

Little Sài Gòn Parking Study Community Presentation

June 30, 2021

ECONorthwest

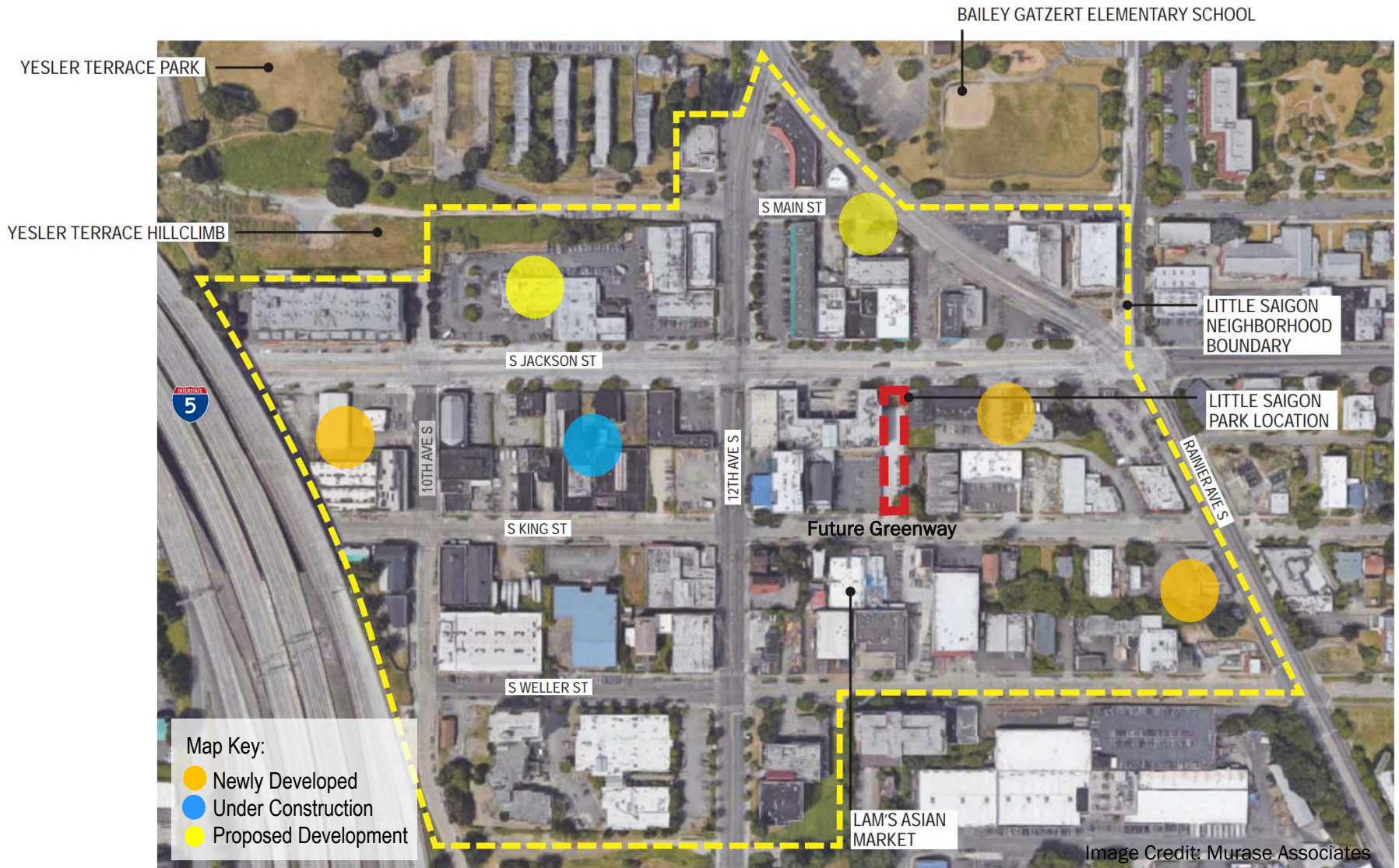
ECONOMICS • FINANCE • PLANNING

Project Overview

- Background
- Interview Findings
 - City Staff
 - Local Business Owners
- Actions



What changes are happening?



* A greenway is bike/pedestrian friendly roadway with features such as speed bumps, traffic circles, low speed limits, and wayfinding.

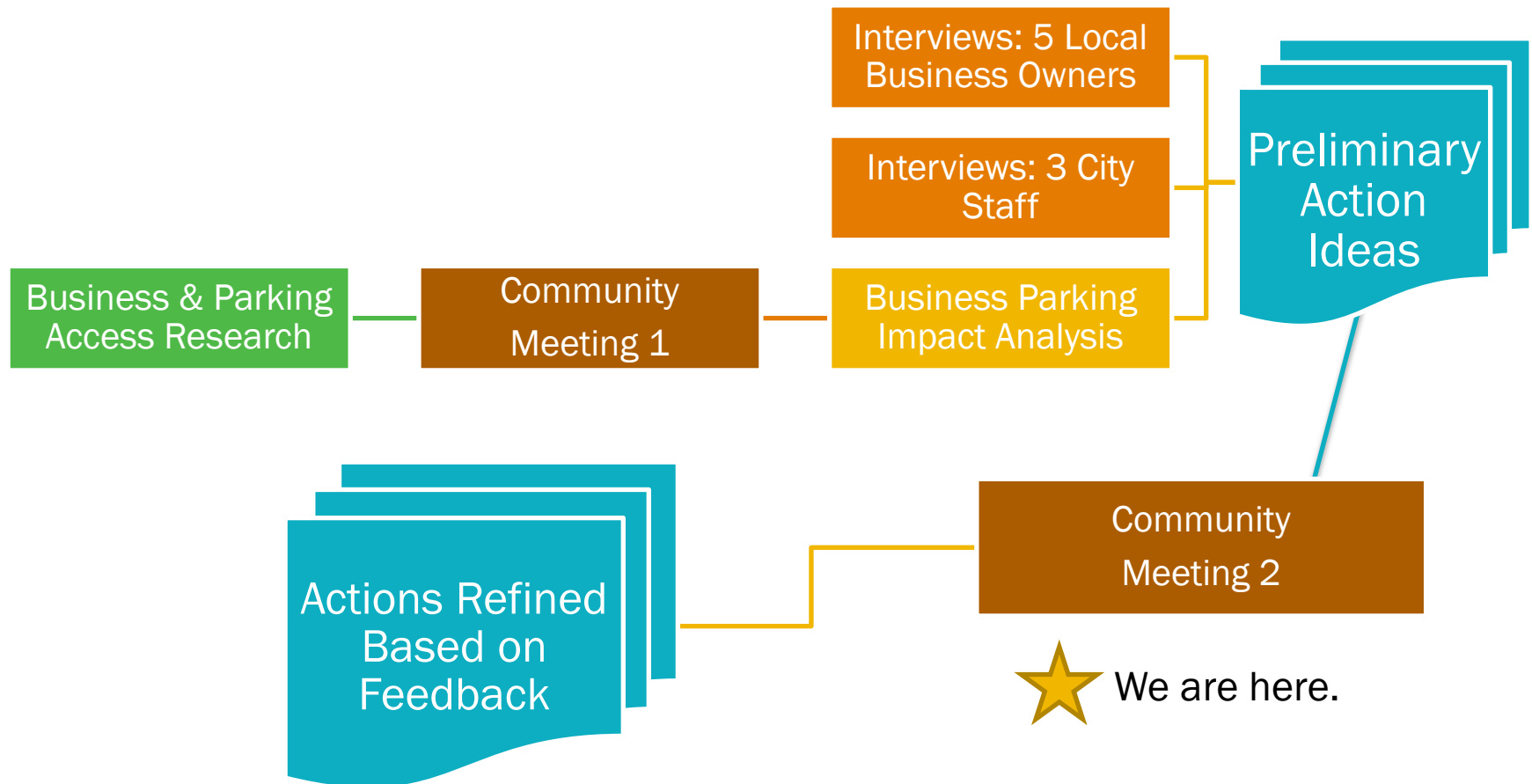
What changes are occurring?

- King Street is undergoing modifications to become a Seattle Greenway
- Three new residential developments built since 2019 and three under construction or proposed
 - A total of 1,145 new housing units in four years
- New light rail station for Chinatown/ID, construction 2026-2036



Image credit: Unsplash.com

Parking Study Project Methods



Themes

- Should consider parking needs differently for Seattle neighborhoods defined as a **cultural anchor**
 - Little Sài Gòn and CID are regional hubs for the Vietnamese and SE Asian community.
- How to **balance** growing city with gentrification - it's inequitable for a few neighborhoods to bear the burden of population growth – i.e., new developments.
- **Safety is a problem** and if people don't feel safe they won't want to park "far"
- Most customers live outside of the city, are older, and need cars to get in
- **Parking garage is not a priority for the City**



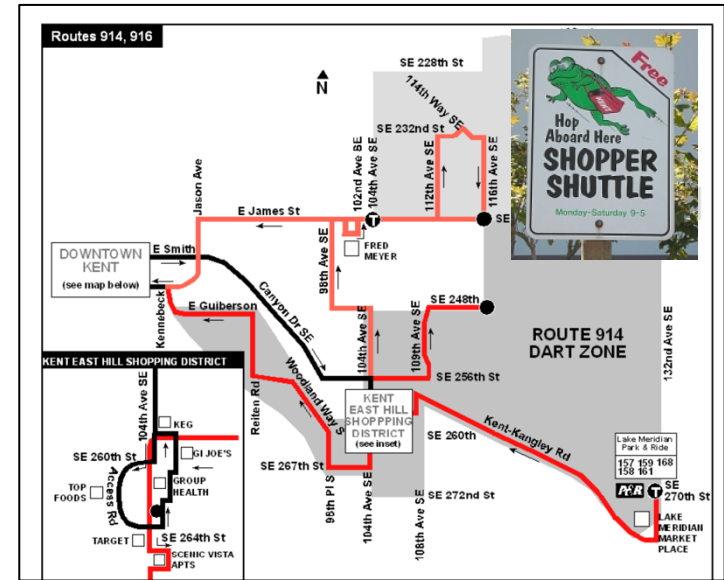
Image credit: Friends of Little Saigon.



Opportunities

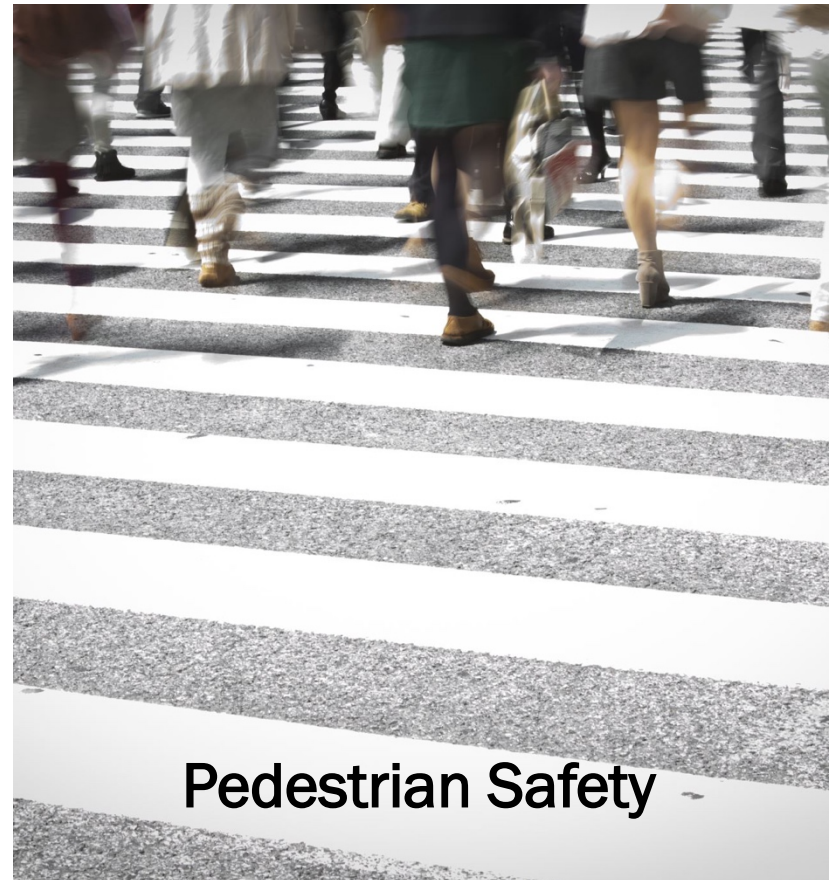
- Orca Card Pilot for employees (monthly more effective)
- Neighborhood Business Shuttle (Kent example)
- 2-hour Parking Limits
 - Be mindful about the location
 - Provide signs in different languages
- Require back-in angle parking on Weller
- Possible partnership with Commute Seattle to offer Commute Trip Reduction services to neighborhood
- Consider vanpool

Kent's Circulating Shuttle for shoppers



Themes

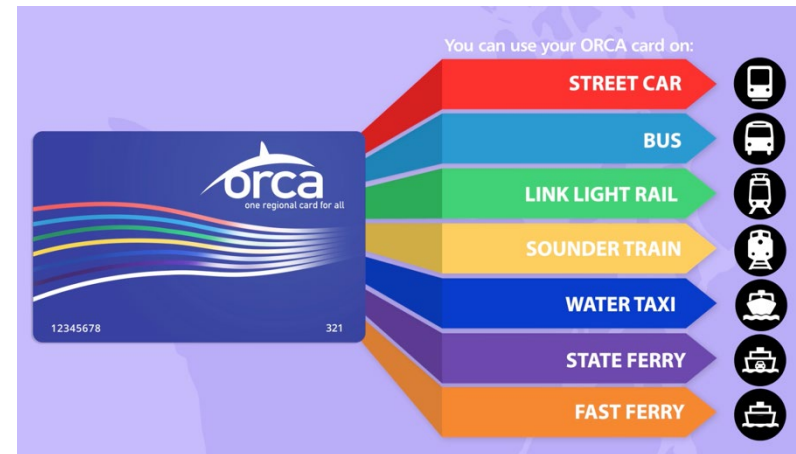
- **Off-street parking** is being used by *employees*. Rarely do they take transit (safety concerns, etc.).
- **Safety** was a major theme. Some acknowledged it might be perceived crime due to the media, when the actual data might not support it.
- No concerns with delivery or curbside pick up (except for Nail Supply needing unload/load zone).
- Business owners nearest to new apartment developments are hopeful for **new customers**.



Pedestrian Safety

Opportunities

- Business owners want to **share off-street parking resources**, but unsure if other business owners will be cooperative.
 - Jackson Plaza has a parking garage with 60% vacancy.
- Wide support for trying **two-hour parking limits** and **ORCA neighborhood pilot program**



Business Sensitivity to Parking Summary

Criteria for why parking is important to businesses (sensitivity ranking)

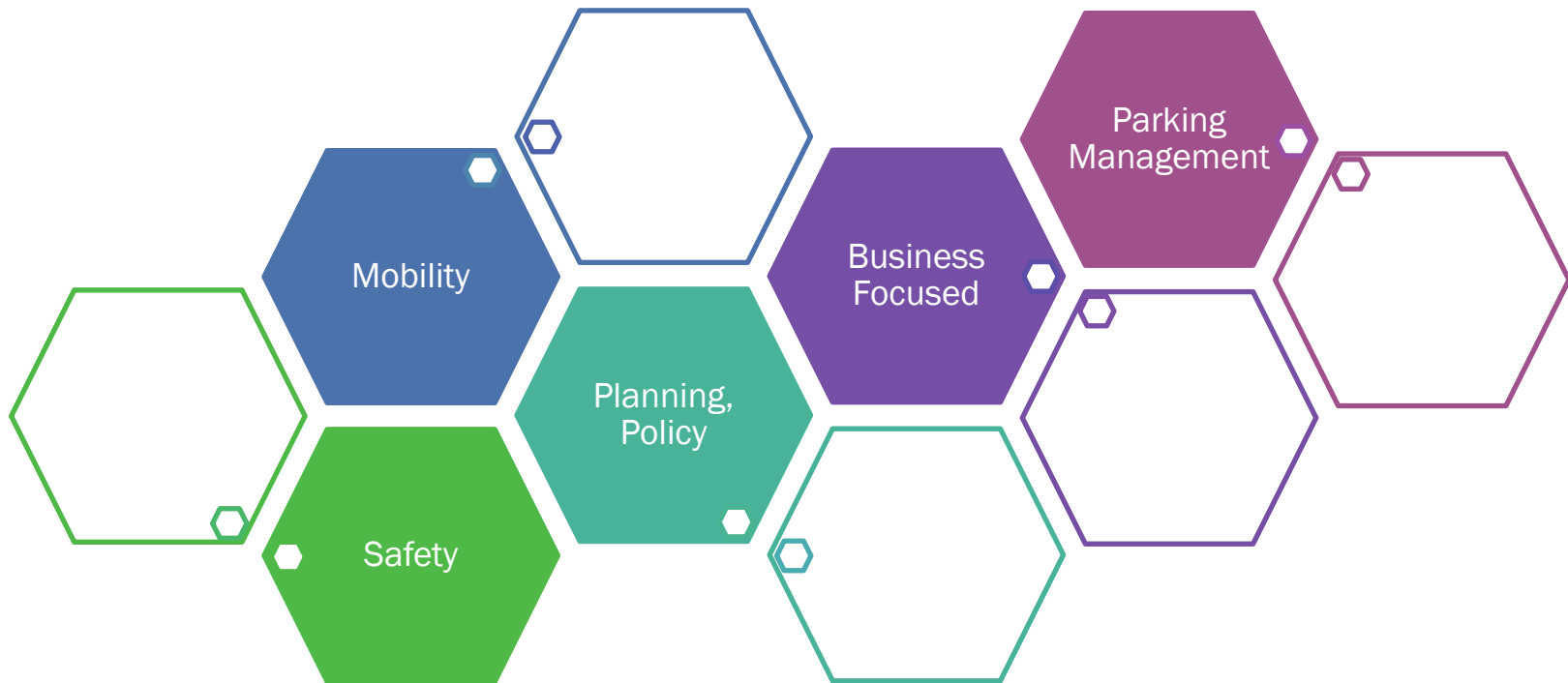
- Number of peak-time customers
- Duration of patronization
- Parking distance
- Profit margins
- Number of off-street parking spaces

Parking Sensitivity Ranking

	1. Grocery stores
	2. Retail stores
	3. Deli/Restaurants/ Coffee shops
	4. Warehouses
	5. Apartment residents

Notes: The above business typologies were selected to illustrate representative businesses in the Little Saigon area and connect how parking does, and does not, support economic vitality for these businesses. By exploring both their cost and revenue structures, we hope to create a better understanding for their concerns over parking. To do so, we used generalized business prototypes, selected as a “representative” set of current businesses in the Little Saigon area.

Comprehensive Range of Actions focused on:



What we need from you:

- **Feedback on actions & priorities**
 - **Identify community priorities**
- **Anything missing that should be considered?**
- **Anything else that you'd like to share?**

Short-Term Actions

Short-Term Action Options <i>(can be completed within a year, high to medium feasibility, less complex process, no to limited new funding needed)</i>		Who?	Feasibility Rating, Funding	Priority Ranking (votes)
1	Expand time-limited parking (e.g. 2 hour parking)	SDOT	High, \$	13
2	Install bike parking on King Street <i>(esp. in no parking areas)</i>	SDOT	High, \$	11
3	Pilot ORCA program for essential workers/employees	SDOT	Medium, staff time	11
4	Provide local private/public parking info <i>(map, parking costs, marketing material to help customers find off-street parking)</i>	SDOT, OED, Community Partner	High, staff time	7
5	Encourage/incent customers that can walk or take transit to do this <i>(foldable grocery carts)</i>	SDOT, Businesses	Medium, \$	5
6	Businesses ask their employees to park further <i>(such as – east of Rainer Ave)</i>	Businesses	High, time	0
7	Businesses provide employees carpool incentives	SDOT, Businesses	Medium, \$	5
8	Evaluate Crime Prevention through Environmental Design (CPTED) strategies, <i>(e.g., install better lighting or transit shelter features)</i>	SDOT, OED, Community Partner	High, \$\$	13

Mid-Term Actions

Mid-Term Action Options <i>(can be completed in 2 to 5 years or should be delayed after short-term actions, requires more process, funding will be required)</i>		Who?	Feasibility Rating, Funding	Priority Ranking (Votes)
1	Id businesses willing to share off-street parking, establish shared hours to balance peak times	Businesses, Neighborhood	Medium, \$	2
2	Establish a Commute Trip Reduction program for neighborhood employees (transportation demand management strategies, flex car access)	SDOT, Neighborhood	Medium, \$\$	5
3	Establish a City sponsored ORCA card for neighborhood residents and employees (broader)	SDOT, OED	Medium, \$\$	10
4	Organize a vanpool for employees	SDOT, Metro, multiple	High, \$	3
5	Support rickshaws or other pedicab transportation options to be available in the area and train employees to assist customers	Neighborhood, SDOT, OED	Medium, \$\$	8
6	Support strategies identified in Crime Prevention through Environmental Design (CPTED) evaluation	SDOT, OED	Medium, \$	7

Long-Term Actions

Long-Term Action Options

(could be completed in 5+ years, many entities involved, long decision-making process, most funding, increased uncertainty)

		Who?	Feasibility Rating, Funding	Priority Ranking (Votes)
1	Park-and-ride with a shuttle	Metro, SDOT, City of Seattle	Low (depends on land), \$\$\$	2
2	Redesign streets to promote complete streets and allow for more parking like back angle parking	SDOT, Neighborhood	Medium, \$\$\$	8
3	Consider parking impact mitigation and minimization measures and incentives for new development proposed for the area	City of Seattle Planning	Medium, \$\$	2
4	Develop long-term strategies to address pedestrian and parking safety concerns associated with encampments	City of Seattle, Multiple	Depends, \$\$\$	6
6	<i>Public-private partnership to support the development of a parking garage</i>	<i>Multiple</i>	<i>Low, \$\$\$</i>	7
7	Neighborhood Shuttle for commuters or a local loop for shoppers	SDOT, Metro, Multiple	Medium, \$\$\$	9

Ongoing Actions

Ongoing Action Options (always an option, some entities involved, no decision-making process, mostly funded,)		Who?	Feasibility Rating, Funding	Priority Ranking (Votes)
1	Continuously identify ways to promote transit ridership particularly as light rail expands, access improves	SDOT, Multiple	Medium, \$\$	10
2	Provide continuous learning opportunities on mobility strategies and business	SDOT	Medium, \$\$	3
3	Track progress of action plan (finalized version)	Community Partner (Friends of Little Saigon)		3

Small Business Support

Funding Sources to Explore:

- [Small business technical assistance](#), financing and capital, and Stabilization Fund (during COVID-19)
- [Seattle Equitable Development Initiative Grants](#)
- [Metro Community Connections](#) has funding for businesses
- [Neighborhood Matching Fund](#)
- American Rescue Plan funds for the City of Seattle, funding programming: www.seattle.gov/council/issues/seattle-rescue-plan
- Friends of Little Sài Gòn, www.flssseattle.org

The screenshot shows the website for the Office of Economic Development, specifically the Small Business Stabilization Fund page. The page features a header with the office name and director's name, a navigation menu, and a main image of two people making peace signs. Below the image is a section titled "Small Business Stabilization Fund" with language selection buttons for English, Chinese, Spanish, and Vietnamese. A sub-section highlights "2020 Small Business Stabilization Fund for Businesses Impacted by COVID-19".

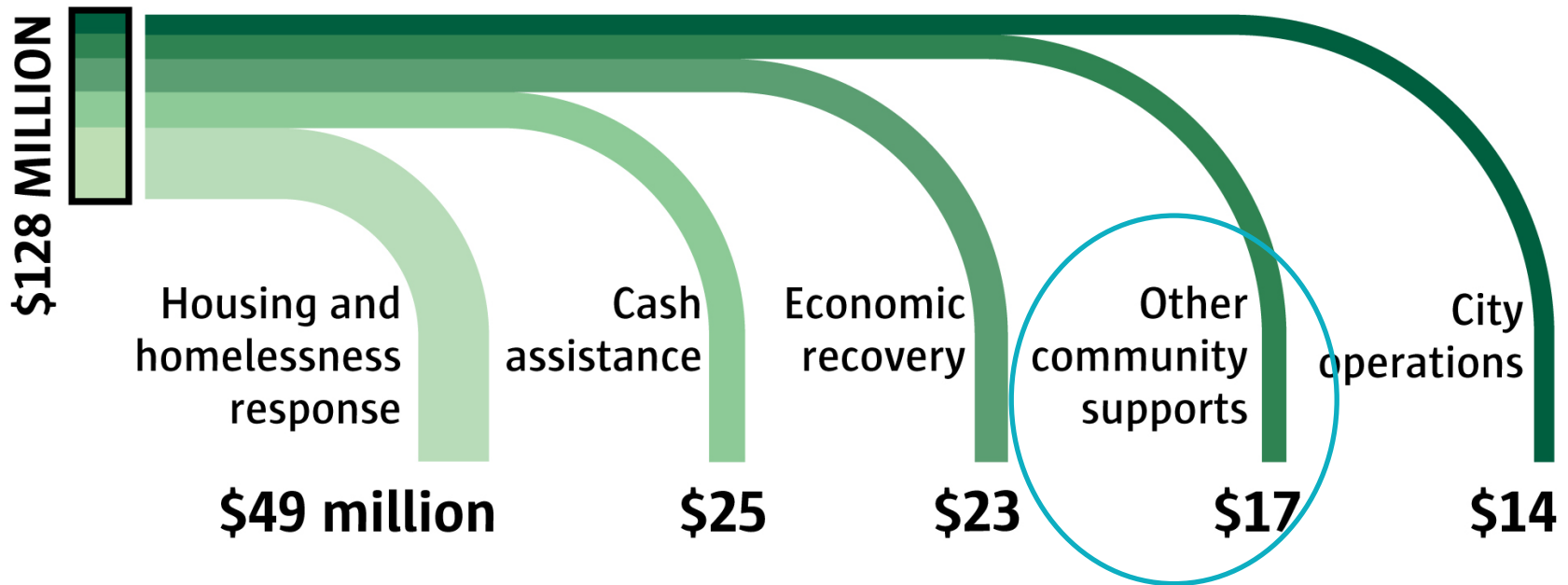
The screenshot shows the Seattle.gov website for the "Only in Seattle Initiative". The page includes the city logo, Mayor Jenny A. Durkan's name, a search bar, and a menu. The main content area has two columns: "About the Only in Seattle Initiative" and "Only in Seattle Initiative Grants". The "About" section features a grid of photos and text explaining the initiative's goal to support community stakeholders. The "Grants" section includes a photo of a meeting and text encouraging businesses to apply for funding.

ARPA – Coronavirus State and Local Fiscal Recovery Funds

- American Rescue Plan Act guaranteed direct relief to cities, towns and villages in the United States (Sec. 9901: Coronavirus State and Local Fiscal Recovery Funds).
- The U.S. Department of the Treasury is responsible for overseeing this unprecedented program.
- City of Seattle has been allocated \$232,341,627. Monies received in 2 disbursements:
 - 50% provided beginning in May 2021
 - Balance delivered approximately 12 months later

Seattle plan COVID-19 Recovery Spending

SEATTLE SPENDING



**Includes rental assistance and homelessness response*

King County spending may not total to \$631 million due to rounding.

Sources: King County, city of Seattle

EMILY M. ENG / THE SEATTLE TIMES

- Finalize findings and action priorities
- FLS and City will work with community on strategy for taking actions



Thank you for your participation!

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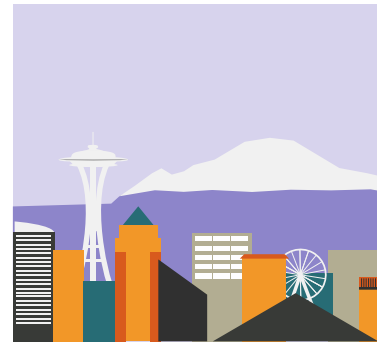
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