



WATERFRONT PLACE
@ PORT OF EVERETT



2019 EVERETT FARMERS MARKET PARKING & LOGISTICS

The Everett Farmers Market, in partnership with the Port of Everett, has implemented a \$2 event parking fee in visitor lots along with enhanced parking support in the Central Marina area during Market hours in an effort to better manage the high parking demand.

While we work very hard every year before and throughout the season to make adjustments to market layout, signage, parking lots and traffic flow, there simply just isn't enough parking available to meet the number of cars the Market brings in.

The Port has contracted with Diamond Parking for its waterfront parking program, and the Port has offered Diamond's services to the Market to handle collection of the parking fee on our behalf. The fees collected will be put toward costs associated with managing and maintaining parking, and hopefully will encourage customers to carpool, use rideshare options, or take public transit (via Everett Transit, Route 6).

We realize change is hard, but we also believe that this is a great benefit to the Market. Our hope is to make the customer

experience a better one as we have had increasing complaints for lack of parking management. A 2017 Rapid Market Assessment Report conducted by the Washington State Farmers Market Association for the Everett Farmers Market found parking to be one of the top ranked topics for improvement. The Port has experienced the same feedback with regard to Market parking, and has a commitment to ensure all site users, including its boating community, businesses and restaurant patrons have parking access.

The Market and the Port are working together to achieve balance between demands so that all site needs are addressed. We're committed to resolving these issues or relocating the Market to a location that will allow for the room needed to maintain and grow the Market next year.

We appreciate your continued support of the Market. If you have questions, please contact the Everett Farmers Market at everettfarmersmarket@gmail.com or the Port of Everett at publicaffairs@portofeverett.com.



PARKING DEMAND

The Market attracts more than 5,000 people every Sunday and available on-site parking is limited — approximately 650 visitor spaces; about 300 of which are near the Market (see above).

FEE COLLECTION

At this time, Diamond can only collect the \$2 parking fee in cash; however, the Market and Port are exploring options to make the process more convenient. Diamond is working to make a mobile app option available and they are looking into a punch card system that would allow frequent visitors to pay for 10 visits and present the card instead of cash to park on future visits. Program details will be posted at www.everettfarmersmarket.com.

ALTERNATIVE TRANSPORTATION

Take advantage of Everett Transit's Route 6 offering bus service from downtown to the Port of Everett. Learn more at www.everetttransit.org/route6. Carpooling, rideshare options, biking and walking to the market is also encouraged.

MARKET ROUTE

To provide a better flow of traffic into the market, access the waterfront via 10th Street and West Marine View Drive to be directed to available parking. When exiting the Market, use 10th Street to head northbound or 13th Street to head southbound
(13th Street will be closed May 13 - 30; follow detour signage).