



Parking Technical Advisory Group

747 Market Street; Room 537

Meeting #66 – July 18, 2013, Notes

4:10

Meeting called to order by Co-Chairs

Rollie Herman, one of the co-chairs, called the meeting to order.

The PTAG approved notes from the 6/20/13 meeting.

The co-chairs gave an overview of their meeting with the City Manager on the recommendations to change the on-street system around UWT. These changes include:

- Extend the time of enforcement to 8PM from 6PM
- Reduce the time limits to 90 minutes from 2 hours
- End Saturday's "Buy 2 hours, get 10" promotion

The meeting was generally positive.

The co-chairs noted that there had been a recent opinion piece in The News Tribune criticizing one of the advisory group's recommendations. The advisory group discussed all of the steps they had already undertaken before recommending the package of changes to the City Manager. Arriving at those recommendations was highlighted as a long process to determine what will work best for the area and the City.

The task force affirmed that the recommendations were the best course of action. However, they also recognized that there may need to be more changes to the system in the future.

4:35

UWT Communications Plan

The advisory group recognized the success of the system roll out in 2010 and the widespread awareness of the changes. With proposed changes to one part of the system, the group wants to make sure the changes are clearly communicated to the appropriate user groups in advance. They also wanted to avoid being punitive to those who may have missed the change.

Carrie McCausland, Communications Specialist for the City of Tacoma, introduced herself and discussed what made the outreach successful before as well as concerns about the City's communications process.

The group recognized that there are users that we want to know in advance that could be reached by posters, mailers, and similar methods. There was also the group of users who feel

like they know the system well and don't read signs or other information. For these users, the general consensus was that the paystation may be best placed to interrupt their routine and inform them of the change.

The advisory group and staff brainstormed ways to communicate with users on both of these avenues. City staff agreed to come to the next advisory group meeting with a proposed plan of action to gather the group's feedback. It was noted that the proposed timeframe for rolling out the changes is only two months away – meaning communications need to start soon.

5:20 County-City Building Area Review

The advisory group returned to the discussion of how to move forward on resolving the challenges in the County-City Building Area. Advisory group members revisited some of the conversations from the last meeting, highlighting again the number of long-term parkers using the on-street system.

The group expressed discomfort with trying to accommodate employees on-street. However it was noted that the employee needs – all day parking – were similar to some client needs. How to best serve the diverse group of parking users was the biggest challenge.

Another significant group of users was the clients looking for parking for about 2 hours. This group seemed to be more focused immediately adjacent to the County-City Building and the nearby retail and office spaces.

To better understand the way the area is working, the advisory group asked the City to provide some additional information:

- Mapping the existing time stays
- Identifying existing off-street facilities
- Mapping retail businesses

The meeting was adjourned at 6PM with the next meeting on August 1st to discuss recommendations to the County-City Building Area.