank about the problems. Many prime downtown on-street parking spaces are being taken every day by business operators and their employees. Use public meetings in an education process for downtown stakeholders.
- Don't expect to achieve consensus – the issues are just too divisive: "Expect a bloody battle."

Additional Participants

What interested persons or groups do you recommend we contact to seek their advice at this early stage of the Downtown Parking Management Study?

The most frequent suggestions are to contact the organizations and individuals that are already directly involved in downtown parking, especially downtown merchants and other business operators, property owners, public and private parking operators and key downtown business groups: Downtown Everett Association, Business Improvement Area, Downtown Everett Action Committee and Everett Area Chamber of Commerce.

Other persons and organizations nominated include:

- Parking enforcement staff
- Other key City staff
- Long-time business operators as well as newcomers
- Neighborhood associations
- Downtown residents
- Commercial real estate brokers
- Developers
- Comcast Arena and other event venues and visitor attractions
- Snohomish County
- Downtown employees
- Customers

VI. Final Advice

If you were asked to provide a “single most important piece of advice” for the Everett Downtown Parking Management Study – what would it be?

The advice offered most often is directed at the consultant team: Be open-minded; recommend research-based parking solutions, lending the consultant team’s expertise. “Do what you’re doing.” “Be objective and use good data to help in decision making.”

Three more central themes emerge from participants’ collective advice:

- *Customers first!* We want downtown Everett to be attractive to potential customers and friendly to customers we already have.”
- *Think long-term*; seek phased solutions. Prepare for growth in downtown residents, employment and retail customers.
- *Place priority on public outreach*: “Everett is process-driven.” “Folks need to feel like they’re part of the conversation.” Take time to educate business owners: “Time is required for people to understand the vital importance of parking in the CBD.”

Other advice:

- Solve the root causes. Balance between customers’ and employees’ parking needs.
- Be sensitive to businesses making major investments in the downtown.
- Build more public parking garages: “Go up”.
- Offer free off-street parking for major events.
- Don’t be swayed by the initial backlash to paid parking. It’s already part of the fabric of downtown in many other cities. This is already included in Everett’s adopted Downtown Plan.
- Be ready to take action: “Even when there is no consensus, the City needs to show leadership.”

Any additional comments or suggestions?

Participants’ final advice also includes these suggestions:

- Parking solutions should be supportive of Everett’s Downtown Plan.
- Parking is not the solution. Everett needs more attractive features – a draw – a unique niche that it can market to targeted customers.
- New development in the rest of the downtown – Port Gardner Wharf, riverfront development, Everett Station, possible satellite UW campus – will reshape downtown parking needs. Parking solutions need to be compatible with these new requirements.

- Everett should explore transit, shuttle parking, a circulator bus/trolley as possible solutions.
- Public outreach/education about downtown parking is crucial.
- Downtown Everett is on the upswing. Recent downtown investments, the Events Center and new businesses have attracted attention and “set the stage.” Everett should tap into the momentum and enthusiasm now to tackle parking issues.

VII. Appendices

Everett Downtown Parking Management Study

Stakeholder Interviews Rev. 10/11/07

| | |
|----------------------------|--|
| Kim Bedier | Comcast Arena |
| Holly Burkett-Pohland | Burkett's |
| Dongho Chang | City of Everett – Traffic Engineer |
| Timothy Corpus | Studio Donna Spa |
| Lobsang Dargey | Dargey Enterprises (downtown developer) |
| Mike Deller | Bank of Everett |
| Crystal Donner | Perteet Engineers |
| C. J. Ebert | Downtown business / property owner, parking operator |
| Sean Edwards | Port Gardner Neighborhood |
| Al Garcia | Snohomish County – Administrative Operations |
| Allan Giffen | City of Everett – Planning |
| Laura Gurley | Maritime Trust |
| Jim Hanson | City of Everett – Planning |
| Tom Hoban | Coast Properties |
| Steve Hubbell | Allstate Insurance |
| Nancy Johnson | Imagine Children's Museum |
| David Mascarenas | Port Gardner Neighborhood |
| Dept. Chief Greg Lineberry | City of Everett – Police |
| Lanie McMullin | City of Everett – Economic Development |
| Carol Nelson | Cascade Bank |
| Ken Olsen | Maritime Trust |
| Ed Petersen | Housing Hope |
| Sgt. Jim Phillips | City of Everett – Police |
| Dale Preboski | Beyond the Blue |
| Renee / Bill Quistorf | Renee's Clothing |
| Kate Reardon | City of Everett – Public Information |
| Bill Rucker | Downtown business owner |
| Karen Shaw | City of Everett – Economic Development |
| Reid Shockey | Shockey Brent |
| Craig Skotdal | Skotdal Realty, property owner and developer |
| Louise Stanton-Masten | Everett Area Chamber of Commerce |
| Joel Starr | Downtown business owner |
| Valerie Steele | Bayside Neighborhood |
| Sue Strickland | Downtown Everett Association |
| Maurie Trautman | Yukon Trading Company |
| Mark Thunberg | Snohomish County – Facilities Management |
| Judy Tuohy | Arts Council of Snohomish County |
| Karyn Zigler | Downtown resident |

Everett Downtown Parking Management Study
Stakeholder Interviews

DISCUSSION GUIDE Revised 9/20/07

Name: _____ **Phone:** _____

Organization: _____ **E-Mail:** _____

Address: _____

The City of Everett and the downtown community are conducting a study to update Everett's downtown parking management plan. At this early stage of the study, we are asking downtown employers and other community leaders to share their views on parking issues. Your responses are important and will be kept confidential.

Introduction

1. How are you and your organization affected by parking in the downtown?

2. Have you been involved in any recent discussions about downtown parking? (Explain). What questions about downtown parking would you like this study to answer?

Current Parking System

3. (a) What's your impression of how well parking is working now in the downtown? Which parkers are using most of the parking in the downtown?

- (b) What are the successful features of the current parking system?

6. (a) What's your impression of where visitors currently park when they attend an event at the Comcast Arena (aka Event Center)?

(b) Where should event goers be directed to park?

7. Who are downtown Everett's customers? Of the customers you mentioned, who is the "priority customer" for downtown? Does downtown Everett have enough customers?

8. Are you familiar with the current time limits in the downtown core? How well is parking working there? Are the time limits helping to alleviate congestion?

9. How well are the current enforcement procedures working?

Future Parking System

10. What key values or guiding principles should shape Everett’s downtown parking system in the future? For on-street parking? For off-street-parking?

11. How would you like to see the downtown parking system work in the future? What changes would attract more customers?

12. On-street spaces are the most popular parking option. How should this scarce resource be managed? **(Ask open-ended)**

- | | |
|--|---|
| <input type="checkbox"/> No change in time limit | <input type="checkbox"/> Modify current time limits |
| <input type="checkbox"/> Extend time limit area | <input type="checkbox"/> Paid on-street parking |
| <input type="checkbox"/> More off-street parking | <input type="checkbox"/> Promote non-auto travel |
| <input type="checkbox"/> Continue free parking | <input type="checkbox"/> Other: _____ |

13. What are the appropriate time limits for on-street parking that would most benefit adjacent businesses? If customers want to stay longer, where should they park?

14. Can you think of other ways, beyond time limits, that Everett could lessen parking congestion in the downtown?

15. Should all options be considered to lessen parking congestion, or are there some options you wouldn't favor?

16. Many cities use paid parking to free up on-street spaces for short-term customer use and discourage long-term employee use.

(a) Would you favor converting to paid on-street parking in the downtown?

- Yes No Not sure

(b) If yes, when and where should Everett convert to paid on-street parking?

(c) What would be the appropriate hourly rate for on-street parking?

_____ per hour

17. Which cities should Everett look to for purposes of examining parking solutions in other communities?

Public Involvement

18. What steps are needed to maintain / build public support for the downtown parking system? What is the best way to involve interested citizens in the study?

19. What interested persons or groups do you recommend we contact to seek their advice at this early stage of the Parking Study?

Wrap Up

20. If you were asked to provide a “single most important piece of advice” for the Everett Downtown Parking Management Study – what would it be?

21. Any additional comments or suggestions?

Thank you for contributing to the Everett Downtown Parking Management Study!



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