

Date: May 8, 2024

Time: 8:00 a.m.

Location

City Hall – Aspen Room Fl
415 W 6th Street
Vancouver, WA 98668

Regular Meeting (Convened in person and via video conference)

The meeting agenda materials referenced in these minutes can be found [online](#).

Item 1: Call to Order and Roll Call

The May 8th, 2024, meeting of the Parking Advisory Committee Meeting was called to order at 8 am by Interim President Ryan Morin.

Board Members Present: Ryan Morin, Jason Cromer, Kurt Stonex, Doug Varenas, Jocelyn Cross, Travis Schemp

Board Members Absent: Garrett Ginter

Staff Present: Patrick Quinton, Chris Harder, Gabriel Montez, Andrew Westlund, Dan Lloyd, Tina Picchioni, Anne Stedler, Kimberly Kerlee

Guests: None

Public Comment:

No public comment

Approval of Minutes

Stonex motioned, seconded by Varenas, to approve the February 14, 2024, minutes. Motion unanimously passed.

Introduction of new PAC Member

Morin introduced and welcomed PAC's new member Travis Schemp. Schemp provided a brief summary of his background and qualifications.

Draft Strategies

Ben Walker, Walker Consultants, stated that today's meeting will focus on our higher-level vision, goals and principles to the Vancouver downtown parking and curb management and how we can reflect those in the plan document we're preparing this year. A few years ago, the City worked with a consultant to prepare a strategy update for our parking programs. Some of the recommendations were fourteen key strategy areas, one of which was for the

Members

Ryan Morin
Interim President

Garrett Ginter
Doug Varenas
Kurt Stonex
Jason Cromer
Jocelyn Cross
Travis Schemp

415 W 6th Street
P.O. Box 1995
Vancouver, WA 98668
cityofvancouver.us

To request accommodation or other formats, please contact:

Economic Prosperity & Housing | 360-487-8657 | Relay 711 | Tina.Picchioni@cityofvancouver.us

City to revisit and revise as needed. In 2006 and 2007, the City established ten principles for parking management. Walker opened an interactive, web platform mural board where everyone can participate and add comments. Part 2 Walker stated that what we want to do today is discuss those ten principles; the committee's impressions on the principles, what to keep, what not to keep, what resonates, what might feel outdated and in need of revision, etc. of the table shows context of the Comprehensive Plan, Transportation System Plan, and Climate Action Framework. The final step is brainstorming on the 2006 year principles.

Stonex stated that we need to have adequate parking for people that live there, people that work there, and people that visit there and if there's not, and that can be a combination of not just parking but alternate modes of transportation.

Cromer stated his vision is a more livable and focused curb management plan where people have access to robust transit and buses. Access to curb management to deliver more efficient modes or more efficient movement of people in those modes as well as bicycle parking. Parking for people who have disabilities, drop off and loading zones, and focus on efficiency of space and more livable space.

Morin stated that we want to make sure that our parking stock is meeting the means and objectives of the City. In terms of curb management, making sure that there's appropriate length of time that people are allowed to park in certain places to either encourage turnover for local businesses so that customers can come and go instead of parking just being a long-term storage for people's personal property. Making sure that we're using our parking stock to meet the needs of the community as opposed to just one person who's parking there for a month.

Cross stated that she'd like to echo Morin's last comment. She would like to see the 20-minute parking meter come back.

Cromer stated that wayfinding seems to be a big issue. It really goes along with full pricing and efficiency, but also with the new parking structures being built to guide people into designated zones so they're not circling a single block trying to find parking. Objectively a good wayfinding system to guide people into parking spots, which would also free up on-street parking for better uses.

Morin added that overall, we need to think about what how parking is going to meet the needs of the City in the future decades, not what has or what would have met the needs in previous decades. In future decades, we're coming to the reality of things like climate change, and we need to be very aggressive and mindful of anything that we do with parking has to be forward looking and taking the realities of climate change and how transportation may look different in the coming decades. We should be planning for that now.

Stonex stated this his understanding of the Comprehensive Plan is that we're trying to figure out how to provide density inside the urban boundary, which means more people and smaller areas, particularly in the urban area. We need to plan for extra people down there. Larger cities around the US or Europe have a variety of options to get around town. We don't have a lot of options in Vancouver yet, we're really car centric. A big part of planning parking is the mass transit system.

Walker stated that was mentioned recognizes that there are tradeoffs. When thinking about goals and principles, encouraged the committee to think about what you are willing to commit to for when the city must make hard decisions about potentially removing parking supply in some cases. The City is looking at the parking minimum requirements and its development code right now. How do you make those complex tradeoffs? A couple of the plans make definitive statements to support alternative transportation. The other side of the coin is you interested in reducing the impacts in the community to help enable that activity? Putting it on paper provides stronger foundation for making future choices.

Morin stated that the stats shows that the parking stock is quite robust therefore the City should be efficient with parking with wayfinding and turnover. If we are really committed to alternative forms of transit that we may have to be open to strategic removal of some parking spots. The Main Street promise project shows that we can look at projects that there may be a net reduction in parking, but the net benefit to the

community is going to be immense. It's a great point that these are hard questions and it's not something that I take lightly but the city needs to be open to in order to move forward with our climate action goals.

Walker stated that the arguments for and against can sometimes be asymmetrical.

Cromer stated that the safety aspect is also important to consider.

Weber stated that we will now look at the ten principles. Believes that the intent of a lot of these is still in the right direction however a few things stand out. Is the intent of them versus the language or the specifics to the language feel clear. Any thoughts about the intent of them versus is the language?

Morin agreed that the language needed clarifications.

Cromer agreed and stated that some of the language is redundant. Also, we need to shift both in our transportation and our climate action plan initiatives and comprehensive plan and objectives for the city.

Morin stated that we should be broader in a lot of our language and goals. The role of downtown is evolving. The reality is that the use of the public parking system has evolved significantly since 2006 and our strategy should reflect that.

Stonex stated that we do look at it the broadly for all users, but I also think it's important in the principles to mention who those users are so one particular group doesn't feel like they're not getting attention.

Morin stated that #7 should be removed as it is not consistent with the City's climate action goals.

Varenas stated that the word "parking" could be substituted with something like "access" or something a lot more general because having access to a downtown area without it even specifically being parking in that specific location. A term like access would keep open the vision of having an area where there is no parking. It's a broader question of what we want the whole downtown area to look like because even from an economic perspective, I think we think of parking as an economical necessity as if people will not come if it's there is not parking. I think that people that stay and make it an experience, you know, might even have a greater economic impact as far as like patronizing more businesses and staying for longer periods of time without having to necessarily park there.

Weber stated that it's always good to remember parking is not the destination. You know, homes and businesses and parks and libraries and restaurants are the destinations.

Cromer stated that he wanted to echo that. Coming back from Europe the City cores that are really car free are usually the liveliest and the most enjoyable. Include on street on #5.

Weber asked what would be more helpful for making future decisions.

Morin stated that things that he takes into consideration the most when making decisions is the data.

Cromer stated that being bold be considered a principle to add. Sometimes it takes a little bit of boldness to achieve something a little bit better.

Weber stated that #8 sounds too vague to him. Do any of the principles need a finer point on them?

Cromer stated that it sounds more like a transportation system plan initiative transportation objective.

Weber stated that more details and substance may need to be added.

Cromer stated that #10 could be reworded.

Weber asked if they would want to give parking services more of a principles-based mandate to collaborate with other departments more fully?

Comer stated that that makes sense, a more holistic way. What could we do with that land? Looking at it more of a land usage way instead of personal vehicle storage perspective.

Weber asked how do you define success to actively participate with the businesses?

Stonex stated that that was added because many landlords and businesses, particularly people that were professional offices, felt that the city was only worried about people that come shopping and they didn't care about anybody that tried to establish a business.

Montez stated that the next meeting will be extended to 90 minutes. Data and survey results will be shared. Also, voting for the chair will take place at the next meeting.

Weber stated that the committee members will have continue to have access to the mural link for additional comments and input.

Adjournment

9:065 am

Ryan Morin, Interim Board President

Meetings of the Parking Advisory Committee are electronically recorded on audio. The audio tapes are kept on file in the office of the City Clerk for a period of six years.



Parking Management Area Study and Downtown Parking Plan

Gabe Montez

Parking District Manager
Parking Services



WALKER
CONSULTANTS

Ben Weber

Parking and Mobility Consultant
Walker Consultants

July 18, 2024





Presentation

- Study Updates
 - Public Outreach
 - Parking Occupancy
- Parking Principles
- Upcoming Steps
- Strategy Review
 - PAC Core Topics
 - Additional Topics



We Ask the PAC Today:

- What are your thoughts about the strategies outlined: Support, Reject, Question, Modify?
- The Plan document: What strategies and details are must-haves?



Study and Plan Objectives

Develop strategies to: (this is the list City Council has seen)

- Support growth and urbanization without adding parking supply.
- Encourage sharing private parking to promote more efficient supply use.
- Align parking and mobility practices to support the City's efforts towards climate action (reduce transportation emissions), equity, and affordable housing (making urban lands more developable; reducing transportation costs)
- Offer best-practice parking management to fulfill the City's objectives for parking and right-of-way assets.

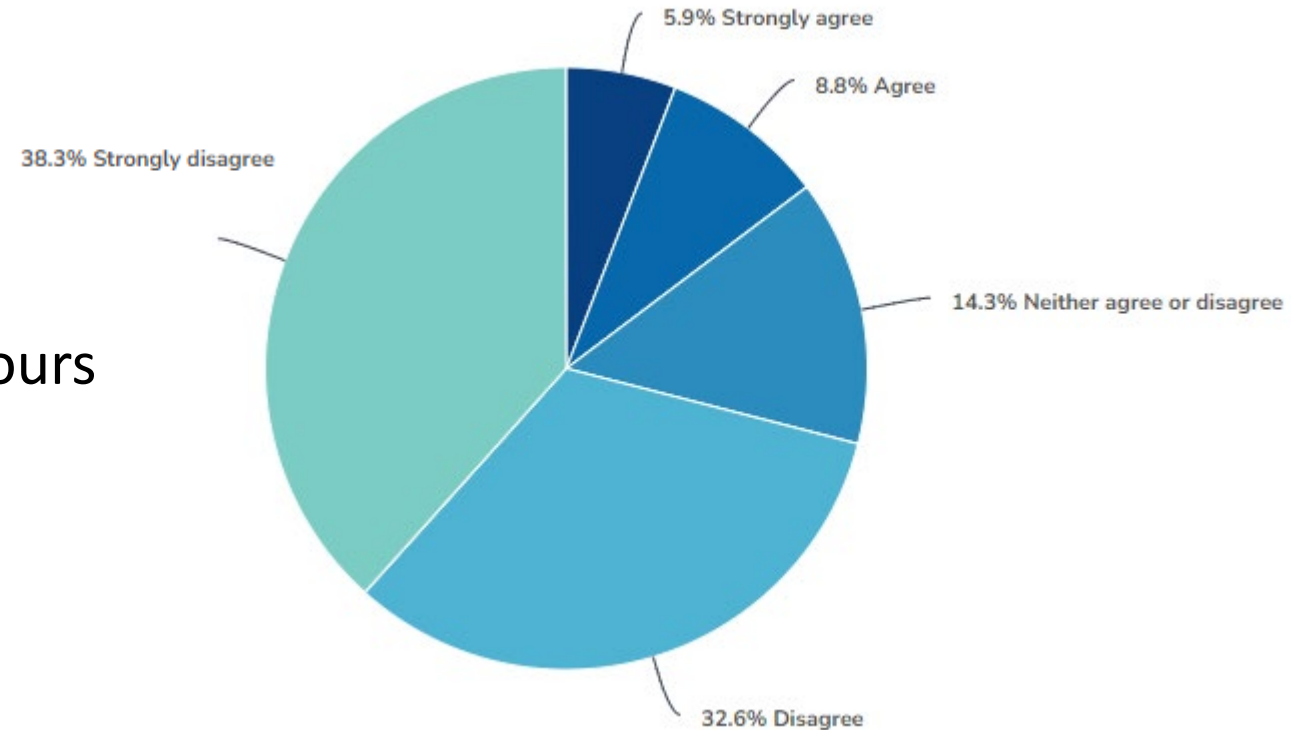


Activity

Survey 1 outcomes

- 2,528 responses
- 13.6% live downtown; 30.0% work DT
- 27.2% stay 1-2 hours; 41.6% stay 2-4 hours

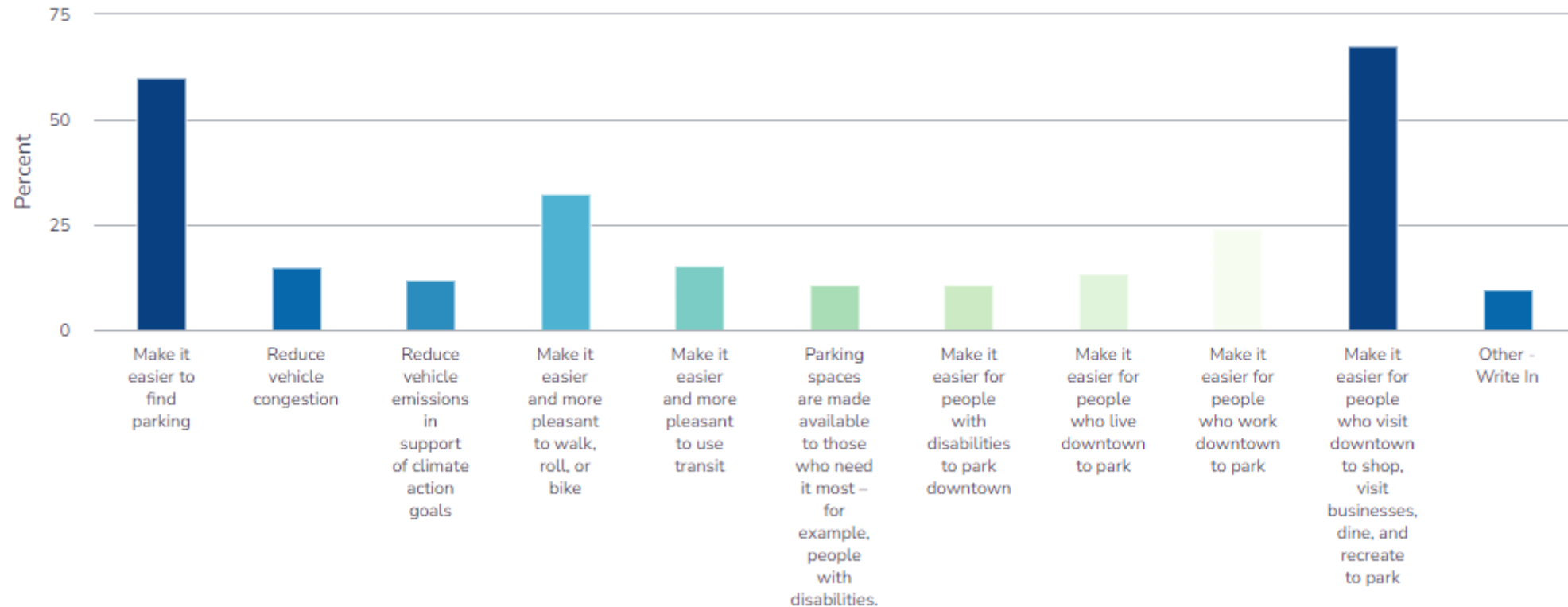
Parking should cost more when demand for parking is high.



Transportation Priorities

Survey 1 outcomes

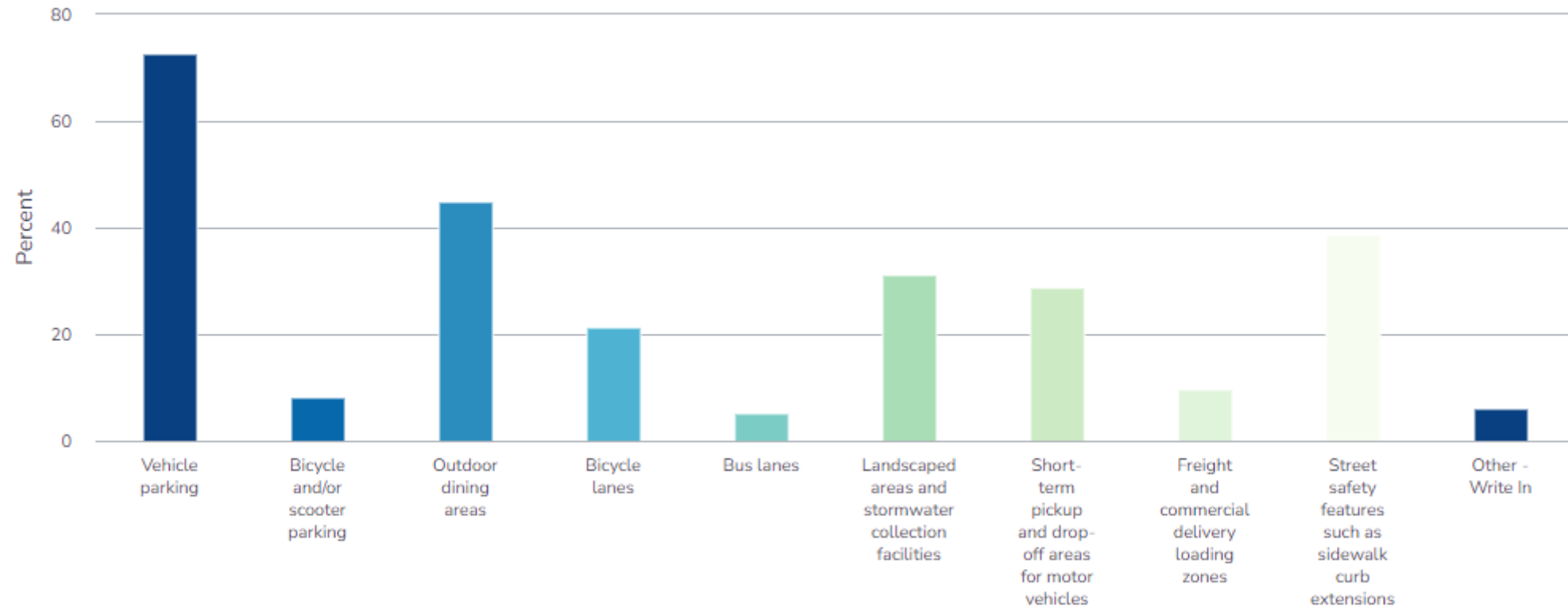
8. Please choose your top three priorities when it comes to downtown Vancouver transportation.



Curb Priorities

Survey 1 outcomes

11. Please choose the top three uses you would like prioritized for the street curbsides in downtown Vancouver:



Small Group Discussions

Commonly heard input (June 17-18)

Three events: Disability, Hospitality & Downtown Stakeholder Communities

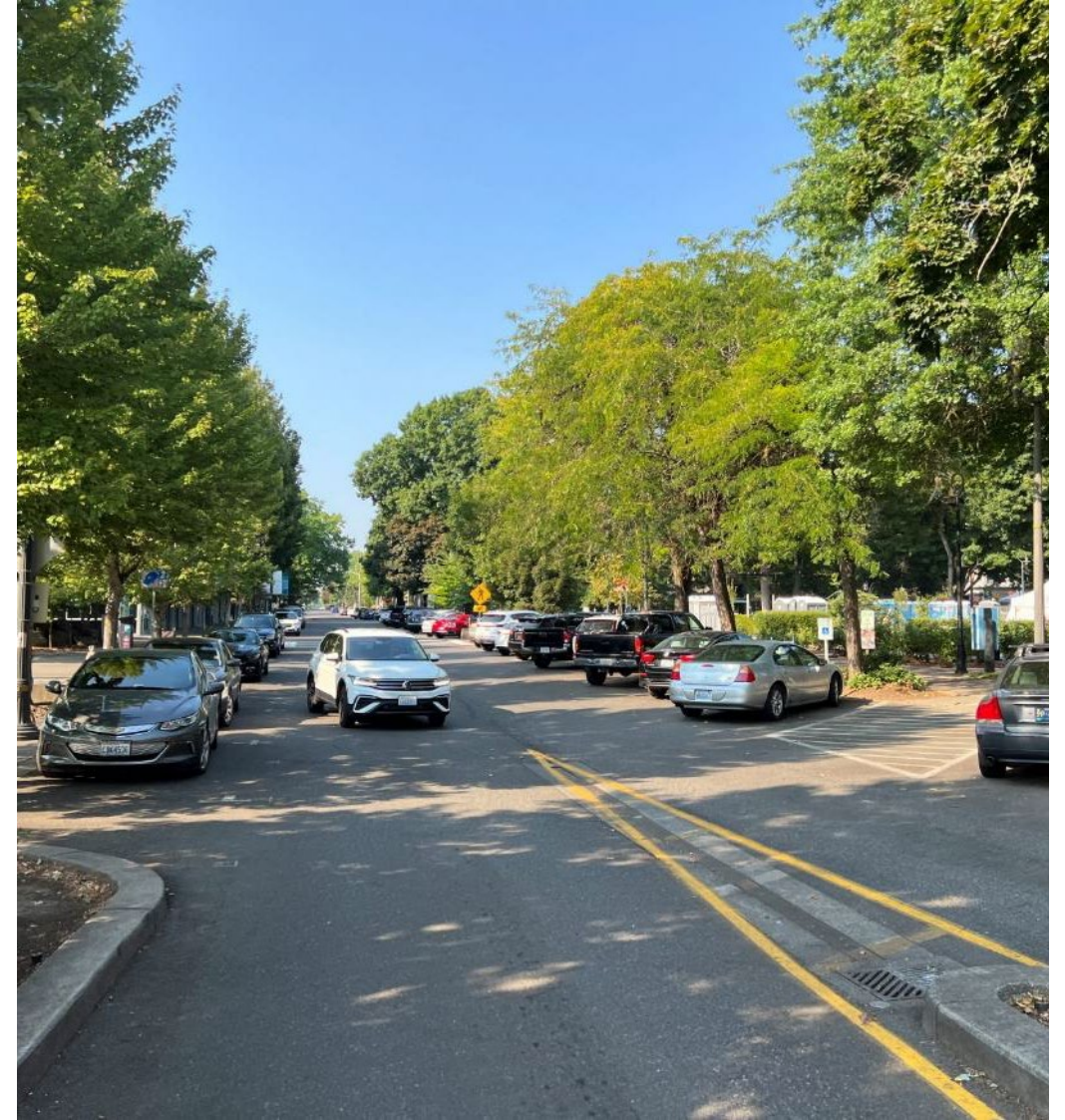
- Other modes of travel need support – driving is not possible for many people
- The details matter, e.g. height of pay station screens for wheelchair users
- Many businesses consider nearby employee parking a must-have
- Nuanced curb uses to meet evolving needs – dining, loading, short-term, bikes
- Want special attention to event and surge parking
- Strong support for more enforcement and supplying more parking



On-Street Occupancy

January – March 2024

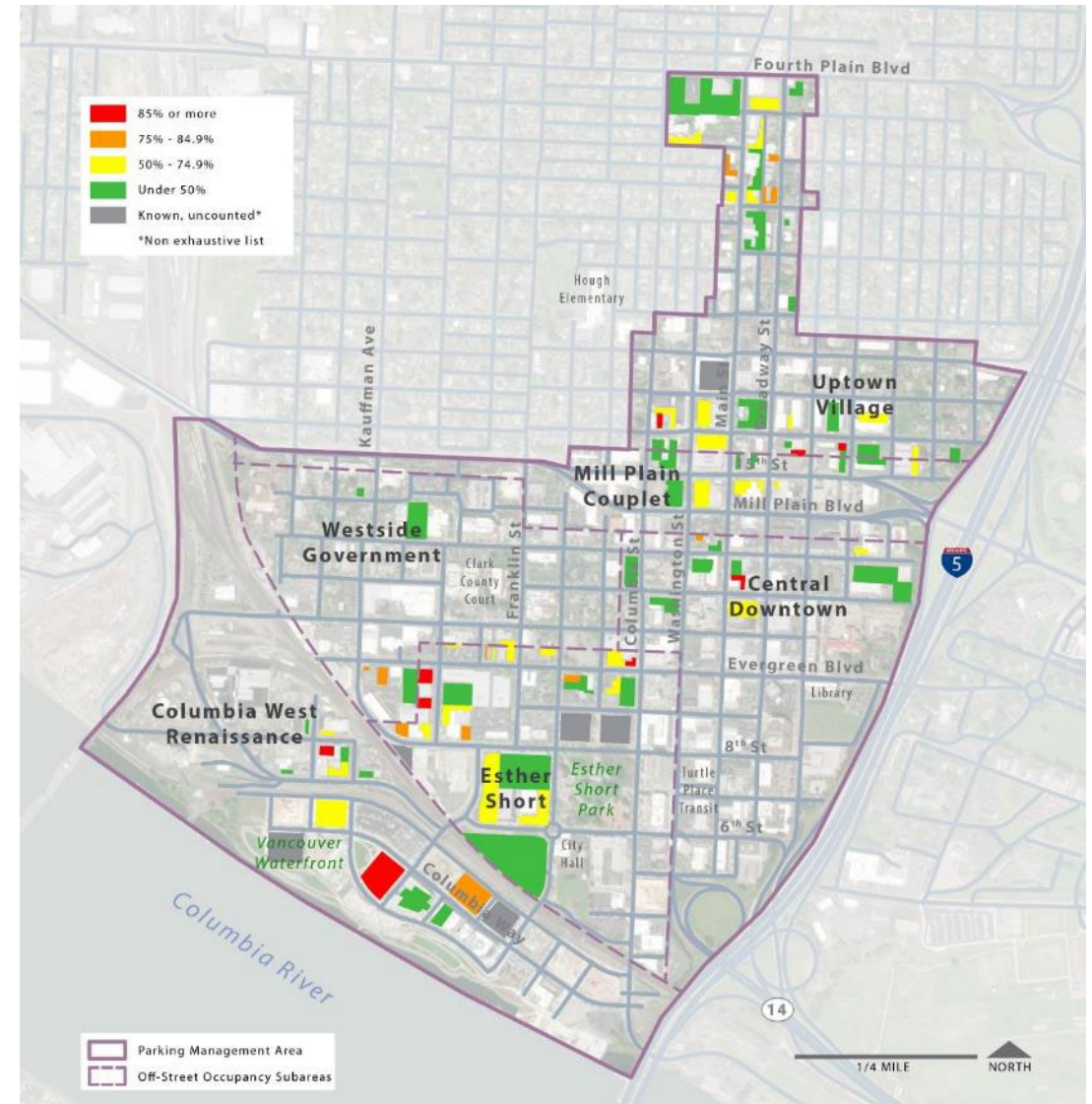
- Wednesdays: **62%** average
- Saturdays: **61%** average
- Sundays: **51%** average
- Waterfront is busiest – often exceeding 80%



Off-Street Occupancy

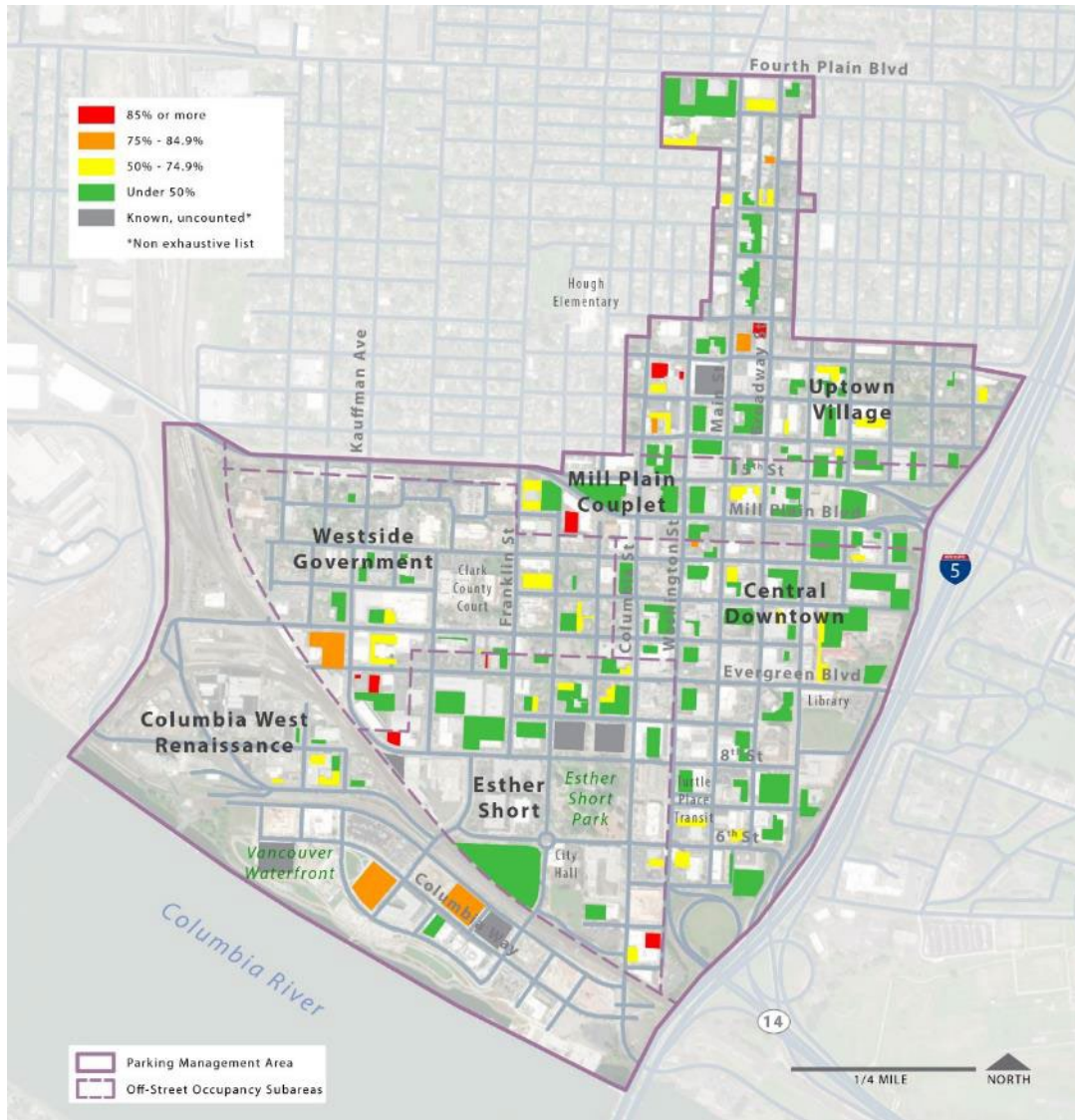
Major oversupply

- 220+ lots providing ~8,000 spaces
- Few lots exceed 75% use
- Waterfront is busiest – lunch through evening hours
- Weekend drop – fewer commuters
- Thursday, 4/18/24: **49-54% full**
- Saturday, 4/20/24: **25-29% full**

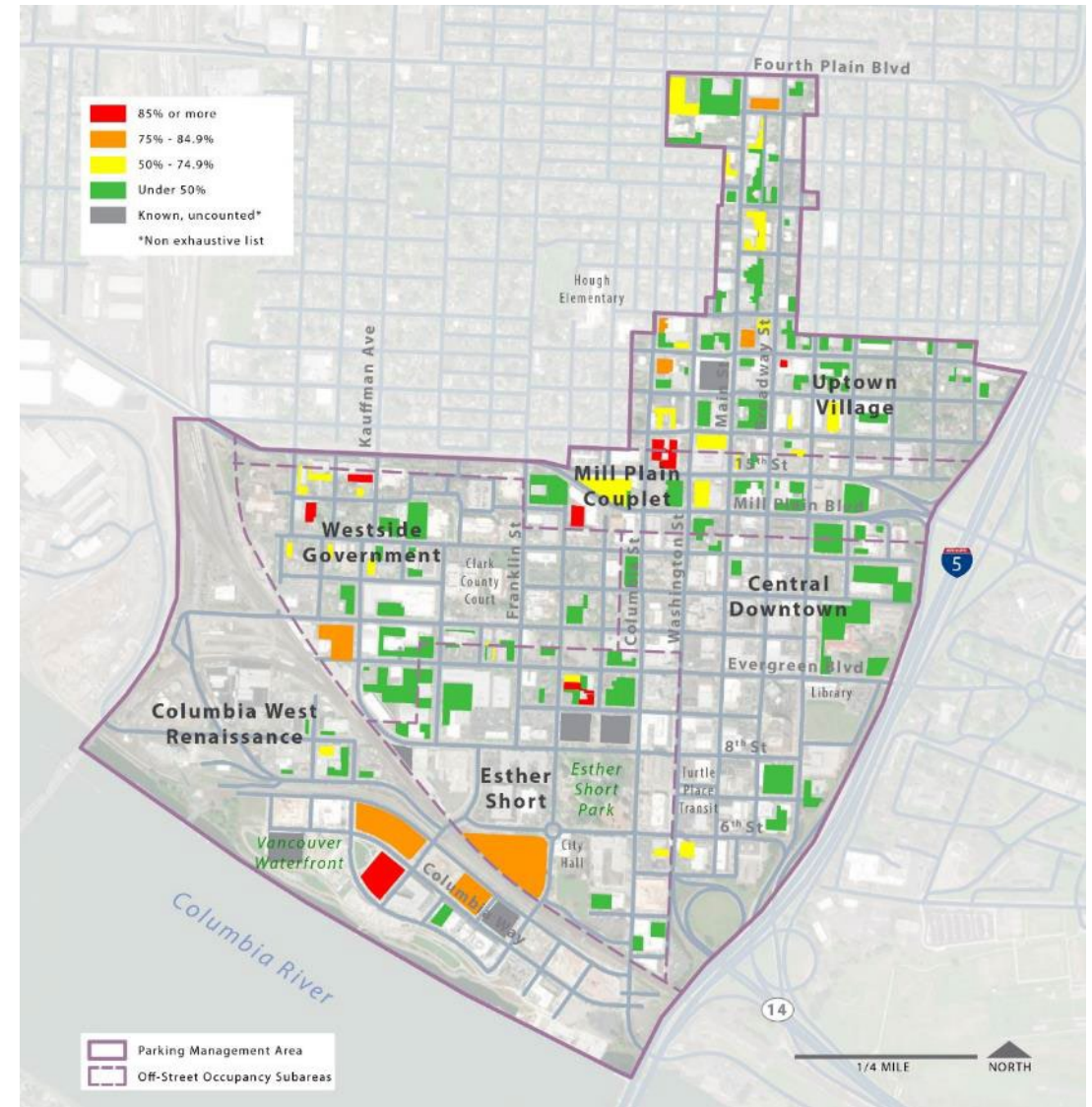


Map: 4/18/24 from 11 a.m. - 1 p.m.





Map: 4/18/24 from 3 p.m – 5 p.m.



Map: 4/20/24 from 1 p.m – 3 p.m.



Parking Supply

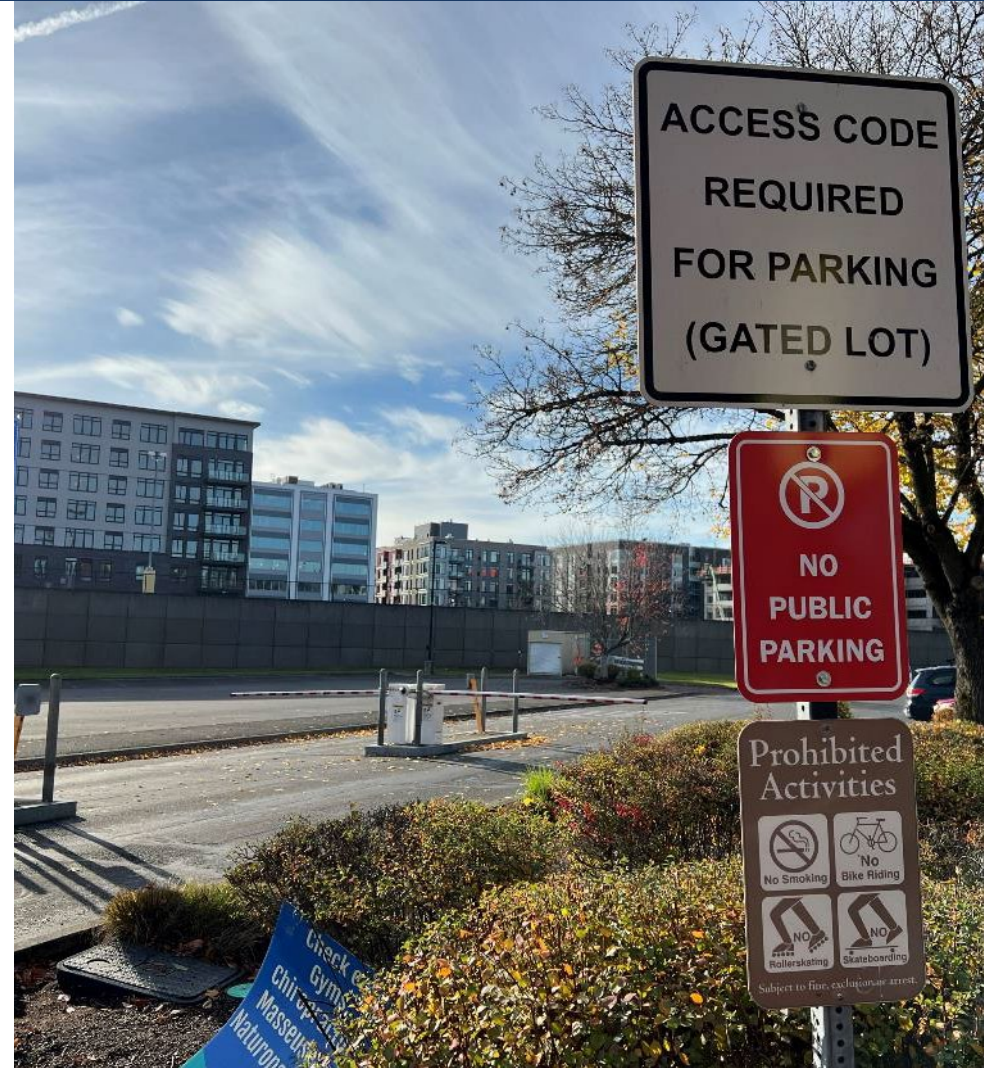
Within Charter

What are your thoughts about:

- Management tools that work for typical days and “surge” days
- Potential for and support for
 - Reduce public parking supply
 - Develop off-street lots into projects (housing, businesses)
 - Ability of downtown to respond to parking requirement reductions



Parking Principles



Ideas to Update Principles

PAC input summary – May 8, 2024

- Emphasis on explicitly positioning parking as *one of many* modes of travel
- Recognition of driving/parking as a useful option, but also often detrimental to sustainability and urban livability efforts
- Need for clear principles to guide operations and management decisions such as parking pricing, supply, enforcement, and usability programs
- Principles should reflect an expanding group of people who use downtown for different reasons and have different mobility needs, including parking
- Rethink “highest quality”: The “parking product”: improve usability, encourage “Park Once”, replace default assumptions that *more* supply is needed



Parking, Curb, and Mobility Principles

An informal list of some fresh approaches

- To reduce driving and make for a healthier downtown, reduce the parking oversupply, make parking less prominent, and price to shape demand
- Support more flexible, people-serving uses of the curb
- Commit to the mindset that places, homes, businesses, and people centers are the destination – parking is not the destination; is simply a mobility tool
- Any vehicle parking and curb access should have a clear and valuable purpose, from freight deliveries to access for disabled people



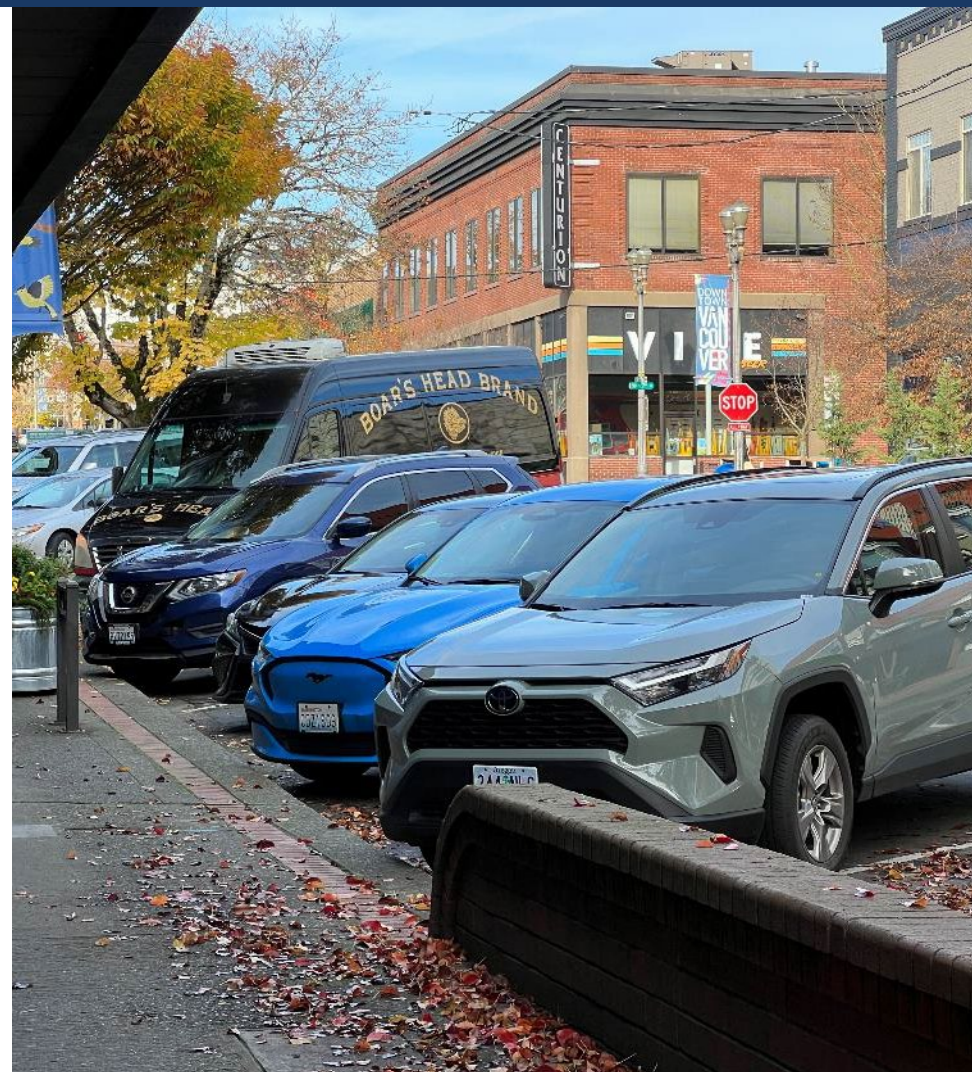
Parking Management Principles

Sticking to your values

- Make the curb supply more widely available to all users – Have a very clear reason for any permits, reservations, exceptions, and other special uses
- Tap into underused supply – avoid building new
- Priced to reflect demand and guide choices
- Pay for parking per each use (monthly permits encourage “all you can park” buffets)
- Simplify the supply – reduce the confusion of granular regulations and time limits
- Simplify transactions – logical pricing, easy payment, clear regulations
- Reaffirm what enforcement is for – generate revenue? promote compliance and harmonized behavior?



PAC Input Needed Today



Key Parking Topics

Possible management updates

- Geographic and time-based pricing
- Adding weekend payments
- Reforming permit options
- Wayfinding and user experience
- Parking sharing across public/private



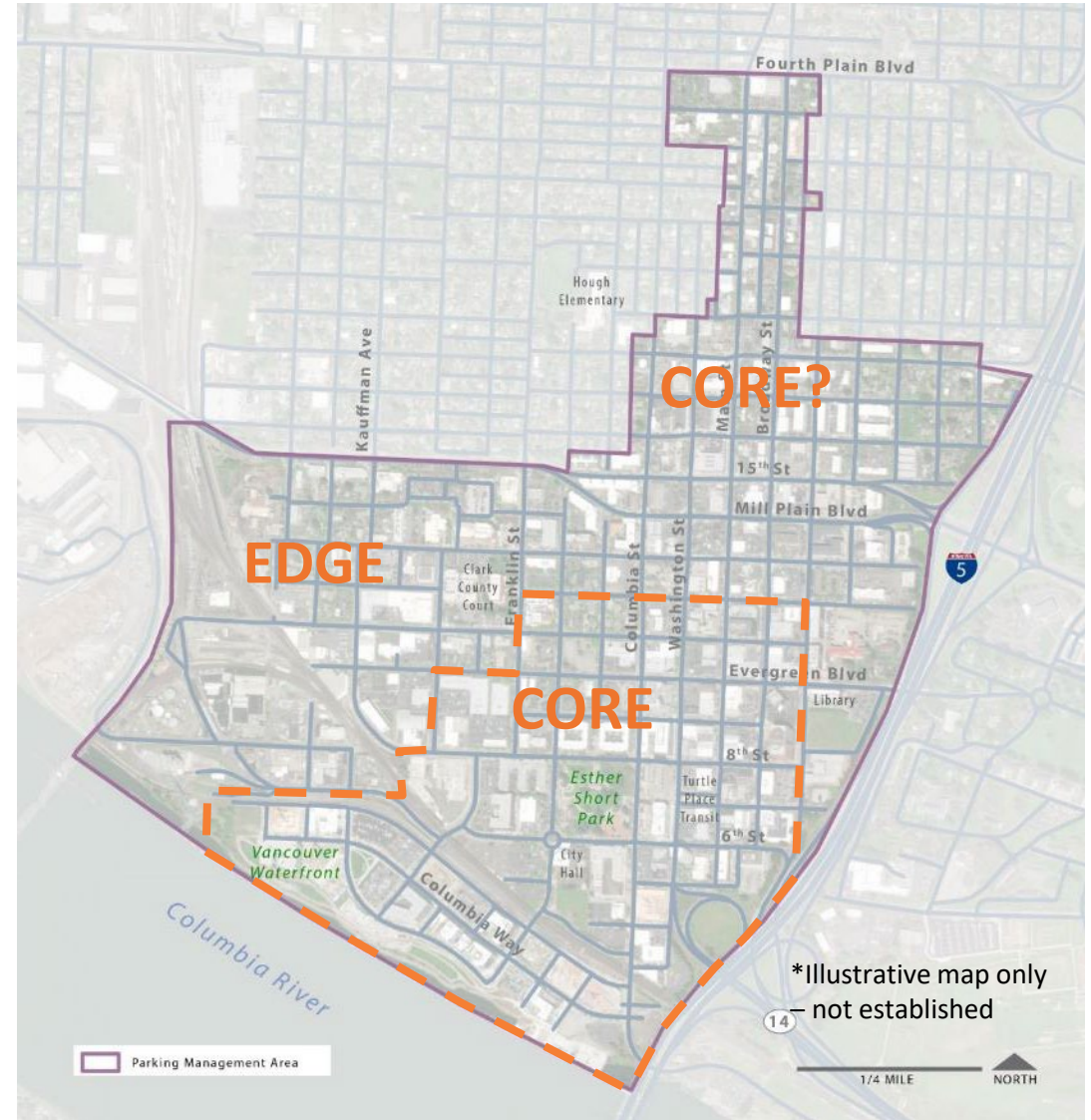
*Illustrative map only
– not established



CORE and EDGE Rates

Geographic demand balancing

- A tool to balance uneven demand
- City can regularly reassess the geography and pricing
- Compatible with *Progressive* pricing and other time-based methods
- A more consistent process than the current as-needed adjustments (see recent Park 'n Go and Waterfront price increases)



“Progressive / Tier” Pricing

Supply flexibility, simpler enforcement

- Per-hour price increases in later hours
- Provides more flexible short-term or long-term parking options
- Promotes turnover of spaces
- Can apply widely or just “hot spots”
- Works well with:
 - Less expensive day-long garage options
 - Less expensive long-term curb parking at the edge (as Vancouver has already)

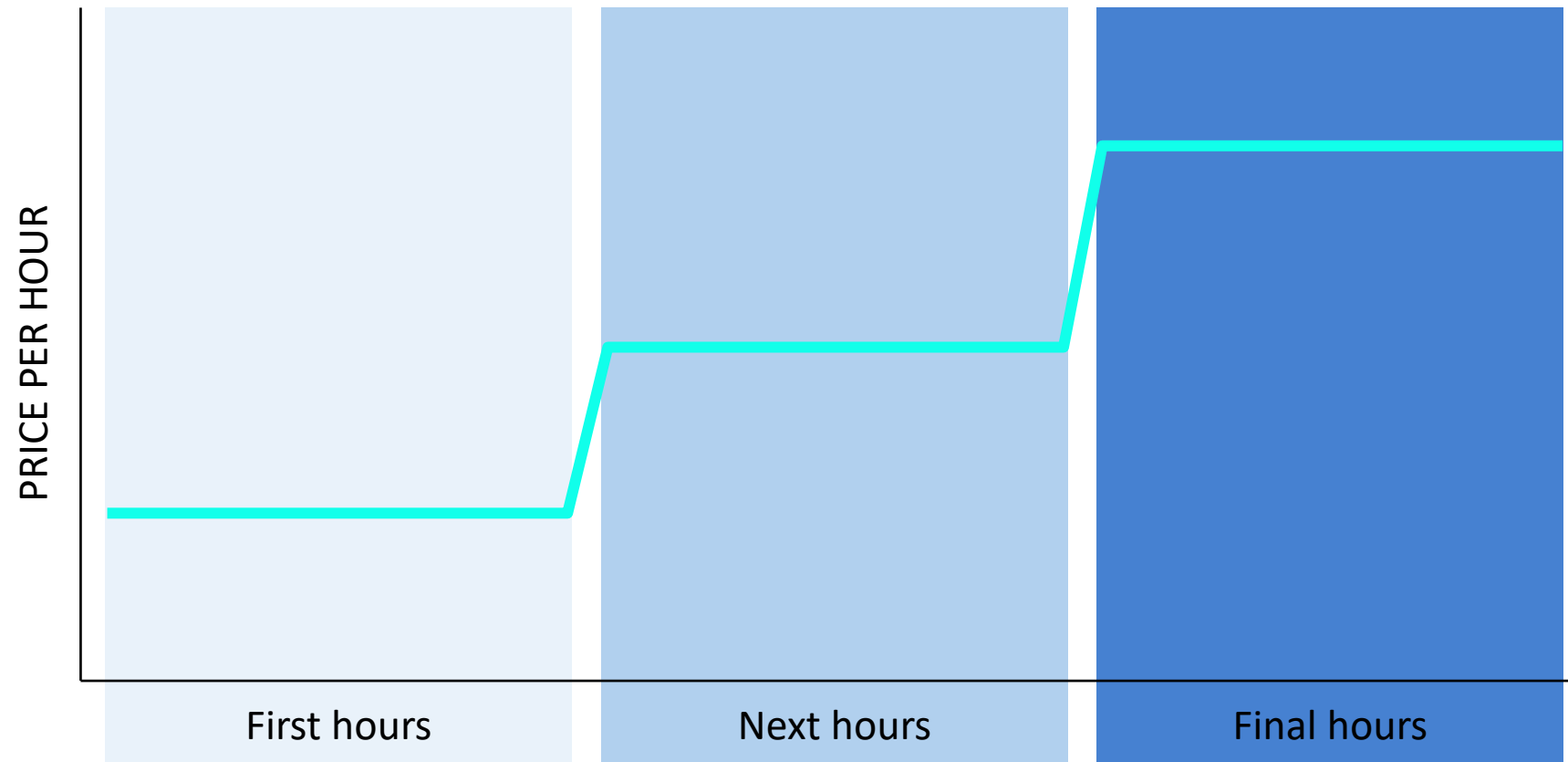


Sacramento, CA



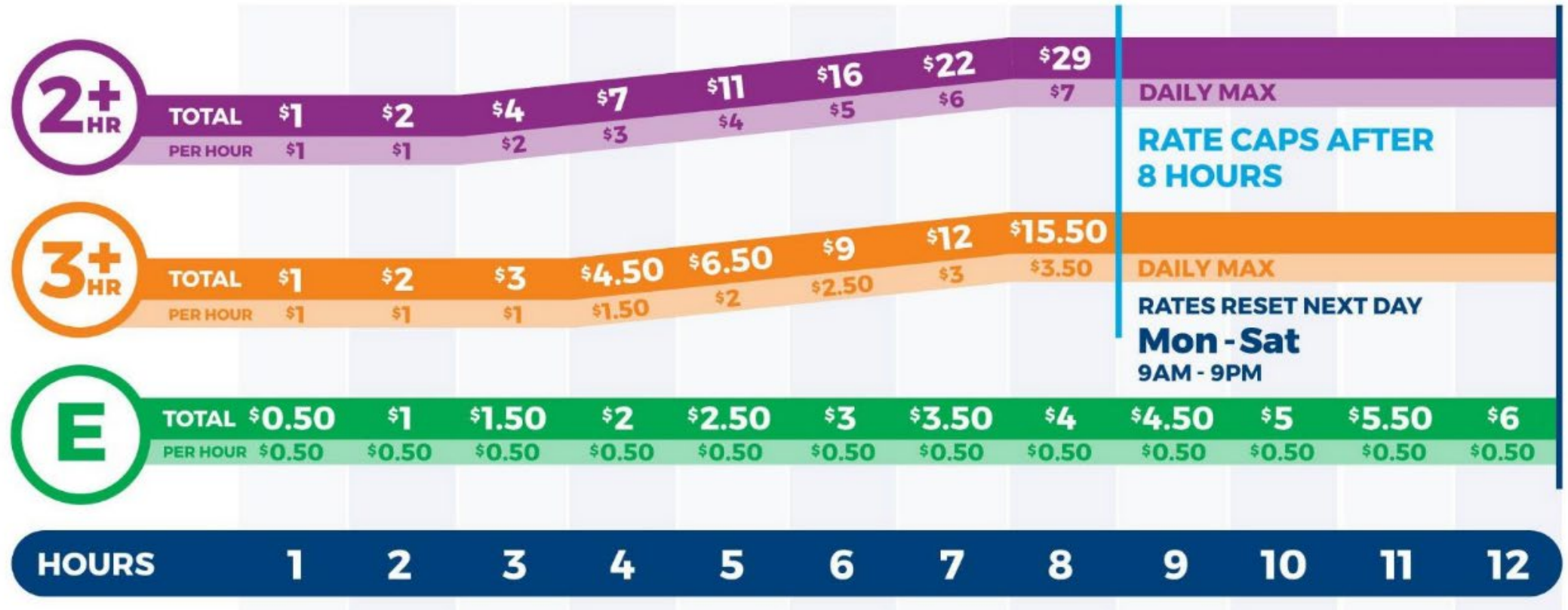
“Progressive / Tier” Pricing

Short-term or day-long parking options – escalation promotes turnover



“Progressive / Tier” Pricing

Omaha example



On-Street Weekend Pricing?

On-street Saturdays are as busy as weekdays; “hot spots” congestion

LOCATION	AVERAGE OCCUPANCY			Space Count
	Wednesday	Saturdays	Sundays	
Northeast	55%	53%	40%	551
Southeast	75%	77%	62%	360
Waterfront – SW	90%	90%	88%	200
Southwest – Event	46%	58%	40%	427
Northwest	47%	24%	16%	416
Uptown	61%	64%	59%	616
Whole System	62%	61%	51%	2,570

January – March 2024



Parking Management

General Access permits

- Permits cause “driving lock in” – consider paring them back
- If offering discounts, try to make them per-use (i.e. 20 packs), not monthly
- 2023 sales numbers
 - Purple hourly wage: 78
 - Street parking: 1,093
- Through April 2024 sales
 - Carpool: 1
 - Vancouver Police permits: 206



User Experience and Shaping Behavior

Clarifying the system

- Reduce “availability” anxiety
- Guide people to less congested parking options
- Wayfinding to “Core premium” and “Edge economy” areas
- Parking website is complicated and sometimes outdated
 - Purple permit map
 - Types and costs of employee permits
 - 3A residential permits



User Experience and Shaping Behavior

Clarifying the System

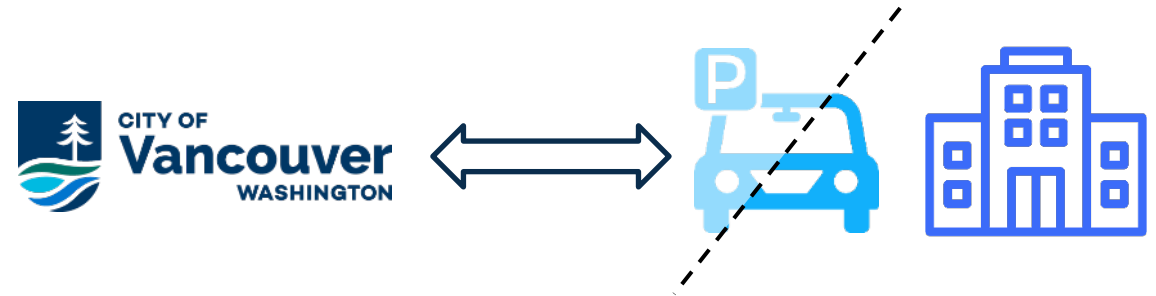
- Pedestrian wayfinding encourages traveling the last few blocks on foot/device
- Good sidewalks, nice buildings, enjoyable landscapes – all help people accept walking further between parking and destinations
- At right: wayfinding next to Park 'n Go reassures people they can park then easily get to the fun!



City Securing Public Supply

Shared parking = flexible public options and more efficient utilization

- City of Vancouver secures long-term off-street supply from private surplus
- City of Vancouver secures temporary parking supply for events and “surge” uses – Farmers Market, festivals, summer weekends on the Waterfront...
- Examples
 - Marriott Pasadena – City leases part of garage
 - City of Sacramento leases State of California garage on weekends



Existing underused weekend lots

- Downtown has many private lots with 24/7 restrictions but only are used Monday-Friday, 9-5.
- “Surge” events often need special wayfinding and enforcement



City Securing Supply

ZoomInfo idea

A brainstorm

- 1,200 spaces – possibly *some* unused during the week and *many* on weekends
- City Parking Services could tap as a year-round or “surge” supply
- Ideally located for weekend surges at the Waterfront and downtown

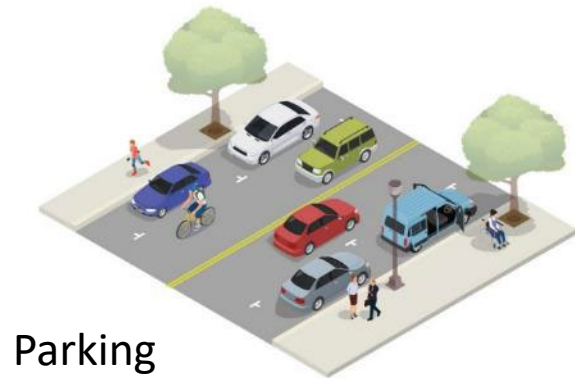


PAC Role: Perspectives on Additional Topics



Curb Management

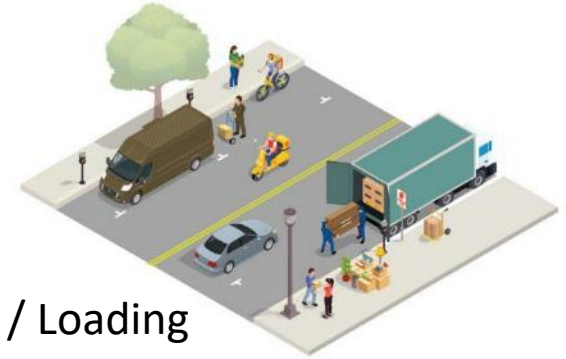
Encouraging people uses of the curb and sidewalk



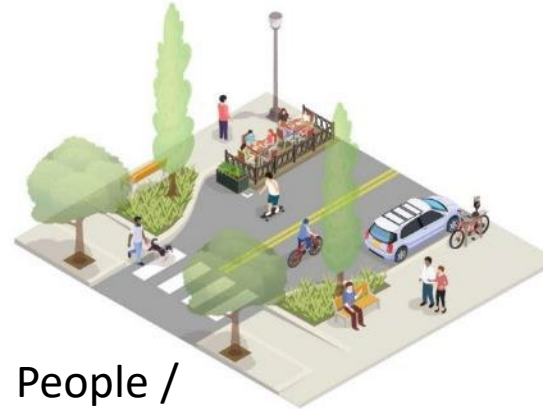
Parking



Movement



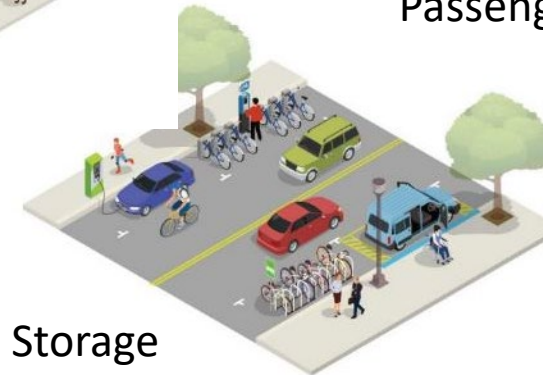
Goods / Loading



People /
Greenspace



Passengers



Storage



Curb Management

Enlivening downtown's public spaces

This Plan will develop a basic framework

- Goals and Principles for curb use
- Judging curb needs based on activity, street types, land use context, and Vancouver goals
- Options of models for curb management
- Operations and enforcement implications
- Impacts to revenue



Loading Zones / Quick Curb Use Zones

Reducing interference; adding more nuanced use options

- Loading Zones
 - Does loading/deliveries create congestion and chaos at the curb?
 - Would designated loading zones cause less interference with regular curb parking?
 - Official vehicles only? Allow any loading activity?
- 5–10-minute free pickup spots
 - Are they useful enough to formalize and expand?
 - Do they match the City's values for less driving?



Projecting for Parking Minimums / Maximums

This Plan will seek to anticipate outcomes and impacts

- The City is separately exploring parking requirement rule changes
- This makes it critical to have a well-managed and efficiently used public parking system



Mobility Hubs

Integrating mobility options and making non-driving an easier choice

This Plan will lightly explore:

- Location(s) options
- Tie-ins to other projects
- Services and connections
- Tool to help achieve mobility and mode share goals



Future PAC Meetings Topics



Data & Trends

Survey results,
occupancy data, etc.
(3/13/24)



Vision / Goals

PAC review of
preliminary Principles
update
(5/8/24)



Strategies & Initiatives

Parking and curb
management
recommendations
and discussions
(7/18/24)



Review & Adoption

Plan finalization and
recommendation to
City leadership
(early Fall)



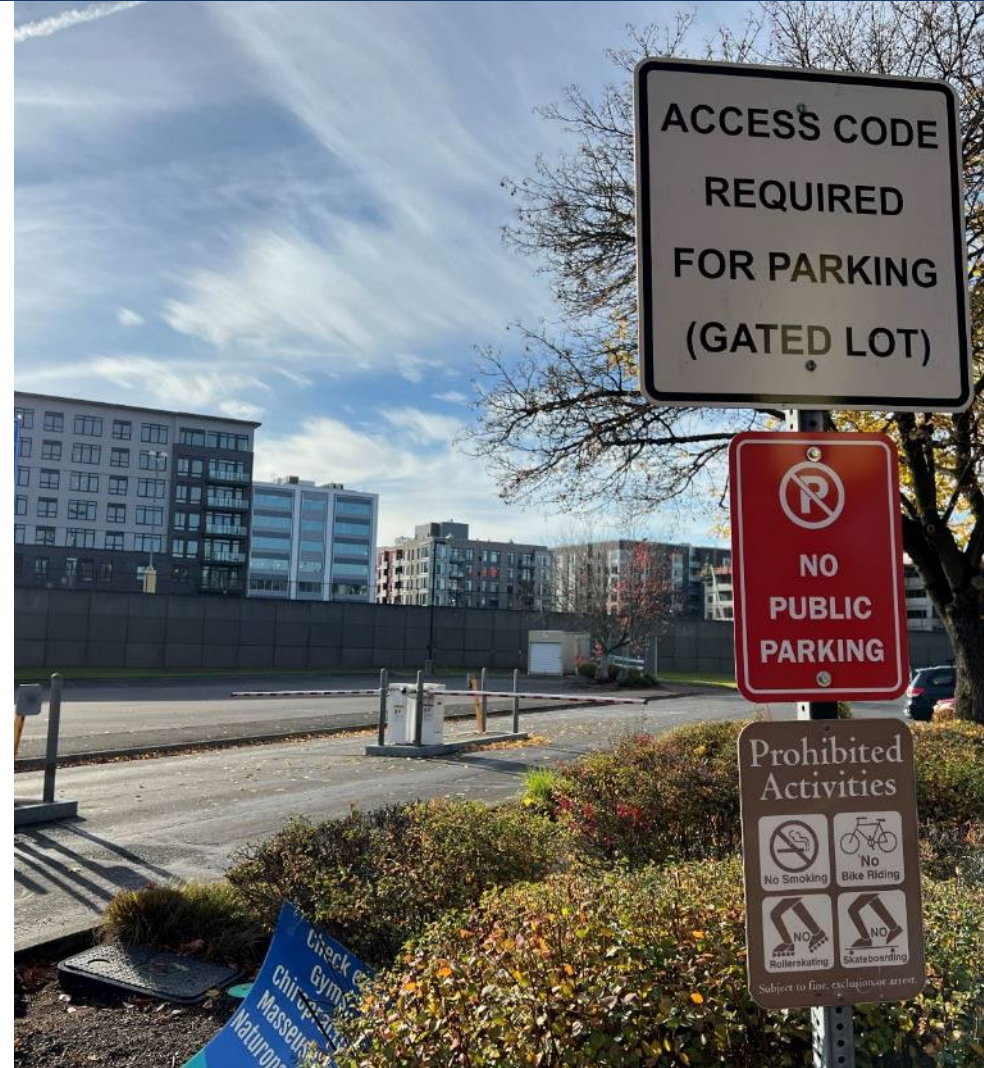
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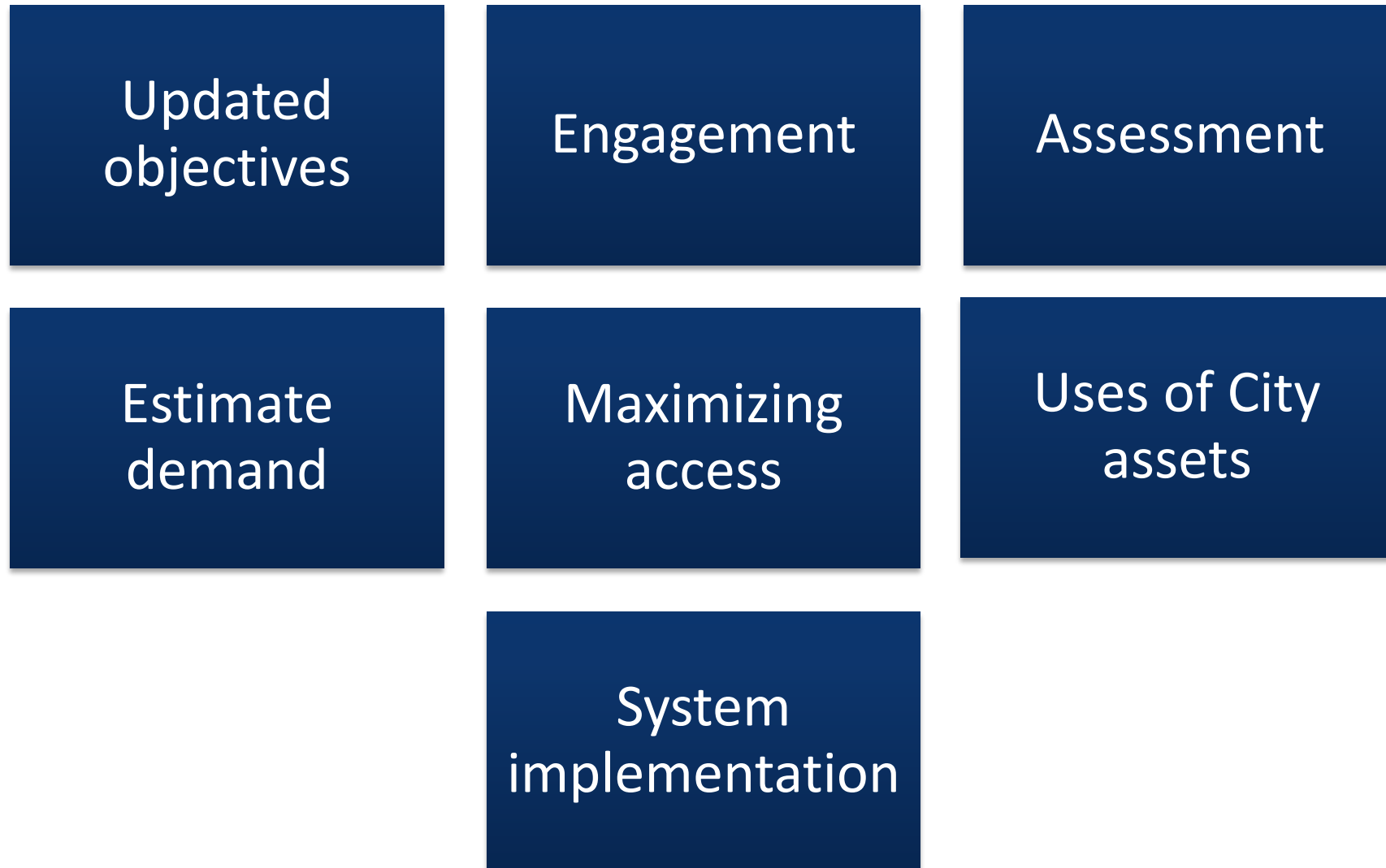
bweber@walkerconsultants.com | 415.310.9084 | Walker Consultants



Appendix



Project Overview: Scope and Deliverables



Existing Strategies

Downtown Strategic Parking Management Plan Update - 2022

1. New guiding principles

2. Parking management in public supply
3. Public involvement
4. Annual parking performance report
5. Routine data collection
6. Annual review of parking rates / fees
7. Calibrate rates to demand
8. Protect residential parking near DT
9. Promote alternative modes of travel
10. Influence City employee commutes
11. Improve the Parking Experience
12. Deploy technology meaningfully
13. New public parking supply
14. Funding for new public P supply



Existing Principles –

Downtown Strategic Parking Management Plan Update - 2022

1. Make the downtown accessible to all users through multiple modes
2. Provide sufficient and convenient parking
3. Make the downtown core conveniently accessible for the priority user of the public parking system—the patron of downtown
4. Provide adequate employee parking and encourage other modes
5. Promote strategic development of off-street facilities



Existing Principles –

Downtown Strategic Parking Management Plan Update - 2022

6. Manage all public facilities using the 85% Occupancy Standard, which serves as a benchmark for decision-making and assures priority users of the parking system are consistently accommodated
7. Preserve and expand on-street parking wherever possible
8. Improve access linkages between districts and the downtown core
9. The City should lead in the development of access options for patrons (customers and visitors) of the downtown and actively partner with the business community to provide incentives for additional access and growth
10. The "parking product" in the downtown should be of the highest quality to create a positive customer experience with parking and the downtown

