Downtown

Parking Strategy

Draft

July 27, 2018

Olympia™

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Project Overview

Downtown Olympia is growing. Historically Downtown has not been a major residential area, yet in recent years new residential and mixed-use projects are bringing new energy and activity and changing the nature of Downtown including around parking. Currently approximately 50% of the ground floor land use in Downtown is surface parking, which the City desires to see redeveloped into more active uses as part of its Downtown Strategy. To support the City's goals for Downtown parking will be consolidated overtime from primarily surface parking lots to parking garages with more active streets and public spaces. The Downtown Parking Strategy provides a framework to support the City's Downtown Strategy focused on a vibrant, livable, and thriving area (See Figure 1).

Figure 1: Downtown Parking Strategy Diagram

Guiding Principles

The guiding principles for the Downtown Parking Strategy are intended to inform and guide short- and long-term decision-making for the Downtown parking system and support other goals for Downtown and desired outcomes. The guiding principles address questions such as the role of the City in providing

and managing parking downtown, the role of the private sector, desired outcomes such as supporting local businesses, active and lively streets, and new housing. The guiding principles also address key management issues such as whether the system pays for itself. The guiding principles will allow the City to adapt to changing conditions over time and achieve long-term success in providing and managing parking in the Downtown.

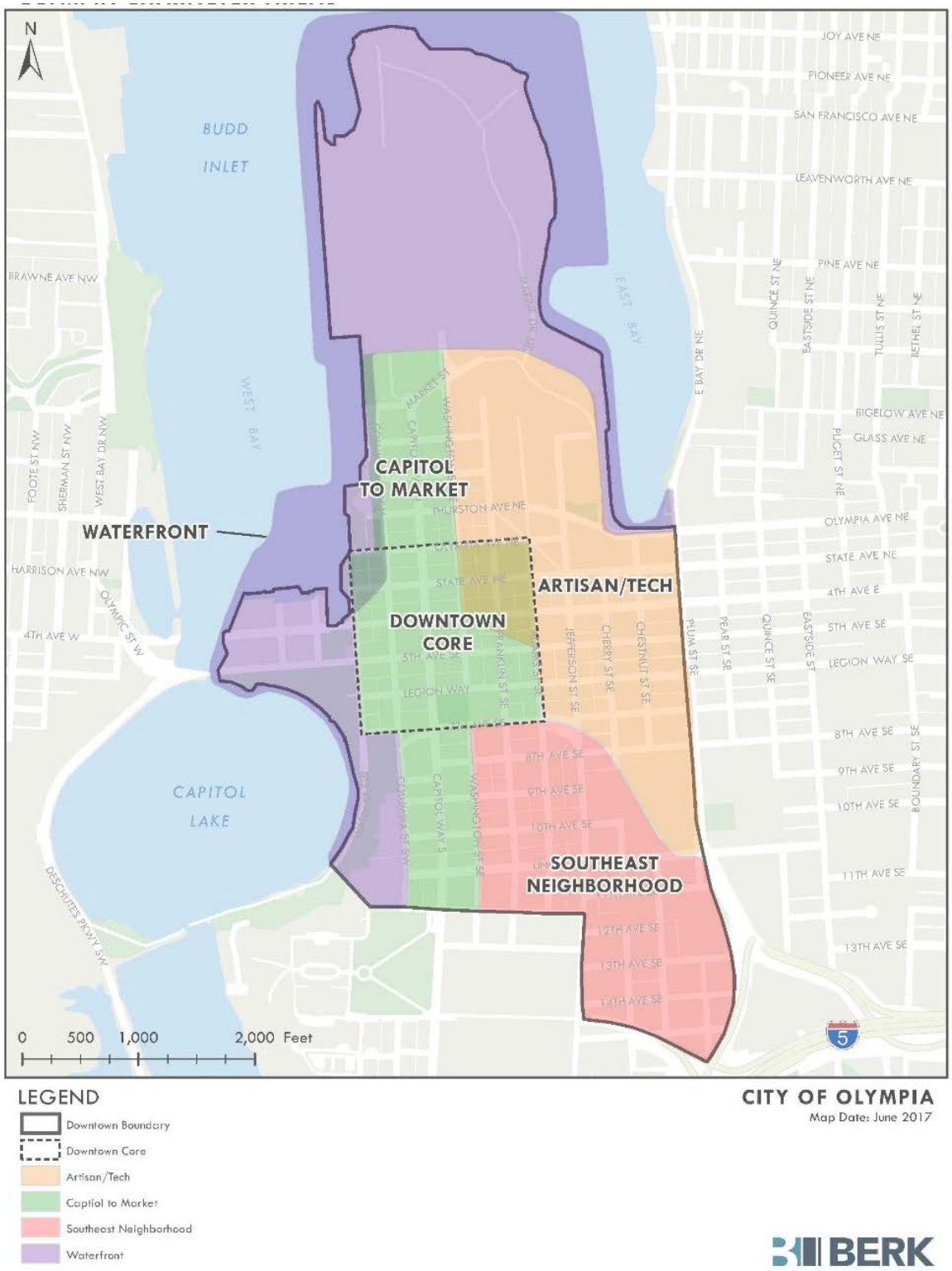
The City of Olympia's Downtown parking system:

1. Supports a **Vibrant and Attractive Downtown**.
2. Recognizes the value of on-Street parking to **Support Retail Uses in the Downtown Core.**
3. Is **Convenient and Intuitive** for short and long-term users.
4. **Compliments people's choices** to walk, bike, share a ride, or take the bus Downtown.
5. Encourages the **Efficient Use of Parking** to implement land use goals.
6. Is Financially Sound.
7. Is **Flexible, Adaptable, and Innovative** to meet changing needs and demands.

Study Area + Character Areas

The project study area and character areas from the Downtown Strategy are shown below in Figure 2. Parking data was collected for on and off-street facilities within the study area and data was further analyzed by character area. Parking strategies include overall strategies for the Downtown and strategies tailored to specific character areas.

Figure 2: Project Study Area + Downtown Character Areas



BERK, 2017; City of Olympia, 2017

What We Heard

The City provided several opportunities for public input during the development of the Downtown Parking Strategy including an advisory committee, an online survey, stakeholder interviews, and a public open house.

Advisory Committee

The advisory committee included representatives from key stakeholder groups in Downtown. The advisory committee met four times to review project deliverables and provide input and guidance on the Strategy. The following is a list of advisory committee members:

- Jill Barnes, Washington Center for the Performing Arts
- Todd Cutts, Olympia Downtown Association
- Bobbi Kerr, Parking and Business Improvement Area
- Tim Kenney, Downtown Neighborhood Assn.
- Phil Rollins, Archibald Sisters
- Jeff Trinin, Always Safe & Lock
- George Carter, WA Department of Enterprise Services
- Rebecca Brown, Bicycle, Pedestrian Advisory Committee

Online Survey

The City of Olympia conducted an online survey on parking in Downtown Olympia between January 24th through March 6th of 2017. A total of 2,623 responses were received.

The following summary provides question-by-question results to the survey, an analysis of the four open-ended questions, and takeaways from the overall results. A detailed summary of the survey results is available in Appendix B.

Survey Takeaways

The following are the major findings from the survey results:

- A desire for more signage and marketing around off-street lots was a common comment – many respondents aren't aware of the off-street facilities that are available, and when they're available.
- Walkability and feelings of safety may increase willingness to park further from destination.
- Pedestrian, bicycle, and transit investments are important to many respondents and they feel that addressing these priorities will create a greater desire to be downtown, offer alternatives to parking, and create a more inviting environment for those parking further from their destination.
- Many of the survey respondents would like to see a centrally-located garage in Olympia. Some respondents recognize the cost associated while others would like to see the garage and other lots in Downtown be provided for free. Many of those who would like a garage also specified that safety and security at the facility would be essential to the success of a Downtown parking garage.

- Seventy-three percent of respondents typically find parking within an acceptable distance, only 10.6% of respondents find they are forced to park an unacceptable distance from their destination.
- Many respondents identified the DASH shuttle as a great resource, and some specified a desire for expanded services.
- Some commenters felt positively about the way the parking system is now, appreciate that prices are responsible, and feel that parking is available when they need it at a reasonable distance from their destination.
- Respondents stated they would like to see more shared parking with private businesses during closed business hours.
- Free and less expensive parking is desired by many respondents.

Stakeholder Interviews

As part of the Olympia Parking Strategy, BERK Consulting interviewed key stakeholders about their experiences and perceptions about parking Downtown, strategies to improve parking, and how parking can support the City's vision for Downtown. A total of 12 stakeholders were interviewed. They represented the business and non-profit communities that operate Downtown.

The stakeholders expressed consistent viewpoints for the potential of Downtown Olympia to grow and the need to pro-actively address parking in Downtown. Stakeholders also see a larger connection between the quality of Downtown Olympia and parking issues that occur. There is an interest in investing in Downtown to improve streetscapes and the parking/walking experience. Stakeholders also expressed an interest in more appealing through safety measures and cleanliness efforts. The following are the major themes from the interviews:

Vision for Downtown

Stakeholders see Olympia as a changing community, going from a City with a small-town feel to a City with an urban feel. As the City grows, there will be opportunities for development to support the overall experience of living in or visiting Downtown.

> "Downtown is the heart of the community, and should be encouraging and welcoming to the entire population."

Downtown Safety

Public safety and cleanliness was a concern for Downtown among those interviewed. Stakeholders expressed an interest in not letting the potential for growth take a focus away from providing for a safe and attractive Downtown, while also helping to provide services to those in need.

> "We need to deal with homelessness and mental health problems. We can't leave people behind or ignore problems in our community. I wouldn't keep my own business if I didn't know we could face these problems and solve them. We need to work diligently to make Olympia even more

Parking Challenges Downtown

Parking Logistics

Events and the legislature, while they're in session, cause the largest parking problems, as well as some busy weekends.

Downtown Olympia deals with many modes of travel for different purposes throughout the day, and there seems to be no organization to deal with parking. This leads to times where it seems like there is a lack of parking and others when there is an abundance of parking.

Public Perceptions of Parking

Many stakeholders think that there is enough parking in the area, but it's not coordinated enough or people's perceptions are not realistic concerning parking. Stakeholders mainly agree that a short walk to their business is good for customers, but that the experience could be made more pleasant in some ways.

Improvements Over Time

Stakeholders interviewed felt the pace of change to solve identified parking issues has been slow, but also feel a commitment to continue helping the City and community make progress. Ideas for parking improvement and the overall experience of visiting Downtown were connected by stakeholders.

> "The City should help coordinate parking for businesses and events, help co-locate places with compatible parking schedules. Everybody is going to the same places at the same time, that could be better

> "There's a perception of a lack of parking more than a real lack of parking. People expect to go to the store they want and park right in front of it, but usually if you drive a block away you find a spot. When I go to the mall or Wal-Mart, I always have to walk from the back of the parking lot. I never get a spot right in front of the one store I need to go to. Get the word out that there is parking, and that a short walk is okay."

> "We probably will never find a permanent solution to parking, but we can work on it all the time, and celebrate and acknowledge our successes."

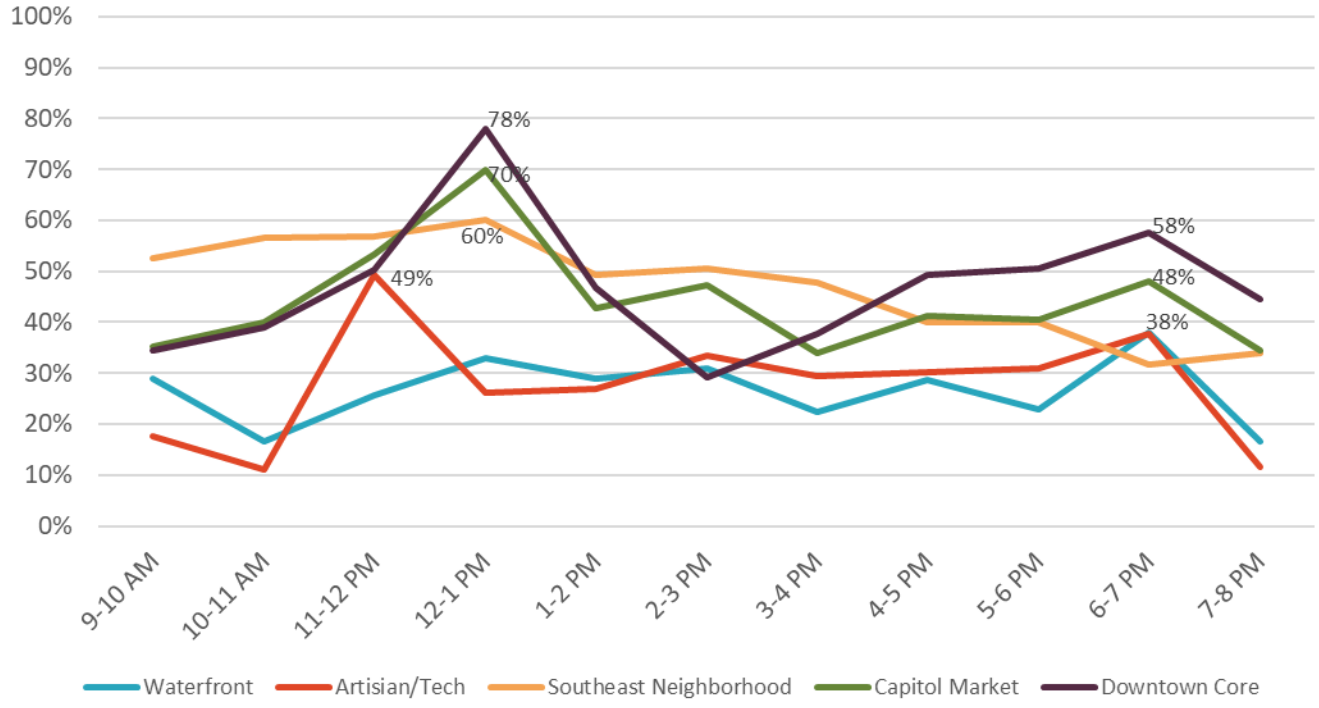
Data Collection

To better understand current conditions and how parking is currently being used data was collected for both the on and off-street on Tuesday March 7, 2017 between 9am and 7pm. Data was also collected on Saturday May 6, 2017 for a smaller sample of on and off-street facilities. More detail is provided below on data collection efforts.

Findings

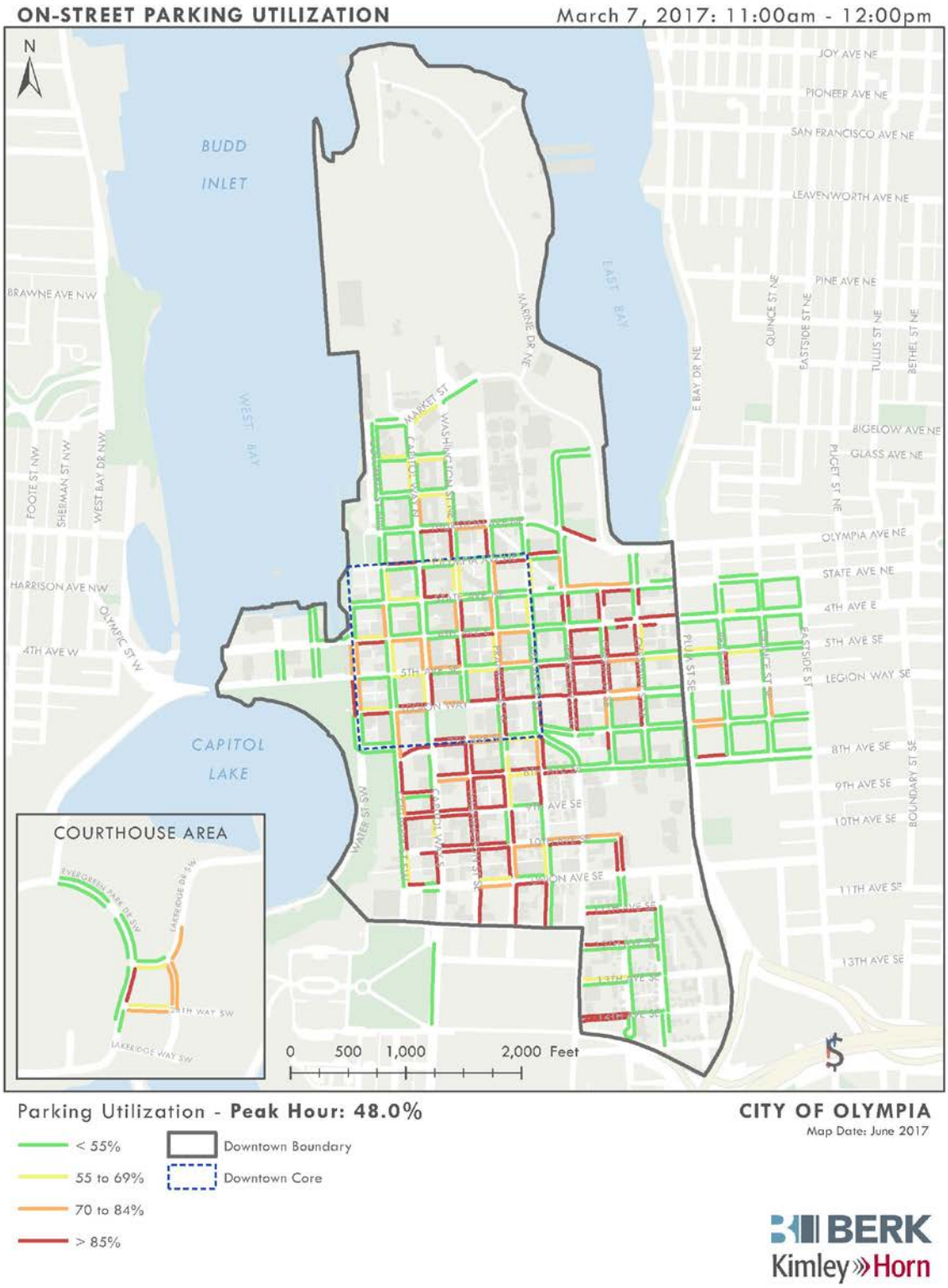
- **The Downtown Core District had the highest on-street peak occupancy during the weekday data collection period.** The peak occupancy in the Downtown core was 78% during the middle of the day on Tuesday March 7, 2017. The Capitol to Market District had the next highest occupancy at 70%. Many blocks had occupancies above 85% during peak times.

Figure 3. Hourly On-Street Occupancy, by Character Area



BERK, 2017; Kimley-Horn, 2017

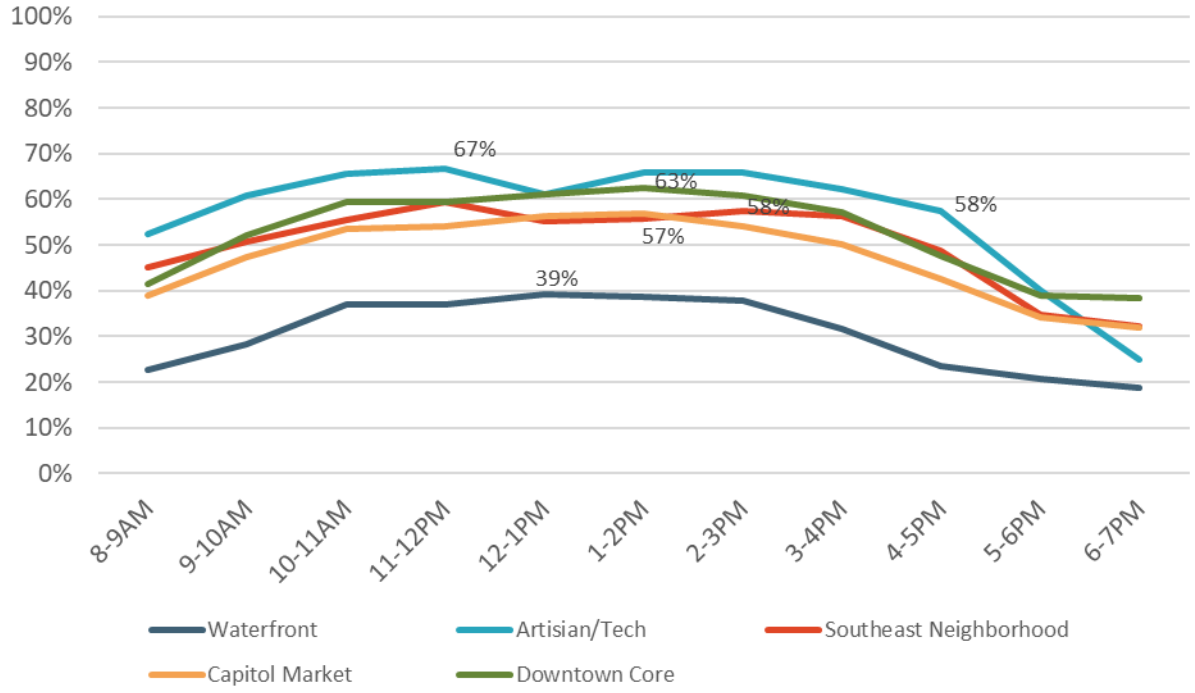
Figure 4: On-Street Peak Occupancy



BERK, 2017; Kimley-Horn, 2017

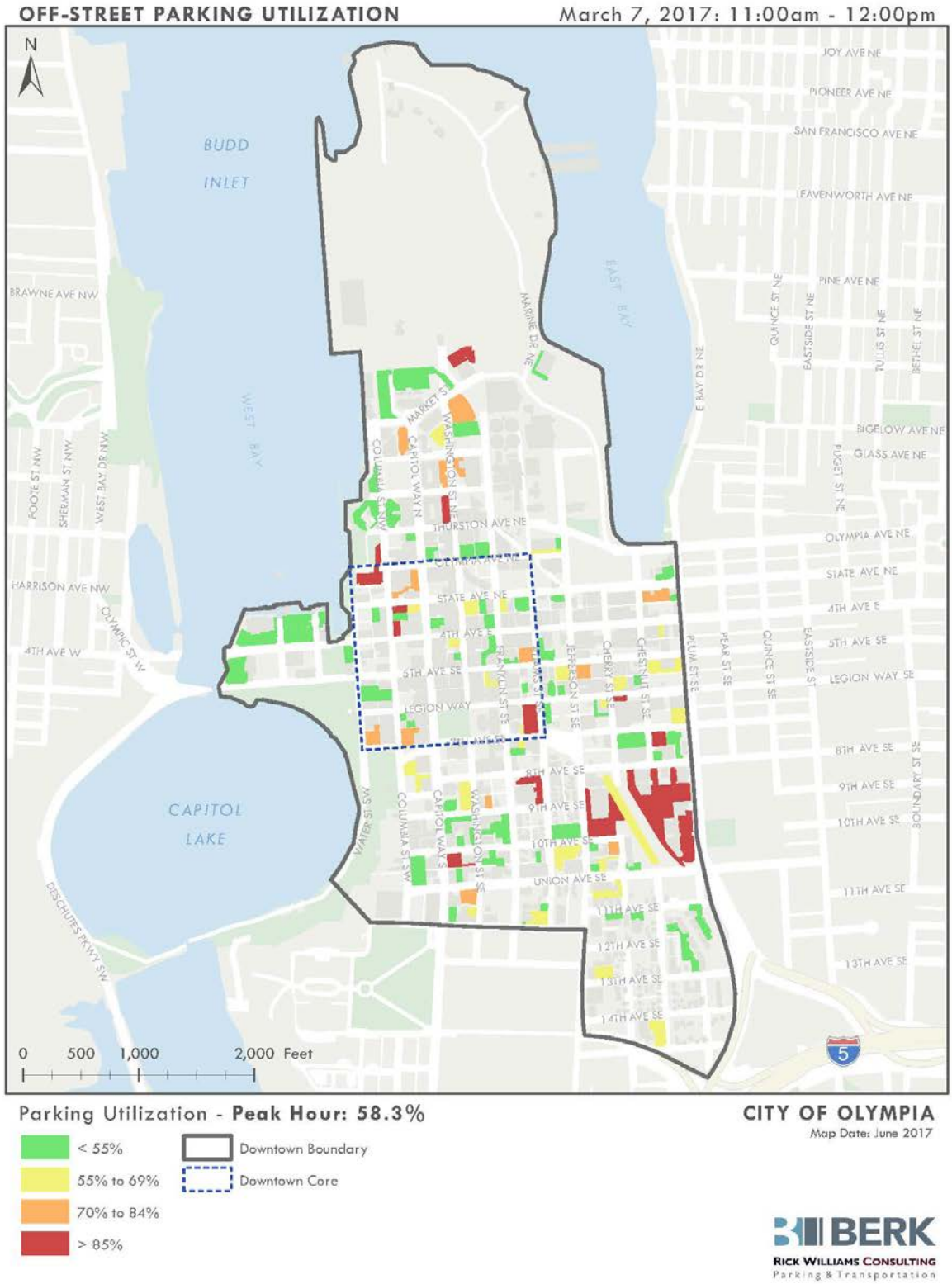
- **The Artisan/Tech District had the highest off-street occupancy during the weekday data collection period.** The highest off-street peak occupancy within the Downtown character areas was observed in the Artisan/tech District at 67% followed by the Downtown core at 63%.

Figure 5: Downtown Study Area Hourly Off-Street Occupancy, by Character Area



BERK, 2017; Rick Williams Consulting, 2017

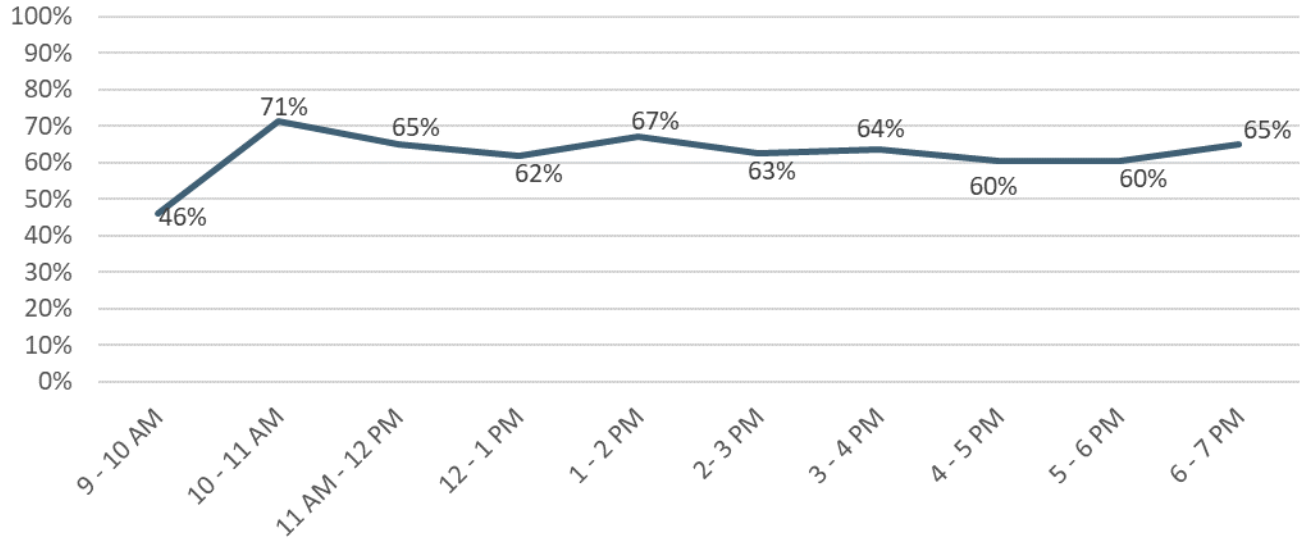
Figure 6: Downtown Study Area Peak Occupancy



BERK, 2017; Rick Williams Consulting, 2017

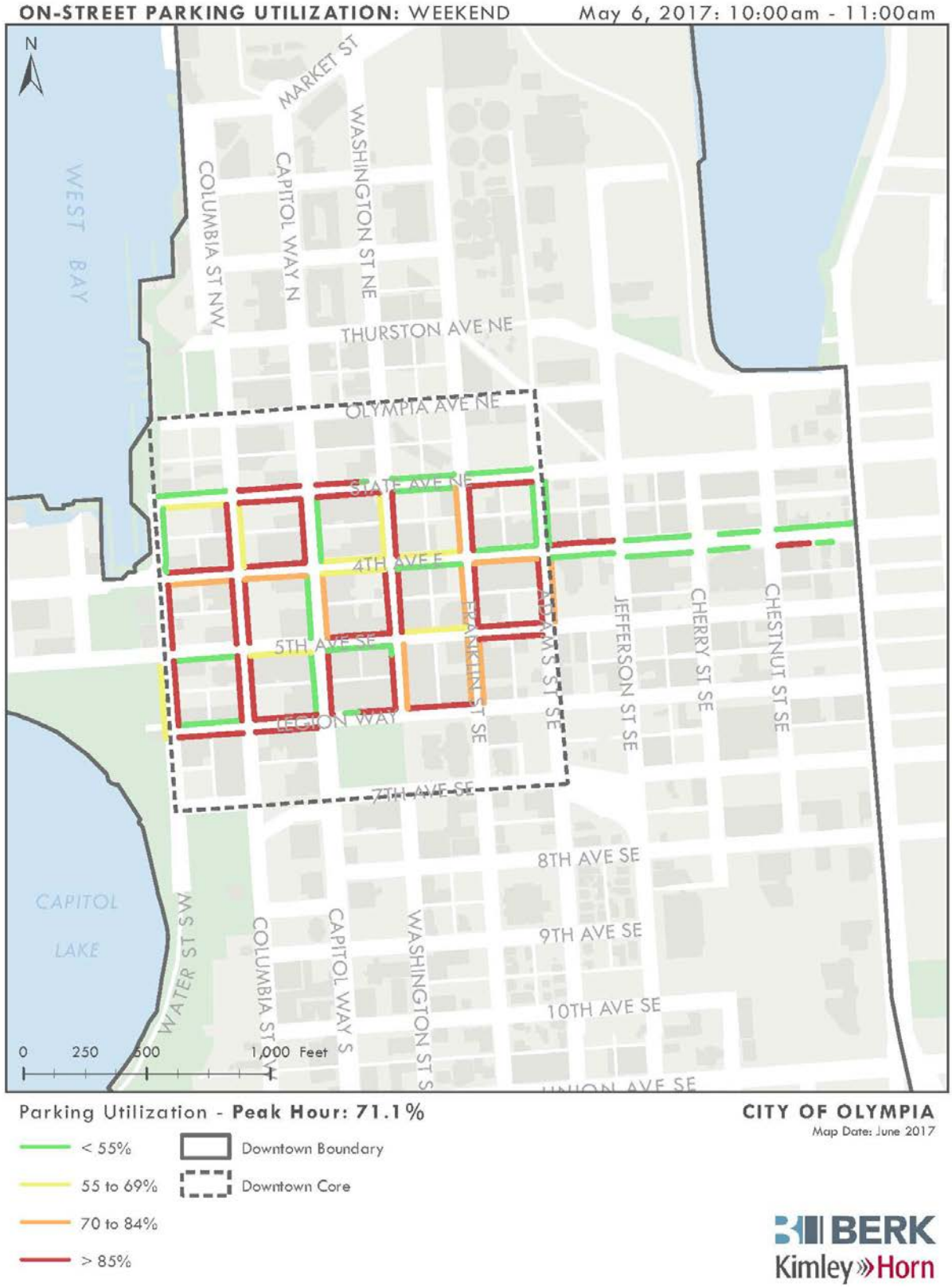
- **Off-street facilities are underutilized.** The peak occupancy for off-street facilities in the Downtown was approximately 53% during the weekday count and 31% for the weekend counts at selected facilities. At peak occupancy during the weekday count, there were 2,218 parking stalls available within the lots that were surveyed.
- **Weekend on-street occupancy is consistent throughout the day.** The weekend on-street counts in the Downtown core showed relatively consistent occupancy throughout the day indicating low vehicle turnover and is likely due parking being free and not time restricted.

Figure 7: On-Street Hourly Weekend Occupancy



BERK, 2017; Kimley-Horn, 2017

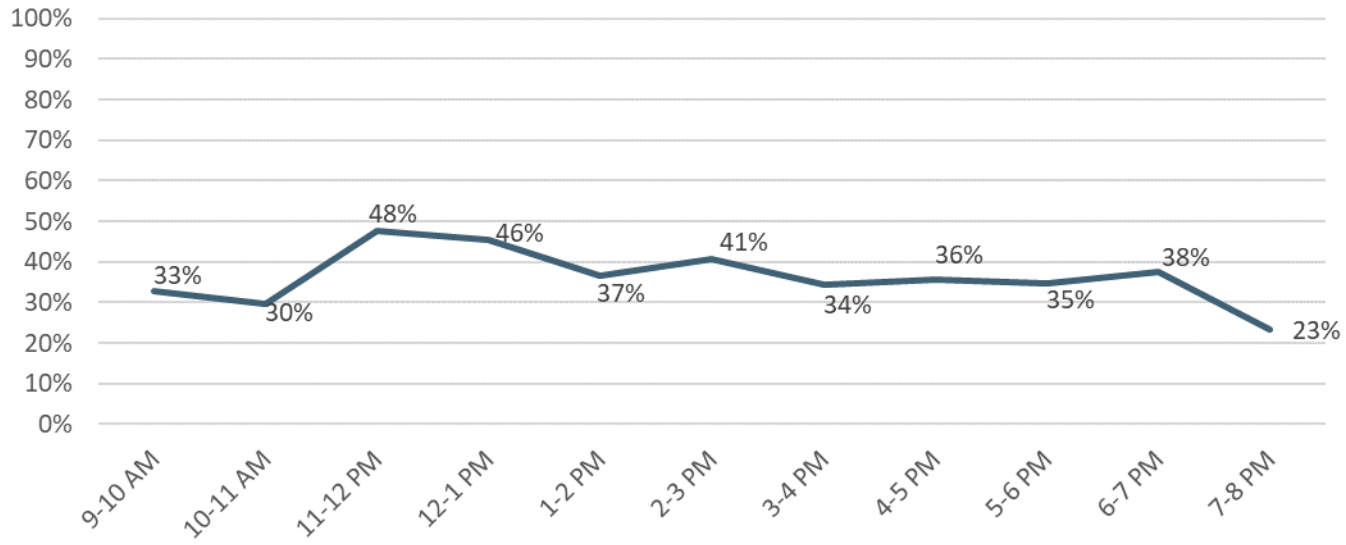
Figure 8. On-Street Peak Weekend Occupancy



BERK, 2017; Kimley-Horn, 2017

- **Peak occupancy for on and off-street facilities is in the middle of the day for the weekday data collection period.** Both on and off-street facilities had peak occupancy during the middle of the day, which is typical of a Downtown due to increased demand during the lunch hour for Downtown restaurants and services.

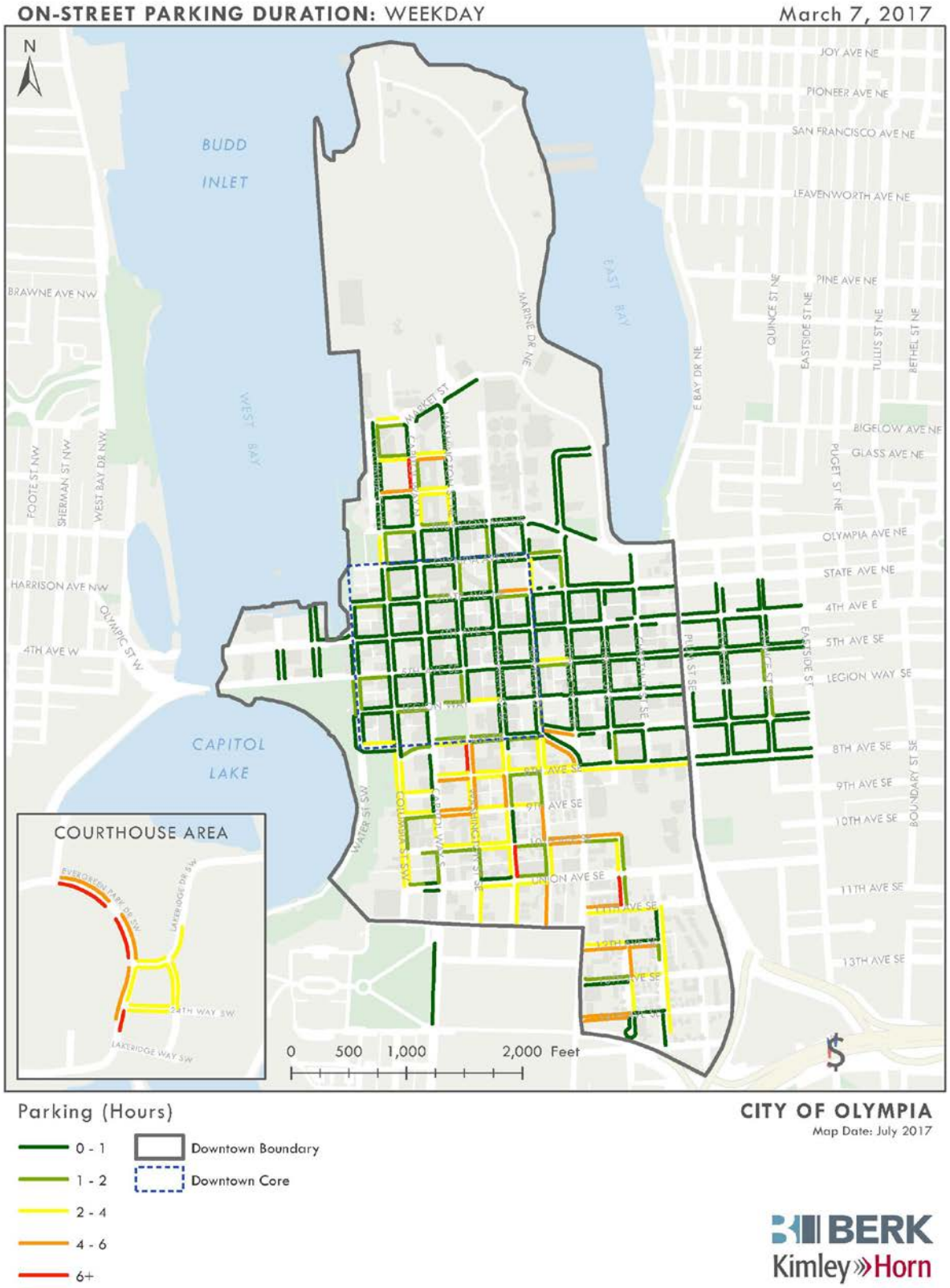
Figure 9. Downtown Study Area Hourly On-Street Occupancy



BERK, 2017; Kimley-Horn, 2017

- **Each occupied on-street parking stall turned over and average of 4.5 times during the weekday collection period in the Downtown study area.** The average vehicle turnover per occupied parking stall was 4.5 during the weekday parking data collection. This indicates that each occupied stall, on average, is being occupied by 4.5 different vehicles per day during the collection period. Higher turnover is good for local businesses as it brings in more potential customers to the Downtown. Average duration of stay was generally longer on the weekend for on-street parking included in both the weekday and weekend data collection.

Figure 10: On-Street Average Weekday Duration



BERK, 2017; Kimley-Horn, 2017

Organizational Structure to Support the Parking Strategy

Proposed changes include the hiring of a new full time parking program analyst to oversee the implementation of the Downtown Parking Strategy and an additional enforcement officer for expanded enforcement hours. The estimated cost in salary and benefits for the parking supervisor position is $95,000 per year and the cost of the additional enforcement officer is estimated at $70,000 per year.

City of Olympia, 2017

Strategy Summary + Implementation Timeline

The proposed parking strategies for Downtown Olympia include short (1 year), mid (2-3 years), and long-term (3+ years) strategies to manage parking. Strategies identified as Phase I are the highest priority for implementation. The strategies were developed to address the challenges identified in the data collection findings and to promote best management practices.

Figure 11. Strategies Table

Strategy	Action	Purpose	Timeline	Costs and Revenues
1. Tools to Manage the Parking Program and Enforcement and Improve Customer Convenience	1.1: Implement the NuPark Parking Management System and License Plate Reader (LPR) system to improve enforcement and ongoing data collection to support parking management and implement Pay-by-Phone system-wide as part of this project.	Improve enforcement accuracy and regularly collect parking data in the Downtown to better evaluate the parking system. Increase staff efficiency. Offer online services to customers for permit renewals and citation appeals. Pay-by-phone will give customers a coin-less option for paying for parking at metered spaces and will allow the City to offer short-term daily or hourly parking at select City-owned parking lots.	Short-term – Phase I	▪ Cost: Purchase enterprise software solution and LPR (equipment already purchased). Ongoing software and maintenance costs of approximately $60,000 per year. ▪ Cost: Staff time associated with implementing the software and learning to use the new equipment. ▪ Revenue: Additional revenue expected from more efficient enforcement and the ability to implement demand-based pricing because of better data.
2. Improve On-Street Parking	2.1: Consider price increases to encourage turnover where the data supports a change in price. Prioritize short-term parking in the Downtown core and adjust pricing if necessary in order to manage to the 85% rule to ensure the right spot for the right person. Monitor pricing of on and off-street facilities to ensure on-street facilities are priced based on higher demand.	Ensure parking turnover of short-term on-street parking to support local businesses.	Short-term	▪ Cost: Staff time costs of continued and increased management and enforcement. ▪ Revenue: Increased revenues from price increases.

	2.2: Implement paid parking and enforcement on Saturdays between 9AM and 5 PM in the Downtown core.	Ensure parking turnover of short-term, on-street parking on Saturdays to support local businesses and increase the use of off-street parking for longer-term parking users and employees.	Mid-term	▪ Cost: Costs of hiring an additional enforcement officer and costs to have enforcement on Saturdays. No additional equipment costs associated with implementing paid parking on Saturday. Salary and benefit costs for additional enforcement officer is estimated at $70,000. ▪ Revenue: Increased revenues from paid parking and enforcement on Saturdays.
	2.3: Convert 9-hour meters in the Downtown core (as shown in the data collection summary) to short-term visitor parking. There are currently 61 9-hour meters in the core.	Expand short-term parking in the Downtown core to increase access to local businesses through creating more turnover.	Short-term – Phase I	▪ Cost: Minimal costs to the City. To change existing meters from long-term to short-term parking restrictions and upgrade to coin meters and/or a phone payment system.
	2.4: Collect data and monitor parking demand to analyze the impacts of 15 minutes of free parking, when time limits and enforcement are in effect, free holiday parking	To ensure that parking management efforts are meeting the objectives of the Downtown Parking Strategy to improve parking demand management, sustain parking revenues to support Downtown, and allocate management resources to times of higher parking demand.	Short to Mid-Term	▪ Costs: Staff costs to update the Municipal Code and updating parking signage. ▪ Revenues: Increased revenues from eliminating 15 minutes of free parking and free holiday parking and decreased revenue from beginning paid parking an hour later at 9am.
3. Reinvigorate Off-Street Parking	3.1: Develop a signage and wayfinding plan by character area to better identify off-street parking facilities, including City-owned facilities in the Downtown Core. The plan should be integrated with a wayfinding and public art program for Downtown.	Improve the user experience and better identify where parking is available, particularly off-street.	Mid-term	▪ Cost: Costs associated with design and deployment of a coordinated wayfinding and signage. ▪ Cost: Staff costs of planning and coordinating with Parks, Arts & Recreation.

	3.2: Design and manage a voluntary City-led shared parking program that has common branding, signage, and accessible information on available short and long-term parking. Pursue partnerships with community organizations such as the Olympia Downtown Association.	Off-street parking facilities are underutilized and a shared parking program would increase the efficiency of existing off-street parking.	Short-term – Phase I: Pilot Program around the WA Center area	▪ Cost: Staff time associated with coordinating and managing the program. ▪ Cost: Staff time and additional costs associated with incentivizing participation in the shared parking program. Duties may be combined with parking supervisor position initially. ▪ Cost: Maintenance costs for private facilities may be included in the program management and funded by new parking revenues.
	3.3: Conduct a feasibility study to determine whether to consolidate parking resources in a City-owned parking garage(s). Pursue partnerships with the private sector to fund new parking garages for public and private parking.	The City owns existing surface parking lots that could be leveraged to support a public parking garage and reduce surface parking over-time.	Mid- to long-term	▪ Cost: Staff time associated with coordinating the financing and development of a garage. ▪ Cost: Design, permitting, and construction of a facility(ies) plus ongoing operations and maintenance costs.
	3.4: Consider the use of service agreements and partnerships with private developers for the use of city-owned land (existing surface parking lots). The City provides land at no cost in exchange for constructing public parking in a private development.	The City can leverage the value of the land it owns to consolidate parking in parking garages in partnership with the private sector, which would also support the redevelopment of surface parking lots throughout Downtown.	Mid-term	▪ Cost: Staff time associated with coordinating partnerships and the value of City-owned land.
	3.5: Revaluate parking requirements for new non-residential development to ensure the standards are appropriate for a Downtown.	Requiring more parking than is necessary increases the costs of new development. Parking requirements should be right-sized.	Mid-term	▪ Costs: Staff time to update the Unified Development Code.

	3.6: Examine possible building or development code revisions to require or encourage EV charging infrastructure.	Plan for the future increased use of electric vehicles to help achieve the the City's green house gas emission goals.	Mid-term	▪ Costs: Staff time to update the City's Unified Development Code.
	3.7: Look for opportunities to partner with EV charging providers and introduce fast chargers in the public setting, including at on-street parking stalls for short-term/visitor use.	Plan for the future increased use of electric vehicles to help achieve the the City's green house gas emission goals.	Mid-term	▪ Cost: Staff time to coordinate partnerships. Installation costs will be privately funded.
	3.8: Consider allowing parking validation through local businesses.	Incentivize customers to come shop Downtown while managing the parking system.	Mid-term	▪ Cost: May be funded by the Downtown Merchants or Downtown Olympia Association. Requires the City to have a system for enforcement officers to verify validation at public facilities.
4. Improve Access to Downtown	4.1: Improve pedestrian and bicycle connections to and from Downtown to reduce future parking demand.	Improving access to Downtown through biking and walking reduces parking demand and traffic in Downtown and supports a vibrant and healthy Downtown.	Long-term	▪ Cost: Staff time associated with planning safe connections. ▪ Cost: Capital costs associated with investing in new infrastructure for pedestrian and bicycle connections. ▪ Cost: Acquisition costs associated with purchasing land for building connections and trails.

	4.2: Expand secure bike parking Downtown using a systematic, data-driven approach. Evaluate the need for more secure parking and the locations where there is high demand.	Provide a more reliable and safe option for bicycle storage to support the use of alternative modes of transportation.	Mid-term	▪ Cost: Consultant or staff costs associated with collecting data on the inventory and location of bike parking in Downtown. ▪ Cost: Cost of purchase and installation of new bike lockers. ▪ Revenue: New revenues associated with bicycle lockers, replacing the revenues from vehicle stalls that would be converted.
	4.3: Encourage carsharing in public and private parking facilities.	To reduce demand for parking the City should support carsharing vehicles in Downtown.	Mid-term	▪ Cost: Staff time to update the Municipal Code to allow carsharing vehicles to park on-street, and to allow the provision of carsharing in lieu of providing on-site parking in new developments.
	4.4: Collaborate with local and regional transit agencies to improve service to and from Downtown.	Transit access reduces parking demand and traffic Downtown and increases pedestrian activity in support of the goals of the Downtown Strategy.	Mid to Long-term	▪ Cost: Minimal staff costs associated with coordinating with local and regional transit agencies.
	4.5: Implement street and public space improvements from the Downtown Strategy to improve pedestrian comfort, mobility, and compliance with the Americans with Disabilities Act (ADA) focusing on the Downtown Core.	The street improvements in the Downtown Strategy will enhance the experience for pedestrians walking from their parking location to their destination.	Mid to Long-term	▪ Cost: Capital costs to the City associated with investments in street infrastructure. ▪ Revenue: Removal of on-street parking will reduce parking revenue.
	4.6: For Downtown street projects, explore alternatives that provide angled parking.	Increase the amount of on-street parking availabe in Downtown.	Ongoing	▪ Cost: Minimal cost if part of an already planned project. May involving restriping of existing streets for minor projects.

	4.7: Implement a program that will give free bus passes to low to moderate income Downtown employees through a commute trip reduction (CTR) task force with members from the City, major employers, transit agencies, community organizations, and other interested stakeholders.	Free bus ridership options could encourage greater use of transit and less demand for long-term employee parking in Downtown.	Short-term – Phase I	▪ Cost: Cost to the City or employers of subsidizing bus passes for free to Downtown employees. Cost of $3,000 per month, or $3,600 a year to provide around 100 free passes.
5. Residential and Employee Parking	5.1: Convert current residential and employee on-street permits to temporary access permits with a monthly fee.	As Downtown continues to develop the demand for short-term parking will increase and is necessary to support local businesses and a thriving Downtown. Longer-term employee and residential parking should be located off-street or in areas that do not require short-term- parking.	Short-term	▪ Cost: Costs include staff time to administer the program with more frequent payment periods.
	5.2: Provide residential and employee off-street parking options through the shared parking program in order to provide predictability.	Connecting residents and employees with shared parking options helps put the right user in the right spot.	Short-term	▪ Cost: Staff time to educate and manage the shared parking system.
	5.3 Implement a downtown employee parking education program	Provide education and outreach to downtown businesses and employees about appropriate all-day parking options and the importance of leaving short-term parking open for customers.	Short-term – **Phase I**	▪ Cost: Staff time to develop educational program and cost for print and/or web materials
	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 permit costs should be consistent with the hourly and daily rates.	Since off-street parking is underutilized increasing the price of an on-street permit will incentivize the use of off-street parking and reduce demand for on-street parking by residents and employees.	Mid-term	▪ Cost: Staff time may be required to update City ordinances, which would likely be offset by increased revenue to manage the program.

	5.5: Establish parking user priorities based on the ground floor land use along the street frontage for on-street parking. Retail and restaurant uses should have short-term parking while residential uses may have longer-term parking for residents.	To minimize parking conflicts and ensure that there is available parking to support ground floor businesses and to prioritize residential parking in areas with ground floor residential uses.	Short-term	▪ Cost: Minimal cost to the City. ▪ Cost: May require staff time and a change to the municipal code.
	5.6: Review the 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.	The residential permit program in the SE Neighborhood is intended to limit non-residential parking use and prioritize parking for local residents.	Mid-term	▪ Cost: Staff time to review the boundaries, time limits, and enforcement policies and conduct neighborhood outreach. ▪ Cost: Implementation costs may include staff time to update the Municipal Code and increased enforcement.
6. Arts, Culture, and Entertainment Uses	6.1: Develop shared use parking agreements to support major entertainment and culture events focused in the Downtown core including disabled parking stalls.	Arts, culture, and entertainment uses have unique challenges such as very high demand for parking, but only for a brief period. Concerns around safety and security on Downtown streets also limits parking options that customers are willing to use.	Mid to long-term	▪ Cost: Staff costs associated with coordinating with event hosts and venues.
7. Improve Disabled Parking Management	7.1: Work with other departments on achieving Downtown Strategy goals around safety, lighting, and cleanliness in Downtown Olympia to ensure that the parking system is clean and safe.	Address the concerns of Downtown residents, employees, and visitors around their parking experience.	Short to mid-term	▪ Cost: Staff time associated with planning and coordinating actions around the Olympia Downtown Strategy. ▪ Cost: Possible third-party planning firm to assist in development of an Action Plan.

	7.2: Confirm that all City-owned off-street facilities are compliant with ADA parking requirements. Consider extending the number of disabled parking stalls to the City-owned surface lots and make available for public parking.	Provide additional parking opportunities for those vehicles legally parking in disabled stalls.	Short-term	▪ Cost: Cost associated with painting, signage, and maintenance of new disabled stalls. ▪ Revenue: Reduction in revenue from converting leased lot stalls to disabled parking stalls.
	7.3: Restrict disabled parking to the 4-hour limit allowed by statelaw for on-street parking.	Ensure that disabled parking stalls have turnover and are available throughout the day.	Short-term	▪ Cost: Staff time to implement the City ordinance.
	7.4: Review the number and locations of on-street disabled stalls and ensure high demand areas, such as the core, have sufficient disabled parking stalls. Routinely collect data on the occupancy, duration, and turnover of disabled parking stalls.	Maintain data on the supply and demand for disabled stalls, particularly in the core. Direct disabled users to appropriate stalls to minimize conflicts between those needing short-term versus long-term parking.	Ongoing	▪ Cost: Staff time associated with inventory, data collection efforts, and education.
	7.5: Work with State representative to implement reforms that would result in reduced handicap placard misuse.	Ensure that the state laws aren't preventing local parking systems from functioning or adding a burden to the system.	Long-term	▪ Cost: Staff time associated with research on best practices and coordinating with State staff and representatives.

Parking Strategy Details

Strategy 1: Tools to Manage the Parking Program and Enforcement and Improve Customer Convenience

1.1: Implement the NuPark Parking Management System and License Plate Reader (LPR) system to improve enforcement and ongoing data collection to support parking management and implement Pay-by-Phone system-wide as part of this project.

The City has already purchased the LPR unit and associated software for parking management, enforcement and data collection. The system is currently set up for implementation in early 2018. The LPR unit will increase the efficiency of enforcement and staff resources, allow for the routine collection of parking data to inform parking management strategies, and improve the overall management of the parking system through a data-driven approach.

Timeline: Short-term

Estimated Costs: The initial hardware and software costs were approximately $140,000 and annual software maintenance costs are approximately $60,000.

Strategy 2: Improve On-Street Parking

2.1: Consider price increases to encourage turnover where the data supports a change in price. Prioritize short-term parking in the Downtown core and adjust pricing if necessary to manage to the 85% rule to ensure the right spot for the right person. Monitor pricing of on and off-street facilities to ensure on-street facilities are priced based on higher demand.

During times of high parking demand many blocks in the Downtown core had occupancies at 85% or greater. Overall, the weekday on-street peak occupancy observed in the core was 78% between 12pm and 1pm and observed occupancy was 50% or below at all other times. Therefore, even at peak occupancy of 78% there were 127 stalls available in the core. At all other times during the weekday data collection there were 275 stalls or more available in the Downtown core. Parking occupancies should be kept at 85% or below to maintain an available parking stall on each block at all times. Parking occupancies at 85% or below provide a good customer experience and access to local businesses. Price increases should be modest to start, but should continue to increase to effectively manage demand at peak times and generally keep occupancies at 85% or below on each block.

The current price at two-hour parking meters of $1 per hour has not increased in several years. To make parking more available to customers and visitors the City should increase the hourly price in the Downtown core from $1 to $1.50. The City should monitor parking demand and turnover following the price increase to assess how on-street behavior changes. As necessary, the price should be increased to maintain parking occupancies at 85% or below in the Downtown core. The City should also consider eliminating the allowance for the first 15 being free, which would better manage parking demand while providing increased revenues to support parking management and potential improvements Downtown. The impact of eliminating the 15 minutes of free parking is discussed in more detail below as part of strategies 2.2 through 2.4.

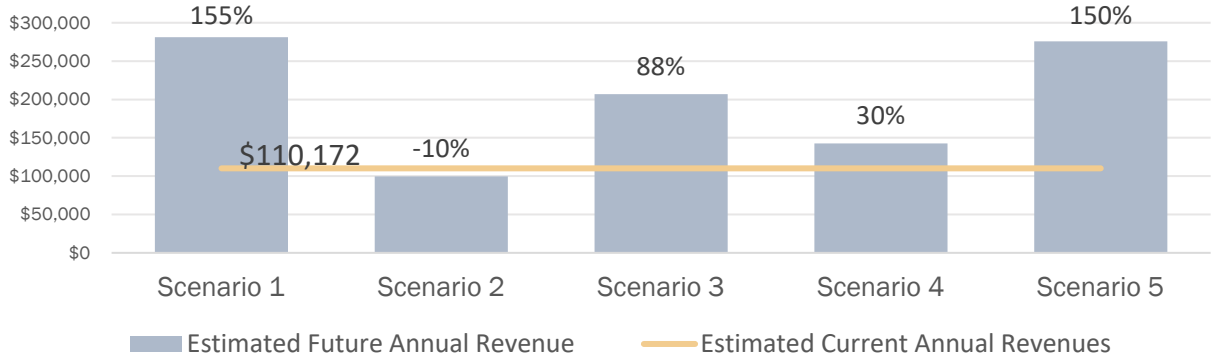
Timeline: Short to mid-term

Estimated Costs: Staff time to implement the price increase and monitor the parking system to understand changes in parking demand.

Estimated Revenues: As shown in Figure 12, estimated current annual revenues in the Downtown core are around $110,000 based on observed weekday parking demand. Five scenarios are tested, and visualized in the chart, that show the range of potential revenues available with the implementation of various management policies, including elimination of 15-minute parking, no charge from 8am to 9am, elimination of 9-hour parking in the core, and new hourly pricing. These estimates are based on current conditions and targeted policy changes but cannot accurately account for the variation in occupancies from day-to-day, month-to-month, or season-to-season. However, the chart in Figure 12 provides a way to visualize the order-of-magnitude comparison in revenues between different management policies. The policies for each scenario are described in the table that follows the chart, with the estimated current annual revenues assuming all current policies apply. For each scenario, the policy changes that differ from the current policies are bolded.

The Park+ model occupancies used for scenarios 2 through 5, where parking management policies are implemented, indicate that the occupancies in the core would decrease a fair amount with the increase in hourly parking price, which is why greater revenue gains are not seen in scenarios 2 through 5. However, the decrease in on-street occupancies in the core comes with an increase in on-street occupancies outside the core, where revenues would be expected to increase as well given the shift in parking from within the core to outside the core.

Figure 12. Estimated Future Downtown Core Parking Revenues, by policy change scenario.



Assumptions	Scenario 1	Scenario 2	Scenario 3	Scenario 4	Scenario 5
Occupancies	▪ Current occupancy and turnover*	▪ Park+ occupancy for parking management scenario**	▪ Park+ occupancy for parking management scenario**	▪ Park+ occupancy for parking management scenario**	▪ Park+ occupancy for parking management scenario**
Holiday parking	▪ Eliminate free holiday parking	▪ Free holiday parking	▪ Eliminate free holiday parking	▪ Free holiday parking	▪ Eliminate free holiday parking

First 15 minutes free	▪ Eliminate 15-minutes free	▪ 15 minutes of free parking	▪ Eliminate 15-minutes free	▪ 15 minutes of free parking	▪ Eliminate 15-minutes free
Paid parking from 8AM – 9AM	▪ Paid parking starts at 8AM	▪ Paid parking starts at 9AM	▪ Paid parking starts at 9AM	▪ Paid parking starts at 9AM	▪ Paid parking starts at 9AM
9-hour meters converted to 3-hour meters	▪ No conversion	▪ 9-hour converted to 3-hour	▪ 9-hour converted to 3-hour	▪ 9-hour converted to 3-hour	▪ 9-hour converted to 3-hour
Pricing	▪ Varies	▪ $1.50	▪ $1.50	▪ $2.00	▪ $2.00

**Model assumes parking occupancy based on Park+ scenario 1 in Appendix F. Where the 9-hour meters are converted to 3-hour meters, the meters that were previously 9-hours assume the current occupancies for a 3-hour meter given that behaviors will change under the new policies.*

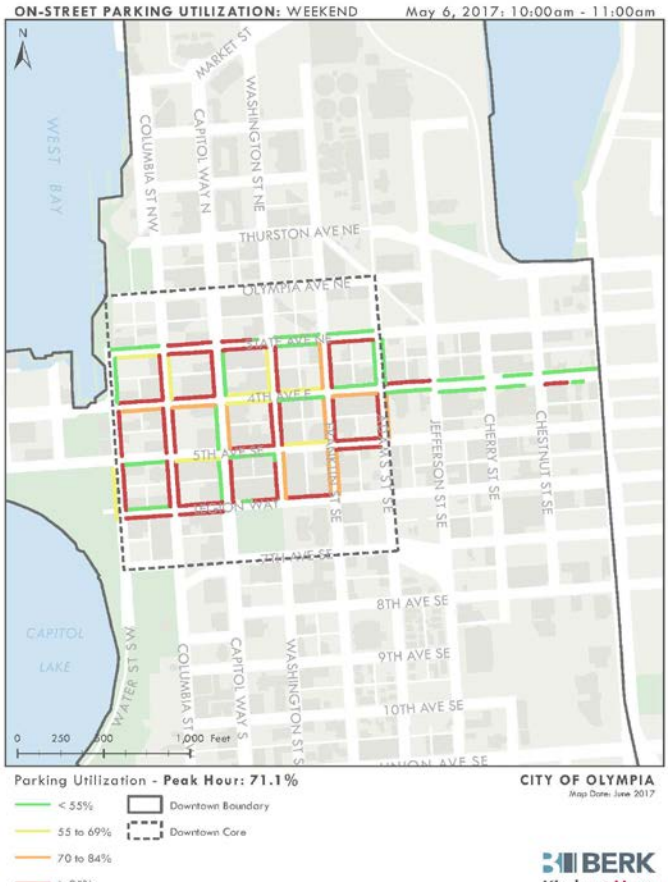
***See Appendix F for more information on the scenarios tested. This analysis includes existing conditions with new parking policies implemented.*

City of Olympia, 2017; Framework, 2017; Kimley-Horn, 2017

2.2: Implement paid parking and enforcement on Saturdays between 9AM and 5 PM in the Downtown core.

Data collected in the core on a Saturday showed high occupancies and longer durations than on weekdays (see Figure 13 on right). High demand and low turnover are likely caused by free parking and no time limits. Off-street data collected on Saturday showed lower occupancies even in free public parking lots in the core. To increase the availability of prime on-street parking in the core and access to local businesses the City should implement paid parking in the core on Saturdays. This will require the City to enforce paid parking and time limits on Saturdays. The City should charge the same rate per hour on Saturdays in the core as they charge on weekdays in the core and monitor parking demand after paid parking is implemented. If occupancies approach 85% or higher the City should increase the price of parking to reduce demand for on-street parking and encourage people to use off-street parking for longer-term parking needs.

Figure 13. Weekend Core Parking, On-Street



Source: Kimley-Horn, 2017; BERK, 2017

Timeline: Short to mid-Term

Estimated Costs: Costs include an additional parking enforcement officer with an

estimated cost for salary and benefits of $70,000, staff costs to update the Municipal Code, and updated signage and communications regarding weekend paid parking rules. Parking revenues should offset the costs for implementing weekend paid parking and enforcement. The new enforcement position would also support existing parking operations, management, and enforcement on weekdays.

Estimated Revenues: The following revenue estimates assume that paid parking enforcement occurs between 9AM and 5PM in the Downtown core, and that all 9-hour spaces are converted to 3-hour stalls (which is consistent with other implementation strategies). Given these conditions, the estimated annual revenue for Saturday paid parking based on an hourly rate of $1.50 is about $233,000 when the first 15 minutes are free, and around $292,000 when the policy for 15-minutes of free parking is removed. Any paid parking option on Saturday would result in an increase in revenues as there is currently no charge to park in Downtown on the weekends.

2.3: Convert 9-hour meters in the Downtown core (as shown in the data collection summary) to short-term visitor parking. There are currently 61 9-hour meters in the core.

To increase short-term customer and visitor parking in the Downtown core the 9-hour meters should be converted to 3-hour meters. Currently residential and employee on-street permit holders can park in the 9-hour meter stalls even in the Downtown core. This reduces parking turnover and the overall availability of short-term parking in the Downtown core to support access to local businesses.

Timeline: Short to mid-term

Estimated Costs: To upgrade the existing coin operated meters in the core to the newer credit card meters would cost $675 per meter or a total of around $41,000 for 61-coin operated meters. The only cost to the City to implement Pay-by-Phone is staff time to install signage. Pay-by-Phone charges the user a transaction cost of $0.35 unless the City chooses to absorb the cost as part of the parking fee. The City is currently in the process of implementing Pay-by-Phone.

Estimated Revenues: Revenues collected from the conversion of 61 9-hour meters in the Downtown to 3-hour meters on weekdays would range from around $22,000 to $43,000 (see Figure 14), depending on the implementation of additional policies, such as pricing, eliminating the 15 minutes of free parking, and eliminating free holiday parking. The revenue estimates assume that paid parking is enforced from 9AM until 5PM.

Figure 14 shows the estimated current revenues from the 9-hour meters within the Downtown core, as compared to various policy scenarios for future revenue collection shown in Figure 15. When applying the 3-hour conversion to the revenue estimates, assuming occupancies and turnover at the meters would be consistent with those observed at current 3-hour meters, there would be little change to revenues unless the 15 minutes of free parking were to be eliminated. Eliminating 15 minutes of free parking in the current 9-hour meters would result in around 25% greater revenues annually from these 61 meters, while converting to 3-hour parking and eliminating the 15 minutes of free parking would result in around a 100% increase in revenues annually.

The policies for each scenario are described in the table that follows the chart, with the estimated current annual revenues assuming all current policies apply. For each scenario, the policy changes that differ from the current policies are bolded.

Figure 14. Estimated Future Revenues from 9-Hour Meter Conversion to 3-Hour Meters

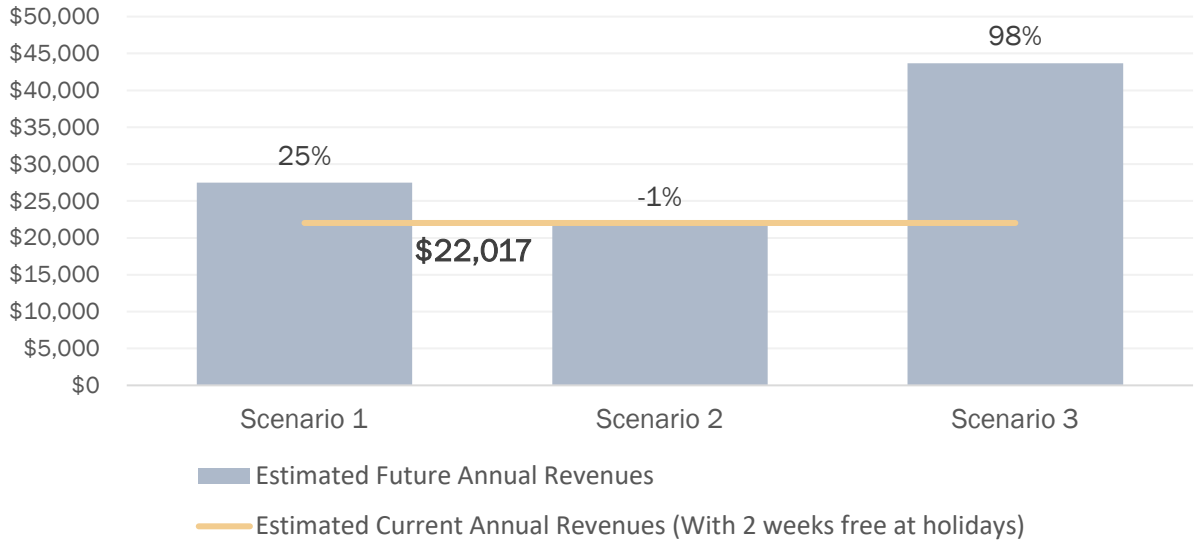


Figure 15. Policy Scenarios for 9-Hour Meter Conversion to 3-Hour Meters

Assumptions	Scenario 1	Scenario 2	Scenario 3
Occupancies	Current 9-Hour Occupancy and Turnover*	Current 3-hour occupancy and turnover*	Current 3-hour occupancy and turnover*
9-Hour Parking in Core converted to 3-Hour	No conversion	9-hour converted to 3-hour	9-hour converted to 3-hour
Pricing	$0.50	$1.50	$1.50
Eliminate 15-Minutes Free Parking	Eliminate 15-minutes free	15 minutes of free parking	Eliminate 15-minutes free
Eliminate Free Holiday Parking	Eliminate free holiday parking	Free holiday parking	Eliminate free holiday parking

**Estimates assume the existing occupancy and turnover rates, using the 9-hour occupancies for current revenues and the 3-hour occupancies for estimating the converted meter usage once the 9-hour have been changed over to 3-hour.*

City of Olympia, 2017; Framework, 2017

2.4: Collect data and monitor parking demand to analyze the impacts of 15 minutes of free parking, when time limits and enforcement are in effect, free holiday parking.

Currently the first 15 minutes of on-street parking is free, which significantly reduces parking revenue to the City and may be in contrast with the strategies to improve parking demand management in areas with the highest demand. For example, the average length of time a vehicle was parked in a 2-hour or 3-hour space in the core during the weekday data collection was a half hour, resulting in the City receiving about half the revenue in those locations than if the 15 minutes free policy were eliminated. This loss of

revenue reduces the resources available to the City to support parking management and other improvements to implement the Downtown Strategy and improve the overall experience in the Downtown. Eliminating the 15 minutes of free parking may also help manage parking demand and increase on-street parking availability in high demand areas.

The City also offers free parking for two weeks during the holiday season when parking demand is typically the highest. Time limits are enforced during the two-week parking holiday. Parking pricing is one of the most effective ways to manage demand and increase access to Downtown. Therefore, offering free parking during the highest demand times may contrast with the parking strategy to use price increases to manage parking demand. The City should collect parking occupancy and turnover data during the parking holiday to ensure that parking management is increasing access to local businesses in the Downtown.

On-street parking time limits are currently in effect Downtown from 8am to 5pm Monday through Friday. Data collected during the weekday data collection period showed very low parking occupancies between 9am. The City should consider revising the on-street time limits to be in effect from 9am to 5pm. The City may consider extending time limits to 6pm as evening demand increases.

Timeline: Short to Mid-term

Estimated Costs: See the discussion of costs and revenues under strategies 2.2 and 2.3 above.

Strategy 3: Reinvigorate Off-Street Parking

3.1: Develop a signage and wayfinding plan by character area to better identify off-street parking facilities including City-owned facilities in the Downtown Core.

Olympia's Guiding Principles for parking call for a system that is "intuitive so that users can find parking that fits their needs." Supporting this principle calls for implementation of an effective; high-quality branded communications program. To the highest degree possible, communications and signage systems should be reliable and easy to use and understand. Ideally this would be provided through a program that links parking assets and communication systems under a common brand or logo. The intent being to create a unified public parking system that is easily recognized through use of a common brand or logo, both at parking sites and, ideally, on a wayfinding system located throughout the downtown and character areas; and on maps, websites, and other communications.

Examples: Parking

It is recommended that the City engage a design firm (possibly in conjunction with a wayfinding firm) to develop a parking brand for use at all of Olympia's public off-street facilities, any shared-use facility that offers visitor access and in the public right of way.

The design/wayfinding team would:

- Work with the City to create a new parking brand for Olympia.
- Develop options and assist in developing a final recommended brand/logo.
- Assist in signage design.
- Identify key entry points into the downtown for placement of signage.
- Explore real-time communications linking multiple facilities, apps, websites, and other resources to wayfinding (as appropriate and feasible).
- Conduct a cost feasibility analysis for the creation and placement of branded signage at all City-owned off-street sites, shared use facilities and wayfinding within the public right of way.
- Establish an installation schedule.

Timeline: Mid-term

Estimated Costs: It is estimated that engaging a design consultant to carry out the tasks identified above would range from $20,000 to $25,000. Estimated costs associated with wayfinding signage can range from $10,000 - $30,000 per sign, depending on size, design and whether systems are dynamic or not (i.e., linked to counter systems, apps, etc.).

Examples: Wayfinding Signage (Portland, OR and San Jose, CA)

3.2: Design and manage a voluntary City-led shared parking program that has common branding, signage, and accessible information on available short and long-term parking. Pursue partnerships with community organizations such as the Olympia Downtown Association.

Much of the parking in Downtown is off-street in privately owned parking assets. The 2017 parking study indicates that the number of *empty parking stalls* during the peak hour was over 2,200 stalls in the surveyed supply of 113 off-street facilities. This unused resource presents an opportunity to manage and support future growth in parking demand, and could be used to:

- Create designated parking for permit and long-term parkers that includes downtown opportunity areas and remote satellite lots.
- Incentivize employees to park in these areas during the work week.
- Serve as resources for evening, weekend and event parking.
- Increase user awareness that free public parking is available after 5pm and on weekends in City owned lots (and future shared facilities).

Directing permit users to these facilities would have a significant impact on on-street occupancy rates. These efforts should be coupled with strategies to increase awareness and create partnerships for use of shared parking supplies during all hours of the day and days of the week.

The City should consider the following for completion within 24 months of plan adoption:

- Using data from the 2017 parking study; identify a subset of the 113 off-street facilities surveyed as potential shared-use opportunity sites. Criteria could include proximity to key downtown destinations, a meaningful supply of empty stalls, pedestrian/bike connectivity, safety and security issues, etc.
- Develop a short list of opportunity sites and identify owners.
- Establish a target goal for the number of Downtown employees to transition into opportunity sites.
- Begin outreach to owners of private lots.
- Negotiate shared-use agreements.
- Obtain agreements from downtown businesses to participate in an employee assignment program.

- Integrate the program (as appropriate and feasible) into signage, wayfinding and other information systems developed in Strategy 3.1., above.
- Update the City's website to add information about public off-street options.

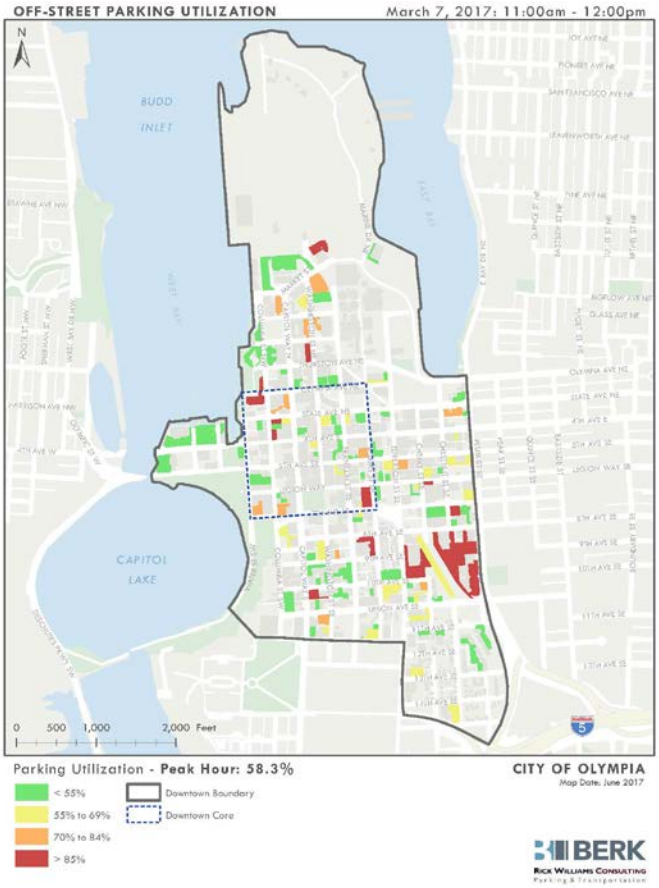
Timeline: Short-Term

Estimated Costs: It is estimated that costs associated with this strategy would be mostly expended in efforts of existing staff and volunteers to identify opportunity sites and conduct outreach to potential private sector participants and to upgrade City information systems (e.g., website). Planning may determine that funds are needed to create incentives and/or improve the condition of facilities and connections.

3.3: Conduct a feasibility study to determine whether to consolidate parking resources in a City-owned parking garage(s). Pursue partnerships with the private sector to fund new parking garages for public and private parking.

A key finding from the 2017 parking study is that there is a significant amount of land currently in use as surface parking. Only 58% of that supply is occupied at the peak hour with parked cars (see Figure 16). This suggests that parking supply could be consolidated into strategically located structured parking garage(s), serving multiple parking demands (i.e., employee, visitor and resident). Such consolidation would free land up for new development and, potentially, provide parking to current and future uses more cost effectively. New supply would not be provided at each site, but shared within consolidated "district" garages.

Figure 16. Weekday Off-Street Occupancies



It is also extremely expensive to build new supply. Per stall estimates for a new parking garage in Olympia can range from $25,000 to $40,000.

It is recommended that the City conduct a feasibility study to:

- Identify existing land parcels (opportunity sites) that could effectively serve multiple parking demand types if structured parking were provided; particularly if consolidation could result in the transition of adjacent surface lots into new, more compact development (e.g., office, mixed use residential).
- Conduct proforma analyses for prototypical parking garages to assess cost to develop, operate and cover debt service to determine feasibilities for consolidated supply.

- Use proforma analyses to determine funding and partnership options with planned or proposed private development in areas near or adjacent to opportunity sites.
- Engage private sector land owners and developers in the process to educate on the benefits of consolidation and to serve as a resource for input and information related to feasibility and opportunity.

Timeline: Mid to Long-term

Estimated Costs: Staff time associated with coordinating the financing and development of a garage. Design, permitting, and construction of facility(s) plus ongoing operations and maintenance costs.

3.4: Consider the use of service agreements and partnerships with private developers for the use of city-owned land (existing surface parking lots). The City provides land at no cost in exchange for constructing public parking in a private development.

Given the high cost associated with building structured parking, the City can serve as a partner with the private sector through strategies that assist in buying down the front-end costs associated with development. Coupled with Strategy 3.3. above, the City can leverage the value of the land it currently owns to consolidate parking in a parking garage(s). By offering land at no cost (in return for agreements on public access and shared uses), the financing costs for new parking can be reduced within a private development. This would also support the redevelopment of surface parking lots throughout Downtown.

Timeline: Mid to Long-term

Estimated Costs: It is estimated that costs to implement this strategy would be comprised of existing staff assigned to coordinate development agreements with a potential private sector partner(s).

3.5: Revaluate parking requirements for new non-residential development to ensure the standards are appropriate for a Downtown.

At present (in the "Downtown Exempt Parking Area") there are no code requirements for parking in existing buildings (i.e. rehab, changes of use) for new buildings up to 3,000 square feet of non-residential use or for new residential. Outside of the exempt area the City requires the same amount of parking for *residential* and *non-residential* uses in the downtown as they do throughout the entire City. Figure 17 summarizes existing parking development requirements.

Figure 17. Existing Parking Development Requirements

Restriction Category	Summary of Restrictions	Code
Downtown Exempt Parking Area	▪ Existing buildings built before 2002 are exempt from parking standards. A change of use in the structure must comply with bicycle parking standards ▪ New residential buildings in the exempt area are exempt from vehicle parking standards but must meet the Parking Design, Pedestrian Street and Design Review Criteria ▪ New commercial buildings or expansions over 3,000 square feet and built after 2002 must meet vehicle parking standards	18.38.160(C)

Parking Requirements	▪ New residential uses in the Downtown Exempt Parking Area do not require vehicle parking ▪ Restaurants: 10 per 1,000 square feet ▪ Office: 1 per 250-400 square feet (depending on size of building) ▪ Retail: 3.5 per 1,000 square feet ▪ Other Commercial, recreational, and institutional: varies by use ▪ Industrial: 1 for every 2 employees ▪ Residential: 1-2 per unit, varies based on type of structure/use	18.38.100

City of Olympia Municipal Code, 2017

Based on occupancy counts derived from the 2017 parking study, data suggests that parking is being oversupplied; with just 58% of the off-street supply occupied in the peak hour. This oversupply may be driven by existing parking requirements. Many of the standards in the current code are very suburban in nature (e.g., 10 stalls per 1,000 square feet restaurant, 2.5 – 4.0 stalls per 1,000 square feet of office and 3.5 stalls per 1,000 square feet of retail) and do not appear to reflect goals and objectives for transit, bike and walk modes.

Requiring more parking than is necessary increases the costs of new development and discourages new uses from being developed in the Downtown. To ensure a development friendly and efficient access environment, parking requirements should be "right-sized."

It is recommended that the City further evaluate its parking demand data on a more granular level to determine if parking standards should be recalibrated to lower minimum requirements in Downtown.

Timeline: Short-term

Estimated Costs: Costs would include consultant or staff time associated with integrating existing land use information with 2017 parking occupancy data to derive a measure of actual parking demand for the downtown. Additional costs would include staff time associated with updating the Unified Development Code.

3.6: Examine possible building or development code revisions to require or encourage EV charging infrastructure.

The percentage of electric vehicles (EV) entering the market is still small but predictions are it will grow. With the future still somewhat undetermined, many cities are struggling to determine the right approach to establishing infrastructure to support a future EV market. Similarly, there is still not a high level of understanding as to the variations and nuances involved in supporting the EV market. For instance, EV's serving commuters are well served with support infrastructure (e.g., charging stations) that provides a "slow charge" system for vehicles. Given that most commuters are parked for long-periods during the day, a slow charge system works well – and is generally a less expensive charging option. Slow charge systems are best located in off-street facilities to ensure that commuters are not dominating on-street parking intended for visitors. Costs of these systems currently range from $8,000 to $12,000 per charging unit.

Systems intended to serve short-term visitor trips need to provide a "fast charge" option (e.g., less than 2 hours). These systems can be located in on-street parking systems (for instance, limited to a 2-hour

stay) or in garages in areas intended for visitor parking. Costs of these systems currently range from $25,000 to $40,000 per charging unit.

At present, most existing development codes are not structured to address these nuances, let alone anticipate a market that is not yet fully developed. To this end, it is recommended that the City:

- Make changes to the existing development code requiring new garages to be wired to support the future integration of EV charging stations.
- Require that developers indicate where such stations would be located in a garage and validate that wiring is in place at certificate of occupancy.
- Require that wiring could accommodate both slow and/or fast charge systems.

Changes to this effect would ensure that new garages are EV capable but flexible enough to be able to respond to unknown future market trends and adaptable to the user mix associated with the land use (i.e., visitor, commuter, residential or a mix of such uses). This type of requirement would not preclude a developer from moving forward with EV infrastructure in a development, but would not commit them to a technology and market that is not yet fully evolved.

Timeline: Short-term

Estimated Costs: Staff time to update the Unified Development Code.

3.7: Look for opportunities to partner with EV charging providers and introduce fast chargers in the public setting including potentially on-street parking for short-term/visitor use.

The City could lead the way in initiating EV infrastructure for short-term users of its on-street system by identifying strategic locations to place fast chargers. This puts the City in a leadership role for planning for the future increased use of electric vehicles and to help achieve the City's greenhouse gas emission goals. The City can also explore partnerships with EV charging providers, who may want opportunities to feature, promote and test their equipment as the market evolves and to explore state and federal grant funding opportunities.

Timeline: Short-term

Estimated Costs: Staff time to explore potential EV charging sites and partner/grant opportunities. Costs associated with new equipment technology are undetermined at this time.

3.8: Consider allowing parking validation through local businesses.

Parking validation allows local businesses to pay the cost of parking for customers that purchase goods or services from the businesses. Validation programs are typically focused on the off-street system. Parking validation may be integrated into the shared parking program to provide free customer parking and could be funded by local businesses or organizations.

Timeline: Short to mid-term

Estimated Costs: Funded by local businesses that are interested in participating. The businesses pay the actual cost of parking in public paid parking lots including those participating in the shared parking program.

Strategy 4: Improve Access to Downtown

4.1: Improve pedestrian and bicycle connections to and from Downtown to reduce future parking demand.

Improving access to Downtown by walking and biking will minimize future parking demand in the Downtown. The City should prioritize capital projects that improve access to Downtown for pedestrians and bicyclists through the City's transportation and capital plans.

Timeline: Short to mid-term

Estimated Costs: Capital costs will be developed as part of the transportation and capital planning process. Design and planning costs will not substantially increase if considered as part of the regular updates to the transportation plan and annual update to the City's Transportation Improvement Program (TIP).

4.2: Expand secure bike parking Downtown using a systematic, data-driven approach. Evaluate the need for more secure parking and potential bike parking locations where there is high demand.

Bicycle parking is important to support transit access and commuting. The City should develop a bicycle parking plan that identifies areas of high demand such as at the transit center and near major employers, best practices for bicycle parking technology, and partnerships with community organizations and major employers to increase bicycle commuting to and from Downtown.

Timeline: Short to mid-term

Estimated Costs: A bicycle parking plan could likely be developed in-house by existing City staff with limited consultant assistance. There may be an opportunity to leverage other City planning projects such as the Downtown wayfinding plan to also address bicycle parking. Capital costs would be developed as part of the bicycle parking planning effort.

4.2: Encourage carsharing in public and private parking facilities.

Carsharing services such as ZipCar, Car to Go, and ReachNow provide access to vehicles as an alternative to vehicle ownership. Carsharing vehicles are more efficient than individual ownership because they are shared amongst many users since most vehicles spend most of the time parked. Carsharing vehicles increase mobility options while decreasing the demand for parking. Carsharing vehicles can be provided in private residential or non-residential parking lots, in public off-street lots, or in on-street parking stalls. Carsharing vehicles may require round trip use or one-way trips typically using on-street parking stalls. An on-street carsharing program requires a City ordinance establishing a permit program for carsharing vehicles and associated permit fees.

Currently, the nearest carsharing services are provided by ZipCar at the Evergreen State College. No carsharing services are currently operating in the City of Olympia. The City should discuss opportunities to provide service Downtown with carsharing companies and pursue partnerships with major employers such as the State of Washington. Other incentives may include a reduction in the on-site parking requirement or other incentives for providing carsharing vehicles in new developments.

Timeline: Short to mid-term

Estimated Costs: Staff time to update the Municipal Code to establish an on-street carsharing permit program and associated fees and other carsharing incentives.

4.4: Collaborate with local and regional transit agencies to improve service to and from Downtown.

The City should pursue transit access improvements to Downtown in partnership with local transit agencies. While transit agencies have the primary responsibility for transit planning the City owns the streets and public right-of-way that buses travel along, and therefore have a role in improving transit efficiency and access. Transit improvements may include updating routes based on new development and changing demand, improving signal timing for transit priority, expanding and improving bicycle parking, allocating the public right of way for transit improvements such as bus bulbs and improved shelters, parking for transit access, and commute trip reduction programs to increase incentives for transit use.

Timeline: Short to mid-term

Estimated Costs: Staff time and capital costs associated with coordinating with local and regional transit agencies and planning future improvement projects within the right-of-way.

4.5: Implement the street and public space improvements from the 2016 Downtown Strategy to improve pedestrian comfort, mobility, and compliance with the Americans with Disabilities Act (ADA), focusing on the Downtown Core.

The Downtown Strategy includes several major street improvement projects that may impact the amount, location, and configuration of on-street parking. Improved streetscapes that support greater levels of pedestrian comfort and mobility as well as better ADA access will improve the experience with the parking system. Some reduction of parking to support these mobility goals may be a better use of the public right-of-way than maintaining every on-street parking stall. In addition, the shared parking program is an opportunity to increase parking access using parking that is already constructed and not currently being used.

Timeline: Short to mid-term

Estimated Costs: Staff time and capital costs associated with planning future improvement projects.

4.6: Explore alternatives that provide angled parking for Downtown street projects.

Angled parking has the potential to significantly increase the amount of on-street parking. Converting parallel parking to angled parking typically requires the reduction in the width of travel lanes or the elimination of one or more lanes of travel. Some downtown streets have a center turn lane that may not be warranted and may support the conversion of parallel parking to angled parking. Sidewalk widths in relation to supporting ground floor land uses should also be considered as wider sidewalks are generally favored along active first floor uses such as retail stores and restaurants that may desire outdoor seating. Back in angled parking could also be considered.

Timeline: Short to mid-term

Estimated Costs: No significant costs as angled parking would be considered as part of the design and engineering that is already required for the street projects.

4.7: Implement a program that will give free bus passes to low to moderate income Downtown employees through a commute trip reduction (CTR) task force with members from the City, major employers, transit agencies, community organizations, and other interested stakeholders.

To incentivize Downtown commuters to take the bus, the City could reinstate the free bus passes that were a part of the Downtown Commuter Program (in place from 2008 to 2010). Among other tools, the Downtown Commuter Program provided free monthly bus passes on a first-come first-served basis. Funding during the program came from Washington State Department of Transportation grants. During the public engagement process of the Downtown Parking Strategy, free bus passes were identified as a desired amenity. The City could re-implement the program using funding from the Parking Fund. The City and Olympia Downtown Association could work together to determine employee eligibility and administration of the program.

Timeline: Short-term

Estimated Costs: There would be costs associated with purchasing or subsidizing the bus passes. Currently, local monthly passes are $30 and it would cost $3,000 per month to purchase 100 passes for distribution. This would cost a total of $18,000 for a 6-month pilot program. There would be staff time associated with administering the free pass program as well legal review by the City attorney to ensure that there would be no legal issues with the program structure related to the gift of public funds.

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 than can be distributed to downtown businesses and organizations such as the Olympia Downtown Association (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:

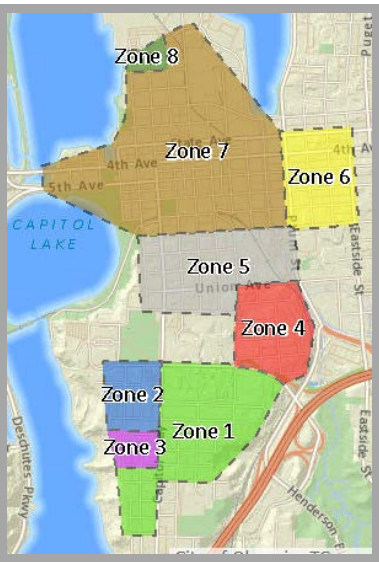
RESIDENTIAL PERMITS

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 18. Residential Permit Revenues

	Permits Sold (2016)	Current Permit Cost (per	Future Permit Cost (per	Annual Increase

		permit per year)	permit per month)	
Zone 1	191	$10	$5	$50
Zone 2	94	$10	$5	$50
Zone 3	47	$10	$10	$110
Zone 4	65	$10	$15	$170
Zone 5	120	$10	$20	$230
Zone 6	21	$10	$20	$230
Zone 7	307	$10	$20	$230
Zone 8	17	$10	$15	$170
Total Revenues	862	$8,620	$145,020	$136,400



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 19. 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.

Strategy 6: Arts, Culture, and Entertainment Uses

6.1: Develop shared use parking agreements to support major entertainment and culture events focused in the Downtown Core, including disabled parking stalls.

Arts, culture, and entertainment uses have unique parking challenges to meet customer needs. Facilities often have limited on-site parking, events occur in the evening when people may be less willing to walk longer distances, and parking demand is relatively low during non-event times. Meeting disabled parking needs is also a challenge. The cost of building new parking facilities when parking demand is high during specific event times is not feasible. A shared parking program should be pursued to meet the needs of these important cultural institutions and improve the customer experience. Many uses have low parking demand in the evening, such as banks, when arts, culture, and entertainment uses have most of their

events. The shared use agreements program should be integrated with a City-run shared parking program to the extent feasible.

Timeline: Short to mid-term

Estimated Costs: Staff time to design and implement the shared parking program. Parking revenues from the program may offset long-term operating costs for the shared parking program.

Strategy 7: Improve Disabled Parking Management

7.1: Work with other departments on achieving Downtown Strategy goals around safety, lighting, and cleanliness in Downtown Olympia to ensure that the parking system is clean and safe.

Stakeholder input to this study suggested that connections between the downtown core and parking assets (inside and outside the core) are lacking. Infrequent users are especially inconvenienced by the lack of signage directing them to, through and between the downtown and adjacent areas. Inadequate street lighting and the poor condition of some facilities create negative safety perceptions, and alternative mode options that could allow users to park once and access all the downtown easily are not strategically coordinated or managed.

It is recommended that the City undertake a comprehensive inventory and evaluation of impediments to connectivity in the downtown and develop solutions for each. This might necessitate engaging a third party to assist in cataloguing issues, drafting solutions, and forecasting costs. Input from and participation by other relevant City divisions, as well as Intercity Transit, will be important. An action plan would be developed for presentation to City Council and other affected entities for their review, consideration, and approval.

Potential elements of the action plan could include:

- Improving pedestrian links (e.g., unsafe pedestrian crossings, sidewalk conditions, lighting improvements)
- Improving bikeway links (e.g., safe routes/lanes, directional signage, bike parking).
- Installing wayfinding signage at key access portals to direct users to available parking and help them find efficient routes between parking and their destinations (in coordination with Strategies 3.a and 3.b., above.
- Evaluating improved transit connections between parking locations and destinations in and outside the core. This could entail rerouting of existing services and/or new shuttle/circulator programs.

Timeline: Short to mid-term

Estimated Costs: The costs associated with developing such an action plan are unknown at this time. It would involve City staff time, working with stakeholders, coordination with other City departments, and most likely the assistance of a third-party planning firm. The costs for engaging a planning firm could range from $20,000 to $25,000.

7.2: Confirm that all City-owned off-street facilities are compliant with ADA parking requirements. Consider increasing the number of disabled parking stalls in City-owned surface lots and make these spots available for public parking.

It is recommended that the City conduct a survey of all its off-street parking facilities to validate that these facilities meet the minimum ADA parking requirements for handicap and disabled stalls. The survey should include not only a count of required stalls but an assessment of stall sizes, signage, location and ingress/egress paths within the parking facility. This will ensure that the City assumes a leadership role in serving ADA customers, residents and employees in its downtown facilities. Based on occupancies, the City should also consider increasing the number of disabled stalls at its off-street facilities as necessary to meet demand that may exceed minimum standards.

Timeline: Short-term

Estimated Costs: Assessment of City lots/facilities could be completed by existing facilities staff or through third-party engagement. Any recommended changes or upgrades to existing ADA stalls would incur costs associated with painting, signage, and maintenance of new disabled stalls.

7.3: Restrict disabled parking to the 4-hour limit allowed by law for on-street parking.

Several cities in WA have begun restricting the use of on-street ADA parking to a maximum time limit of 4-hours. These include Vancouver, Washington and Portland, Oregon. This restriction is allowed by federal law and is intended to preserve on-street ADA parking to visitor uses, while encouraging and supporting longer-term and employee ADA parking to locate in off-street facilities. Moving to this type of on-street limit would need to be coordinated with Strategy 7.2., above. Again, implementing this strategy would ensure that disabled parking stalls have turnover and are available throughout the day.

Timeline: Short-term

Estimated Costs: Staff time associated with developing necessary ordinances and code changes.

7.4: Review the number and locations of on-street disabled stalls and ensure high demand areas, such as the core, have sufficient disabled parking stalls. Routinely collect data on the occupancy, duration, and turnover of disabled parking stalls. Direct disabled users to appropriate stalls to minimize conflicts between those needing short-term versus long-term parking.

As a corollary to Strategy 7.3., above, the City should assess the demand for short-term on-street ADA parking to ensure that ADA stalls are adequately provided to meet demand and are strategically located near destinations with high ADA demand. This can be accomplished through routine data collection related to occupancy, duration of stay and turnover at existing stalls, and outreach and communications with Downtown destinations and the ADA community. With Olympia's new License Plate Reader (LPR) technology, routine assessments of on-street ADA stalls could become a standard operating procedure throughout the year; leveraging the new technology and minimizing data collection costs. This type of assessment will ensure that ADA stalls are sufficient in number and appropriately located.

Timeline: Short-term

Estimated Costs: Staff time associated with inventory, data collection efforts, and education.

7.5: Work with State representative to implement reforms that would result in reduced handicap placard misuse.

The State of Washington has the primary responsibility for regulating disabled parking and the issuance of handicap placards. Cities have limited options for regulating and managing disabled parking. Cities are responsible for enforcing disabled parking rules and the potential for misuse of handicap placards that occurs when violators attempt to avoid time limits and parking payment. Reforms to improve the ability of a City to enforce handicap placard violations should start with state law. Reforms may include connecting temporary handicap placards to specific vehicles and improved systems for enforcing the expiration of temporary placards. The City should work with state representatives and other cities to support reforms that minimize handicap placard misuse while improving disabled parking access and management for those complying with the regulations.

Timeline: Short to mid-term

Estimated Costs: Staff time associated with research on best practices and coordinating with State staff and representatives.

Park + Parking Behavior Analysis

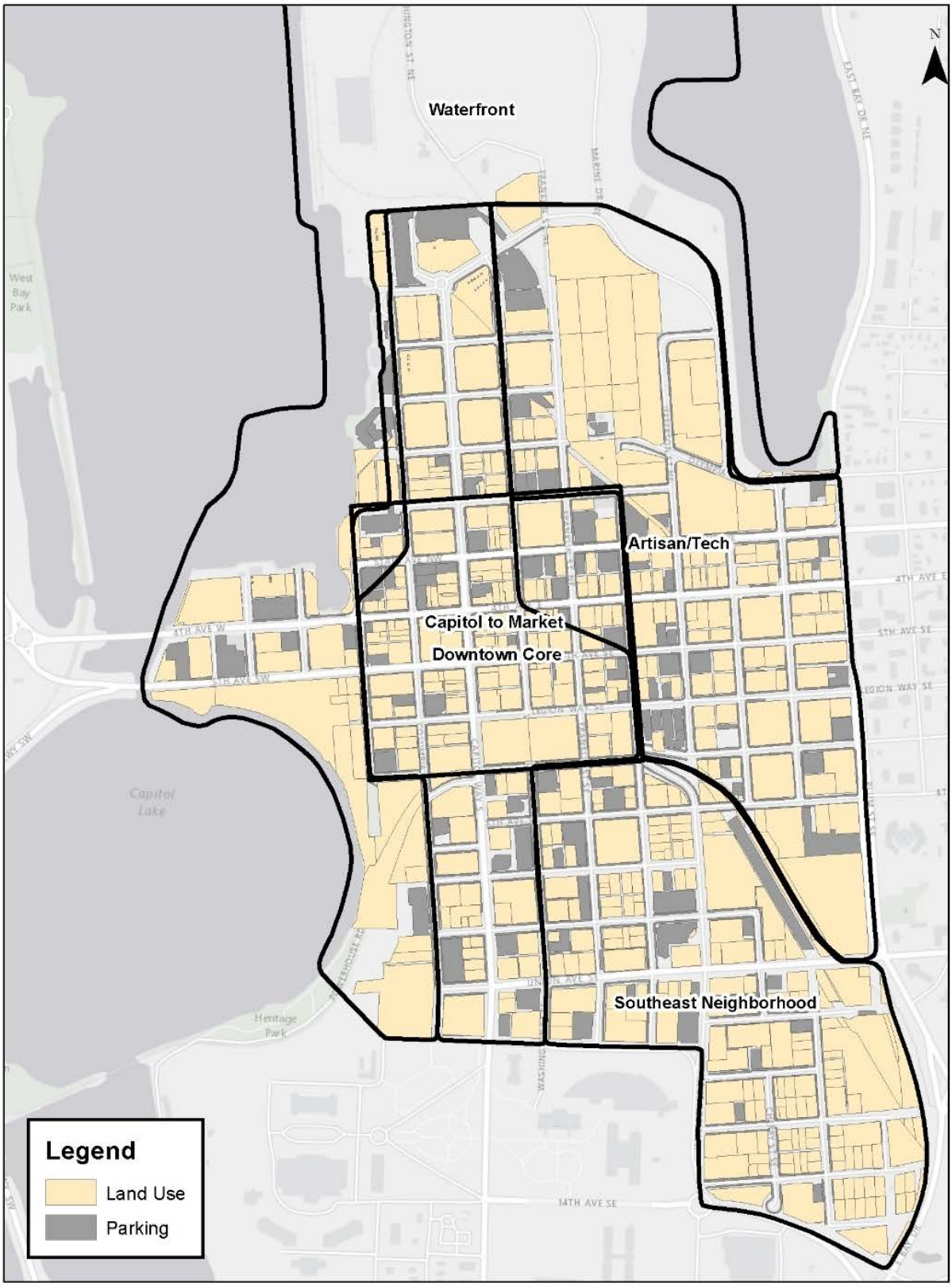
Overview

As part of the study, parking behaviors were analyzed to identify parking issues and opportunities and evaluate the effectiveness of potential parking management strategies. The intent of the analyses and evaluations is to ensure parking management strategies are based in sound data that is representative of the parking behaviors found within Downtown Olympia.

This report provides a summary of the data collection process, analysis and findings of existing parking behaviors, and analysis and findings of future conditions, which are based on existing parking behaviors and planned growth assumptions. The intent of this study is to identify recommendations that, if implemented, will improve parking management and help the parking system in the downtown area function more efficiently.

For the purpose of this study, parking behaviors are analyzed in the Downtown area as a whole and for the sub-areas that are present within the Study Area including the Waterfront, Capitol to Market, Artisan/Tech, Southeast Neighborhood, and Downtown Core. A few of the sub-areas overlap each other. The Study Area and sub-areas are shown in Figure 20 on the following page.

Figure 20. Study Area



Kimley-Horn, 2017; City of Olympia 2017

Existing Parking Conditions

When analyzing parking occupancy, it is important to understand that the primary industry accepted threshold for identifying demand constraints for a system is when occupancies reach 85-90% consistently. When occupancies for a parking system reach this level of occupancy, parking efficiency starts to deteriorate and changes need to be implemented to maintain efficiency of the system. The 10-15% remaining capacity accounts for those vehicles leaving a space and the few spaces that are scattered throughout the system or a facility that one might have to circle to find.

However, it is important to note that this level of occupancy does not necessarily have to happen across the entire system for users to experience frustrations. When individual facilities or sections of a larger area, such as the Core, experience higher demands, the perception of parking can deteriorate throughout the entire Study Area. This deterioration is often the cause of poor public perception of the parking system or patron frustration.

The parking behaviors were evaluated using this industry standard for on-street and off-street parking facilities throughout the Study Area. The following sections summarize the data collection process and the analysis performed to evaluate the parking system.

Data Collection Methodology

To understand parking behaviors and existing parking conditions, parking data was collected using a combination of manual data collection for off-street facilities and License Plate Recognition (LPR) technology for on-street parking. The mobile LPR equipment uses a dual camera configuration, placed on the roof of the data collection vehicle. The vehicle drives continuous loops through each collection area, counting the number of vehicles parked on-street. The intent of this effort was to count the number of parked vehicles in the area to determine parking occupancy and duration behaviors.

LPR technology was used to take reads on license plates along curb faces to determine parking occupancy. The data received from the LPR unit was limited to a license plate number, the time stamp the read was taken, and a GPS location. The license plate number was used to create a unique identifier for each vehicle observed, which was assigned to each read, replacing the license plate number. Using this information, parking occupancy data was obtained and analyzed on an hourly basis for the on-street facilities in the Study Area.

Data for both on-street and off-street parking was collected during a typical weekend and weekday to identify standard parking conditions and behaviors in the Study Area. The weekday data was collected on Tuesday, March 7th, 2017 between 9am and 7pm. The weekend data was collected on Saturday, May 6, 2017 between 9am and 6pm. Based on the analysis, 11am on a weekday was found to be the peak condition for parking. Therefore, the following sections summarize the results of the data collection efforts for that peak hour.

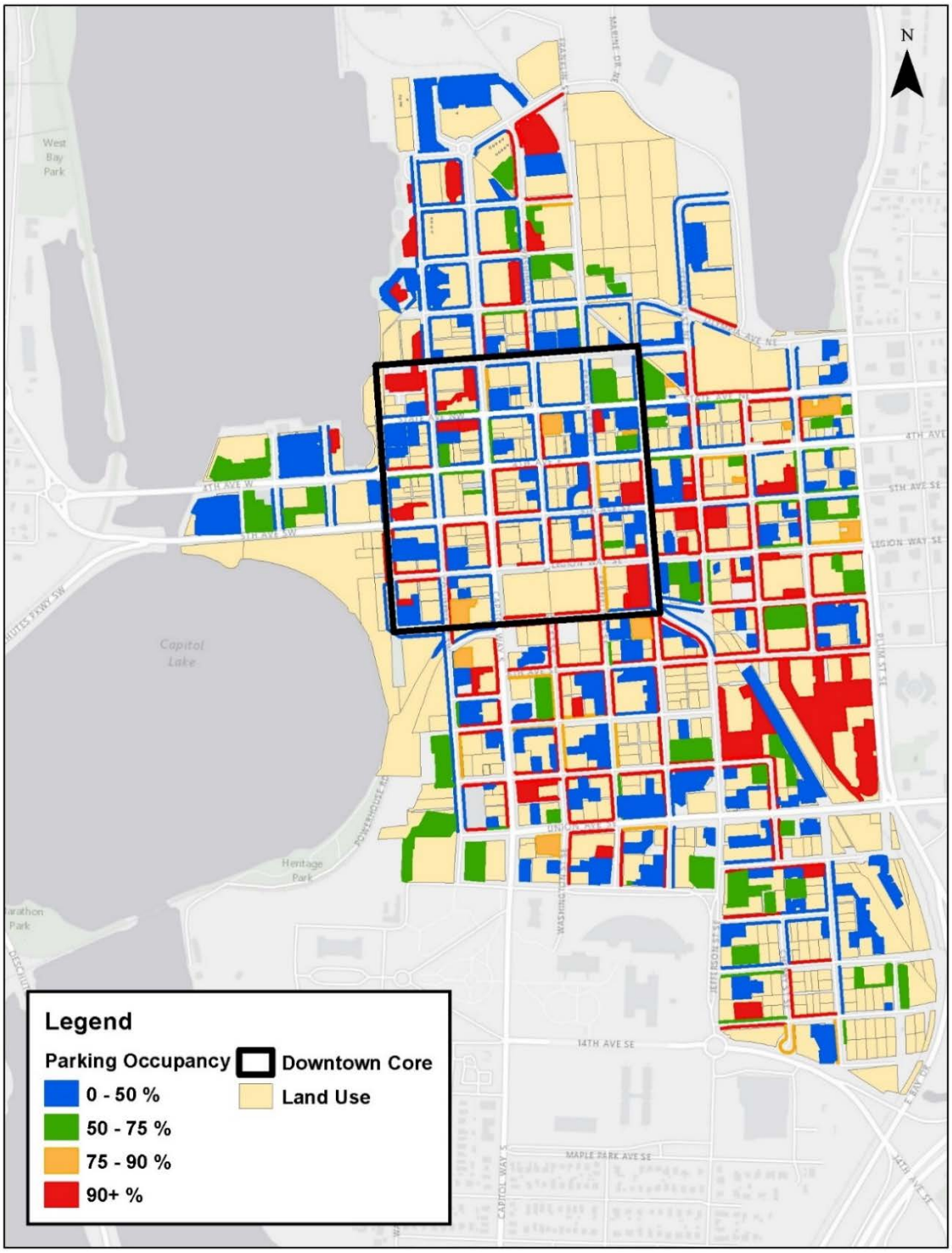
Existing Parking Behaviors

The Downtown Olympia area is a combination of on-street, public off-street and private on-street. Each of the parking facilities within the downtown area were collected and analyzed based on the existing

behaviors. The peak hour (11 am) occupancies were evaluated for the three parking facilities, as well as, number of vehicles from and to other areas.

Figure 21 illustrates the Park+ modeled parking occupancies through the Study Area during the peak hour.

Figure 21. Existing Peak Hour Parking Results (11am)



Kimley-Horn, 2017; City of Olympia, 2017

Below are Figure 22 and Kimley-Horn, 2017; City of Olympia, 2017

Figure 23 that summarize the occupancies for each facility type and the results broken down by sub-area. Table 2 not only presents occupancies for each sub-area but also depicts how many vehicles are parking in each sub-area that are from another area and vice versa.

Figure 22. Existing Parking Occupancies by Facility Type

Parking Type	Supply	Met Demand	Surplus/Deficit	% Occupied
On-Street	2,321	1,182	1,139	51%
Public Off-Street	1,959	1,104	855	56%
Private Off-Street	7,957	4,494	3,463	56%
Study Area	12,237	6,779	5,458	55%

Kimley-Horn, 2017; City of Olympia, 2017

Figure 23. Existing Parking Results by Area

Area	Supply	Demand	Met Demand	Surplus/ Deficit	% Occupied	# Vehicles from Other Areas	# Vehicles to Other Areas
Waterfront	1,335	399	595	936	45%	135	-
Capitol to Market	4,388	2,539	2,348	1,849	30%	-	191
Artisan/Tech	4,296	2,573	2,565	1,723	60%	-	8
Southeast Neighborhood	3,322	1,661	1,897	1,661	57%	236	-
Downtown Core	2,271	1,243	1,264	1,028	56%	21	-

Kimley-Horn, 2017; City of Olympia, 2017

After the existing conditions were inputted into the Park+ model, it was shown that during the peak hour (11 am) the Study Area operates at 55% and the Core area operates at 56%. Since the Downtown Core is only operating at 56%, it is allowing approximately 21 vehicles from other areas to park within the Core.

The crossing of area boundaries may be due to proximity preferences. For instance, the most convenient parking for a destination may be in a different sub-area, thus contributing to the cross-area parking.

Future Parking Demands and Behaviors

Long-term success of parking management strategies is critical to helping the downtown area grow successfully to support surrounding businesses, new developments, while accommodating existing uses by enabling ease of access to these destinations through parking. To identify appropriate parking management strategies that effectively manage the system into the future, it is important to understand potential future changes that could likely impact the parking system.

To understand how the future growth and development changes impact the parking system, a dynamic modeling platform was utilized and developed specifically for Downtown Olympia, to predict parking behaviors and analyze potential parking management strategies and their effectiveness.

The Park+ model evaluates observed data collected in the field, existing land use intensities, parking relationships to surrounding land uses, walking tolerances, transportation system attributes and community specific parking behaviors. As a result, the model is able to project occupancies for the parking resources in the Study Area, demands generated by the various land uses, and visually depict these characteristics on a heat map to illustrate the impacts to the system. The results of the demand model represent how much parking demand is being generated, where it is being generated, and where existing parking supplies can no longer meet demands. Additionally, model inputs can be changed to reflect various management techniques to predict parking patterns within the Study Area.

Once the model is developed and reflective of existing conditions, future scenarios can be developed to evaluate impacts to the parking system based on changes to development, new or removed parking, and/or changes to the parking management approach.

The following five scenarios were evaluated as part of this study.

- Scenario 1: Existing conditions with evaluation of parking management strategies in the Core
- Scenario 2: Market Study 10-Year Planning Horizon
- Scenario 3: Market Study 10-Year Planning Horizon with Columbia Site Garage
- Scenario 4: Market Study 20-Year Planning Horizon
- Scenario 5: Market Study 20-Year Planning Horizon with Columbia Site Garage

The following sections present the analyses and findings for each of these scenarios.

Scenario 1: Existing Conditions with Parking Management Strategies

The following parking management strategies were evaluated based on existing conditions to determine their effectiveness for improving the management of the parking system. The intent of implementing these strategies is to create greater availability and allow more people to park in the area. It was assumed that these strategies were applied to the Core area only, however, the impacts of implementing these strategies are felt throughout the Study Area. These parking management strategies are present in each of the other future scenarios as a baseline assumption.

- Conversion of 9hr parking time limit restrictions to 3hr time limits – encourages turnover of spaces, which creates greater availability, allowing more people to park on the street.
- Increased paid parking from $1.00 to $2.00 – an increase of price in the Core encourages people to park in lower price areas, thus redistributing the parking demands and creating greater availability in the areas with higher prices.
- Implementing 100% shared parking with private parking facilities – private facilities contain most of the parking supply in the study area. For those that are underutilized, sharing of these resources creates greater parking availability in both the on-street and off-street parking systems.

The Park+ model was used to evaluate these parking management strategies and the impacts to the parking system. Using the model, the parking within the study area was viewed from several angles to help better dissect the parking behaviors and interpret how the system functions. Figure 24 presents a breakdown of the demands and occupancies for each parking type within the study area.

Figure 24. Scenario 1 Parking Occupancies by Facility Type

Parking Type	Supply	Met Demand	Surplus/Deficit	% Occupied
On-Street	2,321	1,034	1,287	45%
Public Off-Street	1,959	1,088	871	56%
Private Off-Street	7,957	4,655	3,302	59%
Study Area	12,237	6,777	5,460	55%

Kimley-Horn, 2017; City of Olympia, 2017

The implementation of parking management strategies was intended to redistribute the parking demands to create greater availability. The results indicate that should the City implement these strategies, that they will achieve the desired outcome. Compared to the existing conditions, the occupancy for on-street parking facilities decreased by 10% and the occupancies for private off-street

facilities increased by 3%. The parking management strategies redistributed the on-street parkers and pushed some into the off-street facilities, creating greater availability and access in the Study Area.

Figure 25 takes the analysis to a deeper level and compares the parking demands and occupancies within each sub-area and summarizes how many vehicles are moving from one area to another.

Figure 25. Scenario 1 Parking Results by Area

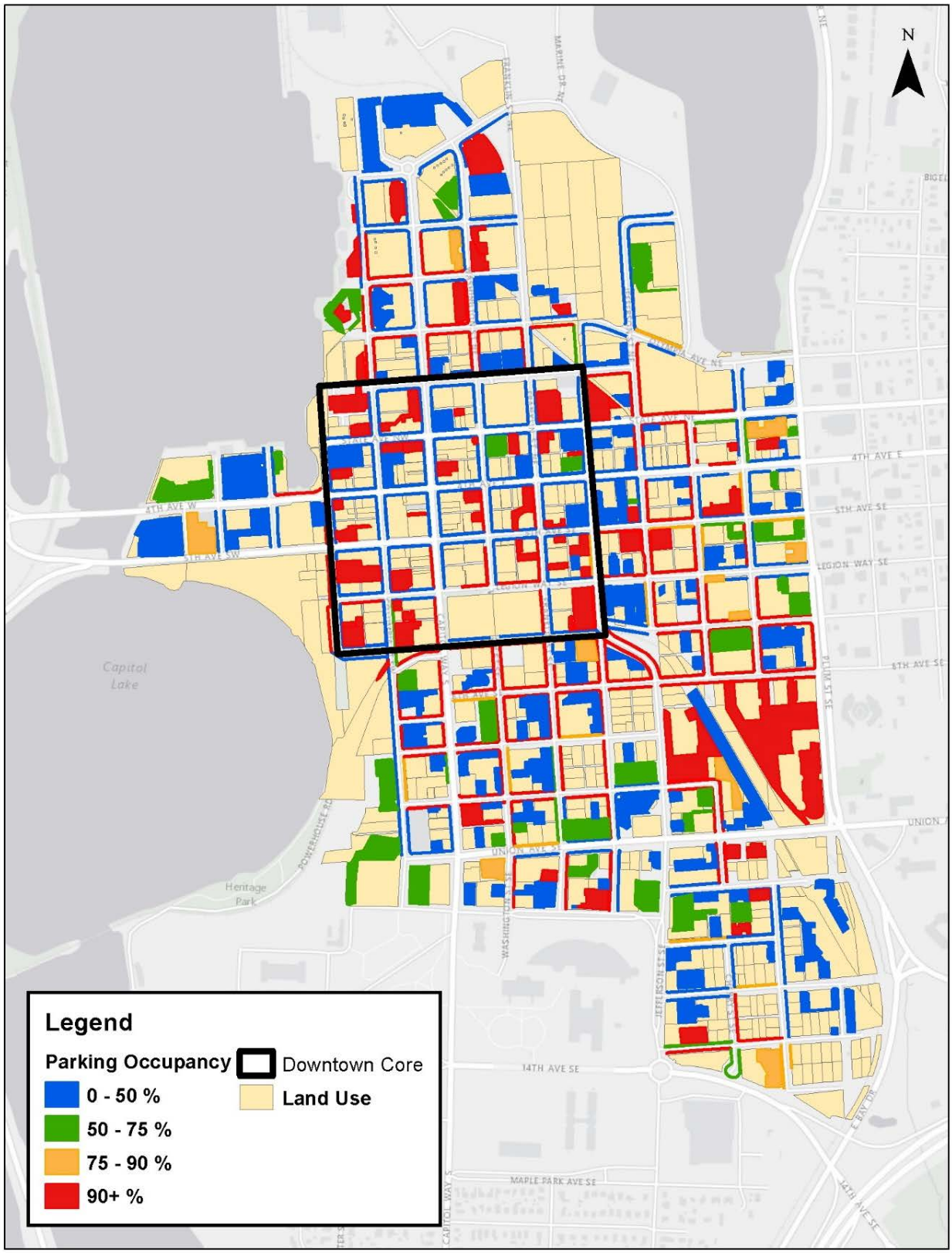
Area	Supply	Demand	Met Demand	Surplus/ Deficit	% Occupied	# Vehicles from Other Areas	# Vehicles to Other Areas
Waterfront	1,335	399	637	936	48%	238	-
Capitol to Market	4,388	2,539	2,368	1,849	54%	-	171
Artisan/Tech	4,296	2,573	2,588	1,723	60%	16	-
Southeast Neighborhood	3,322	1,661	1,801	1,661	54%	142	-
Downtown Core	2,271	1,243	1,333	1,028	59%	90	-

Kimley-Horn, 2017; City of Olympia, 2017

Looking at Table 4 results, the Downtown Core occupancy increased to 59%, which could be the result of increased availability that allowed 90 vehicles from other areas to park within the core.

Figure 26 illustrates the parking occupancies throughout the Study Area and within the Core.

Figure 26. Existing Peak Hour Parking Results (11am) with Parking Management



Kimley-Horn, 2017; City of Olympia, 2017

Scenario 2: Market Study 10-Year Planning Horizon

Scenario 2 evaluates the impact to parking of new development in the Study Area that is anticipated to occur within a 10-year planning horizon. It includes "Pipeline" developments which are currently planned, approved, or under construction. These "Pipeline" developments are summarized in Figure 27.

Figure 27. "Pipeline Developments

Project	Land Use	Intensity	Parking (Spaces)
123 4th Ave W	Apartments	138 (DU)	121
	Office	7,000 (SF)	
Columbia Place	Apartments	115 (DU)	262
	General Retail	58,000 (SF)	
321 Lofts	Apartments	36 (DU)	28
Campus Lofts	Apartments	43 (DU)	-
Billy Frank Jr Place	Apartments	43 (DU)	16
Legion Square Remodel	Apartments	28 (DU)	-
State's 1063 Building	General Retail	225,000 (SF)	-
Annie's Artist Flats	Art Studio	6,000 (SF)	25
	Restaurant	4,000 (SF)	
	Apartments	66 (DU)	
	Office	20,543 (SF)	
East Bay Flats and Townhomes	Townhomes	69 (DU)	72
	General Retail	8,500 (SF)	
	Community Center	2,200 (SF)	
Views on 5th	Apartments	136 (DU)	150
	Restaurant	30,000 (SF)	
Well 80 Brewing Co.	Restaurant	6,000 (SF)	-

City of Olympia, 2017

Additionally, Scenario 2 evaluates the impact of development that could occur within the next 10 years. While specific sites for the development are not yet identified, there are planned land uses and associated intensities. Figure 28 provides a summary of the 10-year growth assumptions. It should be noted that 40% of developments were assumed to be inside the Downtown Core with the remaining 60% outside of the Core.

Figure 28. Market Study 10-year Developments

	Land Use	Intensity	New Parking Spaces	Parking Spaces Removed
Inside Downtown Core	Hotel	54 (Rooms)	148	47
	Apartments	700 (DU)	654	149
	General Retail	130,800 (SF)	-	-
	Office	80,000 (SF)		
Outside Downtown Core	Hotel	79 (Rooms)	220	60
	Apartments	1,050 (DU)	820	370
	General Retail	196,200 (SF)	-	-
	Office	120,000 (SF)		

Kimley-Horn, 2017; City of Olympia, 2017

These developments were incorporated into the Park+ model to evaluate their impacts on the parking system. The parking management strategies presented in Scenario 1 are continued under this scenario. As Figure 29 indicates, the demand in the study area increases due to the inclusion of the new development. As a result, the occupancies for each of the parking types also increases, particularly the on-street parking. However, even with the increase in demand the parking system can absorb that demand and meet the parking needs as none of the facilities within the study area experience parking occupancies greater than 85%.

Figure 29. Scenario 2 Parking Occupancies by Facility Type

Parking Type	Supply	Met Demand	Surplus/Deficit	% Occupied
On-Street	2,321	1,643	678	71%
Public Off-Street	1,658	1,128	530	68%
Private Off-Street	9,227	5,930	3,297	64%
Study Area	13,206	8,701	4,505	66%

Kimley-Horn, 2017; City of Olympia, 2017

Figure 30 analyzes the data for each of the sub-areas and this information indicates that most of the sub-areas are operating at acceptable or underutilized levels. The Core is within the effective capacity mark of 85-90%. At occupancies of 87%, it is likely that new visitors to the Core may experience

frustrations finding an available space within the Core. However, those who visit the Core on a regular basis and know the system and where to park may still be able to find parking easily because they know where to go and how to navigate to the location.

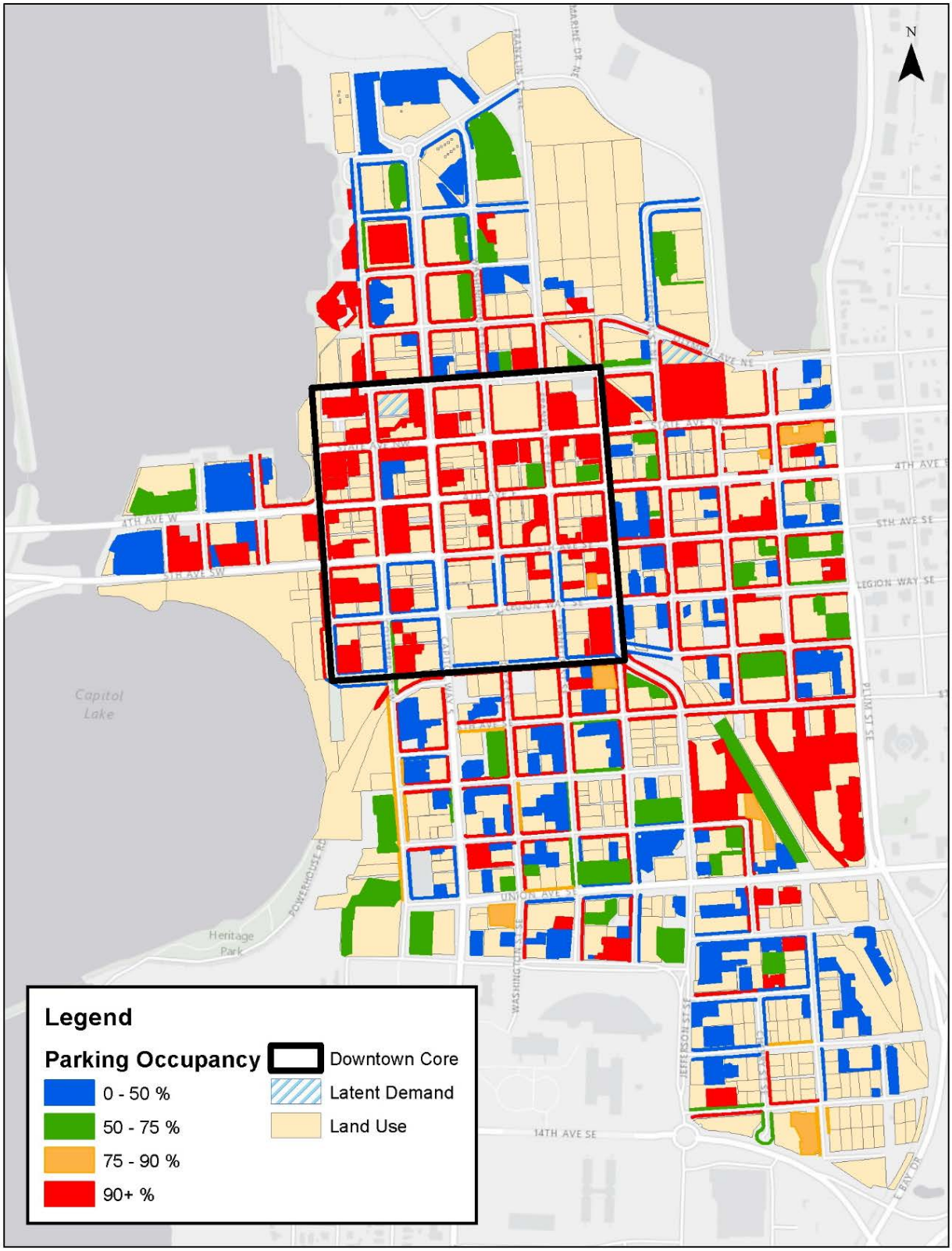
Figure 30. Scenario 2 Parking Results by Area

Zone	Supply	Demand	Met Demand	Surplus/ Deficit	% Occupied	# Vehicles from Other Zones	# Vehicles to Other Zones
Waterfront	1,559	520	1,066	1,039	68%	486	-
Capitol to Market	4,770	3,590	3,262	1,180	68%	-	328
Artisan/Tech	4,618	3,657	3,477	961	75%	-	180
Southeast Neighborhood	3,322	1,656	1,843	1,666	55%	187	-
Downtown Core	2,653	2,320	2,302	333	87%	17	-

Kimley-Horn, 2017; City of Olympia, 2017

Figure 31 illustrates the parking occupancies throughout the Study Area and within the Core.

Figure 31. Scenario 2 – Peak Hour Parking Results (11am)



Kimley-Horn, 2017; City of Olympia, 2017

Scenario 3: Market Study 10-Year Planning Horizon with the Columbia Site Garage

Scenario 3 evaluates the same developments analyzed in Scenario 2, but also includes a new parking garage (Columbia Garage) located on the southwest corner of State Ave and Columbia St. It was assumed that the Columbia Garage would be 355 spaces, would be available for public parking, and would have a rate of $60 per month. The parking management strategies presented in Scenario 1 are continued under this scenario. The following are the results and findings of this scenario.

As shown in Figure 32, with the inclusion of a new garage, the on-street parking occupancy decreased substantially to 65% (as compared to 71% from Scenario 2). This is because with readily available public off-street parking, and the on-street parking regulations as described in Scenario 1, that people are opting to park in the new garage. This increases the public off-street parking occupancy to 73%, a 5% increase from 68% in Scenario 2.

Figure 32. Scenario 3 Parking Occupancies by Facility Type

Parking Type	Supply	Met Demand	Surplus/Deficit	% Occupied
On-Street	2,321	1,477	844	64%
Public Off-Street	2,013	1,477	536	73%
Private Off-Street	9,227	5,810	3,417	63%
Study Area	13,561	8,764	4,797	65%

Kimley-Horn, 2017; City of Olympia, 2017

Figure 33, which summarizes the results for each sub-area, indicates that due to the new garage, more people can park in the Core. The parking demand does not change between Scenario 2 and Scenario 3, it remains 2,320 spaces. However, under Scenario 3, because of the garage, the Core can park more vehicles as indicated by the increase in Met Demand and the number of vehicles from other areas parking in the Core. The garage allows for 396 vehicles to park from other areas to within the Core. In Scenario 2, this was only 17 vehicles.

Figure 33. Scenario 3 Parking Results by Area

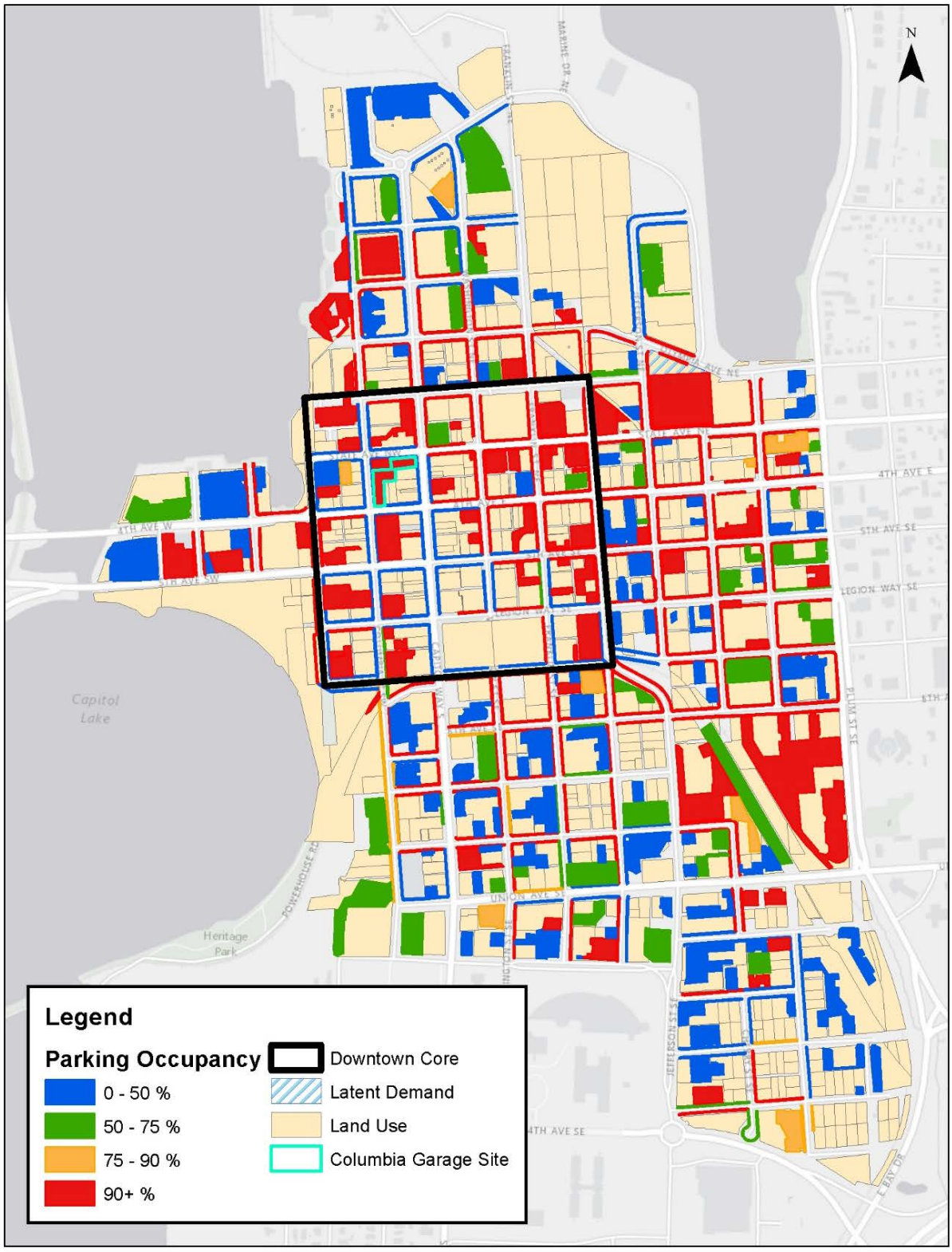
Area	Supply	Demand	Met Demand	Surplus/ Deficit	% Occupied	# Vehicles from Other Areas	# Vehicles to Other Areas
Waterfront	1,559	520	894	1,039	57%	375	-
Capitol to Market	4,770	3,590	2,967	1,180	62%	-	624

Area	Supply	Demand	Met Demand	Surplus/ Deficit	% Occupied	# Vehicles from Other Areas	# Vehicles to Other Areas
Artisan/Tech	4,618	3,657	3,469	961	75%	-	188
Southeast Neighborhood	3,322	1,656	1,843	1,666	55%	187	-
Downtown Core	2,653	2,320	2,324	296	88%	396	-

Kimley-Horn, 2017; City of Olympia, 2017

Figure 34 illustrates the parking occupancies throughout the Study Area and within the Core.

Figure 34. Scenario 3 – Peak Hour Parking Results (11am)



Kimley-Horn, 2017; City of Olympia, 2017

Scenario 4: Market Study 20-Year Planning Horizon

Scenario 4 evaluates the impact of development that could occur within the next 20 years. While specific sites for the development are not yet identified, there are planned land uses and associated intensities. Figure 35 provides a summary of the 20-year growth assumptions. It should be noted that 40% of developments were assumed to be inside the Downtown Core with the remaining 60% outside of the Core.

The parking management strategies presented in Scenario 1 and Scenario 2 are continued under this scenario. The Columbia Garage (Scenario 3) is not included as part of this scenario. The following are the results and findings of this scenario.

Figure 35. Market Study 20-year Planning Developments

	Land Use	Intensity	New Parking Spaces	Parking Spaces Removed
Inside Downtown Core	Hotel	125 (Rooms)	148	47
	Apartments	1,400 (DU)	654	149
	General Retail	262,000 (SF)	-	-
	Office	160,000 (SF)		
Outside Downtown Core	Hotel	186 (Rooms)	220	60
	Apartments	2,100 (DU)	820	370
	General Retail	393,000 (SF)	-	-
	Office	240,000 (SF)		

Kimley-Horn, 2017; City of Olympia, 2017

These developments were incorporated into the Park+ model to evaluate their impacts on the parking system. The following are the results and findings of this scenario.

Figure 36 indicates that overall, the parking system within the study area can accommodate the parking demands generated by the new development. However, when looking at each sub-area as shown in Figure 37, it is evident that the Core is above the effective capacity threshold and Artisan/Tech area is approaching that threshold. Additionally, in previous scenarios, the Core could accommodate vehicles from other areas. Under this scenario, it is no longer able to absorb those vehicles and instead is looking to place vehicles in other areas. This indicates that with this level of development and parking, the parking in the Core has reached its level of effectiveness and users will likely become frustrated with the lack of availability.

Figure 36. Scenario 4 Parking Occupancies by Facility Type

	Supply	Met Demand	Surplus/Deficit	% Occupied
On-Street	2,321	1,757	564	76%
Public Off-Street	1,658	1,184	474	71%
Private Off-Street	10,257	6,940	3,317	68%
Study Area	14,236	9,881	4,355	69%

Kimley-Horn, 2017; City of Olympia, 2017

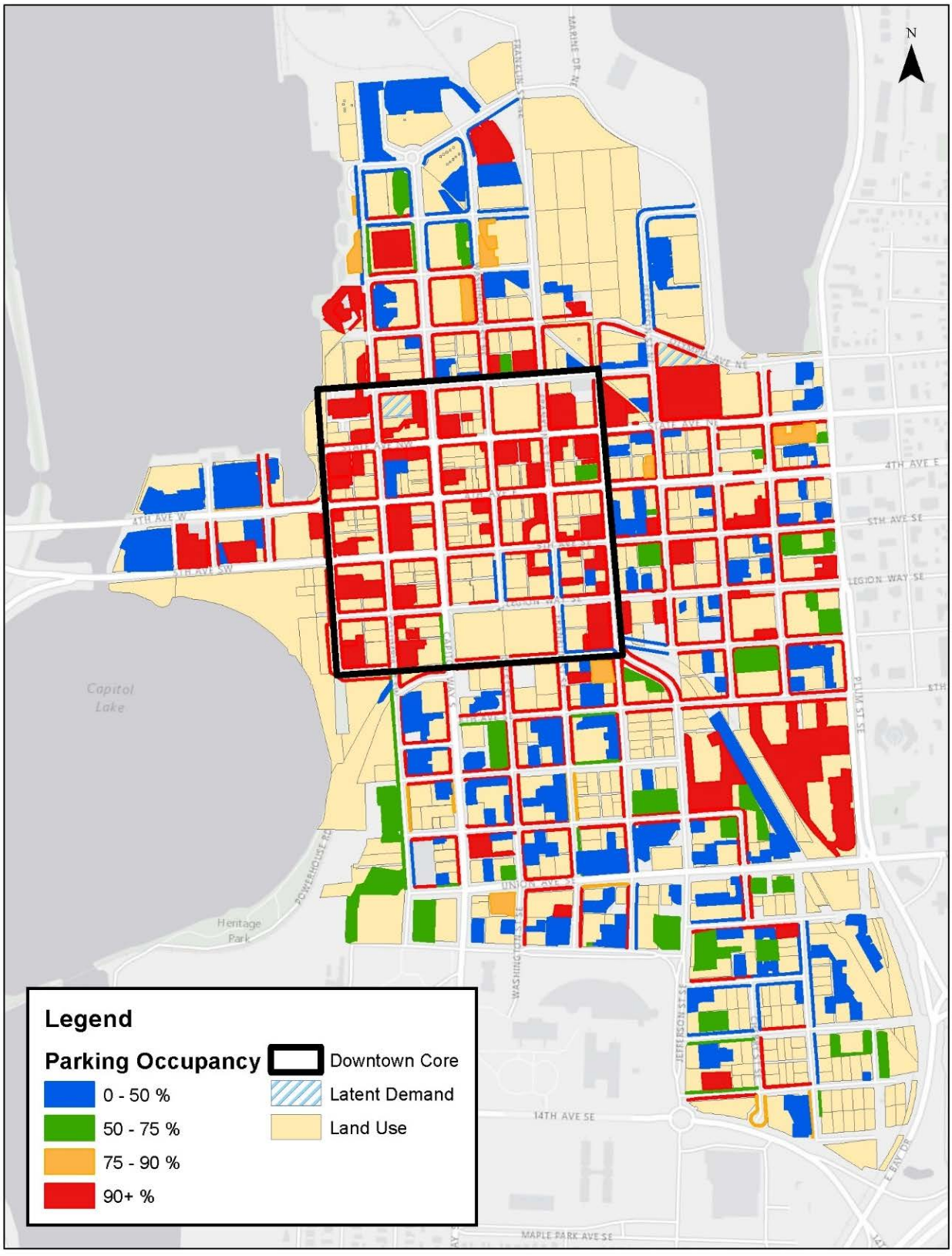
Figure 37. Scenario 4 Parking Results by Area

Area	Supply	Demand	Met Demand	Surplus/ Deficit	% Occupied	# Vehicles from Other Areas	# Vehicles to Other Areas
Waterfront	1,750	640	1,219	1,110	70%	580	-
Capitol to Market	5,427	4,567	3,997	860	74%	-	571
Artisan/Tech	5,291	4,662	4,216	629	80%	-	446
Southeast Neighborhood	3,322	1,656	1,847	1,666	56%	191	-
Downtown Core	3,310	3,417	3,045	107	92%	-	372

Kimley-Horn, 2017; City of Olympia, 2017

Figure 38 illustrates the parking occupancies throughout the Study Area and within the Core.

Figure 38. Scenario 4 – Peak Hour Parking Results (11am)



Kimley-Horn, 2017; City of Olympia, 2017

Scenario 5: Market Study 20-Year Planning Horizon with Columbia Site Garage

Scenario 5 evaluates the same developments and assumptions analyzed in Scenario 4, however it also includes the Columbia Garage, located on the southwest corner of State Ave and Columbia St. As with Scenario 3, this scenario assumed that the Columbia Garage would be 355 spaces, would be available for public parking, and would have a rate of $60 per month. These developments were incorporated into the Park+ model to evaluate their impacts on the parking system. The following are the results and findings of this scenario.

As shown in Figure 39, with the inclusion of a new garage, the public off-street parking facilities can absorb more vehicles. Within the Core, as shown in Figure 40, the parking occupancy decreases from 92% to 83% indicating that the new garage alleviates some demand in this area. However, the parking demands in the Core are still high and vehicles within the Core are looking outside of the Core to find available parking. Parking management strategies outside of the Core may have to be considered as part of a longer-term management approach to help further distribute demands.

Figure 39. Scenario 5 Parking Occupancies by Facility Type

	Supply	Met Demand	Surplus/Deficit	% Occupied
On-Street	2,321	1,809	512	78%
Public Off-Street	1,947	1,476	471	76%
Private Off-Street	10,257	6,633	3,624	65%
Study Area	14,525	9,918	4,607	68%

Kimley-Horn, 2017; City of Olympia, 2017

Figure 40. Scenario 5 Parking Results by Area

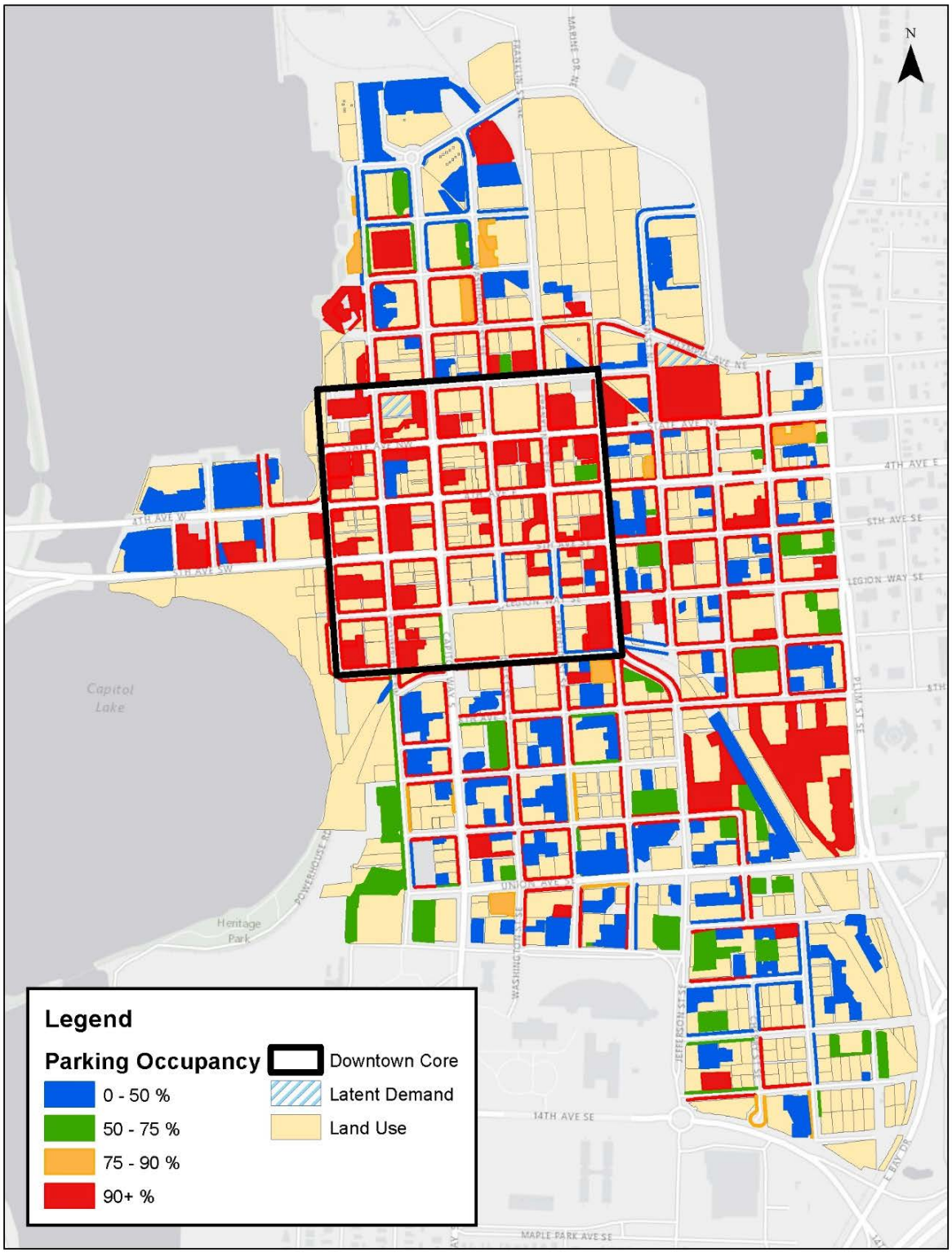
Area	Supply	Demand	Met Demand	Surplus/ Deficit	% Occupied	# Vehicles from Other Areas	# Vehicles to Other Areas
Waterfront	1,750	640	1,022	1,110	58%	383	-
Capitol to Market	5,716	4,567	4,053	1,149	71%	-	514
Artisan/Tech	5,291	4,662	4,210	629	80%	60	452

Area	Supply	Demand	Met Demand	Surplus/ Deficit	% Occupied	# Vehicles from Other Areas	# Vehicles to Other Areas
Southeast Neighborhood	3,322	1,656	1,854	1,666	50%	197	-
Downtown Core	3,599	3,417	2,971	182	83%	-	466

Kimley-Horn, 2017; City of Olympia, 2017

Figure 41 illustrates the parking occupancies throughout the Study Area and within the Core.

Figure 41. Scenario 5 – Peak Hour Parking Results (11am)

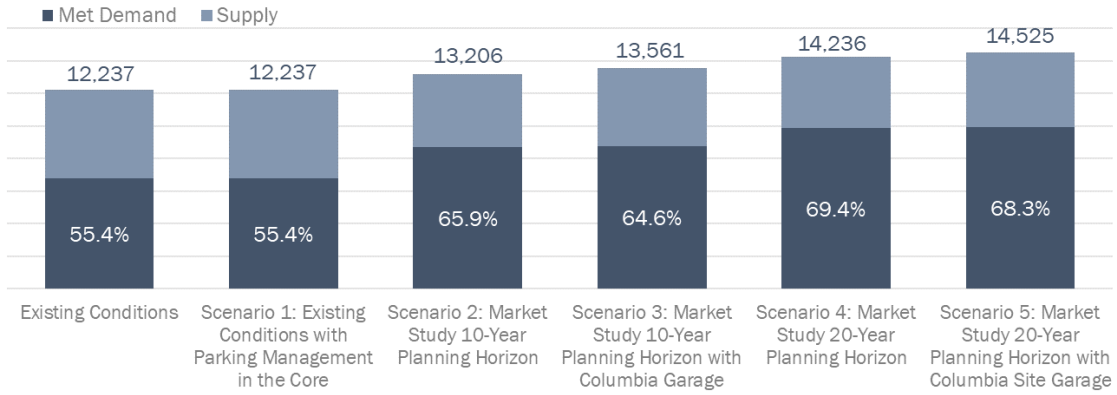


Kimley-Horn, 2017; City of Olympia, 2017

Summary

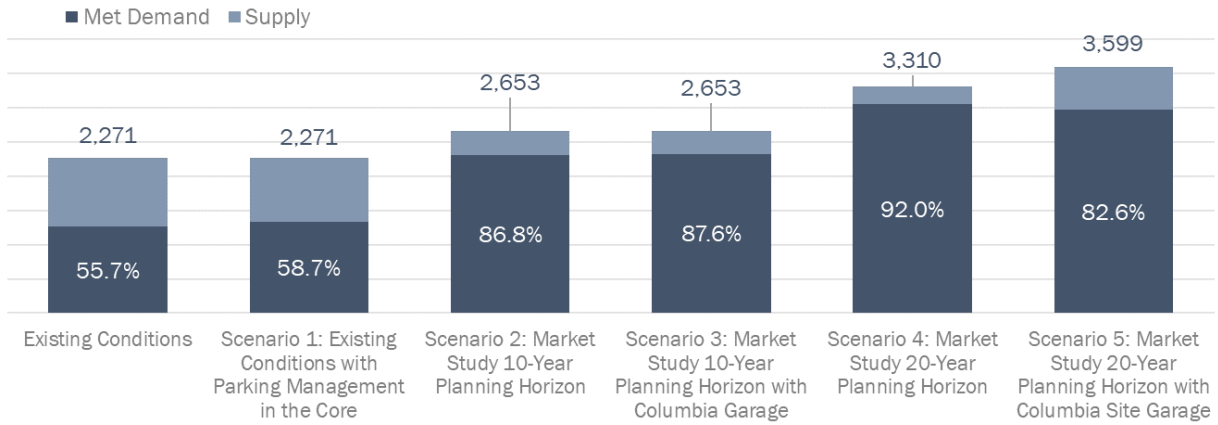
Figure 42 provides a summary of the estimated systemwide occupancies for Downtown Olympia under the five scenarios, as compared to existing conditions. Figure 43 shows a summary of the estimated occupancies for the Downtown Core under the five scenarios.

Figure 42. Summary of Supply and Demand by Scenario



Kimley-Horn, 2017; City of Olympia, 2017; Framework, 2017

Figure 43. Summary of Supply and Demand by Scenario in the Downtown Core



Kimley-Horn, 2017; City of Olympia, 2017; Framework, 2017

Conclusions

The following findings are based on the analysis performed using the Park+ model and the associated assumptions.

Immediate Planning Horizon

- The implementation of parking management strategies will distribute some of the parking demands from the on-street facilities to the off-street. This will improve access to surrounding destinations since there is greater availability of desired parking.
- By incorporating the Parking Management Strategies within the Downtown Core of Olympia the Study Area is operating at 59%. It allows more availability for vehicles from other areas to park within the core.

10-Year Planning Horizon

- The parking demands created by the 10-year developments can be accommodated by the parking system, however, the parking within the Core will start to reach effective capacity, which could lead to frustrations for new users to the study area and particularly the Core.
- The addition of the Columbia Garage in the 10-year planning horizon will alleviate the demands in the Core. Coupled with the parking management strategies, the garage allows people to move from the on-street facilities to the off-street facilities, thus creating more availability in the on-street system.

20-Year Planning Horizon

- Over the course of the next 20 years, the new developments within the Study Area begin to push the Downtown Core over the effective capacity (85-90%). This is assuming 100% shared parking, increase in on-street parking rates and converting 9-Hour meters to 3-Hour meters within the core.
- Adding in the Columbia Site Garage to the Market-Study 20-Year Planning developments and incorporating the Parking Management Strategies the Downtown Core drops below the 85-90% threshold. With the occupancy reductions in the Downtown Core, the Columbia Site Garage at the peak hour is operating at 100% occupancy.

Definitions

American Disabilities Act. Under the ADA, discrimination against a disabled person is prohibited, including discrimination in transportation, public accommodations, and government activities.

Car Sharing. A service where vehicles are available to multiple users through the sharing economy. For example, the service provided by ZipCar.

Downtown Strategy. A strategy to implement the comprehensive goals for Downtown Olympia.

Fee-in-lieu. A fee whereby developers can opt out of requiring all on-site parking established by a parking minimum and alternately pay into a municipal fund to be used for building centralized public parking.

Long-term Parking. Parking for uses that require a longer stay, such as all-day parking for employees or residences. Long-term parking prioritizes those staying around four hours or more.

Off-Street Parking (public). Parking stalls located off-street in a publicly-owned parking lot. Public parking lots may be managed by a public or private entity.

Off-Street Parking (private). Parking stalls located off-street in a privately-owned and managed parking lot.

On-Street Parking. Parking stalls located on-street in the public right-of-way.

Parking Minimum. A minimum number of required parking spaces for a specific type of land use. Requirements are often determined based on square footage or number of bedrooms, and vary based on density.

Peak Occupancy. The percent of stalls occupied at the hour where occupancy is highest.

Parking Enforcement (city). Enforcement of parking restrictions of public parking, both on-street and off-street. This enforcement is done by City staff.

Parking Enforcement (private). Enforcement of parking rules in a privately-owned lot, by a private enforcement agent.

Shared Parking. Shared use of off-street parking facilities when two different land uses with different peak parking times can efficiently use the same facility to accommodate their customers, residents, and/or employees.

Shared-use Parking Agreement. An agreement that lays out the roles and responsibilities when a property owner partners with the City or another private entity to share off-street parking.

Short-term Parking. Parking that is meant for short trips, generally four hours or less.

Surface Parking. Parking located in an off-street surface lot.

Questions?

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