

GOALS OF THE TOWN CENTER PARKING STUDY

Well-planned and sufficient parking is vital to the success of the Town Center economy and the experience of Town Center business owners, patrons, residents, and visitors. Mercer Island City Council identified the following goals for the 2021/2022 Parking Study:

1. Create a parking program that activates Town Center, supports small businesses, and enhances Town Center visitor experience.
2. Ensure Island residents have priority access to public transportation.
3. Determine if on-site commercial parking and multi-family residential parking are adequately supplied and utilized. Identify options for increasing and/or regulating their use.

AREAS OF ANALYSIS

This study will analyze perceived and actual challenges regarding Town Center parking and recommend policy, process, and implementation strategies to address those challenges. Areas of analysis should include:

- **Parking Supply** – What is the current supply of on-street and off-street parking? Are there opportunities to increase on-street parking capacity (e.g. add angled or parallel parking, etc.)?
- **Parking Usage** – What is the current and future demand for Town Center parking? How do different user groups currently use Town Center parking? To what extent can we change user behavior to better optimize parking supply and use?
- **Parking Regulations** – What are gaps or opportunities for improvement in municipal code regulating parking? How can we streamline the current range of parking requirements allowed in the code? How can we update regulatory authority to better enforce parking regulations? Do we have options for increasing/regulating use of multi-family residential parking in the Town Center?
- **Parking Management** – How is our parking management program running currently? Where do we need to improve (e.g. opportunities for cost recovery, expanded enforcement, etc.)? What are best practices for parking zone limits?
- **Wayfinding** – How can we improve signage and other wayfinding to communicate parking options throughout Town Center?
- **Town Center Activation** – Are there opportunities to repurpose parking supply to activate Town Center and support local businesses in different ways (e.g. parklet cafes, pop-up retail, etc.)? How can we improve municipal code to enable these types of opportunities?

Additionally, beginning in 2022, the City plans to undertake an effort to create an Economic Development Element for its 2024 Comprehensive Plan Update. Outcomes of the requested parking study will inform this future planning effort.

SCOPE OF WORK

The following is a preliminary scope of work that may be modified during the contract negotiations with the selected consultant.

Geographic Area: The Town Center zone occupies 76-acres on the North End of Mercer Island. For this study, consultants should focus analysis of supply, demand, usage, and regulations on the defined Town Center zone. Additionally, when studying the permit parking program, we are interested in studying both the defined Town Center zone and the adjacent zones where the permit parking program is administered (e.g. North Mercer restricted parking, etc.). The exact geographic area covered by the study will be finalized upon consultant selection.

Document Review: Consultants should be familiar with the following City documents and studies.

- [Mercer Island Town Center Vision and Goals \(Comprehensive Plan\)](#)
- [Town Center Parking Requirements \(MICC 19.11.130\)](#)
- [Parking Lot Dimension Requirements \(MICC 19 Appendix A\)](#)
- [2016 Town Center Parking Study \(conducted by BERK Consulting\)](#)
- [2015 Park and Ride Survey \(conducted by BP Squared\)](#)
- [2020 Mercer Island Business Survey Report \(conducted by Hardwick Research\)](#)

Project Management: The selected consultant is expected to provide project management services in close consultation with the City's project manager, including ensuring the project remains on schedule and within budget.

Stakeholder Engagement & Public Input: The consultant will develop and facilitate a public involvement plan to engage key stakeholders such as Town Center business owners, property managers/owners, and customers as well as the general Mercer Island public. Outreach tools may include social media, on-site surveying, one-on-one interviews, focus groups, and meetings with advisory boards and the City Council. There may also be opportunity to leverage other survey data collected concurrently with this study.

Supply & Demand Analysis: The consultant will update inventory and usage data for on-street and off-street parking to provide a better understanding of current trends and needs. Where feasible, the consultant will segment the inventory and the user groups to provide an accurate understanding of availability and usage.

Regulatory Analysis & Recommendations: The consultant will review current parking regulations outlined in the City code and other regulatory documents, identify gaps and areas for improvement, and recommend policy updates and/or development as part of the final report and implementation strategy.

Final Report & Implementation Strategy: The final report delivered by the consultant will include methodology, study findings, proposed recommendations, and relevant implementation strategies.