

PAB work items includes discussion and next steps from June 15 Study Session

From PAB Council memo

The PAB understands that each of the items should be considered as a whole and support overall goals including

- Provide affordable and user friendly parking options.
- Create an efficiently managed parking market where fees generate sufficient revenue to cover costs and create a revenue stream to help expand the supply of parking.
- Create consistent parking rules and prices in each lot throughout the downtown area in order to reduce confusion.

1. License Plate Recognition Device

Background

This parking enforcement device is essentially a special camera located on an enforcement vehicle. As the vehicle drives down the street, the camera captures images of license plates of parked vehicles with an electronic time and location stamp on each image. When enforcement personnel capture successive images, separated by for example 2 hours, on a given street the device detects violators. It can find vehicles that are not allowed to park in certain areas –as prescribed by Park Smart for example, overtime vehicles and vehicles that have moved to evade. Moving to evade would then be enforced between zones. For example, parking for two hours in zone A and then moving to another location zone A would be illegal. In other jurisdictions where similar equipment has been used, the devices have paid for themselves through increased revenue.

Long term goal

The long term goal is to increase the accuracy, productivity and efficiency of enforcement personnel. Simplification of Park Smart is another goal that the device can help achieve.

Next steps

Purchase of the device soon as feasible. The Police Department is planning to submit a request during the 2011-2012 budget process. Cost of the device is about \$70,000. Establish parking zones and communications strategy, enact a move to evade ordinance. The addition of zone parking will need to be carefully explained and clearly signed.

Policy questions

Is establishment of zone parking/moving to evade appropriate?
Should Park Smart be replaced with zone parking regulations?

Discussion

- Council supports device. Council member Greenway wants to be sure it's used to "educate parkers" rather than issuing more tickets or having a punishment based system.
- No action for PAB. PD will submit a service package for 2011-12.
- No next steps.

2. Variable Pricing

Background

Variable pricing would be used to change the price of parking based on the season and/or would price parking differently during special events. There are a number of details that would have to be worked out to implement variable pricing including rates, clearing the lot before an event, use of a private vendor and enforcement capabilities.

Long-term goal(s)

To price parking based on event and seasonal demands and keep occupancy close to 85% as well as encourage turnover.

Next steps

a) Event Parking

The last day of Kirkland Uncorked and The Classic Car Show occur on the same day, Sunday, July 18, 2010. The board would like to introduce a flat \$5 Event rate from 9AM – 5PM at the Lake and Central lot and/or the library garage. One payment would allow a parker 6 hours of time. Since parking enforcement personnel do not work on Sunday and since payment is usually not usually required on Sunday, we are investigating hiring a private operator for the purpose of directing traffic and encouraging parkers to pay the pay stations. Depending on the results of the July 18th event, special event parking could expand to other events in 2011.

b) Seasonal Parking

Because parking occupancy is near 100% in the pay stalls on summer evenings, The board would like to introduce seasonal peak rates during the summer of 2011 in the City parking lots. The recommendation would be to increase the hourly rate by \$1/hr to \$2/hr on Thursday – Saturday evenings from 5PM – 9PM from the first Thursday in June through the last Saturday in August.

Policy question

Should we embark on event and parking/seasonal parking rates at this time?
Is the library garage an appropriate location for event parking charges?

Discussion

- Come back to Council with a plan to why event parking on July 18 is a good idea. Mayor McBride asked board to explain what this event (parking) would be like if we don't have it; we may have an issue and may have to consider doing it after all.
- Seasonal pricing: only one comment made by Deputy Mayor Sweet, "hard to accept".
- Next step: Bring back Seasonal pricing topic again – another memo, in a study session?

3. Pay Parking

Background

Expanding revenue from pay parking appears to be the most realistic source of revenue for construction of new supply. It is also the most realistic source of revenue to fund updates to, and better maintenance of, the library garage. In the short term, expanded revenue, after operations and maintenance costs are covered, could be used for funding downtown improvements such as improved sidewalks, lighting or other elements to make downtown

more livable. When an opportunity for more supply becomes available, the revenue stream could be increased as appropriate and directed to funding more supply.

Long-term goal

Use pay parking in lots and on the streets as a tool to keep occupancies around 85%. Use the revenue from pay parking to fund specific improvements to downtown and the expansion of new supply.

Next steps

Change the hours of pay parking in the Lakeshore Plaza and Lake and Central lots so that pay parking begins at 11:00 AM instead of 5:00 PM, beginning Summer 2011. This change would simplify the current pay system where parking is free in the daytime and pay in the evening, which causes confusion for many customers.

We propose pay parking for the Library Garage from 11:00 AM – 9 PM as well, also beginning in Summer 2011. If pay parking in the library garage is acceptable to Council, the PAB would come back with a more detailed plan for implementation. The plan would address questions such as providing and managing reduced rates for employees and allowing a first hour or two to be free or discounted.

Policy Question

Should pay parking hours be expanded in Lakeshore Plaza and Lake & Central lots and/or added in the Library Garage?

Discussion

- Didn't hear from Council (not enough time). Do you want this changed by summer 2011?
- Next step: Bring back – another memo, in a study session?

4. Parking Requirements

Background

We propose modifications to the parking requirements in order to encourage shared parking to support mixed use development. Parking requirements can be reduced if parking is well managed and parking is shared among uses. The PAB proposes two methods by which to change parking requirements. The first method is a direct reduction, and the second is to develop guidelines for developers to follow in applying for a reduction of parking requirements in downtown Kirkland.

Long-term goal(s)

Support redevelopment of older buildings downtown which have limited parking. Change parking requirements to better match the requirements of mixed use developments

Next steps

The PAB is developing a proposal (Attachment 2) which will be reviewed with the Planning Commission.

Policy question

None at this time

Discussion

- Informed Council of PAB's plan to meet with Planning Commission to discuss the reduction of Parking Requirements.
- Next steps: PAB meets with Planning Commission on July 22. Follow-up memo to Council.

5. Parking Benefit District

Background

The PAB is exploring the creation of a Parking Benefit District. A Parking Benefit District is an alternative to piecemeal assessment districts for allocating a share of the cost of building new parking supply or street improvements, such as being proposed for Park Lane. Instead of multiple assessment districts for downtown infrastructure improvements, a single Parking Benefit District could be formed that would provide more flexibility, predictability, and control by downtown stakeholders. The proposed district would be funded by assessments on downtown properties, based on total assessed value, parking revenue in excess of parking expenses, and an annual allocation from general revenue. This predictable stream of funds would be used for pay off bonds for capital improvements in the downtown area.

The advantage of this approach is the predictable revenue stream and the control shared by the City and downtown stakeholders. The disadvantage is the shares allocated to properties would not be tweaked by nearness to the improvement. All properties would be assessed for Park Lane improvements and all properties would pay their assess value share for new parking supply irrespective of the location of the new supply. A normal improvement district for a specific improvement would differentiate by nearness to the improvement.

Next Step

The PAB is still exploring this issue.

Policy question

Does the Council wish to see the issue explored more?

Discussion

- From Ken: consideration to creating a PBD could be given to stakeholders with more say about who pays and how parking is managed downtown. City would need to decide how much delegating responsibility and power to give, how much to retain, and how it gets managed.
- In summary of both Council members Asher and Greenway acknowledged having a parking management and parking availability problem where a goal needs to be established. They could support a funding plan, a practical plan, for structured parking somewhere which needs to incorporate all the points, where we (City) need to go, get some level of adequacy and how it all fits together.
- Next step: Work on a plan?