

Everett CBD Pay Parking Study

Engineering & Public Services

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CBD 'Pay to Park' Parking Management Study - Draft Scope of Work Outline

1.0 Document Review & Policy Environment

- Review and Summarize City Metered Parking History
- Review Existing City Parking Availability Study
- Review and Discuss City of Everett Repark Ordinance
 - history, intent, operation, unintended consequences of
- Assess Case Studies
 - similar cities
 - different cities
 - successful and unsuccessful transitions
 - types of management models employed
 - discuss philosophy of “The High Cost of Free Parking” (Shoup)
- Summarize Existing Policy Guidance
 - Existing City Parking Ordinances
 - Downtown Plan and associated ordinances
 - Transportation Element of Comprehensive Plan
 - State Growth Management Act
 - Sound Transit Plans
 - State CTR legislation w.r.t. GTEC’s for TDM/TDA
 - evaluate potential funding availability
 - ADA issues regarding pay to park
 - Residential Parking Permit Zone (RPZ) ordinance

2.0 Site Analysis

- Physical characteristics
- City GIS and aerial photo data
- Identify Unique Constraints and Opportunities in Everett
- Existing Economic base
- Surrounding Neighborhood Parking Issues/Potential Impacts
- RPZ Potential for Implementation near hospitals and college
- Flexibility and Adaptability required
- Identify stakeholders (internal and external)

3.0 Market Analysis

- Competitive Analysis
 - Demand; On-street versus Off-street
 - Parking Demand by market segment

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- Break-even parking fees by type of user and location
- Effect on supply of Off-street parking

4.0 Recommended Alternatives

- Boundary to be applied
- Plan for surrounding transition area
- Plan for Hospital and College Area RPZ's
- Equipment and System Recommendations
 - review and describe type of available parking equipment and systems (technology and operation) with emphasis on ease of use, convenience, scalability, interoperability and ongoing customer support capability
 - recommend top two or three types for final consideration
- Enforcement model
 - methods of monitoring and enforcement
 - leverage technology to reduce staffing burden for enforcement and operation
 - explain how system can improve enforcement capabilities
- Recommended management models
 - DEBA, DEA, contract, or City management models
 - TMA/TDM
 - parking managed through TMA/TDM
 - parking managed independently from or in absence of TMA/TDM
 - Preventative Maintenance Program

5.0 Economic Analysis & Preliminary Budget

- Economic impact on businesses and business types
- Implementation Cost Estimate
 - procurement methods
 - initial equipment and installation costs
 - other start up costs
 - ownership versus contracted implementation
- Projected Operational Costs
 - routine operating costs
 - anticipated staffing costs
 - preventative maintenance and repair projected costs
- Fee determination method and adaptability/flexibility
- Projected Revenue and ROI
- Lifecycle Cost
- Recommended Revenue re-investment model
 - infrastructure reinvestment
 - business enhancement
 - cost recovery
 - should be programmed revenue (not General Fund)

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6.0 Outcome Analysis

- Analysis of Potential Outcomes of Implementation
 - business health effects by sector
 - urban living/residential effects
 - economic development effects
 - neighborhood and transition zone effects and transition zone parking management
 - RPZ effects at hospital and college areas
 - anticipation of unintended consequences
 - describe data collection potential and benefits

7.0 Program Development Outline

- Provide a Program Development Outline
 - Recommended Program Phasing for Implementation
 - Draft Public and Stakeholder Involvement Plan Outline
 - Draft RFP or equipment solicitation process/model
 - Draft Implementation Schedule
 - General discussion of anticipated opportunities, constraints, challenges
 - Draft City Policy/Ordinance modifications