



PBIA Advisory Board

Briefing on Draft Parking Strategy

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Title

Briefing on Draft Parking Strategy

Recommended Action

No action needed

Report

Issue:

Review Parking Strategy

Staff Contact:

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Presenter(s):

Max DeJarnatt, Parking Program Analyst

Background and Analysis:

Downtown is growing and parking is a top concern of downtown businesses. The Downtown Strategy was adopted in April of 2017, and is aligned with our city's Comprehensive Plan. The Downtown Strategy calls for a Downtown Parking Strategy to support a stable and thriving downtown economy by providing people with access to predictable short and long-term parking.

Community Planning & Development contracted with consulting firm Framework to develop an evidence-based Parking Strategy, using the parking industry's best practices to map out efficient uses of new and existing parking assets. The study relied on an eight person advisory committee representing an array of downtown business, neighborhood, and commuter groups, a general online survey, and interviews with 12 key stakeholders.

The Downtown Parking Strategy provides short, mid, and long-term actions to support downtown goals. Strategies include

1. Tools to Manage the Parking Program and Enforcement and Improve Customer Convenience
2. Improve On-Street Parking
3. Reinvigorate Off-Street Parking
4. Improve Access to Downtown
5. Residential and Employee Parking
6. Arts, Culture, and Entertainment Uses

7. Improve Disabled Parking Management

The City Council will review the draft strategy for adoption in Fall 2018. Meanwhile, in November of 2017 the Council gave a green light to begin implementation of short-term Phase I actions. Accordingly in 2018 Community Planning and Development hired a Parking Program Analyst and implemented new technology, including parking PayByPhone, online portal, and license plate recognition.

After the adoption of the Parking Strategy by City Council, our top priorities will be to explore the feasibility of a parking structure, deploy a downtown employee outreach/education program to transition longer-term employee parking to off-street facilities, and spearhead a city-led voluntary shared parking pilot program with private lot owners surrounding the Entertainment character area.

Neighborhood/Community Interests (if known):

A 2015 survey of downtown businesses revealed that parking is a top concern for businesses and customers.

Options:

Briefing only.

Financial Impact:

Costs to implement the parking strategy will vary.

Attachments:

Olympia Parking Strategies Executive Summary DRAFT