

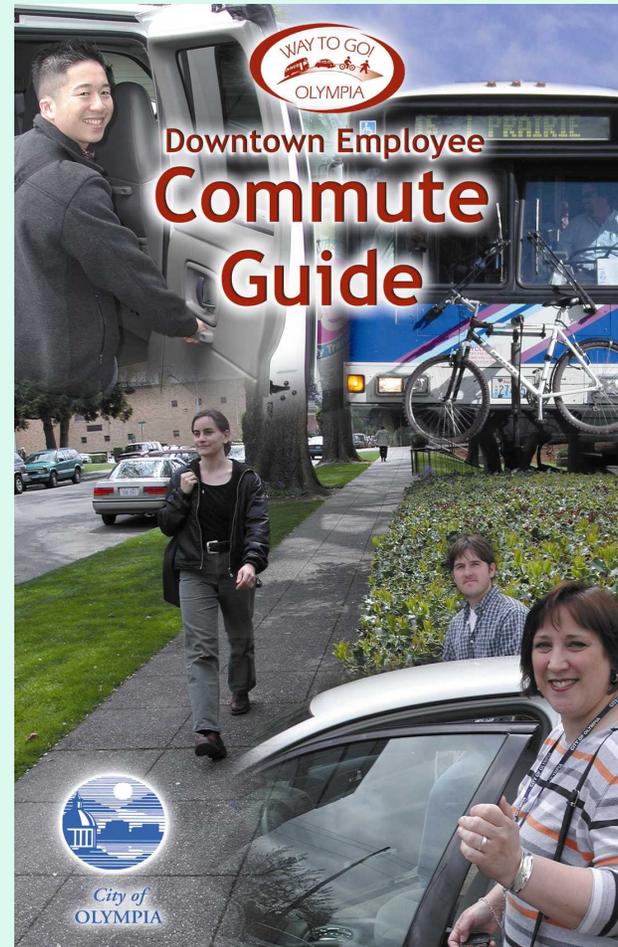


City of Olympia Parking and TDM

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3 Chapters of Olympia's Story

- Downtown Parking Management
- City Employee Program
- Parking Code



Downtown Parking Program History

- 1993 4th/5th Ave Corridor Study
- Council saw threat of increased volumes on downtown
- 1994 TDM Resolution and Advisory Committee
- Reduce the growth in traffic volumes, primarily commute trips
- Downtown parking management crucial
- Also developed bike and pedestrian facilities, transit services

1994 Downtown Parking Principles

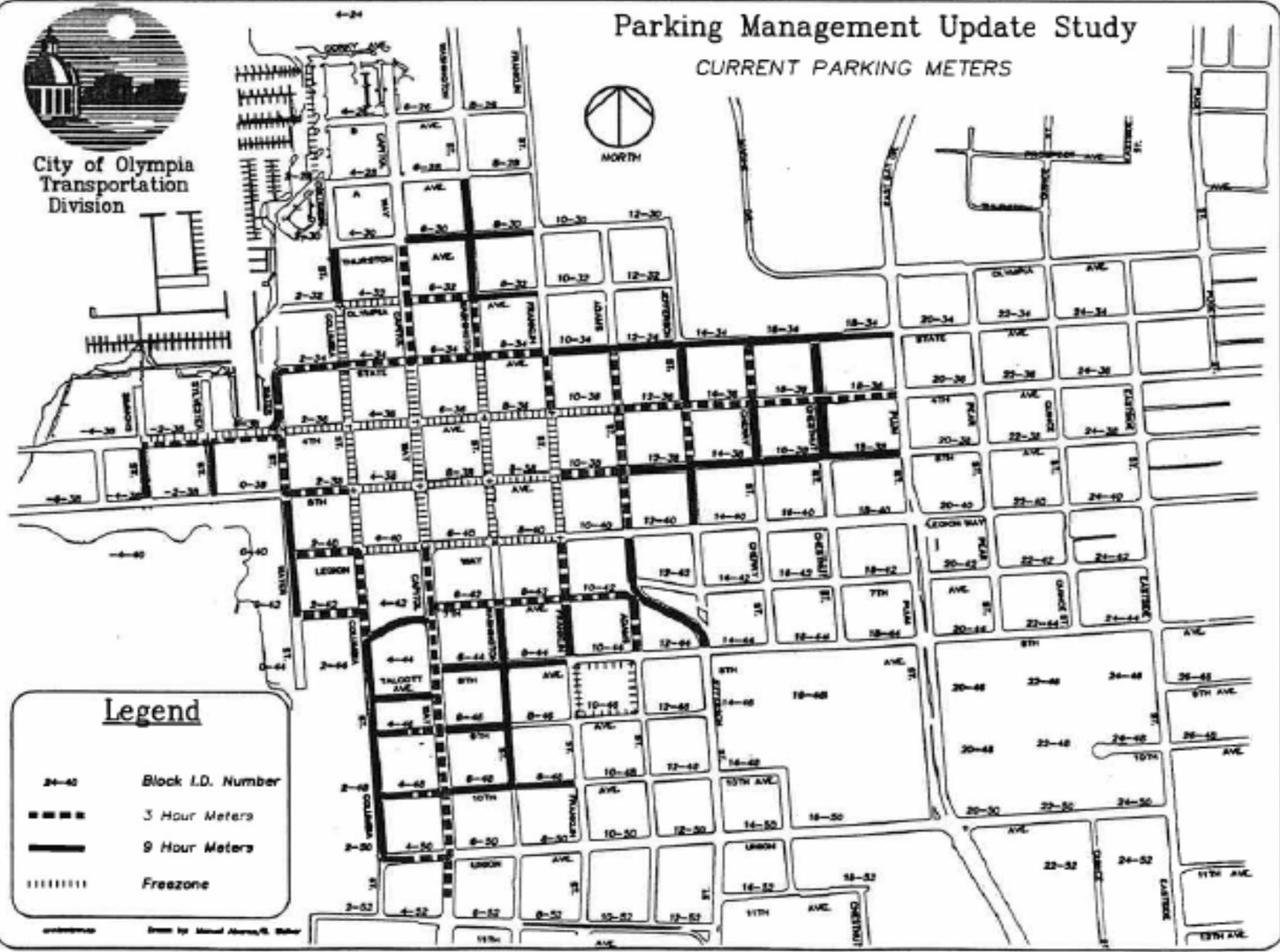
- Use parking cost and supply as a TDM tool
 - Manage public supply
- Make better use of the existing supply
 - Utilize private lots before building new
 - Increase City management
- Manage for best use, primarily the customer
 - Support patron needs while encouraging employees to use alternative forms of transportation



City of Olympia
Transportation
Division

Parking Management Update Study

CURRENT PARKING METERS



On-Street Expansion

- 1,200 new meters
- 4 years, 300 meters each
- Advisory Committee
- Downtown Association

Parking Solutions: New Parking Meters in Downtown Olympia



Downtown Olympia is special to the citizens of Thurston County. Its historic character and unique attractions draw residents and visitors for shopping, dining, and entertainment. Downtown is also the largest hub for jobs in the County – 21,000 people commute downtown to work every weekday.

Building a vital downtown is a high priority for the Olympia City Council. The City is addressing parking management, transit services, pedestrian comfort and safety, bicycle facilities, and signal timing to ensure convenient, efficient access to the downtown. As part of this effort, new parking meters will be installed in downtown Olympia in late spring of 2000.



How was the decision to add new parking meters made?

An advisory committee, which includes representatives of many downtown and community interests, made a recommendation to the City Council to install additional downtown parking meters. The City Council approved the installation of new meters because it was consistent with the goals of the Parking Management Program – to support business needs while encouraging employees to use alternative commute modes.

How does metered parking support businesses?

On-street parking is important to the success of downtown businesses. Parking meters ensure fair distribution of parking time. They also improve customer access to downtown businesses by discouraging people from parking for long periods of time.

How does metered parking reduce traffic congestion?

Forty percent of downtown traffic is from trips made between home and work. Fewer drive-alone trips made by downtown employees will reduce downtown congestion. The City is working to encourage the use of commute alternatives, such as riding the bus, carpooling, walking, and biking. Installing new meters and charging for all-day parking gives downtown employees further incentive to seek alternative commute modes.

Downtown Off Street System

- Signing private lots hours for public use
- Publicly manage private lots
- Any new supply should be public
- Managed with City goals
- Managed to optimize use
- Fee-in-lieu concept
- Current emphasis on parking structures

Successful System

- Emphasize goals
- Rates and Fines = value
- Consistent Enforcement
- Incremental development
- System valuable to downtown



City Employees

- New meters affected City employees
- 300 employees
- 8 work sites



Parking meters are coming ...

Let's talk about it

Working towards a Vision for the Downtown

What is our City's vision for downtown? A vital place that can be easily accessed by bike, bus, automobile, and on foot. Growing congestion is clogging Olympia's downtown - the heart of our community. We can make a difference with our individual actions, and working for the City of Olympia gives us an opportunity to "set an example" for other employees in the downtown area.

Many of our City work sites are within the downtown parking management area, and it would be irresponsible for the City of Olympia to ignore the problems associated with increased traffic in downtown. We need to anticipate and address these issues today and into the future. Because we cannot realistically increase the size of our streets in downtown, we must look at ways to reduce the number of commuter vehicles using the streets. Parking meters are just one of the tools we are using. Other tools include:

- Building better facilities for bicycles and pedestrians.
- Improving access to carpool, vanpool, and transit services.
- Working with employers to reduce drive alone commute trips.

Did you know that over 21,000 people commute into the downtown area every day?

Parking meters help reduce traffic congestion

We're part of downtown - so we're part of the traffic problem. Those of us who drive alone to work every day contribute to the problem of traffic congestion, air pollution, and parking shortages - so we are also part of the solution. As Olympia grows, these problems will get worse and decrease the livability of our community.

How do parking meters help?

- **Meters encourage alternatives to driving alone.** A parking fee at nine-hour meters encourages alternatives to driving alone. Nine-hour meters are placed in areas where employees typically park for the entire work day. Commute trips are the focus because they are made on a regular basis and are easier to replace with an alternative.
- **Meters support business needs.** On-street parking is the only customer parking option for many downtown businesses. Three-hour meters are located in areas where customer parking is needed by adjacent businesses.
- **Meters represent a user-pay system.** Only those who choose to park at the meters will pay. Carpool spaces, bus passes, and other incentives will be available for City employees.

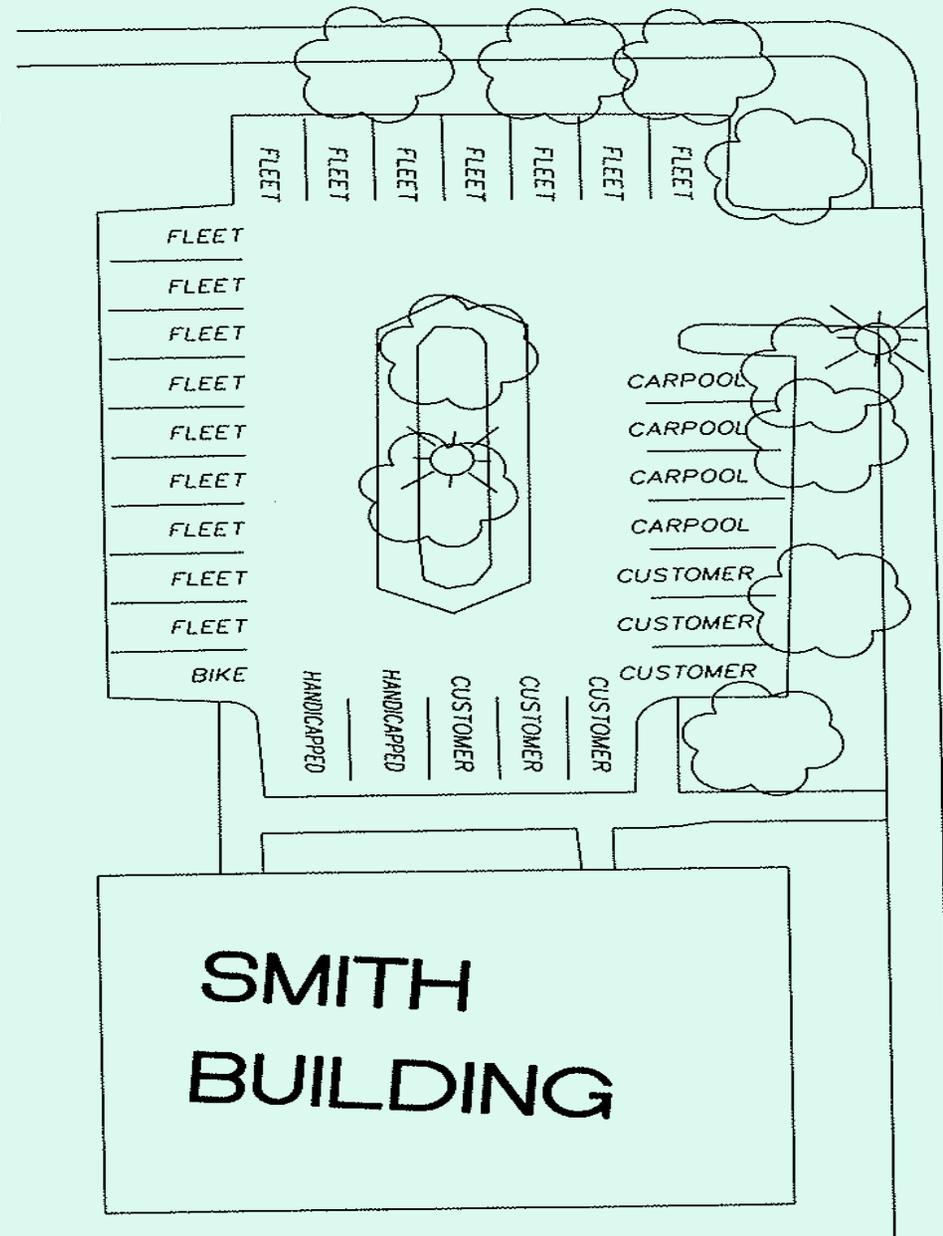


When are the meters coming and where will they be?

Meters will be installed in the spring of 2001 - probably April or May. By December 15, our Public Works crews will begin marking the sidewalks in the project area to determine the number and location of the parking meters. Meters will be installed between Plum and Eastside Streets and 8th and State Avenues (see the attached map for a more detailed look at where the meters will be located). The meters will have a nine-hour limit and be in effect between 8 a.m. and 5 p.m. on weekdays. The cost of a nine-hour meter will be \$2.10 for nine hours or 35 cents for 90 minutes.

City Employees

- One year with Department Directors
- Created incentive: \$2 per day
- Managed parking lots



Olympia's Parking Code

- Median “target” with variance up to 40%
distance from single family zone
proximity to transit
- State office:
3.5 per 1,000 sq feet
- General office:
2.5 to 2.85 per 1,000 sq feet (depending on size)

Olympia's strategies to reduce SOV trips

- Parking meters where parking had been free
- Be in the business of managing parking because it affects your goals
- Flexible code to allow for less parking supply
- Build the foundation, adjust incrementally
- Keep TDM in the mix

Barriers to better parking management

- Concern: pay for structures on the backs of employee leases
- Parking cheap to build here (less so)
- Suburban nature – low land values and little transit service
- Code is physical – can't regulate operations
- Work more closely with state on siting and sizing

Navigating the political process

- TDM Advisory Committee from 1994 to 2001
- Council supportive
- Comp Plan Goals
- Best public involvement methods
- Know and communicate goals; acknowledge tradeoffs