

# First Reading of Ord. No. 25C-03 (AB 6666)

April 15, 2025



# Agenda

- Background
- Ord. No. 25C-03
- Parking Enforcement
- Next Steps



# On-Street Parking

- **November 2023** - The Town Center Parking Plan was adopted by the City Council.
- **July 2024** - City Council received a presentation and provided feedback on potential actions to update the Town Center parking regulations.
- **March 2025** - City Council directed staff to implement an on-street parking program in Town Center where a user would receive two hours of free parking upon registration with a mobile application.

# Town Center Parking Area

- **January 2025** - City Council awarded the Town Center Parking Area contract to OMA Construction.
- **February 2025** – Project began construction and is expected to be completed by July 2025.
- **March 2025** -City Council directed staff to implement a parking program for the new Town Center Parking Area where a motorist would register their vehicle for two hours of free parking and have the option to extend their parking up to a fourteen hour maximum for a paid fee. The City would charge \$2.50 per hour for parking beyond two hours, up to a daily maximum rate of \$12.50.



# Ord. No. 25C-03

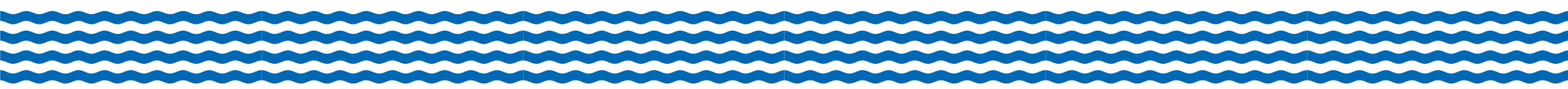


# Ord. No. 25C-03

Ordinance No. 25C-03 would establish the framework for a parking payment and registration system.

The ordinance would:

- Add a definition for 'block' and establish that a vehicle may not repark on either side of the same block to extend the vehicle's parking time beyond the time limits established.
- Add a definition for a 'parking payment device.'
- Remove language that specifies parking restrictions on each block face and give the City the authority to erect official signs that establish time limits.



# Mobile Application



- Implementing the parking payment/registration system will require the use of a mobile application.
- Staff recommend using ParkMobile for its mobile application.
- The City will incur a monthly subscription fee of \$500 for use of the ParkMobile system for on-street parking.
- At the Town Center Parking Area, ParkMobile would charge a \$0.45 transaction fee that would be paid by the user.

# Parking Enforcement



# Current Parking Enforcement

- The Mercer Island Police Department has limited staffing available to enforce parking.
- The Police Support Officer (PSO) is predominantly responsible for parking enforcement, in addition to performing their other duties including animal control and performing transports.
- The PSO must chalk tires to conduct parking enforcement and then return to issue citations for parking violations.

# Current Parking Enforcement

- Patrol officers assist with parking enforcement when the department receives complaints about unlawful parking and when capacity allows.
- Patrol officers are limited in their ability to consistently enforce time-limited parking due to needing multiple touchpoints with the vehicle.
- The two-touch enforcement system (e.g. chalking tires) is labor intensive and inefficient.

# Current Parking Enforcement

- The City has three police vehicles equipped with Automatic License Plate Reading (ALPR) cameras.
- The Mercer Island Municipal Court is currently unable to process parking citations generated using the ALPR cameras because:
  - The MICC does not specify how far a vehicle must move to be considered reparked, and
  - The ALPR location-detection capabilities are accurate to around 30 feet.
- This enforcement issue is intended to be addressed with the new ordinance.

# Parking Enforcement w/ App

- The introduction of a parking payment/registration system would change how parking enforcement is conducted.
- Payment/registration data would integrate with the ALPR system and enforcement software to create a 'one touch' enforcement system, that would greatly increase the efficiency of parking enforcement for MIPD.

# Parking Enforcement w/ App

- A 'one touch' enforcement system would allow an Officer to drive through Town Center and receive alerts if a vehicle has not registered or has overstayed their parking.
- This enforcement system would:
  - Greatly increase the efficiency at which the Police Department can conduct parking enforcement,
  - Support the work of the Police Support Officer (PSO), and
  - Allow patrol officers to more consistently participate in parking enforcement.

# Next Steps



# Ordinance & Resolution

Staff will return to the City Council in May for the second reading of Ord. No. 25C-03 and will present a resolution that amends the Fee Schedule.

The resolution would make the following changes to the 2025 Fee Schedule.

- Establish that a user will receive two hours of free parking upon registering with the City's selected mobile application for the on-street parking in Town Center.
- Specify that a user will receive two hours of free parking upon registering with the City's selected mobile application at the Town Center Parking Area.
- Establish the rate of \$2.50 per hour for parking beyond two hours and the daily maximum rate of \$12.50 at the Town Center Parking Area.

# Mobile Application



- Staff will begin the implementation and roll out of a mobile application for the new parking program for the on-street parking and at the new Town Center Parking Area.
- Estimated time to launch is 60 days.
- Staff intend to switch the mobile application at the Boat Launch to ParkMobile during this process.

# Parking Signage

- The current parking signage will need to be updated to reflect the new regulations.
- Additional signage would be added to show how to use the mobile application to register or pay for parking.



# Community Outreach

Staff will implement a comprehensive outreach campaign that includes:

- Updates on Let's Talk
- Outreach to the business community and the Chamber of Commerce
- Outreach at community events
- Social media posts
- Communications in the MI Weekly

# Revenue

- Staff recommend that revenue generated from the parking program at the new Town Center Parking Area first be directed to covering the costs of the mobile application for the on-street parking.
- Additional revenue from the paid parking area is recommended to be directed to support parking enforcement (equipment, signs, etc.) and this policy recommendation will be subject to City Council approval.

# Questions?



# Existing Parking Signage

