



**CITY OF KIRKLAND**  
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## **MEMORANDUM**

**To:** Kurt Triplett, City Manager

**From:** Julie Underwood, Director of Public Works  
John Starbard, Deputy Director of Public Works

**Date:** October 19, 2022

**Subject:** POSSIBLE EXPANSION OF PAY-FOR-PARKING AND TECHNOLOGIES

### **RECOMMENDATION:**

The purpose of this staff report is to set out the process, major milestones, and budgetary actions required for moving forward to implement the recommendations of the parking consultant study discussed at the Council's May 26, 2022, retreat.

### **BACKGROUND DISCUSSION:**

The majority of the parking facilities the City provides to the public are free of charge. Though the City does charge \$1.00 per hour at both its Marina Park and Lake & Central parking lots, parking is free—though often time limited—in the municipal garage, on public streets, at parks and community centers, and at other lots such as the Wester lot near City Hall. The City also has a downtown employees parking program that requires registration and the display of a parking decal, but the program is provided at no charge when using the municipal parking garage or the Wester lot.

Periodic parking studies done by the City over the years have identified the challenges of free or undervalued parking. First, maintenance of the parking garage and city facility parking lots must be heavily subsidized by the general fund if there is little or no parking revenue. Second, free and low-cost parking encourages longer stays in parking stalls and reduces turnover. This in turn makes it difficult for other visitors, residents, or employees to find parking. This combination of factors impacts economic activity downtown as well as patron access to parks and community facilities. Finally, the parking program itself must be subsidized by the general fund as parking fees do not recover the city staff time associated with the program. For these reasons and others, in recent years, the City Council has had conversations about the possibility of establishing a more comprehensive paid parking program downtown and at waterfront parks, and potentially a modest charge for the downtown employees parking program.

At the March 17, 2020, City Council meeting when the Council enacted an ordinance to amend rules for the municipal garage, staff also presented information about expanding the paid parking program, which was a follow-up to conversation during the Council's February 24, 2020, retreat. This was in the early days of the pandemic, and near the time of the State order to shelter at home. The Council was interested to continue the conversation about paid parking,

but stated clearly that this was not the time to consider such a program given that businesses were shuttering, there were very few people downtown or anywhere but their homes, and it was a period of profound uncertainty.

For its May 26, 2022, retreat, staff worked with two consulting firms to develop information about enhanced revenue options. One of the revenue options discussed at the retreat was an expanded paid parking program. Diamond Parking Services developed a report that was far more detailed than the preliminary analysis staff developed for the March 17, 2020, Council meeting. A top-line take away from the Diamond report is that if fully implemented downtown and at waterfront park parking lots, the City could realize \$6.4 million per year of new General Fund revenue, and that the initial capital cost to implement new parking technologies could be \$1.2 million (see Attachment A, page 3). The additional revenue could be used for waterfront park maintenance, garage maintenance and operations, and street and sidewalk maintenance downtown.

Expanding the paid parking program through the introduction of new technologies is not only about new revenue but also about better parking management, increased turnover, communicating real-time data to the public about the availability of parking, and for improved maintenance and repair of parking assets. This latter point also leads to reduced greenhouse gas emissions, since a meaningful amount of emissions are generated by motorists circling and searching for available parking.

Establishing a more comprehensive paid parking program is a major policy shift for Kirkland because of its long history of having mostly free parking. However, the City is seeing more paid private parking facilities in the downtown area, particularly with the Kirkland Urban project. The planned-for increased residential and worker densities in the downtown area place a greater demand and premium on parking. Also, paying for parking is increasingly a norm in the metropolitan area.

To be sensitive to the policy and cultural shift a paid parking program would be for the City, staff is proposing a multi-year implementation between 2022 and 2025.

## **2022**

Two actions are planned for the remainder of 2022.

The six parking pay stations that the City has currently for the Marina Park and Lake & Central lots are ten years old, use a dated technology, and the company that manufactured them was acquired by another company. Independent of any other decision about parking, staff has been planning to replace those machines through a normal procurement process.

Staff plans to complete the preparatory work for replacing these machines in 2022, though their actual installation may not be until 2023.

Staff also has begun crafting a request for proposal for integrated parking technologies. The ultimate aim is to have equipment that will:

- Allow payment remotely, by card reader, and with cash (staff is aware some users may not have credit cards or cell phones);
- Allow patrons to add time to their meters via cell phone;
- Track parking usage and availability for on-street parking and certain City-owned lots;
- Count in-and-out activity at the municipal garage (perhaps also by floor) and at waterfront parks to calculate availability;
- Have technology whereby the public can check availability by specific location on their smart phones and/or computers; and
- Integrate with certain police department parking enforcement technology.

As is discussed below, staff is not recommending that all of these features would be implemented immediately. The RFP may be written to describe the ultimate aim, but request proposals only for what is needed in the near term. Staff is still evaluating how best to shape the RFP.

A service package was submitted to fund the improvements and technologies identified above as well as the replacement pay stations. The total amount given in the Diamond Parking Services paper was \$1.2 million., The City Manager's proposed budget recommends an initial \$500,000 to begin this effort and then assess future budget needs. While the initial estimate was provided by parking industry professionals, the responses to the RFP will provide a more definitive amount. Once responses to the RFP are received, staff will evaluate which elements are most appropriate for Kirkland's planned process and will update Council prior to implementation. Even though the plan presented here does not call for pay for parking on City streets until 2025, the equipment likely would need to be purchased and installed in 2024, particularly if there are on-going supply chain issues. Hence, this is a proposed service package for the 2023-2024 biennium.

## **2023**

In 2023, the plan is that the general public and the City's transportation planners would have ready access to data about parking availability for on-street stalls and certain City lots. Transportation planners could begin to analyze parking usage patterns, turnover, and develop recommendations more accurately about parking management. This phase of implementation is mostly about data collection and providing the public information about parking availability downtown.

Additionally, the software that used for the Downtown Employees Parking Program was developed many years ago by a City staff member who no longer works here in an older software language. Staff has submitted a service package to procure from a vendor new software to help staff manage that program. The amount of the service package is \$45,000, proposed to be paid from the General Fund.

## **2024**

Begin charging for parking in the garage and for the downtown employees parking program. Depending on revenue projections and collections at that time, staff may recommend to Council having a "parking ambassador" in the municipal garage every day

of the year, likely between 4:00 p.m. and when the garage closes at midnight. The ambassador would monitor activities, answer questions for or provide directions to users of the garage, and do a walk-through once the garage is closed for the day. Originally, this enhanced level of service was proposed to be launched when the garage was able to be closed and locked, which also occurred around the time of the pandemic-related sheltering, so it was not seen as needed at that time for what was then a mostly empty garage.

A service package was submitted for the “parking ambassador” enhanced level of service. The City’s current contract with Diamond Parking Services provides for adding the parking ambassador level of services at the City’s sole option for a specific price identified in the contract. The two-year amount for that enhanced level of service is \$240,000. A service package for this amount was initially developed for the 2023-2024, but due to funding constraints, this will not be proposed for funding prior to implementation of paid parking.

## **2025**

Begin charging for parking on downtown streets and at waterfront parks.

This timeline is provided for discussion by the Council, with the motivation that the changes in parking downtown are suggested to be made over time to allow people the opportunity to adjust to them.

Staff’s thinking at this time is that the City deploy a moderate level of technology but not the full gamut that is possible. For example, there are parking garages that have small red and green lights that indicate an individual stall’s occupancy or vacancy, respectively. But the cost of retrofitting the garage for that technology may not be advisable. Also, the responses to the RFP may help refine when to purchase and implement the technology. On that point, staff has speculated whether to consider a test area first before launching the technology throughout the downtown. By way of example only, perhaps pavement-mounted vehicle detection sensors are installed only in one or two City-owned lots as a test of both of the technology itself and how the information can be used by the public and the City.

Staff has had some conversations with neighboring cities about their experiences with deploying parking technologies. We will continue to network and gain insights from our neighbors and private-sector parking experts as we work to develop the RFP.

We will be seeking to have the technology maintained by a third party, presumably the vendor(s) selected for purchase and installation.

## **Budget**

The total amount for all of the elements identified above is \$1,505,000.

Item	Original Amount	Funded in 2023-2024 Budget	Source
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Replacement Pay Stations	Included below	Included below	General Fund
Downtown Employee Program—Software	\$65,000	\$65,000	Offstreet Parking Reserve
Purchase and Installation of New Technology	\$1,200,000	\$500,000	General Fund
Municipal Garage—Parking Ambassador	\$240,000	\$0	Parking Revenues
TOTAL	\$1,505,000	\$565,000	

What is not considered budgetarily at this point is the possible need for increased parking enforcement resources. While technology may be able to help Police staff identify vehicles that have stayed beyond the time they paid for, or other issues, citations will need to be issued by a parking enforcement officer. If pay for parking on City streets is not launched until early 2025, this may be an issue that needs to be revisited during the development of the 2025-2026 preliminary budget.

**NEXT STEPS:**

The City Manager's proposed 2023-2024 budget includes funding to implement the technology and other associated elements of the parking program. If the Council approves the expanded program, either as outlined here or modified by the Council, staff will proceed with developing and issuing the RFP and purchasing replacement pay stations. If the service package for the technology purchase and installation is approved, staff will proceed with initial deployment in 2023.

In the future, action by ordinance would be required to establish new parking rates. The recommended rates are contained in the attached report.

Attachment A: Municipal Parking Management Solutions, Findings Report, May 2022



# MUNICIPAL PARKING MANAGEMENT SOLUTIONS

## FINDINGS REPORT | May 2022

Diamond Parking Services for Kirkland, WA



*"Family Owned & Operated"*

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## EXECUTIVE SUMMARY

On March, 23<sup>rd</sup>, 2022 the City of Kirkland provided a Scope of Work (SOW) to Consultant for completion and delivery in mid May 2022 (SOW included in this report). After receipt of SOW the Consultant proceeded to review the previous report delivered by Consultant to the City of Kirkland in September 2020 for the purpose of evaluating the solutions, technology, parking programs and pricing previously proposed. The SOW provided to the Consultant also requested study regarding the implementation of a potential parking program including the requisite technological needs, suitable equipment for operation, any refinements and/or marketing efforts needed to support the potential roll-out of the proposed parking program, and the resulting financial results potentially derived from the implementation of said program.

In the ensuing report, Consultant provides a review of the initial report from September 2020 with any needed adjustments to those recommendations. Consultant then separates the applicable parking programs identified within the SOW into individual segments of the overall proposed parking program and addresses the questions regarding equipment/technology, refinement/marketing and financial results for each segment. At all times Consultant conducts the analysis of these segments with the Guiding Principles of the City of Kirkland, as outlined in the Department of Public Works Pre-Approved Plans Policy (09/2017), in mind. While these principles do not specifically delineate certain segments contained within this report, these principles were assumed to apply to all segments analyzed.

The only adjustments to the original report delivered in September 2020 deemed to be applicable were the alteration of the monthly fee (increased to \$75 from the original \$50 rate) for a permit within the Downtown Employee Parking Program (DEPP) and the recommendation to include some paid parking within the Wester lot based upon downtown parking volume as well as to support the overall strategy of the aggregated parking program as proposed. The remaining recommendations within the report were deemed to still be applicable to the Guiding Principles referenced above as well as to the current parking environment observed in the City of Kirkland in 2022. The technology solutions proposed to accomplish the recommendations cited within the original report have been augmented so as to meet the expanded SOW provided in March 2022 upon which this report is based.

Consultant has recommended a blending of technologies to accomplish the vision and goals contained within both the Guiding Principles of the City of Kirkland as well as the directives contained within the current SOW. In order to accomplish these directives Consultant recommends only utilizing technology that supports an open API architecture, possesses the necessary security protocols to meet all PCI-DSS security standards, allows for clear communication for all stakeholders, aggregates the data gathered in useful and easily managed program while providing a seamless user experience to the community. The utilization of technology from Flash Parking, Spot Parking, Frog Parking, MacKay Meters, PayByPhone and ParkMobile (or like technology meeting criteria listed) would be suitable to execute on this program as described. All estimated revenue projections for each segment of the parking program are listed below and if all segments of the program are instituted as recommended by the Consultant with no deviations, it is estimated that implementation would result in the generation of approximately \$6,400,000 annually for the City of Kirkland. This estimate does NOT include any revenue generated for the issuance of parking citations. The initial capital cost for implementation of the parking program as proposed would be \$1,193,000.



# SCOPE OF WORK

Provided by City of Kirkland



## SCOPE OF WORK (SOW) Provided by City of Kirkland

### Scope of Parking Program Potential Revisions

Presently, the City does not charge for parking at its municipal garage, and charges only a modest amount at certain City-owned surface parking lots downtown. At those surface lots, the City uses six pay stations by Cale and a mobile-based app by PayByPhone as methods for payment. All six Cale pay stations accept credit cards and two of the six accept coins and bills.

While the City is discussing parking at City-owned facilities broadly, data and analyses should be organized in discrete elements. For policy or other reasons, the City initially may choose to implement only one or two elements. Logically, were the City to begin, say, to charge for on-street parking but keep the garage free, that could raise some issues at the garage. However, the data and analyses should be organized into the following major elements:

- The municipal garage
- City-owned surface lots in the downtown area
- On-street parking in the downtown area
- The downtown employees parking program
- Parking lots in waterfront parks (downtown parks and Juanita Beach Park)

For each major element, the City is seeking recommendations on: 1) rates, 2) program refinements, 3) technology, and 4) marketing. These recommendations should document how they are consistent with the Guiding and Operating Principles described in Kirkland Public Works General Policy G-11, “Parking Guidelines for Downtown Kirkland.” The City also is open to discussing how the Guiding and Operating Principles G-11 may need to be updated to implement the recommendations.

### Parking Rates

Diamond Parking Services conducted a parking rate analysis for the City in 2020. We ask that Diamond review that analysis and identify any revisions/updates it recommends, if any.

That previous study did not analyze and recommend parking rates for waterfront parks because that was not part of the scope of work at that time, though we will need recommended rates for them for May 26. The Guiding and Operating Principles in G-11 are directed to downtown Kirkland and do not apply directly to the waterfront parks, but similar issues should be addressed as part of the recommendations.

The City continues to be interested in correlating rates to the City’s downtown parking zones, and to seasonality and demand management.

## SCOPE OF WORK (SOW) Provided by City of Kirkland (cont.)

### Program Refinements

Were the City to begin charging for parking at the municipal garage, there may be recommendations about how to better manage general parking and the employee downtown parking program. There also may be recommendations about regular maintenance enhancements that can or should be made, either by the City or another entity.

The City is seeking recommendations about modernizing the downtown employees parking program. The City wants to maintain the program in concept, but it may be past time to charge something—but not too much—for this program. The City currently is upgrading the permit management software for the downtown employees parking program. The existing software was developed by the City and is no longer supported, so the City is looking to procure a new system that will allow us to manage—and potentially charge—as part of the program. The City also would like this software to be able to handle other parking management needs, such as existing and future residential parking zones and other parking permit applications.

There also is the possibility, but not yet the decision, that the existing community center complex east of the municipal garage may be redeveloped, perhaps with the site development expectation that the garage may be used for some of the parking needs for the redeveloped complex.

### Enforcement

The City anticipates that if it moves to more paid parking then enforcement needs will increase. The City would welcome any observations or experienced-based recommendations about this issue.

### Technology

The City's aim is to have reasonable but not state-of-the-art technology for its program. While the City is aware of certain smart phone technologies or ceiling lights indicating garage space availability, the cost of the technology itself, maintenance, not to mention certain retrofit costs does not seem prudent at this time.

An equity issue that merits further discussion with Diamond is how to address the needs of those customers who do not have or cannot obtain credit cards.

### Marketing

The City would like to explore opportunities for developing marketing concepts for increasing patron convenience and City lot usage. This could be with nearby private businesses and attractions and City venues, such as the Kirkland Performance Center. The City also would like to promote the use of online payment-based systems because this simplify maintenance and payment administration.



# REVIEW OF INITIAL FINDINGS

From Report Delivered Sept 2020



## REVIEW OF INITIAL FINDINGS | From report delivered by Consultant, Sept 2020

The following is a summation of the findings from the report delivered by Consultant in September 2020. While reviewing these findings and correlating to current market metrics we determined that all market rate recommendations contained herein, with the exception of, the rate charged for the DEPP program, were still accurate. In addition, the implementation of the rates per Zone, as delineated, still reflect the views of Consultant regarding the potential implementation of a paid parking program that would be in-line with the Guiding Principles of the City of Kirkland as outlined in the Department of Public Works Pre-Approved Plans Policy (09/2017). Based upon market analysis we feel that the DEPP program should institute a price point of \$75 per permit per month. Consultant revisited all technology proposed in Consultant's 2020 report and evaluated the efficacy of the technology proposed regarding the current Scope of Work (SOW) provided. As a result, Consultant has determined that there is a more suitable suite of technological solutions available at this time which will more closely encompass all the delineated needs of the SOW as written. Those recommendations will be included in the applicable sections of this report.

### Analysis of Zones

In conjunction with the designation of the affiliated Parking Zones, as defined by the Department of Public Works Pre-Approved Plans Policy (09/2017) and its affiliated Guiding Principles, we believe that instituting a tiered parking system encompassing both paid and timed enforced parking within applicable Zones will lead to a more efficient parking management plan that is in-line with the Guiding Principles in the aforementioned policy. The integration of the suggested on-street pricing tiers in Zones A, B, C, D and E along with the suggested structure of (and price point for) the Employee Parking Permits in Zones B and F will allow for the ability to handle the current parking needs for the businesses, allow for readily available parking for community uses and provide designated parking for employees of the downtown core business.

By implementing a tiered pricing system (pricing based upon seasonality and/or event basis) within Zone A, the city can further accomplish its goal of utilizing its parking to supplement the economic growth of businesses located therein, while providing ample access to parking for customers, visitors and constituents of the community. Implementing a higher initial hourly price point in Zone A than in Zones C, D and E will help to drive those who need to park for longer durations outside of the immediate core business area. This frees up Zone A parking for the goals listed. Further, by creating a "seasonal" tier to the on-street pricing you not only help to drive the longer-term parkers to Zones more suitable to their intended uses, but you also help to maintain the 85% guideline referenced in the City of Kirkland's parking plan by reacting to the "supply and demand" mandate.

Zone B is limited in its on-street parking supply and since it directly abuts Zone A (and has many of the same business/tenant attributes) it should be managed in the same manner as Zone A. The bottom levels of the Municipal Garage and any excess City Hall parking availability should be allocated to the Downtown Employee Parking Program (DEPP). Consultant recommends that any Wester lot parking not allocated for DEPP use should be priced as On-Street parking correlated to nearby Zone A pricing. We also recommend that the DEPP program be offered for \$75 per month and solely to employees of businesses located within the applicable Zones that have less than 100 total full-time employees (FTEs). This ensures that the parking is made available for those who most need it, creates a resource for the businesses in these Zones and promotes a vibrant business community. Charging a monthly fee for these permits encourages those utilizing this service (the employees and businesses in these Zones) to respect the parameters of the program. It also represents an active step to ensuring that only those who should be using the employee parking areas are using those areas. Finally, this system helps to place parkers in spots that are more suitable for their intended uses i.e. long-term parking in the DEPP spaces or garages rather than on-street spaces. The funds generated would help to offset the costs of management and should result in a revenue neutral program.

## REVIEW OF INITIAL FINDINGS | From report delivered by Consultant, Sept 2020 (cont)

Zone C is a transitioning Zone with a mixture of different business uses as well as a community park and amenities that are utilized by constituents on a highly seasonal basis. The availability of on-street spaces is rather limited and its location in relation to Zones A/B is such that we recommend charging per hour for the on-street portion albeit at a lower rate than in Zones A/B. This process aligns with the stated goals and guidelines of the original parking plan by allowing for the transition to shorter term parking (to support high turnover for retail uses) while retaining the ability to have longer term parking as necessary. The presence of off-street parking within this Zone further allows for ample constituent parking. We do not recommend that any portion of this Zone be utilized for the DEPP program at present, however, it may be a consideration in the future.

Since the latest revision to the Department of Public Works Pre-Approved Plans Policy (09/2017) Zone D has undergone significant change and is still in the process of development. Previously this Zone was designated as an accessory parking Zone where parking was intended to serve the needs generated from a specific site. Given the development within this Zone and the high likelihood that tenant parking within these developments will be overparked, it is likely that parking demand will overflow onto the city streets. The additional retail demand created within this Zone (restaurants, high volume grocery stores and entertainment concepts) will put further pressure on the available parking supply. As such, we recommend instituting an hourly paid program on the northern end of Zone D (north of 85th St) while enforcing a 4-hour time restriction on the southern end of Zone D (south of 85th St). This will encourage employees and tenants of surrounding businesses to park within their affiliated parking structures whenever possible, while also providing some flexibility for the enterprise level business tenants for occasional overflow event or meeting parking. We do not recommend allowing any DEPP parking in this Zone at this time.

Zone E is also a transitional parking Zone that has seen increased density in recent years. While it does not have the density of Zone A, the makeup of its current business mix, along with its proximity to Zones A/B and the high volume of Marina parking, dictates a need to encourage short term parking for business viability. In addition, by enacting a minimum hourly rate for the on-street parking in this Zone you will create continuity of program thus making policy communication to stakeholders easier (and enforcement by current personnel more efficient). We do not recommend allowing any DEPP parking in this Zone at this time.

Zone F is primarily designated as having residential and DEPP program parking. Even still, we see increased usage in this Zone based upon further development in the surrounding Zones and on seasonal traffic. The utilization of residential permits, DEPP program permits and 4-hour time enforced parking regulations should be sufficient to regulate Zone F at this time. This Zone should be monitored and evaluated for additional use in the future.

It is possible that with the implementation of an enhanced paid parking program within the Zones delineated, there may be some residual movement of parkers into the adjacent residential areas. However, based upon the geographical layout of the business district, the Zone parking system, the peak usage timeframes and the psychology of parkers in relation to the acceptance of walking longer distances to destinations, we believe that this effect will be minimal. Even still, it should be considered when implementing a system of this nature. It is advisable that a residential permit program is implemented for any residential areas within 1 block of the neighboring Zones. This will help ensure that residents have ample parking for their vehicles and alleviate concerns of increasing density within the area.

Transitioning to a paid on-street parking program will help to drive economic activity within the city. It will ensure that there is always available parking for all stakeholders and can result in increased retail revenue for effected businesses. It also places end users in the proper spaces/Zones relative to their needs. This will allow for more efficacious enforcement by existing enforcement staff.



## REVIEW OF INITIAL FINDINGS | From report delivered by Consultant, Sept 2020 (cont)

### Market Rate Implementation

We have provided a market rate recommendation for each Zone/type of parking (listed above) however, we are aware that the City of Kirkland may decide to implement the program at a rate that is below market. As an alternative to an initial market rate implementation the city may choose to discount the parking in each zone by \$1 per hour from the recommended pricing or create a flat rate of \$1 per hour throughout the city to provide a consistent price that is easily communicated to all involved. In addition, the city may make the decision to allow for an initial “free parking” period for each vehicle (1 hour per vehicle per day monitored by license plate) or allow specific businesses to provide a validation for a free period of parking (for a specified period of time) for each of their customers. Any of these options can be implemented and accommodated with the equipment/technology proposed herein. Having said that, it is our recommendation that this program be implemented at market rate (as proposed by Consultant’s 2020 report) with the knowledge that the market rate is an ever-increasing data point so the best policy is to implement “as is” and then make future determinations on pricing based upon the data gathered during the first year of operation.

### Final Summation of Initial Findings from September 2020 report

Consultant finds that all recommendations contained in the September 2020 Consultant’s report regarding parking program set-up, communication, roll-out/implementation and pricing structure (with the requisite change to the DEPP pricing referenced herein and the additional Wester lot paid spaces in Zone B) is still relevant to current market conditions. Specific recommendations regarding technology, program marketing and the necessary operational refinements for each individual segment of the parking program have been refined per the listed SOW. These recommendations and the associated financial results for each individual parking program will be described in the following sections.

# PETER KIRK MUNICIPAL GARAGE

Assessment



## PETER KIRK MUNICIPAL GARAGE | Assessment

**The Municipal Garage is located in an area that straddles two distinct parking management areas (Zones A and C).** It functions to provide access to visitors of the downtown and employee parking program. The nature of demand around the garage varies widely by time of day, day of week and season.

### Operating Principles (Zone B)

Parking in Zone B is intended to serve a balance of long-term and short-term parking needs. It is the City's goal to actively manage Zone B to meet a fluid user demand that changes by time of day and day of week. Over time, Zone B may serve as transitional facilities for increased employee parking as new supply is added to Zone A to accommodate growing and concentrated visitor demand.

- The upper level of the garage is intended to serve customer demand for stays of less than four hours.
- The lower level of the garage is intended to serve employee parking during the main workday (i.e., 5:00am - 5:00pm).
- As Zone B develops, the parking mix can be manipulated to best serve overall demand requirements of Zones A and C.

### Pricing Recommendation

- Employee Permit Parking \$75/permit (limited to non-corporate employees of all zones)
- \$3 per hour/ 3-hour maximum stay On-Street Parking
- \$2.50 per hour/ 4-hour maximum stay Municipal Garage (09/1 – 05/1)
- \$3.00 per hour/ 4-hour maximum stay Municipal Garage (05/1 – 09/1)

Parking Zone B serves a balance of long-term and short-term parking needs. As Kirkland continues to develop, Parking Zone B needs to be adjusted to best serve the overall demand requirements of Zones A and C as they continue to mature. As such, we recommend charging \$2.50 per hour with a four-hour maximum stay. Like Parking Zone A, Parking Zone B is a busy area and warrants the same criteria for parking and the same rate structure as Zone A. This will encourage turnover and promote availability of parking spaces to supplement any additional demand coming from parking Zone's A or C. Zone B can also support seasonal pricing. Charging a seasonal rate will generate additional revenue and ensure that the adequate amount of available spaces remain open throughout the year.

Further, we recommend designating a portion of the lower level of the Municipal Garage for employee permit parking. Permits will allow downtown employees to park during the main workday, while freeing up the garage for customer demand on evenings and weekends. This provides an alternative for employees who are accustomed to parking in the surrounding zones during the workday. We recommend that permits be issued with a \$75 monthly fee per permit. Charging for permits not only generates revenue that covers related costs, but it also encourages parkers to respect the rules set out regarding space and time restrictions associated with the permits.

The utilization of a Seasonal Pricing Structure (increase hourly rate to \$3 per hour/ 4-hour maximum) can help to manage the higher traffic during the times of year that the downtown core is being over utilized. This will help create the necessary throughput for the downtown businesses and result in increased retail receipts, proper utilization of public parking and create a symbiotic relationship with private and off-street parking facilities by placing parkers in the proper parking areas for their intended uses.

## PETER KIRK MUNICIPAL GARAGE | Assessment (cont.)

### Technology Recommendations

After review of the needs described in the SOW for the Municipal Garage, Consultant recommends the use of an automated PARC's system (Parking Access and Revenue Control System) for this facility. The utilization of an automated PARC's program allows for the reduction of human asset labor allocation costs, minimizes on-going maintenance fees associated with manual equipment, provides for an easy-to-use payment/access system for all constituents and allows for the use of validation controls (if needed) for King County Library System. Consultant recommends the use of a PARC's program manufactured by FLASH Parking which is optimized for native, cloud-based payment processing allowing for complete compliance with all PCI-DSS industry standards thus reducing the risk associated with payment processing. This system would work in conjunction, via an open API architecture, with the technology proposed for the subsequent parking Zones/segments/programs delineated in the SOW. This will allow for full integration with the Spot Technology program as well as the Frog Parking digital signage programs recommended for this garage. Frog Parking would work in conjunction with the Flash system to track all vehicle volumes and relay to a digital reader board illustrating real-time parking availability within the parking structure. This information will also feed into the Spot Technology program to provide for consumer visibility of real-time parking availability via an app-based program. The Spot Technology program will also aggregate all data generated by each of the technologies proposed within this report to allow for instant visibility by administrative staff to all segments of the associated parking programs.

### Refinement Recommendations

The parking facility will need structural improvements and the Consultant did not assess the nature and extent of the structural improvements required. Regarding the parking assessment and recommended parking technologies described above, the Consultant recommends providing an improved signage/wayfinding system to better direct the prospective parkers to the appropriate parking level/space. The implementation of the Flash, Frog and Spot systems will aid in creating an improved parking experience for the constituents however, there is also a need for better visibility and more clear signage within the facility. Finally, the digital signage/reader board and associated parking/transportation app will be a significant enhancement not only to the parking facility itself but will help to reduce congestion and last mile parking issues resulting from the search for available parking by the consumer.

### Marketing Improvements

The appearance, feel and usability of the Municipal Garage will be greatly enhanced by the improvements provided in the above recommendations. These improvements will assist in marketing the garage to the community and the parking technology recommended will allow for integration into expanded marketing efforts across City of Kirkland websites and social media. In addition, the associated technology can integrate with other entities (like the Performing Arts Center, Community Event websites etc) to offer parking at time of ticket purchase or provide for potential discounting of parking to encourage community engagement. There are further marketing benefits and potential that have not been fully investigated by Consultant and Consultant would recommend a follow-up engagement to help establish a comprehensive marketing program to the community and all constituents.

## PETER KIRK MUNICIPAL GARAGE | Assessment (cont.)

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### Finances and Potential Revenue Generated

Consultant evaluated the parking flow of the Peter Kirk Municipal Garage including the utilization of existing car counts within the facility and correlated that data with any/all data provided by the City of Kirkland as well as vehicle volume data from “like” facilities both within Consultant’s existing portfolio, facilities within other neighboring cities and industry standards to derive a projected utilization rate of the facility. Consultant then used the expected utilization rate in conjunction with the proposed market pricing to derive a projected monthly/annual revenue figure for budgeting use. Consultant projects that if all recommendations proposed are enacted, the Peter Kirk Municipal Garage will generate approximately \$1,058,400 in Gross Revenue in its first full year of operation. A 10-12% degree of deviation is possible given the limited amount of data gathered during the abbreviated timeframe of this study.

Revenue projections are included as an appendix to the main body of this report. It is important to note that all revenue projections are based upon factors as they currently exist and with the assumption that all recommendations proposed are enacted. Any deviations to these assumptions may result in a variance to the projections provided.

# SURFACE LOT

Assessment





## SURFACE LOT | Assessment

**Zone A contains the majority of the city operated surface lots for this assessment except for the Wester lot which resides in Zone B.** The surface lot assessment encompasses the Wester lot, the Lakeshore Plaza lot, the Lakeshore Plaza lot and the Lakeshore Plaza Auxiliary lot. The core zone of downtown includes the highest density of development and has a high concentration of retail, restaurant and entertainment opportunities.

### Operating Principles (Zone A)

The primary purpose of parking in Zone A is to serve customer and other short-term visitor needs and support desired economic uses in the zone.

- The purpose of, and priority for, public parking in Zone A is to support and enhance the vitality of the retail core.
- Parking for short-term users is the priority for on-street and off-street spaces in Zone A.
- Employees should be discouraged from parking in Zone A.
- Parking will be provided to ensure convenient, economical and user-friendly access for customers, clients and visitors to downtown at all hours of the operating day (i.e., weekdays, evenings and weekends).
- All on-street parking in Zone A will be regulated.

### Pricing Recommendation

- \$3 per hour/ 3-hour maximum stay On-Street Parking
- 15-30 Minute “Delivery Zones”
- \$2.50 per hour / 4-hour maximum stay City Owned Parking Lots (09/1 – 05/1)
- \$3.00 per hour/ 4-hour maximum stay City Owned Parking Lots (05/1 – 09/1)
- Strong consideration for an event-based pricing structure TBD

Zone A is the core zone of Kirkland’s downtown. In addition to having the highest density of development and the highest concentration of retail, restaurant and entertainment opportunities, it is also Kirkland’s busiest zone and has the highest need for transient turnover. On-street parking rates of \$3 per hour with a three-hour maximum stay are designed to encourage short-term parking with high turnover. This will support and enhance the vitality of the retail core by creating readily available parking for customers of businesses. It will also encourage employees to seek out parking in the designated areas of neighboring Zone B. Further, we propose introducing short-term “delivery zones” or 15-30 minute zones that are for business delivery only. This will allow businesses to continue to have necessary access to their space for supplies/deliveries without having to worry about payment or having delivery vehicles parked in spaces intended for commuter vehicle use.

Kirkland typically sees an increase in activity during the summer months. A common practice in private lots as well as in comparable municipalities involves charging higher rates in popular lots during busy seasons. This is especially true for parking lots near bodies of water. Introducing a seasonal rate of \$3.00 per hour in the Kirkland owned lots presents an opportunity for the city to achieve its goal of supporting and enhancing the vitality of the retail core during the summer months by keeping parking open for visitors who are likely to engage with retailers, restaurants and other businesses. It also presents Kirkland with the opportunity to benefit economically from seasonal tourism.

## SURFACE LOT | Assessment (cont)

### Technology Recommendations

Consultant reviewed the parameters of the SOW provided by the City and evaluated this segment of the parking program within the overall context of the other segments of the SOW to determine the best path forward to achieve efficacy not only for the lots delineated herein but that would also allow for system integration with the associated parking segments in the SOW to provide as seamless of a parking experience as possible for the public. Given the physical parameters of the surface lots as well as geographic locations it was determined that a PARC's system would not be appropriate for these locations. Consultant recommends the use of the Frog Parking system in these locations to allow for real-time parking volume monitoring and communication to the public regarding open parking stalls via an app-based system.

Where applicable the use of "pay meter technology" is appropriate given the volume of the potential volume of the locations as well as the consideration of equity issues for the public. The pay stations would allow for walk-up payment by the public and would feed this information into the Frog Parking system as well as the enforcement software to allow for seamless execution of enforcement. Consultant recommends replacing the current pay meters with updated MacKay Meters Inc systems which allow for this integration. The City of Kirkland already utilizes mobile payment options via the PayByPhone app and Consultant would recommend utilization of a secondary vendor to provide greater options for the consumer as well as the use of a Scan-to-Pay technology (QR Code payment) via ParkMobile who is an established mobile payment system and municipal service partner. All of these technologies will directly integrate into the overall Spot Parking dashboard technology and the Frog Parking consumer app to allow for real-time knowledge of available parking, volume of traffic/parking in respective Zones/lots and the respective transaction rates. Finally, the Frog Parking, ParkMobile and PayByPhone technologies are cloud native and thus are the most secure systems on the market which meet or exceed all PCI-DSS standards. The MacKay Meters Inc systems also provide the highest level of payment security currently offered for the pay meter market thus lowering the overall risk ratio for the City of Kirkland.

### Refinement Recommendations

The addition of the technologies listed above will enhance the overall parking experience of the consumer and will allow for ease of use for payment of parking. The QR code system provided by ParkMobile in particular, has shown to increase the adoption rate of mobile payments by consumers due to the ease of its use. It also has the benefit of being a touchless system limiting COVID concerns by consumers. The Frog Parking and Spot Parking technologies will also dramatically increase the ability of a consumer to search for, find and park in an available space. This helps to limit vehicle congestion on the streets, reduces the effect of GHG emissions (Greenhouse Gas) resulting from last mile parking issues, increases safety for pedestrians/bike riders and makes the most efficient use of parking space possible thus benefiting the retailers in the downtown zones.

An improved program of signage would be recommended to help direct and instruct potential parkers to better utilize these facilities. It is Consultant's expectation that most, if not all, of this signage could be produced by the City of Kirkland itself with proper guidance.

## SURFACE LOT | Assessment (cont)

### Marketing Improvements

These improvements will assist in marketing the surface lots to the community and the parking technology recommended will allow for integration into expanded marketing efforts across City of Kirkland websites and social media. In addition, the associated technology can integrate with other entities (like the Chamber of Commerce, Kirkland Marina and Community Event websites etc) to offer parking at time of ticket purchase or provide for potential discounting of parking to encourage community engagement. There are further marketing benefits and potential that have not been fully investigated by Consultant and Consultant would recommend a follow-up engagement to help establish a comprehensive marketing program to the community and all constituents.

### Finances and Potential Revenue Generated

Consultant evaluated the parking flow of the respective surface lots including the utilization of existing data provided by the City of Kirkland as well as vehicle volume data from “like” lots both within Consultant’s existing portfolio, surface lots within other neighboring cities and industry standards to derive a projected utilization rate of the facility. Consultant then used the expected utilization rate in conjunction with the proposed market pricing to derive a projected monthly/annual revenue figure for budgeting use. Consultant projects that if all recommendations proposed are enacted, the respective surface lots assessed (the Lake and Central lot, the Lakeshore Plaza lot, the Lakeshore Plaza Auxiliary lot and the proposed spaces in the Wester lot) will generate approximately \$1,264,000 in Gross Revenue in their first full year of operation. A 10-12% degree of deviation is possible given the limited amount of data gathered during the abbreviated timeframe of this study.

Revenue projections are included as an appendix to the main body of this report. It is important to note that all revenue projections are based upon factors as they currently exist and with the assumption that all recommendations proposed are enacted. Any deviations to these assumptions may result in a variance to the projections provided.

# ON-STREET PARKING

Assessment



## ON-STREET PARKING | Assessment

**The current on-street parking program crossed all Zones of the City of Kirkland in regards to its current system of enforcement.** For the purposes of this SOW the Consultant shall define the paid on-street parking program to be the on-street parking spaces contained within the respective Zones A, B, C, D and E with the proposed pricing recommendations tailored to fit the respective operating principles of those Zones as identified in the Guiding Principles of the City of Kirkland as outlined in the Department of Public Works Pre-Approved Plans Policy (09/2017) and the previous report delivered by Consultant in September 2020. Those pricing recommendations are as follows:

### Zone A

#### *Pricing Recommendation:*

- \$3 per hour/ 3-hour maximum stay On-Street Parking
- 15-30 Minute "Delivery Zones"
- \$2.50 per hour / 4-hour maximum stay City Owned Parking Lots (09/1 – 05/1)
- \$3.00 per hour/ 4-hour maximum stay City Owned Parking Lots (05/1 – 09/1)
- Strong consideration for an event-based pricing structure TBD

### Zone B

#### *Pricing Recommendation:*

- \$3 per hour/ 3-hour maximum stay On-Street Parking
- \$2.50 per hour/ 4-hour maximum stay Municipal Garage (09/1 – 05/1)
- \$3.00 per hour/ 4-hour maximum stay Municipal Garage (05/1 – 09/1)

### Zone C

#### *Pricing Recommendation:*

- \$1.50 per hour/ 4-hour max On Street Rate
- No employee permit parking allowed
- 15 – 30 minute "Delivery Zones"

### Zone D

#### *Pricing Recommendation:*

- \$1.50 per hour/4-hour max (North of 85th St.)
- 4-hour maximum parking (South of 85th St.)
- 15-30 min "Delivery Zones"

### Zone E

#### *Pricing Recommendation:*

- \$1.50 per hour/ 4-hour max On Street Rate
- No employee permit parking allowed
- 15 – 30 minute "Delivery Zones"

## ON-STREET PARKING | Assessment (cont.)

Zone A is the core zone of Kirkland's downtown. In addition to having the highest density of development and the highest concentration of retail, restaurant and entertainment opportunities, it is also Kirkland's busiest and has the highest need for transient turnover. On-street parking rates of \$3 per hour with a three-hour maximum stay are designed to encourage short-term parking with high turnover. This will support and enhance the vitality of the retail core by creating readily available parking for customers of businesses. It will also encourage employees to seek out parking in the designated areas of neighboring Zones B and C. Further, we propose introducing short-term "delivery zones" or 15-30 minute zones that are for business delivery only. This will allow businesses to continue to have necessary access to their space for supplies/deliveries without having to worry about payment or having delivery vehicles parked in spaces intended for commuter vehicle use.

Kirkland typically sees an increase in activity during the summer months. A common practice in private lots as well as in comparable municipalities involves charging higher rates in popular lots during busy seasons. This is especially true for parking lots near bodies of water. Introducing a seasonal rate of \$3.00 per hour in the Kirkland owned lots presents an opportunity for the city to achieve its goal of supporting and enhancing the vitality of the retail core during the summer months by keeping parking open for visitors who are likely to engage with retailers, restaurants and other businesses. It also presents Kirkland with the opportunity to benefit economically from seasonal tourism.

### Technology Recommendations

To implement a cohesive and easily navigable parking system within all facets and Zones of the City of Kirkland as well as to provide the flexibility to add additional services, gather relevant data for other potential uses and "future proof" the program (in the near term) to accommodate for additional community needs (potential curbside management and EV needs) the Consultant recommends the utilization of a sensor-based parking monitoring system. Frog Parking solutions provides a sensor-based solution that has been implemented in numerous other municipalities and large-scale developments and allows for the needed integration with the other technology programs required for the overall implementation of the proposed program. This system would allow for real-time monitoring of every space within the program as well to gather data for future policy implementation. In addition, the sensor-based system allows for commuters to see available parking spaces prior to traveling to Kirkland, or while enroute, allowing them to easily navigate to open parking and reducing congestion and GHG emissions. The Frog Parking system integrates with the proposed enforcement system and the Spot Parking dashboard program. Overall, this system would allow for greater flexibility by City staff to alter policies, pricing, and enforcement times, as necessary.

Consultant also recommends the limited use of MacKay Meter Systems to allow for pay on foot options for parkers that feel more comfortable doing so or to whom equity considerations may be an issue. MacKay parking meters allow for a secure and easy to use solution that integrates with all the other technology solutions proposed to allow for a seamless parking experience for the consumers as well as a cohesive, easy to manage enforcement process for the City of Kirkland enforcement personnel. In addition, consumers should have the option of utilizing the same mobile based payment solutions as those offered in the surface lots. This would help to create continuity amongst parking Zones, limit the need to search for a parking meter and limit the need for expanded parking meter placement. This significantly limits the initial capital expense of the parking program as well as the on-going maintenance costs associated with these programs. To that end, Consultant recommends the implementation of the ParkMobile and PayByPhone technologies for on-street parking payment.



## ON-STREET PARKING | Assessment (cont.)

### Refinement Recommendations

Currently there is no paid on-street parking system in place in the City of Kirkland. The implementation of a paid on-street system is likely to result in reduced traffic congestion, safer use of streets/sidewalks by pedestrians and bikers, reduced GHG emissions, better placement of consumers near their chosen destination and increased retail receipts by downtown businesses. In addition, the revenue generated from a program of this nature is likely to result in increased budgets for City services and contribute to the overall marketability of the City of Kirkland.

Once a program of this nature has been implemented it is imperative that it is monitored for needed performance to expectation, evaluated for needed adjustments and used to help formulate future policy decisions. There may be future refinement recommendations resulting from the monitoring of this program post implementation.

### Marketing Improvements

As previously mentioned, there is no paid on-street parking program currently in place in the City of Kirkland. Having said that, if implemented as recommended, the technology used will allow for additional outreach to the community and stakeholders. This presents an opportunity to expand upon the marketing of the City to the community for future events, meetings, announcements, partnerships with community Performing Arts programs, marketing tie-ins with local businesses etc. In addition, the data gathered from these systems can better enable the City administration to tailor its services to exceed stakeholder expectations. There are further marketing benefits and potential that have not been fully investigated by Consultant and Consultant would recommend a follow-up engagement to help establish a comprehensive marketing program to the community and all constituents.

### Finances and Potential Revenue Generated

Consultant conducted a vigorous system of car counts in the downtown core, evaluated the parking flow in all parking Zones and correlated that data with any/all data provided by the City of Kirkland as well as vehicle volume data from “like” municipalities both within Consultant’s existing portfolio, parking flows within neighboring cities, vendor specific data from existing municipal operations and established industry standards to derive a projected utilization rate of the paid on-street parking program.

Consultant correlated this data with expected seasonal volume flows and used the expected utilization rate in conjunction with the proposed market pricing to derive a projected monthly/annual revenue figure for budgeting use. Consultant projects that if all recommendations proposed are enacted, the paid on-street parking program will generate approximately \$2,365,600 in Gross Revenue in its first full year of operation. A 10-12% degree of deviation is possible given the limited amount of data gathered during the abbreviated timeframe of this study.

Revenue projections are included as an appendix to the main body of this report. It is important to note that all revenue projections are based upon factors as they currently exist and with the assumption that all recommendations proposed are enacted. Any deviations to these assumptions may result in a variance to the projections provided.

# WATERFRONT PARKS PARKING

Assessment



## WATERFRONT PARKS PARKING | Assessment

**The original report prepared by Consultant in September 2020 did not address the Waterfront Parks program as part of its scope.** Per the most recent SOW provided, Consultant assessed the current state of parking at the listed locations with the Guiding Principles of the City of Kirkland as outlined in the Department of Public Works Pre-Approved Plans Policy (09/2017) in mind. Further, Consultant assessed these locations knowing that a common concern of other municipalities is the effective utilization of these community assets by all stakeholders and with an understanding of potential equity concerns from members of the community. Consultant witnessed numerous parking concerns in these locations including the use of the parking resources by parkers who immediately left the location without utilizing the Parks services as intended. In effect, utilizing some these facilities as defacto “park and rides” for commuting to work etc. While this practice helps to reduce congestion and traffic on the roads, it is not the highest and best use of these facilities nor is it the intended use for these locations.

To maintain a cohesive parking program that both fits the strategy delineated by City leadership in its Guiding Principles as well as integrates with the solutions proposed in the other parking segments previously addressed in this report, Consultant recommends implementing a paid system of parking in the locations evaluated as outlined by the City.

### Pricing Recommendation

- \$2.00 per hour/ 4-hour max Waterfront Parking Rate
- No employee permit parking allowed

### Technology Recommendations

To maintain the strategy and efficacy of the overall parking strategy as proposed in the other parking segments within the City of Kirkland, Consultant would recommend the utilization of a blend of the Frog Parking systems “car counting” technology as well their sensor-based technology where applicable. Some of the Waterfront Parks lots are suitable for sensor-based technology while others would be better served by utilizing a pole/camera based car counting technology to track vehicle traffic, parking volume and specific space usage so as to communicate with the affiliated technology and app based reporting described in the previous sections. Further, Consultant would recommend the use of the mobile payment technology provided by ParkMobile and PayByPhone to allow for the safe, convenient utilization by the consumer. In a few of the larger locations, such as Juanita Beach Park, the deployment of a Mackay Meter systems “pay on foot” kiosk, in addition to the mobile payment options, would be advisable.

### Refinement Recommendations

Similar to the on-street parking program there currently is no paid Waterfront Parks parking program in place in the City of Kirkland. The implementation of a paid Waterfront Parks program is likely to result in reduced traffic congestion, safer use of streets/sidewalks by pedestrians and bikers, reduced GHG emissions, easier use by the community to help parkers find space nearest their chosen destination as well as increased retail receipts by businesses located near these parking lots. The implementation of a program like this would also increase the “turnover” of parking spaces within these lots thus allowing a greater segment of the population to enjoy the services provided by the Kirkland Park system. In addition, the revenue generated from a program of this nature is likely to result in increased budgets for City services and contribute to the overall marketability of the City of Kirkland.

Once a program of this nature has been implemented it is imperative that it is monitored for needed performance to expectation, evaluated for needed adjustments and used to help formulate future policy decisions. There may be future refinement recommendations resulting from the monitoring of this program post implementation.



## WATERFRONT PARKS PARKING | Assessment (cont.)

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### Marketing Improvements

As previously mentioned, there is no paid Waterfront Parks parking program currently in place in the City of Kirkland. If such a program is implemented as recommended, the technology used will allow for additional outreach to the community and stakeholders. This presents an opportunity to expand upon the marketing of the City to the community for future events, meetings, announcements, partnerships with community organizations, marketing tie-ins with local businesses etc. In addition, the data gathered from these systems can better enable the City administration and the Kirkland Parks department to tailor its services to exceed stakeholder expectations. The potential marketing benefits of a more efficiently run Waterfront Parks program are innumerable.

There are further marketing benefits and potential that have not been fully investigated by Consultant and Consultant would recommend a follow-up engagement to help establish a comprehensive marketing program to the community and all constituents.

### Finances and Potential Revenue Generated

The financial projections of the potential implementation of a paid parking program for the Waterfront Parks was the most challenging aspect of this report. Consultant evaluated the parking flow of the respective surface lots including the utilization of existing data provided by the City of Kirkland as well as vehicle volume data from “like” lots both within Consultant’s existing portfolio and within other neighboring cities and correlated with industry standards to derive a projected utilization rate of the lots. Consultant then used the expected utilization rate in conjunction with the proposed market pricing to derive a projected monthly/annual revenue figure for budgeting use. Consultant projects that if all recommendations proposed are enacted, the respective Waterfront Parks parking lots assessed will generate approximately \$1,740,000 in Gross Revenue in their first full year of operation. Given the limited amount of data gathered during the abbreviated timeframe of this study a potential deviation rate of up to 25% is possible.

Revenue projections are included as an appendix to the main body of this report. It is important to note that all revenue projections are based upon factors as they currently exist and with the assumption that all recommendations proposed are enacted. Any deviations to these assumptions may result in a variance to the projections provided.

# DOWNTOWN EMPLOYEE PARKING PROGRAM

Assessment



## DOWNTOWN EMPLOYEE PARKING PROGRAM (DEPP) | Assessment

**Consultant assessed the City of Kirkland Downtown Employee Parking Plan (DEPP) regarding the current set-up and financial structure.** Based on the research conducted within both the commercial parking segments as well as in correlation to data gathered from similar municipalities Consultant recommends increasing the monthly permit price of this program from \$50 to \$75. This increase is warranted both by the market conditions themselves as well as by the strategy employed within the overall paid parking plan. The goal is to allow employees who may require a more affordable approach to parking to have allocated spaces available so as to allow them to work for the small businesses located within the downtown core. If the rate is too low, it will promote the use by individuals who are simply trying to avoid paying for parking (at a higher rate) within their own residential communities or others who could otherwise afford to park elsewhere within the City of Kirkland but are choosing to take advantage of this program. In addition, the program should be engineered to financially fund its own operation. Consultant fees that a \$75 rate would be applicable and allow the DEPP program to operate as intended.

Future expansion of this program to include the possible inclusion of a residential parking permit for parking in areas abutting the current delineated parking Zones is advised. There are multiple technologies proposed thus far in this report including the Frog Parking system and the Spot Parking system that can handle the permit management needs of both the DEPP and the potential residential parking permit program that may be needed in the near future. This program is a fantastic marketing piece for the City of Kirkland allowing for the retention of small businesses and the recruitment of future business into the core by making the downtown a vibrant and affordable environment for employees of all economic status. The implementation of either of the technologies referenced would create a significant refinement in the current DEPP program. The financial results of this program have been included in the respective parking Zones/programs in this report (i.e. the Peter Kirk Municipal Garage and respective on-street Zone).



# TECHNOLOGY PROGRAM CAPITAL COSTS



## TECHNOLOGY PROGRAM CAPITAL COSTS

**In most circumstances the technology solutions recommended would service multiple segments of the proposed parking program thus breaking out the cost by individual parking segment is difficult to do at this time.** If the City of Kirkland decides to progress with the Consultants recommended options and wishes to implement specific segments of the proposed parking program but not the full parking program, then the Consultant can work with the City staff to identify the specific needs of the segment to be implemented independent of the rest of the program. In order to provide context to the overall projected cost of implementation for the complete suite of technology solutions identified in this report Consultant has acquired initial quote from the following vendors:

Frog Parking	\$643,500
MacKay Meters Inc	\$339,500
Flash Parking	\$135,000
Spot Parking	\$75,000
ParkMobile/PayByPhone	No Capital Cost

**Total Initial Implementation Cost                      \$1,193,000**

It is advised that implementation of this plan coincide with increased enforcement of the identified parking spaces via the existing City of Kirkland enforcement personnel, a suitable third-party enforcement company or a combination thereof. In either case there will be an increased cost to the program to encompass enforcement personnel, enforcement vehicles/equipment and enforcement software programs/upgrades. If further analysis of that portion of the program is required, the Consultant recommends a follow-up engagement to identify potential solutions.

## REPORT ISSUANCE

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### REPORT SUBMITTED BY

**Patrick Seward**

*Print Name*

*[Signature]*

*Signature*

**Consultant and Regional Manager, Diamond Parking Services**

*Title, Office/Division/Entity*

**05/17/2022**

*Date*

### REPORT RECEIVED BY

*Print Name*

*Signature*

*Title, Office/Division/Entity*

*Date*

# WITH THANKS

From Diamond Parking Services

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