

MEMORANDUM



To: Mr. Eric Anderson
From: Parking Management Advisory Task Force
Steph Farber, Co-Chair
Rollie Herman, Co-Chair
Chelsea Levy, Co-Chair
Date: March 4, 2011
Re: Parking Management Recommendations #6

The Parking Management Advisory Task Force [PMATF] continues to meet semi-monthly, including one meeting a month with a public comment period. Since the paystations have “gone live” on September 20th, 2010 we continue to get feedback about the system and ideas on tweaks to the system that different interest groups would like to see.

The PMATF was asked to focus on creating a system that would be consistent with the guiding principles of the previous stakeholder group. This means a system that:

- Prioritizes the customer/client/visitor as the desired on-street parker,
- Ensures 15 percent vacancy of on-street stalls, and
- Is easy to understand for visitors and others new to the system.

The resulting parking system is intended to be a dynamic system that can respond to changing circumstances in downtown Tacoma over the years. With this in mind, the system will be flexible so that adjustments can be made to the configuration to ensure a long-term focus on best serving customers, clients and visitors to Tacoma.

In January, the PMATF welcomed new task force members as some members moved on to other tasks. This memo is the first in which they have been involved in the decision making process. The one policy item work has been focused on to date is a review of the Market Street pilot program:

Market Street; S. 11th Street to S. 21st Street – Maintain as 90-minute Free Area

At the end of November, 2010 the section of Market Street south of South 11th Street was temporarily moved from being within the paid area to being part of the unpaid buffer area. This removed the per hour charge as well as shortened the time limits to 90-minutes. The shift of this area into the buffer area was a direct result of the low on-street occupancies immediately following paystation roll-out.

The task force reviewed occupancy data from September, before paystation implementation when the area was free 2-hour parking; October/November, after the area had just been converted to paid parking; and in December/January, just after the area was converted to 90-minute free parking:

SECTION OF MARKET	SEPT OCCUPANCY 2-hr Free	OCT/NOV OCC. 2-hr Paid	DEC/JAN OCC. 90-min Free
S. 11th – S. 13th Street	93%	38%	80%
S. 13th – S. 19th Street	86%	44%	38%
S. 19th – S. 21st Street	30%	11%	63%

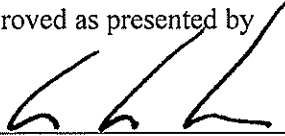
Based on the data presented to the task force there are very few parts of Market Street with less than 15% vacancy among on-street stalls. The area immediately adjacent to the YMCA on the northwest corner of S. 13th and Market was the one exception. However, as a whole this area has abundant parking available.

Additional factors the task force considered:

- Constant changes to the system within a given area make the system more difficult to understand and predict for occasional users – like the customer/client/visitor.
- Market Street is directly adjacent to the buffer area where parking is 90-minute free parking making this a simple and straightforward transition for users.
- Businesses along Market Street were generally in favor or indifferent to maintaining the 90-minute free parking.
- Changes to the parking system typically take several months to find a new equilibrium – therefore additional changes to occupancy on Market Street should be expected even with no environmental changes – new businesses, events, etc.
- Adjacent unregulated parking is at capacity indicating a demand for long-term stalls in this area – however, converting this area to unregulated parking may result in no parking availability for customers.

Due to these factors, the task force recommends the area should remain as free customer parking until additional public or business owner comments indicate a lack of vacant spaces.

Approved as presented by



Eric Anderson
City Manager
City of Tacoma

3/18/11

Date