



Parking Technical Advisory Group

747 Market Street; Room 537

Meeting #68 – August 15th, 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 8/1/13 meeting.

4:20

UWT Area Pre-Purchase Hours

At the prior meeting, the technical advisory group discussed new paystation restart time in the evening for advance purchase. This is designed to make it easier for overnight parkers to pay and not have to worry about moving their car until 10AM.

At the last meeting, the group decided to tentatively move forward with:

- Maintain restart time for pre-purchase in non-UWT area at 8PM
- Move the restart time for pre-purchase back to 9PM in the UWT area seeing other system changes.

This issue was revisited to see if there was any additional feedback since the last meeting. As currently proposed, the two areas would function as follows:

Area	Paid Hours	Restart Time for Pre-Purchase	Length of Time Between End of Paid Time and Restart Time
Non-UWT	8AM-6PM	8PM	2hrs
UWT Area	8AM-8PM	9PM	1hr

The advisory group discussed the reasons for the time between the end of paid hours and beginning of pre-purchase. The group did not want customers to accidentally buy time for the next morning thinking they needed to purchase time for that night. In addition, the reason for implementing the night before pre-purchase is mostly for residents living in the paid area.

Some concerns were raised about the current proposal being neither consistent in the time of day for the restart (8PM & 9PM) or in the length of time between the end of paid parking and the allowed pre-purchase (2hrs & 1hr). To keep the system easy to use, the group approached how to make the times more consistent.

In considering the UWT area change, it was noted that there are a limited number of residents within the area impacted. For this reason, there was hesitancy to move the restart time earlier with limited users of the pre-payment feature. This left the option of moving the restart time later at UWT to 10PM or moving the restart time elsewhere earlier to 7PM.

With a 7PM restart time elsewhere there continued to be concerns about evening events, particularly those at the Broadway Center for Performing Arts. In addition, there were concerns about catching restaurant/bar patrons who may have also visited the UWT area, thinking they needed to pay until 8PM.

Ruling this option out, the group decided to move forward with a 10PM restart time at UWT.

The advisory group passed a motion to:

- **Maintain restart time for pre-purchase in non-UWT area at 8PM**
- **Move the restart time for pre-purchase to 10PM in the UWT area.**

4:40 Other UWT Time Adjustments

In addition to the restart time, there were two additional questions about time regulations that came up.

Loading Zones

After limited discussion the consensus was to extend the standard loading zone until 8PM.

Taxi Stands

With only one taxi stand effectively serving one business, the advisory group asked the City of Tacoma to ask the business whether they would prefer the taxi time to start at 6PM or 8PM.

4:50 County-City Building Area Review

David Schroedel, a consultant, walked through a series of slides he presented at the prior meeting regarding the data around the County-City Building area. He reiterated that the slides were never intended as a stand-alone document, but explained the legend as follows:

- Red-triangles: Block faces with average actual time stays of more than 3hrs
- Green-triangles: Block faces with average actual time stays of less than 3hrs
- Black polygons: Retail buildings, not including non-retail commercial or services
- White polygons: Residential buildings
- Black circles with white dots: Block faces with time limits that have more than 85% occupancy for four hours or more
- White circles with black dots: Block faces with no time limits that have more than 85% occupancy for four hours or more
- Blue line/blue shading: Potential area to be regulated/with long term time stays
- Black line/black shading: Potential area to be regulated with shorter/customer time stays
- Black circles with red dots: Block faces with time limits, shorter time stays and more than 85% occupancy for four hours or more to be considered for paystations

5PM Zipcar Discussion

A year after discussing locations with Zipcar and City staff, they are interested in revisiting the on-street locations of some of the cars. A representative of Zipcar and the City came to present the proposed new locations. The primary issue discussed was the relocation of two cars from

an off-street lot at the University of Washington Tacoma to two on-street stalls on the south side of South 17th Street between Commerce and Pacific.

Some of the background for the move as presented were:

- The cars at UWT are underperforming
 - Utilization target is 40%
 - 2012 utilization was single digits
 - May, 2013 utilization was 17%
 - Seattle Zipcar utilization is >45%
- Most UWT students are not residents and therefore have less need for the cars
- 60% of Zipcar users join because they see the cars parked
- There are 117 Zipcar members in Tacoma
- The cars must be adjacent to UWT to fulfill Zipcar's contract with UWT
- When this same location was requested a year ago, the parking task force declined the request in part due to potential business impacts
 - The business with the most significant concerns has since moved out of this location

Some questions, concerns, and points raised by the parking advisory group included:

- How many people are actually using the cars & are they generating turnover?
 - The average reservation in Puget Sound is 4-5hrs long
 - Means 2 reservations a day will achieve ~40% utilization
 - Currently, this translates to one reservation/user a day
 - Is reserving two stalls for one or two trips a day a good balance?
- What about construction impacts?
 - Prairie Line Trail: No impact to the stall locations
 - South 17th Street straightening: Unlikely to impact the stalls this far down the hill, but undetermined impact since no drawings yet
- Challenges of balancing competing demands interests from City Hall
 - Zipcar contributes to greenhouse gas reductions – as does making stalls available for customers
 - PTAG is working to make changes to on-street system that will increase capacity for parkers, but removing stalls runs counter to these efforts
 - A study of carsharing with 40% utilization in dense markets shows that it removes 15 cars out of the system
 - Task force has been asked to ensure parking availability for customers & visitors – which are not Zipcar's target market of residents and employees
- Retailers have expressed concern about removing customer stalls from system
 - Downtown Merchants Group sentiment was "No way"
 - Zipcar can be a destination as it draws people to them to use them
 - Why does the City insist on prioritizing visibility of the new businesses without regard for the existing businesses? What business wouldn't love \$50,000 of public money to market themselves?
- Discussion about the best way for the City to help market Zipcar's business
 - Is parking cars on the street really the best form of advertising?
 - What about feather signs?
 - Zipcar has removed signs after new sign regulations were adopted by the City
- Are on-street stalls the only option?
 - Portland Zipcars are ~50% on-street

- Seattle Zipcars are ~10% on-street
- The on-street stalls proposed to become Zipcar stalls are 2hr free stalls not adjacent to any business – likely used primarily by employees/students and other parkers “in the know,” not employees
- The off-street stalls proposed to become available with Zipcar’s move are visitor stalls UWT provides at ~\$1/hr for up to 3hrs in a lot that is regularly at capacity
- Would the addition of more stalls set a precedent of giving away stalls to private businesses?
 - The City put out a RFQ asking for carshare companies to apply to use on-street stalls
 - Zipcar was selected
 - RFQ is good through 2015
 - Unlikely to request additional stalls in downtown core
 - Potential new stalls would be in new location, possibly Stadium District
 - PTAG noted that there continues to be questions about how to best handle other requests for private use of on-street stalls – like valet service
- Zipcar is regularly reviewing performance of the stalls and would be open to reviewing utilization in another 6-12mos

A majority of the PTAG voted to recommend that two Zipcar stalls be located in the requested location on S. 17th concurrently with other changes around UWT, provided that Zipcar return in early summer 2014 to provide additional information on performance.

In addition, an interim update on performance was requested by the PTAG to see if there was a short-term bump in usage.

Zipcar was also requesting a move of one stall from S. 4th and St. Helens to just south of the intersection of St. Helens and Market on the west side of the street. This location is in front of an existing City owned parking lot and is roughly 200-feet from any nearby businesses. The group most impacted by this proposed change is the City of Tacoma, with City Hall directly across the street. It was noted that this is only one stall rather than the two stalls in the other Zipcar locations.

The PTAG voted to approve the proposed change of one stall location to Market Street.

The meeting was adjourned at 6:10PM with the next meeting on September 5th to discuss recommendations to the County-City Building Area.