



CITY OF KIRKLAND
Department of Public Works
123 Fifth Avenue, Kirkland, WA 98033 425.587.3800
www.kirklandwa.gov

MEMORANDUM

To: Kurt Triplett, City Manager

From: Tami White, Parking Coordinator
Ray Steiger, P.E. Public Works Director

Date: July 5, 2012

Subject: Event Pay Parking

RECOMMENDATION:

It is recommended that City Council approve pay event parking at the Library garage during the Kirkland Uncorked and Kirkland Car Show events.

BACKGROUND DISCUSSION:

At their July 3rd meeting, City Council approved pay event parking for Kirkland SummerFest. The staff memo for that item is Attachment 1. On July 3rd, Council also indicated that event pay parking should be considered for other events and that criteria for identifying events requiring pay parking should be developed by the Parking Advisory Board.

Because Uncorked and Car Show events will occur before the next Council meeting, staff is seeking Council approval for event parking prior to establishing criteria. Both events do meet multiple draft criteria as explained below. On July 12, The Parking Advisory Board will begin to further identify and refine the following draft criteria as follows, with the intent of recommending a more fully developed set of criteria for Council approval in September:

Draft Criteria For Determining if pay event parking in the Library Garage should be implemented

- 1) Recommend pay event parking at the Library garage if there is reduced public parking supply at the time of the event due to:
 - a) Closure of multiple public parking lots
 - b) Unavailability of on street parking due to street closures
 - c) Multiple special events on the same day

- 2) Size, location and duration of the event. The following event characteristics are more likely to recommend pay event parking at the Library garage;
 - a) All day events
 - b) Events with high volumes of participations and patrons expected.
 - c) Proximity to library garage

- 3) Other considerations
 - a) Approval of event planners
 - b) Unique circumstances

Based on the draft criteria, these are the 2012 events which may warrant pay event parking in the Library garage:

- Kirkland Uncorked, July 20-22 (Criteria 2 a, b.) *(with short turnaround time, the pay parking operator is available on Friday and Saturday only)*
- Kirkland Classic Car Show, July 29 (Criteria 1 a, b, 2 a, b)
- SummerFest, August 11 (previously approved by Council – Criteria 1a, 1b, 2a, 2b)
- Northwest BookFest, September 22-23 (Criteria 2 a, b, c)

The previously approved logistical operations approved by Council for SummerFest would be maintained for future recommended events. (See attachment 1)



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MEMORANDUM

To: Kurt Triplett, City Manager

From: Tami White, Parking Coordinator
Ray Steiger, P.E., Public Works Director

Date: June 21, 2012

Subject: Proposed Event Pay parking at the Library garage during SummerFest

RECOMMENDATION:

It is recommended that City Council approve event pay parking in the Library garage on Saturday, August 11th, during the Kirkland SummerFest event. Pay parking will help manage traffic flow and congestion which is expected to occur inside the library due to increased public parking demand associated with the event.

BACKGROUND DISCUSSION:

At their June meeting, the Parking Advisory Board (PAB) recommended instituting event pay parking during SummerFest. Details of this recommendation are described in this memo.

During the upcoming SummerFest event, both the Marina Park and Lake and Central parking lots and on-street parking will be occupied by participants in the event. As a result, a dramatically increased use of the library garage is anticipated. In July of 2010, City Council approved event pay parking similar to that being recommended at this time was successfully used to manage parking when both the Classic Car Show and Kirkland Uncorked took place on the same Sunday in Downtown.

Under the 2010 situation, parking was managed by an outside contractor. Parkers were charged a single flat \$5 fee for all day parking. Revenue of \$1,545 was collected; the total cost of the contractor was \$650 providing a net revenue of \$895. Attendants collected the money and managed flow so that the number of drivers searching for parking and circulating within the garage was minimized. Parking for downtown employees with permits was free within the garage. Not only was a small amount of net revenue generated, feedback from the event planners, the surrounding businesses, and the users of the parking facility all concluded that the approach was a success.

Because of its success, it is recommended that the 2010 parking plan be used as a model for this year's SummerFest event. The event organizers met with the PAB in June, and the organizers support this pay parking plan. The event will assist with providing information to the public via their outreach activities and in their planning for the event.

On Saturday, August 11th, SummerFest activities will begin at 11:00 AM and continue until 9:00 PM. The library parking operation is proposed to begin at 10:30 AM and end no earlier than 5:30 PM. The exact ending time will be based on demand, if there is no need for attendants after 5:30, they will be released and the garage returned to its normal operations. Cars parked prior to the contractor being on-site will not be subject to event pay parking or a parking violation. No vehicle will be subject to towing unless traffic is obstructed in some way.

Finally, in 2010, the 3rd Street access to the garage was closed due to construction of the Transit Center; this restriction worked in the favor of parking operations. For this event, in order to minimize confusion and additional manpower, the PAB recommends closing the 3rd Street entrance and permitting access from the Kirkland Ave driveway only (Figure 1).



Figure 1. Proposed library garage vehicular access during SummerFest

Attachment A defines the contractor's responsibilities. The responsibilities exclude parking enforcement citations. The contractor will collect all parking revenue. Their fee is assessed as a fixed hourly rate which will be paid from the parking fees collected, after which the remaining revenue will go into the City's parking fund. As in 2010, this proposed event parking is a tool to manage parking and turnover and not as a source of revenue. The details and final costs of a contract with a contractor are being negotiated, but contractor costs are expected to be on the order of \$900. These estimated costs are higher than the actual 2010 costs due to increased operating hours and increased costs for signing.

ATTACHMENT A (DRAFT)

EVENT PARKING, SATURDAY, AUGUST 11, 2012 At the Peter Kirk Municipal (Library) Garage

DRAFT

SCOPE OF WORK

- Contractor will provide signage 72-hour advanced, on August 8th, notifying public of Event pay parking. As done at the prior event, sign placement will be on street in the same locations, and staff will post notices in the library garage at least one week prior to the event.
- In order to better manage traffic, the Third Street (west) entrance/exit will be closed to traffic on the day of the event; Kirkland Ave will be the only vehicular access point to the garage.
- Contractor will provide:
 - 1) Attendant One (outside garage to direct traffic/customer service) from 10:30 AM – 5:30 PM
 - 2) Attendant Two (collection of parking fee at entrance) from 10:30 AM – 4:00 PM (or until needed)
 - 3) Attendant Three (in garage traffic control) from 10:30 AM – 5:30 PM
 - 4) Supervision for set up and for the event, to be defined
- Contractor is to charge \$5 cash (only), tax included, per vehicle and issuing a receipt/ticket to each vehicle from which payment is accepted. Parking rate is good for all-day.
- Contractor will not issue parking citations/violations for any such reasons as non-payment or overtime.
- Contractor will direct visitors to open parking spaces and manage traffic flow to reduce and prevent backups.
- Contractor is responsible to provide all supplies including safety vests, directional flags, parking tickets, and receipts.
- Contractor will provide the City a complete audit of all cash transactions including:
 - ✓ The beginning and ending ticket number as a record of receipts issued.
 - ✓ Reconciliation of total cash collected.
 - ✓ Vehicle inventory at the beginning of the event and end of event to include unpaid vehicles in the garage at the start of the day.

- ✓ Number of vehicles in the garage paid at the end of the day.
- Contractor will be responsible for all funds and will provide a report of parking revenue, less operator fees, payable to the City of Kirkland within 30 days of event. In the unlikely event the contracted operator costs exceed the income, the City of Kirkland will issue a check for the difference due 30 days from the final report.