JUNE 13, 2023

Meeting Invitees:

Becky Erickson, Mayor Ray Stevens, Planning Commission Mark Kipps, Planning Commission Jerry Block, Planning Commission Gary McVey, Planning Commission Britt Livdahl, City Council Ed Stern, City Council Sandi Kolbeins, The Loft (Restaurant) Kristin Jagodzinski, Flicka (Retail Shop) Tasha Zetty, RE/MAX Paul Anunson, Sons of Norway (Non-Profit)

Mike Brown, Landowner Diane Lenius, City of Poulsbo Heather Wright, City of Poulsbo Michael Bateman, City of Poulsbo Josh Ranes, City of Poulsbo Nikole Coleman, City of Poulsbo April Zieman, City of Poulsbo Drew Willsey, Consultant Team Mallory Baker, Consultant Team Vincent Wen, Consultant Team

Meeting Objectives:

- 1. Introductions and getting to know each other.
- 2. Introduce the project scope, schedule, and core objectives.
- 3. Discuss community engagement and collaboration plan.
- 4. Build a shared vision of success for the project and draw out concerns.

Meeting Minutes

Ms. Baker began presentation at 2:01 PDT.

Questions and Comments About Presentation Slides (included as attachment):

Mr. McVeigh: At the first committee meeting, we talked about the timeline. We all felt it was important that we have a good product. The timeline/schedule seems pretty aggressive. Are we trying to rush you too much? Or are you comfortable with getting the project done?

Ms. Baker: We're comfortable with the schedule. It gives us time to understand the vision and project, collect data, etc. There's enough wiggle room to deliver this project on schedule. However, we might suggest extending the schedule a bit if we're not getting the community engagement participation that we need. Over the summer months, if we can't get enough folks to come out for consensus building, et cetera, then we might extend.

Mr. Stern: We need to understand the baseline for what we're studying, with the baseline being the existing status quo. Will need to understand how potential actions and strategies might affect the status quo.

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Ms. Baker: Parking is a means to an end. If we create a parking system just for parking, just for revenue generation, that wouldn't be effective. I agree that we don't want to create any strategies or change that would harm the status quo. People don't "come downtown just to park."

Ms. Baker: For all of our meetings, we'll have both in-person and virtual options. We see all input as good input. Even if we see frustration, it will be valuable. We will need the group's help with disseminating the survey and getting the word out.

Mural Session Discussion (included as an attachment)

What Does Success Look Like?

• One aspect of success would be finding a way for employees and business owners to park outside of the downtown core to leave room for more short-term customers.

• We need to make sure that employees have a safe and good way to get back and forth to work that makes them want to come to work in downtown Poulsbo.

• There are times when it's slow. It is important to make the parking work for downtown during slow times as well as busy times.

• Success looks like availability. Right now, during peak times, it's very difficult to find any parking.

• We've all been to places where parking kind of overwhelms everything else. We want to make sure that that doesn't happen here.

• No one wants to see a giant sea of asphalt.

• We want to hold multi-modality in high value. Make sure that multimodality isn't squeezed, or can, in fact, be enhanced.

• Success would entail better accessibility. Whatever solutions we come up with, we're being sensitive to various socioeconomic factors. We want a parking system that serves everybody.

• Would like to capture something about technology. Some downtowns have signs that indicate parking availability. If there is a better way to use technology and signage to help people find spaces that are available, as opposed to "doing the merry-go- round," that would be helpful.

• Success might involve some type of biking. Thinking about more mode types other than vehicles.

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• If, in our future, a parking structure seems like it should become a reality, it would be good to know how to integrate the structure better into our town as something that is not just exclusively parking. For instance, if retail store frontage is incorporated at the ground floor. Or, if the top has some sort of park or plaza area.

Response from Ms. Baker: There are a lot of things we can do, and it's a great idea. Adaptive reuse, retail, parks, et cetera, are all things that a parking structure can be that is more than just parking.

It Might Surprise You, but Success Does Not Look Like...

• A big, giant parking structure in the middle of town may not be the way to go and has hurt the image and appeal of other downtowns. I want to clarify that I'm not, "anti parking garage, I'm anti ugly parking garage."

• Any solution that drives potential visitors away, such as Bremerton. Lack of convenience, not friendly. Difficult accessibility.

• Parking that is too complicated. Whatever we do, it needs to be very clear and understandable. For instance, I just "got dinged because I went to the wrong machine." There are multiple parking operators, and it can be confusing.

Response from Ms. Baker: We've seen some clients become obsessed with the tech angle, but it can leave some folks behind.

• If we do enforcement, there will need to be an incentive to move rather than get a ticket and not move.

• A plan that relies too heavily on public transit will fail. You're not going to get people out of cars to a large degree. A plan too reliant on public transit will likely not be successful.

• Remote parking likely "will not fly."

• In recent memory, we don't do any enforcement currently. We did at one time enforce the limits. Some visitors got tickets, they complained to the merchants, and somehow enforcement kind of went away. Maybe some sort of understanding, education around the policies and rules is part of success.

• Previously, we didn't really have any technology to help us with enforcement. Enforcement was all manual.

• Maybe something where they can scan something to pay ahead of time (parking reservations). Something that's user friendly.

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Response from Ms. Baker: There are definitely technology options out there that can allow parking to be reserved ahead of time.

A Fear About Our Efforts to Change Parking Is....

• I don't want my employees to want to have to walk too far. I don't want parking to be a deterrent for employees working for me. We have all sorts of different people.

• Too much enforcement and rates that are too high, or rate hikes that are too sudden or extreme, may disincentivize visitors.

• Comment from Ms. Baker: If we don't show how people's voices are influencing things, that's when we lose trust, and that's when folks may start coming out in droves to object to the study and proposed strategies.

• Having been through 3 parking studies, a fear is not having the courage to do something. At this point, it's almost a public safety issue. I fear that we won't have the courage to make change.

• When we talk about engaging the community with a survey, they are not the only ones who use parking. Is there any component to the survey where visitors (from outside Poulsbo) are or could be included?

Response from Ms. Baker: When we say "community," we mean a broad definition of that word. Anyone who lives, works, and plays. We include some demographic questions to understand holistically where people are at. Are there differences between residents, employees, visitors, etc. Might be some challenges to getting visitors to fill out survey. May have staff do some intercepts at local events in-person. We'll do what we can, but we want to make sure that everyone has the opportunity to fill the survey out.

• One of the things that is unique about Poulsbo is that it is 4.7 square miles, 12k people, but we provide urban services to about 40k people. Many people live in the same ZIP code but are not a city resident.

Response from Ms. Baker: We've seen this in other communities. We want to understand the preferences of both those who live downtown as well as those who live in the rural areas.

• We've spent some time in Casa Robles, CA. They have free parking now. City Council wanted to switch to a paid model. What they did to make the change easier, for an incremental approach, they made the first two hours free. No one started paying until after 2 hours. Helped to allay fears and get people familiar with the system.

Response from Ms. Baker: That's a great idea.

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• We haven't talked a whole lot about revenue. Not having enough resources to maintain what we have, or make improvements, is a fear.

• Response from Ms. Baker: Once we talk about strategies, we will get to what resources it will take and what we need to vet strategies. At this point, though, we don't want to stifle creativity.

• I'm a little concerned that our timeframe for this study does not correspond with our time frame for Front St. How do we account for the impact of that project on routing or parking or multi-modality? Three years from now, money from Utilities will be coming to reconfigure Front St.

Response from Ms. Baker: We want to create a plan that's flexible enough to respond to a wide variety of conditions. We will work with staff to understand what some of the other projects and initiatives look like. Usually, however, other projects do no affect operational or management strategies. They may affect demand distribution or parking supply, however. We want to include key metrics for staff to know when and where we need to make the next incremental change that is part of the implementation plan. As we move along, we will engage Public Works.

• One thing that could be added to success is integration of the parking plan with Front St. Our plan is to begin replacement of the water main and improve the roadway in about three years. There also may be opportunities for enhanced pedestrian amenities.

We Can Harness These Fears By...

• Just keeping everyone informed, as decisions are made, letting people know as early as possible.

• Engaging other major stakeholders. I attended the Downtown Poulsbo Association meeting last week. They were talking about a pilot program for employees. Free parking pass on Saturdays if they park at First Lutheran Church. They have a small parking committee. Brenda Gates is the one spearheading the pilot program.

• Not sure why they picked Saturday [for the free parking pass pilot]. They may have seen Saturdays as the busiest parking day.

• Along with identifying what success looks like, maybe we should be identifying what makes our downtown vibrant and what we love? What is key and what not to break? What don't we want to mess up?

Response from Ms. Baker: We have some time. Do we want to spend some time on this now?

• When I think about what makes downtown Poulsbo different from nearby towns, you don't have to go far to get a really nice view. The natural beauty is very present. On Bainbridge, it's not quite as easy to see the harbor.

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• To assuage the fear, one thing we can do is manage expectations. Part of that goes to phasing. But there needs to be an understanding that there's "no silver bullet."

• At noon yesterday, there were three cars pulling out and one pulling in with (surf or boogie) boards. A lot more people than before are getting out onto the water than before, it seems.

• With Poulsbo, thanks to social media, the "secret is out." We have to remember not to lose our soul. We're at a tipping point. If you go downtown, you see this, with people having their phones out everywhere.

• It's not just that Poulsbo is home. There's an authenticity to our heritage that Leavenworth does not have. We have a real Norwegian heritage.

• The largest Sons of Norway organization in the world is located here.

• Poulsbo has a real eclectic nature to it. It's quirky and it's not homogenized. A lot of people really love that and don't realize it. It's evolved, it's organic. It's a little fishing village, really, that has evolved over time.

• To follow up on Mike's remark, for the second comp plan, there was a debate in Council about what Poulsbo is. The idea was that this would be a town with tourism, not a tourist town.

• One thing that makes Poulsbo special, we're going to have more residents downtown in the future. Two new apartment buildings coming online. We need to recognize that and see it as a positive and that there aren't a lot of negative consequences associated with it.

• What have you drawn out today that resonates with you?

Response from Ms. Baker: This group really understands that parking isn't really important in and of itself. One thing that I hear a lot is a really strong interest in a "silver bullet" tech-based solution, and I'm not hearing that here. We want to be supportive of what we have on the ground. In the vein of consumer friendliness and choice, we want to steer clear of a super tech-heavy solution and don't want to detract from the natural beauty and aesthetic of the community. Maybe there are some tie-ins to that, such as with signage and wayfinding. Also, this issue has been studied before, and there have been recommendations that will still be prescient. Finally, something I've heard here is that there's an economic vitality, but there's also a true honoring of the importance of employees and residents in making downtown what it is. Usually, it's just a focus on getting customers to be able to park and get in and out. This discussion has been more holistic.

• You don't feel rushed in Poulsbo. We appreciate that kind of more slow, easy pace, and taking time to enjoy what we have.

• Comment from Ms. Baker: The focus should be creating a wonderful system.

CITY OF POULSBO DOWNTOWN PARKING STUDY

PROJECT KICKOFF MEETING-MINUJTES

JUNE 13, 2023

Meeting concluded at 3:30 PDT.

Attachments:

Meeting PowerPoint Presentation PDF of Mural Activity

Downtown Poulsbo Parking Study Advisory Committee Kickoff Meeting—June 13, 2023



Our "Why"

We've studied quite a bit—now is the time to make real and impactful change!

Build a parking system fit for Little Norway.

- Align with vision for Downtown success.
- Address existing and foreseen challenges.
- Be proactive in making changes to parking management that improve economic and social vitality.
- Sustainably allocate and build resources.

Project Objectives



Update our **framework** for managing parking downtown given existing and projected conditions and our vision for success.



Create **metrics** that show us when to change our approach and help inform how we're doing.



Expand and refine our **menu of options** for different kinds of parkers residents, employees/commuters, visitors and more.



Understand **resources needed** for near-term, mid-term and long-term objectives.



Share and build consensus with **decision-makers** so we can get things done!

Project Scope and Schedule

June—July Discovery + Visioning July—August Strategies Identification and Vetting

August—October Create a Plan for Action

Advisory Committee Kickoff* Community Survey Data Collection Vision and Guiding Principles Advisory Committee Meetings (2 and 3) Strategy Identification and Vetting Advisory Committee Meetings (4) Implementation and Action Plan Final Plan Presentation

Community Engagement

Internal Staff

- Kickoff
 Meeting
- Regular checkins
- Material reviews

Advisory Committee

- Advisory
 Committee
 meetings
- Regular checkins
- Community engagement opportunities

Community At-Large

- Project One-Pager
- Community Survey
- Project
 Summary

Success/Fear Statement

Help us build a shared **vision of success**!

Wrap-Up and Next Steps

June Tasks

Project Messaging Community Survey Data Collection and Analysis

Thank You.

ability to plan parking, different options, userfriendly

Be sure employees have a safe/good way to get to work that makes them want to come work in Downtown

leverage any new parking infrastructure as a from what's way to have multiple community benefits

parking that oesn't detract attractive in Downtown Poulsbo

Finding a way for hold multimo empl/business Making good education/understanding in high value- u owners to park around policy and rules not squeeze ar use of the outside downtown for enforcing parking in fact enhan existing core, leaving more experience of parking, safe other modes room for short-term and walkable better accessibility customers and equity for thinking about differently-abled people and folks all the ways with varying Improve user people get to/ socioeconomic around status digital signage Poulsbo Parking system that works in peak times Parking for all availability- ability and in slow times, users and to find a parking even when it's busymodes of space within a understands the reasonable transport. fluctuations period of time IT MIGHT SURPRISE YOU, BUT SUCCESS TO ME FOR PARKING MANAGEMENT IN POULSBO **DOES NOT LOOK LIKE...** some big ugly any solution (e.g., parking Bremerton) that

integration of what we know about the future of Downtown

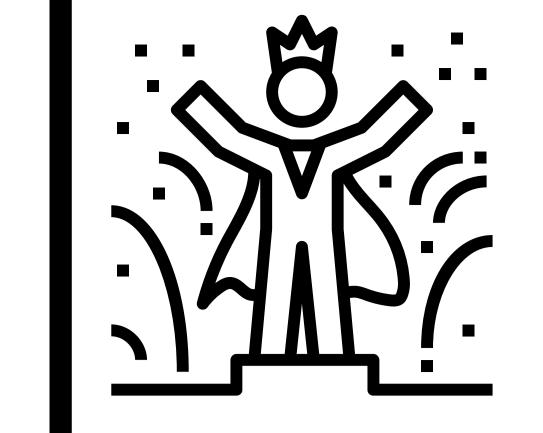
easy flow of traffic in and out

leverage tech to experience, e.g., Park.... supports all uses motorized and nonmotorized

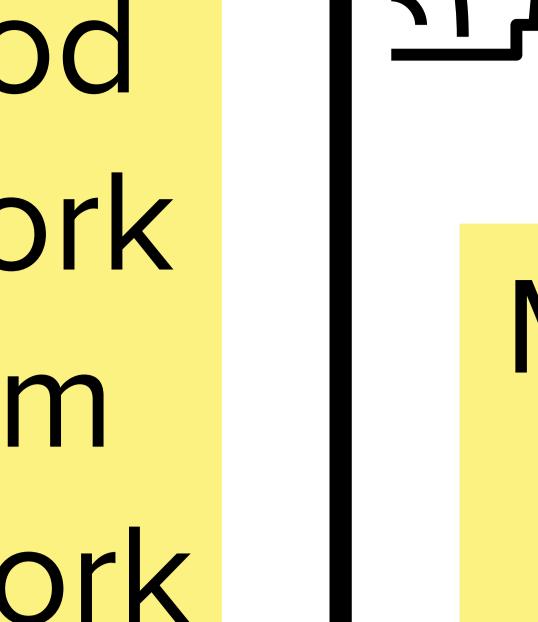
gigantic sea of asphalt

parking garage...yet.

something complex/ a a manalia a ta al their a a







SUCCESSFUL PARKING MANAGEMENT IN POULSBO LOOKS LIKE...

garage in the middle of Downtown

drives visitors away because of lack of convenience, friendliness

can't rely too heavily on public transit-needs to acknowledge that cars are still primary method of transportation

system needs to support

not letting just a few strong

	A FEAR I HAVE ABOUT OUR EFFORTS TO CHANGE PARKING IN DOWNTOWN POU IS						
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			we have vibrant downtowr what if we break it?) e	we lose ou soul		parkir
	I THINK WE CAN HARNESS THESE FEARS BY engaging other						
	keeping everyone			major Stakeholders-			

informed as the project moves forward, maintaning transparency

stakeholders-Historic Downtown Poulsbo- Brenda Yates

nect the dots with the solutions and the feedback from survey and stakeholder meetings

managing expectations no silver bullets. phasing goals

make sure to understand/reflect future conditions

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ment/paymentmething too nibitive might ce visitorship, loyment, etc.

don't have resources aintain or ite a great ing system

Just double-click to add a post-it! You can use the arrows to make your post-it larger. **Double-click again inside the post-it to add** your text.

> views, scenery and natural beauty are very present and easy to spot

access to the riveruniqueness and diversity of uses

friendly and welcoming (most of the time)

easy pace, enjoy what we have

eclectic nature- not homogenizedit's organic, not man-made

authenticity, real scandinavian/norwegian heritage- it's not just a tourist draw

Downtown is densifying-more residents living Downtown - that needs to work well and be a positive