

# Town Center Parking Regulations (AB 6514)

July 16, 2024



# Agenda

- Background
- Parking Counts
- Implementation Actions
- Next Steps
- Questions



# Background

- The Town Center Parking Plan was adopted by the City Council in November 2023.
- The Plan strives to activate Town Center by making parking more functionally available, accessible for different users, and supportive of other options for non-driving travel, like walking and biking, to and around Town Center.

# Implementation Actions

This presentation will explore the following implementation actions for the Town Center Parking Plan:

- Increasing the parking citation fee from \$20.00 to \$54.00,
- Adding language to the Mercer Island Municipal Code to specify the distance a vehicle must move to be considered reparked,
- Standardizing the time limit in Town Center to two hours,
- Implementing an on-street parking system that would facilitate two hours free parking with option for time extension with payment, and
- Sunsetting the Town Center Commuter Parking Permit program.





# 2024 Parking Counts

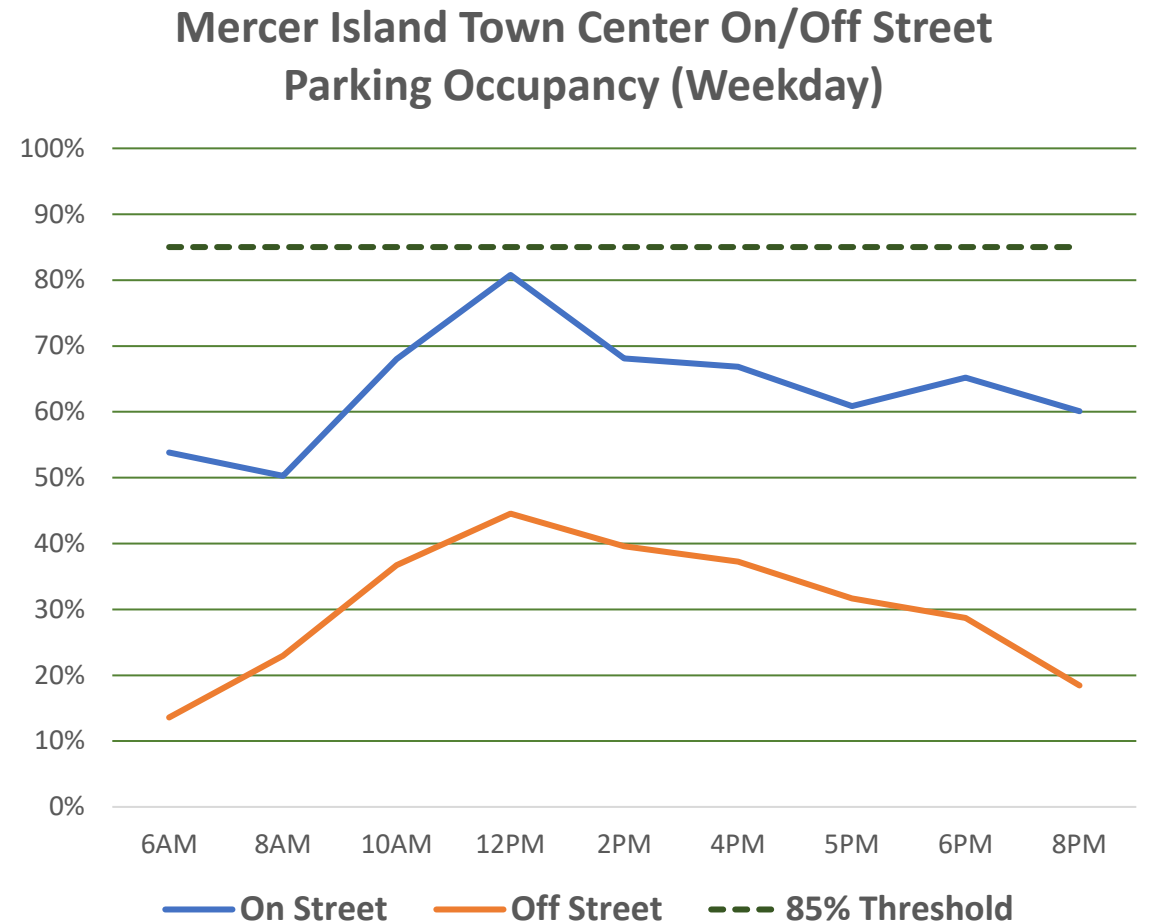


# 2024 Parking Counts

- The Town Center parking inventory has nearly 2,750 parking spaces, including nearly 2,500 off-street parking spaces and 250 on-street parking spaces.
- Parking Counts were conducted in Town Center and surrounding areas on Thursday, May 9 and Saturday, May 11, 2024.
- The Parking Counts were conducted using both in-person observation and cameras.

# 2024 Parking Counts

- Peak parking demand for the study area occurred on Thursday, May 9, 2024, at 12pm.
  - On street: 81% occupancy
  - Off-street: 45% occupancy
  - Park & Ride: 69% occupancy
- During the weekend count, occupancy peaked at 76% system-wide at 12pm.







# Implementation Actions





# Implementation Actions

This agenda item is discussion only and no formal action is requested from City Council. Staff will incorporate feedback and return to the City Council for final approval before implementation.



# Community Outreach

All implementation actions will have a comprehensive communications campaign, that includes:

- Updates on Let's Talk,
- Outreach to the business community and the Chamber of Commerce,
- Social media posts,
- Communications in the MI Weekly, and
- Promotion in the MI Reporter.

# Parking Citation Fee

- The current fee for parking citations is \$20.00.
- An increase in the citation fee could improve compliance and parking turnover rates.
- Staff recommends the citation fee for parking infractions be increased to \$54.00.
- This rate was chosen to create parity between the City of Mercer Island and its neighboring jurisdictions.



# Distance a Vehicle Must Move to Repark

- Three police vehicles are equipped with Automatic License Plate Reading (ALPR) cameras that track parking duration.
- Because MICC does not specify how far a vehicle must move to be legally reparked, and the ALPR location-detection capabilities are accurate to ~30 feet, ALPRs do not fully function for parking enforcement.
- Police Support Officer must manually chalk tires to issue parking citations.



# Distance a Vehicle Must Move to Repark

- Staff recommend adding language to the MICC requiring a vehicle to move to a different block to be considered reparked.
- A block could be defined as “the stretch of roadway between the two closest public street intersections on either end of the stretch.”

# Distance a Vehicle Must Move to Repark

Adding language to MICC to specify the distance a vehicle must move would:

- Increase the capacity of the Police Department to enforce parking, and
- Encourage turnover in parking in Town Center, making parking more functionally available.



# Staff is seeking City Council feedback on...

- **Increasing the citation fee from \$20.00 to \$54.00.**
- **Adding language to the MICC that would specify the distance a vehicle must move, and the distance required to do so.**

# FREE PUBLIC PARKING MERCER ISLAND TOWN CENTER

This map is intended as a guide only and does not guarantee parking availability, time limits, or enforcement rules. Please check the signage when parking in Town Center.



<b>STREET PARKING:</b>		<b>GARAGE PARKING:</b>			
	NO PARKING		UNRESTRICTED		
	2-HOUR LIMIT		2-HOUR LIMIT		
	4-HOUR LIMIT		3-HOUR LIMIT		
	UNRESTRICTED		PERMIT PARKING M-F, 7 AM - 9 AM OTHERWISE UNRESTRICTED		TOWN CENTER BOUNDARY

Disclaimer: No warranties of any sort including accuracy, fitness or merchantability accompany this map. Aerial photo: 2019  
TownCenterParking.aprx  
Map & Layout:  
TC FREE PUBLIC PARKING  
Drew/6/3/2024

# Time Limit Standardization

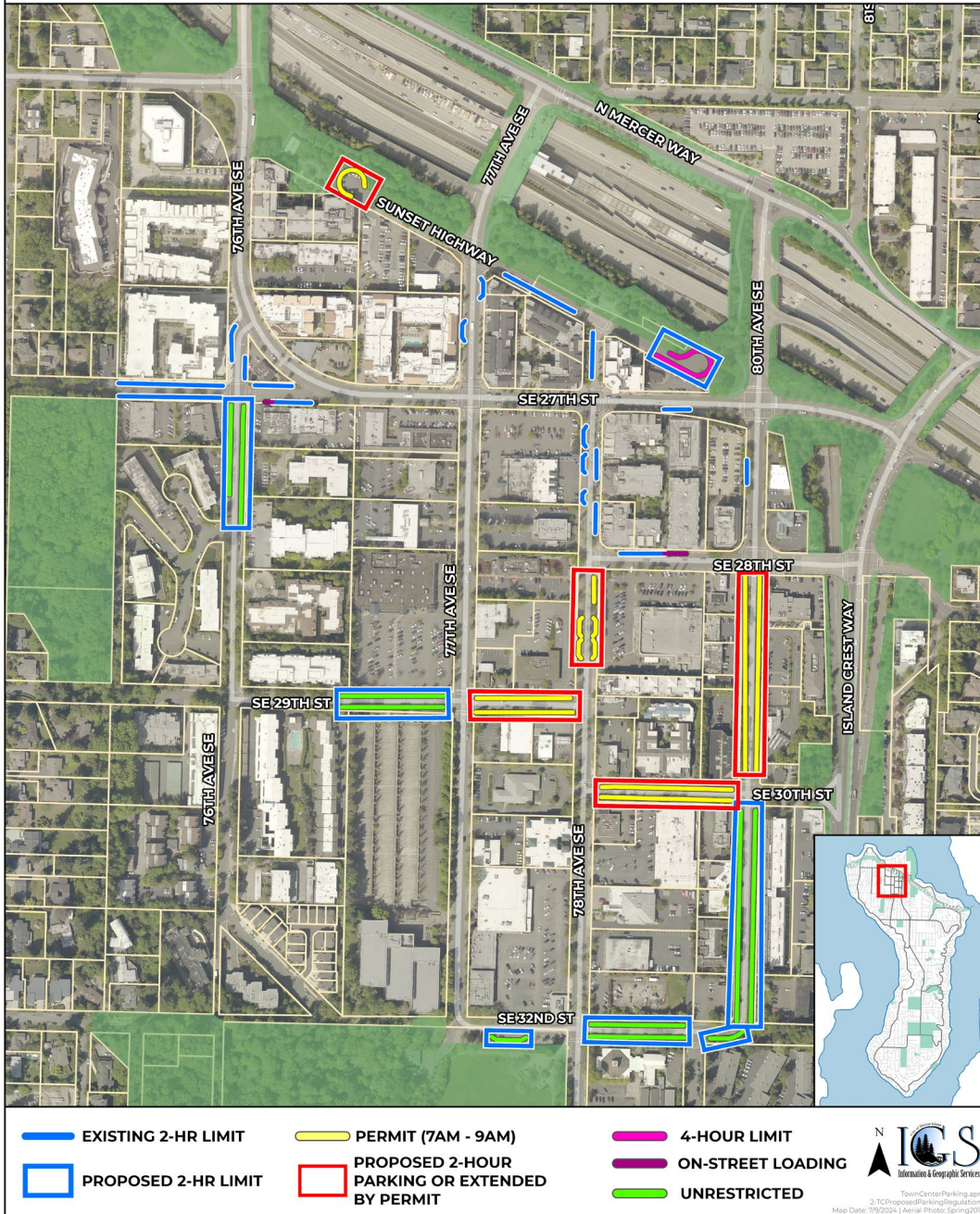
- On-street parking is regulated through a mix of two-hour, four-hour, unrestricted, ADA, loading, permit, thirty-minute and three-minute zones.



# PROPOSED PARKING REGULATIONS

## Time Limit Standardization

- The Town Center Parking Plan recommends converting all on-street parking in Town Center to two-hour time-limited parking, excluding ADA and loading zones.
- Conversion would include all spaces regulated as thirty-minute, two-hour, four-hour, & unrestricted.





# Time Limit Standardization

- Implementing this recommendation would require updating current signage and installing new signage.
- The cost for the signage would be around \$5,000 for the placards, posts, and bindings.



# Time Limit Standardization

- Currently, the City does not have standardized applicable hours in the MICC.
- Applicable hours for parking restrictions would need to be established.
- Staff explored two options for applicable hours:
  - 8:00am-5:00pm Monday through Friday to accommodate a workday schedule.
  - 8:00am-8:00pm Monday through Saturday to promote evening activities.

# Parking Registration / Payment System

Staff explored the implementation of a registration/payment system where motorists could either:

- Register their vehicle, using a mobile app or a kiosk, for two hours of free parking, OR
- Receive two hours of free parking with the option for time extension with payment.

# Parking Registration / Payment System

- Implementing a registration/payment system could require:
  - The use of a mobile parking payment service;
  - A second registration system that does not require the use of a mobile device or credit card; and
  - An integration with the City's existing parking enforcement software.
- This registration system would apply to the 250 on-street parking spaces in Town Center.



## Mobile Parking Payment Services Comparison

	<b>PaybyPhone</b>	<b>ParkMobile</b>	<b>Flowbird</b>
<b>Transaction Fee/Subscription Fee</b>	\$0.35 per transaction \$250 monthly minimum	\$500 monthly subscription fee OR \$0.45 per transaction	\$0.35 per transaction
<b>Integration Fee</b>	One-time \$1,000 fee	No cost	No cost
<b>Signage Costs</b>	Included under current contract. Would vary under new contract.	No cost	Decals provided. City would cover costs of posts and metal signage.
<b>Kiosk Cost</b>	-	-	\$7,000-\$11,000 per kiosk; \$55/month/kiosk

### Services Provided

<b>Mobile App</b>	Yes	Yes	Yes
<b>Kiosks/Pay Stations</b>	No	No	Yes
<b>Pay by Web</b>	Yes	Yes	Yes
<b>Pay by Text</b>	No	Yes	Yes
<b>Interactive Voice Recording (Phone)</b>	Yes	Yes	No

# Town Center Commuter Parking Permit

- Created in 2001 to provide an alternative to the Park & Ride for Island residents.
- Permit holders may park in designated spaces from 7:00am-9:00am on weekdays.
- Permits cost \$5 per year and are available to all Island residents, as well as a limited number of businesses grandfathered into the program.

Permit Numbers	
2022	337 permits
2023	233 permits
2024 (as of June)	131 permits

# Town Center Commuter Parking Permit

- The Town Center Commuter Parking Permit Program is underutilized.
  - During the 8:00am weekday parking count, only 7% of vehicles parked in the permit area had valid permits.
- Staff recommend sunseting the Town Center Commuter Parking Permit Program.
- Sunseting the program would preserve valuable on-street parking for Town Center customers and visitors, create consistency in parking restrictions, and better facilitate future changes.





# Staff is seeking City Council feedback on...

- **Standardizing the time limits in Town Center to two hours and the applicable hours for parking restrictions.**
- **Implementing an on-street parking system that would facilitate two hours free parking with option for time extension with payment.**
- **Sunsetting the Town Center Commuter Parking Permit Program.**



# Appendix

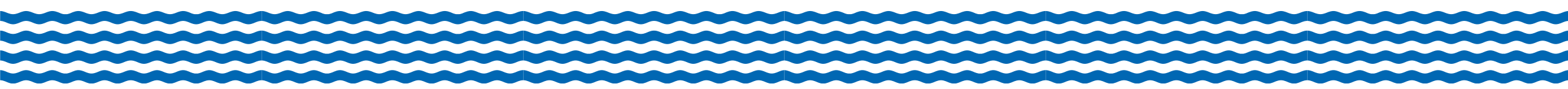
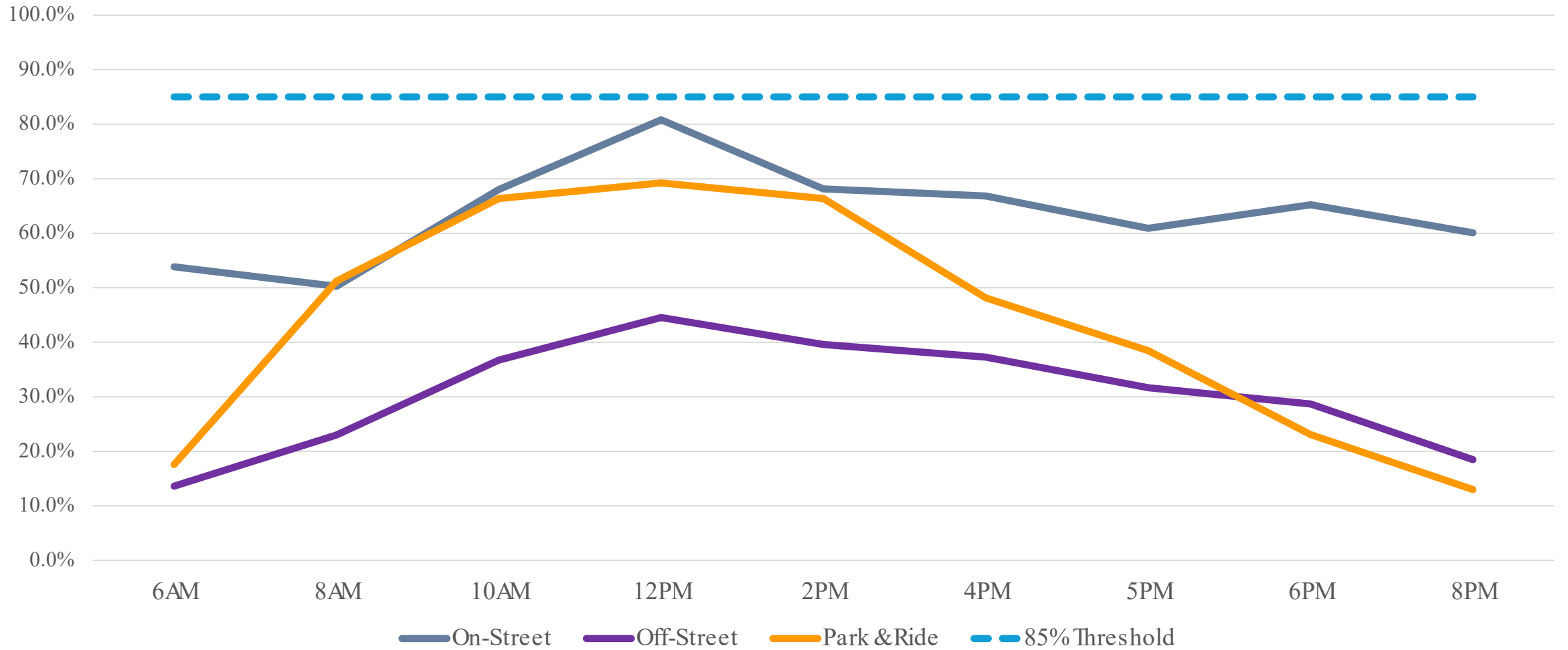


# Staff is seeking City Council feedback on...

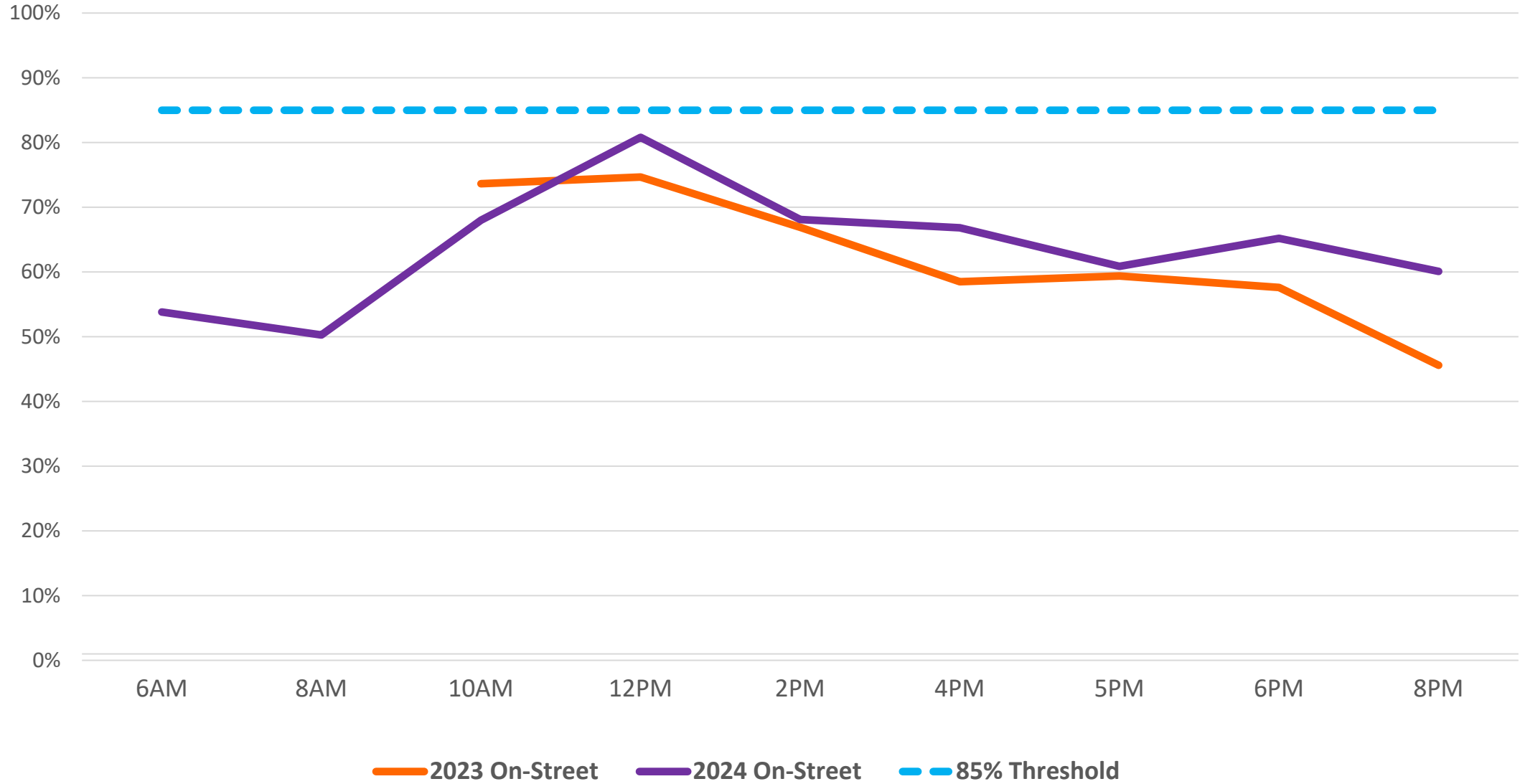
- Increasing the parking citation fee from \$20.00 to \$54.00;
- Adding language to MICC that would specify the distance a vehicle must move to extend the vehicle's parking time beyond the time limits established, and that distance required to do so;
- Standardizing the time limits in Town Center to two hours and the applicable hours for parking restrictions;
- Implementing an on-street parking system that would facilitate two hours free parking with option for time extension with payment, and
- Sunsetting the Town Center Commuter Parking Program.



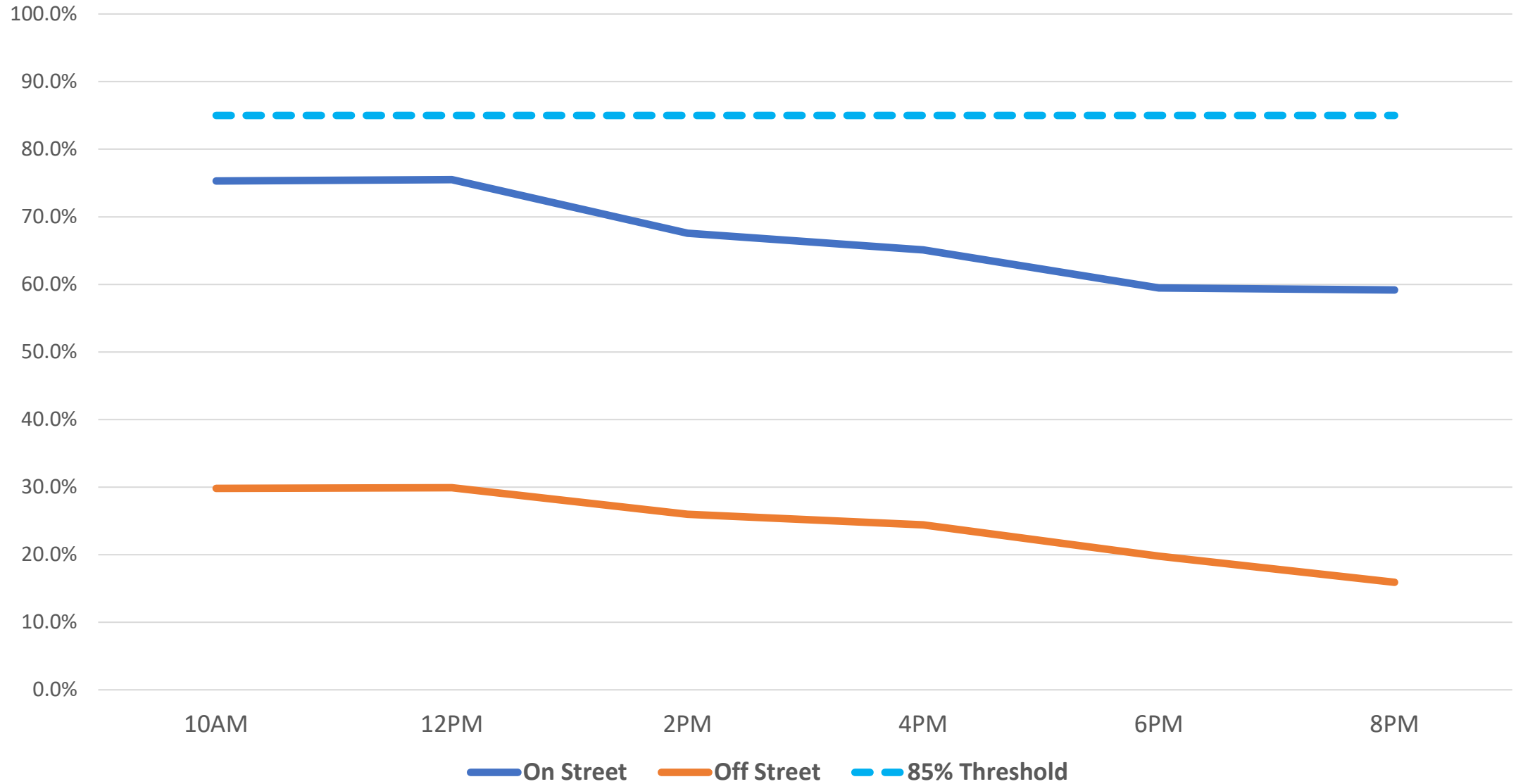
# Mercer Island Town Center Weekday Parking Occupancy



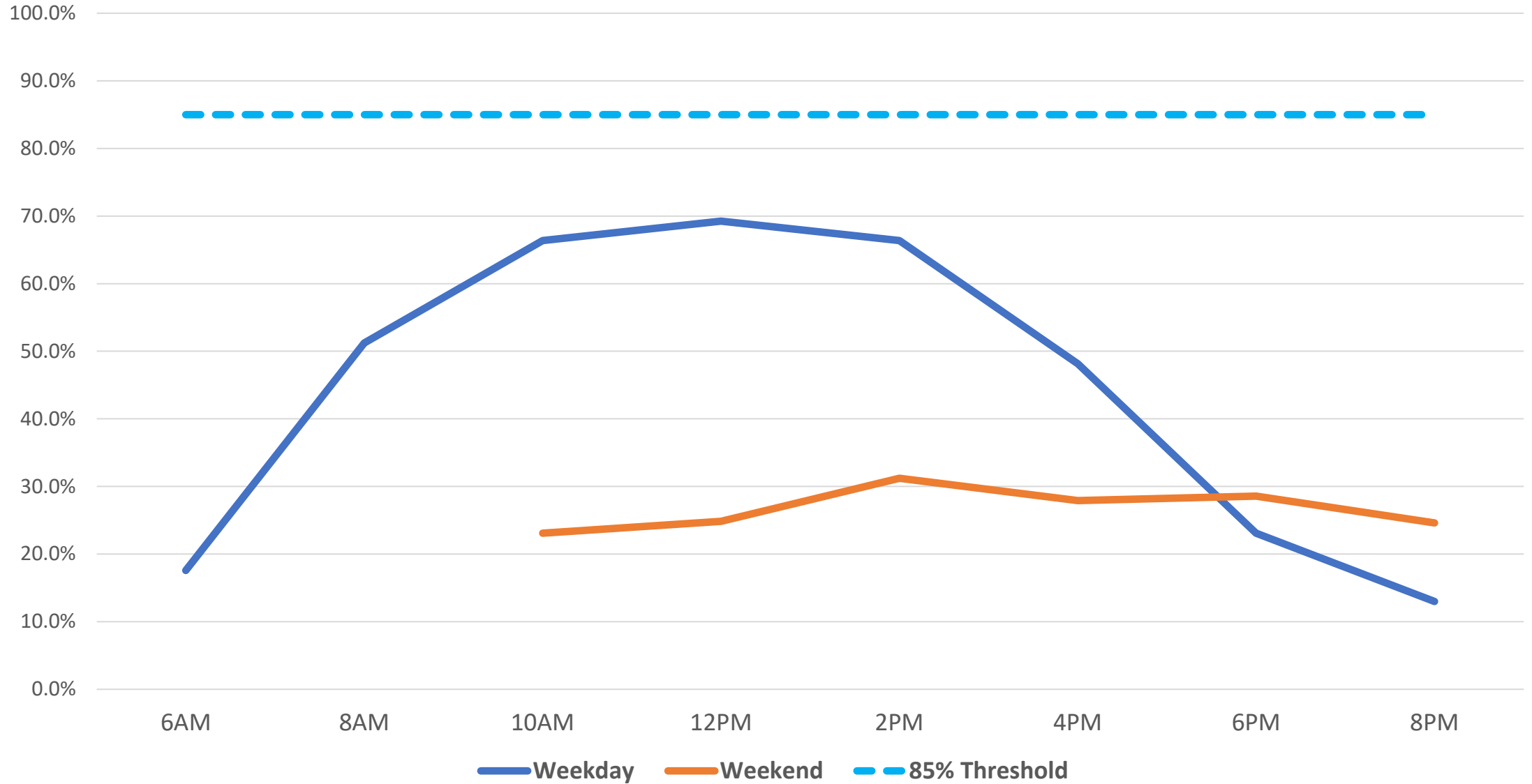
## Comparison of 2023 & 2024 On-Street Parking (Weekday)



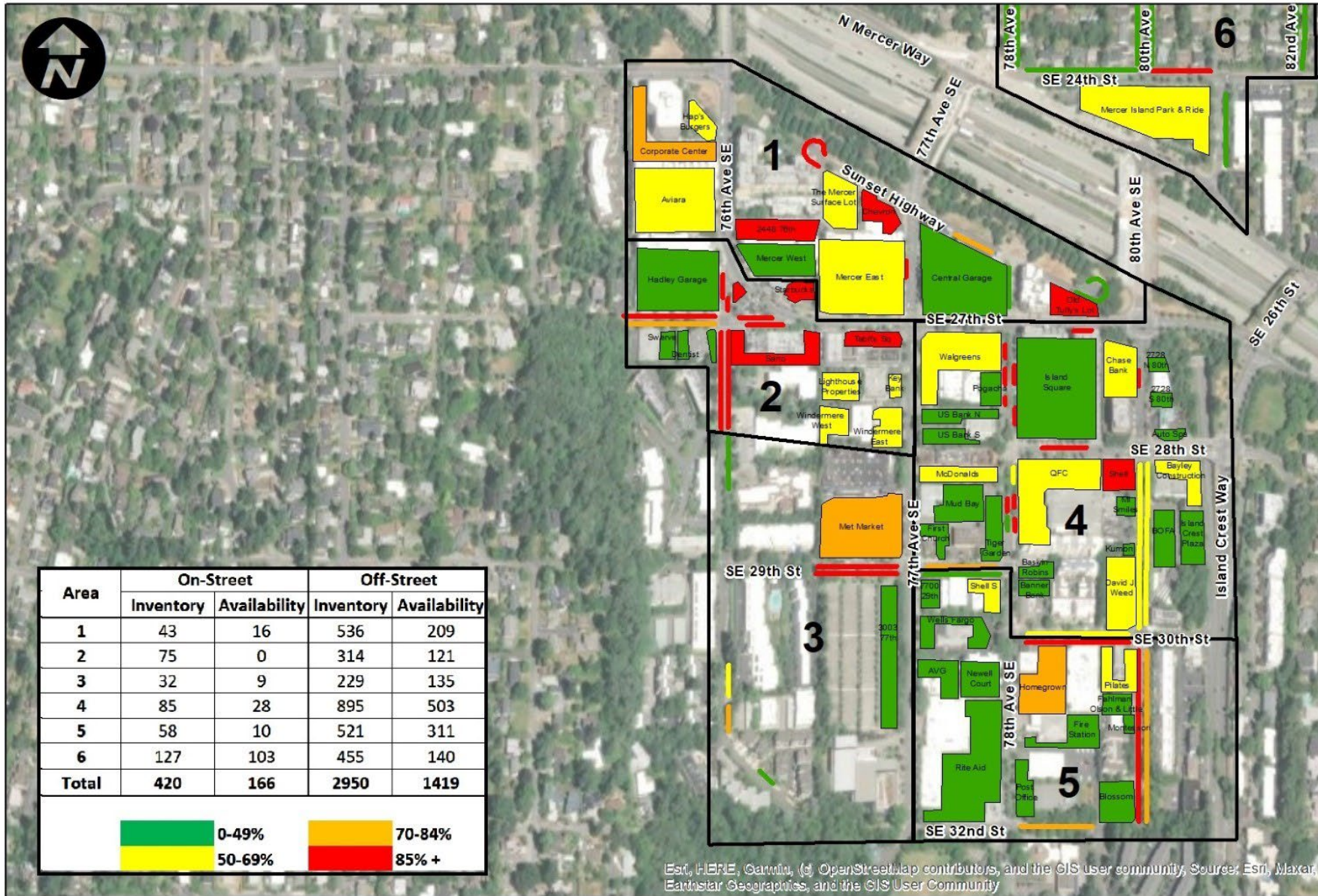
# Mercer Island On/Off Street Parking Occupancy (Weekend/Town Center Only)



# Mercer Island Park and Ride Occupancy May 2024







## Weekday Peak Hour Parking Utilization - 12PM

City of Mercer Island Downtown Parking  
May 9th, 2024

