

TACOMA PARKING

MEMORANDUM

To: Mr. T.C. Broadnax

From: Parking Technical Advisory Group
Steph Farber, Co-Chair
Rollie Herman, Co-Chair
Judi Hyman, Co-Chair

Date: August 20, 2013

Re: Parking Management Recommendation Number 10

The Parking Technical Advisory Group [PTAG] continues to meet regularly including regular public comment periods. Recently, we made recommendations to you regarding changes in the UWT area to better facilitate our priority parkers.

As a reminder, the PTAG was asked to focus on creating a system that would be consistent with the guiding principles of the previous stakeholder groups. This means a system that:

- Prioritizes the customer/client/visitor as the desired on-street parker;
- Ensures 15 percent vacancy of on-street stalls (1 to 2 stalls per block); 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 our previous recommendation, changes that were adopted included:

- 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

As further review of the UWT area has taken place the PTAG has come to some additional conclusions that can be a part of this roll out. These are as follows:

Zipcar Locations – Install two stalls on the south side of S. 17th Street between Pacific & Commerce
The PTAG heard from City sustainability staff and Zipcar employees about their desire to move Zipcar from their off-street location at UWT to an on-street location, preferably on the south side of South 17th Street between Pacific and Commerce where two free time-limited stalls exist today. When the PTAG considered this one year ago, the PTAG felt that the cars should remain off-street.

After extensive discussion there were some continued concerns raised by the PTAG and the community. Some of the concerns left unaddressed included:

- Limited number of Zipcar users: 1-2 per day per car;
- On-street stalls are to be managed for customer/visitor use, not employees/residents;
- The City seems to prioritize marketing and support for new businesses, like Zipcar, over existing businesses or previously stated priorities;
- Concerns about the City giving away the limited resource of on-street parking, particularly in an area where demand exceeds supply.

Despite these concerns, the PTAG recommends placement of the Zipcar's in the proposed location, for a one-year trial, subject to a review next June.

Zipcar Locations – Move one stall from 4th & St. Helens to the west side of the 700 block of Market
The PTAG had far fewer concerns about moving one stall across the street from City Hall, particularly since there is not the same level of demand for on-street parking and fewer nearby businesses.

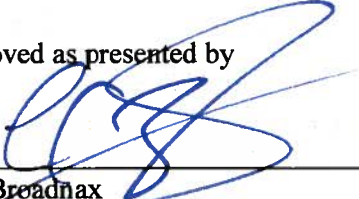
Pre-Purchase Time around UWT – Move from 8PM to 10PM

With the recommendation to regulate on-street parking around UWT until 8PM, the PTAG looked at moving the start time for next day pre-purchase two hours later to 10PM. With few residents in the area, this feature is minimally used. The committee determined that the greater risk is to customers who accidentally purchase time they don't need. In addition, a 10PM start time creates a consistent pre-purchase time 2 hours after the end of the regulated time. (Other areas stop regulations at 6PM and allow pre-purchase at 8PM.)

Loading Zone Times around UWT – Move from 8AM-6PM to 8AM-8PM

Similarly, a shift in the loading zone time of day regulations was necessary to maintain availability of short term loading/parking stalls. Without this shift, these stalls would likely be occupied by free all-night parkers starting at 5:30PM, thus negating the benefits of the change in operating hours in that area. Other special stalls will be evaluated on a case-by-case basis.

Approved as presented by



T.C. Broadnax
City Manager
City of Tacoma

8/21/2013
Date