

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 as described on the attached map. 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. In addition, there are a number of private lots spread throughout downtown that function as part of the downtown parking system. 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 over the next 20 years. The City has a concurrent planning process underway called the [Downtown Strategy](#). The parking strategy needs to mesh with this work as well.

The Parking system is operated as an enterprise fund and is operated in manner that provides for cost recovery for operations of the system and investment in capital improvements that benefit the system on a long-term basis. All recommendations developed by the consultant should be evaluated for financial, operational and community impacts.

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

1. Demand pricing for on-street parking, City owned parking lots, and load zones,
2. Parking supply including an assessment of City-owned surface lots, on-street stalls, and privately owned surface lots including the conversion of parking lots to other uses,
3. Shared use of existing privately owned parking structures and lots,
4. Need for a parking structure or structures including identifying options for siting and financing such a facility,
5. Parking requirements and standards for new residential and commercial projects, including consideration of fee in-lieu of providing parking, ,
6. Hours and days of enforcement and the potential need for changes,
7. Residential parking program and the potential need for changes,
8. On-street parking supply and demand in the Thurston County Courthouse area and the potential need for changes,
9. Signs, way findings and other information related to the parking system,
10. Parking technology and how the City might use technology to better manage parking,

11. Changes in transportation and travel modes, patterns and demographics and their impact on parking demand,
12. Impacts to the parking system of converting on street parking identified in the Downtown Strategy to pedestrian and bicycle uses, including how the City would replace any parking removed from these areas, and
13. Parking staffing and management structure to ensure efficient and fair operations of the parking system.

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.

- Review and understand the Comprehensive Plan and Downtown Strategy and their relationship to downtown parking needs now and in the future.
- 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.
- Collect data on utilization of private off street parking lots.
- 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" workshops.
- Gather data and prepare reports as necessary to otherwise meet the objectives outlined in this scope of work.
- 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, prior Strategic Plan, parking system maps and other geospatial information available on the City's GIS system and useful to the consultant.

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 and a number of private lots and structures.

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: July

CITY OF OLYMPIA delivers: detailed data collection area and other geospatial 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. Parking system financial data and information as may be deemed beneficial to the contractor to perform the work outlined here.

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. During this timeframe the City will develop and implement an online downtown parking survey. The following are additional considerations for data collection:

- Meet with key stakeholders associated with the downtown parking system including Intercity Transit, Parking Business Improvement Area parking committee, Olympia Downtown Association, private parking providers and other stakeholders and interested parties mutually identified by the City and the consultant.
- Provide feedback and guidance in the development of the online parking survey instrument.
- 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.
- Analyze the results of the downtown parking survey.
- Location, size and readability of parking signs.

- Prepare a report and materials for the alternative actions workshop in Task 4 documenting and summarizing the work elements above.

Schedule: –August/September

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, 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 at a minimum the following goals:

- Discourage surface parking & overbuilding
- Condense parking so land is available for development
- Provide safe, convenient parking for retail & entertainment venues throughout the day
- 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 staffing, deployment, structure and management of parking operations
- Evaluate surface parking options and parking structure feasibility
- Evaluate signs and wayfinding
- Evaluate parking standards and requirements
- Evaluate the residential parking program
- Evaluate the financial impact of alternative actions
- Evaluate implementation of the Comprehensive Plan and Downtown Strategy

A comment period will be extended to give additional opportunity for the public to give input on these alternative actions via an online survey.

This effort will also include specific outreach to owners of private lots.

Schedule: October

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 and other key stakeholders 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. The consultant team will meet with the City's Land Use and Environment Committee to review recommendations and receive feedback and direction.

Schedule: –November/December

CITY OF OLYMPIA delivers: Review of Draft Parking Strategy

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

- 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 and implements the Comprehensive Plan and Downtown Strategy.
- 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 siting feasibility.
- Evaluation the residential parking program.
- Evaluation of demand pricing for on-street parking, City owned parking lots, and load zones,
- Evaluation of parking supply including an assessment of City-owned surface lots, on-street stalls, and privately owned surface lots including the conversion of parking lots to other uses,

- Evaluation of shared use of existing privately owned parking structures and lots,
- Evaluation of parking requirements and standards for new residential and commercial projects, including consideration of fee in-lieu of providing parking,
- Evaluation of on-street parking supply and demand and enforcement in the Thurston County Courthouse area and the potential need for changes,
- Evaluation of signs, way findings and other information related to the parking system,
- Evaluation of parking technology and how the City might use technology to better manage parking,
- Evaluation of changes in transportation and travel modes, patterns and demographics and their impact on parking demand,
- Evaluation of impacts to the parking system of converting on street parking identified in the Downtown Strategy to pedestrian and bicycle uses, including how the City would replace any parking removed from these areas, and
- Evaluation of parking staffing and management structure and practices to ensure efficient and fair operations of the parking system.