



City of Whittier
Port and Harbor Advisory Commission
Regular Meeting Packet



April 7, 2022



THE CITY OF WHITTIER

Gateway to Western Prince William Sound

P.O. Box 608 • Whittier, Alaska 99693 • (907) 472-2327 • Fax (907) 472-2404

April 7, 2022

6:00 p.m.

Council Chambers

Steven Bender
Term Expires 2023

Jim Morrison
Term Expires 2023

Trey Hill
Term Expires 2024

Mark Mitchell
Term Expires 2022

David Goldstein
Term Expires 2023

Arlen Arneson
Term Expires 2024

Nick Olzenak
Term Expires 2024

James Hunt
City Manager

Jackie C. Wilde
Assistant City
Manager

David Borg
Harbormaster

Naelene Matsumiya
City Clerk

1. **CALL TO ORDER**
2. **OPENING CEREMONY**
3. **REORGANIZING COMMISSION**
4. **ROLL CALL**
5. **CITIZEN COMMENTS ON ANY SUBJECT EXCEPT THOSE ITEMS SCHEDULED FOR PUBLIC HEARING** *[Those who have signed in will be given the first opportunity to speak. Time is limited to 2 minutes per speaker and 36 minutes total time for this agenda item.]*
6. **APPROVAL OF AGENDA AND CONSENT AGENDA** *[Approval of Consent Agenda passes all routine items indicated by asterisk (*). Consent Agenda items are not considered separately unless a council member so requests. In the event of such a request, the item is returned to the Regular Agenda]*
7. **PRESENTATIONS AND REPORTS – NONE**
 1. **Assistant City Manager report**
8. **PUBLIC HEARINGS (NON-ORDINANCE)- None**

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- 9. NEW BUSINESS
 - A. ORDINANCES- NONE
 - B. RESOLUTIONS
 - 1. **RESOLUTION 2022-001- ADOPTING PORT AND HARBOR ADVISORY COMMISSION PRIORITIES FROM APRIL 2022 TO APRIL 2023.....Pg 4**
 - C. Other New Business Items
 - * 1. Approval of the September 2, 2021 Regular Meeting Minutes.....Pg 6
 - 2. Review and approval of Commission calendar.....Pg 10
 - 10. INFORMATIONAL ITEMS AND REPORTS *(No Action Required)*
 - 1. *Planning summary article- 8 Ways to Launch Your Parking Strategy.....Pg 12*
 - 2. *8 ways to Launch your Parking strategy.....Pg 17*
 - 11. COMMISSION COMMENTS
 - 12. CITIZEN COMMENTS *[Those who have signed in will be given the first opportunity to speak. Time is limited to 5 minutes per speaker]*
 - 13. COMMISSION AND ADMINISTRATION RESPONSE TO CITIZEN COMMENTS
 - 14. ADJOURNMENT

**CITY OF WHITTIER, ALASKA
PORT AND HARBOR ADVISORY COMMISSION (PHAC)
RESOLUTION 2022-001**

**A RESOLUTION OF THE PORT AND HARBOR ADVISORY
COMMISSION (PHAC) OF THE CITY OF WHITTIER, ALASKA
ADOPTING COMMISSION PRIORITIES FROM APRIL 2022 TO APRIL
2023**

WHEREAS, port and harbor advisory commission’s responsibilities are listed in WMC§ 2.54.040 Duties: and

WHEREAS, City Council, Planning and Zoning, and PHAC held a March 29, 2022 joint work session to review and update the current Priorities List

WHEREAS, Council will address a resolution adopting these recommendations.

NOW, THEREFORE, BE IT RESOLVED by the Port and Harbor Advisory Commission (PHAC) that:

Section 1. The following List of Priorities through April 2023 is hereby approved by the Board and recommended to Council for their approval:

PRIORITIES

Short and Medium Term- 6 to 24 months

1. Review/ Update the Title 2, 12 & 17
2. Review information provided by administration and make recommendations to Council regarding Harbor Phase III project
3. Provide review and recommend changes to the Harbor Tariff and City Code.
4. Identify needed support, strategies incentives and measures that will support the Harbor District industries
5. Provide review and recommendations for the Comprehensive Plan and Future Head of the Bay development
6. Provide recommendations for a Harbor District Development Plan

Continuing

- 1) Assist with action plan update of Comprehensive Plan with the Planning and Zoning commission

- 2) Assist with the completion of a Parks & Recreation Plan in regard to the Harbor District
- 3) Look at current and future community needs to identify a wide range of strategies and investments that support growth and vitality to the Harbor District.
- 4) Continue to pursue compliance with the Whittier City Zoning Code by prioritizing the outstanding health and safety issues, such as code compliance, parking, and use of Harbor district
- 5) Identify and implement land use and zoning changes as well as other actions needed to support the short-term recovery and long-term vitality of City
- 6) Seek additional funding for Port and Harbor Commissioner training.
 - a. Search out and add funding to the budget
 - b. Maintain a commissioner training calendar

Section 2. This resolution shall take effect immediately upon its adoption.

PASSED AND APPROVED by the Port and Harbor Advisory Commission of Whittier, Alaska this 6th day of April, 2022.

THE CITY OF WHITTIER, ALASKA

AYES:
NOES:
ABSENT:
ABSTAIN:
VACANT:

ATTEST:

Naelene Matsumiya,
City Clerk

(City Seal)

CALL TO ORDER

The September 2, 2021, regular meeting of the Whittier Port and Harbor Commission was called to order at 6:01p.m. by City Clerk, Naelene Matsumiya

OPENING CEREMONY

City Clerk Naelene Matsumiya led the pledge of allegiance to the flag

ROLL CALL

There were present:

Mark Mitchell, presiding, and
Dave Goldstein, Brad VonWichman, Arnie Arneson,

Steven Bender – Via Teams
Cathy McCord-Joined at 6:28pm via Teams

Comprising a quorum of the Board; and
Absent

Also Present:
Jim Hunt, City Manager- Via Teams
Dave Borg, Harbormaster
Rose Medez, Harbor Finance

CITIZENS' COMMENTS ON ANY SUBJECT EXCEPT THOSE ITEMS SCHEDULED FOR PUBLIC HEARING – None

APPROVAL OF REGULAR MEETING AGENDA AND CONSENT AGENDA

Motion (Goldstein/Arneson) Approval of Agenda and Consent Agenda

Goldstein requested to remove Swear in Ceremony for Nick Olzenak and requested to amend a typo on Agenda.

Motion Passed Unanimous

APPROVAL OF MINUTES

August 5, 2021 – Regular Meeting Minutes

Motion (Mitchell/Arneson)

Motion Passed Unanimous

PRESENTATIONS AND REPORTS

A. Chairperson Report- None

B. Harbormaster Report- Harbormaster **Borg** reported on theft in the Harbor; investigation in process. Hydraulic spill, Harbor staff responded.

Harbor Finance filed a report on the car that drove off the launch ramp with the Coastguard. Water leaks on G and W floats. The Commission discussed cameras in the harbor with the Harbormaster and the City Manager. Different avenues for security were discussed as well as cost to repair the Smitty's Cove launch ramp.

UNFINISHED BUSINESS

A. Delong Dock

Harbormaster **Borg** reported that the grant that the City applied for is still pending.

B. Harbor Phase 3

Nothing new to report

C. Infrastructure Issues

Nothing new to report

D. Smitty's Cove Launch Ramp

Item mentioned in Harbormaster report.

E. Floating Breakwater Moorage

Harbormaster **Borg** stated that securing the moorage for the floating breakwater was a priority.

F. Boat Yard Usage

Harbormaster **Borg** explained the item to the Commission and reported that there is no plan yet but future expenses were to be discussed as well as expenses for labor.

NEW BUSINESS

A. Fee Schedule Review

Harbormaster **Borg** reported that the Council is requesting to approve the Harbor fee schedule for 2022. Stated that his staff have been working had to come forward with the recommendations for the Commission and items on the fee schedule that Administration will be proposing to change. Items were sent out in a memo. Stated that the report for the City Dock was reviewed and based on the information, the lift should be limited to 20,00 pounds. **Borg** recommended that \$25,000-\$35,000 repair to the travel lift to lift boats that don't exceed 20,00 pounds, doesn't look like good money spent. Also recommended that there be a 5% increase from the \$67.13 (currently) to \$70.49. Mentioned that the increase will also apply to the MRF (Repair fund) and explained that Administration did a 4-year average and if the 5% increase works out, the harbor will have roughly \$28,000 in its harbor fund annually. **Borg** stated that

Monthly Transient and recommendations to the Council to lower by 30%. Shared the numbers from 2020 and 2021. Said in 2021, the harbor made more money despite the lowering of costs and explained that in 2020, the harbor made \$110,491 (228 boats, 5,061 linear ft of dock sold in monthly transient) and in 2021, \$114,249 (222 boats, 7,467 linear ft. of dock in monthly transient) was generated. **Borg** estimated that in 2021, the harbor was able to sell 2,400 more linear ft. than last year and mentioned other rates and compared them to winter/summer rates.

Harbormaster **Borg** mentioned change in winter transient dates, but no change in fee but the qualifications that justify. Stated no change in launch ramp fee but change in how the rates will apply. Dry Storage was mentioned with no changes to fee, but change in dates (spring date flexible depending on snow removal) and conditions that may apply i.e. boats to be stored on trailers and not stands/blocks. Recommended to remove Boat Maintenance as the City does not have permits to operate a boat yard but is looking to change the location as the area it is in now can be used for parking in the future. **Borg** stated that there is a problem with oil in the harbor as people are finding ways to avoid paying the fee. Reasoned with the Commission that the fee be struck so as that oil can be safely removed from the harbor. Explained that some are creating a hazard by disposing oil incorrectly and that the City is required to clean it up and to pay for it. **Borg** mentioned parking and no change to the daily rate, but annual rate needs to be addressed with City Council.

Goldstein agreed that the \$250 per vehicle is a good deal and did some estimations on businesses and annual fees. Said some charter businesses have passes for customers by way of placards and reiterated his agreement to the fee.

Mitchell stated his support on the parking fee. Suggested all moorage rates should go up 5% across the board and explained his reasons.

VonWichman agreed as well as **Arneson**. There were no objections to the 5% increase in moorage rates suggestion. **Arneson** added that if rates were going to be raised, it's a good idea to do it uniformly.

Commission discussed lighting in the harbor with the Harbormaster

Borg stated that the fee proposal will go as it stands and to propose to discontinue the Travel Lift operations and not fund the money to make the repairs. Asked for input regarding this. Commission agreed, had nothing to add.

Borg went through his suggestions from the Commission:
5% increase across the board to all moorages. Asked if the 5% should increase from the old rate or the rate as it stands. Commission responded with the rate as it is now. **Borg** asked for conflicts. Commission had no input and supported these increases.

Borg asked the Commission about the parking fee and stated that another resolution will be brought to Council as there needs to be clarification for businesses operating in the harbor. Stated that current unwritten practice is business owners can purchase one

parking pass for \$250.00 and receive two more passes for free. Went on to say that there has also been a practice of a business blocking off up to ten spaces for \$750.00 a year. Mentioned that after searching, these practices and fees are not addressed in our code, the harbor handbook, or leases and stated that further clarification concerning this practice is required from the Council prior to 2022. Commission recommended to do away with the practice of “buy 1, get 2 free” and any special parking arrangements not codified.

Goldstein asked about fines and if those fines are included in the discussion for rate change. **Borg** responded that those rates are set in the City’s Code.

MISCELLANEOUS BUSINESS

The Harbormaster gave an update on the Arctic Moon and The Marley and said someone has been working on them and hopes to get them on the water in a couple of days and tow them out of Whittier. Said the individual is saving the City in disposal fees.

COMMISSION COMMENTS

None

CITIZENS COMMENTS

None

COUNCIL AND ADMINISTRATION RESPONSE TO CITIZEN COMMENTS

None

ADJOURNMENT

The meeting was adjourned at 6:55 p.m.

Naelene Matsumiya
City Clerk

(City Seal)

Steven Bender
Chairperson

Port and Harbor Calendar
Meeting Schedule

RM= Regular Meeting **WS= Work session**

MEETING	SUGGESTED AGENDA ITEMS
May 5, 2022	Review and update of portions of Title 2, 12 and 17
June 1, 2022	Joint Work session with Port and Harbor- Comp Plan review/update
July 7, 2022	Review and update of portions of Title 2, 12 and 17
August 4, 2022	Review and update of portions of Title 2, 12 and 17
September 8, 2022	Review and update draft ordinance for Title changes
October 5, 2022 October 6, 2022	Joint work session with Port and Harbor- Comp Plan review/ update Draft ordinance of title changes
November 3, 2022	Comp Plan review/update Provide recommendations for a Harbor District Development Plan
December 8, 2022	Comp Plan update final draft for council
January 5, 2023	Resolution recommending Comp Plan updates to Council
January 5, 2023	Long Term Strategic Planning for Harbor District
February 2, 2023	Long Term Strategic Planning Harbor District
March 2, 2023	Long Term Strategic Planning Harbor District 2023-2024 Priorities list for April approval
April 6, 2023	2023-2024 Priorities list for April approval

Port and Harbor Calendar
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Percival Landing Boardwalk: Olympia, Washington

Summary

Once a bustling harbor, by the 1950s Olympia's waterfront had become mostly industrialized with privately owned warehouses, lumber mills, and dumps and oil storage tanks blocking public access to the water. By the mid-1970s, however, a new chapter began to unfold when Washington Public Lands Commissioner Bert Cole announced that the state department of natural resources would declare a portion of the shoreline a public place.

DESIGNATED AREA

A 3.3-acre park with a 0.9-mile boardwalk on the Budd Inlet waterfront in downtown Olympia, along 4th Avenue West and Columbia Street NW.



Once blocked by warehouses, lumber mills, and oil tanks, the Percival Landing boardwalk is now open to visitors at all times of the day. Photo courtesy of Jonathon Turlove.

PLANNING EXCELLENCE

Once a bustling harbor, by the 1950s Olympia's waterfront had become mostly industrialized with privately owned warehouses, lumber mills, and dumps and oil storage tanks blocking public access to the water. By the mid-1970s, however, a new chapter began to unfold when Washington Public Lands Commissioner Bert Cole announced that the state department of natural resources would declare a portion of the shoreline a public place.

Because of that decision, says city Parks, Arts and Recreation Director Linda Oestreich, "we are fortunate to have the majority of urban waterfront in public ownership."

Guided by plans and studies from local officials, civic groups, a local improvement district, and a local urban planning and design committee led by the American Institute of Architects, the first phase of the 0.9-mile wooden boardwalk was dedicated as Percival Landing (a city park) in 1978 with subsequent additions completed in 1985 and 1988.

Adjacent to the landing, a three-story timber viewing tower offers a unique, 360-degree view of Olympia that includes breathtaking views of the Puget Sound's Budd Inlet, snow-capped peaks of the Olympic mountain range, and the state capitol dome.

Adjoining the boardwalk is 1.3-acre Percival Landing Park, which occupies the site of a former Unocal oil storage tank purchased by the city in 1996. Adjacent restaurants reflect the city's maritime heritage. Several hotels, Farmer's Market, and a vibrant downtown business district including shopping, dining, galleries, and theaters further supports the recreational and retail nature of the waterfront.



Two people prepare to launch a canoe into Puget Sound. The Olympic Mountains can be seen in the background. Photo courtesy of Carl Cook.

DEFINING CHARACTERISTICS, FEATURES

Continuity of Effort

- In 1979, the citizens of Olympia requested an Urban Planning and Design Committee of the American Institute of Architects (AIA), which suggested focusing downtown revitalization efforts on Percival Landing. The study led to the expansion of the boardwalk and spurred development of adjoining shops and restaurants by local business owners. The AIA team returned in 1990 and suggested linking Percival Landing to public transit to increase connectivity.
- In 2004, Olympians approved a tax to expand the city's park system and connecting sidewalks. After the wooden boardwalk was found to be deteriorating, \$2.5 million of that fund was put toward the first phase of Percival Landing reconstruction.
- The current \$10.5 million improvement project, to be completed by August 2011, will address the most deteriorated section of the landing. Phase 1 will replace the wooden boardwalk with ecologically sensitive materials and design, and build a multi-use facility with bathrooms, showers, historic interpretation, and a

large meeting room along with two pavilions designed to include future visual and audio elements focusing on Percival Landing's maritime history. The multi-use building will be LEED silver rated, and the rest of the landing "green" built.

Historic Value

- The Squaxin Indian tribe, whose city Steh-Chass predated Olympia, and who depended on the South Puget Sound for thousands of years before the first European settlers, contributed to Percival Landing's planning process for redesign.
- In 1860, Sam Percival, a settler from Massachusetts, built a wooden steamship dock used as an entry point for passengers and cargo in the spot where Percival Landing is today; the Percival family continuously operated the wharf until shortly before World War II.
- The Sand Man, a 60-foot wooden tugboat that worked the waters of the Puget Sound for 75 years, is on the National Register of Historic Places and is docked permanently at Percival Landing and open daily as a museum.

Place for Social Gathering

- Percival Landing Park, an open green space, is used along with the boardwalk and moorage facilities for a variety of gatherings from family picnics to two annual maritime-themed events that draw 10,000 visitors: Wood Boat Festival over Memorial Day and Harbor Days over Labor Day
- Percival Landing is a popular site for friends and neighbors to stroll the boardwalk, picnic, and sit on one of the many wooden benches.
- A gateway to Olympia, Percival Landing is connected to the state capitol campus and a nearby Farmers Market by sidewalks, streets, bike lanes, and intercity public bus.
- Percival Landing is adjoined to a vigorous downtown business district populated by locally owned shops and restaurants, many of which reflect Olympia's maritime heritage and presence as Washington's capital city.

Public Waterfront

- Percival Landing boardwalk and park has 0.9 miles of continuous public waterfront access and moorage facilities that welcome short-term visiting boaters.
- Eldon Marshall, longtime city supervisor who facilitated waterfront acquisition, considers it one of his lasting legacies.

- Percival Landing is part of the greater Olympia Parks, Arts and Recreation Department, which manages three parks on or near the waterfront that are connected for boaters and pedestrians alike.
- The three-story timber viewing tower adjacent to the landing includes a schematic map that points out prominent Olympic peaks that can be seen from over 60 miles away.
- Public art is interspersed on the boardwalk; "The Kiss," a metal sculpture of a man and woman leaning on the boardwalk guardrail kissing, is a favorite spot for photos.



Ademolition project takes place behind the historic 'Sand Man' tug boat. Listed on the National Register of Historic Places, the 'Sand Man' worked the waters of Puget Sound for 75 years before being transformed into a museum. Photo courtesy of Stephanie Johnson.

8 Ways to Launch Your Parking Strategy

Curb management relies on a successful parking plan. Here's how your community can start building one.



A parking plan that defines pricing strategies and goals is the key to curb management. Photo by ako photography/Shutterstock.

July 29, 2021

By CHRISSEY MANCINI NICHOLS; JOHN DORSETT, AICP

This story is part of Planning's "The Billion Dollar Curb" series. Using data from all 50 states and the latest tech solutions, this multi-part roadmap offers equitable and lucrative plans, policies, and pricing strategies to help communities of all sizes better manage the curb.

The term "curb management" tends to invoke scenes of reserved commercial loading spaces, pickup and drop-off zones, bus stops, parklets, e-bike and scooter racks. The list goes on. But for Curb management is a journey. And while every city is at a different stage based on its density, infrastructure, demand for curb access, and policies and practices already in play, each journey has one big thing in common: the need to account for the transitory nature of our curb uses and needs. That's because this space is no longer stagnant — the curb is a vibrant link between a city's transportation system and land uses. While parking has long dominated the curb, cities must be open to converting some on-street spaces to more efficient uses that move more people and goods. Those changes often come with pushback from residents and businesses, but that concern tends to be unwarranted: Based on our decades of data collection, off-street parking is often 30 to 50 percent vacant (or more) during typical peak hours in a majority of cities, while on-street parking supplies often account for less than 10 percent of a city's total parking capacity.

Most policy change is incremental, and it takes time and education to help bring the public along. If the goal is a dynamic curb that squeezes the most efficiency out of that space — to generate revenue, move more people, advance goals for climate change and transportation equity, support local businesses, and increase active transportation — the process starts with parking as our baseline.

Sound parking management policies can begin the education process with the community by demonstrating the value locked up in curb space. And while the infrastructure, technology, data,

partnerships, policies, staffing, and funding necessary to create and manage these strategies are complex, we can also take lessons from parking best practices to improve our overall curb management.



Seattle's Flex Zones plan prioritizes curb-based goals and the surrounding land use. Photo courtesy of Seattle Department of Transportation.

1. CREATE A HOLISTIC, DATA-BASED PLAN.

Parking is not an island in itself; it's one element of a transportation program. On-street and off-street parking, transit, walking, biking, and curb management must be connected to plan for how many vehicles — and more importantly people — are provided access. An example of a holistic program is one that aligns transportation with access, equity, economic development, climate, and financial goals. Seattle's [Flex zones](#), for example, prioritize these curb goals through policies and practices that support uses of the curb that go far beyond providing only on-street parking. Specific Flex zone functions include mobility, access for people, access for commerce, activation, greening, and storage. All of these functions are considered, and this space is regulated based on the city's comprehensive plan and adjacent land uses.



In Redwood City, Calif., Cleverciti's parking system will be applied to 400 on-street spaces, seven surface lots, and 11 garages, totaling more than 4,500 parking spaces and will integrate with multiple payment apps. Photo courtesy of Cleverciti.

2. EMBRACE TECHNOLOGY TO COMMUNICATE AND ACCEPT PAYMENT.

When we ask people what they want out of parking and curb management, we routinely hear two words: easy and convenient. A spectrum of technology tools can help make that happen as we transition to a dynamic curb. In [Redwood City, California](#), easy-to-understand wayfinding and signage were installed to educate people about where and how to park. Now, the city is using Automated Parking Guidance System (APGS) technology to show people where parking is available to reduce circling and save time.

Many cities like Atlanta are proving that mobile payments are another way technology can make payments easier and more convenient, encourage compliance with policies and regulations, increase revenue, and reduce capital and operating costs by reducing the need for physical equipment. Mobile payment platforms can also integrate payments for multiple forms of transportation, setting the stage for future curb management. Omaha, Detroit, and Charlotte, for example, are [testing the use of one mobile payment system](#) for parking both vehicles and scooters, making for a more seamless customer experience and streamlined city process.

3. VALUE THE SPACE WITH APPROPRIATE PRICING.

Curb space has become an undervalued free-for-all, and [cities are leaving billions in revenue on the table](#). Adequately pricing parking in high-demand areas increases capacity, manages access, and conveys the value of the curb to the community — plus helps cities prepare to price for other uses like commercial delivery and passenger pickup. Pricing should vary by demand, day, time, and location. Rates can be set to recoup program costs and even fund mobility and access improvements but should primarily be used to efficiently manage and allocate a scarce resource.

Demand-based parking pricing has been implemented in [San Francisco](#), [Seattle](#), and [Washington, D.C.](#) through programs backed by utilization data that is used to adjust meter rates based on occupancy

targets. Pricing based on demand ensures that at least one spot per block is available to increase convenience, prevent cruising for a spot, and utilization.

Key to the success of a demand-based parking pricing program is granting policy flexibility for the transportation director to increase or decrease rates based on established metrics and data, such as an occupancy goal of between 60 to 80 percent. What does not work: when city council must approve every single parking rate amendment. It's inefficient and tends to lead to decisions based primarily on politics.

Demand-based pricing can be intensive to administer. It's important to have a clear understanding of the infrastructure and data available for implementation. After receiving a \$25 million grant from the U.S. Department of Transportation, San Francisco now has a very sophisticated data infrastructure warehouse used to automatically change parking rates by block based on demand. Rates are adjusted every three months in \$0.25 increments.

Such a program is hard to replicate without similar resources and in a smaller city and without the benefit of a \$25 million federal grant. Seattle's more achievable, lower-budget program originally relied on annual data collection of parking occupancy across the city and an annual rate adjustment. Now, the city uses historical data to model demand with on-the-ground data collection in some areas for validation. Rates are adjusted quarterly and vary by neighborhood instead of per block. Washington, D.C., meanwhile, uses cameras and payment data sampling to update pricing.



Demand-based pricing in Washington, D.C adjusts meter rates based on utilization data. Parking meter rates on individual blocks range from \$1.00 to \$6.50 and vary by time period. 2019 map courtesy of District Department of Transportation.

Zonal-based pricing can be a lower-intensive pricing strategy that acknowledges the variance in curb value throughout the city by levying higher or lower pricing based on parking demand and geography. For example, [Sacramento's zonal-based program](#) prices parking by area and hour: four zones have rates ranging from \$1.75 to \$3.75 per hour, depending on the location and length of stay. For example, in Zone 1, the area with the most parking demand, the base hourly meter rate is \$1.75 and increases to \$3.00 in the second hour, and \$3.75 per hour for three or more hours.

Flex pricing allows cities to productively influence consumer behaviors by lowering rates in the early morning and late afternoon and increasing them at lunch, dinner, and during events. Des Moines, Iowa [charges higher rates for parking after 5 pm](#) in its Historic Court Avenue entertainment zone to create consistent utilization and ensure supply, helping to increase retail and dining revenues for business owners and contribute to a more vibrant area.

Evenings and weekend pricing is another lucrative approach. Businesses wouldn't give away a prime asset during times of high demand, and neither should cities. Places motivated to provide higher levels of customer service charge for on-street parking during evenings and weekends, some of the busiest times in areas chock full of restaurants, shops, and entertainment. Denver even charges for overnight parking in response to requests from business.

4. PRICE TO RECOUP COSTS AND ENCOURAGE MODES OTHER THAN DRIVING.

It is good parking policy to set rates to recoup infrastructure, administrative, and enforcement costs, which will only grow as more people vie for curb space.

But parking pricing is about more than just revenue. Because people respond to both pricing and convenience, charging for parking or even limiting supply is one of the best ways to support sustainability goals by increasing the number of people who walk, bike, or use available transit. If you do limit supply, be sure to give people other travel options. Austin, for example, permits residents and businesses to [create parking management districts](#) with a portion of the revenue (less city expenses) allocated to local improvements that increase walking, cycling, and transit use. Remember: The destination is the draw. Swapping land devoted to parking for something that creates greater public interest can be a significant win for residents, businesses, and the city.



The coordinated parking rates in Madison, Wisconsin, create higher on-street parking rates for short-term access to the curb. Lauralyn Rosenberger, left, and Mason Purtell, use a "smart" meter to pay for their downtown parking space. Photo by Amber Arnold/State Journal.

5. COORDINATE ON-STREET AND OFF-STREET RATES TO SUPPORT A "PARK ONCE" STRATEGY.

Parking spaces at the curb are premium real estate for consumers who need convenient and short-term access to a business. Employees and other long-term parkers should not monopolize that asset. Instead, these spaces should be priced higher to reflect their value (in many cities, [the opposite is currently happening](#)).

An example of a city doing it right is Madison, Wisconsin. Madison prices parking in most off-street facilities at lower rates than on-street spaces. This allows more vehicles to park during the day in the

most desirable locations and encourages employees and other long-term parkers to use spaces on the periphery that may otherwise sit empty.

This policy is also a "park once" strategy, giving long-term visitors time to spend in a commercial area without concern over moving their vehicle. At the same time, there is more short-term parking capacity in the highest demand areas to make it easier to park in those spaces, increasing the total number of people able to park in front of storefronts.

6. ENSURE EQUITY.

Mobility goals should be aligned with equity goals. To that end, parking revenue can be allocated to fund more travel options for low-income residents and visitors. For example, Boulder, Colorado, funds its EcoPass, a low-cost or free transit pass, [with parking revenue](#). Reduced rates at periphery parking can ensure that people across the income range who need to drive and park can also afford to do so.

Austin's Affordable Parking Program supports service and entertainment industry workers by providing low-cost evening parking permits. This helps to create parking equity and encourage the efficient use of off-street facilities.

7. ALIGN ON-STREET PARKING PRICING WITH OFF-STREET PARKING REQUIREMENTS.

Any policy of reducing or eliminating parking minimums must be combined with [targeted on-street parking pricing and management policies](#) to eliminate street spill-over and make the policy work. When San Francisco eliminated parking minimums, it could bank on SFPark, the city's demand-based parking pricing program to keep residents and employees from migrating to prime curb spaces needed for local business customers.



The best run parking enforcement programs encourage compliance with fees that are high enough to discourage overtime parking, and even higher for violations that impede travel, like parking in bike lanes. Photo by Westhoff/E+/Getty Images.

8. ENFORCE THE RULES.

Curbs are a finite commodity and need turnover to ensure that spaces are available for customers. A city can create turnover through time limits, pricing, or both, but without enforcement, it is unlikely either will work. Enforcement is less about revenue and more about efficiently allocating a scarce resource. The best run programs have staff with a dedicated focus and a customer service approach to ensure

people adhere to regulations.

Fines should be set at an amount that encourages compliance. For example, fines for parking at an expired parking meter in Annapolis (\$40), Honolulu (\$50), Phoenix (\$84), and Trenton, New Jersey, (\$70) are at a point high enough to discourage overtime parking.

We typically recommend an amount equal to at least 1.5 times the rate for the daily maximum price for overtime parking. For example, using an on-street rate of \$2.00 per hour with 10-hours of operation, the parking citation fine amount would be \$30. Parking fines should be set higher for violations that impede travel choice, like parking in a bike lane and increase for repeat offenders.

Before we can tackle the growing demands of the curb, we must first learn what has worked for its most prominent use: parking. Goal setting, pricing, enforcement, infrastructure, equity, technology, and customer service are all lessons that cities can take as they pave their curb management journey to plan for today's digital curbs.

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