



PBIA Advisory Board

Briefing on downtown employee parking education

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Title

Briefing on downtown employee parking education

Report

Issue:

Discussion only

Staff Contact:

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Presenter(s):

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Background and Analysis:

Short term on-street parking is best suited for customers and other downtown visitors, while off-street monthly leased parking is best suited for downtown employees. While parking on-street may meet the immediate economic needs of downtown employees (after enforcement hours when parking is free, for example), this practice increases the scarcity of available parking for customers, negatively impacting the downtown economy as a whole. Encouraging downtown employees to utilize off-street parking facilities by educating them on the impacts and benefits of their parking choices will be a key part of increasing available on-street short term parking for downtown visitors, improving the perception of downtown as a welcoming place for all.

Draft parking strategy 5.3 states:

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 that can be distributed to downtown businesses and organizations such as the Olympia Downtown Alliance (ODA).

In addition to the parking brochure and updated website information, the city intends to develop posters with targeting messaging and whimsical illustrations to convey the critical aspects of users' parking decisions. These posters can be displayed in break rooms and on-line, as well as distributed to employees via email.

Neighborhood/Community Interests (if known):

[List relevant neighborhood and/or community concerns, if known. If public/neighborhood comments were received or if we did surveys or other direct outreach, list a summary of the information in this section. Type N/A if not applicable.]

Options:

Discuss outreach strategies.

Financial Impact:

Staff time for developing communications.

Attachments: