

Downtown Olympia Comprehensive Parking Strategy

General Scope of Work – Draft

The City of Olympia seeks a parking consultant to assist in developing a 10 year strategic plan for the City's Parking System. The primary focus of this effort is the City's downtown. The City's parking system consists of 2,268 metered parking stalls, seven surface lots containing 364 parking stalls, and a residential parking program with eight zones spanning from the South Capitol Campus neighborhood to the Port of Olympia. The City would like to ensure that the parking system is being operated, managed and developed in a manner that helps to implement the City's Adopted Comprehensive Plan and its goal increasing the downtown population by 5,000 people. The City has a concurrent planning process underway called the Downtown Strategy. The parking system needs to mesh with this work as well.

Parking related issues that the City needs assistance in assessing include:

1. Evaluate the feasibility of demand pricing for on-street and City owned parking lots,
2. Evaluate the City's parking supply including an assessment of the City's surface lots and on-street stalls as well as the need for a parking structure or structures including identifying options for siting and financing such a facility,
3. Evaluation of parking requirements and standards for new residential and commercial projects,
4. Evaluation of hours and days of enforcement, and
5. Evaluation of the City's residential parking program and the potential need for changes to that program.
6. In line with the Downtown Strategy, evaluate the impacts to parking of converting identified locations to pedestrian and bicycle uses, including how the City would replace any parking removed from these areas.

The Consultant will be required to perform the following general scope of work and related support services and tasks in order to complete the project work.

- Project oversight and management to ensure project stays on schedule and budget.
- Collect on-street parking occupancy data in the downtown area.
- Collect on-street and City owned off-street duration data in the downtown area.
- Design and conduct a payment compliance, occupancy, and duration study in a portion of downtown Olympia.
- Build sets of maps, reports, and/or databases that display results by area, hour, day, and other metrics identified with the City, and serve to update the previous year's work. Such database will include all parking data collected, with parking area/subarea summaries. Maps should be produced in ESRI ArcGIS and provided in Adobe PDF.

- Prepare for and attend “Action Alternative” workshop.
- Summarize in a final Comprehensive Parking Strategy, including a clear implementation plan with timelines.

Project Tasks

The tasks listed below are required for completion of the project.

Task 1: Project Management, Scoping, and Planning

Description: Initial planning and ongoing project management and support by consultant staff to complete data collection.

Schedule: Ongoing

CITY OF OLYMPIA delivers: Related background material, which may include previous years’ data.

Consultant team delivers:

- Final scope, budget, and schedule
- Weekly project updates and monthly meeting/phone call
- Monthly invoices

Task 2: Project Kickoff and Data Collection Planning

Description: Consultant will meet with City staff to review requirements needed for data collection. Consultant will also work with staff to plan a combined parking occupancy, duration, and payment compliance study, which will be a new effort for the 2016 study. This combined study will be within the Downtown Core parking areas which include 2,268 metered stalls and 7 surface lots.

Within two weeks of the meeting, consultant will provide City staff with data collection schedule and plan. Note that collection of any parking data outside of paid parking blocks will require the consultant to determine the legal supply of on-street parking because the City does not have that data available. Consequently, collection plans should include this additional step for non-paid parking areas.

Schedule: May -June

CITY OF OLYMPIA delivers: detailed data collection area maps, curb space information for paid parking areas, and parking collection data sheets templates that must be filled in and returned to City for our potential Parking Studies database.

Consultant team delivers: detailed data collection plan and schedule.

Task 3: Conduct Parking Data Collection and Analysis

Description: The consultant will collect parking occupancy data in all paid areas; select other commercial on-street parking areas, and areas around transit/bike projects. Actual data collection blocks and surface lots are subject to change. The following are additional considerations for data collection:

- Collect occupancy by once-hourly observations for each block, including the 2,268 metered parking spaces beginning at 8 AM. All data collection for each neighborhood should be completed on the same day.
- Collect occupancy by twice-daily observations for each of the seven City-owned lots. All data collected on-street and off-street should be completed on the same day.
- Data collection should continue through 7:00 p.m. daily to evaluate conditions after regular business hours.
- Clearly document specific vehicle types including:
 - Vehicles parked with disabled plates or placards
 - Commercially licensed vehicles
 - Downtown Parking Exempt (DPE) vehicles (all law enforcement and emergency management vehicles, and marked City of Olympia vehicles)
- Tues-Wed-Thurs data collection, unless otherwise communicated.
- Avoid collecting when there are scheduled significant events.
- Sample parking duration collection in specified, based on hourly observations.
- Combined occupancy, duration, and payment compliance study will require surveyors to note license plates and meter reading.
- Adjacent transit and bike project area parking data collection components will be determined on a downtown zone basis identified in GIS (downtown zones are 2,3,4,5).
- Consult with the City and Olympia Downtown Strategy team members to identify the projected amounts and types of growth that might increase parking demand. From these figures, estimate the potential increase in demand. Factor in other assumptions regarding vehicle ownership and transit use trends.
- With the City, identify parking objectives and criteria to be used in assessing the adequacy of parking supply.
- Based on the information gathered, identify and characterize (in terms of time, location and type) areas of parking surplus or deficit, both under current and future (5 years and 20 years) conditions. Identify sub areas within the downtown with different parking conditions and illustrate on a map.
- Prepare a report and materials for the alternative actions workshop in Task 3 documenting and summarizing the work elements above.

Schedule: July - August

CITY OF OLYMPIA delivers: N/A

Consultant team delivers: Report described above.

Task 4: Alternative Actions

Description: The consultant will prepare for and conduct a public workshop on downtown parking concerns, documenting the real and perceived issues as well as the recommended improvements that could potentially be implemented. The consultant will provide suggested alternative actions ahead of the workshop to guide the workshop in a positive direction. The suggested alternative actions shall address the following goals:

- Discourage surface parking & overbuilding
- Condense parking so land is available for development
- Business owners & citizens emphasize need to provide safe, convenient parking for retail & entertainment venues
- Better management of City owned parking
- Consider limiting ADU free parking to 4 hours – currently no limit
- Evaluate demand based pricing
- Evaluate days and hours of enforcement
- Evaluate surface parking options and parking structure feasibility
- Evaluate parking standards and requirements
- Evaluate the residential parking program

Outreach to owners of private lots. This will include the evaluation of hours of enforcement, residential parking programs, the use of existing City-owned lots, collaborative parking management by property and business owners, the feasibility of additional City lots and or structures for parking and the use of improved wayfinding signage.

Schedule: September

CITY OF OLYMPIA delivers: Previous parking studies, documented public input, venue and advertisement of the workshop.

Consultant team delivers: Workshop materials necessary. Facilitation of the workshop. Suggested workshop time flow chart. The consultant will be heavily involved in the public engagement during the workshop.

Task 5: Comprehensive Parking Strategy

Description: Based on the results of Task 3, the consultant shall meet with the City to identify preferred elements of a parking strategy. From this discussion, the consultant will prepare a Draft Strategy Report summarizing data collection findings, identified alternative actions and

recommended actions into a comprehensive and workable implementation strategy. The strategy will clearly propose a step by step process with a suggested timeline for implementation of parking management and supply measures. The illustrated strategy will be easy to comprehend and written with an understanding that it will be reviewed by City staff and the public alike.

The consultant will meet with the City to review the draft and make changes as directed.

Schedule: October - November

CITY OF OLYMPIA delivers: Review of Draft Parking Strategy

Consultant team delivers: Draft and final Comprehensive Parking Strategy document, containing:

- Recommended parking supply and management actions, including actions that could be taken by the City, other public entities and private parties.
- Recommendations for parking requirements to be implemented through municipal regulations.
- The recommended timing and participants for each action, along with an order of magnitude estimation of relative costs. Identification of the benefits of the parking strategy.
- A discussion of how the parking strategy coordinates with other transportation and access measures such as transit improvements and street improvements, as well as estimates for population and business growth.
- A discussion of how the parking strategy coordinates with the Downtown Strategy.
- Evaluation of demand based pricing and its potential use in Olympia.
- Evaluation of days and hours of enforcement and suggestions for increasing the efficiency use of the parking system and enforcement resources.
- Evaluation of surface parking operation, location and utilization and recommendation for and parking structure feasibility.
- Evaluate parking standards and requirements.
- Evaluate the residential parking program.