

City of Olympia Parking Strategy: Strategy 5 [Current Draft]

Strategy 5: Residential and Employee Parking

5.1: Convert current residential and employee on-street permits to temporary access permits with a monthly fee.

As the Downtown continues to redevelop, and land uses change, the City should maintain the flexibility to change parking regulations to support greater demand for short-term parking in the Downtown, and particularly in the core. Reliance on residential and employee on-street permits may also impact the decision for developers and property owners as to whether to build off-street parking. An over-reliance on low-cost on-street parking permits will likely lead to conflicts between long-term parking users and short-term visitor and customer access. Therefore, the City should rebrand the employee and residential on-street parking permits as temporary access permits, require monthly payments for the permits, and maintain the ability to reduce or eliminate the number of on-street permits as short-term parking demand increases.

Timeline: Short to mid-term

Estimated Costs: Staff costs to update the Municipal Code. May result in reduced permit revenues as the number of permits are reduced, but would likely be offset by increased short-term paid parking revenue.

5.2: Provide residential and employee off-street parking options through the shared parking program to provide predictable parking options.

Shared parking programs can be targeted to specific parking users such as visitors, customers, employees, commuters, or event attendees. The City shared parking program should include options for employees and other long-term parking users in the form of monthly or daily permits.

Timeline: Short to mid-term

Estimated Costs: Staff time to produce educational materials on employee parking and printing costs. Costs for a shared parking program are addressed under the shared parking strategy.

5.3: Implement a Downtown employee parking education program

The City should provide more information to employees on available parking options Downtown, including options for on and off-street permits, transit accessibility, and the locations of 9-hour meters that allow all-day parking. The information should be updated on the City's website and through a parking brochure that can be distributed to downtown businesses and organizations such as the Olympia Downtown Alliance (ODA).

Timeline: Short to mid-term

Estimated Costs: Staff costs to update the Municipal Code.

5.4: Increase the price of on-street residential and 9-hour meter permits to incentivize the use of off-street parking options. On-street permits costs should be consistent with hourly and daily rates.

Increasing the cost of permits for on-street parking will encourage the use of off-street alternatives, which is a more appropriate location for long-term parking. The on-street permits for residents are currently \$10 annually and the on-street permits for employees are currently \$60 per month. These prices are not conducive to incentivizing alternative parking in some of the available off-street facilities.

Timeline: Short to mid-term

Estimated Revenues:

RESIDENTIAL PERMITS

Increasing the price of residential permits from \$10 annually to a varying rate based on zone location could result in around \$136,400 in new annual revenues, assuming the same number of permits are sold. The permits would be sold monthly rather than an annual basis, with the costs more closely aligned with the competing parking options. Figure 18 shows a potential pricing structure with annual pricing replaced by monthly pricing.

Figure 1. Residential Permit Revenues



City of Olympia, 2017; Framework, 2017

EMPLOYEE PERMITS

Increasing the price of employee permits from \$60 monthly to \$90 monthly would result in around \$72,000 in new revenues, assuming the same number of permits are sold. Currently, it costs \$90 per month to park at the 9-hour meters (during weekdays) when paying for the meter at the daily rate of \$0.50 per hour so the new pricing would be consistent with the hourly pricing structure.

Figure 2. Employee Permit Revenues

	Current	Future	Change
Employee Permits (per month)	200	200	
Cost (per month)	\$60	\$90	\$30
Revenue (annual)	\$144,000	\$216,000	\$72,000

City of Olympia, 2017; Framework, 2017

5.5: Establish parking user priorities based on the street-fronting ground floor land use for on-street parking. Retail and restaurant uses should have short-term parking while residential uses may have longer-term parking for residents.

On-street parking should be prioritized to support the ground-floor land uses. For example, on-street parking in front of retail businesses should have short-term time limits and on-street parking on residential streets should prioritize parking for residents and limit long-term parking for commuters and employees. If there is available parking beyond that generated by the priority parking users then other users may be accommodated. Parking management strategies should minimize conflict between parking users and ensure the right users are parking in the right stall. For example, long-term parking users such as residents, employees, and commuters should not be parking in short-term parking stalls intended to support ground-floor commercial uses. Similarly, employees and commuters should not be parking in residential neighborhoods unless authorized by the City.

The City should review the existing and future land use maps and prioritize on-street parking based on the future land use categories. In cases where the existing land use is different than the future land use designation the implementation of new parking user priorities should not occur until the ground floor land use changes to conform with the future land use maps. In areas with different ground floor land uses the management strategy should be driven by the predominant land use and/or the future land use designation.

Timeline: Short to mid-term

Estimated Costs: Costs would include staff time to review the land use maps and develop the user priorities. Additional staff time costs would be required to make updates to the Municipal Code as parking regulations are changed to reflect new user priorities. New signage and parking meters may also be required in areas that expand paid parking.

5.6: Review boundaries, time limits, and enforcement of the residential parking zones in the SE Neighborhood Character Area to minimize parking impacts on residential streets from non-residential use.

Neighborhoods in the Southeast character area of Downtown have a residential parking permit program to limit long-term commuter and employee parking in residential neighborhoods. This strategy is intended to review the existing boundaries of the permit area, enforcement procedures, and the days and times that permits and time limits are in effect to ensure the program is effective. During legislative



sessions demand for longer-term parking in the area may extend beyond typical business hours when permit requirements and time limits aren't in effect. The City's purchase of an LPR unit will increase the efficiency and effectiveness of enforcement and will allow the city to collect parking data in the area. Outreach to residents of the neighborhood will help to understand the current issues of concern that should be addressed in redesigning the program. Depending on the outcome of the program review the days and times that permits and time limits are in effect may be modified to minimize long-term parking on residential streets.

Timeline: Short to mid-term

Estimated Costs: Staff time to conduct neighborhood outreach, review the program, and collect data.

May require future updates to the Municipal Code to implement any reforms.