



*City of Poulsbo Downtown Parking Study Committee*  
*Meeting Agenda*

February 9, 2023

5:00 pm, City Hall Council Chambers

Poulsbo Downtown Parking Study Committee Meeting

Meeting Facilitators: Mayor Erickson and Ray Stevens

Invitees: Becky Erickson, Ray Stevens, Mark Kipps, Jerry Block, Gary McVey, Britt Livdahl, Ed Stern, Sandi Kolbeins, Kristin Jagodzinski, Tasha Zetty, Paul Anunson, Mike Brown, Mike Burns

- 1) Welcome – Mayor Erickson
- 2) Introductions - All
- 3) Background and History - Staff
- 4) What is your Experience? - All
- 5) Request for Proposals (RFP) – Review and Comment - All
  - a) RFP Process
  - b) Meeting Schedule
  - c) Other
- 6) Public Comment
- 7) Adjournment



# ENGINEERING DEPARTMENT

200 NE Moe Street | Poulsbo, Washington 98370

[www.cityofpoulsbo.com](http://www.cityofpoulsbo.com)

[mbateman@cityofpoulsbo.com](mailto:mbateman@cityofpoulsbo.com) (360) 394-9744

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January 25, 2023

## **Downtown parking history**

Parking in downtown Poulsbo has evolved over time, with both City and local property/business owners contributing property and funding at various times and locations. City and private projects have contributed to improving downtown parking inventory over the years. Parking in downtown Poulsbo has been the subject of much discussion over the years, with the most recent efforts building upon the work done in a 2006 parking assessment by Parametrix and a 2008 parking study by David Evans and Associates. To date all of the parking studies have used a consistent study area, with 6 sub-areas (attached).

## **Development of off-street downtown public parking**

In 1958 downtown waterfront property owners deeded tidelands to the City, which in turn provided labor and materials to construct the original Anderson Parkway. This project created 120 new parking stalls downtown.

In 1959 the Kitsap County Cooperative dedicated property to the City, including the property where Liberty Bay Park (Small Anderson Parkway lot) is located. In 1995, a portion of that property adjacent to the bay was deeded to the Port in exchange for the Port repairing the bulkhead that was failing at that time. By 2016 there were a combined 33 parking stalls in that lot (see 2016 project below). As of today that number is 43.

In 1972 an additional 80 parking stalls, transient moorage and bathrooms were constructed in Anderson Parkway. This includes the 8 parking stalls in the sub-lot near the Port offices and bathrooms. The City paid 76% of the costs, nearby property owners contributed the remaining 24%.

In about 1980 the new Post office was constructed, bringing 29 new public parking stalls and 25 employee parking stalls to the inventory.

In 1986 King Olav parking lot was constructed via LID#11, adding 104 parking stalls to the downtown inventory.

In 2009 the City added 26 public parking stalls on Front Street between King Olav and Sunset Street by re-stripping the street and eliminating the center turn lane in that section.

In 2010 new City Hall was constructed, which included approximately 75 parking stalls. As of today approximately 64 parking stalls are available for public usage in the City Hall parking lot.

In 2012 the City re-constructed Anderson Parkway to retrofit with stormwater treatment. Prior to the project there were 192 parking stalls in Anderson Parkway proper, 8 in the sub-lot at the Port office and 7 on King Harold Vei. After the project as-designed there were 196 parking stalls in Anderson Parkway proper, and the same 8 in the sub-lot and 7 in King Harold Vei. As of today the number of parking stalls in Anderson Parkway proper is down to 189 stalls due to some loading zone restriping/restrictions.



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In 2016 the City partnered with the Port of Poulsbo to reconstruct Liberty Bay Park (Small Anderson Parkway lot between Slippery Pig and Marine Science Center). Prior to the project there were 19 public parking stalls and 14 dedicated Port parking stalls. After the project there were 26 public parking stalls and 17 dedicated Port parking stalls.

## **Public Parking Lots**

Per the 2012 work done by the Planning Department, there were a total of 459 parking stalls in public parking lots in the downtown area. As of today that number is down to 419, at least partially due to the sale of old City Hall and the Police Station removing those properties from the public inventory and adding to the private inventory. Those properties are now providing their own parking per standards as required.

## **Private Parking Lots**

Per the 2012 work done by the Planning Department, there were a total of 559 parking stalls in private parking lots in the downtown area. As of today that number is up to 695.

## **Street Parking**

Per the 2012 work done by the Planning Department, there were approximately 181 street parking stalls in the downtown area. Today that number is 171 – at least partially due to needing to follow FHWA/MUTCD standards in striping street parking.

### **Summary of Downtown Parking**

	<b>2012</b>	<b>2023</b>
Public parking lots:	459	419 *
Private parking lots:	559	695 *
On-street parking:	181	171
Total Existing Parking:	<b>1,199</b>	<b>1,285</b>
Total calculated demand:	<b>1,158</b>	<b>???</b>

\* Note that old City Hall and old Police Station have been sold and the associated parking is now in the private inventory vs. public inventory



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## **Downtown Parking Studies**

Over the years downtown parking has been studied many times for various reasons. It's worth remembering that for each study or document produced it's a snapshot in time. Available parking, parking needs, parking standards and parking management strategies evolve and change over time. Recent work on parking includes the following:

In 2006 Parametrix produced a downtown core parking assessment. The assessment studied existing parking and parking demand (both present and forecast) for the downtown core. It included studying utilization. One of the conclusions was that up to 80 of the parking spaces in downtown lots were taken up by downtown merchants and employees.

In 2008 David Evans and Associates (DEA) performed a grant-funded downtown parking study, producing a final document titled "Downtown Poulsbo Parking Management Strategy." This report built on the 2006 Parametrix study and included not only an assessment of existing parking, parking needs, parking usage, but also recommended short and long term strategies for downtown parking.

In 2010 a Downtown Parking Advisory Committee was formed and produced a final report in October of 2010. It was effectively a re-convening of the stakeholders committee that participated in the development of the 2008 David Evans parking study. This advisory committee included a list of eight recommendations.

In 2012 the Planning Department produced a further summary document gathering together parking information and recommendations to date for discussion with Council.

## **2023 Parking Study – next steps**

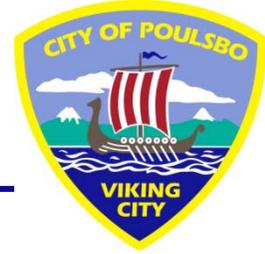
The City will be hiring a consultant to develop a Downtown Parking Strategic Plan which will distill the previous work, update it to today's conditions and develop a strategic plan including short term and long term actions that can be taken to improve utilization of the existing parking and potentially develop additional parking in a parking garage.

This advisory committee has been convened to help carry this previous work forward. The committee will be expected to review and provide feedback on the draft consultant RFP, assist in consultant selection, and review and provide feedback on the consultant's work as it proceeds.

The City intends to complete consultant selection in February 2023, with study completion in June of 2023.

# City of Poulsbo

## Planning Department



To: Mayor Erickson & City Council

From: Alyse Nelson, Associate Planner

Date: June 20, 2012

Subject: Downtown Parking Discussion: What is the Parking Problem?

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*Parking will never, by itself, lead to a revitalized downtown ... attractions bring people downtown, not available parking.” (Reining in the 800-Pound Gorilla, Kent Robertson, PhD)*

Downtown Poulsbo is an important part of the Poulsbo community – it is a vibrant core where locals and tourists come to shop, eat, and recreate. It is a popular destination, and there have been many attempts to study and analyze whether or not there is “parking problem” in downtown. The Planning Department has been involved in many of these studies, including two recent efforts that were completed in 2008 and 2010. In staff’s opinion, downtown Poulsbo does not have a parking “problem” with regard to the amount of parking available, but rather, the problem is largely a behavioral and managerial issue. If nothing else, it is appropriate to consider cost-effective, short-term strategies to free up the centralized parking for customers and then evaluate if there is still a shortage in parking stalls *before* more costly solutions are considered.

- **The parking problem is likely not a “numbers” issue.** There are approximately 1,199 parking stalls available in the downtown core. Using a parking requirement of 1 parking stall for every 300 square feet of commercial (whether office, retail, or restaurant space), the commercial building square footage existing would require 1,158 parking stalls. That means there are an extra 41 parking stalls in downtown – based on just commercial uses. The Port of Poulsbo has 250 permanent moorage slips – this would require 125 parking spaces (based on today’s standards). With the parking they’ve built recently at the old Armory site, they have a 54-stall deficit. Looking at occupied parking data from David Evans, Anderson Parkway, the Waterfront sub-lot, King Olav and Front Street are the only parking areas in downtown operating at 100% capacity – and only for several hours a day. By focusing first on pushing long-term users to less-centralized parking locations, up to 60 spaces could be freed up for short-term users.
- **Parking is partially a location issue.** When we break downtown into sub areas, the numbers indicate an excess of parking in the northern downtown and a deficit of parking in the central core. There are about 152 parking stalls over what would be “required” to serve

the buildings in the northern area. There is a deficit of about 111 stalls in the core downtown. Since tourists do not necessarily know about parking further out of the core, there may feel like there is a lack of parking in downtown because the key lots are full. We should not expect visitors to the community to know where the outlying parking areas are, but the locals do, especially the downtown business owners and their employees.

- **Parking is a managerial issue.** During peak weekday hours, long-term users are occupying nearly a quarter of available public parking in Anderson Parkway, the smaller waterfront parking lot, and Front Street through downtown (David Evans report). King Olav has over 70 stalls utilized by long-term users between 10:00 am until 2:00 pm on weekdays. This is over 60 percent of its available parking. The David Evans report discusses three user groups of parking:
  - Short-term users (visitors & customers) should have access to the most convenient parking spaces with time restrictions which allow users adequate time to conduct their business.
  - Long-term users (employees, Port users, residents) should park in outlying areas or utilize alternative forms of transportation. “Typically municipalities do not provide convenient, free parking for long-term users.”
  - Service users such as delivery trucks, which provide a necessary support for downtown businesses and need convenient and larger spaces to park.

Again, if those working in downtown consume the most convenient and obvious parking, the fact that visitors can’t find parking should come as no surprise.

- **Employees & other long-term users are parking in prime spaces.** The 2006 Parametrix study indicated up to 80 parking stalls were being used by employees within downtown. Assuming a parking stall used by a long-term user (employee, resident, etc.) could turnover 3 times in a day if available for customer use, and assuming that each time it turned over it would generate approximately \$20 in revenue, a parking stall in downtown Poulsbo can generate \$60 in daily sales. If that is possible 300 days a year, that means the annual retail value of a parking stall is approximately \$18,000. Assuming that out of the 200 -300 employees in downtown, 60 are parking in either the waterfront lot or on Front Street, Poulsbo is losing out on approximately \$1,080,000 in annual retail revenue. Frankly, if one calculates lost revenue on all parking used by employees and employers then that number could be as high as \$3 million. (The \$20/trip and 300 shopping days/year figure come from Rick Williams, a parking consultant in Oregon.)

*“Every downtown likes to blame its woes on parking. Frequently, people perceive that there is a parking problem if they cannot park directly in front or behind the actual business they are visiting. Often, the supply of parking in downtown is adequate; yet, the directional signage to the parking is non-existent ... This circumstance surely makes the case for better downtown parking management, consistent clear signage, and enforcement of parking regulations. It’s almost never about more space.”*  
(Kent Robertson, PhD)

- **If parking is a management issue, what do we focus on first? Changing behavior.**  
There are many ways to change behavior of downtown parking users. They generally follow two main paths: disincentives (paid parking, enforcement) and incentives (carpool benefits, bus passes).
- The 2008 DEA study had this basic philosophy: Reserve parking in Anderson Parkway and Front Street for short-term users and service vehicles. Long-term users should park in outlying lots, such as the King Olav lot. “Parking time limits, with adequate enforcement, and/or paid parking are the strategies that will best achieve this philosophy.”
- The 2010 Final Report had a variety of suggestions that would impact user behavior, including:
  - Improve signage and establish a public education campaign identifying public downtown parking areas and the importance of employer’s and employee’s leaving the prime spaces for customers.
  - Improvements to 3<sup>rd</sup> Avenue (Item 5) – these changes will help shift the negative perspective of 3<sup>rd</sup> as an unsafe street from a pedestrian safety viewpoint. This should increase the number of employees willing to park on 3<sup>rd</sup>, particularly if combined with parking fees or enforcement in closer-in parking areas.
  - Overnight Parking (Item 3) – which might be expanded to become an overnight parking permit program that could include downtown residents/marina guests and other users to purchase an overnight parking permit. A program might also be implemented for longer-duration parking, such as a monthly parking permit for residents/employees attached to certain spaces throughout downtown.
  - Parking Fees and Enforcement (Item 4) – charging a fee at Anderson Parkway and on Front Street within the downtown core will trigger a shift of employee parking to outlying parking lots and streets.
  - Specialized Parking Needs (Item 7) – as areas of downtown are marked for motorcycles and bikes, more users may be encouraged to switch transportation mode.
- Other solutions?
  - Develop an employee/long-term parking lot – one potential location would be the old museum site on Jensen.
  - Limited paid parking by permit in downtown parking lots.



## City of Poulsbo Engineering Department

### Request for Proposals

#### Parking Study for Downtown Poulsbo

RFP Release Date: February 13, 2023

Proposal Due Date: March 3, 2023, at 2:00pm

**Introduction:** The City of Poulsbo has a population of 12,531 and is approximately 4.5 square miles in area in the northern part of Kitsap County, with its historical center located on Liberty Bay. The City is seeking Request for Proposal from experienced parking, planning or engineering consultants to assist in the development of a Downtown Parking Management Strategic Plan.

### 1. PROJECT OVERVIEW

The City of Poulsbo is seeking a qualified consultant to collect data for a downtown parking study (include map of project area). The City of Engineering Department will provide project management. The budget for consultant effort is approximately \$40,000. The City desires to enter into a contract with the selected consultant in February 2023, with completion of the study by June 2023. City council has commissioned an advisory committee to discuss, review, and recommend parking solutions based on this technical evaluation.

Document Review: Consultants should be familiar with the following city documents and studies:

Link the two studies.

### CONSULTANT'S SCOPE OF WORK

1. Review previous parking studies prepared by the city and others
2. Review parking challenges provided by the advisory committee
3. Confirm available parking vs parking demand
4. Review current parking regulations, identify gaps for improvement and recommend policy updates.
5. Identify existing walkshed to provide adequate parking to serve the downtown C-1 zone
6. Identify and evaluate parking solutions including:
7. What systemic improvements can be made to improve parking in Poulsbo?
8. What would a paid parking model look like? Evaluate parking solutions and costs for parking meters and fees that are being implemented in similar downtowns as well as innovative, cost-saving, and forward-thinking solutions.
9. Identify 2 to 3 potential parking site(s) (potentially garages)
10. Provide planning level capital cost estimate for parking solutions
11. Discuss and recommend potential funding sources of proposed infrastructure and innovation improvements including potential private and public grant opportunities.
12. Summarize results in a technical memo
13. Present results and options to advisory committee and city council (estimate 3 meetings)

### 2. STUDY AREA

The study zone includes the core of downtown and its surrounding areas where existing and future land uses are foreseen to be most intense in the near future, where off-street parking has

been observed to be in regularly high demand, and where on-street parking is currently available. This area is generally depicted on the map in **Attachment A**.

### **3. PROCEDURES**

This section of the RFP details the procedures that the City of Poulsbo has established for managing and directing the RFP process. The purpose of these procedures is to ensure that the City receives proposals that are the result of an open, competitive process, and to ensure that proposers receive fair and equitable treatment in the solicitation, receipt, and review of their proposals.

The City may reject the proposal of any proposer who fails to comply with any of the requirements of this Section.

#### **Communications with City**

All communications concerning this project should be directed to:

**Michael Bateman, P.E. Development Review/Transportation Engineer**  
City of Poulsbo Engineering Department  
200 NE Moe Street  
Poulsbo, WA 98370  
[mbateman@cityofpoulsbo.com](mailto:mbateman@cityofpoulsbo.com)  
(360) 394-9744

#### **Acceptance/Rejection of Responses**

The City reserves the right and holds at its discretion the following rights and options:

- to waive any or all informalities in any SOQ.
- to reject any or all responses.
- to issue subsequent requests.

This RFP solicitation does not commit the City to enter into a contract or proceed with the procurement of the project. The City assumes no obligations, responsibilities, and liabilities, fiscal or otherwise, to reimburse all or part of the costs incurred by the parties responding to this RFP. All such costs shall be borne by each company submitting an RFP response.

### **4. PROPOSAL CONTENT AND FORMAT**

The following requirements must be met in all proposals:

1. A letter of interest, which shall include the firm's name, address, phone, and email information.
2. Team Organization, Bios and Project Manager Qualifications
3. Provide 3 examples of similar projects
4. Provide 3 references including names and telephone numbers of clients with similar projects.
5. Attachment A: Resumes (Optional)
6. Attachment B: Sample work from Projects (Optional)

#### **Submittal Format Requirements**

The submittal shall not exceed 6 pages plus resumes and project examples for a maximum of 15 pages. The submittals must be submitted on typed, 8½-inch by 11-inch paper, and with type size no smaller than 12-point font. A pdf copy shall be submitted to [azieman@cityofpoulsbo.com](mailto:azieman@cityofpoulsbo.com).

## 5. ADDENDUMS TO THE RFP

Any revisions, updates, clarifications, of the RFP will be posted on the City's webpage at: <https://cityofpoulsbo.com/engineering-notices/> and Proposers are encouraged to subscribe to updates or register as provided for on the page.

## 6. SELECTION CRITERIA AND QUALIFICATION REQUIREMENTS

After reviewing this RFP, any firm that determines it has the necessary expertise and experience to successfully perform the required services may submit a Letter of Interest and Statement of Qualifications (SOQ) addressing the items set forth herein. Women and minority businesses are encouraged to apply.

The criteria outlined below will be used in evaluating the proposals:

1. Project team experience with similar projects (25%)
2. Approach and project understanding (25%)
3. Familiarity with local plans, policies, conditions, goals, challenges, and opportunities (25%)
4. Past performance and/or references (25%)

A "short list" of firms will be made within four weeks of the submittal deadline. All consultants submitting a proposal will be notified of the selection. Short-listed consultants may be asked to participate in an interview process to finalize on call and subsequent project selections.

Interviews may be conducted by an Interview Team. The Interview Team may be comprised of one or more members of the Evaluation Committee, and other staff, officials or technical professionals that the City deems appropriate.

Contract negotiations will commence with the selected consultant. Firms not selected will be notified in writing.

The contract will be executed between the selected consultant and the City.

If negotiations with the initially selected consultant fail to produce a contract, the City reserves the right to enter negotiations with one or more other proposers, and/or to solicit proposals from additional consultants.

Following the submittal of satisfactory scope of services, fees, schedule, and insurance coverage, the City Engineer will recommend to the City Council that they authorize the City Mayor to execute a professional services agreement with the recommended firm.

The City of Poulsbo in accordance with Title VI of the Civil Rights Act of 1964, 78 Stat. 252, 42 U.S.C. 2000d to 2000d-4 and Title 49, Code of Federal Regulations, Department of Transportation subtitle A, Office of the Secretary, Part 21, nondiscrimination in federally assisted programs of the Department of Transportation issued pursuant to such Act, hereby notifies all bidders that it will affirmatively insure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises will be afforded full opportunity to submit bids in response to this invitation and will not be discriminated against on the grounds of race, color or national origin or sex in consideration for an award.

Deliver Electronically to:

[azieman@cityofpoulsbo.com](mailto:azieman@cityofpoulsbo.com)

City of Poulsbo

Engineering Department

200 NE Moe Street

Poulsbo, WA 98370

\*\*\*\* Insert Attachment A – map of C-1 Zone \*\*\*\*

DRAFT





King Olav Parking Lot  
111 Public Parking Stalls

City Hall  
29 Public Parking Stalls

Anderson Parkway  
189 Public Parking Stalls

Liberty Bay Park  
(Small Anderson)  
26 Public Parking Stalls

## 2023 Update to Downtown Parking Inventory

Private Lots		Street Parking		Public Lots	
		<b>Sub Area 1</b>			
Bank of America	65	Front - King Olav to Sunset	26	No public Lots	0
Dentist Office	10	Jensen	13		
Port Lot	56				
Martha and Mary	128				
Post Office (employee)	25				
Post Office (public)				Post Office - Public spaces	29
<b>Subtotals</b>	<b>284</b>		<b>39</b>		<b>29</b>
		<b>Sub Area 2</b>			
Edward Jones	7	Moe	11	City Hall - public spaces	29
City Hall Employee	35	Jensen	33		
City Hall Police	11	3rd	17		
Kitsap Printing	3				
Dirty Harry	2				
Business Building	28				
Wells Fargo	8				
Bjermeland @ Jewel Box	9				
<b>Subtotals</b>	<b>103</b>		<b>61</b>		<b>29</b>
		<b>Sub Area 3</b>			
Eagle Mortgage	14	Front - Jensen to King Olav	9	King Olav Parking Lot	111
Sophie	56				
Blue Sky	7				
Bakery Employee	4				

Sons of Norway	9			
Gran Kirk condos	9			
Museum	10			
Second Season	7			
<b>Subtotals</b>	<b>116</b>		<b>9</b>	<b>111</b>

#### Sub Area 4

Port sub-lot	8		Anderson Parkway	189
<b>Subtotals</b>	<b>8</b>		<b>0</b>	<b>189</b>

#### Sub Area 5

Law Office	11	Jensen	2	No public lots	0
245 Moe	10	Front - Jensen to Hostmark	15		
Valholl	10	3rd - approximate	38		
Behind old Almo	18	King Herald	7		
Bakery	9				
TV Jones	10				
Eliason Building+Sonia Devino (on 3rd)	19				
Marina Market	9				
Front Street Buildings - back lot	31				
<b>Subtotals</b>	<b>127</b>		<b>62</b>	<b>0</b>	

#### Sub Area 6

Vanaheimr	37	No street	0	Liberty Bay Park (little Anderson)	26
Marine Science Center	16				
Compounding Pharmacy	18				
Bannon	4				
Port Reserved	17				

<b>Subtotals</b>	<b>92</b>	<b>0</b>	<b>26</b>
<b>Total private parking lots</b>	<b>730</b>		
<b>Total public parking lots</b>	<b>384</b>		
<b>Total street parking</b>	<b>171</b>		
<b>Total parking all areas</b>	<b>1285</b>		