

Strategic Parking Plan

A major goal of our plan is to keep Downtown Olympia a vibrant, yet efficient attraction. We will encourage visitors to park in the right space for the right activity by applying the right rate and the right limit. No matter what brings you Downtown, we've got you covered.



LIMIT 15 MINUTES

The Coffee Addict



LIMIT 3 HOURS

The Shopper



LIMIT 9 HOURS

The Professional

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We support systems for an extraordinary Olympia.

15 Minute Meter Version

Setting the Stage: The City of Olympia is working to create an extraordinary parking system for our Downtown community.

This plan sets the foundation for this to happen. The strategies and goals contained within these pages are a result of research and analysis of the parking patterns in Downtown. However, it is not all facts and data. It is about how parking can help make Downtown vibrant, warm and welcoming. Parking is the first stop when arriving Downtown, and sets the stage for the entire experience. To make Downtown Olympia a destination of choice, we must make the right choices concerning parking. We must make the parking experience extraordinary.

Within these pages, you will find the strategies and goals that help us achieve our vision of an extraordinary parking system.

Our vision of an extraordinary parking system? We have a vision that all users will consistently experience a parking system that is:

- ▶ A ticket-free experience
- ▶ Easy to access
- ▶ Convenient for both short and long-term users
- ▶ Intuitive
- ▶ Adaptable
- ▶ Financially sound

Limit and reduce surface parking: Imagine a vibrant Downtown filled with shops, restaurants, housing, and parks. This is possible by limiting surface parking requirements on new development. By providing options to users of current surface parking lots, the space can be used for new development.



"Parking Management creating systems for an extraordinary parking experience."



Parking Sets the Stage

Olympia is alive and vibrant. Bright flowers and produce await you at the Farmer's Market; restaurants, shops, it's a place where everyone wants to be. Everywhere you go, laughter and conversation fill the air as new friends and old acquaintances connect. Whether walking Downtown or sitting and listening to music in Sylvester Park, Olympia is alive, vibrant, and the place to be - everyone wants to be a part of it.

People come to Downtown Olympia because it offers an experience that is unique and special. Charming locally owned shops, the Washington Center of the Performing Arts, assorted eateries,



▲ *Jennifer, a member of our City historical staff, dresses in vintage wear for the City's 150th Birthday event at the Washington Center for the Performing Arts.*

colorful art galleries, the boardwalk and cool sea air, diverse people and personalities all make Downtown Olympia a wonderful place to spend time.

All of these exciting and wonderful attractions are in our Downtown. Did you ever take a moment to realize that parking is the first thing that you experience? It sets the tone, encouraging you to stay or drive on. Parking should be easy, intuitive, and hassle-free, with time limits that correspond with the needs of your visit.

Ensuring that Downtown Olympia has multiple uses, is pedestrian-friendly and vibrant, is important to fulfilling the City's Comprehensive Plan and Land Use goals. It is in the best interest of everyone that parking is managed, instead of having a "just add more" approach. Parking Service's role is to help ensure this happens.



▲ *Olympia citizens watching local artists create works of art during Art's Walk - a community event.*

Did you know how parking for new development is calculated? They take the busiest day, add the busiest hour and set the minimum parking requirement. This results in large parking lots that are only full a few days a year, such as the holiday season. This conventional approach will not work for Downtown Olympia.

Our Guiding Principles

The City of Olympia will create an extraordinary parking system that meets the needs of all who visit, live or work in the Downtown community.

To achieve this extraordinary parking system, we have established guiding principles. These guiding principles direct our work.

An extraordinary parking system is:

- ▶ **A Ticket-free Experience:** Customers who use the right space and have multiple ways to pay (coin, credit, or debit card) have a ticket-free experience.
- ▶ **Easy to Access:** Access must be easy, whatever mode of transportation you choose.
- ▶ **Convenient:**
 - Short-term users, regardless of mode, will find convenient parking within 3 blocks of their destination.
 - Long-term users, regardless of mode, will find convenient parking within 5 blocks of their destination.

- ▶ **Intuitive:** Users can find parking that fits their needs, and is easy and intuitive. We will ensure this by having a system that has a flexible platform.
- ▶ **Adaptable:** By listening and coordinating with key stakeholders, we will successfully implement the City's Comprehensive Plan and Land Use goals.
- ▶ **Financially Sound:** All revenues will be reinvested back into the parking system. This will result in a parking system that pays for itself and creates revenue by the end of 2011.



Our Guiding Principles

Goals That Help us Reach our Vision

We have developed 3 goals with related and interwoven strategies that will help us achieve our vision of a parking system that is extraordinary for all users (customers, visitors, employees, residents, and business owners).

1 Develop a Parking System that Pays for Itself. Strategies to achieve this goal include:

- Developing an intuitive parking system.
- Reducing operational costs.
- Establishing the right price for the right space.
- Establishing cost recovery for the Residential Parking Program.

2 Ensure the Right Person is in the Right Space. Strategies to achieve this goal include:

- Converting the free core to a paid parking system.
- Developing a Downtown wayfinding system

3 Condense Parking so Land is Available for Development. Strategies to achieve this goal include:

- Reducing parking demand in the Downtown.
- Promoting parking density.
- Moving to structured parking when feasible.
- Discouraging surface parking within the Downtown.
- Discouraging the overbuilding of new parking supply.

Appendix 1 contains an outline of each goal and their strategies, including implementation time frames and a summary of actions and estimated costs. Estimates in appendix 1 are broken down "**by task**" and "**by date**"



▲ *Green-domed 3-hour meters are designed for shoppers, visitors and customers.*

A Parking System that Pays for Itself

*It is a warm sunny day, what a perfect time to get out of the house and enjoy the day. Because of the amazing variety of bistros, restaurants, and quaint shops, your first thought is Downtown Olympia. You know you will find parking close to your destination. You just need to watch for a green-domed 3-hour meter. This extraordinary experience is possible because the parking system is **intuitive, convenient, and easy to access.***





A Parking System that Pays for Itself

Strategy A: Developing an intuitive parking system that pays for itself.

Whether you walk, bike, ride the bus, drive a car or boat, or your stay is long or short, we want you to feel welcome and know there is a place for you. Ensuring that you are informed about parking is the best way for you to maximize and understand your choices. An informed customer understands how a system is designed, what it is trying to accomplish, and is invested in the success of it.

It is vital that customers of our parking and transportation systems realize that they have choices when visiting Downtown. To do this successfully, we must work closely with our Downtown community to inform them of their options.

To help inform our Downtown community, we will:

1 Maximize our Website: As our flexible parking system changes, we need to get information out to system users as quickly as possible. Web videos, maps, interactive links, and informational pieces will keep our users “in the know.”

2 Utilize Effective Communication Tools: One consolidated brochure will enhance the ability for system users to find what they are looking for quickly and efficiently. It will also lower costs of printing and supplies and make for a more sustainable parking system.

3 Provide Public Presentations: We will proactively seek opportunities within our Downtown community (Olympia Downtown Association, Parking Benefit Improvement Area Committee, State agencies, etc.) to let users know their parking options Downtown. This proactive approach will help customers have a ticket-free experience.

Time Frame for Implementation: 2009/
Ongoing

- Work with Gateway Services to enhance the website and develop and design brochures.
- Develop a “mobile presentation” and proactively look for opportunities to educate users of the system.

Cost of Implementation: Staff time and printing of brochure - approximately \$1,000, (staff time only for in-house design).

A Parking System That Pays for Itself

Strategy B: Reduced operation costs will help us get to a parking system that pays for itself.

The City strives to provide efficient and effective services to system users, and to be good stewards of public funding. Each year we review our internal processes to look for new and better ways to do business. We have determined that we can be more sustainable and efficient by using available technology and moving to self-service practices.

1 Enhanced Online Services: In 2008, we started to offer users the ability to pay parking tickets online. We have seen a reduction of staff time, due to this enhancement, allowing us to focus on other areas of customer service

With the addition of paying for parking permits (parking lots, service car, residential, 9-hour, and carpool) online, we will further reduce the time front counter staff spends on this program, allow them more time to focus on other programs and customer service.

2 Install More Parking Debit Card Machines: We currently have 2 Parking Debit Card Recharge Machines Downtown; one in front of the Parking Services office, and the other at the Olympia Center. Adding machines will increase availability and use. This will result in enhanced services for users, a better opportunity for a ticket-free experience, and more options on how to pay for parking.

This will result in project savings of 40 staff hours each year. Additionally, users will have an additional way to access parking 24-hour a day.

**Parking Meter Recharge ►
Machine outside Parking Services.**



A Parking System That Pays for Itself

3 Pay Kiosks in Lobbies throughout Downtown: We would like to explore the possibility of creating pay kiosks within the Parking Services lobby or throughout Downtown Olympia. Pay kiosks will allow individuals to bypass the Parking Services office and instead perform self-service (time efficiencies/ enhanced customer service). This will result in savings of approximately 35 staff hours a year.

4 Paperless Parking Court System: Our current court process is time and paper intensive. We would like to explore moving to a digital docket. Individual cases would go into digital folders with all appropriate information (ticket, affidavit, pictures etc.). Judges would then access the information and render their decisions. The citation management system would update accordingly. This will result in savings of approximately 52 staff hours a year.

Timeframe for Implementation:
Ongoing / TBD

- Work with Information Technology to scope feasibility and cost.
- Work with outside vendors to scope feasibility and cost.
- Research ability to provide kiosks for payment to public.
- Work with Municipal Court on ability to provide a digital docket.

Cost of Implementation: Staff Time / TBD





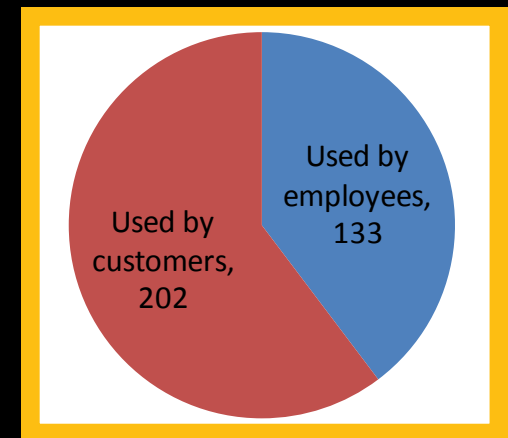
A Parking System That Pays for Itself

Strategy C: Right user - right space

The City recognizes that there are many users of the parking system. To meet the needs of all users and to ensure a healthy and vital Downtown community, the right user must utilize the right space.

The City works to keep a target of 15% parking space availability, which is ideal. This target helps keep the balance between driver having to circle the block multiple times while encouraging commute trip reduction. When 15% is reached, 1 out of every 8 spaces is available, regardless of the specific street or time of day. The best way to achieve this is through pricing.

Currently 40% of the 90-minute free spaces are being utilized by employees.



- If there is **more than** 15% availability, parking is under-utilized and prices must go down.
- If there is **less than** 15% availability, parking becomes congested and prices must go up.

What is our current available rate?

Currently, occupancy rates in the 90-minute free core reach as low as 4% availability, primarily between 11:00

am and 3:00 p.m. on weekdays ([see appendix 2](#)). For users to feel welcome and create and maintain an extraordinary parking system, the available rate must increase. Why is the rate so low? Our Downtown studies show that of the 335 spaces available, currently 133 spaces are routinely being occupied by employees.

◀ *Downtown employees can find convenient 9-hour meters within a few short blocks.*



A Parking System That Pays for Itself

So how do we get the right user in the right space? By charging the right rate. The below price adjustments are based on current prices and occupancy levels; as well as analysis of other similar size and structured cities. These adjustments will help get the right user in the right space, resulting in a ticket-free experience for the user. This strategy also ensures ongoing revenues support operations, and assists the City in meeting Comprehensive Plan and Land Use goals.

Timeframe for Implementation: July 2010

- City Manager/City Council approval to raise rates.
- Work with vendor to create/implement rate increase software.
- Inform public of rate increase (marketing campaign.)

Cost of Implementation: \$10,000

Parking Type	Current Rate	New Rate
15-min meters	1, 5, or 25 cents	No change
3-hour meters	\$0.50	\$0.60
9-hour meters	\$0.35	\$0.50
90-min free zone	Free	\$0.75
Weekdays, 8-5 only		

City Lot Location	Current Rate	New Rate
Olympia/Franklin	\$30 per month	\$50 per month
Washington/Jefferson	\$50 per month	\$65 per month
Capitol/State	n/a	\$65 per month
Monday - Friday, 8:00 a.m. 5:00 p.m. only		



A Parking System That Pays for Itself

Strategy D: Establish cost recovery for the Residential Parking Program.

In keeping with our Vision to be financially sound, we must establish cost recovery for all parking programs. Currently, the only program that does not pay for itself is the Residential Parking Program. As a result, the City recommends that we take steps to ensure this program pays for itself.

What is the Residential Parking Program?

The Residential Parking Program allows residents, within certain geographical locations of the City, relaxed parking regulations (not observing time limits, etc.). There is a \$10 annual fee per vehicle and specific documentation is required to prove resident status. A maximum of 4 vehicles per address, in metered or timed parking areas, are able to register.

Currently, enforcement costs are more than existing fees, as confirmed through a recent cost analysis.

Current Rate	New Rate
\$10 Annual Fee per vehicle	10 per month or \$120 annual (1st vehicle)
4 Vehicles maximum per address	\$20 Annual Fee (2nd – 4th vehicle/4 maximum)

The rates for this program must increase to recover the true cost of managing the program. This will ensure adequate funding to manage the system in a way that promotes residents finding parking close to their homes. This strategy moves us closer to a ticket-free system, and helps ensure that ongoing revenues support operations. By increasing the rate to \$10 per month, we will increase revenue for this program by \$100,000 a year.

- Charge monthly/annual fees as participants come up for renewal.

Cost of Implementation: Staff Time

Timeframe for Implementation: 2012

- City Manager/City Council approval to change fee status.
- Change City Ordinance.
- Notify participants of City Ordinance change.



▲ Parking Services employee Yvonne V, manages time limits to promote parking turnover.

Right User Right Space

A couple of weeks ago you learned that if you carpool, you and your coworker can park for only \$20 each per month at any 9-hour meter. During the short walk, you snap on your headphones and crank up the tunes. There is a spring in your step, and a little stress is gone before the start of each day. Not like when you used to do the "90-minute shuffle" in the free 90-minute parking spaces. Wow, that was a hassle, and sometimes you got a ticket! Parking at a 9-hour meter is much more convenient and you are thrilled that you always have a ticket-free experience.



Right User Right Space

Strategy A: Converting the free core to a paid system.

Moving from free to pay parking, the right user will find the right space. Why is this important? Turnover is critical for shoppers to have convenient access at prime spaces.

Unfortunately, when these prime spaces are free, all system users clamor for them, creating a shortage.

Charging for these prime spaces will encourage non-shoppers to seek better options.

To be successful we must:

1 Ensure the price is right. The current proposal is \$0.75, confirmed by our research of similarly structured and sized cities. However, we must continue to carefully monitor these rates and make adjustments as demands in the Downtown change.

2 Install pay-boxes that allow users multiple ways to pay. Computerized pay-boxes hold several advantages over traditional meters. They can replace 8 to 10 meters, and can accept coins, bills, credit cards, and parking debit cards. By utilizing central computers via cellular technology, prices can be changed instantly.



▲ With pay-boxes, users will be able to pay with a credit card, reducing the need to carry change.

There are several other benefits to computerized pay-boxes. They include:

- **Urban design:** One meter at center block instead of 10, reduces sidewalk clutter.
- **Timely repairs:** In the event of mechanical failures, an alert is sent to Parking Services, so that they can respond quickly.

Right User Right Space

- **Solar power option:** Not only are electrical cables not needed, solar power lowers operational costs and reduces our carbon footprint.
- **Easier to read:** Display is on a large, clear, interactive screen, with more information than a conventional meter.
- **Revenue control:** With every transaction recorded on a central computer, it is easy to identify missing revenue.
- **Better data collection:** Detailed records assist us in analyzing parking patterns and identifying potential problems.

How pay boxes work: After parking, the customer walks to the pay-box and pays for the desired amount of time. The printed receipt, placed on the drivers' windshield, tells the customer when parking will expire. Customers have multiple options on how to pay, including cash or credit card.

Pay boxes will help ensure a 15% availability rate within the core. They will also provide long-term system users a financial incentive to seek alternative parking.

Timeframe for Implementation: 2009
City Council approval of parking system

- Order pay boxes from vendor (6-8 weeks).
- Install pay boxes and establish connection (PW Contractor List).
- Marketing campaign (Public and Downtown).

Cost of Implementation: \$725,000



Right User Right Space

Strategy B: Develop wayfinding system.

Imagine coming to Olympia for the first time. You dream of strolling the aisles absorbing the fragrance of warm bread, your eyes absorbing the lavender gleaming in the sun, all found at Olympia's Farmers Market. Your two children are in the back seat, tired and getting anxious, since you promised them snow cones. As the noise in the back seat continues, your head starts to pound, oh here is the Olympia exit. Imagine your elation when you see clear and intuitive signage that easily points you to your destination. No confusion, no missed turns, what a wonderful day.



With wayfinding, all users will find parking easily, intuitively and quickly. This efficient system reduces our traffic congestion and helps minimize air pollution from idling and circling.

Timeframe for Implementation: 2010

- Work with Gateway Services to develop and implement wayfinding approaches.
- Work with Gateway Services to develop a marketing and communications plan to increase public knowledge of Downtown parking.

Cost of Implementation: \$220,000

◀ *Wayfinding approaches will be a mix of adding to existing wayfinding and other innovative approaches.*

Condense Land for Development

Downtown is filled with locally owned shops, restaurants, green spaces, theaters, winding boardwalks, and art galleries. We have a vibrant Downtown, one you want to visit, one you want to live in. Now imagine this same downtown becoming even more vibrant, with more shops and no empty store fronts or vacant surface lots. Yes, this sounds wonderful, and so very possible. With condensed parking and land used for mixed-use development, this could and will be downtown Olympia.



Condense land for Development

Twenty-five percent of Downtown employees are taking alternative modes of transportation; they ride the bus, walk, or carpool. Why does the City care? We recognize and appreciate that users arrive Downtown by multi-modes; walking, biking, riding the bus, driving a car or even a boat. In fact, having employees take alternative modes builds more parking capacity. In short, there are more spaces left for other users, reducing parking demand in Downtown. Additionally, the environment will benefit through less carbon emissions.

When users use alternative modes, the result is less traffic congestion, and cleaner air, thus reducing our carbon footprint even more.



Condense land for Development

Strategy A: Reduce parking demand in downtown.

To be successful in these efforts we will:

1 Collaborate with the City's Downtown Commuter Program that encourages employees to seek alternative modes of transportation when traveling to work.

Our efforts will include:

- Making public presentations,
- Developing and delivering Resident Welcome Packets, and
- Providing Downtown employees with options and educational information.

These efforts, combined with the City's other efforts, will assist us in meeting our CTR goals and reduce parking demand in Downtown.

2 Adapt our various permit programs to meet the needs of the Downtown community. Our 9-hour Downtown Carpool Permit program is a great example. This new program provides parking at a 9-hour meter for only \$20 a month when carpooling.

This is a savings of \$92 between two users who would normally each be plugging a meter. This program will lower parking tickets within the 9-hour meter zone, take vehicles off the road, and create a stable revenue stream.

Timeframe for Implementation: 2009/
Ongoing

- Work with Gateway Services to create a marketing campaign.
- Continue working with the [Downtown Commuter Program](#).

Cost of Implementation: Staff Time



Condense land for Development

Strategy B: Promote parking density .

Recently, the City of Olympia offered their 4th Avenue and Columbia Street parking lot up for redevelopment. A Seattle developer purchased the Colpitts property and will build a housing project over the next few years. This will help establish market rate housing within Downtown Olympia, bringing several hundred more residents to the Downtown that require services, and provide a stimulant to our Downtown economy. Unfortunately, this transaction removes 82 public parking stalls from the existing supply.

To help restore the loss of this public parking, and ensure that long-term users of our parking system have an off-street availability rate of 15%, we recommend the following interim approach.



▲ Currently there is an abundance of surface parking lots in the Downtown core. Parking lots that could be utilized for development. Currently only 2 blocks in Downtown Olympia do not contain surface parking.

Condense Land for Development

Strategy C: Move to a structured parking.

Purchase two Intercity Transit parking lots.

One lot is located on the southwest corner of State Avenue and Capitol Way. The second lot is located on the northeast corner of 4th Avenue and Columbia Street. There are 45 spaces available for long-term users. This purchase will assist long-term users of the system in having adequate parking, and will keep short-term prime parking open for users and visitors. When the parking lot is no longer required, the land is available for redevelopment.

Timeframe for Implementation: 2009

Step 1: Develop a purchase and sale agreement with Intercity Transit.

Step 2: Hold a public meeting to educate/inform the public.

Step 3: Present findings and purchase/sale agreement for Council approval.

Step 4: Provide updated signage for parking lots.

Step 5: Market the parking lot to the public.

Cost of Implementation: \$46,000*

*Parking Services is currently in negotiations to purchase these lots. Both lots (\$390,000) are projected to be purchased through a land swap with excess City right-of-way near Pattison Street and Martin Way (\$336,000) and a projected \$43,000 from the Parking Special Accounts. The extra \$2,000 expense is associated with minor cosmetic upgrades. Structured parking will provide spaces for existing customers and Downtown employees. The structure will also provide spaces for customers of new development that occurs in Downtown.



Condense land for Development

Once built and in concert with street parking, pricing will encourage on-street users to select the parking structure. A structure should have ample parking for long-term users, event parking and residential parking at night. A combination of these efforts will ensure there is prime on-street parking for users and visitors.

Specific steps MUST take place to ensure a parking structure is utilized and paid for.

These elements must be in place or considered prior to a structure being built for it to be successful. They include:

- ▶ Discontinue free parking Downtown.
- ▶ Monthly garage passes set at \$75 per month with 3% annual growth.
- ▶ Ensure parking availability rates are set at 15% or less.
- ▶ Yearly lease rates are set at \$10 to \$22 per gross square foot.
- ▶ Structure contains a mixture of retail and/or commercial on the first floor.
- ▶ Ensure all parking within 3 to 4 blocks of structure is long-term parking only.
- ▶ Parking is in close proximity to retail, commercial, community events or other diverse development that is a draw to the public.

In 2006, the Parking Advisory Committee (PAC) identified 3 locations within Downtown that they felt were ideal for a parking structure:

1. Mills and Mills building at 5th Avenue and Adams Street.
2. DOT Materials Testing Lab at the corner of State and Franklin,
3. Department of Personnel building at Legion and Adams Street, and

Additionally, Parking Services has purchased the DOT location. Therefore, both locations need exploring.



Condense land for Development

1 Mills and Mills Location.

The City has determined that Mills and Mills is the best location in Downtown Olympia for a future parking structure, due to its close proximity to multiple residential, commercial and retail uses. The City is working to reach a public/private partnership with the landowner to assist us in offsetting the cost of development. Tentative plans call for a 200 stall parking structure with retail/commercial on the first floor. In [appendix 3](#) you will find the financial projections for a proposed parking structure at the Mills and Mills location.

Timeframe for Implementation: TBD

- Develop agreement with landowner for parking structure (type, cost, etc.).
- Develop a funding strategy for parking structure (bonds, PSA, etc.).
- City Council approval of agreement for parking structure at this location.

Cost of Implementation: \$8.4 million to \$8.8 million

2 DOT (Materials Testing Lab)

Location. In 2007, the City Council authorized Parking Services to purchase the DOT Materials Testing Lab site. This purchase will preserve the option of building a future City-owned parking structure in Downtown Olympia. Approximately \$1.3 million of Parking Special Account (PSA) funding went toward the purchase of this City asset. When development occurs the PSA needs reimbursement prior to completion. Parking Services is interested in offering the land up for redevelopment (at a profit) after it is voluntarily cleaned up. These monies will go back in the PSA.

The long-term viability of this plan is attached to the financial position of the Parking Special Account (PSA). Expenditure policies for the PSA are prioritized as follows:

1. Debt service for existing facilities.
2. Maintenance and operation of existing facilities.

3. Acquisition and/or development of new supply.
4. Marketing and promotion of parking to priority users.
5. Coordinate funding of TDM programs.

Timeframe for Implementation: TBD

- Work with the Land Use and Environment Committee (LUEC) on determining best use for location.
- City Council approval of a RFQ/RFP Process.
- Create funding strategy for development (Reimbursement/Sale – PSA.)
- Ensure the environment is right for a parking structure at this location.

Cost of Implementation: \$13 million to \$21 million

Condense Land for Development

Strategy D: Discourage surface parking.

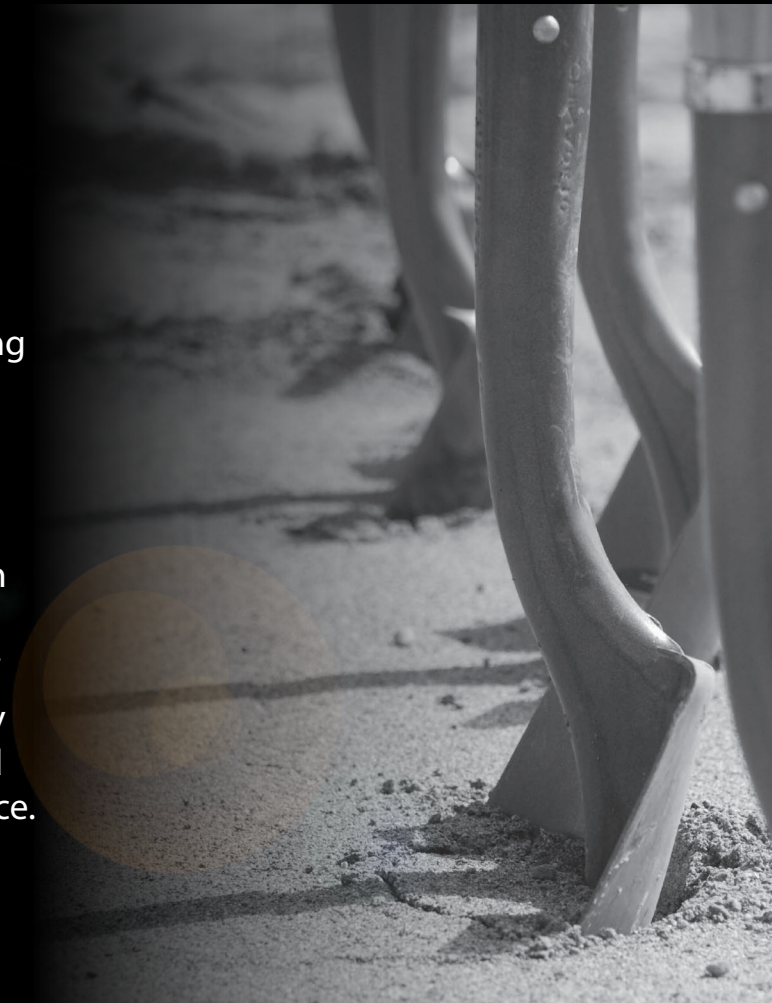
The City must prohibit the expansion of surface parking facilities within the Downtown community associated with development and redevelopment.

Parking and development codes need modification to favor redevelopment of these lots into a higher and better use. Doing so will ensure efficient land use and improved urban form within the Downtown community.

Timeframe for Implementation: 2011

- Develop and obtain the necessary approvals to change the code and implement the surface parking prohibition in the heart of the City.
- Formally designate all surface lots in the Downtown core as non-conforming uses.
- Examine and modify existing parking development codes to favor redevelopment of existing surface parking lot sites within the Downtown core area.
- Monitor for benefits and limitations of implementation and report to the City Council and Community Planning and Development Department for guidance.

Cost of Implementation: Staff Time



Condense land for Development

Strategy E: Discourage overbuilding of parking .

Establishing a maximum parking ratio for new commercial development within the Downtown must be a priority. The purpose for the maximum ratio is to assure an adequate amount of parking to support desired economic uses. A maximum parking ratio also complements the City's goals for improved alternative access mode splits.

A maximum parking ratio of 1.5 per thousand square feet of development for Downtown Olympia will discourage overbuilding. Such a ratio provides simplicity and certainty to the development community.

Timeframe for Implementation: 2011

- Develop and obtain necessary approvals for changes to the code, implementing the maximum parking ratio.
- Monitor for benefits and limitations of implementation and report to the City Council and Community Planning and Development Department for direction.

Cost of Implementation: Staff Time

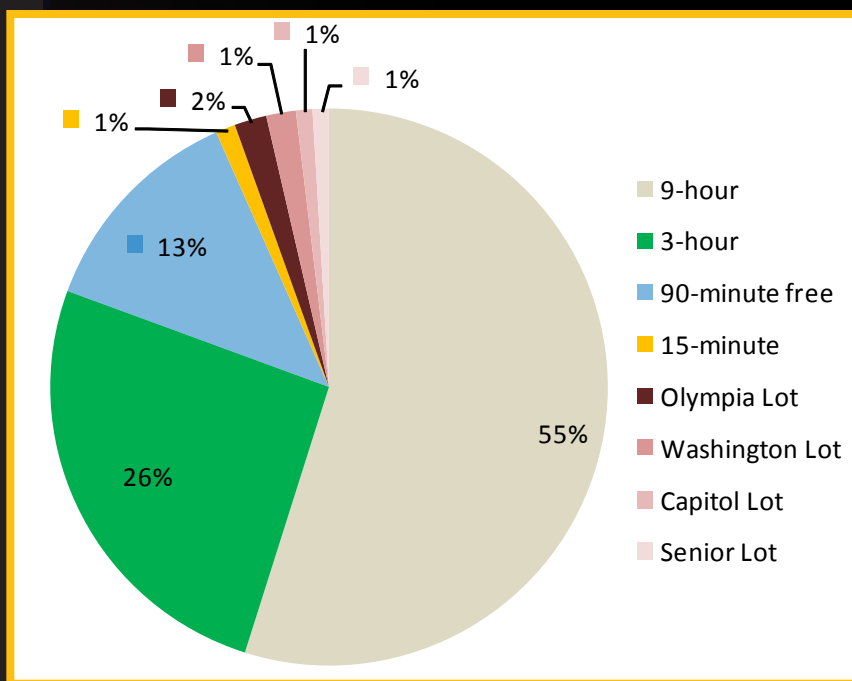


Parking by the Numbers

Downtown Olympia is bound by the Port of Olympia to the North, Union Avenue to the South, the Isthmus to the West, and Eastside Street to the East. Current data shows that within this area, there is a parking supply of 12,952 parking spaces (All types). 2,480 of these are City-operated, on-street spaces. The City also operates another 144 spaces in off-street facilities. The rest are operated by other governmental entities or private owners.

City-controlled Downtown Parking Numbers

15-minute	30
90-minute free	335
3-hour	675
9-hour	1440
Total On-Street Spaces	2,480
Olympia Lot	49
Washington Lot	45
Capitol Lot	25
Senior Lot	25
Total Off-Street Spaces	144



Total Spaces 2,624

2005 vs 2007
peak hour
availability averages
(from noon to 1)

2005 = 8% availability
2007 = 6% availability

On average, 46% of the entire 2,480 on-street spaces are available. Most of the available spaces are on the outer edges of Downtown. This figure is somewhat misleading. When the entire on-street system is reviewed, there appears to be an abundance of parking. Yet, when specific zones within the on-street system are reviewed, a different picture emerges. The "Heart of the City" is one of these areas.

Parking by the Numbers (cont.)

Staffing:

The City's Parking Services Operation is comprised of the following personnel.

<u>Position</u>	<u>FTE</u>
Parking Services Manager	1.00
Parking Services Operations Supervisor	1.00
Parking Services Lead Worker	1.00
Parking Services Field Representative	6.00
Public Service Representative	2.00
Program Assistant	0.50
Total	11.50

Revenue to Operating Expenses:

The data below indicates the collected parking revenue to operating expenses:

<i>2008 Parking Ticket Revenue (48%):</i>	\$582,232
<i>2008 Parking Fees (52%):</i>	\$639,509
2008 Total Parking Revenue	\$1,221,741
2008 Operating Expenses	(\$1,039,446)
2008 General Fund / Signs & Markings Transfer	(\$150,000)
NET REVENUE – 2008	\$32,295

Summary of Action Steps - by Task

Task	Key Element	Estimated Timeline	Cost
A Parking System That Pays for Itself			
1.a. Developing and Intuitive Parking System	<ul style="list-style-type: none"> • Parking Services website • Parking Services brochures • Public parking presentations 	2009 / Ongoing	Staff Time
1B. Reducing Our Operational Costs	<ul style="list-style-type: none"> • Enhancing online services • Increase number of parking debit card rechargers • Pay kiosks in lobby/throughout Downtown • Paperless Court System 	2009 / Ongoing	Staff Time
1C. Establishing the Right Price for the Right Parking Space	<ul style="list-style-type: none"> • Market price for fees and rates • Market price for parking lots 	2010	\$10,000
1D. Establishing Cost Recovery for All Parking Programs	<ul style="list-style-type: none"> • Increased fee, restructuring 	2012	Staff Time
The Right Person in the Right Parking Space			
2A. Move the Free Core to a Pay System	<ul style="list-style-type: none"> • Transition to pay parking 	2009	\$725,000
2B. Develop a Downtown Way Finding System	<ul style="list-style-type: none"> • Development of coordinated way-finding and signage package 	2010	\$200,000
Consolidate Parking so Land is Available for Development			
3A. Reduce Parking Demand in Downtown	<ul style="list-style-type: none"> • Partner with Downtown Commuter Program • Adaptive permit programs 	2009 / Ongoing	Staff Time
3B. Promote Urban Density	<ul style="list-style-type: none"> • Purchase two Intercity Transit parking lots 	2009	\$46,000
3C. Move to Structured Parking when Feasible	<ul style="list-style-type: none"> • Mills and Mills Location • DOT (Materials Testing Lab) location 	2012	8.4-8.8 Million 13-21 Million
3D. Discourage Surface Parking Within Downtown	<ul style="list-style-type: none"> • Support urban form and vision 	2011	Staff Time
3E. Discourage Overbuilding of New Parking Supply	<ul style="list-style-type: none"> • Advocate and support parking for TDM 	2011	Staff Time

Summary of Action Steps - by Date

Implementation Date	Goal	Task	Cost	Projected Revenue (new)	Parking Special Account Balance \$227,000
2009 / Ongoing	System that Pays for Itself	Develop an Intuitive Parking System <ul style="list-style-type: none"> Improved Website Consolidated Brochures Public Presentations 	Staff Time	N/A	-
2009 / Ongoing	System that Pays for Itself	Reduce Our Operational Costs <ul style="list-style-type: none"> Enhance Online Services More Debit Card Machines Explore Pay Kiosks Paperless Court System 	Staff Time	N/A	-
2009	Compress Parking so Land is Available for Development	Promote Urban Density <ul style="list-style-type: none"> Purchase two IT Lots 	(\$46,000)	\$20,475 ¹	\$201,475
2009	The Right Person in the Right Parking Space	Convert Free Core to a Pay System <ul style="list-style-type: none"> 335 free spaces to pay spaces \$0.75 per hour 	(\$725,000 ²) Debt Financing	\$60,000 ³	\$261,475
2009 / Ongoing	Compress Parking so Land is Available for Development	Reduce Parking Demand in Downtown <ul style="list-style-type: none"> DT Commuter Program Adaptive Permit Programs CTR / TDM Efforts 	Staff Time	N/A	-
2009 Totals:			(\$46,000)	\$80,475	\$261,475
2010	System that Pays for Itself	Right Price for the Right Space <ul style="list-style-type: none"> Review Meter Rates Review Lot Rates 	(\$10,000)	Meters = \$74,577 ⁴ Lots = \$14,430 ⁵	\$340,482
	Compress Parking so Land is Available for Development	Promote Urban Density <ul style="list-style-type: none"> Purchase two IT Lots 	N/A	\$35,100	\$375,582
	The Right Person in the Right Parking Space	Convert Free Core to a Pay System <ul style="list-style-type: none"> 335 free spaces to pay spaces \$0.75 per hour 	(\$256,166)	\$358,182	\$477,598
2010	The Right Person in the Right Parking Space	Develop a Way Finding System <ul style="list-style-type: none"> Develop System/Signage DT Input/Marketing 	(\$220,000)	N/A	\$257,598
2010 Totals:			(\$486,166)	\$482,289	\$257,598
	Compress Parking so Land is Available for Development	Promote Urban Density <ul style="list-style-type: none"> Purchase two IT Lots 	N/A	\$35,100	\$292,698

Summary of Action Steps - by Date (cont.)

Implementation Date	Goal	Task	Cost	Projected Revenue (new)	Parking Special Account Balance \$227,000
	The Right Person in the Right Parking Space	Convert Free Core to a Pay System <ul style="list-style-type: none"> • 335 free spaces to pay spaces • \$0.75 per hour 	(\$251,333)	\$358,182	\$399,547
	System that Pays for Itself	Right Price for the Right Space <ul style="list-style-type: none"> • Review Meter Rates • Review Lot Rates 	N/A	Meters = \$149,154 Lots = \$28,860	\$577,561
2011	Compress Parking so Land is Available for Development	Discourage Surface Parking <ul style="list-style-type: none"> • Change Parking Code • Prohibit New Surface Parking 	Staff Time	N/A	-
2011	Compress Parking so Land is Available for Development	Discourage Overbuilding of New Supply <ul style="list-style-type: none"> • Change Parking Code (No – Minimums) • Establish Parking Maximums 	Staff Time	N/A	-
2011 Totals⁶:			(\$251,333)	\$571,296	\$577,561
	The Right Person in the Right Parking Space	Convert Free Core to a Pay System <ul style="list-style-type: none"> • 335 free spaces to pay spaces • \$0.75 per hour 	(\$246,501)	\$358,182	\$689,242
	System that Pays for Itself	Right Price for the Right Space <ul style="list-style-type: none"> • Review Meter Rates • Review Lot Rates 	N/A	Meters = \$149,154 Lots = \$28,860	\$867,256
	Compress Parking so Land is Available for Development	Promote Urban Density <ul style="list-style-type: none"> • Purchase two IT Lots 	N/A	\$35,100	\$902,356
2012	System that Pays for Itself	Cost Recovery for all Programs <ul style="list-style-type: none"> • Review Fees for Residential Parking Program 	Staff Time	\$100,000 ⁷	\$1,002,356
2012 Totals:			(\$246,501)	\$671,296	\$1,002,356
TBD	Compress Parking so Land is Available for Development	Move to Structured Parking ⁸ <ol style="list-style-type: none"> 1. Mills / Mills 2. DOT (Testing Lab) 	(\$8.4 - \$8.8M) (\$13 - \$21 M)	TBD	TBD

Summary of Action Steps - by Date (cont.)

Assumptions

- ¹ 7 months at IT 1 (25) and IT 2 (20) at \$65.00 per month. Full Year = \$35,100
- ² \$725,000 Interfund - loan over 3 years at 2% interest. Payments = 10/10 - \$256,166, 10/11 - \$251,333, 10/12 - \$246,501.
- ³ 2 months debt financing of 335 spaces at .75 cents and 60% occupancy. Full year = \$358,182.
- ⁴ 6 months - 3 hour meters at .60 cents and 45% occupancy/9 hour meters at .50 cents and 15% occupancy. Full year = \$149,154.
- ⁵ 6 months at Olympia and Franklin Lot (49) \$30.00 to \$50.00/All other lots \$50.00 to \$65.00. Full year = \$28,860.
- ⁶ In 2011 Parking Fees will fully support Parking Operations. This frees up all citation revenue for Capital Projects.
- ⁷ 1,000 vehicles - 900 at \$120.00 - 100 at \$20.00 = \$110,000/ \$10,000. Full year net = \$100,000.
- ⁸ There is a potential for upfront equity funding by selling the City owned DOT (Testing Lab) location. Additional upfront equity funding is available from parking citations as well as the Parking Special Account.

2007 Duration Studies Occupancy Percentages by Block

Location	Number of Spaces	9:00 AM	%	10:00 AM	%	11:00 AM	%	12:00 PM	%	1:00PM	%	2:00 PM	%	3:00 PM	%	4:00 PM	%	Block Average
Zone C on 4TH between COLUMBIA and CAPITOL	11	5.5	50%	8	73%	8	73%	11	100%	9	82%	10	91%	9	82%	8	73%	78%
Zone C on 4TH between WATER and COLUMBIA	12	2.5	21%	6.5	54%	10	83%	12	100%	8	67%	7.5	63%	4	33%	6.5	54%	59%
Zone C on 5TH between COLUMBIA and CAPITOL	8	5	63%	4	50%	6	75%	7	88%	7	88%	8	100%	7	88%	6	75%	78%
Zone C on COLUMBIA between 4TH and 5TH	16	4.5	28%	5	31%	7	44%	16	100%	14	88%	6	38%	10	63%	8.5	53%	55%
Zone C on COLUMBIA between 5TH and LEGION	12	8.5	71%	8	67%	6	50%	11	92%	10	83%	8.5	71%	8	67%	9	75%	72%
Zone C on COLUMBIA between STATE and 4TH	14	3.5	25%	4.5	32%	6	43%	13	93%	8	57%	5.5	39%	10	71%	6	43%	50%
Zone C on LEGION between COLUMBIA and CAPITOL	14	9.5	68%	9.5	68%	8	57%	12	86%	11	79%	7	50%	10	71%	8.5	61%	67%
Zone C on WASHINGTON between 5TH and LEGION	19	17	89%	15	79%	18	95%	18	95%	18	95%	12	63%	15	79%	13.5	71%	83%
Zone C on 4TH between CAPITOL and WASHINGTON	15	13.5	90%	11	73%	9.5	63%	12	80%	13	87%	13	87%	8	53%	11	73%	76%
Zone C on 5TH between CAPITOL and WASHINGTON	14	9.5	68%	12.5	89%	12	86%	13.5	96%	12	86%	14	100%	11.5	82%	13	93%	88%
Zone C on CAPITOL between 4TH and 5TH	12	6.5	54%	11.5	96%	11	92%	11	92%	11.5	96%	9.5	79%	11	92%	9.5	79%	85%
Zone C on CAPITOL between 5TH and LEGION	14	14	100%	12	86%	13	93%	13	93%	13	93%	11.5	82%	12	86%	12.5	89%	90%
Zone C on CAPITOL between STATE and 4TH	10	8.5	85%	8.5	85%	7	70%	8	80%	9.5	95%	9	90%	9	90%	7.5	75%	84%
Zone C on LEGION between CAPITOL and WASHINGTON	8	7	88%	7	88%	7.5	94%	7.5	94%	8	100%	7	88%	8	100%	7.5	94%	93%
Zone C on 4TH between WASHINGTON and FRANKLIN	12	8	67%	9.5	79%	10.5	88%	12	100%	12	100%	9	75%	11	92%	10	83%	85%
Zone C on 5TH between WASHINGTON and FRANKLIN	16	14.5	91%	14	88%	15.5	97%	15	94%	16	100%	14.5	91%	14	88%	14.5	91%	92%
Zone C on FRANKLIN between 4TH and 5TH	15	8.5	57%	12.5	83%	13	87%	14	93%	14	93%	12	80%	11.5	77%	12	80%	81%
Zone C on FRANKLIN between 5TH and LEGION	10	7	70%	8	80%	8	80%	8	80%	9.5	95%	9	90%	8	80%	7	70%	81%
Zone C on LEGION between WASHINGTON and FRANKLIN	8	7.5	94%	7.5	94%	6	75%	7.5	94%	8	100%	8	100%	6.5	81%	7.5	94%	91%
Zone C on WASHINGTON between 4TH and 5TH	13	11	85%	12.5	96%	12	92%	13	100%	12	92%	12	92%	13	100%	12.5	96%	94%
Zone C on WASHINGTON between STATE and 4TH	13	9.5	73%	11	85%	12	92%	12	92%	11.5	88%	12	92%	11.5	88%	10.5	81%	87%
Zone C on 4TH between FRANKLIN and ADAMS	18	1.5	8%	2	11%	9.5	53%	11.5	64%	12	67%	10.5	58%	11.5	64%	10.5	58%	48%
Zone D on 4TH between ADAMS and JEFFERSON	13	2	15%	1.5	12%	3	23%	11	85%	10	77%	6.5	50%	5	38%	7.5	58%	45%
Zone D on 4TH between CHERRY and CHESTNUT	13	9	69%	9	69%	10.5	81%	11	85%	11.5	88%	9.5	73%	8.5	65%	9	69%	75%
Zone D on 4TH between CHESTNUT and PLUM	18	4.5	25%	7.5	42%	6.5	36%	10	56%	11	61%	9	50%	8.5	47%	6	33%	44%
Zone D on 4TH between JEFFERSON and CHERRY	16	4.5	28%	4.5	28%	12	75%	14	88%	11.5	72%	9.5	59%	11.5	72%	9	56%	60%
Total Average:	344	196.5	60%	222.5	65%	247.5	72%	304	88%	291	85%	250	75%	253	74%	243	72%	74%

Financial Projection for Proposed Parking Structure

INCOME	Year 1	Year 2	Year 4	Year 6	Year 8	Year 10	Year 20	Year 30	TOTAL
Parking Income (monthly passes)	\$90,000	\$92,700	\$108,180	\$114,768	\$133,933	\$142,090	\$231,058	\$341,575	\$6,090,479
Parking Income (cash sales)	\$243,157	\$250,451	\$265,704	\$281,885	\$299,052	\$317,264	\$426,377	\$573,015	\$11,568,283
Meter Revenue Contribution (75% of net)	\$129,941	\$133,839	\$141,990	\$213,227	\$262,242	\$278,212	\$373,894	\$502,482	\$9,668,205
Retail Income	\$55,000	\$104,500	\$104,500	\$104,500	\$104,500	\$104,500	\$104,500	\$104,500	\$3,085,500
Retail Tenant Reimbursement (Tax and Ins. only)	\$9,000	\$9,270	\$9,835	\$10,433	\$11,069	\$11,743	\$15,782	\$21,209	\$428,179
Residential Income	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Income	\$527,098	\$590,761	\$630,209	\$724,813	\$810,796	\$853,809	\$1,151,610	\$1,542,781	\$30,840,646
EXPENSES									
Operator Cost(1)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Protective Service	\$20,000	\$20,600	\$21,855	\$23,185	\$24,597	\$26,095	\$35,070	\$47,131	\$951,508
Sweeping	\$1,522	\$1,568	\$1,663	\$1,764	\$1,872	\$1,986	\$2,669	\$3,587	\$72,410
Administration	\$5,600	\$5,768	\$6,119	\$6,492	\$6,887	\$7,307	\$9,820	\$13,197	\$266,422
Electricity	\$17,600	\$18,128	\$19,232	\$20,403	\$21,646	\$22,964	\$30,862	\$41,476	\$837,327
Minor Maintenance/ Janitorial	\$6,000	\$6,180	\$6,556	\$6,956	\$7,379	\$7,829	\$10,521	\$14,139	\$285,452
Water and Sewer	\$1,120	\$1,154	\$1,224	\$1,298	\$1,377	\$1,461	\$1,964	\$2,639	\$53,284
Elevator Maintenance	\$1,800	\$1,854	\$1,967	\$2,087	\$2,214	\$2,349	\$3,156	\$4,242	\$85,636
Retail Operating Expense	\$6,400	\$11,377	\$11,433	\$11,493	\$11,557	\$11,624	\$12,028	\$12,571	\$351,368
Residential Operating Expense	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Total Operating Expenses	\$60,042	\$66,628	\$70,050	\$73,679	\$77,530	\$81,615	\$106,090	\$138,982	\$2,903,408
OWNERSHIP EXPENSES									
Property Taxes	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0
Insurance	\$1,236	\$1,273	\$1,351	\$1,433	\$1,520	\$1,613	\$2,167	\$2,913	\$58,803
Professional Services	\$1,324	\$1,364	\$1,447	\$1,535	\$1,628	\$1,728	\$2,322	\$3,120	\$62,990
Reserves for Replacements/Repairs	\$15,813	\$17,723	\$18,906	\$21,744	\$24,324	\$25,614	\$34,548	\$46,283	\$925,219
Total Ownership Expenses	\$18,373	\$20,360	\$21,704	\$24,712	\$27,472	\$28,955	\$39,037	\$52,316	\$1,047,012
NET OPERATING INCOME	\$448,683	\$503,773	\$538,456	\$626,422	\$705,794	\$743,240	\$1,006,483	\$1,351,483	\$26,890,225
Debt Service	(\$732,970)	(\$732,970)	(\$732,970)	(\$732,970)	(\$732,970)	(\$732,970)	(\$732,970)	(\$732,970)	(\$18,324,255)
NET INCOME	(\$284,287)	(\$229,197)	(\$194,515)	(\$106,548)	(\$27,176)	\$10,270	\$273,513	\$1,351,483	\$8,565,971

ASSUMPTIONS

(1) Assumes garage operations based on paystations and monthly tags to minimize labor

Assumes Land and Building Cost of:	\$8,840,618
PLUS Capital Expenses	\$0
TOTAL Project Cost	\$8,840,618
City Provided Equity (Debt Coverage)	\$0
Debt =Total Project Cost MINUS Equity:	\$8,840,618
Assumes a 25 year Fully Amortizing Loan at:	6.75%

First Year Debt Coverage Ratio
0.61

Gross Revenue annualized at year 10	\$196,826.87
Op Expenses Annualized at year 10	
Owner Expenses annualized at year 10	
Annual Operating Expenses at year 10	
Debt Service (annual)	
Total Expenses (Debt & Operating)	
Cash Flow annualized at year 10	
Monthly cash flow annualized at year 10	

Acknowledgements



~ Supporting systems for an extraordinary Olympia ~

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"Parking Services creating systems for an extraordinary parking experience."

About This Plan

Interactive Web Design: This plan was designed in an interactive web-friendly format. You will find links throughout the document to enhance the usability of this plan.

Embracing Zero Waste: No professionally printed copies of this document were produced, in keeping with our values of zero waste.

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The City of Olympia is committed to the non-discriminatory treatment of all persons in employment and the delivery of services and resources.

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