



Kirkland Alliance of Neighborhoods Meeting

February 11, 2015 at 7:00 p.m.
Peter Kirk Room, City Hall
123 Fifth Avenue
(South entrance, Lower level)

AGENDA

7:00-7:05 Introductions and ratification of January meeting minutes

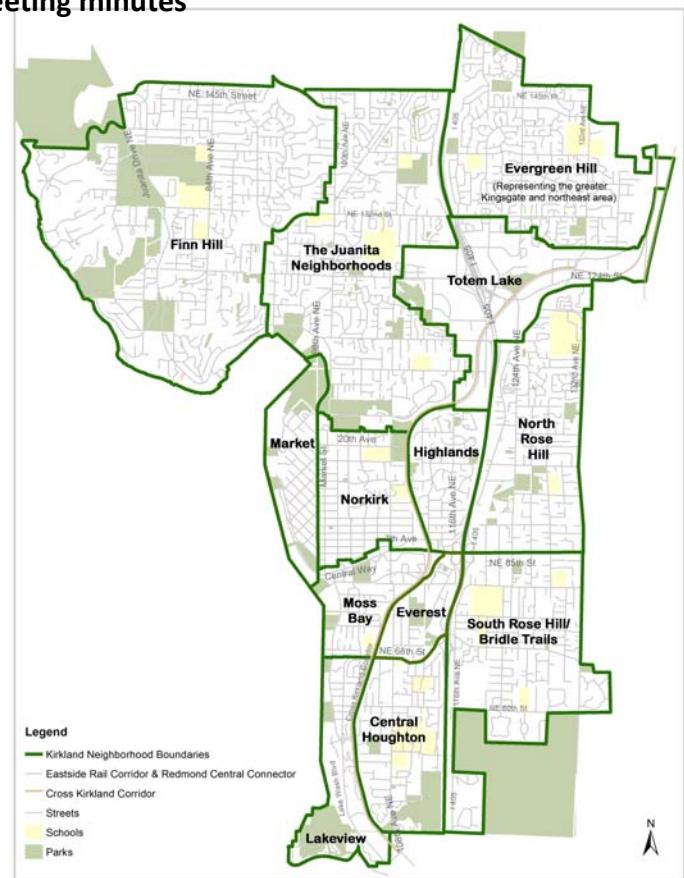
7:05-8:00 Items before Council/Council calendar

- Parkplace/Talon development
- Right Size Parking - updates on KAN letter and Council meeting comments
- ARC update and discussion, Karen Lightfeldt
- Downtown parking study and stakeholder input, Mark Nelson, KAN and Philly Hoshko, Special Projects Coordinator City of Kirkland

8:00-8:10 Public Comments

8:10-8:45 Liaison Reports and Hot Topics

- Neighborhood Leaders
- KAN State of the City with Mayor Walen and City Manager, Kurt Triplett, February 25, 2015 in Peter Kirk Room
- Boating study
- Lisa McConnell on behalf of Kari Page, Neighborhood Services Coordinator
 - CKC Update & Celebration
 - Neighborhood Safety Program Update
 - Neighborhood Safety Panel signup
 - Communications Workshop recap, Karen Story



Upcoming Agenda Items:

- Totem Lake update by Jean Paul Wardy, president, Centercal Properties
- Planning Commission joint meeting TBD
- Fall Food Drive Committee Lead/Planning
- Leadership in crisis or difficult situation, CERT training, Pattijean Hooper
-

Upcoming Events/Deadlines:

- Neighborhood Safety Program applications due February 9, 2015
- KAN State of the City with Mayor Walen and City Manager, Kurt Triplett, February 25, 2015 in Peter Kirk Room

The Kirkland Alliance of Neighborhoods (KAN) is a coalition of the City's Neighborhood Associations. KAN fosters communication and awareness of issues affecting the neighborhoods among the Neighborhood Associations, the City and appropriate entities. KAN is an effective, collegial voice for the neighborhoods and a valued resource for the City.

KAN Meeting Minutes

1/14/15

Peter Kirk room, City Hall

7-9:10 pm

Neighborhood Reps Attending:

Central Houghton – Lisa McConnell (KAN Co-Chair)
Everest – None
Evergreen Hill – None
Finn Hill Neighborhood Alliance – Jon Pascal, Kurt Brunnenkant
Highlands – Karen Story (Chair) (KAN Secretary)
Juanita Neighborhoods - Doug Rough (Co-Chair), Karen Lightfeldt
Lakeview Neighborhood - Chuck Pilcher (Co-Chair)
Market – Dawn Morse (Chair), Mark Nelson
Moss Bay – Bea Nahon (KAN Co-Chair)
Norkirk – Karen Edgerton
North Rose Hill –
South Rose Hill/Bridle Trails – Jim McElwee
Totem Lake – none

City Staff Attending:

Kari Page, Neighborhood Outreach Coordinator
Kurt Triplett, City Manager
Dave Godfrey, Public Works Transportation Engineering Manager
Christian Knight, Public Works Neighborhood Services Outreach Coordinator
Rod Steitzer, Public Works Capital Projects Supervisor

Elected officials present:

Councilmember Dave Asher

Co-Chair Bea Nahon convened the meeting at 7 pm.

After introductions we ratified the December meeting minutes.

Preliminary Downtown Parking Options and Next Steps (with Q/A)

Kurt Triplett, City Manager

Dave Godfrey, Public Works Transportation Engineering Manager

- Bea explained that Kurt and Dave would provide a brief overview of the topic, because KAN reps were expected to have read the KAN packet and watched the Council meeting, and the purpose of the discussion was mainly for Q&A.
- Kurt: We're not addressing big budget parking solutions yet. Are there some things we can just do now? City does not have a policy to stop overflow parking on neighborhood streets – for Metro bus riders or other excess parking needs.
- Dave briefly reviewed the slides (in KAN packet).
- Kurt T: Philly Hoshko, in Economic Development at the City, will handle the outreach effort. The outreach approach is still being developed.

KAN Meeting Minutes

1/14/2015

- Bea: Previously asked Council to consider KAN as a stakeholder. Asked Kurt and Dave, who are the stakeholders; in particular, who are “parkers”?
- Dave: Parking Advisory Group will give input. City might talk to folks in parking places.
- Chuck: We’re competing against free parking at Bellevue Square and other local shopping areas. Is there technology that allows free parking for the first 30 minutes (for example)?
- Dave: Yes, but it’s expensive to implement.
- Karen L: The study assumes that winter and summer are the same, but in fact Kirkland is two different cities. Boat owners in the summer, plus swimming pool, farmer’s market. The weather impacts how/where people want to park. We need seasonal signage.
- Jim: What are day/night differences in parking? Do businesses see a difference? What do parkers think?
- Lisa: Talk to Sound Transit and Metro: are there commute parkers downtown? What is the definition of “doable” (parking improvements)? What is the range (price and scale) for suggestions we can offer?
- Kurt T: Council wants things we can do this year.
- Lisa: The library garage west exit is a safety issue: blind exit with no pedestrian access.
- Jon: Said he likes the focus on short term vs. long term; long term picture is important for choosing short term options. It’s good to work now with future private parking developments like Parkplace to plan for coordinated branding. He likes the technology approach. He wants to see costs for the various options.
- Dave: Costs vary quite a bit because there are so many variables.
- Mark: We should measure any changes, like an experiment. We should discourage transit parkers. Signs are a cheap solution. We could use them to change the allowed parking time, for example.
- Dave: Downtown employees are encouraged to park out of the downtown core.
- Karen E: Did the consultant say how many spaces we need?
- Dave: No.
- Karen E: If transit parkers can’t park downtown they’ll move into neighborhoods. We need transit parking.
- Dave: There is no policy to prevent transit parking on surrounding streets. The purpose of the study is to provide more downtown parking.
- Chuck: We could survey bus 255 riders to ask where they park. This would give us an idea of the magnitude of the problem. It may be bigger or smaller than we think.
- Lisa: We can get info from Metro. ORCA card data shows where riders live and where they board.
- Kurt T. asked Dave to request the data.
- Karen L: Sunday parking in the summer is free all day so there is no turnover. This hurts merchants.
- Karen E: Why is Sunday parking different?
- Dave: Parking enforcement personnel have the day off.
- Bea: We need to know what we’re managing before spending big bucks, so it’s appealing to implement these cheaper solutions first. We need to approach pay parking carefully; merchants will have concerns.
- Dave: Merchant surveys will be done.
- Bea: If Parkplace is free but downtown is pay, will people avoid downtown in favor of Parkplace? How do other cities handle this dichotomy? Lake and Central lot: some have said that it is time to trade it for something that will give more parking value but that presupposes that the dollars will buy more spaces in a nearby location and that is not

KAN Meeting Minutes

1/14/2015

supported. If Lake and Central is sold or redeveloped, the process must start with the community and its vision.

- Doug: Time spent looking for a parking place takes away from time spent shopping, so he supports technology that shows available parking. Signage is important so that people know about all parking options. Some places are poorly signed, so people don't know they're legal.
- Jim: Many people say they don't want to walk uphill to park at City Hall or Waverly, yet people are already parking in the neighborhoods, which are uphill.
- Dave: Parking Advisory Board did a survey to measure this.
- Kurt B: Loves free parking. Do more parking spots = more traffic? Could there be a shuttle from outlying lots?
- Dave: Shuttle has been considered. Expensive to operate. Inconvenient for users so only works if parking downtown is pay. Kirkland "doesn't feel right" about pay parking.
- Karen E: Pedestrian safety concern at library garage entrance. Could a blinking light be installed? Many people use Antique Mall lot as "Kiss and Ride" drop off lot. Will that go away? Can the city ensure that it stays?
- Dave: City can ask.
- Chuck: Are we sure people aren't willing to pay to park?
- Lisa: Is the Parking Board coming back?
- Dave: No.
- Karen S: Other cities have better shopping options in terms of variety and cost, so if we want to encourage people to shop here, pay parking hurts Kirkland.
- Kurt T: Do KAN members think that parking is the city's problem to solve?
- Karen E: Both the city and developers have a part.
- Mark: In Bellevue, on some streets no parking is allowed. (The city controls this.)
- Bea: This is a good topic to discuss when KAN is brought in as a stakeholder.
- Kurt: What more does KAN want from the city (in terms of being a stakeholder and providing input)?
- Bea: We want to give input on options.
- Doug: We don't want parking fed into neighborhoods.
- Mark: Maybe KAN should offer to provide our view of the role of stakeholders.
- Dave: KAN is a stakeholder. Can KAN tell the city what options they support and what they want to see?
- Mark: KAN should clearly state what we want. Mark offered to draft a report for KAN review.
- Dave: Don't give us feedback on the process; give us feedback on the options.
- Karen L: Is the city handling employee parking? This has always been the #1 problem.
- Chuck: Most people only need short-time parking.

2014 CIP Accomplishments

Christian Knight, Neighborhood Outreach Coordinator

Rod Steitzer, Capital Projects Supervisor

Slides not in packet; will be uploaded to KAN website.

Christian gave a delightful and entertaining presentation. Said there have been "many big and transformative changes in 2014."

KAN Meeting Minutes

1/14/2015

- Park Lane remodel has begun. Will last about 4 months. "Embrace the construction vibe" and visit businesses during construction. Lots of fun to watch. Come see the elementary art project that will soon be unveiled!
- The following projects made Totem Lake mall more desirable to developers:
 - Flood control (underground storm water vaults)
 - Justice Center creates many new visitors/employees in Totem Lake (potential shoppers)
 - New street – NE 120th St. First new road built in 20 years. Built to green standards.
 - Cross Kirkland Corridor enhances Totem Lake and whole city.
- New utility infrastructure (water mains, etc.)
- NE 85th St. – overlay will happen next summer.
- Grants: a huge part of how city pays for projects.
 - Juanita Drive grant for bike lane, rapid flashing beacons, street lighting, other safety improvements. (Jon Pascal noted that WSDOT received 119 grant requests and Juanita Drive was one of the few that received funding.)
 - 100th Ave NE (132nd to 145th) received grant for design study.
- Jim: Where will construction money come from after 100th Ave design is completed?
- Christian: Construction elements will be prioritized and implemented as funds permit. Maybe grants, etc.

Public Comment

- Downtown resident Rob Brown. Has been involved in parking conversation for 10 years. Said we can't wait for long term solutions before moving forward. Parking investments bring in sales taxes, thus the city doesn't need to recoup that investment by charging for parking. Wayfinding is needed and does not exist yet. The city needs to enforce existing agreements, such as with the Heathman Hotel, whose employees park in the library garage, and not in the Heathman lot, as per their agreement.
- Downtown resident Glenn Peterson. Founding member of Parking Advisory Board. Said some fringe parking locations were not mentioned in the study. Suggested scattering parking meters around the city to test their usage. The biggest problem is employee parking and merchants who don't enforce it.

Right Size Parking (RSP)

- Bea: The Planning Commission has approved the RSP proposal and recommended it to Council. What should KAN's role and response be (content, method, timing)?
- Discrepancies were identified in the data: some were errors, some were estimates due to lack of contract time to collect actual data. (The Planning Commission was told by the consultant in June that the bedroom data would be based on estimates. Even some commission members had forgotten this.) Jon Regala has recalculated using the new data and says the changes are immaterial and therefore the results don't change.
- Bea: However, a study which purports to prescribe numbers of parking stalls as a function of the distribution of units and bedrooms, one would expect to be based on actual bedroom distribution rather than an estimate.
- Karen S: Wants KAN to submit a statement to the city. KAN represents neighborhoods, and all residents are stakeholders. If city is looking for more downtown parking, it doesn't make

KAN Meeting Minutes

1/14/2015

sense to reduce parking by approving RSP. She is discouraged that the Planning Commission seems to be ignoring a lot of input objecting to the proposal.

- Jim: Because there is uncertainty about future transit availability, and we need more parking downtown, and the study was based on estimated data, we should “do no harm” and not enact any permanent parking reductions that would be difficult or impossible to rescind.
- Chuck: The purpose of the study appears to be social engineering to force people out of their cars.
- Karen E: Apartments charge for stalls, and this pushes residents onto street parking. Does the RSP study address this?
- Bea: This is called “unbundling.” It is “well thought of” by some parking consultants, but it causes street parking as residents will look to save money on their rent if there are no time limits for nearby on-street parking.
- Mark: The city is working at cross purposes. It’s odd to ask how to increase parking and then ask to reduce it. Where is this coming from? What is the driving force?
- Kurt T: Started by King County, with Kirkland as pilot program. A few years ago, during downturn, cities were looking for ways to encourage development. Builders said that building parking was expensive and a deterrent to construction. But now there’s a building boom.
- Mark: Does RSP still make sense? Times have changed. Concerned about comment he heard at Planning Commission meeting: "We got overwhelming public comment against this, but that was public comment from people who do live here, not the ones who would be living here and trying to afford the rents or prices to buy these units."
- Mark: A planner submitted a last-minute change with no public input. This is not good process. There should have been public input.
- Lisa: We need a parking master plan, and one that encourages financial and environmental sustainability. KAN should ask the city to slow down, step back, look at the big picture.
- Karen E: How are residential (RSP) and commercial (downtown parking study) parking interconnected?
- Chuck: What do developers say is the highest and best use of Kirkland? How is their vision different than ours?
- Kurt T: They build whatever is best for them economically. The city has to tell them what we want.
- Bea: Our vision should trump developers’ vision. If RSP would bring down housing costs and increase the value of multi-family housing for all types of families, then it would make multi-family housing more attractive. But RSP does not do these things. It is not family friendly. It does not meet our goals for housing.
- Bea: A transit subsidy would increase rents. Developers pass all costs on to renters. Quoting from the 10/23/14 meeting, Commissioner Miller: *“If you really truly think that the owner developer of an apartment project isn’t building that into the rents you’re sorely mistaken because all those costs are built into the rent structure that they have. So the residents ultimately are paying whether you’re renting a unit or buying a unit. You’re paying for it, so that’s the same across the board.”* And he is absolutely correct by this statement.
- Doug: “All forecasts are wrong and some are useful.” The cost of underestimating parking needs far exceeds the costs of overestimating. Too few spaces is hard to fix; too many spaces isn’t (i.e. extra spaces can be converted later for other uses).
- Karen S: If KAN wants to make a statement, what is the process?
- Lisa: Suggested that KAN write a letter and speak at Council meetings. Not all council members are able to read everything they receive, so they also need to hear us speak.

KAN Meeting Minutes

1/14/2015

- Karen S., Lisa, and Bea will draft a letter for KAN member review and they will coordinate so that one of them will speak at Council meeting(s).

Neighborhood Services Report

Kari Page, Neighborhood Outreach Coordinator

- Cross Kirkland Corridor (CKC).
 - The final touches are being put on the interim trail.
 - The city will contract to pull the NE 124th St. rails in the spring.
 - Celebrations are being planned. Come to the Brown Bag lunch on Monday, January 26 to give input. Might have small event (soft launch) in late Jan and big launch in March/April.
- Make sure you are on the neighborhood listserv
https://service.govdelivery.com/accounts/WAKIRK/subscriber/new?topic_id=WAKIRK_3 to receive KAN and neighborhood info. Listservs are being consolidated; Kari is no longer using the KAN listserv.
- CERT will contact us to schedule a networking meeting. [**Meeting is Saturday Feb. 28 at 10 AM at Fire Station 22.**]
- Kari is working on planning the next City Council meetings with neighborhoods. For 2015 they include Juanita and Finn Hill in the spring and Lakeview and Moss Bay in the fall.
- NSP workshop is January 22 4:30-7:30 in the Peter Kirk Room.
- **2015-16 grant applications and 2013-14 final reports are due January 31.**
- Neighborhood Safety Program
 - The city has vetted all submitted projects. Kari handed out a spreadsheet and map showing the status. She will also send this to us electronically.
 - **Project applications are due Feb. 9.** Each neighborhood may submit a maximum of two projects that together do not total more than \$50,000.

Totem Lake Mall

- Kurt: Centercal (<http://centercal.com/>) is in the process of buying Totem Lake Mall (it has not closed yet).
- Jim: Is city money still on the table for the project? (Yes, as much as \$15M.)
- Jim: Are they still planning residential? (Yes)
- Bea: Centercal is tentatively scheduled to attend the Feb. KAN meeting.

Liaison Reports and Round Table

- Mark: Lake Washington School District redistricting information is in KAN packet.
- Doug: Park Board
 - Edith Moulton Park master plan pushed out to next year.
 - ARC: Virtual tour will be shown as if at Juanita Beach Park.
- Jim: Thanks to city for coordination of work at NE 80th St. Residents are happy and appreciative.
- Karen L: City will have a Habitat for Humanity project in Juanita, on Forbes Creek Drive. About 10 cottages will be built on donated land. Karen will provide pictures. Kirkland hasn't had a Habitat project in a long time.
- Jon: St. Edward St. Park proposal was released last week.
(<http://www.parks.wa.gov/857/Saint-Edward-Planning---Seminary>). Bastyr College wants to purchase the seminary building for dorms and a conference center, and deed the forest to

KAN Meeting Minutes

1/14/2015

the State Park. [The next day we learned that Bastyr University has decided not to move forward on acquiring access to Saint Edward State Park facilities.]

- Chuck: Commended Bea for her leadership.
- Karen S: Reminder of **Neighborhood Communication Workshop Thursday, Jan. 29, 7-9 pm, Peter Kirk room**. Purpose of workshop is to show ideas for affordable, easy-to-use tools to help neighborhoods communicate effectively with residents (email, web, social media, etc.).
- Lisa:
 - Planning Commission
 - Dec. 11 meeting: Parkplace – public hearing is Jan. 29 (http://www.kirklandwa.gov/depart/planning/Development_Info/projects/Parkplace.htm); Council will hear recommendation on Feb. 17.
 - Jan. 8 meeting: Commission discussed the environmental element of the comprehensive plan (this part of the meeting is worth listening to). Also did initial review of Moss Bay Neighborhood Plan and discussed downtown citizen amendment requests (http://www.kirklandwa.gov/depart/planning/Boards_and_Commissions/Planning_Commission.htm).
 - Transportation Commission (Lisa is member)
 - Master plan goes to Council in Feb.
 - Central Houghton neighborhood is discussing their neighborhood center and invites all neighborhoods to participate. They propose joint meetings the first Wednesdays of April, June, and October. **Lisa requests that Moss Bay, Lakeview, and Everest reply to her if those meeting dates work.** All neighborhoods will be invited to attend as they will be discussing Neighborhood Center planning, something that other neighborhoods will have in future.
- Bea: Attended Planning Commission retreat. Commission has agreed to a joint meeting with KAN. The subject will be neighborhood plans.

Meeting adjourned 9:10.



To: Kirkland City Council

From: Kirkland Alliance of Neighborhoods

Re: Opposition to Right Size Parking

January 19, 2015

The Kirkland Alliance of Neighborhoods (KAN) is strongly opposed to the Right Size Parking (RSP) recommendation to reduce the required amount of parking for multi-family housing in the City of Kirkland. We believe that it will worsen parking conditions city-wide, will increase spillover parking, will not reduce housing costs, and does not benefit current or future Kirkland residents. We appreciate the intent of the proposal; however, we foresee more detriments than benefits for Kirkland residents and visitors.

The proposal was presented to us in detail by Jon Regala. This letter summarizes comments gathered from our discussions at two meetings of KAN and from our neighborhoods. Some of us also attended the Planning Commission meetings or listened to them online.

We appreciate the time and work that City staff and the Planning Commission have devoted to this proposal. However, after careful thought, study and discussion, we respectfully disagree with the recommendation that will be before you if this process continues.¹ We encourage you to place this proposal on hold indefinitely, or reject it altogether, rather than consume more of your valuable time.

Overwhelming Public Opposition

KAN reps and their neighborhood boards or associations have studied this issue extensively. An overwhelming majority of what we have seen and heard is opposed to RSP. A copy of the public comment received by Planning is attached for your reference.

KAN is concerned that the Planning Commission did not give appropriate weight to this citizen input. At the October 23, 2014 meeting, one Commission member stated, "*We got overwhelming public comment against this, but that was public comment from people who do live here, not the ones who would be living here and trying to afford the rents or prices to buy these units.*"

¹ At your January 20 meeting, staff will present a detailed overview of the current multi-family parking regulations. Following that, your calendar indicates at least two more meetings to review the RSP study, including additional reductions proposed for multi-family housing in the downtown core.

RSP Would Not Lower Housing Costs

However, no evidence has been presented that RSP would lower housing costs for current residents or for those who would want to move to Kirkland in the future.

The **Parking Pricing Analysis** document

(<http://www.kirklandwa.gov/Assets/Planning/Planning+PDFs/Parking+pricing+handout.pdf>) discusses how RSP would increase developer profits. When one of King County's consultants was contacted and asked whether housing would be more affordable if RSP was enacted, he said he did not know because they were only asked to look at the benefits to developers.

In fact, for developments that would qualify for the proposed additional 15% reduction in required parking, the cost of the transit subsidy would simply be passed along to tenants or homeowners. At the October 23, 2014 Planning Commission meeting, Commissioner Miller stated: *"If you really truly think that the owner developer of an apartment project isn't building that into the rents you're sorely mistaken because all those costs are built into the rent structure that they have. So the residents ultimately are paying whether you're renting a unit or buying a unit."*

The Study Itself is Flawed with Errors and the Use of Estimates

The RSP proposal is based on a study of 24 multi-family sites in Kirkland. We have learned that the bedroom-to-unit distribution for the properties in the 2014 count were all estimates. We believe that a study recommending a per-bedroom parking formula should be based on actual bedroom-to-unit data.²

There were also errors in the total number of parking stalls for some of the sites; those errors have been acknowledged by the consultant.

In addition, we are concerned that "dens" (similar to bedrooms but without closets) do not count as bedrooms in the study or in the Kirkland Zoning Code. However, dens are frequently used as bedrooms, and occupied by residents who own vehicles.

If RSP is rejected, we hope that the parking study will be rejected as well, and not used as a reference for future proposals. We trust that our City and its Planning Department would not rely on a study that is known to contain estimates and errors.

Impacts to Neighborhoods

Neighborhoods are already seeing the daily impacts of spillover parking from multi-family housing as a result of parking modifications, "unbundled"³ parking, or residents who simply have more vehicles

² The consultant indicates that the use of estimates was due to limitations in their total contract budget. Although the use of estimates was disclosed early in the process, we believe that the Planning Commission relied on the data as though it was based on actual unit distribution. Further, we are reasonably concerned that other estimates may have been used in the process.

³ The practice of "unbundling" allows owners to charge an additional fee for parking. Property owners pass on the costs of parking stalls via these fees and "manage" parking when there is more demand than supply. In order to save money on rent or mortgage, residents often use on-street parking instead of paying for parking spaces, thereby increasing spillover into neighborhoods or on-street spots that could otherwise be used by customers at nearby businesses. RSP would encourage unbundling as a means of supply management and therefore increase spillover.

than allotted spaces. Further, if parking is “unbundled,” and residents are asked to pay for parking, many simply use street parking as a cheaper alternative.

KAN believes that developers should build sufficient parking to ensure no spillover to the streets. We believe that developers, not taxpayers, should supply parking for their residents.

With regard to the transit subsidy provision, an attorney who specializes in condominium associations stated: *“Parking is a sensitive issue for owner associations, a common source of dispute, and owner associations are ill-equipped to manage, administrate, and enforce such requirements. Imagine the City trying to enforce this. Now imagine a small volunteer board of directors trying to enforce this with one difficult owner. Insufficient parking is a problem that plagues most of our urban condominium association clients. The solution that works best is to provide sufficient parking.”*

Effect on Downtown Parking

The Downtown Parking study is looking for ways to increase parking downtown, yet RSP would decrease parking for multi-family developments. We believe these two initiatives are at cross purposes to each other.

If we want to encourage transit use, we need to provide transit parking. Currently the only parking for the downtown transit center is on surrounding neighborhood streets (where there are no time limits). RSP would only increase parking pressure in surrounding neighborhoods.

Further, while the citywide RSP proposal is based upon the data from the consultant, the proposed additional 15% reduction for downtown developments (with transit subsidy) is not. The consultant noted in their report *“The transit adjustment to the parking code suggested in the document is not necessarily supported by the observed data, particularly for condominium units”* and *“Kirkland does not appear to have as strong of a relationship between increased transit service and lower parking rates compared to other areas in the region.”*

Transit Does Not Replace Vehicle Ownership

Parking reductions do not eliminate the need for a vehicle. People rely upon cars for more than commuting. The hope that people will increase use of transit simply because there is reduced parking is unsubstantiated, even if transit service improves.⁴ Not only is there insufficient existing transit, there is also great uncertainty about future transit availability.

Effect on City Revenue and Expense

Sufficient parking is essential for business. If parking is too difficult because residents or transit riders use the on-street parking, people will go elsewhere to shop and businesses (and tax dollars) will relocate.

Sufficient parking is also essential for families when making decisions about where to live. RSP will make multi-family housing less attractive for many families, who will choose instead to live in single-

⁴ The consultant's study states *“Kirkland does not appear to have as strong of a relationship between increased transit service and lower parking rates compared to other areas in the region.”*

family homes⁵ (thereby confounding our density goals) or in other cities (impacting our property tax revenue).

Process Concerns

We do appreciate that the Planning Commission held the public hearing open to allow written comments to be submitted for an additional period. However, once the opportunity for comments was closed, there were items discussed over the course of two meetings that cause us to be concerned about the process itself, including:

- The provision to allow reduced parking for condominium projects with a transit subsidy. The modified language was not in the online packet and instead was provided to the Commissioners at the table that evening. This provision is in conflict with City Planning staff's recommendation. (In addition, condominium legal, accounting, and management professionals have indicated it is problematic in its text and in application.)
- The Planning Commission asked city staff to review the parking modifications that have been approved over the past few years to see how those would align with their RSP recommendations.⁶ This is a complex topic and debatable rationale that we believe must involve public input.

While no rules were broken with respect to the Public Hearing process, we believe that better practices could have led to better outcomes. Further, this means that the City Council will be seeing certain data, theories and proposed code language, upon which no public hearing has been held.

In Conclusion

We urge the City Council to reject the Right Size Parking proposal. If enacted, and projects are built using these formulas, the negative impacts of the parking reductions would be difficult or impossible to reverse.

The cost of underestimating the parking need, and creating spillover parking, far exceeds the costs of overestimating. As we see in the Downtown Parking Study, adding to the City parking supply is expensive.

Thank you for your consideration of these comments.

⁵ Kirkland Zoning Code requires a minimum of two parking spaces per single family detached residence.

⁶ Their rationale was that parking modifications take up City resources and time, so if RSP were enacted, it might streamline processes in the future. They also thought the comparison would comfort the concerned public, as it could reveal that the proposed changes would have comparable impacts to the existing parking modification process. However, the 12 parking modifications that have been approved over the past 15 years are a prime cause of existing spillover parking. Therefore we do not think it makes any sense to adopt RSP just because it aligns with existing parking modifications, as this would only create spillover problems in future developments.

**Comments provided at City Council meetings on 1/20/15 and 2/3/15 regarding Right Size Parking from
Neighborhood Leaders**

Comments of Lisa McConnell, 1/20/15

Lisa McConnell, speaking to you on behalf of the Kirkland Alliance of Neighborhoods, or KAN, as one of its co-chairs. A letter was sent to Council summarizing comments gathered from KAN and from our neighborhoods regarding Right Sized Parking recommendations. KAN is strongly opposed to the Right Size Parking recommendation or RSP and I would like to briefly highlight the issues presented in detail in the letter.

1. Overwhelming Public Opposition

An overwhelming majority of what KAN has seen and heard is opposed to Right Size Parking. Please refer to the attached packet of public comments that was sent to Council with the KAN letter.

2. Right Size Parking Would Not Lower Housing Costs

No evidence has been presented that RSP would lower housing costs.

3. The Study Itself is Flawed with Errors and the Use of Estimates

Bedroom-to-unit distributions in the 2014 count were all estimates. In addition, we are concerned that “dens” do not count as bedrooms in the study, however, dens are frequently used as bedrooms, and occupied by residents who own vehicles

There were also errors in the total number of parking stalls for some of the sites; those errors have been acknowledged by the consultant

4. Impacts to Neighborhoods

Neighborhoods are already seeing the daily impacts of spillover parking from multi-family housing resulting from current parking modifications, the residents who simply have more vehicles than allotted, or the increasingly popular practice of “unbundling” of parking.

5. Effect on Downtown Parking

The Downtown Parking study is looking for ways to **increase** parking downtown, yet RSP would **decrease** parking for multi-family developments. We believe these two initiatives are at cross purposes to each other

6. Transit Does Not Replace Vehicle Ownership

Parking reductions do not eliminate the need for a vehicle. Furthermore, people will use transit more by providing more service that is accessible in more areas of Kirkland. Let’s use the carrot not the stick.

7. Effect on City Revenue and Expense

Sufficient parking is essential for business. Sufficient parking is also essential for families when making decisions about where to live.

8. Process Concerns

We do appreciate that the Planning Commission held the public hearing open, however, once the opportunity for comments was closed, there were items submitted and discussed that cause us to be concerned about the process itself. These issues are further detailed in the KAN letter.

In Conclusion, we urge the City Council to reject the Right Size Parking proposal. If enacted, and projects are built using these formulas, the negative impacts of these parking reductions would be difficult or impossible to reverse.

Thank you for your time and consideration.

Comments of Karen Story, 2/3/15

I'm the chair of the Highlands Neighborhood and the Secretary of the Kirkland Alliance of Neighborhoods (KAN). I'm here today representing KAN on the subject of Right Size Parking, or RSP.

RSP is a proposal that will affect all parts of Kirkland, and KAN is hearing concern about the proposal from all corners of the city. The overwhelming majority of citizens who have commented do not support this proposal. KAN is concerned that this input has not been given the weight it deserves. Citizens need to feel their input matters or they will become discouraged and apathetic and stop participating in the public process. This is just one of the many reasons that KAN has asked the City Council to not support this proposal.

We understand and appreciate that a lot of effort has gone into the proposal thus far. But we feel that parking is such an enormous and important issue for Kirkland that it deserves additional scrutiny, and it would be premature to adopt RSP at this point.

Parking is the hinge upon which the doors of land use and transportation swing, and it's critical to ensuring that both of these pieces work together smoothly. KAN asks that the city step back, take a broader look at parking, and involve additional stakeholders, such as the transportation commission, condo and apartment owners, local businesses, and KAN.

KAN would welcome the opportunity to participate in a study session with council. We believe we can offer important input from a citizen and neighborhood perspective.

KAN is not opposed to density. We do want livable density. We do not feel that the current RSP proposal is the way to achieve this.

Thank you.

Comments of Michelle Sailor, 2/3/15

My name is Michelle Sailor. I live in Market Neighborhood where I was the Chair for 5 years and have participated in many community organization and events as a volunteer or board member. I am here to express my concern about Right Size Parking or RSP.

Parking is a concern for both current and future residents and business/property owners. I have heard many complaints from neighbors and businesses about the lack of parking. Additionally, neighborhoods are seeing an increase in spill over parking from businesses, and commuters who park on the street and then take a bus to their destination. I personally experience spill over parking on 5th Ave W from businesses located on Market St. The streets are not designed to handle dense parking and it poses a safety issue by diminishing visibility and putting pedestrians and autos in close proximity when sidewalks are not available.

This proposed Right Size Parking is not right for Kirkland. It may be right for Seattle and other cities but not our community. Residents have invested in Kirkland by supporting Public Works and Park levies along with the recent Cross Kirkland Corridor. They care about our community and the quality of life we have fostered. Decreasing parking requirements on multi-family housing negatively impacts residents and businesses as developers are encouraged to use streets as parking lots. This proposal devalues what the residents support and places the burden on residents who are already paying a high cost to live here.

Multi-family housing residents should expect to be able to park their cars in assigned spaces just as many of us with garages do. Kirkland even has a requirement for single family homes to have a 2 car garage to promote off street parking. Downsizing parking requirements places neighbors in conflict with each other as they and their guests compete for limited parking spaces. It also harms businesses with spill over parking taking away already limited parking availability.

I have heard strong opposition to this proposal from residents and businesses who say there is already insufficient parking. I do not see how this proposal will help us attract a diverse population to our neighborhood. Many people need cars for work especially small business owners, contractors, service professionals, sales reps, etc. Assuming bus transit proximity will meet their needs is unrealistic. I believe this is especially problematic for families with teen drivers. Transit does not replace vehicle ownership.

In conclusion, I support livable density in Kirkland with existing parking requirements for multi-family housing. I do not support downsizing parking requirements for multi-family housing. I want newcomers to Kirkland to expect the same quality of housing that I expect and to be able to park their cars in a secure place and not be in conflict with neighbors and business over limited parking resources.



Memorandum

February 9, 2015

To: Bea Nahon – Co-Chair
Lisa McConnell – Co-Chair

From: Mark B. Nelson – Market Neighborhood Representative

Re: Downtown Parking Study

Recommendation It is recommended that KAN members review the attached Downtown Parking Study Report and the City Council direction and provide comments and direction to the City's Special Projects Coordinator.

Background In early 2014 The City of Kirkland engaged Rick Williams Consulting (RWC) to understand and assess parking services currently delivered by the City of Kirkland and to make recommendations for use of technology, identification of parking supply and increased capacity.

The agreement with RWC included seven tasks and a requirement as part of Task 1 to “Schedule, conduct and summary up to 8 external (non-staff) stakeholder interviews....”

Shortly after the agreement was signed with RWC, the Market Neighborhood Association (MNA) contacted the Public Works Department and requested that MNA members be included as a stakeholder. MNA continued to check-in with the City throughout 2014 requesting when the stakeholder task would begin.

In late November, the City informed the MNA that after initial meetings with the RWC, the City decided to reorder the tasks with the stakeholder interviews occurring after the City Council is briefed on RWC's report.

The City Council was briefed on January 6, 2015 and provided direction to the City Staff.

Four meetings have been scheduled by the City. These meetings are characterized as Facilitated Discussions and will provide opportunities for parkers, residents, business owners, neighborhood and homeowner associations, the Chamber of Commerce and others to offer comments and ideas on downtown parking. The City has limited the discussion to solutions which can be implemented quickly and do not require significant funds.

Next Steps Philly Hoshko, Special Projects Coordinator City of Kirkland City Manager's Office will facilitate discussions with stakeholders in the Peter Kirk Room at City Hall on:

- Wednesday, February 26 7:30AM – 9:00AM
- Thursday, February 26 11:00AM – 12:30PM
- Monday, March 2 6:00PM – 7:30PM
- Wednesday, March 4 6:00PM – 7:30PM

Prior to the meetings it is suggested that the attached documents be reviewed, especially the summary of City Council comments which provide Ms. Hoshko with the Council's impression of RWC's Draft Final Report and direct her to explore additional areas with stakeholders.

Additional Information Attached is the Agreement between the City of Kirkland and Rick Williams Consulting and the Draft Final report [v0.5] of Williams' report.

Philly Hoshko may be contacted at 425-587-3013, e-mail phoshko@kirklandwa.gov.

My phone is 425-576-5675, e-mail nelson.markb@gmail.com.

Attachments:

Rick Williams Consulting Agreement
Rick Williams Draft Final Report [v.5]
January 6, 2015 City Council Comments



PROFESSIONAL SERVICES AGREEMENT

Job Name and Number

The City of Kirkland, Washington, a municipal corporation ("City") and Rick Williams Consulting, whose address is 610 SW Alder Street, Suite 1221, Portland, Oregon 97205 ("Consultant"), agree and contract as follows:

I. SERVICES BY CONSULTANT

- A. The Consultant agrees to perform the services described in Attachment B to this Agreement, which attachment is incorporated herein by reference.
- B. All services and duties shall be conducted and performed diligently, completely and in accordance with professional standards of conduct and performance.

II. COMPENSATION

- A. The total compensation to be paid to Consultant for these services shall not exceed \$50,000, as detailed in Attachment B.
- B. Payment to Consultant by the City in accordance with the payment ceiling specified above shall be the total compensation for all work performed under this Agreement and supporting documents hereto as well as all subcontractors' fees and expenses, supervision, labor, supplies, materials, equipment or the use thereof, reimbursable expenses, and other necessary incidentals.
- C. The Consultant shall be paid monthly on the basis of invoices submitted. Invoicing will be on the basis of percentage complete or on the basis of time, whichever is applicable in accordance with the terms of this Agreement.
- D. The City shall have the right to withhold payment to Consultant for any work not completed in a satisfactory manner until such time as Consultant modifies such work to the satisfaction of the City.
- E. Unless otherwise specified in this Agreement, any payment shall be considered timely if a warrant is mailed or is available within 45 days of the date of actual receipt by the City of an invoice conforming in all respects to the terms of this Agreement.

III. TERMINATION OF AGREEMENT

The City or the Consultant may terminate this Agreement at any time, with or without cause, by giving ten (10) days' notice to the other in writing. In the event of termination, all finished or unfinished reports, or other material prepared by the Consultant pursuant to this Agreement, shall be provided to the City. In the event the City terminates prior to completion without cause, consultant may complete such analyses and records as may be necessary to place its files in order. Consultant shall be entitled to receive just and equitable compensation for any satisfactory work completed on the project prior to the date of termination, not to exceed the payment ceiling set forth above.

IV. OWNERSHIP OF WORK PRODUCT

- A. Ownership of the originals of any reports, data, studies, surveys, charts, maps, drawings, specifications, figures, photographs, memoranda, and any other documents which are developed, compiled or produced as a result of this Agreement, whether or not completed, shall be vested in the City. Any reuse of these materials by the City for projects or purposes other than those which fall within the scope of this contract or the project to which it relates, without written concurrence by the Consultant will be at the sole risk of the City.
- B. The City acknowledges the Consultant's plans and specifications as instruments of professional service. Nevertheless, the plans and specifications prepared under this Agreement shall become the property of the City upon completion of the work. The City agrees to hold harmless and indemnify consultant against all claims made against Consultant for damage or injury, including defense costs, arising out of any reuse of such plans and specifications by any third party without the written authorization of the Consultant.
- C. Methodology, materials, software, logic, and systems developed under this contract are the property of the Consultant and the City, and may be used as either the consultant or the City sees fit, including the right to revise or publish the same without limitation.

V. GENERAL ADMINISTRATION AND MANAGEMENT

The Transportation Engineering Manager for the City of Kirkland shall review and approve the Consultant's invoices to the City under this Agreement, shall have primary responsibility for overseeing and approving services to be performed by the Consultant, and shall coordinate all communications with the Consultant from the City.

VI. COMPLETION DATE

The estimated completion date for the Consultant's performance of the services specified in Section I is December 31, 2014.

Consultant will diligently proceed with the work contracted for, but consultant shall not be held responsible for delays occasioned by factors beyond its control which could not reasonably have been foreseen at the time of the execution of this Agreement. If such a delay arises, Consultant shall forthwith notify the City.

VII. SUCCESSORS AND ASSIGNS

The Consultant shall not assign, transfer, convey, pledge, or otherwise dispose of this Agreement or any part of this Agreement without prior written consent of the City.

VIII. NONDISCRIMINATION

Consultant shall, in employment made possible or resulting from this Agreement, ensure that there shall be no unlawful discrimination against any employee or applicant for employment in violation of RCW 49.60.180, as currently written or

hereafter amended, or other applicable law prohibiting discrimination, unless based upon a bona fide occupational qualification as provided in RCW 49.60.180 or as otherwise permitted by other applicable law. Further, no person shall be denied or subjected to discrimination in receipt of the benefit of any services or activities made possible by or resulting from this Agreement in violation of RCW 49.60.215 or other applicable law prohibiting discrimination.

IX. HOLD HARMLESS/INDEMNIFICATION

Consultant shall defend, indemnify and hold the City, its officers, officials, employees and volunteers harmless from any and all claims, injuries, damages, losses or suits including attorney fees, arising out of or resulting from its negligence or breach of any of its obligations in performance of this Agreement.

In the event of liability for damages arising out of bodily injury to persons or damages to property caused by or resulting from the concurrent negligence of the Consultant and the City, its officers, officials, employees, and volunteers, the Consultant's liability hereunder shall be only to the extent of the Consultant's negligence. It is further specifically and expressly understood that the indemnification provided herein constitutes the Consultant's waiver of immunity under Industrial Insurance, Title 51 RCW, solely for the purposes of this indemnification. This waiver has been mutually negotiated by the parties. The provisions of this section shall survive the expiration or termination of this Agreement.

X. LIABILITY INSURANCE COVERAGE

The Consultant shall procure and maintain for the duration of the Agreement, insurance against claims for injuries to persons or damage to property which may arise from or in connection with the performance of the work hereunder by the Consultant, its agents, representatives, or employees. A failure to obtain and maintain such insurance or to file required certificates and endorsements shall be a material breach of this Agreement.

Consultant's maintenance of insurance as required by the agreement shall not be construed to limit the liability of the Consultant to the coverage provided by such insurance, or otherwise limit the City's recourse to any remedy available at law or in equity.

A. Minimum Scope of Insurance

Consultant shall obtain insurance of the types described below:

1. Automobile Liability insurance covering all owned, non-owned, hired and leased vehicles. Coverage shall be written on Insurance Services Office (ISO) form CA 00 01 or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage.
2. Commercial General Liability insurance shall be written on ISO occurrence form CG 00 01 and shall cover liability arising from premises, operations, independent contractors and personal injury and advertising injury. The City shall be named as an additional insured under the Consultant's Commercial General Liability insurance policy with respect to the work performed for the City.

3. Workers' Compensation coverage as required by the Industrial Insurance laws of the State of Washington.
4. Professional Liability insurance appropriate to the Consultant's profession.

B. Minimum Amounts of Insurance

Consultant shall maintain the following insurance limits:

1. Automobile Liability insurance with a minimum combined single limit for bodily injury and property damage of \$1,000,000 per accident.
2. Commercial General Liability insurance shall be written with limits no less than \$1,000,000 each occurrence, \$2,000,000 general aggregate.
3. Professional Liability insurance shall be written with limits no less than \$1,000,000 per claim and \$1,000,000 policy aggregate limit.

C. Other Insurance Provisions

The insurance policies are to contain, or be endorsed to contain, the following provisions for Automobile Liability and Commercial General Liability insurance:

1. The Consultant's insurance coverage shall be primary insurance as respects the City. Any insurance, self-insurance, or insurance pool coverage maintained by the City shall be excess of the Consultant's insurance and shall not contribute with it.
2. The Consultant shall provide the City and all Additional Insureds for this work with written notice of any policy cancellation, within two business days of their receipt of such notice.

D. Acceptability of Insurers

Insurance is to be placed with insurers with a current A.M. Best rating of not less than A:VII.

E. Verification of Coverage

Consultant shall furnish the City with original certificates and a copy of the amendatory endorsements, including but not necessarily limited to the additional insured endorsement, evidencing the insurance requirements of the Consultant before commencement of the work.

F. Occurrence Basis

Any policy of required insurance shall be written on an occurrence basis.

XI. COMPLIANCE WITH LAWS/BUSINESS LICENSE

The Consultant shall comply with all applicable State, Federal, and City laws, ordinances, regulations, and codes. Consultant must obtain a City of Kirkland business license or otherwise comply with Kirkland Municipal Code Chapter 7.02.

XII. FUTURE SUPPORT

The City makes no commitment and assumes no obligations for the support of Consultant activities except as set forth in this Agreement.

XIII. INDEPENDENT CONTRACTOR

Consultant is and shall be at all times during the term of this Agreement an independent contractor and not an employee of the City. Consultant agrees that he or she is solely responsible for the payment of taxes applicable to the services performed under this Agreement and agrees to comply with all federal, state, and local laws regarding the reporting of taxes, maintenance of insurance and records, and all other requirements and obligations imposed on him or her as a result of his or her status as an independent contractor. Consultant is responsible for providing the office space and clerical support necessary for the performance of services under this Agreement. The City shall not be responsible for withholding or otherwise deducting federal income tax or social security or for contributing to the state industrial insurance or unemployment compensation programs or otherwise assuming the duties of an employer with respect to the Consultant or any employee of Consultant.

XIV. EXTENT OF AGREEMENT/MODIFICATION

This Agreement, together with all attachments and addenda, represents the final and completely integrated Agreement between the parties regarding its subject matter and supersedes all prior negotiations, representations, or agreements, either written or oral. This Agreement may be amended only by written instrument properly signed by both parties.

XV. ADDITIONAL WORK

The City may desire to have the Consultant perform work or render services in connection with the project other than provided for by the express intent of this contract. Any such work or services shall be considered as additional work, supplemental to this contract. Such work may include, but shall not be limited to, parking analysis. Additional work shall not proceed unless so authorized in writing by the City.

Authorized additional work will be compensated for in accordance with a written supplemental contract between the Consultant and the City.

IN WITNESS WHEREOF, the parties hereto have executed this Agreement on the dates written below:

CONSULTANT:

By: _____

Date: April 7, 2014 _____

CITY OF KIRKLAND:

By: _____
Marilynne Beard, Deputy City Manager

Date: _____

2014 Parking Study
Attachment A Consultant Scope

Task 1: Understand and assess parking services currently delivered by the City of Kirkland. This will entail a brief and accurate overview of principal strengths, areas for improvements and resulting needs. Information gathered in this Task will be used to inform recommendations in Tasks 2 through 5. Information will be gathered through a site visit, review of existing documents, reports and/or data summaries provided to the Consultant by the City. Up to 8 interviews will be conducted with staff from the City Manager, Finance, Planning, Police, Public Works and Planning Departments.

Deliverable: Technical Memorandum #1: Existing Conditions, Challenges and Opportunities.

Task 2: Evaluate applications of new technology from up to 5 different vendors for their appropriateness to Kirkland. These would include systems that implement web-based parking solutions that are vertically integrated from users finding available stalls, through payment, data collection, enforcement and ticket payment. Discuss integration into Kirkland's ITS system. Make recommendations for next steps. Systems that display the number of available stalls for a particular parking facility will also be evaluated. These displays may be at the facility, or located remotely.

Deliverable: Technical Memorandum #2: Parking Technologies Appropriate to Downtown Kirkland.

Task 3: Perform pro-forma evaluations on the financial viability of development of additional public parking supply on up to 3 different sites in downtown Kirkland. The Consultant will work with the City to identify site locations and square footages associated with hypothetical development pad sizes and assumptions of stall totals.

Describe funding options involving nearby property owners, pay parking customers, general city revenue and any other viable funding sources. Evaluate the feasibility of partnering with developers to provide added public parking. Make recommendations.

Deliverable: Technical Memorandum #3: Parking Development Pro-forma Summary

Task 4: Evaluate parking wayfinding on-street and in city owned facilities and recommend improvements.

Deliverable: Technical Memorandum #4: Summary Recommendations for Downtown Parking Wayfinding.

Task 5: Evaluate options for increased parking supply. Consultant will evaluate and make recommendations for the following areas:

- Partnerships with up to 3 private property owners
- Removal of permit parking on Lake Avenue West

- Implementation of time limited parking

Deliverable: Technical Memorandum #5: Summary Recommendations for additional parking supply

Task 6: Final written report.

Includes up to two drafts for City review and comment and one Final Report.

Task 7: Additional services as necessary to investigate, analyze and report on items either not covered in Tasks 1 through 6 or which need more resources.

	Williams	Ronchelli			
	Project Lead	Associate Project Manager			Amount per Deliverable
Rate	\$170	\$130	Total HRS	Expenses/Travel	Total Task Cost
Task 1: Background Information Assembly and Review	77	26	103	\$ 410	\$16,880
Task 2: Technology Review	47	17	64	\$ -	\$10,200
Task 3: New Supply Pro-forma Exercise	32	5	37	\$ -	\$6,090
Task 4: Evaluate and Recommend Parking Wayfinding Improvements	17	15	32	\$ 205	\$5,045
Task 5: Evaluate options for increased parking supply	24	0	24	\$ 565	\$4,645
Task 6: Final Written Report to City	8	6	14	\$ -	\$2,140
Task 7: Additional services as requested by Client	21	11	32	\$ -	\$5,000
Total Hours	226	80	306		
Total Cost	\$38,420	\$10,400		\$1,180	\$50,000
	Williams	Ronchelli	Total Hours	Expenses/Travel	Total Task Cost
Task 1: Background Information Assembly and Review					
1.1 Review background materials provided by Client	4	0	4	\$ -	\$680
1.2 Develop interview guide and finalize with Client	4	2	6	\$ -	\$940
1.3 Schedule, conduct and summary up to 8 external (non-staff) stakeholder interviews & 8 internal (staff) interviews.	48	24	72	\$ -	\$11,280
1.4: Two trips to Kirkland (as necessary to Task 1)	16	0	16	\$ 410	\$3,130
1.5 Technical Memorandum #1	5	0	5	\$ -	\$850
Subtotal Hours & Costs	77	26	103	\$ 410	\$16,880
	Williams	Ronchelli	Total Hours	Expenses/Travel	Total Task Cost
Task 2: Technology Review					
2.1 Review existing technology systems (or lack of)	4	0	4	\$ -	\$680
2.2 Develop "needs" assessment as appropriate and correlated to Tasks 1.3 & 1.4	10	5	15	\$ -	\$2,350
2.3 Assist City in evaluating up to 5 new technology vendor applications	25	10	35	\$ -	\$5,550
2.4 Technical Memorandum #2 with recommendations	8	2	10	\$ -	\$1,620
Subtotal Hours & Cost	47	17	64	\$ -	\$10,200
	Williams	Ronchelli	Total Hours	Expenses/Travel	Total Task Cost
Task 3: New Supply Pro-forma Exercise					
3.1 Identify sites, square footages and map	3	3	6	\$ -	\$900
3.2 Run up to three development pro-forma	15	0	15	\$ -	\$2,550
3.3 Identify/consider funding sources for new parking development	6	0	6	\$ -	\$1,020
3.4 Technical Memorandum #3	8	2	10	\$ -	\$1,620
Subtotal Hours & Cost	32	5	37	\$ -	\$6,090
	Williams	Ronchelli	Total Hours	Expenses/Travel	Total Task Cost
Task 4: Evaluate and Recommend Parking Wayfinding Improvements					
4.1 Ground Assessment of downtown parking assets/access points	8	8	16	\$ 205	\$2,605
4.2 Evaluation of wayfinding systems/with recommendations	5	5	10	\$ -	\$1,500
4.3 Technical Memorandum #4	4	2	6	\$ -	\$940
Subtotal Hours & Cost	17	15	32	\$ 205	\$5,045
	Williams	Ronchelli	Total Hours	Expenses/Travel	Total Task Cost
Task 5: Evaluate options for increased parking supply					
5.1 Meetings and necessary materials	24	0	24	\$ 565	\$4,645
Subtotal Hours & Cost	24	0	24	\$ 565	\$4,645
	Williams	Ronchelli	Total Hours	Expenses/Travel	Total Task Cost
Task 6: Final Written Report to City					
6.1 Prepare report and submittal requirements	8	6	14	0	\$2,140
Subtotal Hours & Cost	8	6	14	\$ -	\$2,140
	Williams	Ronchelli	Total Hours	Total Direct Costs	Total Task Cost
Task 7: Additional services as requested by Client					
7.1 Additional work as necessary to Tasks 1 - 5	21	11	32	0	\$5,000
Subtotal Hours & Cost	21	11	32	\$ -	\$5,000



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: David Godfrey, P.E., Transportation Engineering Manager
Kathy Brown, Public Works Director
Date: December 11, 2014
Subject: DOWNTOWN PARKING STUDY

RECOMMENDATION:

It is recommended that City Council reviews and provides direction on the options developed in a draft downtown parking study. Also, it is recommended that Council provides direction on the public process for the study. A more complete set of questions that Council may wish to consider is presented at the end of this memo.

BACKGROUND DISCUSSION:

Introduction

The City of Kirkland has retained Rick Williams Consulting to develop a parking study that provides options for improving parking in downtown Kirkland. As other studies have determined, the Consultant found that parking in downtown Kirkland is almost 100% full during much of the day, particularly during the summer months.

The goal of the study is to develop options that make parking more available in downtown Kirkland. This goal can be accomplished through a combination of the following:

- **Increasing supply.** Example strategies include: building new parking lots; partnering with developers to build public parking; or providing more parking on-street.
- **Improving operations.** Examples of operational improvements include: creating a "brand" for easy recognition; improving wayfinding; expanding pay parking; upgrading the Library Garage; and implementing downloadable applications for paying by phone.

A draft of the Study, titled *City of Kirkland, WA Assessment of Downtown Parking Supply/Capacity, Technology and Solutions Draft Final Report*, hereafter referenced as the Draft Study, is included as Attachment 1. The Study has been intentionally left incomplete in order to solicit Council and public comments and suggestions prior to finalizing the document.

Options

A number of options have been developed and are shown in Tables 1 and 2 below and are on Page 4 and 5 of the draft report (Attachment 1). The options are listed in no particular order within their type and timing. Some options have two parts, A and B, referring to their timing, (with B coming after A). As described above, each option is characterized as "supply" or "operations." Further, options are identified for implementation in the near term or longer term. In order to help clarify the options, Table 3 shows them sorted by both type and timing so that options in the same time frame but of different types can be seen in one table.

Table 1. Summary of Supply options by time of implementation

Time	Option	Purpose	Relation to other Options	Cost ¹
Near term	1(A). Surface Lot South of City Hall. Finalize planning, costing and decision to implement new surface lot south of City Hall	Provide New parking supply. Also provides options for valet programs	May have to combine with paid employee parking elsewhere to generate demand.	Low
	2. (A) Add time limited parking on Lake Ave W Up to 45 stalls. Current permit zone becomes time limited stalls except by permit	Increase supply by allowing use of existing underutilized stalls. Targeted at providing customer parking	Increases supply for shorter term parking	Low
	2 (B) Lake Ave W Builds on option A, sell monthly leases on stalls that are not utilized in option A.	Increase supply for longer term parking.	Number of stalls is based on performance of option A	Low
	3. Add parking on the south side of Waverly way. Up to 25 stalls.	Increase supply for longer term parking.	May have to combine with paid employee (long term) parking elsewhere to generate demand.	Low
Longer term	1(B). New surface lot south of City Hall. Construction of 144 – 166 stall surface parking facility for public parking.	Increase supply for employees and possible valet use.	May require pay parking in other areas to create demand.	High (\$2 million)
	4. Investigate/implement agreements for shared use with existing or new private parking areas. Could be time-of-day specific.	Increase parking supply.	Requires substantial funding	High

¹For planning purposes, initial capital costs are estimated at **low**, (\$50,000 or less) **medium** (\$50,000 to \$500,000) or **high** (more than \$500,000).

Table 2: Summary of Operations options by time of implementation

Time	Option	Purpose	Relation to other Options	Cost ²
Near term	5 (A). Consider Expanding Pay parking to more hours and more locations. These could include on-street, off-street, employee parking, etc.	Understand how pay parking could result in better control of demand. Simplify rules, increase opportunities for customer parking.	Coordinate with supply options to increase the time when parking is utilized at 85% or less.	Low
	6. Marketing & Communications. Create on-going program of marketing and communicating parking system benefits to users requires budget. Includes creating a brand, logo, and wayfinding with static signing.	Better utilize existing capacity by more clearly conveying parking locations and improving the perception of parking system.	Ties to all other options.	Medium
	7. Improve operations at the Library Garage Open permit only stalls to all users after 5:00. Enhance cleanliness, security and improve attractiveness of facilities.	Supports increased use of existing supply. Make	Supports marketing of parking brand.	Medium
	8. Install in-lane counters at all lots	Provide data to facilitate decision making and provide platform for dynamic signage.	Needed for dynamic signing. Supports existing supply and marketing of existing brand. Data allows better decisions on other options.	Medium
Longer term	5 (B). Pricing Implementation of pricing in option 5 (A).	Influence use of supply through pricing	Coordinate with supply based options.	Medium
	6 (B). Wayfinding: Real time dynamic signage to communicate both stall availability and location. Includes possible installation of on-street sensors.	Better manage existing supply by improving data available to customers	Requires counters and integration with marketing and communications. Off-street first on-street later.	High ³
	9. Apps that provides information to users on parking supply; directs users to available parking. Could also include pay-by-phone opportunities.	Better manage existing supply by improving data available to customers	Requires data, therefore would be off-street first, on-street later. Linked to Phase 1 strategies and increase in parking supply. On-street would require relatively expensive sensors.	Medium

² For planning purposes, initial capital costs are estimated at low, (\$50,000 or less) medium (\$50,000 to \$500,000) or high (more than \$500,000)

³ A set of dynamic wayfinding signs (at off street lots and with signs at entry points to downtown) attached to loop detectors would be on the order of \$250,000 to \$300,000.

Table 3 Options sorted by Type and Timing

Option type	Option Timing	
	Near term	Longer term
Supply	1. (A). Plan and design Surface Lot South of City Hall. 2 (B) Add permit parking on Lake Ave W 3. Add parking on the south side of Waverly way. Up to 25 stalls.	1 (B). New surface lot south of City Hall. Construction 4. Investigate/implement agreements for shared use with existing or new private parking areas.
Operation	5 (A). Consider Expanding Pay parking to more hours and more locations. 6. Marketing & Communications. Includes creating branding, logo, and "identity" and wayfinding with static signing.	5 (B). Pricing Implementation of pricing in option 5 (A). 6 (B). Wayfinding: Real time dynamic signage to communicate both stall availability and location. Includes installation of on-street sensors. 9. Apps that provides information to users on parking supply; directs users to available parking.

The options are described in detail on pages 8-10 (Supply) and 11-17 (Operations) of the final report.

Public process

Who are the stakeholders?

Traditional stakeholders for downtown parking have included the following groups:

- Those who operate businesses or offices downtown
- Property owners
- Downtown residents
- Neighbors from areas surrounding downtown.

Council may wish to refine this list given the set of issues that are presently being considered.

Comments that have been received

The parking study has been structured so that public comment comes after the City Council has had a chance to respond to the options proposed by the consultant. A number of individuals have been patiently waiting for the study to be released and an opportunity for formal comment. They have offered thoughts on downtown parking in the meantime. Some of these thoughts are presented in Attachment 2.

Options for next steps in public process:

In order to have an effective public process, both the decisions to be made and the decision makers must be identified. Once this is done, the role of stakeholders can be determined.

At this point the main decisions that need to be made are as follows:

- Are there other options that should be added for consideration?
- What should be the timing for implementing options?

Public Works staff will develop and implement a plan for stakeholder engagement once preliminary feedback is received from the City Council on the draft plan. Staff is seeking feedback from Council members on recommended stakeholders to be included in our public outreach process.

Additional Considerations

1. In addition to the technical evaluation of the consultant contained in the Draft Study, there are some policy issues the City should consider:
 - **Development Impacts:**
 - **Park and Main:** Eighty-eight stalls (operated with no time limits at \$1/hour between 9:00 AM and 9:00 PM) are currently provided at the Park and Main lot through an agreement between the City of Kirkland and the property owner. The owner has recently begun the process of selling the property with the intent of redevelopment. In the short term, this will create a reduction in supply but in the longer term it offers an opportunity to partner with the developer to replace the public parking that will be lost.
 - **Parkplace:** Parking impacts and opportunities for additional parking and/or public private partnerships could be created by the planned redevelopment of Parkplace. City staff will pay special attention to these opportunities and impacts as development plans move forward.
 - **Enforcement:** There are two enforcement issues that may be, in coordination with other options useful tools in meeting the City's parking goals. The first is fuller enforcement of the Park Smart program that limits the areas of downtown where downtown employees may park. The other is a "move to evade" ordinance that could be used to discourage long term parkers from serially moving from one time limited stall to another.
2. Several improvements to the Library Garage are already planned for 2015. These improvements fit within option 7 in the Table 2 above and include:
 - Lighting: changing from high pressure sodium to LED lighting
 - Cleaning: more frequent sweeping and pressure washing
 - Painting: stall markings and selected wall areas
 - Elevator: upgrades to the elevator cab
3. To give some perspective to the effectiveness of the proposed options, it is helpful to consider the "85% rule" which is commonly used in the parking industry. It says that ideally, 85% of parking stalls are occupied at any given time. This level of occupancy indicates that stalls are available without extensive searching, yet supply is not overbuilt.

The Consultant surveyed about 1000 stalls (Table 3, page 6, Attachment 1) in the study. Assuming that occupancy reached 100% in these stalls, and that demand remained constant, an extra 150 spaces would have to be supplied in order to satisfy the 85% rule. This could be done, for example, by constructing the surface parking lot at the City Hall site.

Note that not all the stalls were surveyed by the Consultant and so the total need is likely greater than 150 stalls; this example is intended to frame the extent of the problem and its potential solutions. Having a specific capacity target helps the Council and the public identify progress towards the goal. If the Council supports setting a specific target, staff would include developing this target in the public outreach plan and bring back a recommendation for a specific target to the next Council presentation on this topic.

Questions

It would be helpful if Councilmembers could offer their thoughts on the following questions:

- Are the right issues being examined; are the goals of the study right?
- Have the options from the study been clearly described?
- Does the Council concur with setting a specific capacity target such as 150 new spaces?
- Are there other options that should be added for consideration?
- What should be the timing for implementing options?
- Do we have the right stakeholders?
- Any other issues the Council may wish to raise?

2014

City of Kirkland, WA Assessment of Downtown Parking Supply/Capacity, Technology and Solutions

DRAFT FINAL REPORT [v.5]



Prepared for:

City of Kirkland
Public Works Department

Submitted by:



Table of Contents

1.	Introduction and Summary of Options	1
2.	Existing Conditions.....	6
3.	Supply Options	8
4.	Operations	11
5.	Summary	18

I. Introduction and Summary of Options

The issue of parking and its availability is a long standing issue in Downtown Kirkland. Anecdotal and statistical information has been gathered over the years that support the perception that (a) parking supply in Kirkland is full for sustained periods of time throughout the week and (b) parking management could be improved to help meet the growing demand for parking in the downtown. Adding supply and improving management in order to increase parking availability are the main two goals of the options proposed in this study. Increases in supply and changes to management could also improve the ease of parking downtown. This report offers options for such changes within the areas highlighted in **Figure A**.

Figure A
Project Study Area



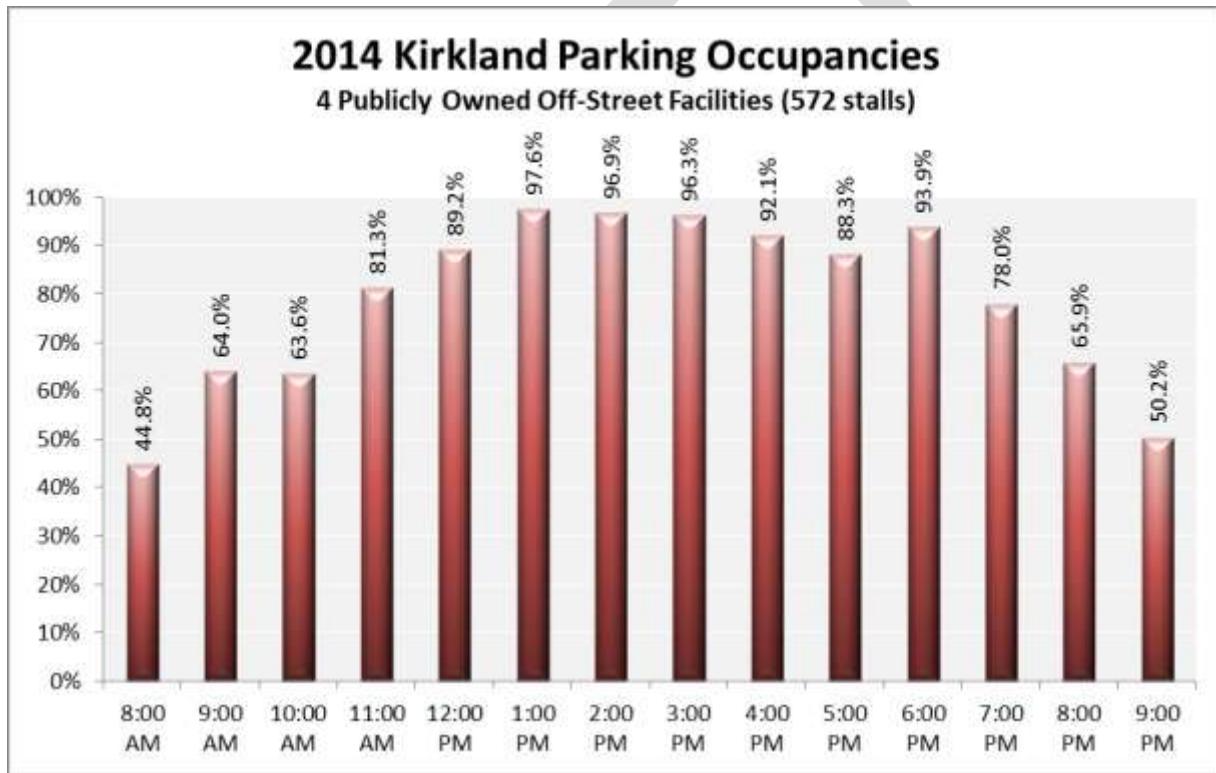
The City of Kirkland retained Rick Williams Consulting (RWC) to assess existing parking conditions and examine potential measures and strategies that could be implemented to improve access to parking, on-street and off-street. RWC interviewed staff to understand and assess parking services currently delivered by the City of Kirkland as perceived and recommended by City staff. Public comment/involvement must be considered before any options are implemented and is to be conducted by the City after this technical work is completed.

Based on these interviews, RWC completed separate assessments that were incorporated into detailed technical memoranda.¹ These assessments included evaluations of:

- Occupancy and utilization in sampled sites
- Options to maximize opportunity in existing supplies of parking
- Technology and wayfinding

Overall, these assessments found that the existing supply is routinely near capacity (see **Figure B**) and opportunities to further maximize existing supplies of parking are limited. New supply is an option that could be pursued as well, with a new surface parking site south of City Hall a possibility.

Figure B
2014 Sampled Parking Occupancies – City Facilities



A number of options are identified within this report in the areas of both supply and operations. They are categorized as either near or longer term solutions, with the near term solutions being less costly at the outset and “doable” within the context of City capacity.

We believe implementation of these options would result in more effective management of parking capacity. It would also result in improvements to the occupancy and user convenience problems that have been associated with downtown Kirkland parking for many years.

¹ See appendices.

Use of new technologies can bring efficiencies to the system, but should be combined with or proceeded by a commitment to branding, marketing and communications that exceed current levels of staff time, management and budget that are devoted to parking.

Pricing parking can help realize more efficient use of new and existing supply. Though often difficult, discussion of paid parking and expanding its application in Kirkland should take place within the context of desired outcomes.

All the options come with cost and require a focused commitment to parking management that extends beyond current levels of effort. Tables 1 and 2 below list the options sorted by possible general implementation timeframes and by the categories of supply and operations; more detailed discussion of each phase and strategy is presented in Sections III and IV.

For planning purposes, initial capital costs are estimated levels of low, medium or high. Examples of Low cost items (\$50,000 or less) include a moderate amount of striping or signing, medium cost items (\$50,000 to \$500,000) require substantial signing or other capital, and high cost items (more than \$500,000) usually involve complicated infrastructure.

These proposed options should be viewed as a menu, not a final recommendation. It is expected that strategies and costs would likely be refined, modified, and prioritized through the City's internal plan review and approval processes, and possibly further adapted as implementation unfolds. In some cases, implementation would be complex, requiring an ongoing level of commitment, coordination, and resources that goes beyond what is currently in place. Public comment and involvement will also be necessary before choosing a final course.

Table 1. Summary of Supply options by time of implementation

Time	Option	Purpose	Relation to other Options	Cost
Near term	1(A). Surface Lot South of City Hall. Finalize planning, costing and decision to implement new surface lot south of City Hall	Provide New parking supply. Also provides options for valet programs	May have to combine with paid employee parking elsewhere to generate demand.	Low
	2. (A) Add time limited parking on Lake Ave W Up to 45 stalls. Current permit zone becomes time limited stalls except by permit	Increase supply by allowing use of existing underutilized stalls. Targeted at providing customer parking	Increases supply for shorter term parking	Low
	2 (B) Lake Ave W Builds on option A, sell monthly leases on stalls that are not utilized in option A.	Increase supply for longer term parking.	Number of stalls is based on performance of option A	Low
	3. Add parking on the south side of Waverly way. Up to 25 stalls.	Increase supply for longer term parking.	May have to combine with paid employee (long term) parking elsewhere to generate demand.	Low
Longer term	1(B). New surface lot south of City Hall. Construction of 144 – 166 stall surface parking facility for public parking.	Increase supply for employees and possible valet use.	May require pay parking in other areas to create demand.	High \$2 million
	4. Investigate/implement agreements for shared use with existing or new private parking areas. Could be time-of-day specific.	Increase parking supply.	Requires substantial funding	High

Table 2: Summary of Operations options by time of implementation

Time	Option	Purpose	Relation to other Options	Cost
Near term	5 (A). Consider Expanding Pay parking to more hours and more locations. These could include on-street, off-street, employee parking, etc.	Understand how pay parking could result in better control of demand. Simplify rules, increase opportunities for customer parking.	Coordinate with supply options to increase the time when parking is utilized at 85% or less.	Low
	6. Marketing & Communications. Create on-going program of marketing and communicating parking system benefits to users requires budget. Includes creating branding, logo, and "identity" and wayfinding with static signing.	Better utilize existing capacity by more clearly conveying parking locations and improving the perception of parking system.	Ties to all other options.	Medium
	7. Improve operations at the Library Garage Open permit only stalls to all users after 5:00. Enhance cleanliness, security and improve attractiveness of facilities.	Supports increased use of existing supply. Make	Supports marketing of parking brand.	Medium
	8. Install in-lane counters at all lots	Provide data to facilitate decision making and provide platform for dynamic signage.	Needed for dynamic signing. Supports existing supply and marketing of existing brand. Data allows better decisions on other options..	Medium
Longer term	5 (B). Pricing Implementation of pricing in option 5 (B).	Influence use of supply through pricing	Coordinate with supply based options.	Medium
	6 (B). Wayfinding: Real time dynamic signage to communicate both stall availability and location. Includes installation of on-street sensors.	Better manage existing supply by improving data available to customers	Requires counters and integration with marketing and communications. Off-street first on-street later.	High
	9. Apps that provides information to users on parking supply; directs users to available parking. Could also include pay-by-phone opportunities.	Better manage existing supply by improving data available to customers	Requires data, therefore would be off-street first, on-street later. Linked to Phase 1 strategies and increase in parking supply. On-street would require relatively expensive sensors.	Medium

II. Existing conditions

In July 2014, RWC sampled parking occupancies in various locations within the downtown. The sample was comprised of 1,126 stalls. **Table 3** provides a breakout of the sample sites and **Figure A** (page 1) maps their location.

Table 3
Parking Facilities Surveyed

On-Street Facilities	Number of Stalls
Market Street – East side (between Central & 4 th Ave)	14
Market Street – West side (between Central & 4 th Ave)	15
Waverly – North side (between Market & 2 nd St W)	25
Lake Avenue W – North side (from Market to 145' west of Market along Lake Ave W)	7
On-Street Subtotal	61
Off-Street Facilities	Number of Stalls
Market/Lakeshore	17
Lakefront	99
Lake/Central	54
Library Garage	
• Library use only	62
• 4-Hour visitors	163
• Permit Parking	176
Park and Main (Antique Mall)	88
Church Lot	71
Merrill Gardens	33
Accessory	35
Pay to Park	18
MG service/employee vehicles	33
2-Hour public parking	15
The 101	
Bank of America	41
Pay to Park	14
Permit Parking	13
1 st Avenue S surface lot	97
Off-Street Subtotal	1,029
Total On & Off-Street Stalls Surveyed	1,090

Based on the sampling of parking supply occupancy conducted by RWC in July 2014, it is apparent that parking utilization in the downtown is at a very high level. This is reflected in numerous locations/areas where occupancies routinely exceed the industry threshold of 85%; in many cases reaching 100%. This

finding is consistent with previous parking studies. Both the on and off-street supplies of parking are highly occupied for significant periods of the operating day. Employees often times use stalls that would be better used by customers, increasing occupancy and monopolizing prime parking for retail businesses. Opportunities to create significant new options within existing supplies will be small scale and must be strategically linked to other options and potentially increased emphasis on non-auto modes. However, the data does allow for better coordination of areas where parking “surpluses” exist.

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III. Supply options

Options summarized below would increase the net supply of parking available in the downtown. Options range from a new surface lot to adjustments in on-street supply to potential arrangements/partnerships with the private sector.

As measures are implemented to better manage and leverage capacity within the existing supply of parking, new parking supply could be added through the construction of new surface lot(s) or parking garage(s). The cost of structured parking can range from \$35,000 - \$50,000 or more per stall, depending on factors like location, above/below grade, cost of land, soil condition and design features.² Given that parking is currently provided free of charge, it is not likely that structured parking would be financially feasible in the foreseeable future without significant public discussion of multiple funding sources and/or marked changes in how parking is provided.

However, the pursuit of additional parking on a surface facility could come at a lower cost and, therefore, could be a cost effective strategy to pursue in the near term as (a) an interim approach to mitigate current constraints/deficits until a future structure can be built, and (b) leverage other options outlined in this report.

Option 1 Surface Lot South of City Hall

The City owns a property adjacent to the existing City Hall site at 123 Fifth Avenue. This property could be developed into a surface parking facility that could provide between 146 and 166 parking stalls. **Figure C** provides an aerial illustration of the site.

The engineering firm W.H. Pacific was retained to develop a cost analysis related to construction of a surface parking facility at this site. Based on a number of factors related to lot coverage, storm drainage, filtration and detention and contingency costs, W.H. Pacific estimates the cost to construct a lot at the City Hall site to be in the range of \$1.4 million to \$2.3 million.

If a surface parking facility were developed on the City Hall property, its location on a hill above downtown would not likely be attractive to customer/visitors. However, it could be effectively managed as (a) a downtown employee facility provided at a lower rate than employee parking in the library garage and/or (b) a restaurant valet facility; which could be particularly attractive for uses on evenings and weekends. It should not be used by employees working at City Hall.

² Surface lot parking is estimated at \$13,000 per stall. Garage parking is estimated at \$40,000 per stall (above grade).

Timing

- (A) Near term: Refine cost estimates related to creation of a surface parking facility at the City Hall site and determine whether or not to proceed with development of this property as surface parking.

Cost: Medium

- (B) Longer term: Design and construct surface parking lot (144 – 166 stalls) and coordinate operation/management of facility to provide employee and/or valet parking opportunities.

Cost: High (\$1.4 to \$2.3 million)

Figure C
City Hall Parking Area – Potential Parking Site



Option 2 Lake Avenue West

This area is currently “permit only” for residential users. These 45 stalls are largely unused during normal hours of enforcement (9:00 AM – 7:00 PM). Additional supply could be made available if these stall were time limited (e.g., 2 hours) “except by permit.” This would allow customers of downtown to use Lake Avenue West. Note that time limits could also be implemented at the eastern end of Lake Avenue W,

which is not currently Permit Only. Public comment and involvement will be necessary before making final decisions.

Depending on how customers use this space, some of it could be leased to employees. For instance, if after implementing time limits it turned out that stalls were still regularly unoccupied, a appropriate number of permits for these stalls could be made available for employees. The number of permits offered would depend on the number of stalls available.

Timing Near term:

- (A) Time limit “except by permit” up to 45 existing stalls. Keep permit system for residential users making them exempt from time limits.

Cost: Low

- (B) If capacity remains after (A), evaluate selling a limited number of employee permits on Lake Avenue West to increase supply for downtown employees. This would exempt authorized employee permits from the time limits during hours of enforcement.

Cost: Low

Option 3 Waverly Way

Add parking on the south side of Waverly Way (along Heritage Park). The potential impacts to bicycle traffic should be evaluated and considered prior to a final decision on this option. There is potential here for 25 new stalls that could be managed similarly to the Option 2 strategy for Lake Avenue West. Note that Waverly Way is not currently designated as Permit Only. As with Lake Avenue West, public comment and involvement will also be necessary before choosing a final course.

Timing: This option could be completed in the near term.

Cost: Low

To encourage use of underutilized parking on Lake Avenue W and Waverly Way, Options 2 and 3 may need to be considered in the context of potential pricing scenarios for the downtown, which would create a cost incentive for use of these stalls/permits as opposed to higher pricing in more “premium” stalls/permits downtown.

Option 4 Shared use with private parking

This option consists of investigating and implementing agreement for the use of existing or new parking with privately owned stalls. Data collected in the sampling exercise suggests there are some opportunities to better utilize parking supplies at Merrill Gardens and The 101. This would, of course, require input and agreement from private owners. Engaging in conversations to consider more comprehensive shared use strategies/agreements to move downtown employees into available private parking supplies will need to

be pursued. In the 2005-2006 timeframe the City leased additional supply from the lot in the northwest corner of Central Way and Third Street. This supply was not well used.

Partnering with developers to obtain new public supply built as part of redevelopment is an idea that has been considered for some time. The Park and Main site (AKA former Antique Mall) may be a candidate site for such partnership since it is currently for sale.

Timing: This option is recommended for the longer term but will depend on timing of opportunities.

Cost: High

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IV. OPERATIONS

A more strategic approach to off-street parking management can lead to better efficiencies with existing supply. However, investments in new parking technologies and programs can be costly. Therefore it is important for Kirkland to consider strategies that are most appropriate to its current level of services and resources. It is also important to recognize that, downtown Kirkland has significant parking problems that limit access to parking and affect both near-term and future vitality. Addressing these issues will require changes and/or investments that exceed status quo approaches and resources.

Option 5 Pay Parking

Given Kirkland's very high parking demand, moving to a more comprehensive system of paid parking on- and off-street would maximize the availability of parking stalls for users of the downtown and could be a tool to influence demand. For example, paid on-street parking would be effective in moving employees - who may be parking on-street in customer areas – into other areas where capacity can be enhanced or added; or into alternative modes.

Although not necessarily a reason for implementing pay parking, pricing would provide revenues that could be used to re-invest in improving downtown parking (e.g., new parking, infrastructure, communications systems and/or encourage alternative modes as a way to mitigate current parking constraints and deficits). With any pay parking implementation, it is critical that the uses of revenue are clearly defined and agreed to by a wide range of stakeholders.

The City could explore opportunities to (a) strategically expand hours during which parking is pay-to-park at existing metered stalls, (b) expand the total number of paid parking stalls in areas of high occupancy and/or (c) initiate a pilot program of on-street pay stations to test their effectiveness in influencing demand and minimizing constraints.

Exploring expanded hours for pricing in City lots makes sense because there is little difference in occupancies when parking is free (before 5:00 PM) or when pay-to-park is in effect (generally after 5:00 PM). Implementing pricing would aid in freeing up spaces and moving users to less used spaces; particularly when integrated with Phase 1 strategies.

Consideration of charging for permits in the Library Garage is another pay parking strategy. Occupancies in permit stalls in the Library Garage generally exceed 90% and with the current economic up-turn these numbers are increasing. This suggests that there is a rate of demand that warrants a parking charge. Implementing rates at this facility would be coordinated with options that add new capacity and would complement varied rate/pricing to encourage employees into available (and possibly more remote) supply.

Timing: Opportunities for expanding pay parking should be studied in the near term. In the longer term, it should be implemented in coordination with complementary options.

Cost: Low for expanding hours at existing pay facilities, medium to high for purchasing pay stations and expanding pay parking to other locations.

Option 6 Branding and Marketing/Communications

Most of the strategies and technologies recommended in this report require a sustained level of support to communicate them to the public and ensure their success. Investments in branding, facility identification and presentation and signage are intended to increase awareness of a parking system by customers/visitors within an integrated parking inventory. To this end, any “new technologies” implemented in Kirkland need to be integrated into a sustained marketing and communications effort for the parking system.

A successful program for marketing and communicating parking to the public maximizes the supply of parking built and establishes a resource that benefits area businesses (particularly those that have meaningful customer bases). Through marketing and communications, customers identify with a *product*, learn how to use it and what to expect. This reduces confusion and frustration and increases customer satisfaction.

Developing a parking system “Brand” is a trademark of “Best in Class” parking programs. The brand should quickly and uniquely capture a customer’s attention and communicate a positive image that distinguishes the parking product from the rest of the market. The brand is more than just a logo - a community will know it has the right brand when the brand promotes the image the community wants people to have of the parking system (e.g., for customers, clean/safe, best in market, etc.).

The 2002 *Downtown Kirkland Parking Study and Plan* specifically called for the creation of “a uniform signage package that incorporates a unique logo and color scheme for public parking facilities to establish a sense of recognition, identity and customer orientation for users of the downtown parking system.”³ A simple system was developed in 2004 but the “brand” is not distinct (see photo to the right) and marketing and communications of the brand and parking system was not pursued.



*Kirkland: Existing
Parking “Brand”*

Brand development can range in cost from \$10,000 - \$20,000, which would be the cost for designing a logo. Additional costs would be incurred as the brand is integrated into signage, collateral materials, web-sites and other communications.

Marketing and communications budgets vary by city and by size and complexity of the affected parking systems. Nonetheless, a commitment to a stable budget of funding for communicating the system will be required. Establish a marketing/communications budget and invest in on-going marketing and

³ City of Kirkland, *Downtown Parking Study and Plan* (October 2002), page 63.

communications efforts to support the Kirkland parking brand and raise awareness and use of parking assets.

- (A) Pursue a coordinated branding strategy for incorporation into a larger marketing and communications package for customer/visitor parking downtown. At present there is no unifying relationship between City owned/controlled parking assets. Branding will serve as the foundation piece for establishing a true parking system. Branding also provides a basis for launching supporting programs related to signage, wayfinding and coordinated marketing and communications with customers/users. Branding and marketing will get “the right car in the right place.”

Timing: Near term

Cost: Low to medium to create a brand and initial market/communications plan with an associated annual budget to sustain it.

- (B) Create a consistent visual standard “package” for facility entry areas that represents the Kirkland parking brand (exterior signage, coordinated message boards, etc.). This standard should then be applied to each City owned or controlled parking facility coupled with a format that labels the parking facilities by address.

Timing: Near term and subsequent to (A) above.

Cost: Medium

Option 7 Wayfinding/Dynamic Signage and Sensors

Parking guidance systems help drivers find their parking destinations more efficiently through the use of dynamic messaging street signs. Many cities now use dynamic signage within the public rights-of-way and on-site as a means to inform and direct customers to available parking. Showing drivers the right way to turn to find parking more quickly helps all drivers on the road find their way faster. That means reduced congestion, frustration, carbon emissions, and drive times. It also means happier drivers, and a greener city. It is also important that dynamic wayfinding be used where there is a reasonable assurance of available supply. As such, this is recommended as a longer term strategy, linked to efforts to increase capacity.

Dynamic signage is linked to occupancy information at individual or multiple parking sites (usually collected through loop detector/parking counter systems (see discussion of sensors below). Information is displayed on-site through reader boards/blade signs at the building entry plazas and/or at remote locations to downtown, usually major roadway entry portals. When parking stall availability changes, so do the signs. The signs provide guidance information (an address or facility name) and information on real time stall availability.



In-road Wayfinding: Portland, OR & San Jose CA

Programs that are the most successful tie into a parking “brand” (see Option 6 above). The brand is incorporated into both the on-site signage and the rights-of-way signage. This provides customers a visual cue that translates from their first encounter in the roadway to being able to conveniently identify a parking location. Such systems have been extremely effective both from a traffic/congestion point of view and in terms of stall management. Customers find the systems to be highly useful and “customer friendly.”

The City currently lacks the ability to track use of its off-street facilities so it is difficult to evaluate management strategies. Also, lack of usage data makes it difficult to communicate information to users in a manner that facilitates their decision-making and/or gives guidance on how to use City parking assets. Wireless counter systems (on and off- street) can generate a wealth of data, which can facilitate decision-making related to rates/demand and communicate beneficial information to users. The traditional off-street entry/exit lane counters are cost effective and have a track record of reliability and success. In-stall sensors (see recommendation 10 below) are still new to the market and relatively costly.

Install in-lane lot counter systems where feasible at City owned or controlled lots as a reasonable and cost effective strategy for (a) collecting real time data at City off-street lots and (b) creating a foundation for linking occupancy information to exterior signage or in road guidance systems.

Vendors now offer sensors integrated into smart -credit card-capable meters; but most current applications use stand-alone sensors embedded in the street (or less frequently, curbside) and linked to either multi-space pay-by-space meters, single-space credit card-capable meters and/or on-site and in-roadway informational and guidance signage. The leading firms provide robust back-end software that can take information from pay-by-space meters (and also pay-by-phone applications) to provide “real time” parking metrics data and analysis. These systems also have significant “directed enforcement” applications for on-street parking with interfaces to most major handheld vendors using open systems. This feature can improve the effectiveness of parking enforcement, reducing overall enforcement costs and/or increasing citation efficiency.

It should be recognized that much of the new sensor technology is still evolving and has not been fully proven in large-scale environments; for reliability and return on investment. Issues that are still being addressed include sensor accuracy, detection and delays in transmission of data, interference from other electrical sources, and the ability to handle all types of spaces (parallel, diagonal, and perpendicular) and all types of vehicles (motorcycles, oversized trucks, etc.). At present, the greatest obstacle to wide adoption of sensors is cost. Sensors have both substantial upfront and ongoing per-space costs.

Figure D illustrates where on-site and in-roadway signage could be placed in the downtown to coordinate and consistently communicate parking opportunities to users. The layout envisions three (3) in roadway signs and four (4) on site signs.

Figure D
Potential Lay Out of Coordinated Downtown Parking Signage Package



Timing:

Near Term: Loop detectors for data gathering

Longer term: Dynamic wayfinding signs linked to loops or possibly to other counter systems.

Cost: Medium to high

Option 8 Improve operations at the library

The implementation of a comprehensive maintenance program is critical to the on-going integrity of a facility and as a means to optimize the return on investment made by the City. Anticipating and providing for necessary maintenance and repair for any facility is an essential step (and best practice) in realizing a desired service life and maximizing the attractiveness of the site as a place to park.

Whether maintenance is provided by the City or through third party contracts, there are industry best practice standards that should be met. Many of these standards (cleanliness, lighting, safety/security and operating integrity) are no different for a parking garage than they would be the overall physical quality of any other public space.⁴

Currently, employee stalls are specifically designated for employee use at the Library Garage. After 5:00 PM these stalls are underutilized and visitors avoid them (constraining visitor stalls) because of the signage. If signage “blended” stall designations in the evenings (after 5:00 PM) for visitor use at the Library Garage; this would allow the stall to operate as a fully general use garage at night, when permit use drops and visitor demand increases. This could be accomplished through better signage and guidance systems within the garage.

Ensuring that facility conditions at public parking facilities are of the highest quality is a high priority. Ownership of public parking facilities is based upon a premise that these assets should be maintained in a manner that distinguishes them as premier locations for users (visitors, residents and employees) to park when using the downtown. Public parking facilities should be managed to the highest standard of quality, both as a reflection of the City of Kirkland and as an example of industry best practices. To this end, public lots and garages should have janitorial and maintenance guidelines that are clear, measurable and results oriented.

Timing: Near term, depending on funding

Cost: Signing changes are low cost, on-going high quality maintenance is medium cost and requires annual funding.

Option 9 Parking Applications apps including pay by phone

Another major “smart parking” innovation is the increase in public and private sector applications intended to make more parking data available to the parking public and offer new services to parkers.

⁴ See for instance the Building Owners and Managers Association (BOMA) Standards (<http://www.boma.org/standards/Pages/default.aspx>)

Made possible by the tremendous increase in smartphone usage and more recently the iPad and similar devices, all of which incorporate GPS capability, these applications can gather information about a parker's whereabouts while also offering differing levels of information about the environment in which the vehicle is located or to which it is heading.

Pay-by-phone as a parking payment option is just as it sounds – once motorists park their vehicles, they call a phone number usually located on a sign or the parking meter, enter their space or license plate number, and then hang up. Smartphones can link to an app that doesn't require a



phone call. An initial, one-time setup to link a credit card number with a phone number is required. This technology has great potential for making parking easier and providing a significant number of customer benefits in both on- and off-street parking formats. Market data shows an increasing interest in the availability of this type of technology by the growing base of younger and more "tech savvy" visitor/shopper.

Signage and communications systems would need to be implemented or augmented to ensure that customers are aware that the pay-by-phone is an option, as well as to establish start-up accounts. Additional equipment for enforcement personnel would also need to be evaluated.

Recent research conducted by CDM Smith Consultants in San Francisco indicates that pay-by-phone programs cost of \$25 - \$50 per associated stall to set up. Additional annual support costs of \$50 - \$75 per stall would accrue to the City.⁵ The number of areas where pay to park is currently in represents a small percentage of the total parking supply. If there were more pay stalls the benefit of this amenity would increase.

A parking app is best linked to a wireless system that gives real time information on parking availability. Given that Kirkland's on-street system is neither pay-to-park nor set up to wirelessly collect parking data; an on-street app is not a reasonable strategy to pursue at this time.

Timing: Longer term
Cost: High

⁵ Bill Hurrell, PE, Senior Vice President, Wilbur Smith Associates, *Technology and Parking*. Presentation to Metropolitan Transportation Commission on Design, Community & Environment, March 25, 2011.

V. SUMMARY

All cities have varying customer culture, operating and management structures and goals and objectives for their public parking systems. What may be unique to Kirkland is that its parking supply has consistently operated at high occupancies; a situation that indicates a vitality many cities would love to emulate but a situation that comes with frustrations and difficulty for those attempting to access businesses, services and amenities in downtown Kirkland.

When parking systems are highly occupied, new approaches to managing, operating, developing and pricing parking are necessary. Any of these approaches, however, requires new resources and a recognition that changes to the status quo operating system must be made. Kirkland is at a point where continued reliance on the existing supply of parking with the existing operational strategies is untenable. Unless meaningful efforts are made to direct users to specific parking areas (where new capacity may be available), transition users (particularly employees) to arrive by non-auto modes, and/or add new supply, the long-standing frustration with the system will continue.

The considerations contained in the background technical memoranda supporting this summary report were structured with this in mind. We have attempted to provide a starting point for Kirkland that is both strategic and reasonable. This begins with branding and identifying the parking system itself, followed by signage, wayfinding and marketing and communications. These initial steps, if implemented, would provide a solid foundation upon which to build additional and more sophisticated technologies. We also strongly recommend that Kirkland explore a strategic and incremental expansion of pay to park technologies. This is based on the premise that existing perceptions and realities related to parking constraints in downtown Kirkland cannot be effectively solved if the singular operating principle is that all parking remain free to all users of the public parking system. Finally, pursuing new supply is also reasonable, but expensive. New supply will function much more efficiently when linked to the overall “package” of strategies outlined here.

Draft Final Report Appendix A



610 SW Alder, Suite 1221
Portland, OR 97205

MEMORANDUM

TO: David Godfrey, City of Kirkland
FROM: Rick Williams, RWC
Owen Ronchelli, RWC
DATE: July 15, 2014 [4]

RE: Tech Memorandum: Task 5 – Evaluating Options for Increased Parking Supply

I. BACKGROUND

The City of Kirkland is interested in evaluating opportunity sites where additional parking may be available to better serve employee and visitor parking demand, particularly during high peak demand periods. To this end, a number of off-street sites were selected for data sampling as were on-street areas on Market St., Waverly Way and Lake Avenue West. Survey crews conducted inventories of these parking resources and collected hourly occupancy data over a 14 hour period on two days, Wednesday June 25 and Thursday June 26, 2014.

II. STUDY AREA AND INVENTORY

There were a total of four on-street locations and eight off-street facilities studied as illustrated in **Figure A**.

Table 1 (page 2) details the sampled inventory.

A. On-street

The survey team sampled four on-street locations, including both sides of Market Street between Central Way and 4th Avenue, the north side of Waverly Way between Market and 2nd Street West, and the north side of Lake Avenue West from Market Street west a quarter of a mile. The on-street survey sample totaled 106 stalls.

B. Off-street

The off-street sample included nine facilities. These included Market/Lakeshore, Lakefront lot, Lake/Central lot, the Antique Mall, Saint John's Episcopal Church lot, Merrill Gardens structure, The 101 structure, and the Kirkland Waterfront Market Lot surface lot located between Merrill Gardens and The 101. There were a total of 1,103 off-street stalls in the survey sample.

Figure A
Parking Study Area – Sample Sites



Table 1
Sample Inventory: by Location

On-Street Facilities	Number of Stalls
Market Street – East side (between Central & 4 th Ave)	14
Market Street – West side (between Central & 4 th Ave)	15
Waverly – North side (between Market & 2 nd St W)	25
Lake Avenue W – North side	52
On-Street Subtotal	106
Off-Street Facilities	Number of Stalls
Market/Lakeshore	17

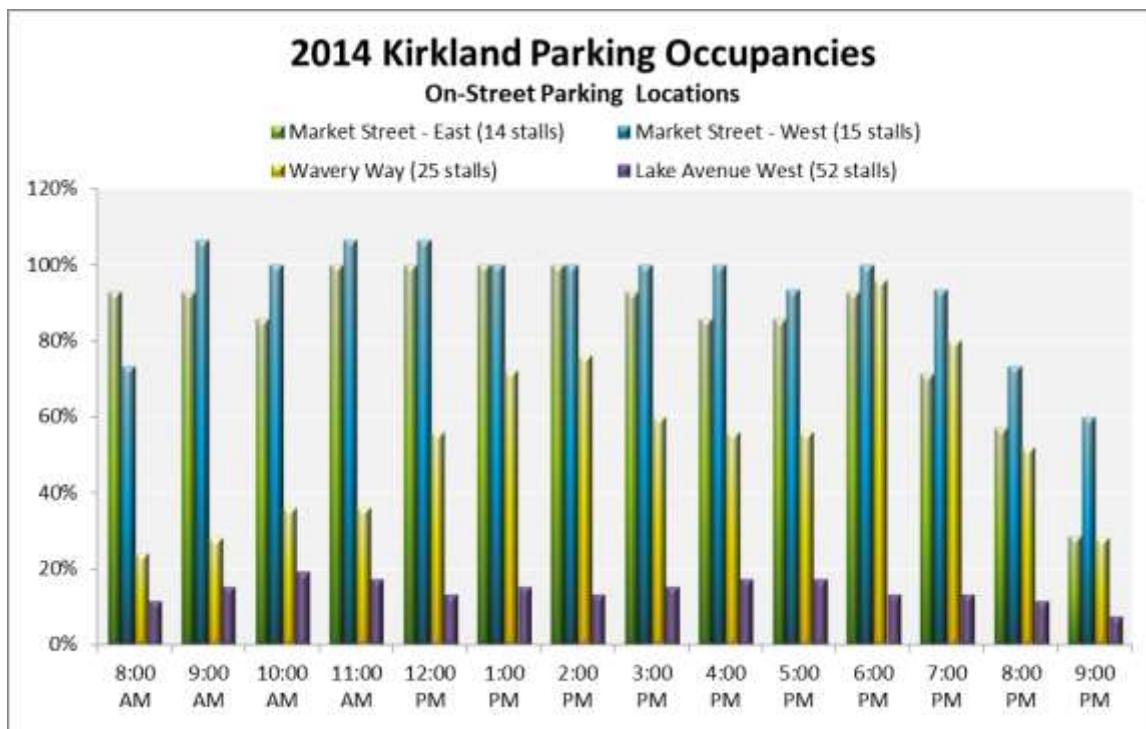
Lakefront	99
Lake/Central	55
Library Garage	
- Library use only	62
- 4-Hour visitors	163
- Permit Parking	176
Antique Mall	88
Church Lot - Saint John's Episcopal Church	71
Merrill Gardens	
- Accessory	35
- Pay to Park	18
- MG service/employee vehicles	33
- 2-Hour public parking	15
The 101	
- Bank of America	41
- Pay to Park	14
- Permit Parking	13
Kirkland Waterfront Market Lot	97
Off-Street Subtotal	997
Total On & Off-Street Stalls Surveyed	1,103

III. FINDINGS: PARKING OCCUPANCIES

The overall findings of the parking sample are outlined below for both the on-street and off-street sample sites.

A. *On-street parking*

On-street parking was measured hourly on Market Street, Waverly Way and Lake Avenue West between 8:00 AM and 9:00 PM. A total of 106 stalls were measured.

Figure B

As **Figure B** illustrates, occupancies on both sides of Market Street are fully maximized throughout the day.

- Parking stalls located on the west side of Market Street are 100% occupied from 9:00 AM to 7:00 PM. At certain points of the day, parking on this side of Market Street exceeds 100% as vehicles are parked illegally.
- The east side of Market Street is constrained for most of the day (85%+) but has a little more variation than the west side between 3:00 PM and 6:00 PM.
- Waverly Way is less utilized, likely due to its distance from downtown, but reaches nearly 100% at 6:00 PM.
- Lake Avenue West currently has 7 stalls that allow general public access. These 7 stalls are well used, averaging about 95% occupancy. The remaining 45 stalls (extending westward) are signed permit only (for residential uses). These 45 stalls are empty for the majority of the day and could be managed to provide other permitted uses (e.g., employees) through a managed program. Over the course of the sample day, surveyors counted less than three vehicles parked in this area of Lake Avenue West.

With the exception of areas on Lake Avenue West,, these three on-street parking areas are fully maximized, with little opportunity for attracting additional users.

1. Additional On-street Parking Opportunities

During the on-street data collection effort, the consultant team evaluated the possibility of creating additional parking capacity along the south side Waverly Way on the north side of Heritage Park. These would be “add back” stalls, stalls added to areas where parking is not currently allowed. These stalls could provide some additional parking capacity for downtown employees and potentially for some longer term visitors or waterfront event goers (e.g., Farmers Market). There may be traffic engineering reasons why these stalls cannot be added.

For Waverly Way, the crew began measuring 30 feet east of the eastern Heritage Park parking lot exit (to allow for proper site lines) and continued eastward along Waverly Way stopping approximately 90 feet west of the west Heritage Park exit. This resulted in 575 linear feet of roadway shoulder available for up to 25 parking stalls, using a standard of 23 feet for each parallel on-street stall. Parking on both sides of Waverly in this location would slow traffic speeds, provide additional parking capacity and would be consistent with the two-sided street parking further west on Waverly Way (west of 5th Street West). As with the recommendation for Lake Avenue West, these stalls could be provided in a time limited format with limited permits (sold to employees or residents) as demand dictates.

With the exception of the permit only area of Lake Avenue West, the sampled on-street sites are fully maximized, with little opportunity for attracting additional users.

Evaluating sales of limited number of employee permits on Lake Avenue West is an opportunity (up to 45 stalls). Similarly, “adding back” parking on the south side of Waverly Way (along Heritage Park) could be advantageous if there are no issues with traffic related to an add back. There is potential here for 25 new stalls.

Table 2 summarizes the field observations for the additional add-back parking opportunity.

Table 2
Additional On-Street Stall Potential – “Add-backs”

On-Street Location	Linear Feet of Roadway Available for Parking	Number of Stalls
Waverly – South side (between Market & 2 nd St W)	575	25

B. Off-street facilities

The off-street sample included nine facilities, which included the Library Garage, Market/Lakeshore Plaza, the Lakefront lot, Lake/Central Lot, the Antique Mall, Saint John's Episcopal Church, Merrill Gardens parking structure, the 101 structure, and the Kirkland Waterfront Market Lot located on 1st Avenue between Merrill Gardens and the 101. There were a total of 997 off-street stalls in the survey sample. As with the on-street sample, occupancies were measured every hour between 8:00 AM and 9:00 PM.

1. Library Garage

There are three areas within the Library Garage dedicated to specific users – Library only (62 stalls), 4HR Visitor (163 stalls) and Permit Holders (176 stalls).

Figure C provides an hour by hour look at how these areas operate over the course of a day.

As **Figure C** illustrates, the Library Garage is fully maximized for sustained periods of the day, in each designated use area. Each use category exceeds 90% occupancy for at least three hours. Visitor stalls exceed 90% occupancy between 1:00 and 6:00 PM (reaching 100% at 6:00 PM). Permit stalls remain above 85% between noon and 4:00 PM, bumping up again at 6:00 PM. General findings conclude:

- There is little opportunity to redistribute uses in the garage (between categories) for most of the day; that period between 11:00 AM and 6:00 PM.
- There is some opportunity after 5:00 PM to “re-designate” all stalls to general use. This would allow visitors to use Library only and Permit stalls in the evenings. As the figure illustrates, permit holders begin exiting the facility at 4:00 PM. Transitioning uses after 5:00 PM could be accomplished through signage.
- Peak use/demand of the permit area (exceeding 85%) suggests that the price for a permit is too low.

City owned off-street facilities are fully maximized. The City should explore pricing as a means to manage access and constraints.

Evening use at the Library Garage could be better facilitated by “blending” stall designations after 5:00 PM.

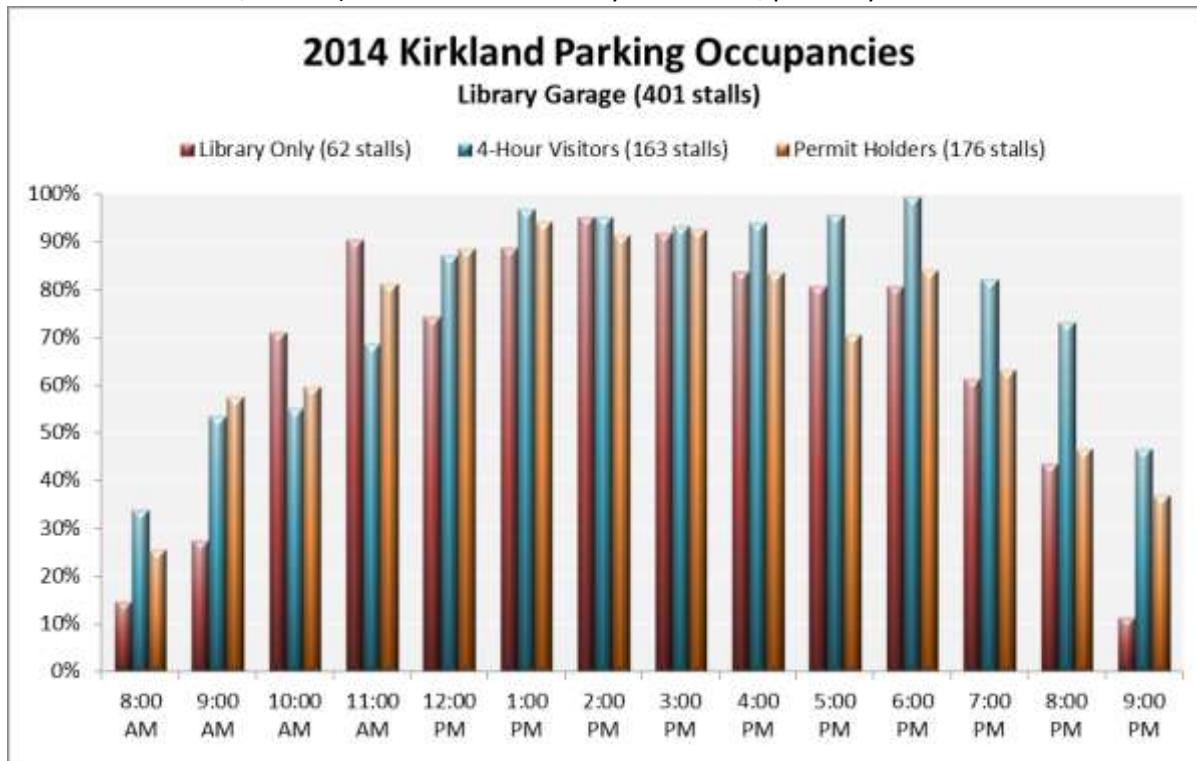
There are also opportunities to increase employee supply at the Antique Mall Lot and move (through incentive) some employees to the Church Lot. This would free up stalls for visitors in other areas of the downtown.

Finally, there are some opportunities to better utilize parking supplies at Merrill Gardens and The 101, but this would require input and agreement from private owners.

Figure C
Occupancy: Library Garage

2. City Owned Surface Lots

Occupancy samples were collected in three City-owned surface lots (i.e., Market/Lakeshore Plaza, Lakefront and Lake/Central). All three lots are fully maximized, primarily from 11:00 AM to 8:00 PM.

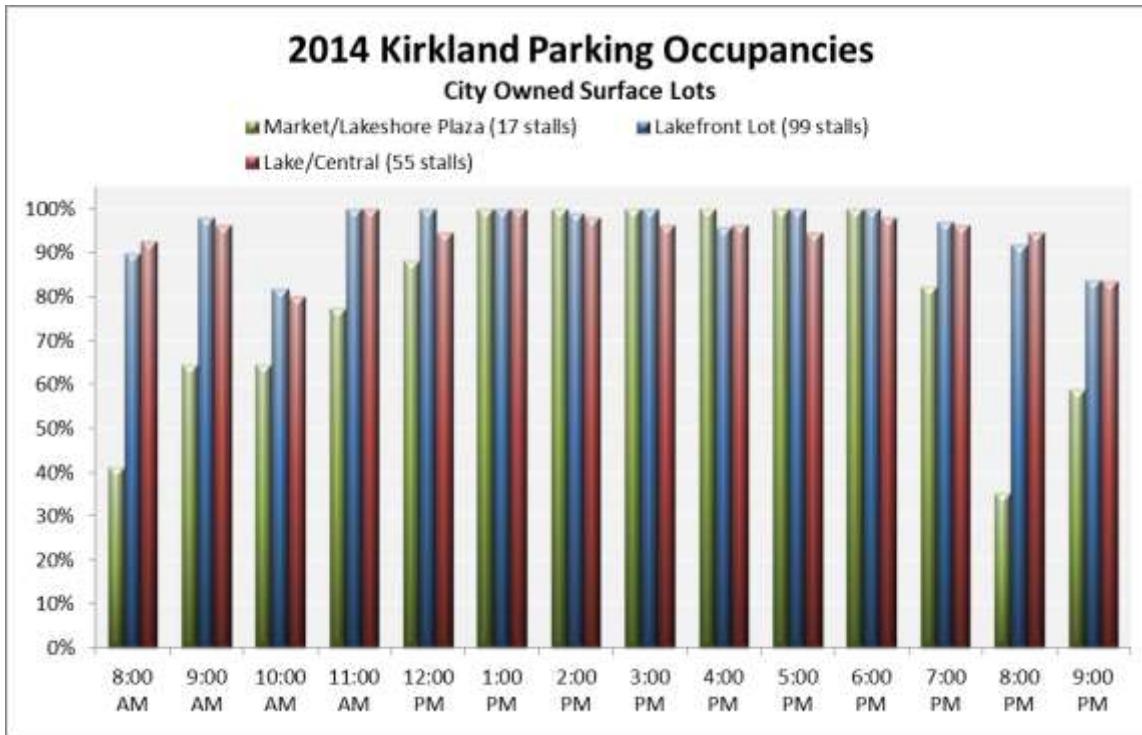


Hourly occupancy performance is summarized in **Figure D**.

As **Figure D** illustrates:

- The Lakefront and Lake/Central lots are fully maximized (over 90%) for the entire day; particularly between the hours of 11:00 AM and 8:00 PM.
- Interestingly, occupancies do not vary during periods when the parking is free (before 5:00 PM) and when it is pay-to-park (after 5:00 PM).
- These occupancies suggest that additional and expanded pay-to-park options should be explored to manage access and constraints.
- Market/Lakeshore Plaza sees decreasing use after 6:00 PM, but with only 17 stalls it does not present any significant opportunity for additional uses.

Figure D



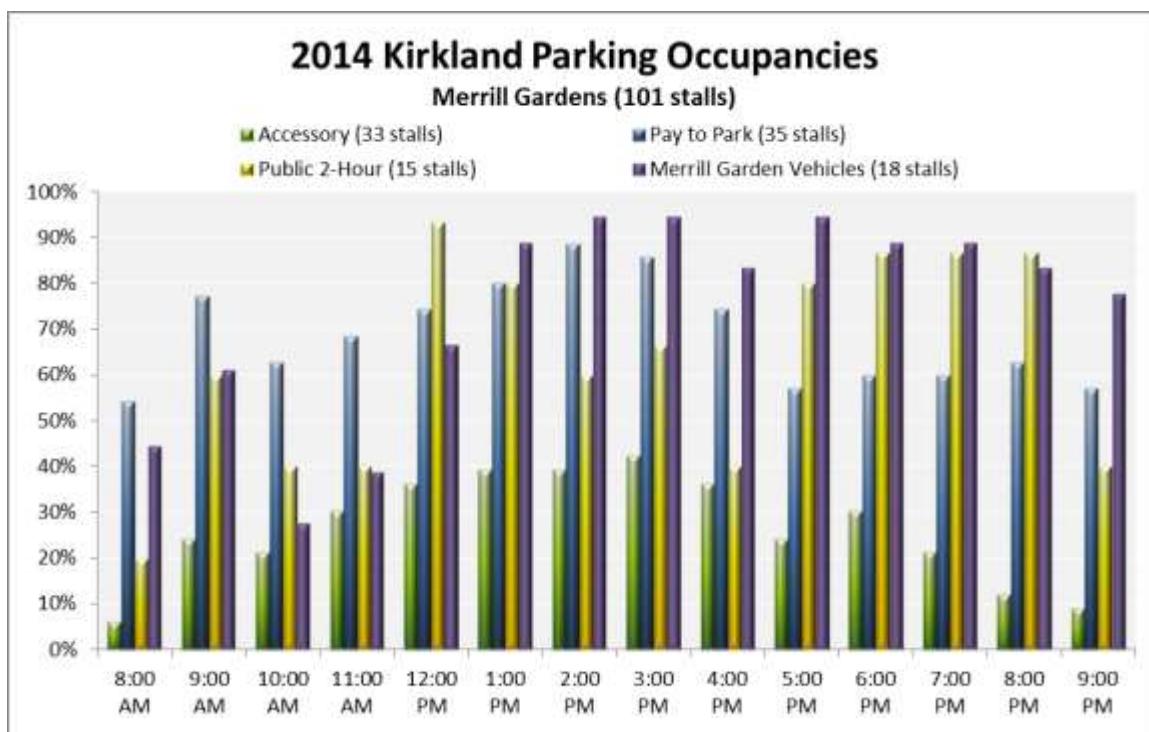
3. Merrill Gardens

There are four parking “areas” within the Merrill Gardens parking supply. These include Public 2-hour free parking (15 stalls), “accessory” parking specifically for Merrill Gardens tenants (33 stalls),¹ pay-to-park through a slot box or by cellphone (35 stalls) and “Merrill Gardens Vehicles” (18 stalls) which is associated with senior living units. Hourly occupancies for Merrill Gardens are provided in **Figure E** (page 8).

As **Figure E** illustrates:

- The most significantly used parking at Merrill Gardens is that which is associated with the senior living units. Beginning at 1:00 PM these stalls run at or above 85% through 8:00 PM.
- The free 2-Hour parking peaks at about 94% at noon then fluctuates downward between 1:00 and 4:00 PM; raising again above 85% between 5:00 and 8:00 PM.
- Pay-to-park stalls are well utilized throughout the day, exceeding use of the 2-Hour free stalls between 1:00 and 4:00 PM. After 4:00 PM use of pay-to-park stalls stabilize at around 60% through 9:00 PM.
- Accessory stalls never exceed 45% occupancy throughout the entire day.

¹ “Accessory parking” is defined as parking that is limited to specific users only and not allowed for general public access. Accessory parking is usually identified by signage indicating “parking only for.....” In City codes, accessory parking is usually parking that is required to meet minimum parking demands of a site and is primarily intended for the users (residents, employees and/or customers) of that specific land use.

Figure E

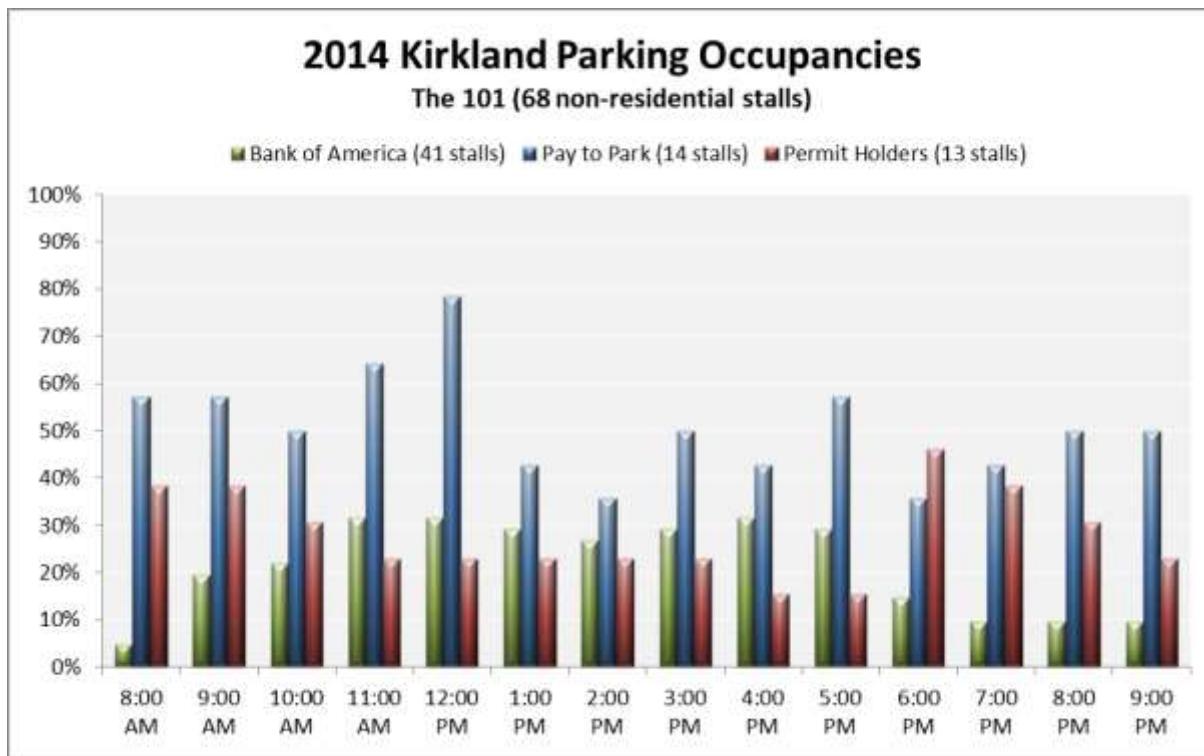
Overall, there is some opportunity for a more evenly distributed use of stalls that allow public use (pay-to-park and 2-Hour). Given that use of pay-to-park is strong (at times exceeding use of 2-Hour free stalls) the City should consider converting the free stalls to pay-to-park. This would “equalize” the supply and distribute use to minimize peak constraints of the free stalls.

4. The 101

There are three parking “areas” within The 101 parking supply. These include “accessory” stalls intended only for users of Bank of America (41 stalls), pay-to-park (14 stalls) and permit only (13 stalls). Hourly occupancies for The 101 are provided in **Figure F** (page 9).

As **Figure F** illustrates:

- The combined supply is underutilized.
- The pay-to-park stalls are the most highly utilized, reaching 80% occupancy at noon.
- A portion of the Bank of America stalls (41 stalls) could be sold as permit stalls to employees. This would increase employee supply but have little impact on current visitor uses to the bank.
- The opportunity to explore transitioning Bank of America stalls and Permit Holder stalls to more general access pay-to-park (e.g., after 5:00 PM) should be explored. This may already be the case, but could be enhanced through signage that clearly communicates public availability after hours.

Figure F

The 101 has some opportunity to operate in a manner that better maximizes its supply. This could be accomplished through reformatting existing stalls, increasing permit stalls and consolidating uses after hours.

5. Third-Party Surface Lots

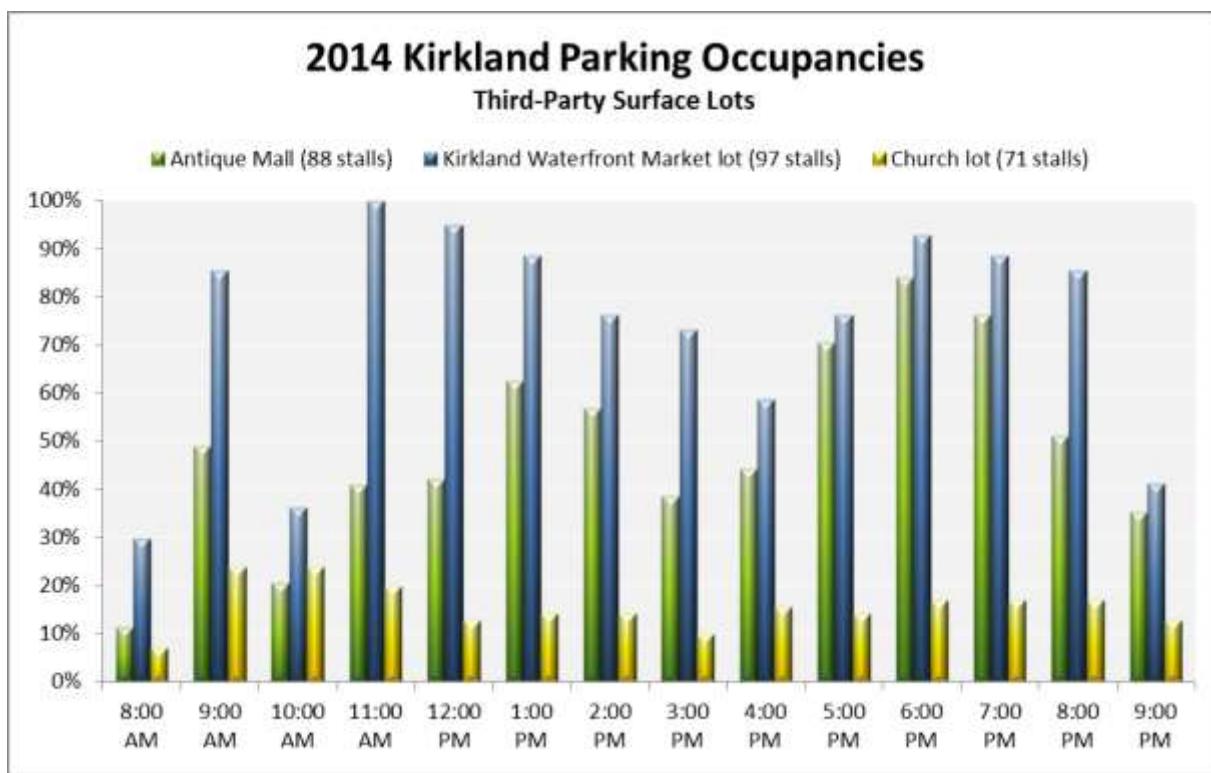
Three additional surface lots were evaluated during the study day. These included the Antique Mall (88 stalls) which is privately owned but operated by the City, the Kirkland Waterfront Market Lot (97 stalls) and the “Church Lot” (71 stalls), owned by Saint John’s Episcopal Church. Hourly occupancies for these lots are provided in **Figure G** (page 10).

As **Figure G** illustrates:

- The Kirkland Waterfront Market Lot is well used, peaking at 100% at 11:00 AM and again at 6:00 PM (93%).
- The Antique Mall Lot (which is pay-to-park) is not well used during the day (8:00 AM – 4:00 PM), but sees increased use in the evenings (after 5:00 PM). Given this, the City should consider selling an additional 15-20 employee permits that allow use between 8:00 AM and 5:00 PM. This would better maximize the lot and avoid conflicts with visitors.

- The Church lot presents itself as an opportunity for employee parking. The lot does not exceed 30% occupancy at any point throughout the day. Given its location, it is likely incentives may need to be developed to entice employees to use the lot (i.e., rate).

Figure G



The Antique Mall and Church Lots offer opportunities for enhancing access for employees. If coordinated with other lots, areas and pricing, getting employees into these lots would have beneficial impacts on the on-street supply (if employees are using that supply) and reduce conflicts with visitor parking.

IV. SUMMARY

Based on the sampled parking supplies, it is apparent that parking utilization in the downtown operates at a very high level. This is reflected in numerous constraint points by area and by location. This finding is consistent with previous parking studies.

Therefore, opportunities to create significant new options within existing supplies will be small scale and need to be strategically applied. However, the data does provide input that will allow for better coordination of areas where parking “surpluses” exist. Opportunities to pursue include:

On-street

- A. Evaluate selling a limited number of employee permits on Lake Avenue West (up to 45 stalls). This area is currently “permit only” for residential users. As such, these 45 stalls are literally unused during the business day (8:00 AM – 6:00 PM). Allowing limited use by employees would have little, if any, impact on residential access during normal weekday business hours and, potentially, relieve constraints in the central downtown.
- B. “Add back” parking on the south side of Waverly Way (along Heritage Park). This could be advantageous if there are no issues with traffic related to an add back. There is potential here for 25 new stalls. When combined with the recommendation for Lake Avenue West, the total available supply of parking would increase by 70 stalls.

Off-street

- A. Explore expanded hours for pricing in City lots as City owned off-street facilities are fully maximized and there is little difference in occupancies when parking is free (before 5:00 PM) or when pay-to-park is in effect (generally after 5:00 PM). The City should explore pricing as a means to manage access and constraints.
- B. Consider charging for permits in the Library Garage. Occupancies in permit stalls in the Library Garage generally exceed 90%. This suggests that permit rates are too low and there is a rate of demand that warrants a parking charge.
- C. “Blend” stall designations in the evenings (after 5:00 PM) for use at the Library Garage. This would allow the stall to operate as a fully general use garage at night, when permit use drops and visitor demand increases.
- D. Evaluate selling a limited number of employee permits at the Antique Mall (8:00 AM – 5:00 PM). This would fill in currently unused stalls midday without impacts on visitor use.
- E. Move (through incentive) some employees to the Church Lot. This would free up stalls for visitors in other areas of the downtown. This type of strategy will be better supported if there is more variation in employee rates for permits in the nearer in downtown.
- F. There are some opportunities to better utilize parking supplies at Merrill Gardens and The 101, but this would require input and agreement from private owners.



Draft Final Report Appendix B

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MEMORANDUM

TO: David Godfrey, City of Kirkland
FROM: Rick Williams, RWC
Owen Ronchelli, RWC
DATE: September 8, 2014 [2]

RE: DRAFT: Technical Memorandum: Tasks 2 & 4 – Technology and Way finding

I. BACKGROUND

As part of a general assessment for identifying parking opportunities in the downtown, the City of Kirkland is interested in evaluating potential strategies that will enhance the customer experience downtown and optimize utilization of the existing parking supply while minimizing negative impacts. Strategies of interest include infrastructure, new parking technologies and programs. The City is interested in systems that could be deployed both on- and off-street, in publicly controlled supply and that will best integrate with, and improve, current levels of parking management within the City.

II. APPROACH

This Technical Memorandum will first summarize “what options are out there now,” an outline of parking technologies (“high and low tech”) being explored by cities of similar size (and similar parking demand levels) to Kirkland. Each technology discussion is followed by a summary as to the applicability of that strategy for Kirkland. We will summarize a set of strategies and improvement considerations that would be most reasonable and feasible for Kirkland to consider and/or pursue now or in the near future.

As with any review and consideration of new technologies, it is recognized that such systems come with both cost and increased responsibility for the City in managing, marketing and maintaining them.

III. EXECUTIVE SUMMARY

Investments in new parking technologies and programs can be costly. To this end, it is important for Kirkland to consider strategies that are most appropriate to its current level of services and resources. It is also important to recognize that, many stakeholders have expressed the opinion that downtown Kirkland has significant parking problems that limit access and affect both near-term and future issues related to vitality. Addressing these issues will require changes and/or investments that exceed status quo approaches and resources.

The considerations outlined below attempt to provide a starting point for Kirkland that is both strategic and reasonable. The strategies presented should be viewed as building blocks that, once initiated, provide a framework upon which additional, and often times more complex, strategies can be layered over time, or as demand increases and resources become more available. A number of strategies were evaluated. They are outlined here in three categories that include:

Phase 1: Strategies to pursue now (0 – 12 months)

Phase 2: Explore now and consider for near-term implementation (1 – 3 years)

Phase 3: Not viable at this time (3+ years)

PHASE 1: Strategies to pursue now

Pay to Park

- The City should explore opportunities to (a) strategically expand/phase-in paid parking in high constraint areas and/or (b) initiate a pilot program of on-street smart meters to test their effectiveness in influencing demand and mitigating constraints.

Wireless Sensors (off-street)

- Install in-lane lot counter systems where feasible at City owned or controlled lots as a reasonable and cost effective strategy for (a) collecting real time data at City off-street lots and (b) creating a foundation for linking occupancy information to exterior signage or in road guidance systems.

Branding/Logo Identity/Identification

- Pursue a coordinated branding strategy for incorporation into a larger marketing and communications package for customer/visitor parking downtown.
- Create a consistent visual standard “package” for facility entry areas that represents the Kirkland parking brand. This standard should then be applied to each City owned or controlled parking facility coupled with a format that labels the parking facilities by address.

Marketing/Communications

- Establish a marketing/communications budget and invest in on-going marketing and communications efforts to support the Kirkland parking brand and raise awareness and use of parking assets.

PHASE 2: Strategies to explore now and consider for near term implementation

Wayfinding

- As Kirkland moves forward with efforts to create and implement a coordinated brand strategy for its customer/visitor parking system, consider incorporating dynamic signage/guidance systems into the overall strategy, implemented as appropriate to time and budget.
- Create a consistent visual standard “package” for facility entry areas that represents the Kirkland parking brand. This standard should then be applied to each parking facility.

Parking Applications (“apps”): Off-street

- A parking “app” linking information on real-time availability of parking in City parking assets to smart phones should be explored for the off-street system if investments are made in in-lane lot/garage counter systems as described above.
- The City could examine opportunities that might be available through apps that are not linked to data collection systems, but rather more “crowd sourcing” based, which relays information from users in an area (or at a stall) as to parking availability.

PHASE 3: Strategies not viable at this time

Wireless Sensors (on-street and interior overhead)

- Barring a system of paid on-street parking, it is doubtful that full scale use of in-ground sensors would be feasible for Kirkland given the cost to install and maintain such a system. Current applications (in paid environments) are having difficulty demonstrating cost recovery for such systems.
- An overhead sensor system is likely too expensive for use at the Library Garage, though such a system could create access and circulation efficiencies for users of the facility.

Pay-by-Phone (or Cell)

- Until there is a larger (critical mass) of pay to park options in downtown Kirkland, pay by phone is not a viable technology for Kirkland’s publicly owned parking.

Parking Applications (“apps”): On-street

- A parking app for the on-street system is likely not cost-effective given the costs for providing the connection of sensors that are necessary to the “wireless link.”

DRAFT

IV. PARKING TECHNOLOGIES – WHAT IS AVAILABLE

This section is concerned with evaluating parking management technologies and how they might be applicable or beneficial to the City of Kirkland in its coordination of the public supply of parking downtown. For purposes of this evaluation, technology options are presented in three categories that include:

Phase 1: Strategies to pursue now (0 – 12 months)

Phase 2: Explore now and consider for near-term implementation (1 – 3 years)

Phase 3: Not viable at this time (3+ years)

PHASE 1: Strategies to do now (0 – 12 months)

A. Pay to Park

Rick Williams Consulting recently completed an assessment of parking capacity in the downtown. The findings of this assessment are summarized in *Tech Memorandum: Task 5 – Evaluating Options for Increased Parking Supply* (dated July 15, 2014). General findings indicate that both on and off-street parking in the downtown is highly constrained; a finding that confirms previous studies of the downtown Kirkland parking situation. The Technical Memorandum identified a limited number of “opportunities” where unused capacity could be directed, but these totaled less than 50 stalls in City owned or controlled spaces. For the most part, City facilities and parking resources are fully maximized for significant periods of each day.

Interestingly, there is little variation in utilization in parking stalls that are currently provided free of charge and those that are provided at a cost. The City employs “smart technology” in a very limited manner in some of its off-street lots (i.e., Lake/Central and Lakefront); using wireless multi space parking meters to collect parking fees. City fees are in place during specific hours (after 5 pm) and in limited locations. When pay to park is in effect, stalls are well utilized.

Opportunities to manage constrained parking demand are likely to be ineffective without some form of pay to park. This includes demand management strategies that would include encouraging use of shared facilities, linking remote lots and encouraging use of alternative modes. Given that pay to park is already in place (in a small percentage of the supply), the City should look to expand the percentage of supply that is pay to park and expand the hours of day during which stalls are provided at a cost.

Pay to park technology is available; in formats that represent newer and more sophisticated generations of revenue collection than what the City currently has in place.

Smart meters can be provided in a “multi-space” format (MSM), whereby a single meter or pay-station serves as a revenue collection point for more than one parking stall, or a “single-space” format (SSM), which replicates traditional coin parking meters with a unique meter serving each individual stall. Cities around the country are benefiting from transitions to MSM and SSM “smart” systems. Both systems provide a variety of useful functions. These include but are not limited to:

- Local and remote reporting capabilities.
- Multiple payment methods (e.g., coins, credit/debit cards, smartcards, loyalty cards).
- Remote programming.
- Real time reporting and credit card processing
- Improved high tech design(s) versus traditional parking meters.
- Reduced downtime with fewer meter malfunctions.
- Reduced time spent on coin collection and the accurate auditing of collections.
- Increased revenue potential.
- Pay-by-space or Pay-and-display payment options (MSM’s).
- Local and centralized management of rate structures (flexibility).
- Solar powered (but can be hard wired at a higher cost).

Costs for MSM and SSM equipment can vary widely depending on type of technology and number of units purchased. There are also varying costs associated with software support, back end charges, transaction fees, warranties and on-going maintenance. Other issues to examine moving forward would be compatibility with existing enforcement procedures and equipment/software.

The average cost of an MSM pay station ranges from \$7,000 - \$10,000 per unit.¹ This translates to approximately \$700 - \$900 per parking stall, depending on number of stalls per block face served. The average cost of a wireless SSM is \$500 - \$700 per parking stall.

Table 1 provides a summary of recent research into equipment costs.

¹ This cost estimate is derived from recent request for proposal processes that RWC has been involved in within the past two years. This included the cities of Ventura and Union City, CA, Tacoma and Seattle, WA and Portland, OR. Costs will vary based on the size of the purchase involved, the vendor and package of technologies requested. Additional cost estimates were derived from direct interviews with cities across the country using MSM and SSM technology. As stated, costs will vary by City and unique circumstances inherent to unique and complex parking systems. Estimates here should be used only for purposes of increasing understanding of MSM and SSM systems and assisting in decision making as cities consider upgrades or expansions within on-street inventories.

Table 1
Cities with Recent Smart Meter Purchase – Cost to Purchase/Operate²

Type	Cost per Station (Unit) ³	Captured time Sensor ⁴	Cost of Installation (per unit)	Extended Warranty (per unit)	Annual Maintenance (per unit)	Annual Supplies (per unit)	Annual Wireless charges (per unit)	Transaction Fee	Credit Card fees
Multi-space Meter (MSM)	\$7,150 - \$10,000	Not needed	\$300 - \$833 ⁵	\$500	\$1,100 - \$1,500 per station	\$150 - \$250	\$420 - \$510	None found	\$0.025 - \$0.065 per \$1.00
Single Space Meter (SSM)	\$495 - \$600	\$200 - \$225	\$45 ⁶ (meter) \$45 (sensor)	\$50	\$30 ⁷	N/A	None found	\$0.06 - \$0.13 per transaction	\$0.025 - \$0.065 per \$1.00

New administrative functions such as back office systems, credit card processing and new approaches/requirements related to maintenance and servicing are needed to support these systems. These functions can be integrated into existing support operations or could come with new costs to a City like Kirkland that does not have an extensive in-house parking management program or division. Education and outreach must be enhanced as well to assure customer understanding and acceptance of a new technology.

Applicability to Kirkland

- Given Kirkland's very high parking demand, moving to a more comprehensive system of paid parking on- and off-street would improve access capacity for users of the downtown and mitigate on-going constraints in the parking system.

² All costs are estimates based on best efforts to assemble reasonable and accurate data through interviews with actual cities using the two different technologies. Information was also supplemented with on-line research and review of vendor marketing information and other sources. These estimates should only be treated as reference points, leading at a later date to refinement that would relate directly to Kirkland's needs and program requirements.

³ Per unit costs for MSM technology need to be divided by the number of stalls being controlled by the unit to derive an apples to apples comparison with SSM "units" that are deployed one per parking stall.

⁴ When a customer leaves a parking stall early, any unused time on the "meter" can either accrue to the City or to the user. With an MSM, the meter in effect "resets" once a vehicle leaves, thus unused time paid for is "captured" by the City. This does not happen with an SSM unless a sensor is placed in the parking stall that senses the vehicle and resets the meter once the vehicle leaves. If cities wanted to also use sensors to count cars or create additional options related to enforcement, then such a vehicle detection sensor would be used with MSM's as well (and its associated costs).

⁵ Cost range based on data provided by four cities that recently installed MSM systems.

⁶ Installation cost is estimated using two person teams (@ \$45/hr. fully loaded labor cost) taking 30 minutes to replace the unit (in an existing meter) and move on to the next one.

⁷ This number was derived using a recommended spare parts list (\$22.67 per meter) divided over 3 years, plus credit card reader cleaning (@ 15 minutes) twice a year.

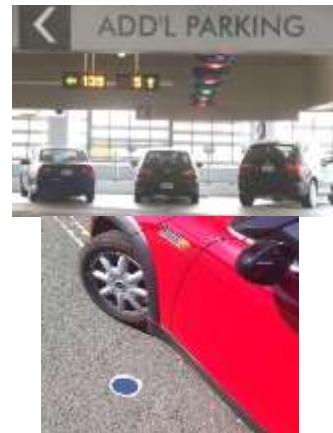
- *Paid on-street parking would be effective in moving employees - who may be parking on-street – into off-street locations and/or alternative modes.*
- *Paid on-street parking would provide revenues that could be used to increase supply (new parking, invest in other downtown access improvements and/or encourage alternative modes as a way to mitigate current parking constraints/deficits.*

B. Wireless Sensors

When discussing on-street parking technology, the emergence of wireless sensor technology is now frequently considered. Stall sensor systems for *on-street* parking are currently being piloted in many cities along the west coast (e.g., Vancouver, WA, Corvallis, OR, Los Angeles, Redwood City, San Francisco and San Mateo, CA, to name just a few) to track utilization of individual parking stalls “in real time.” The Portland, Oregon International Airport deploys overhead stall sensors with a red light/green light display to both count vehicles and alert users to available stalls (greet light) in its garages “*off-street*.” This has improved circulation and congestion issues in its very large garages (i.e., garages very much like the City’s Library Garage).

“Lower technology” *off-street* garage/lot counter systems have been around for many years. These entail installing in-lane loop detectors in entry and exit lanes that service a parking facility. The loops count vehicles passing over entry lanes and deduct the number of vehicles exiting over egress lanes. The “net” quantifies available stalls, which can be transmitted to exterior reader signs or in-road directional signage.

Vendors now offer sensors integrated into smart -credit card-capable meters; but most current applications are stand-alone sensors embedded in the street (or less frequently, curbside) and linked to either multi-space pay-by-space meters, single-space credit card-capable meters and/or on-site and in-roadway informational and guidance signage. The leading firms provide robust back-end software that can take information from pay-by-space meters (and also pay-by-phone applications) to provide “real time” parking metrics data and analysis. These systems also have significant “directed enforcement” applications for on-street parking with interfaces to most major handheld vendors using open systems. This feature can improve the effectiveness of parking enforcement, reducing overall enforcement costs and/or increasing citation efficiency.



Example: Overhead and in-ground parking sensor systems.

Each of these systems (on and off- street) have proven to be very dynamic and can generate a wealth of data, which can translate into databases that facilitate decision-making related to rates/demand and communicate beneficial information to users. The traditional off-street entry/exit lane counters have (a) proven most cost effective and (b) have been in use within the industry for a long time.

It should be recognized that much of the new sensor technology is still evolving and has not been fully proven in large-scale environments; for reliability and return on investment. Issues that are still being addressed include sensor accuracy, detection and transmission latency (i.e., delays in transmission), interference from other electrical sources, and the ability to handle all types of spaces (parallel, diagonal, and perpendicular) and all types of vehicles (motorcycles, oversized trucks, etc.). At present, the greatest obstacle to wide adoption of sensors is cost. Sensors have both substantial upfront and ongoing per-space costs.

Table 2 provides a summary of cost by type of sensor.



Example: Wireless Sensor System
[Source: TCS International]

Table 2
Parking Sensors: Estimated Purchase and Operating Costs⁸

Type of Sensor	Cost to Implement	Cost to operate (annual)
In-ground (on and off-street)	\$150 - \$330 per space	\$50 - \$100 per space
Overhead (off-street: garage)	\$500 - \$1,110 per space	\$25 - \$50 per space
In-lane (off-street: lot or garage)	\$2,500 - \$5,000 per lane (i.e., entry/exit)	marginal

Kirkland may want to evaluate the usefulness of such systems through a pilot and use that information to determine the efficacy, type and interface that such sensors can provide to data collection, rate and enforcement functions for the City to the benefit of its access management program.

Applicability to Kirkland

- *PHASE 1: Installing in lane lot counter systems where feasible at City owned or controlled lots (and Library Garage) is a reasonable and cost effective strategy for (a) collecting real time data at City off-street lots and (b) creating a foundation for linking occupancy information to exterior signage or in road guidance systems.*

C. Branding/Logo Identity/Identification

Developing a parking system “Brand” is a trademark of “Best in Class” parking programs. The brand should quickly and uniquely capture a customer’s attention and communicate a positive image that distinguishes the parking product from the rest of the market. The brand is more than just a logo - a

⁸ Costs outlined herein are estimates derived from RWC review of parking industry literature, previous responses to requests for proposals and vendor sources. Costs are rapidly changing as technologies evolve; these estimates should be used only for informational purposes and assisting the City in considering opportunities appropriate for Kirkland.

community will know it has the right brand when the brand promotes the image the district wants people to have of the parking system (e.g., for customers, clean/safe, best in market, etc.). It should be as simple as saying “Easy Park,” “e-Park” or “SmartPark.” Ultimately, a positive patron experience should be your brand.

The brand should reinforce the positive aspects of the system – easy, smart, affordable and available. It should tie the system together. Finally, it should be used consistently in signage and other communications tools, reinforcing the product and providing information a customer can use. Best practices branding requires a commitment to brand all aspects of the parking program into a unified whole that makes the program look and feel professional.⁹

The 2002 *Downtown Kirkland Parking Study and Plan* specifically called for the creation of “a uniform signage package that incorporates a unique logo and color scheme for public parking facilities to establish a sense of recognition, identity and customer orientation for users of the downtown parking system.”¹⁰

As with branding, the name of parking facilities is extremely important in messaging. Names like Library Garage and Antique Lot do not communicate useful information to potential users; particularly transient customer/visitors who are infrequent users of a downtown. While such names may be identifiers of a property and important to the property owner (or easily recognizable to an employee who parks in a facility everyday), they do not convey direction or location to a transient customer/visitor seeking simple and convenient guidance to a parking stall.

Industry best practices for naming off-street parking facilities suggests using addresses associated with the main auto ingress point into a facility. As an example, Portland, OR and Boulder, CO do a very good job in “branding” and identifying their parking facilities by location. As such, names like 10th & Walnut or 4th & Yamhill easily and intuitively communicate not just a brand (coupled with the system logo) but how to find the location. When integrated into web communications, apps, way finding signage



Branded Parking: Seattle WA



**Branded Parking:
Portland OR**



**Kirkland: Existing
Parking “Brand”**

⁹ In 2004, Kirkland created new parking signage but did not fully develop a logo or initiate a system to communicate the Kirkland “brand.”

¹⁰ City of Kirkland, *Downtown Parking Study and Plan* (October 2002), page 63.

and other collateral materials, the name of the garage not only communicates information to the user (location) but reinforces the brand the facility name is associated with.

Kirkland's facility naming format is not customer friendly or informative. For this reason, the City should consider renaming their facilities as part of a broader effort to brand its parking system. Given that the City owns or controls four facilities (inclusive of Antique Lot) the usefulness of a brand as a means to communicate this system remains as relevant today as it did in 2002.

Brand development can range in cost from \$10,000 - \$20,000, which would be the cost for designing a logo. Additional costs would be incurred as the brand is integrated into signage, collateral materials, web-sites and other communications.

Applicability to Kirkland

- *Pursue a coordinated branding strategy for incorporation into a larger marketing and communications package for customer/visitor parking downtown. At present there is no unifying relationship between City owned/controlled parking assets. Branding will serve as the foundation piece for establishing a true parking system. Branding also provides a basis for launching supporting programs related to signage, wayfinding and coordinated marketing and communications with customers/users.*
- *Create a consistent visual standard "package" for facility entry areas that represents the Kirkland parking brand. This standard should then be applied to each parking facility coupled with a format that labels the parking facilities by address.*

D. Marketing/Communications

Most of the strategies and technologies recommended herein require a sustained level of support necessary to communicate them to the public and ensure their success. Investments in branding, facility identification and presentation and signage are intended to increase awareness of a parking system by customers/visitors and to grow parking activity within an integrated parking inventory. To this end, any "new technologies" implemented in Kirkland will need to be integrated into a sustained marketing and communications effort for the parking system.

A commitment to a brand results in a commitment to supporting that brand through routine and broad based marketing and communications. Marketing opportunities include (but are not limited to):



Coordinated Marketing:
Seattle WA's e-Park

- Maps
- Web Pages
- “BannerAds” or media “drop ins.”
- Co-marketing opportunities with area businesses (e.g., java jackets, cash register tent cards, event sponsorships)
- Bag stuffers (distributed at retail outlets)
- Validations programs
- Incentive programs
- Customer Rewards
- Print
- Radio/TV
- Social media



**Coordinated Marketing – Webpage example
Long Beach, CA's RideParkPlay**

A successful program for marketing and communicating parking to the public maximizes the supply of parking built and establishes a resource that benefits area businesses (particularly those that have meaningful customer bases). Through marketing and communications, customers identify with a *product*, learn how to use it and what to expect. This reduces confusion and frustration and increases customer satisfaction.

Marketing and communications budgets vary by city and by size and complexity of the affected parking systems. Nonetheless, a commitment to a stable budget of funding for communicating the system will be required. Given Kirkland's relatively small system size (approximately 1,000 public stalls on and off-street); a budget range of \$18 - \$25,000 per year is recommended as a minimum amount to initiate marketing and communications efforts.

Applicability to Kirkland

- *Establish a marketing/communications budget and invest in on-going marketing and communications efforts to support the Kirkland parking brand and raise awareness and use of parking assets.*

PHASE 2: Strategies to explore now and consider for near term implementation (1 – 3 years)

E. Wayfinding

Parking guidance systems help drivers find their parking destinations more efficiently through the use of dynamic messaging street signs. Many cities now use dynamic signage within the public rights-of-way and on-site as a means to inform and direct customers to available parking. Portland, OR, Seattle, WA and San Jose, CA are good examples.

Dynamic signage is linked to occupancy information at individual or multiple parking sites (usually collected through loop detector/parking counter systems as recommended for Phase 1). This information is displayed on site in reader boards/blade signs at the building entry plazas and/or at remote locations to downtown, usually major roadway entry portals. When parking stall availability changes, so do the signs (see the Portland and San Jose examples above). The signs provide guidance information (an address or facility name) and information on real time stall availability. Showing drivers the right way to turn to find parking more quickly helps all drivers on the road find their way faster. That means reduced congestion, frustration, carbon emissions, and drive times. It also means happier drivers, and a greener city.



In-road Wayfinding: Portland, OR & San Jose CA

Such systems have been extremely effective both from a traffic/congestion point of view and in terms of stall management. Customers find the systems to be highly useful and “customer friendly.” Most systems can be programmed to link wirelessly to on-site counter systems (see B above) and are reasonably priced (\$10,000 for on-site signage/\$25 - \$45,000 in rights-of-way).

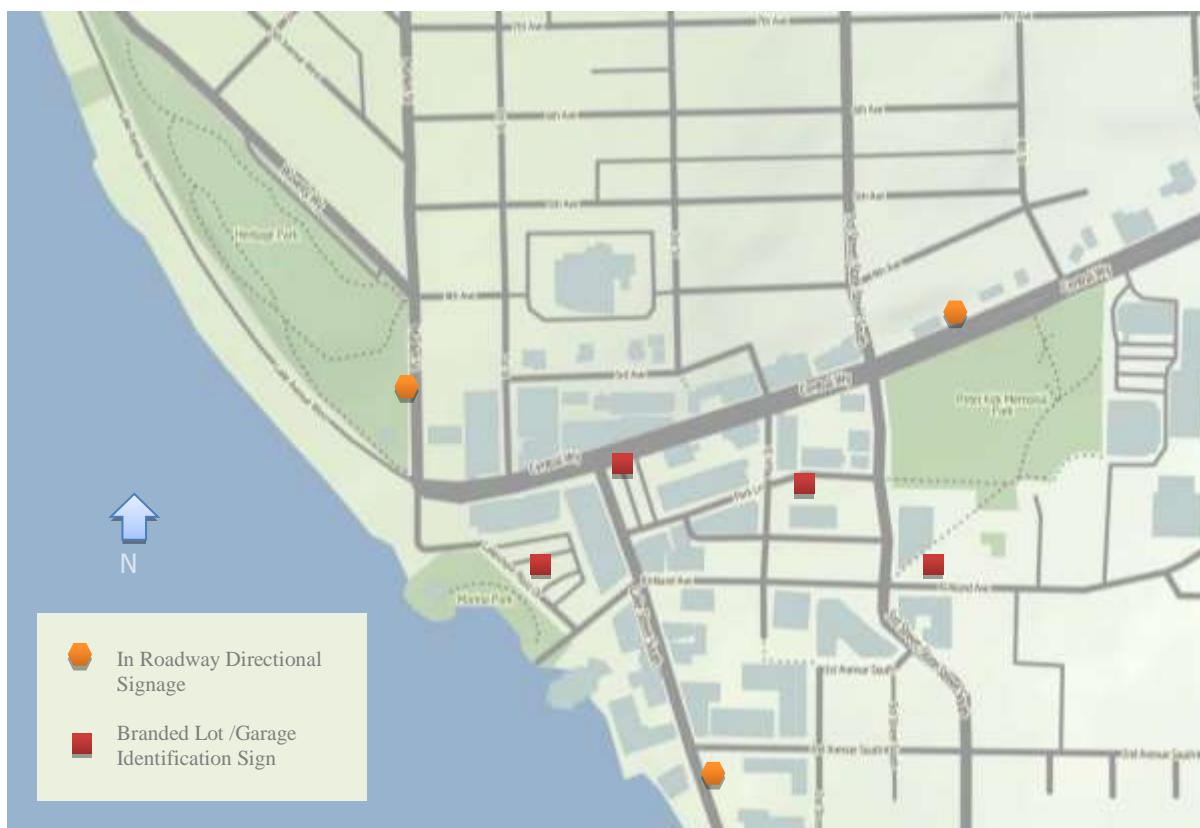
Programs that are the most successful tie into a parking “brand.” The brand is incorporated into both the on-site signage and the rights-of-way signage. This provides customers a visual cue that translates from their first encounter in the roadway to being able to conveniently identify a parking location. For instance, Portland, OR (SmartPark), Vancouver, BC (EasyPark) and Seattle, WA (e-Park) have rolled out this type of branding link.

Figure A illustrates where on-site and in-roadway signage could be placed in the downtown to coordinate and consistently communicate parking opportunities to users. The layout envisions three (3) in roadway signs and four (4) on site signs. It is estimated that these signs would fall in the range of \$130,000 (i.e., \$90,000 for in roadway signs and \$40,000 for on-site signage).

Applicability to Kirkland

- *As Kirkland moves forward with efforts to create and implement a coordinated brand strategy for its customer/visitor parking system, consider incorporating dynamic signage/guidance systems into the overall strategy, implemented as appropriate to time and budget.*
- *Create a consistent visual standard “package” for facility entry areas that represents the Kirkland parking brand. This standard should then be applied to each parking facility.*

Figure A
Potential Lay Out of Coordinated Downtown Parking Signage Package



F. Parking Applications ("apps")

Another major "smart parking" innovation is the increase in public and private sector applications intended to make more parking data available to the parking public and offer new services to parkers.

Made possible by the tremendous increase in smartphone usage (originally the iPhone and now Android-based phones) and more recently the iPad and similar devices, all of which incorporate GPS capability, these applications can gather information about a parker's whereabouts while also offering differing levels of information about the environment in which the vehicle is located or to which it is heading.

One of the key questions for the industry going forward is the extent to which on-street data provided by intelligent meters and sensors will be made available to parking application vendors. Vendors currently earn fees by selling their applications at nominal rates and/or from advertising on their sites. Some, such as Parking In Motion, are perhaps being paid fees when users reserve parking at off-street lots. It is in the interests of cities and the vendors to have as much information publicly available as possible, but it is unclear to what extent cities will seek to



recoup their capital cost by selling such information, and whether the customer base will pay enhanced fees for applications offering real-time data.

Applicability to Kirkland

- *PHASE 2: A parking “app” linking information on real-time availability of parking in City parking assets should be explored for the off-street system if investments are made in in-lane lot/garage counter systems as described in B above.*

PHASE 3: Strategies to explore now and consider for near term implementation (3+ years)

G. Wireless Sensors

Applicability to Kirkland

- *PHASE 3: Barring a system of paid on-street parking, it is doubtful that full scale use of in-ground sensors would be feasible for Kirkland given the cost to install and maintain such a system. Current applications (in paid environments) are having difficulty demonstrating cost recovery for such systems. At approximately 350 current on-street spaces, such a system would be in the range of \$52,500 - \$115,000 to install. Additional annual costs to maintain, operate and communicate the systems would also accrue to the City.*
- *PHASE 3: An overhead sensor system is likely too expensive for use at the Library Garage, though such a system could create access and circulation efficiencies for users of the facility. At 339 structured spaces, such a system would be in the range of \$170,000 - \$376,000 to install.*

H. Pay-by-Phone

Pay-by-phone as a parking payment option is just as it sounds – once motorists park their vehicles, they call a phone number usually located on a sign or the parking meter, enter their space or license plate number, and then hang up. Smartphones can link to an app that doesn't require a phone call. An initial, one-time setup to link a credit card number with a phone number is required. The system then uses caller ID to match the user with the account. This technology has great potential for making parking easier and providing a significant number of customer benefits in both on- and off-street parking formats. Market data shows an increasing interest in the availability of this type of technology by the growing base of younger and more “tech savvy” visitor/shopper. Several cities are piloting pay-by-phone systems, including Seattle and Vancouver, WA, San Francisco, CA, Pittsburgh, PA, Coral Gables, Miami and Fort Lauderdale, FL, New Castle, NY and Washington, D.C. (to name a few).



Signage and communications systems would need to be implemented or augmented to ensure that customers are aware that the pay-by-phone is an option, as well as to establish start-up accounts. Additional equipment for enforcement personnel would also need to be evaluated.



Recent research conducted by CDM Smith Consultants in San Francisco indicates that pay-by-phone programs cost between \$25 - \$50 per associated stall to set up, with annual support costs of \$50 - \$75 per stall.¹¹

The number or percentage of customers that avail themselves of this parking option is not well established in any of the cities currently piloting such programs, but it can be assumed that it is relatively low at this time given the “newness” of the concept to on-street systems. This should change over time as these systems become more common within parking operations and within the industry. Also, there will likely be a correlation between use of the option and the level of operational support (marketing, communications, outreach) given to the technology.

Applicability to Kirkland

- *The number of areas where pay to park in Kirkland is very limited and represents a very small percentage of the total parking supply. If there were more stalls in play this could be a useful amenity for customers paying to park.*
- *Until there is a larger (critical mass) of pay to park options in downtown Kirkland, pay by phone is not at this time a viable technology for Kirkland’s publicly owned parking.*

I. Parking Applications (“apps”): On-street

Applicability to Kirkland

- *PHASE 3: A parking app for the on-street system is likely not feasible given the costs for providing the connection of sensors that are necessary to the “wireless link.”*

V. SUMMARY

All cities have unique customer culture, operating and management structures and goals and objectives for their public parking systems. What is consistent across cities is that making investments in newer and “smarter” parking technologies requires investment and a commitment to coordination and management that exceeds existing programs, services and resources. The considerations contained in

¹¹ Bill Hurrell, PE, Senior Vice President, Wilbur Smith Associates, *Technology and Parking*. Presentation to Metropolitan Transportation Commission on Design, Community & Environment, March 25, 2011.

this technical memorandum were structured with this in mind. We have attempted to provide a starting point for Kirkland that is both strategic and reasonable. This begins with branding and identifying the parking system itself, followed by signage, wayfinding and marketing and communications. These initial steps, if implemented, would provide a solid foundation upon which to build additional and more sophisticated technologies. We also strongly recommend that Kirkland explore a strategic and incremental expansion of pay to park technologies. This is based on the premise that existing perceptions and realities related to parking constraints in downtown Kirkland cannot be effectively solved if the singular operating principle is that all parking remain free to all users of the public parking system.

DRAFT

Market Neighborhood Feedback on Downtown Parking

This document outlines a number of concerns expressed by Market Neighborhood related to potential parking changes to downtown Kirkland. It has been prepared as a formal input into the parking study currently underway by the City. The neighborhood continues to be concerned that our streets serve as “spillover” parking for downtown, and potential City parking changes may further exacerbate this issue.

The document is organized into four areas:

- Area #1 – Specific Market neighborhood issues
- Area #2 – Overall concerns on reducing downtown parking
- Area #3 – Opportunity to re-use existing City parking
- Area #4 – Additional concerns related to downtown parking

Area #1 - Specific Market Neighborhood Issues

The Market neighborhood has a number of specific concerns about the parking burden currently being borne by the neighborhood due to inadequate downtown parking. These include:

- The Market neighborhood already hosts a number of parking-related needs for the City, including boat trailer parking, parking for Heritage Hall events, parking for Heritage Park, including the two tennis courts, and hosting numerous events including the Shamrock Run, 12Ks of Christmas, 3-day walk event, and 4th of July parade parking.
- Waverly Way in particular has a bike lane along the west side of Waverly, that is both a community asset and consistent with the City's goal of non-auto transit. We will want to maintain this.
- A Lake Ave W. resident has expressed concern that increased parking on Lake Ave W. will reduce the ability for fire trucks to turn around and get on to the next call, an issue that presents a safety risk to the larger community.

Area #2 - Overall Concerns on Reducing Downtown Parking

We are concerned about a plan that reduces parking downtown and encourages it in adjoining neighborhoods. There appear to be multiple initiatives underway that reduce downtown parking:

- Reduction in parking spots for Park Lane
- Potential reduction in parking requirements for multi-unit development
- Constraints on employee parking downtown that leads to overflow to surrounding areas (if library not available or desirable).

Area #3 - Opportunity to re-using existing City parking

We have counted at least 26 spots reserved for KPD at City Hall. Since KPD has moved to their new location except for the evidence room, can the City designate these spots as public parking with same rules as downtown parking, 3 hours free parking? This would have an immediate impact and show residents and businesses that the city is addressing the parking issue now.

- How many parking spots could be made available at City Hall?
- How many parking spots could be made available at the Annex location?

Area #4 - Additional Concerns Related to Downtown Parking

In addition the issues raised above, two other parking related issues will need to be considered when determining any changes to downtown parking.

- It appears the City intends to move ahead with changes to the Multi-Family Parking Requirements to limit the number of spots required for such properties. Protections may need to be put in place to ensure this does not create spill over into the neighborhoods surrounding downtown, including Market neighborhood. Do we need "Zone" parking for the surrounding neighborhoods? Do we need time-restrictions for those without zone placards? There are likely many other viable options, but the primary point is that Market Neighborhood doesn't want to "hope" that the surrounding neighborhoods are not impacted. Rather, we want to be planful about the change, and have appropriate protections in place so that the neighborhoods don't become spillover parking lots.
- As the City has likely seen, Juanita Village is receiving negative publicity due to parking shortages, causing challenges for employees and the general public.
<http://www.kirklandreporter.com/news/273064951.html>. For the Central Business District (CBD), we would be concerned about parking constraints that led employees to park in the surrounding neighborhoods (which don't currently have any time restrictions), in order to be able to come to work and do their jobs.

City of Kirkland City Council
January 6, 2015 Meeting
Agenda Item 11a Downtown Parking Preliminary Options

City Council Member Comments

Time stamps are shown thus hh:mm and are based on City of Kirkland Recording at
http://kirkland.granicus.com/MediaPlayer.php?view_id=24&clip_id=2994

- 03:36 Arnold – What is the City doing to enforce move to evade parking by employees? City does not have a move to evade ordinance and has backed off enforcement of employees not parking in downtown area.
- 03:37 Godfrey – Presented slide with questions for City Council to consider.
 - Are the right issues being examined; are the goals of the study right?
 - Have the options from the study been clearly described?
 - Are there other options that should be added for consideration? (auxiliary lots)
 - What should be the timing for implementing options?
 - Timing for implementation?
- 03:37 Kloba – Would like to get from the community a sense of City's role in providing parking. Inform community of typical parking space cost. How much cost recovery does community thinks make sense? How should parking fit in City's budget? This is a foundational value for the community to share.
- 03:39 Marchione – Include with adding parking south of City Hall as a short term fix, the sale of Lake and Central as it is not a best use of the land. South of City Hall is an option for downtown employees. This option should be looked at. Look at metered parking downtown instead of free parking.
- 03:42 Nixon – Sent lengthy e-mail to Dave Godfrey and Kathy Brown with ideas. *Note to City: Reveal these ideas to KAN and stakeholders as they are consistent with the intent to obtain ideas and directions from City Council members.* Add escalator on Second Street to facilitate / encourage access from Central Way to City Hall. Items missing from Study which should be considered:
 - Giving stores a way to validate parking.
 - Decrease amount of time it takes to pay, using monthly passes, coupon books, pay by space vs pay and display, and especially use technology rather than credit cards and coins.
- 03:44 Asher – Include a program to advertise 255 catchment area to make people aware of frequency and convenience of the bus. Dig down to Central Way south of City Hall and make it accessible from Central Way.

- 03:46 Arnold – Add as other options:
 - Enforcement of employee parking.
 - Two Pending Projects. What policy decisions for those projects can be offered that would provide opportunity to partner for parking which could then serve as a model for other projects?
 - Park & Main (fka Antique Mall)
 - Parkplace
 - What opportunities are there to use standard brand / signage for City-Owned and private-owned lots?
- 03:49 Kloba – Stakeholder groups should include visitors outside of Kirkland and outside of downtown core. Would like to gain better understanding of where parkers are coming from. This would help us make a better decision. Consider bike parking as a quick, low cost, and easy to implement solution. Consider incentives to not use / have cars. e.g. Use dedicated parking, inexpensive parking, Zip Car, Car to Go.
- 03:52 Walen – Outreach is really important. Have gotten to know places to park, and can find parking. ADA should be looked at to help people who can't walk.
- 03:54 Godfrey – Public Process Stakeholders
 - Parkers
 - Business operators / owners
 - Residents of
 - Downtown
 - Adjacent Neighborhoods
 - Others?
- 03:54 Walen – Faith-Based Groups and businesses have parking available. There is supply which should be coordinated with parking owners to let parkers know space is available.
- 03:57 Godfrey – Proceed with outreach. Come back to Council in April with, *Here's what we heard from people.*



City of Kirkland

Draft Downtown Parking Study Public Input



The Kirkland City Council has asked staff to conduct public outreach regarding options to improve parking in Downtown Kirkland.

The City seeks input on a draft parking study that assesses the existing parking conditions in downtown Kirkland and examines potential strategies for improving access to parking, on-street and off-street.

**The draft study can be found at
www.kirklandwa.gov/parking.**

You are invited to participate in a small group discussion to understand the approaches outlined in the draft study and provide feedback on the options.

Space in each discussion is limited so please RSVP your attendance to your preferred date by contacting Philly Hoshko at phoshko@kirklandwa.gov or (425) 587-3013.

Facilitated Discussion Dates:

- **Wednesday, February 25th** – 7:30 am-9:00 am
City Hall, Peter Kirk Room
- **Thursday, February Feb 26th** – 11:00 am-12:30 pm
City Hall, Peter Kirk Room
- **Monday, March 2nd** – 6:00 pm-7:30 pm
City Hall, Peter Kirk Room
- **Wednesday, March 4th** – 6:00 pm-7:30 pm
City Hall, Peter Kirk Room

**Based on demand, additional discussions may be scheduled*

You are also welcome to send your comments directly to Philly Hoshko at phoshko@kirklandwa.gov; (425) 587-3013 or Kirkland City Hall 123 5th Ave, Kirkland, WA 98033.



Summary of Neighborhood Communication Workshop

January 29, 2015

Introduction

Purpose of Workshop

Help ensure that all Kirkland neighborhoods have affordable, sustainable, effective communication tools so that all Kirkland citizens receive pertinent information in a timely manner.

Types of Communication Tools

- The workshop presented a sample of tools—there are others out there.
- Each neighborhood can choose what works best for them.
- Two categories of tools:
 - One-way
 - Email and Websites
 - Used to announce meetings, events, volunteer opportunities, crime alerts, and other information relevant to all residents.
 - Two-way
 - Social media discussion groups such as Nextdoor and Facebook
 - Used to share information, buy and sell items, get recommendations (babysitters, painters), discuss issues, etc.

Top Priority Communication Tool is Email

- Email provides the widest coverage
 - Most people do email
 - Fewer people do social media
- Fastest way to get time-critical information distributed to the most people
- Not two-way, but for good reasons (imagine 500 responses...)
- Folks sign up once and receive all posts (they don't have to go somewhere to "get" the info – it automatically comes to them)

What is a Listserv and why should you use one?

- Online email list that people subscribe to
- Lives online ("in the cloud") where it is backed up and password-protected
- Current version is always available to whoever has the password
- It does not live on someone's computer. (There are many reasons your neighborhood email list should not live on someone's computer.)
- Only people who have permission can post (send) emails
- Can post from anywhere in the world
- Addresses automatically hidden (no need to remember to bcc)
- Send to hundreds at once (not possible with bcc)

- Easy to add, delete, or change email addresses
- Google Groups, MailChimp, and Constant Contact are currently used by one or more neighborhoods.

Should your Neighborhood have a Website?

- Depends on your needs
- Good way for new people or outsiders to learn about the neighborhood or find contact info
- City website links to NA websites—also provides contact info
- You can provide a link to your website in your emails
- They tend to be lightly used
- Maintenance can be a hassle
- Information only seen by those who go to website
- Not good for time-critical information
- Best for static information

What about Social Media?

- Allows two-way communication between neighbors
- Creates networking and community-building
- Some people reluctant to use due to information overload, privacy concerns, dislike of social media

How to Choose Tools

- Cost (can you afford it long term?)
- Ease of setup, use, maintenance
- Ease of handing off to new users
- Reliability
- Should live online vs. on individual computer
- Should allow multiple users
- Is it secure, private?
- Beware having too many communication tools—start with email and add others as needed

How to Grow your Subscriber List

- Distribute welcome fliers to new residents (get home sales info from Zillow or real estate agent)
- Send mailers to whole neighborhood (use grant money)
- Ask current subscribers to spread the word
- Crime alerts generate signups

Email Tools

MailChimp

- <http://mailchimp.com/>
- Free for up to 2000 subscribers
- Can use Facebook and Twitter to help build your list
- Mobile friendly
- Share posts on Facebook and Twitter with single click
- Easy to use
- Can add features for a fee
- Includes templates
- Can import email list directly from Constant Contact
- Lots of tutorials and FAQs available
- Can send emails directly from your usual email program
- Can tell you how many recipients opened the email
- For more info, contact **Kylie Hansen (Norkirk)** at kylie@msn.com

Constant Contact

- <http://www.constantcontact.com>
- \$15 to \$35 a month
- Use their templates or create your own
- Create your own document and image libraries (extra cost)
- Statistics function tells you how many recipients opened email, forwarded, clicked on links (extra cost)
- Excellent customer support
- [Link to Dawn's Powerpoint Presentation](#)
(<http://kirklandhighlands.org/CommunicationsWorkshop/ConstantContact.ppt>)
- For more info, contact **Dawn Morse (Market)** at dnamorse@gmail.com

Google Groups

- <https://groups.google.com>
- Free
- Easy to set up, use, maintain
- Easy to add, delete, modify email addresses
- No software to learn
- Send emails from your usual email program
 - Can format as desired
 - Can include photos, attachments if desired (avoid attachments, however, due to security concerns and taking up too much space in someone's mailbox—use something like Google Docs instead)
- Need free Google account
- Posted topics visible to everyone online
 - Searchable
 - Provides email history and information repository
- Highlands has been using for over 10 years
- Can easily export address list if desired
- [Link to Karen's Powerpoint presentation](#)
(<http://kirklandhighlands.org/CommunicationsWorkshop/GoogleGroups.ppt>)
- For more info, contact **Karen Story (Highlands)** at karen@nwnative.us

Websites

How much does a website cost?

	If you want your own domain name	If you don't want your own domain name
Domain name cost	about \$7/year and up	\$0
Hosting cost	about \$3/month and up	\$0/month and up
Total per year	\$38/year and up	\$0/year and up

Q: What is a **domain name**?

A: A url or web address, such as YourNeighborhood.org

Q: What is **hosting**?

A: A website lives online, on a computer owned by the company (host) you choose. They are *hosting* your website.

Q: How do you create a website?

A: There are many programs available. Most web hosting companies provide free software and templates.

Weebly

- Brian compared current website options and chose Weebly (<http://www.weebly.com/about/#>)
- Hosting is free (can pay for extra features)
- Domain registration is separate and not free
- Includes templates
- Easy for anyone to create a website
- Easy to make changes to website
- Automatically formats website for mobile devices
- Easy to integrate surveys or forms
- [Link to Brian's Powerpoint presentation](#) (<http://kirklandhighlands.org/CommunicationsWorkshop/Websites.ppt>)
- For more info, contact **Brian Staples (Central Houghton) at** brian@brianandemily.com

Social Media

Nextdoor

- <https://nextdoor.com/>
- Private—verifies that person lives in neighborhood
- Can create subgroups
- Founder creates group, leaders help manage group
- Group members can send and receive private messages
- No commercial use allowed
- Categories include classifieds, crime, lost and found, recommendations
- You control what info others see about you
- You can “mute” someone whose posts you don’t want to see
- If Neighborhood boundaries don’t match actual boundaries, can ask Nextdoor support to change
- [Link to Kevin’s Powerpoint presentation](#)
(<http://kirklandhighlands.org/CommunicationsWorkshop/NextDoor.ppt>)
- For more info, contact **Kevin Dunlap (Highlands)** at kevin@Dunlap.Org

Other Social Media for Neighborhoods

Facebook, or Listservs such as Google Groups, allow two-way communication, but these should not replace a one-way email list. Group managers can control who is allowed to join these groups.