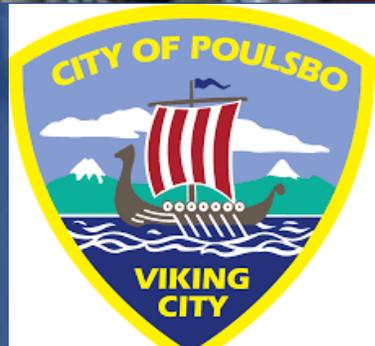




# Downtown Poulsbo Parking Study

Advisory Committee Meeting 3—September 14, 2023



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

Build a parking system **fit for Downtown.**

- 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

Advisory Committee Kickoff\*  
Community Survey  
Data Collection  
Vision and Guiding Principles

## July—August Strategies Identification and Vetting

Advisory Committee Meetings (2 and 3)  
Strategy Identification and Vetting

## August—October Create a Plan for Action

Advisory Committee Meetings (4)  
Implementation and Action Plan  
Final Plan Presentation

# Problems and Opportunities Path to Solutions

# A Successful Parking System in Poulsbo

- Supports a **vibrant, thriving economy and community** Downtown.
- Is **welcoming and easily understandable for anyone**—from a local to a first-time visitor.
- Offers **multiple options** that make sense for any user—very short-term (e.g., <30 minutes, short-term and long-term).
- Leverages existing assets and **creates opportunity for future growth**.
- Makes it **easier and more pleasant** to use other forms of travel (e.g., walking/biking).
- Approaches **cost neutrality**.
- Is transparent about what revenues pay for and **how they benefit the community**.
- Follows **data and industry standards** for effective parking management.

# Key Challenges and Limitations

- **Small Downtown core** is both a blessing (great walkability and two minutes' walk to any parking facility!) and a curse (very limited space—we need to work with what we have!)
- Learnings from length of stay analysis indicate that enforcement of 2-hour time limits alone **will do little to address demand challenges**, like too much demand for facilities along Anderson Pkwy and Front Street.
- Reliance on the general fund—at least at the outset—will necessitate impactful but relatively low-cost initiatives, **especially on an ongoing basis**
- Employee parking is working now (along 3<sup>rd</sup> Avenue), but **needs to be tracked and managed in the long term**
- **Limited transit service** with few plans for expansion in terms of routes or headways

# Vision and Guiding Principles

## Vision Statement

We see parking as a way to help people live, work and have fun in Poulsbo. We envision a parking system that facilitates and supports Poulsbo's cultural, economic and social strength.

## Guiding Principles

### We seek strategies and actions that...

1. Address localized demand shortages that frustrate users and reduce parking system efficiency.
2. Equitably accommodate all users in need of a parking option, including long-term (8+ hours), mid-term (2-8 hours) and short-term (2 hours or fewer) parkers.
3. Prioritize parking management techniques and policies in keeping with Poulsbo's welcoming, friendly spirit.
4. Support a multimodal environment that maximizes mobility freedom, choice and safety for the Poulsbo community.
5. Maximize long-term financial sustainability for the parking and mobility system so that it can continue to serve the Poulsbo community.
6. Take a data-based, steady and contextual approach to change—from changing parking management practices to adding new parking facilities.

# Solutions Summary

## **Signage and Wayfinding**

Static Sheet Signage Updates

Dynamic Signage

## **Expanding Inventory**

Shared Parking

Remote Parking

Building New Public Parking

## **Short-Term Parkers**

Paid Parking: Flat Rate or Tiered Rate

Applying a Graduated Rate

Scaled Enforcement with Ambassadorship

Technology as an Enforcement Tool

Parking Fines as a Management Tool

# Solutions Summary

## **Long-Term Parkers**

Formalization and Communication

Basic Permit System

Flexible Permit System

## **Preparation and Proactivity**

Data Collection and Regimentation

Funding Structure

Each solution has been evaluated in terms of implementation ease:

**Red** = High capital and/or operating expense

**Yellow** = Middling capital and/or operating expense and/or significant policy/ordinance change

**Green** = Little to no capital and/or operating expense or policy changes

# Potential Solutions Signage and Wayfinding

# Signage and Wayfinding

## Static Sheet Signage Updates

At-facility and directional static signage (as shown in the example to the right) can help direct parkers to facilities at key decision-making points and is especially helpful to first-time parkers. This type of signage is less impactful in changing recurring behaviors, like a long-time parker's tendency to always park in the Anderson Lots.



### *Implementation:*



Design

Construction and Installation

# Signage and Wayfinding

## Dynamic Signage

Directional dynamic signage (shown in the example to the right) directs parkers to facilities and indicates availability in said facilities. This signage, while requiring a more extensive up-front capital cost, can help influence parker behaviors and reduce frustration associated with driving to a facility and not finding parking there. This signage can be updated manually, or can integrate with technology to update automatically.



## *Implementation:*



Design

Construction and Installation

# Potential Solutions Expanding Inventory

# Expanding Inventory

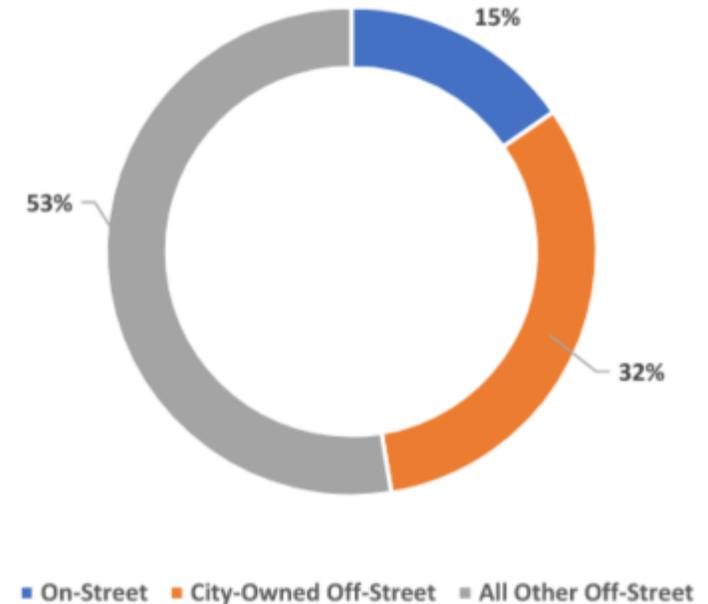
## Shared Parking

Most of the parking in Downtown Poulsbo is privately-owned. Formalized agreements with private parking facility owners with availability during peak periods (e.g., weekend afternoons) could offer a modest increase to available inventory, shoring up the system for the next few years at minimum.

### ***Implementation:***



Initial outreach and interest gauging  
Drafting and executing agreements



Downtown Parking by Type (On-Street, Public Off-Street, Private Off-Street)

676

Number of Privately-Owned  
Off-Street Spaces

# Expanding Inventory

## Remote Parking

Remote parking could offer temporary increases to parking inventory during events like Viking Fest and other high demand periods. If formalized long term, remote parking options (especially those more close-in) could also bolster options for employee parking.

### *Implementation:*



Initial outreach and interest gauging  
Drafting and executing agreements

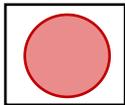


# Expanding Inventory

## Building New Public Parking

While other public lots are too narrow to support a structure, the King Olaf lot could support an increase of up to 248 stalls with structured parking. Of course, this would necessitate substantial capital and ongoing costs and would displace lot inventory during construction. Efforts would need to be made to create an architectural concept contextual for Poulsbo (contextual architecture of a parking structure in Breckenridge, CO shown in the example to the right).

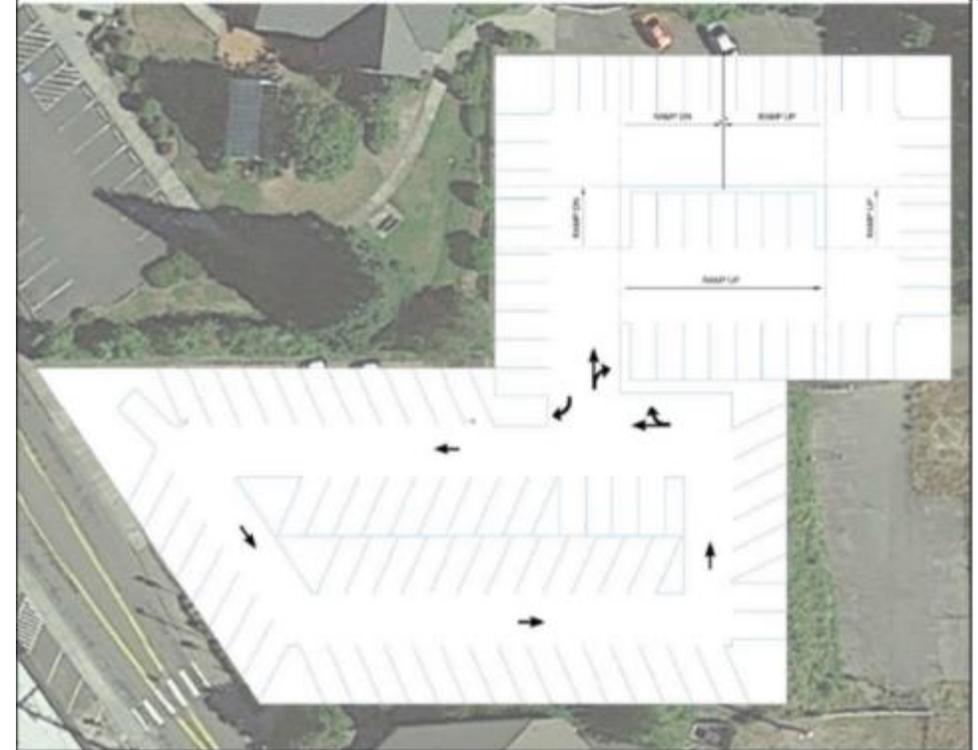
### **Implementation:**



Capital allocation

Procurement and purchasing

Design and construction



2023 DOWNTOWN POULSBO PARKING STUDY  
WALKER CONSULTANTS  
CONCEPTUAL TYPICAL TIER STRIPING & CIRCULATION PLAN FOR KING OLAF GARAGE



# Potential Solutions Short-Term Parkers

# Contextual Paid Parking

## Flat Rate

A flat daily and/or hourly rate in public parking areas, including both on-street and off-street facilities, throughout the study area. Based on market conditions, the rate could start at \$2.00/hour or \$8.00/day. Generates revenue to cover O&M and helps demonstrate the value of parking assets but does little to balance demand distribution. Scalability is limited to rate increases over time as demand increases.

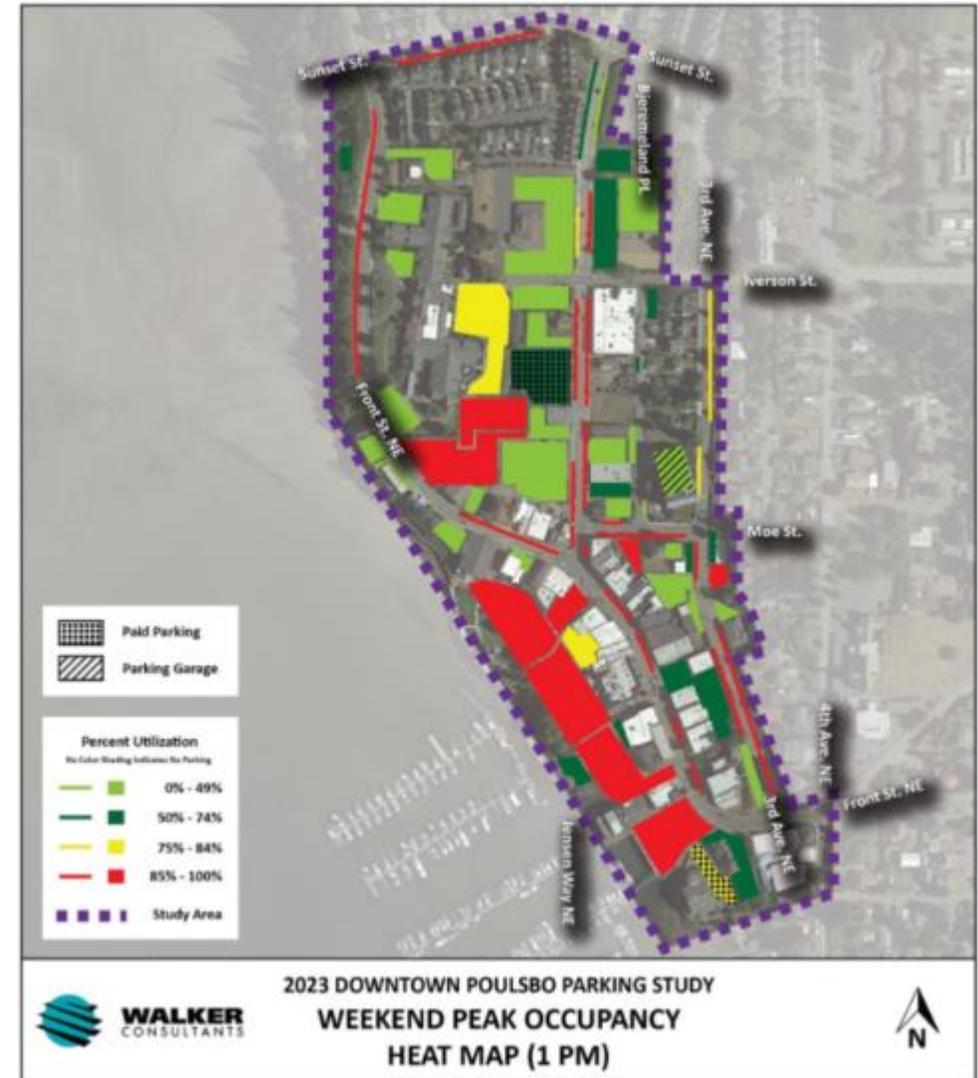
## *Implementation:*



Ordinance and regulatory updates

Signage and communication

Technology solution



# Contextual Paid Parking

## Tiered Rate

A tiered daily and/or hourly rate in public parking areas based on demand, with demand evaluated regularly (quarterly or annually). Could require initial charging only in a few very high-demand facilities, but would create a framework for future charging elsewhere. Offers greater responsiveness to changing demand patterns and has the power to influence parker behavior.

## *Implementation:*

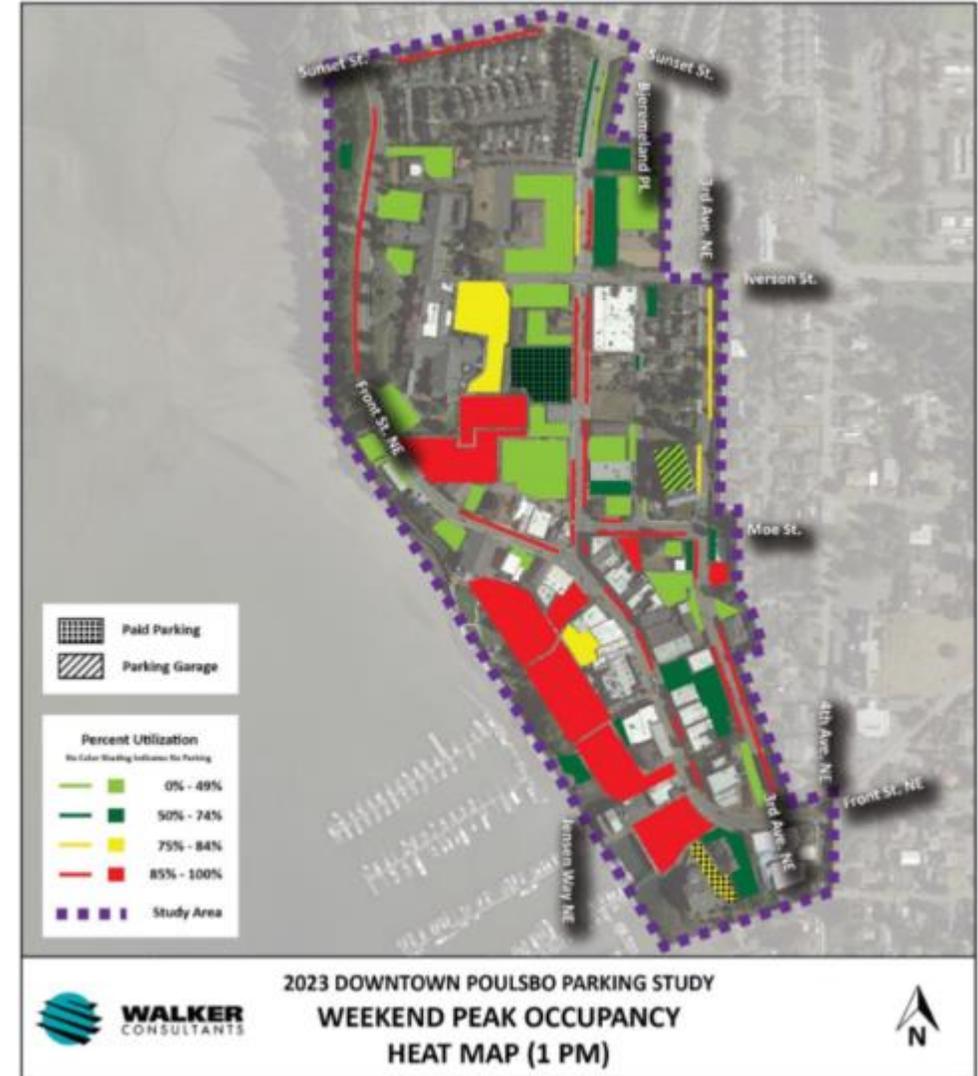


Ordinance and regulatory updates

Initial rate setting (could use numbers from study)

Signage and communication

Technology solution



# Contextual Paid Parking

## Applying a Graduated Rate

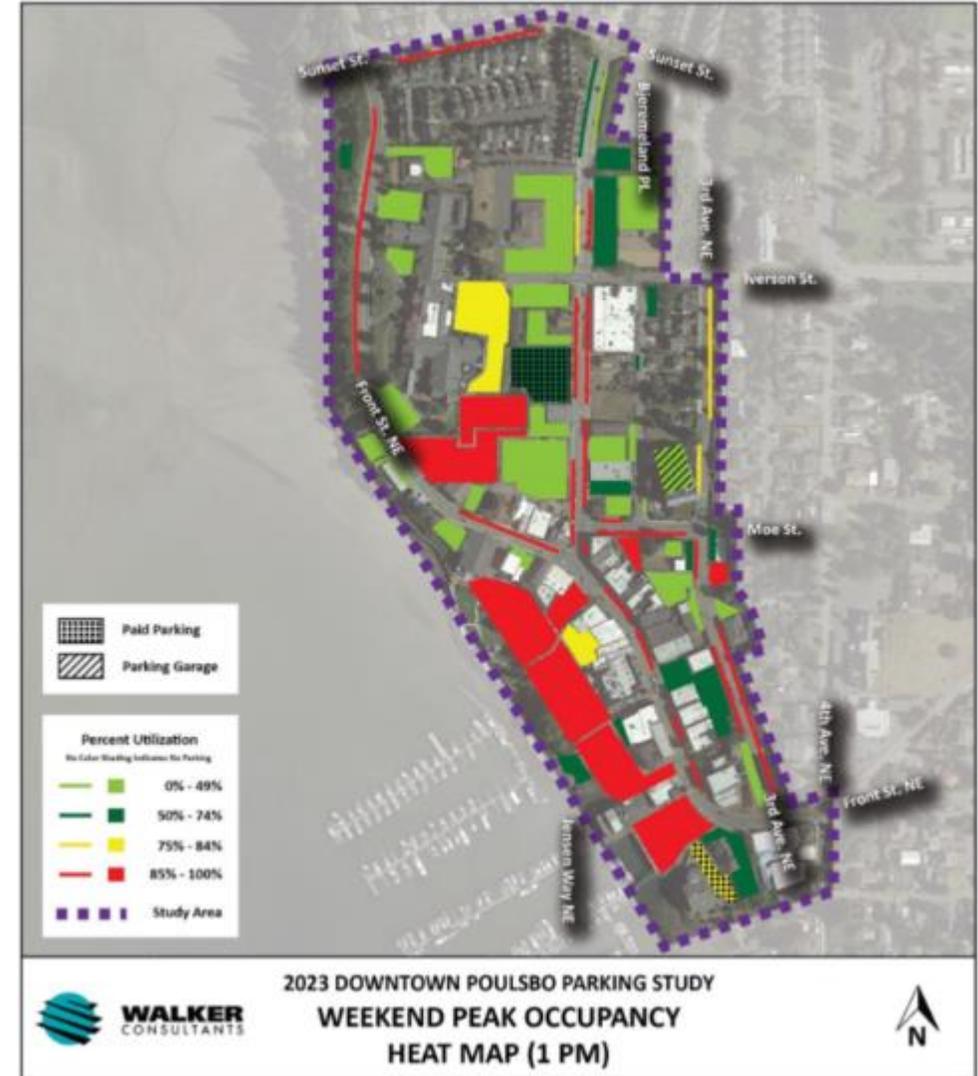
As an additive solution to either paid parking model, adding a graduated rate (e.g., an increased hourly rate after a 4-hour period) would further demonstrate the value of parking assets, reduce employee and other long-term parking usage in ways that harm economic vitality, and increase revenue generation to cover O&M costs.

### *Implementation:*



Rate setting

Signage and communication



# Enforcement as a Supportive Tool

## Scaled Enforcement with Ambassadorship

Complement signage and communication with targeted enforcement, with walk-throughs of high-demand on-street and off-street facilities on weekend afternoons. Coupled with the “warning then fine” strategy articulated later in this presentation, this strategy could also serve to create a culture of ambassadorship, with enforcement people helping people find their destinations or an alternative parking option.



**Implementation:**



Ordinance and regulatory updates

Labor allocation

Technology solution (handheld LPR)

# Enforcement as a Supportive Tool

## Leveraging Technology as an Enforcement Tool

Technology like in-ground or surface mount sensors can act as a passive enforcement and data collection tool. These technologies collect data about facilities on a regular basis (e.g., facility occupancy) and can indicate when a violation has occurred (e.g., non-payment or overstay). Manual enforcement is still required to ticket a vehicle, but these tools can reduce labor time and make the enforcement more targeted.



### **Implementation:**



Ordinance and regulatory updates

Capital allocation

Procurement

Purchasing

# Enforcement as a Supportive Tool

## Leveraging Parking Fines as a Management Tool

While warnings for parking violators have long been used in Poulsbo—and in some cases, too often—this strategy would entail a single warning for first-time parking offenders of violations like non-payment, with a graduated fine after the second violation (e.g., \$0, \$30, \$40, \$60). Parkers who violate more serious rules that impede travel, like parking in a crosswalk, would not receive a warning, and their fine would have a premium (e.g., \$45, \$60, \$90).



### ***Implementation:***



Ordinance and regulatory updates

Fine setting

Communication

# Potential Solutions Long-Term Parkers

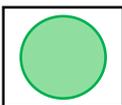
# Options for Long-Term Parking

## Formalization and Communication

Formalizing less close-in and/or less desirable facilities as options for long-term parkers, like employees and Downtown residents without an on-property parking option, can reduce competition for the most in-demand parking facilities.

Possible facilities in play could include on-street parking along 3<sup>rd</sup> Avenue and the King Olaf “spillover area” to start with.

**Implementation:**



Signage and communication



# Options for Long-Term Parking

## Basic Permit System

A permit system for long-term parkers would offer further formalization and tracking for this user group. A monthly fee for the permits (fairly modest with cheaper options for lower income and/or hourly workers) would improve tracking, compliance, and O&M cost recovery, but would necessitate paid parking implemented for short-term parkers.

### Implementation:



- Ordinance and regulatory updates
- Application requirements
- Rate setting
- Signage and communication



# Options for Long-Term Parking

## Flexible Permit System

A more flexible permit system with options for long-term parkers who only need parking a few times a week or even a few times a month can further improve system efficiency and allow for more people to use the permit system. Such a permit system would ideally be coupled with a technology solution to track occupancy relative to permit sales.

### Implementation:



Ordinance and regulatory updates

Application requirements

Rate setting

Signage and communication

Technology solution (could be same as short-term)



# Potential Solutions Preparation and Proactivity

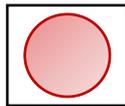


# Preparation and Proactivity

## Funding Structure

Currently, all funding of the parking system is drawn from the General Fund—making it difficult to allocate capital expenditures and, in particular, ongoing expenditures in competition with other funding priorities. When the parking system can draw revenue, the City can consider a Special Revenue or even Enterprise Fund allocation to set cost recovery goals and eventually fund additional benefits for the community.

### ***Implementation:***



- Revenue and expense allocations
- Ordinance and regulatory updates
- Staffing

CITY OF POULSBO  
2023-2024  
ADOPTED BUDGET



# Recommendation and Discussion Questions

# Recommended Path to Best Realize Vision

## **Signage and Wayfinding**

Implement static sheet signage updates, including directional signage. Consider a dynamic sign at key vehicle entry points in the mid-term.

## **Expanding Inventory**

Immediately begin conversations with private parking facility owners and draft sample shared parking agreement. Consider remote parking for events as events continue to scale. Consider public parking construction as a last resort in the mid-term, assuming occupancy levels are still regularly above 90-95% at typical weekly peak.

## **Short-Term Parkers**

Create a tiered rate structure for all parking facilities in the study area based on demand (okay if, in the first few years, only a few facilities are paid, but rate structure should be based on typical peak demand. Graduate rate after four hours of parking. Leverage a technology solution, such as in-ground sensors, to collect data and target enforcement to minimize ongoing labor costs. Employ first-time warnings for low-level violations, with graduated fines for repeat violators and premiums of high-level offenders.

# Recommended Path to Best Realize Vision

## **Long-Term Parkers**

Begin immediately with formalization and communication to begin tracking employee parking needs and shape behavior. Following paid parking implementation, implement a basic permit system to further tracking, formalize options, improve service and recover costs. Implement a more dynamic system in the mid-term to improve program efficiency.

## **Preparation and Proactivity**

Collect system inventory and occupancy data quarterly or, at minimum, bi-annually to aid in decision-making (e.g., rates by facility, permit sales and pricing, etc.) Begin to track parking-specific operating costs and revenues separately in preparation for establishment as a Special Revenue or Enterprise fund in the mid-term (3-5 years following paid parking implementation).

# Guiding Questions

- To what extent do you agree or disagree with the Consultant Recommendation? Which steps, if any, would you change or reorder?
- What do you anticipate as Council's reaction to these steps? The public's?

# Next Steps

## **September—October Tasks**

Incorporate feedback

Implementation and action plan

**Thank You.**