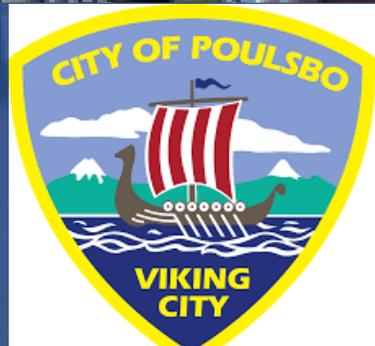




Downtown Poulsbo Parking Study

Final Plan Presentation



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—September Strategies Identification and Vetting

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

September—November Create a Plan for Action

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

Opportunities, Challenges and Guiding Vision

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 3rd 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.

Action Steps and Impacts

Essential Steps: Within 6 Months

- **Design and install static signage wayfinding improvements** for the parking system in keeping with Poulsbo's aesthetic and feel.
- **Update user group allocations** to formalize employee parking options and support additional parking for mobility-impaired community members.
- **Improve parking communications** through a City-provided parking webpage and web-based parking options map.
- **Establish a rate schedule** and in-ordinance support for ongoing rate changes.

Essential Steps: Within 6 Months

Hours 1-3	\$1.00 per hour
Hours 4-6	\$1.50 per hour
Hours 7-8	\$2.00 per hour
Max Daily Rate	\$11.50

Recommended Initial Rate Schedule (Years 1-2)

	High-Demand (>90% Typical Peak Demand)	Base (<90% Typical Peak Demand)
Hours 1-3	\$2.00 per hour	\$1.00 per hour
Hours 4-6	\$3.00 per hour	\$1.50 per hour
Hours 7-8	\$4.00 per hour	\$2.00 per hour
Max Daily Rate	\$23.00	\$11.50

Recommended Mid-Term Rate Schedule (Years 2+)



**Recommended Initial Paid Parking Map
(Facilities in Purple)**

Essential Steps: Within 6 Months

- **Establish and implement data collection protocols** to aid in decision-making and rate changes.
- **Procure Parking Access and Revenue Control System to facilitate paid parking and passive enforcement** through an RFQ process to obtain a scalable parking and access revenue control system and payment platform. Consideration should be given to gated options coupled with potentially more advanced options (e.g., sensors) to facilitate passive enforcement and reduce labor costs.

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Essential Steps: Within 18 Months

- **Begin charging for parking in high-demand facilities** per the initial rate schedule.
- **Refine parking violation schedule to support parking program holistically** by employing first-time warnings for low-level violations, with graduated fines for repeat violators and premiums of high-level offenders, like those who park in a crosswalk and impede others' path of travel.
- **Establish a shared parking program with private parking facilities.**
- **Establish a simple permit system for employees and other long-term parkers**, with an initial price range of \$25-\$35 per permit per to cover administrative costs.
- **Begin tracking parking-specific operating costs and revenues** so that cost recovery can be calculated and evaluated.

Important Priorities: Mid-Term

- **Consider establishing Downtown parking as a special revenue or enterprise fund** with a set cost recovery target and an investment plan for revenues above cost, like funding new parking inventory or supporting other travel choices.
- **Create a formal framework and strategy for remote parking** for events, particularly as events continue to scale.

Important Priorities: Long-Term

- **Consider more dynamic signage and wayfinding**, such as dynamic directional signage at Downtown entry points showing real-time availability information in parking facilities.
- **Establish a more complex long-term parking permit program** with options beyond month-to-month parking, like tiered permit options for people who only drive to work a few days a week, to improve program efficiency and serve more users.
- **Add inventory with a new public parking garage** if data collection efforts indicate typical peak occupancy levels above 90-95%. This study has determined that the King Olaf lot would be a feasible location for a new parking structure in terms of size.

Budget Implications

INCREASED REVENUE GENERATION

Detailed financial analysis not conducted, but revenues generated during a fully operational year are likely to achieve 100% cost recovery of O&M at minimum.

ONGOING COSTS

\$50,000 – 75,000

Part-time enforcement and data collection, supported by technology

CAPITAL COSTS

\$100,000 – 400,000

Static signage and sensors and/or handheld enforcement tech

Parking access controls

All highly variable depending on tech selected

Discussion Questions

Guiding Questions

- To what extent do you agree or disagree with the Consultant Recommendation?
- To what extent are you prepared to move forward the essential immediate-term steps recommended by the Consultant?

Thank You.