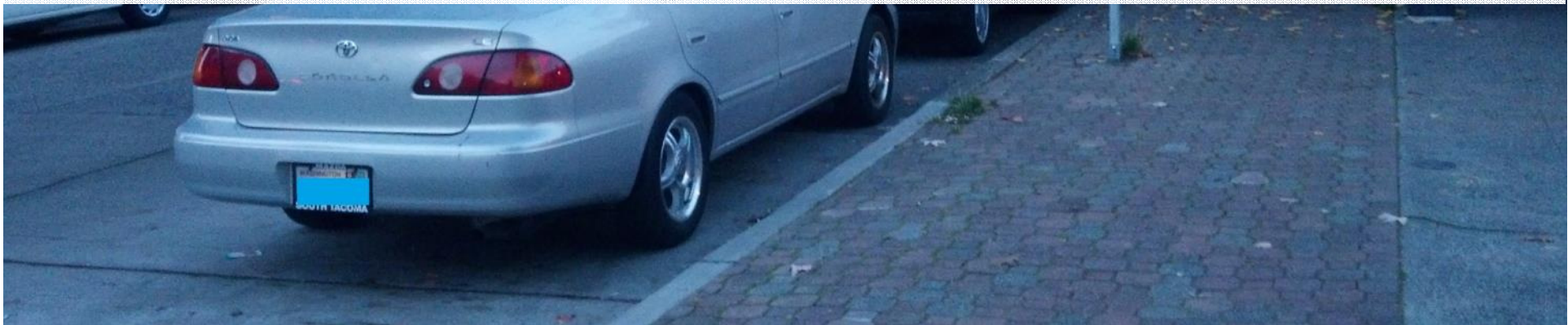




2015 On-Street Parking Adjustments



Parking Sounding Board
Mary Catherine Snyder
July 16, 2015

Today's meeting

- Present data and planned 2015 Performance-based Parking Pricing Program adjustments
- Gather feedback
- Discuss public education
- Review schedule

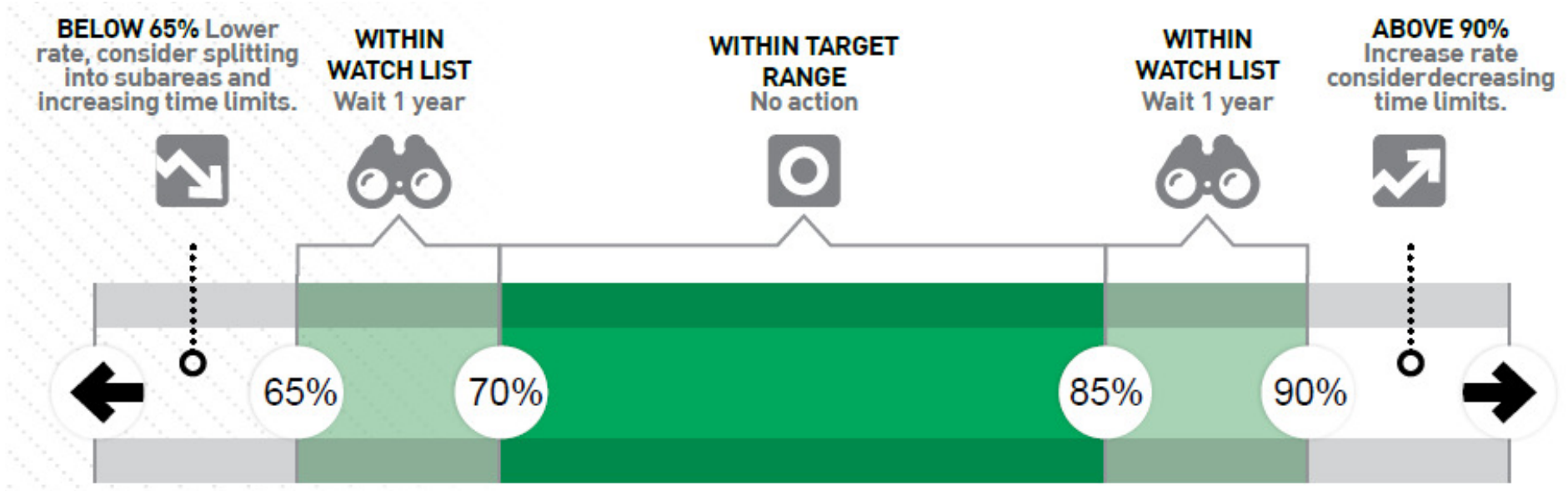


Data-driven policy

- Keep 1 to 2 spaces open per block throughout the day
- Collect data in all paid areas annually
- Make annual data-driven rate, hours of operation, and time-limit adjustments to meet City policy



Parking solutions for Seattle neighborhoods



2015 Parking Industry Awards for Marketing and Communications Excellence



Play Like a Parking Pro.

**YOU'RE IN A LIVELY LOCALE
PAID PARKING
EXPANDED IN
BALLARD.**

Seattle manages on-street parking based on demand to provide reliable, convenient parking.
Go Ahead. Park Now.

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MORE PARKING. LESS CIRCLING.
DowntownSeattleParking.com

MORE PARKING. LESS CIRCLING.
DowntownSeattleParking.com

Fast, affordable parking.

Looking for cheap and easy parking in Seattle's Pioneer Square, Central Waterfront, or Retail Core? There are thousands of spaces within walking distance of shopping, restaurants, attractions and more! Click a parking dot on the city map to get rates, hours and directions for a specific lot or garage.

Key - Garages & Lots

- Low-rate (\$3/hour) [details](#)
- Special Evening & Weekend Flat Rate (\$7 or less) [details](#)
- Real-time Parking Availability [details](#)
- Regular

Current Promotions

Free Parking on Pioneer Square's First Thursday Art Walk [details](#)

2015 Adjustments

- Time of day rates
- All-day rates
- Evening hours
- Areas with no changes





New pay stations this year

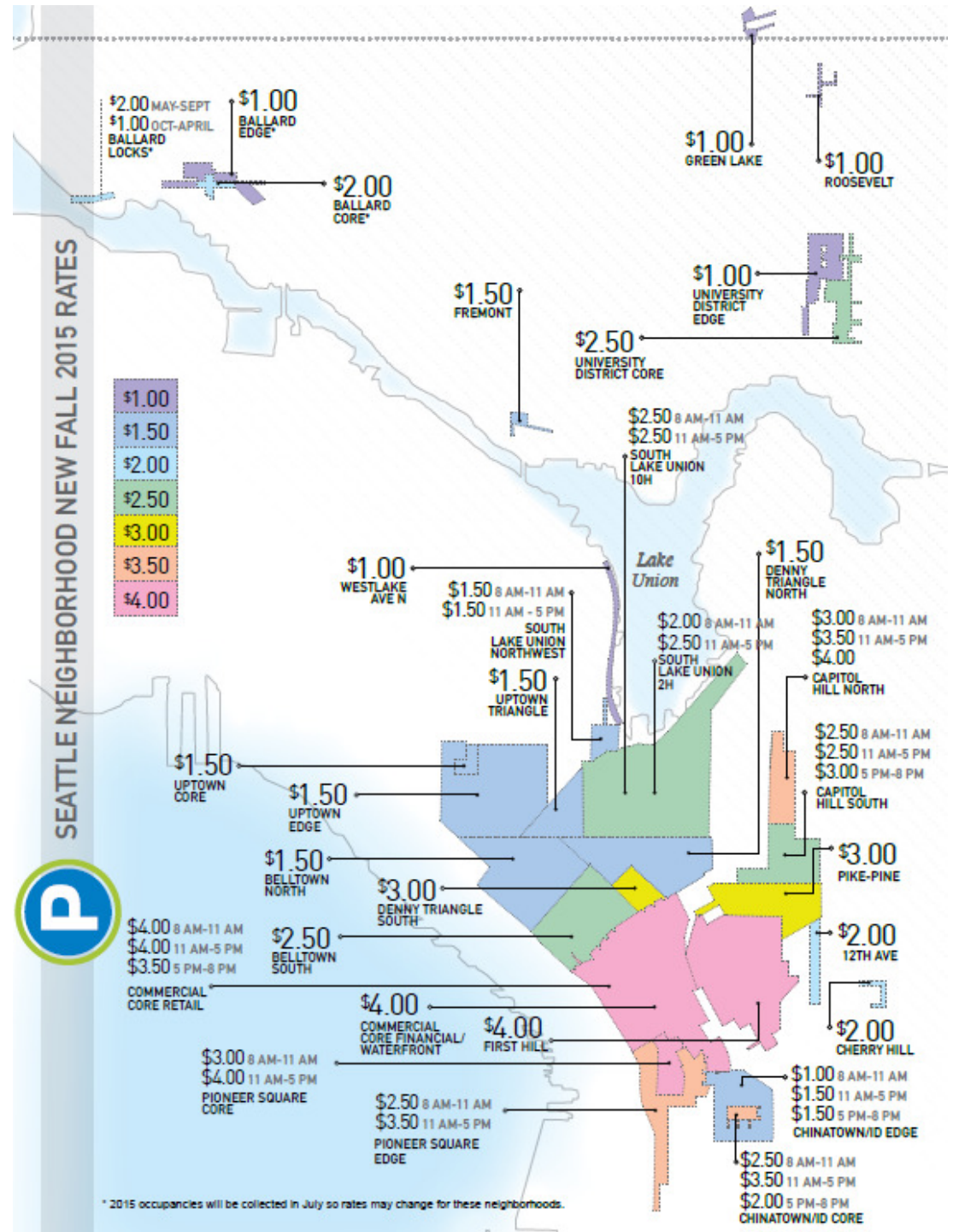
Time of day rates

- Pioneer Square (completed)
- Capitol Hill
- Chinatown/ International District
- Commercial Core
- South Lake Union

Program evaluation–Responses to 2014 changes

Moved into Target	Moved closer to Target	Little effect
Belltown North rate drop	Denny Triangle South rate increase	12 th Ave extended hours
Cherry Hill extended hours	Denny Triangle North rate decrease (moved from below to above target)	Capitol Hill North rate increase
C/ID Edge rate drop	Fremont extended hours	C/ID Core rate increase
U-District Core rate increase	U-District edge rate decrease	Green Lake extended hours
Uptown Triangle rate increase		Pike-Pine rate increase
		SLU rate increases

New Fall 2015 Rates map



Areas we are making changes this fall

1. 12th Ave
2. Ballard Locks
3. Capitol Hill North
4. Capitol Hill South
5. Cherry Hill
6. Chinatown/ID Core
7. Chinatown/ID Edge
8. Commercial Core Retail
9. First Hill
10. Pike-Pine
11. Roosevelt
12. South Lake Union-2 hour
13. South Lake Union-10 hour
14. South Lake Union NW
15. University District Edge

Areas we are not making changes

1. Ballard (data dependent)
2. Belltown North
3. Belltown South
4. Commercial Core
Financial
5. Commercial Core
Waterfront
6. Denny Triangle North
7. Denny Triangle South
8. Fremont
9. Green Lake
10. Pioneer Square Core
11. Pioneer Square Edge
12. Uptown Core
13. Uptown Edge
14. Uptown Triangle
15. University District Core
16. Westlake Ave N

2015 changes – rates

Area	New Pay Stations Time of Day			All-Day Rates
	AM 8-11	MID 11-5/6	EVE 5 – 8	
12 th Ave	-	-	-	\$2.00
Cherry Hill	-	-	-	\$2.00
Pike-Pine	-	-	-	\$3.00
Capitol Hill North	\$3.00	\$3.50	\$4.00	-
Capitol Hill South	\$2.50	\$2.50	\$3.00	-
Chinatown/ID Core	\$2.50	\$3.50	\$2.00	-
Commercial Core Retail	\$4.00	\$4.00	\$3.50	-
South Lake Union – 2 hour	\$2.00	\$2.50	-	-
South Lake Union – 10 hour	\$2.50	\$2.50	-	-
South Lake Union NW	\$1.50	\$1.50	-	-
Chinatown/ID Edge	\$1.00	\$1.50	\$1.50	-

2015 changes – evenings

Area	Add paid hours until 8 PM	Drop paid hours to 6 PM
Chinatown/ID Edge	\$1.50	
First Hill	\$4.00	
Roosevelt	\$1.00	
University District Edge		Free after 6 PM

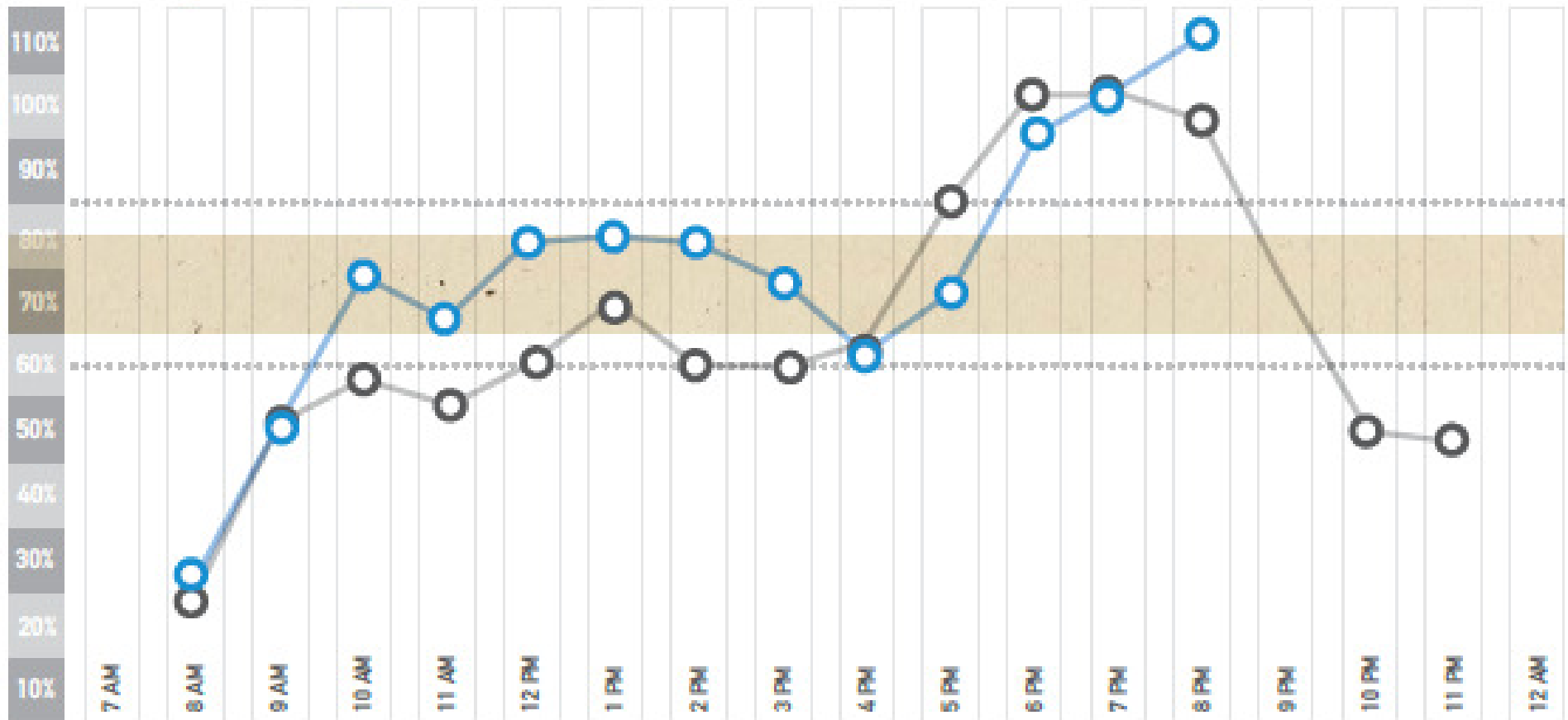
12th Ave

Peak daytime occupancy – 98%

Rate increase - \$2.00/hour

HOURLY OCCUPANCY

● April 2014 ● March 2015 ■ Target Range 70%-85% - - - Watch list 65%-90%

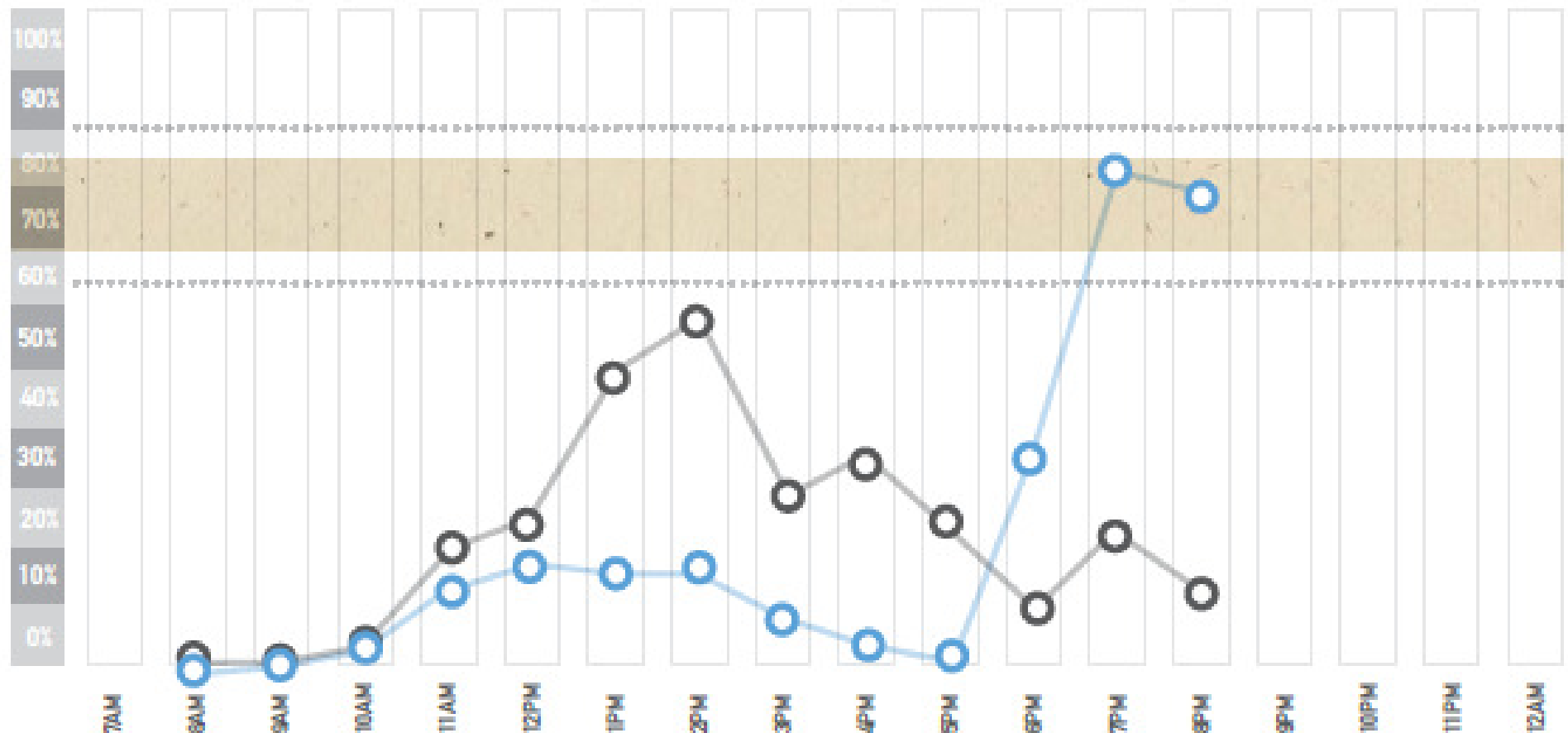


Ballard Locks

Seasonal rates @ \$1/hour in October

HOURLY OCCUPANCY

○ April 2014 ○ April 2015 ■ Target Range 70%-85% - - - Watch list 65%-90%

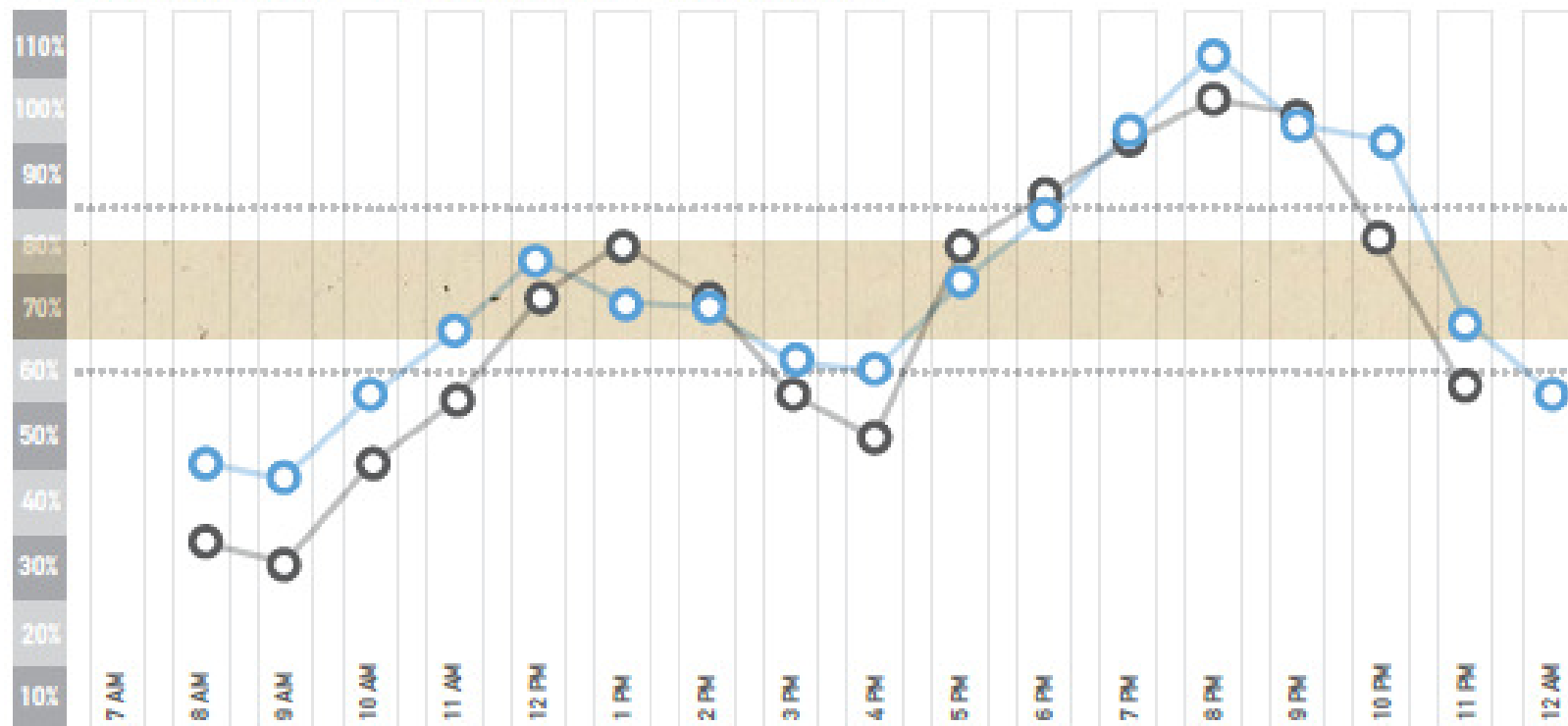


Capitol Hill North

	Morning 8 AM – 11 AM	Afternoon 11 AM – 5 PM	Evening 5 PM-8 PM
Occupancy	55%	79%	95%
Hourly rate change	\$3.00 (down \$.50)	\$3.50 (stays same)	\$4.00 (up \$.50)

HOURLY OCCUPANCY

● April 2014
 ● May 2015
 Target Range 70%-85%
 Watch list 65%-90%

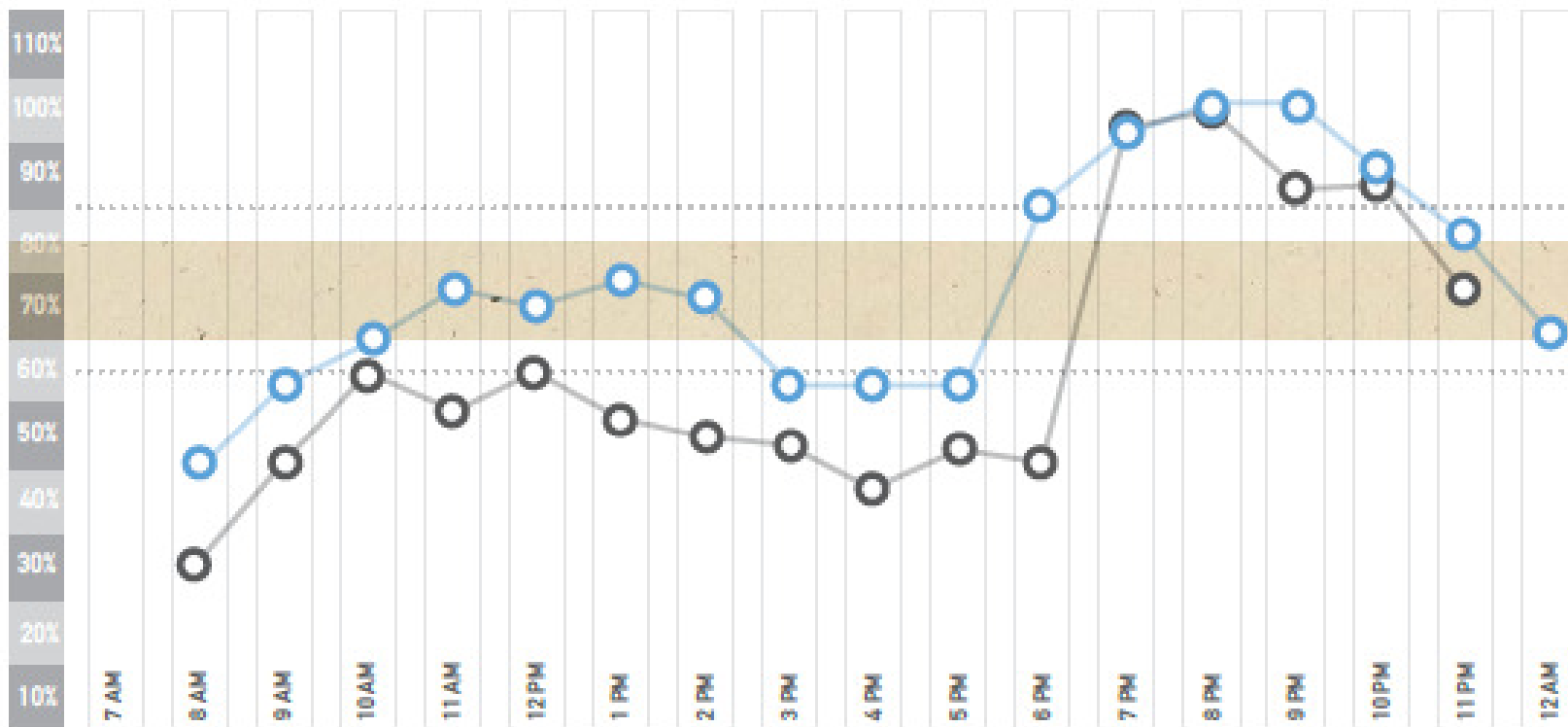


Capitol Hill South

	Morning 8 AM – 11 AM	Afternoon 11 AM – 5 PM	Evening 5 PM-8 PM
Occupancy	66%	77%	95%
Hourly rate change	\$2.50 (same)	\$2.50 (same)	\$3.00 (up \$.50)

HOURLY OCCUPANCY

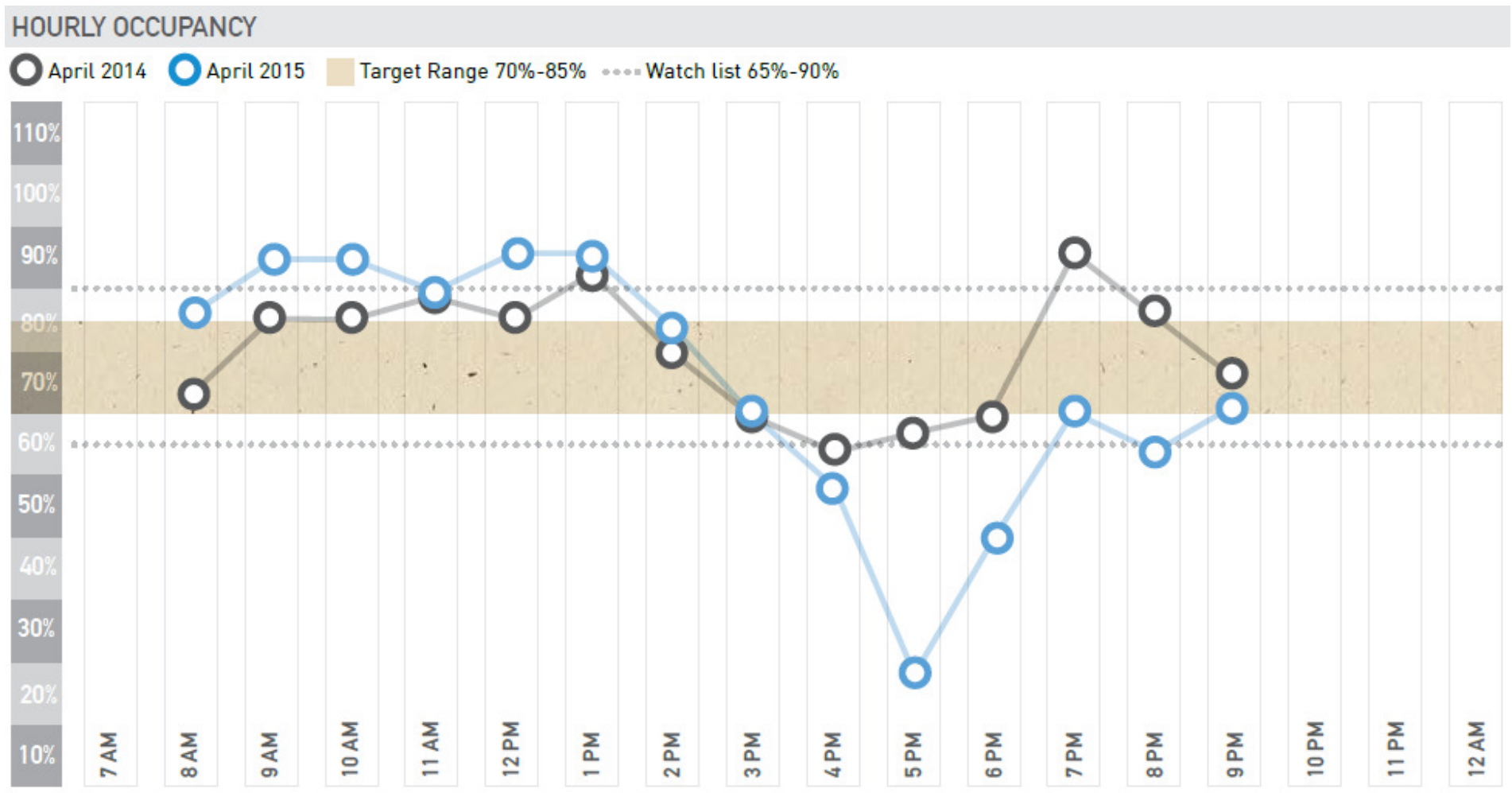
○ April 2014
 ○ May 2015
 Target Range 70%-85%
 Watch list 65%-90%



Cherry Hill

Peak daytime occupancy – 95%

Rate increase - \$2.00/hour

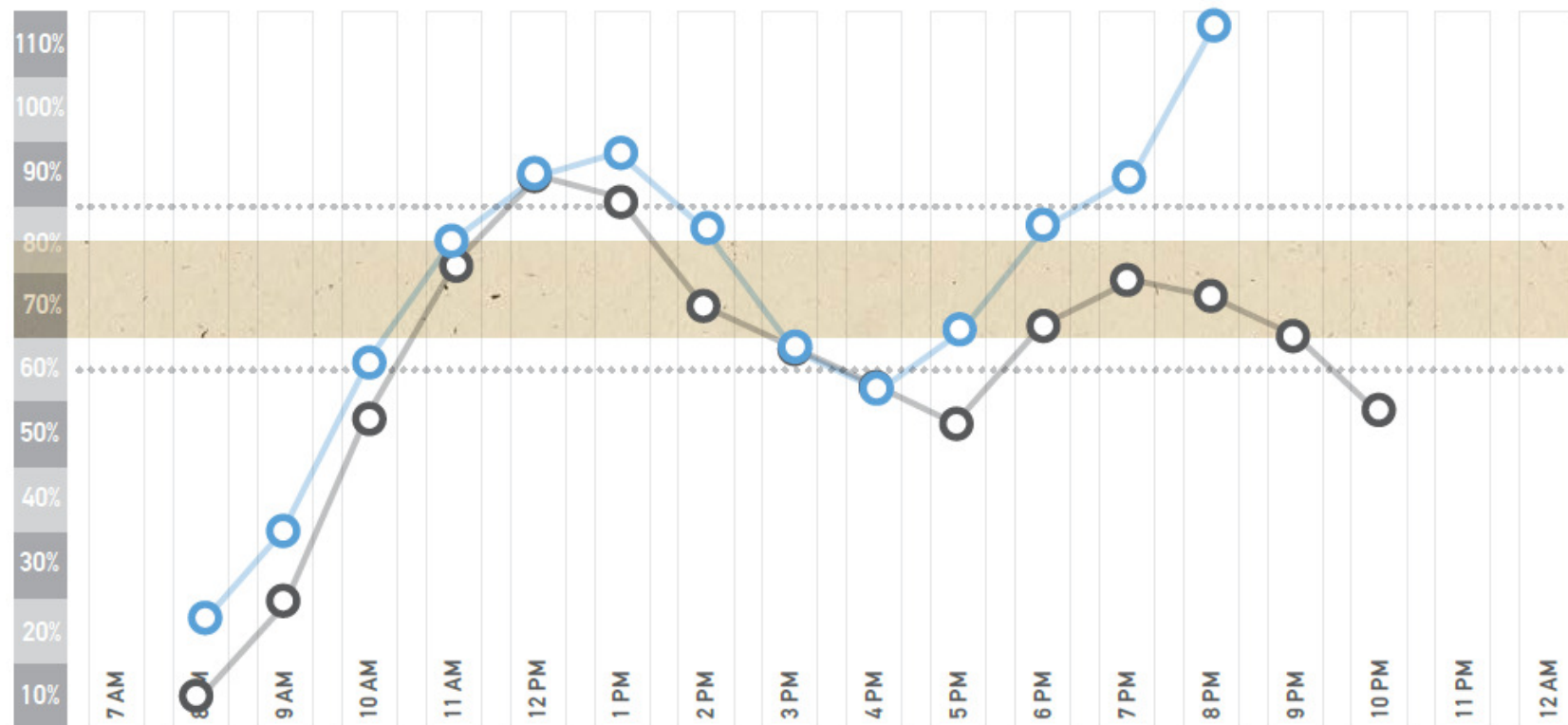


Chinatown/ID Core

	Morning 8 AM – 11 AM	Afternoon 11 AM – 6 PM	Evening 5 PM-8 PM
Occupancy	53%	92%	91%
Hourly rate change	\$2.50 (down \$0.50)	\$3.50 (up \$0.50)	\$2.00 (up \$.50)

HOURLY OCCUPANCY

● April 2014
 ● May 2015
 Target Range 70%-85%
 Watch list 65%-90%

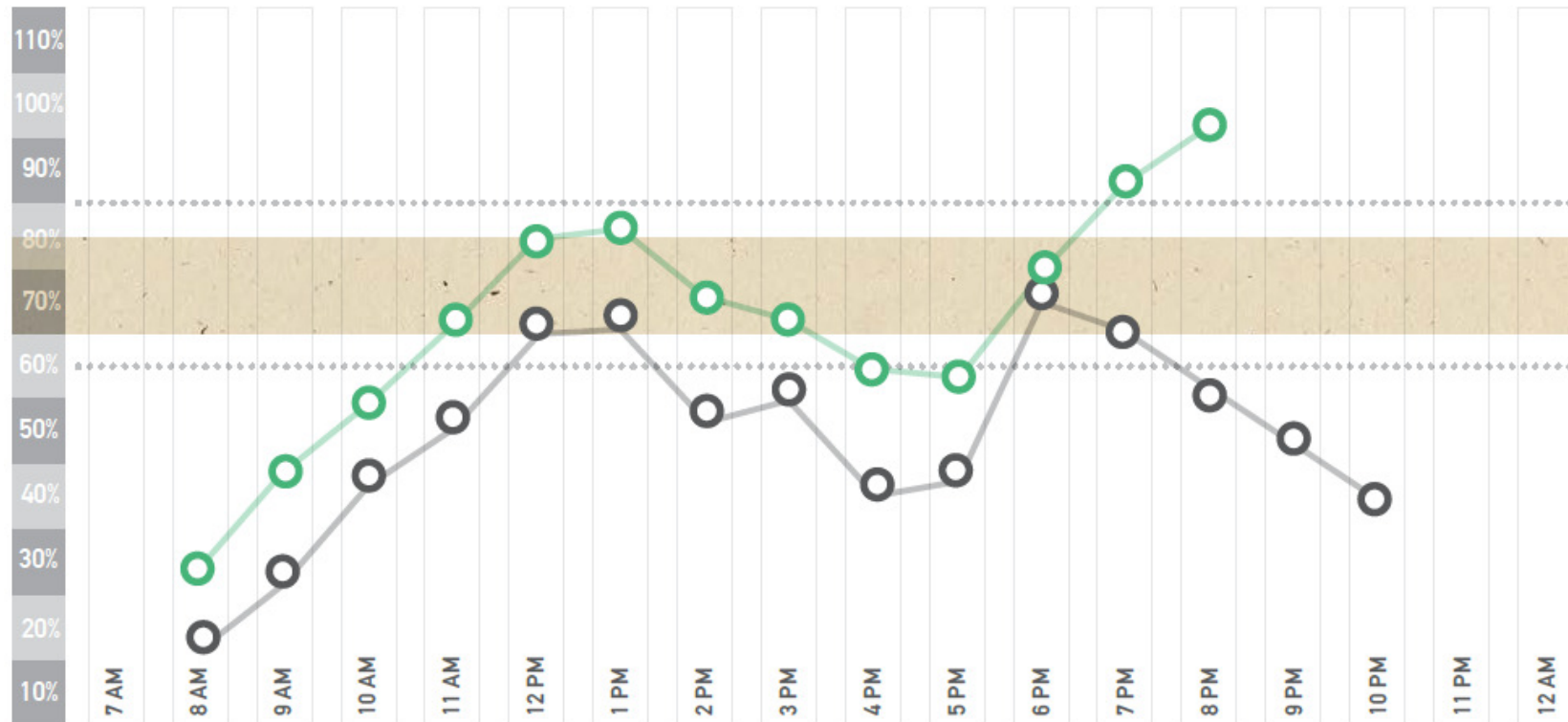


Chinatown /ID Edge

	Morning 8 AM – 11 AM	Afternoon 11 AM – 5 PM	Evening 5 PM-8 PM
Occupancy	54%	82%	92%
Hourly rate change	\$1.00 (down \$0.50)	\$1.50 (same)	\$1.50 (new)

HOURLY OCCUPANCY

○ April 2014
 ○ May 2015
 Target Range 70%-85%
 Watch list 65%-90%

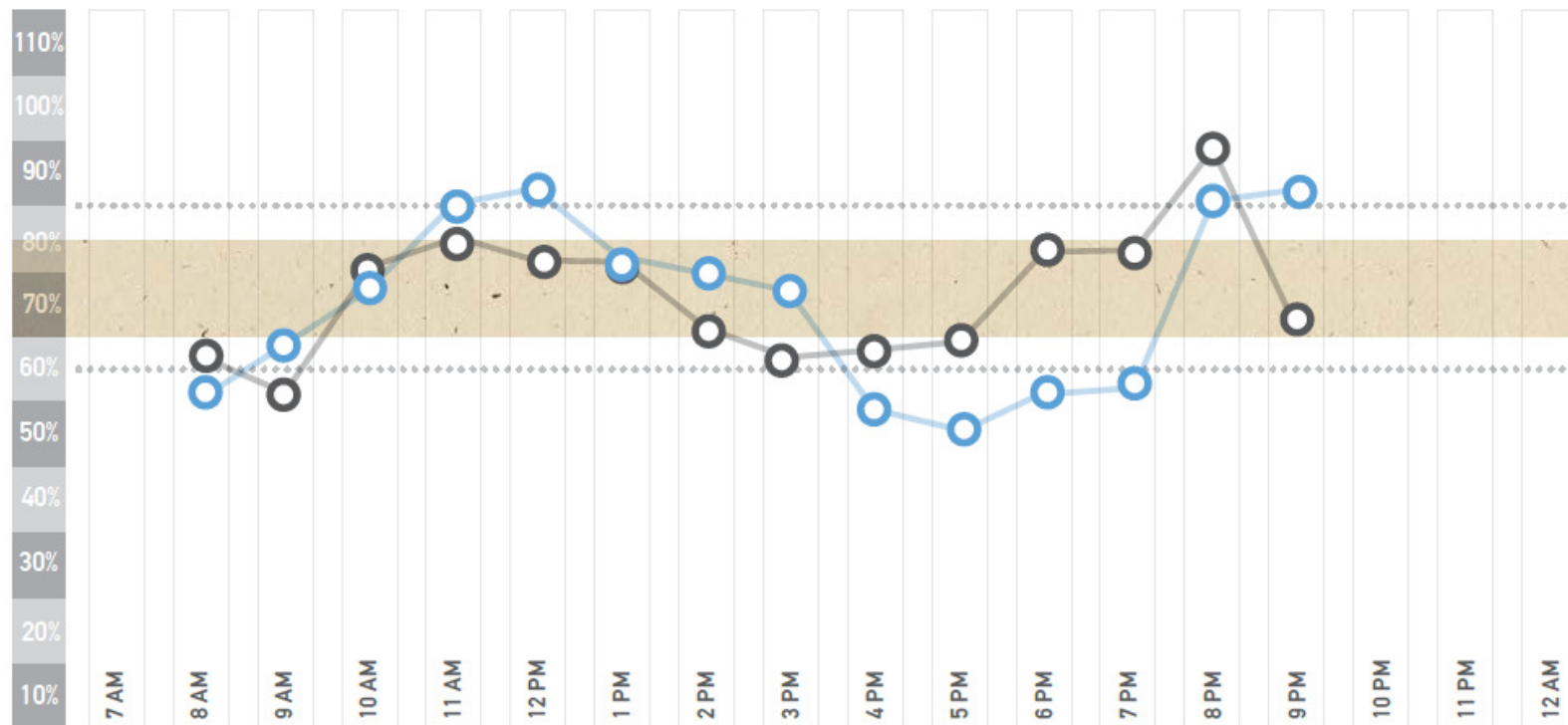


Commercial Core Retail

	Morning 8 AM – 11 AM	Afternoon 11 AM – 6 PM	Evening 5 PM-8 PM
Occupancy	73%	89%	63%
Hourly rate change	\$4.00 (same)	\$4.00 (same)	\$3.50 (down \$0.50)

HOURLY OCCUPANCY

● May 2014
 ● May 2015
 Target Range 70%-85%
 Watch list 65%-90%



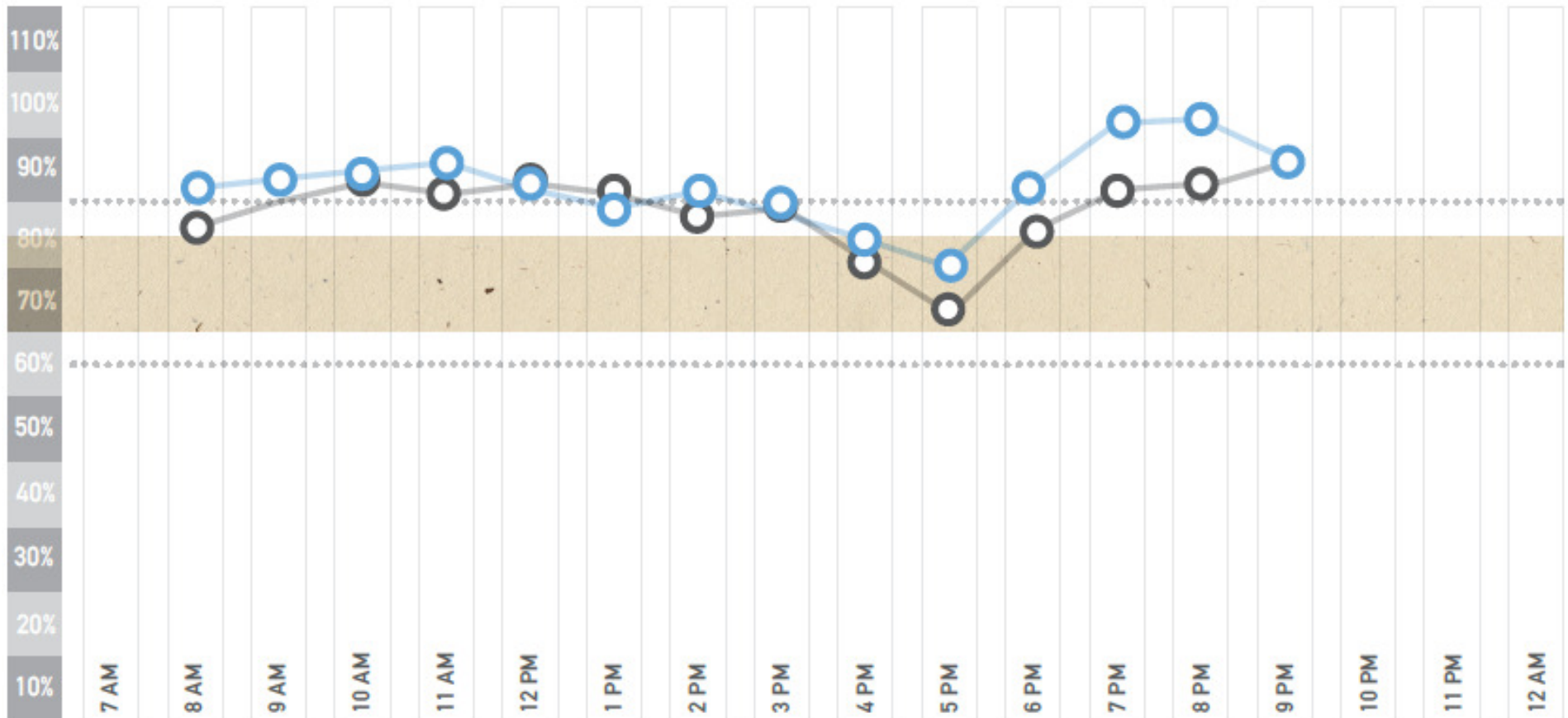
First Hill

7 PM occupancy – 99%

Add evening paid parking

HOURLY OCCUPANCY

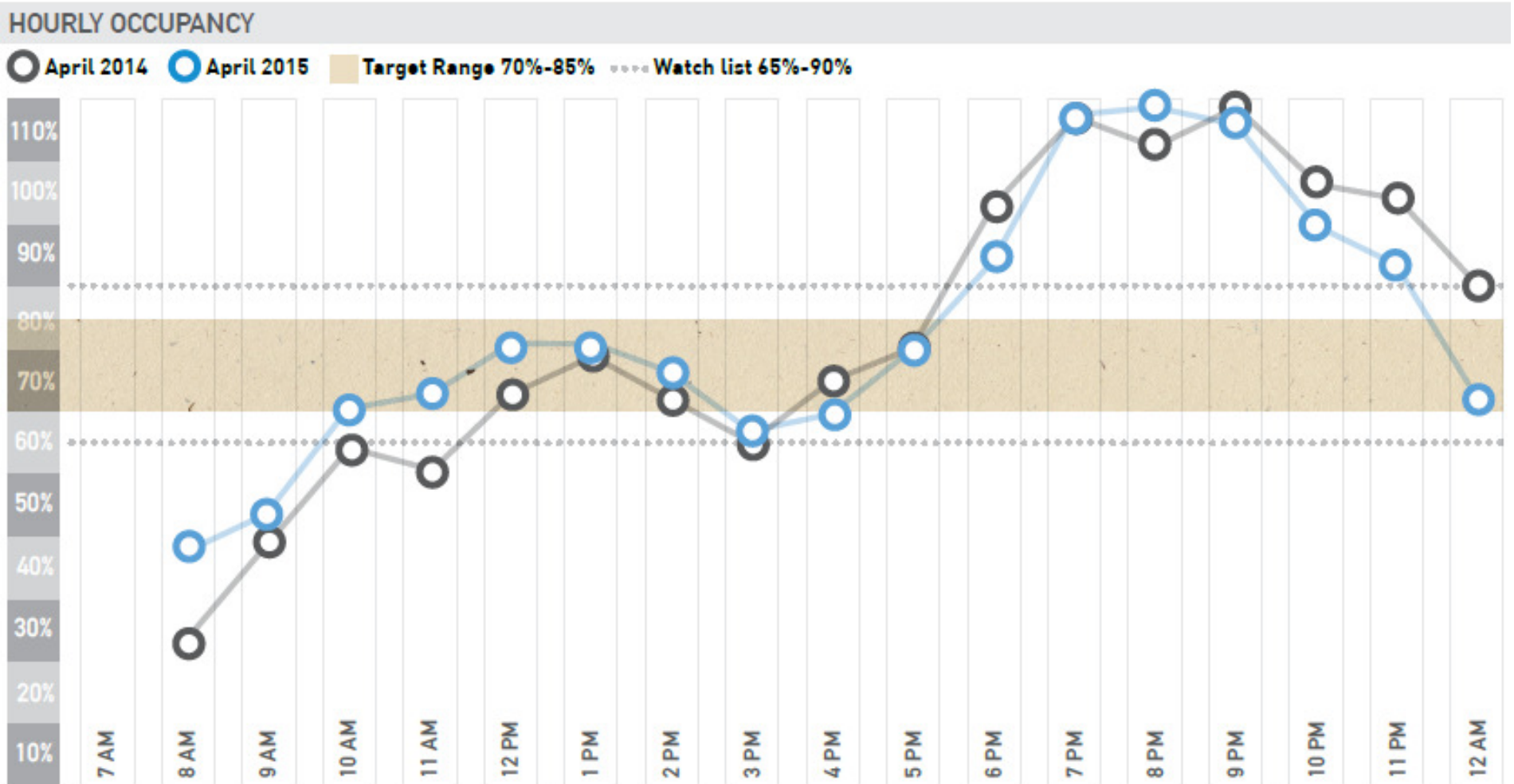
○ April 2014 ○ April 2015 ■ Target Range 70%-85% Watch list 65%-90%



Pike-Pine

Peak daytime occupancy – 95%

Rate increase - \$3.00/hour



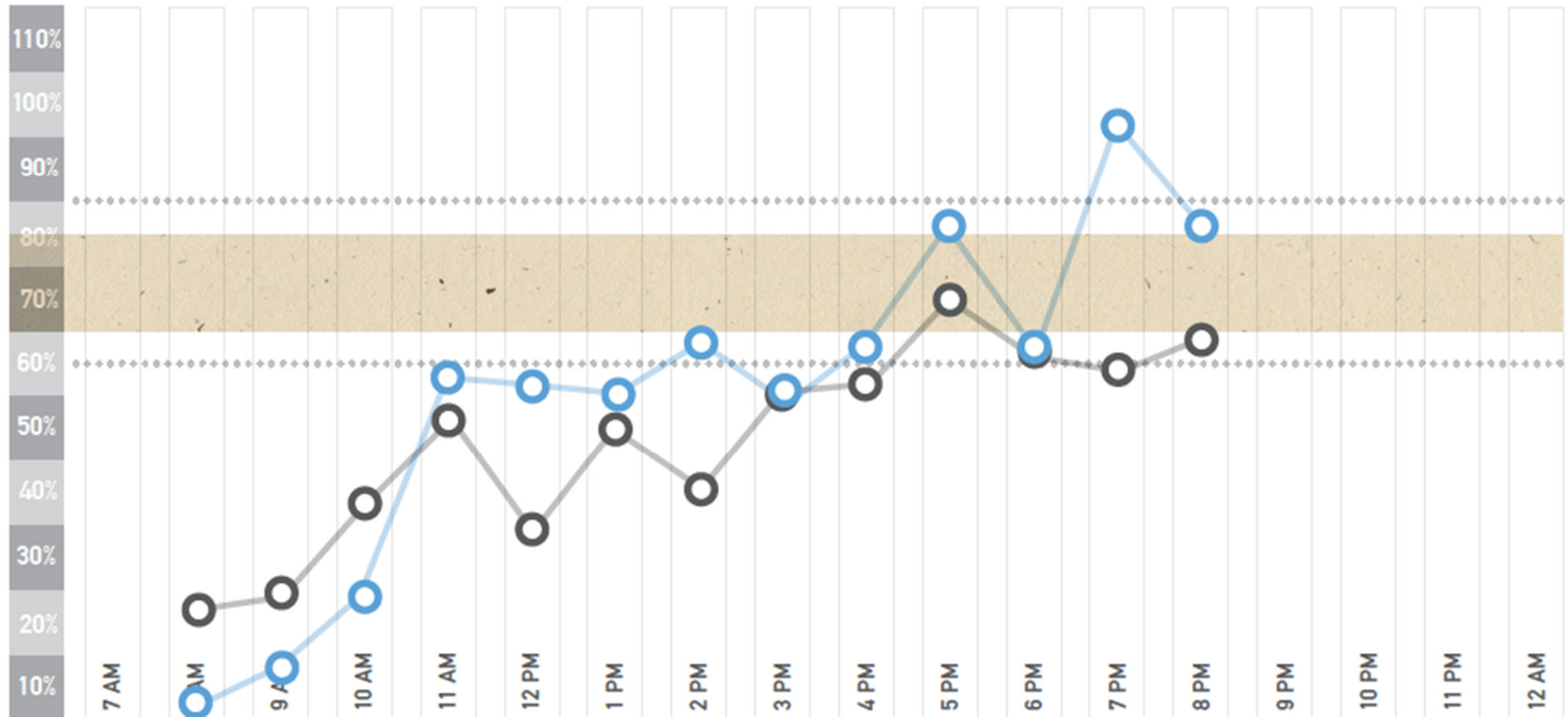
Roosevelt

7 PM occupancy – 100%

Add evening paid parking

HOURLY OCCUPANCY

○ May 2014 ○ April 2015 ■ Target Range 70%-85% Watch list 65%-90%

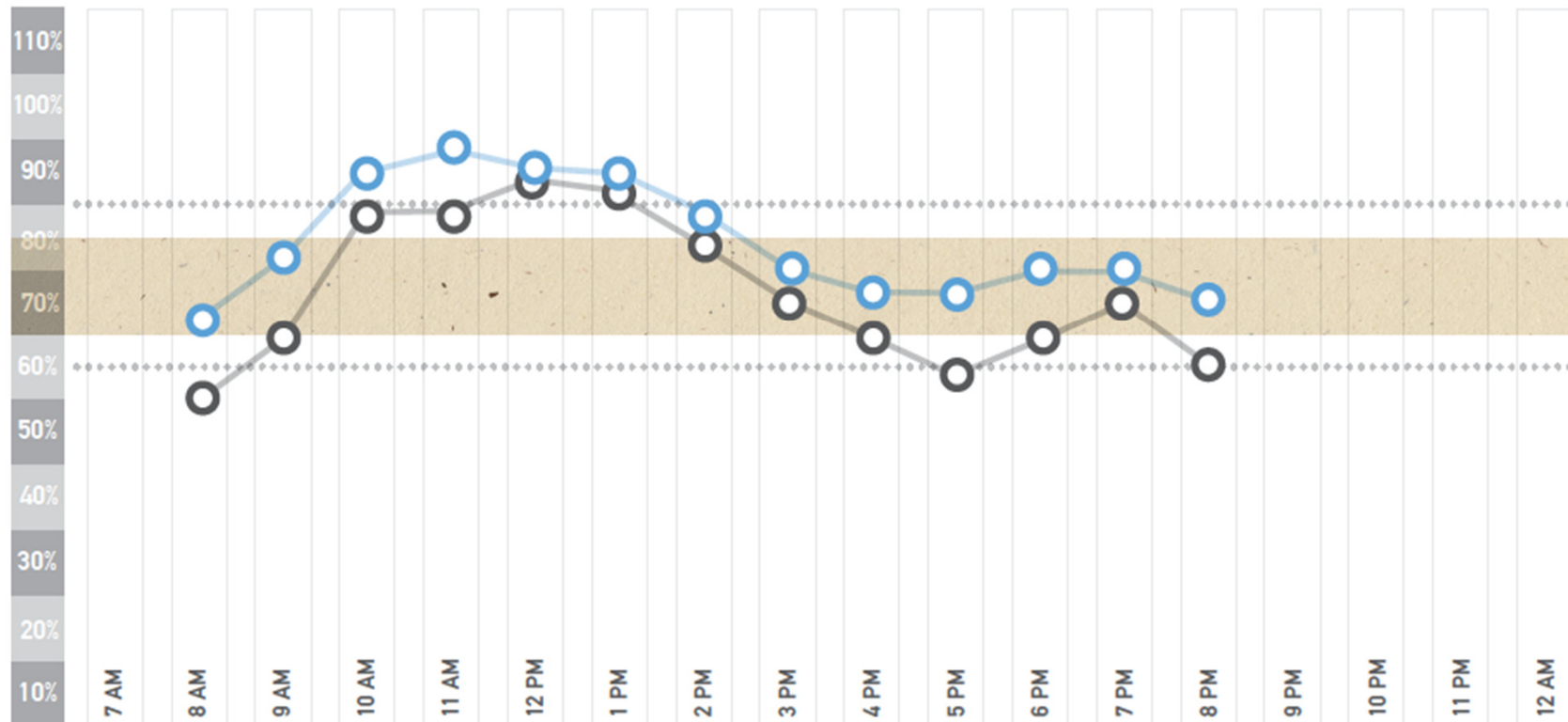


South Lake Union – 2 hour

	Morning 8 AM – 11 AM	Afternoon 11 AM – 6 PM
Occupancy	89%	96%
Hourly rate change	\$2.00 (same)	\$2.50 (up \$0.50)

HOURLY OCCUPANCY

○ April 2014
 ○ April 2015
 Target Range 70%-85%
 Watch list 65%-90%

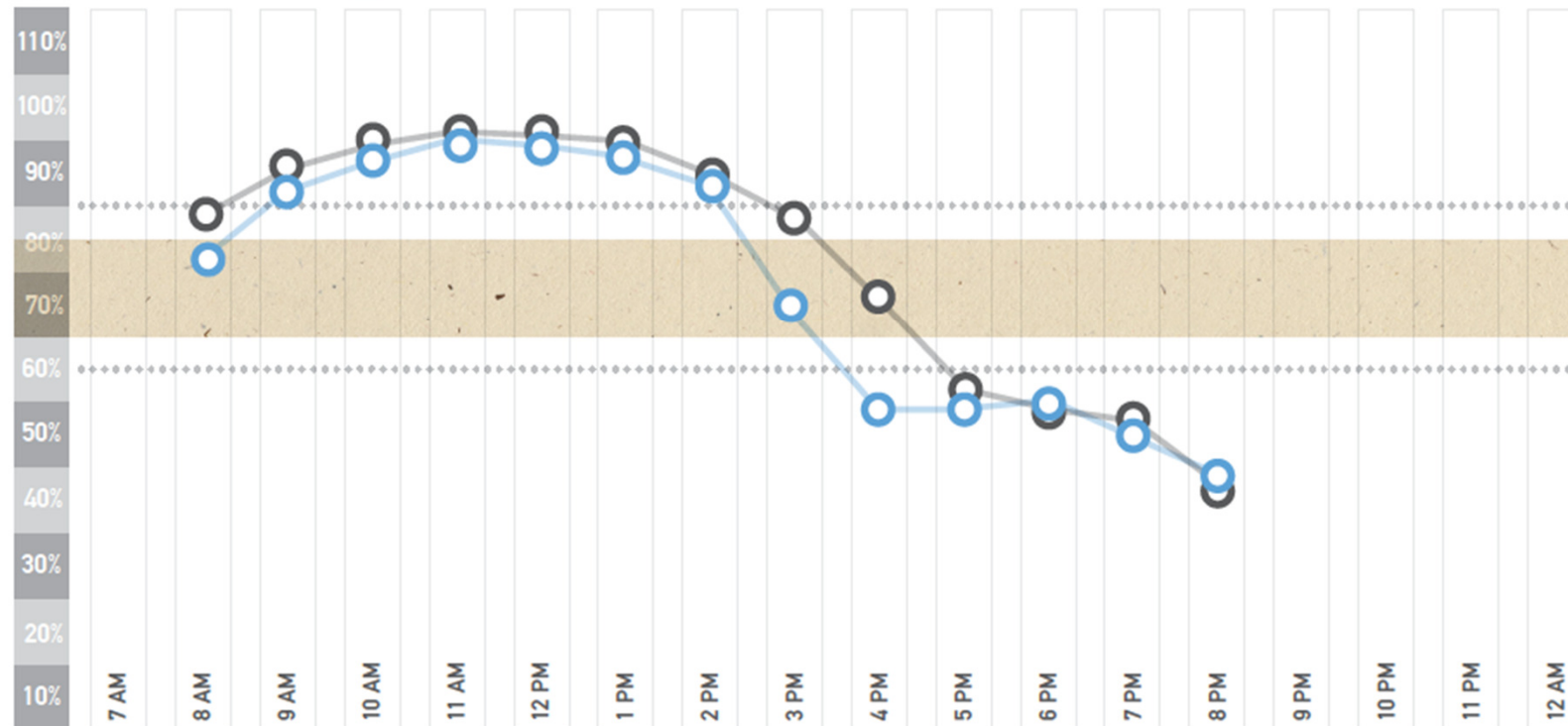


South Lake Union - 10 hour

	Morning 8 AM – 11 AM	Afternoon 11 AM – 6 PM
Occupancy	95%	98%
Hourly rate change	\$2.50 (up \$0.50)	\$2.50 (up \$0.50)

HOURLY OCCUPANCY

● April 2014
 ● April 2015
 Target Range 70%-85%
 Watch List 65%-90%

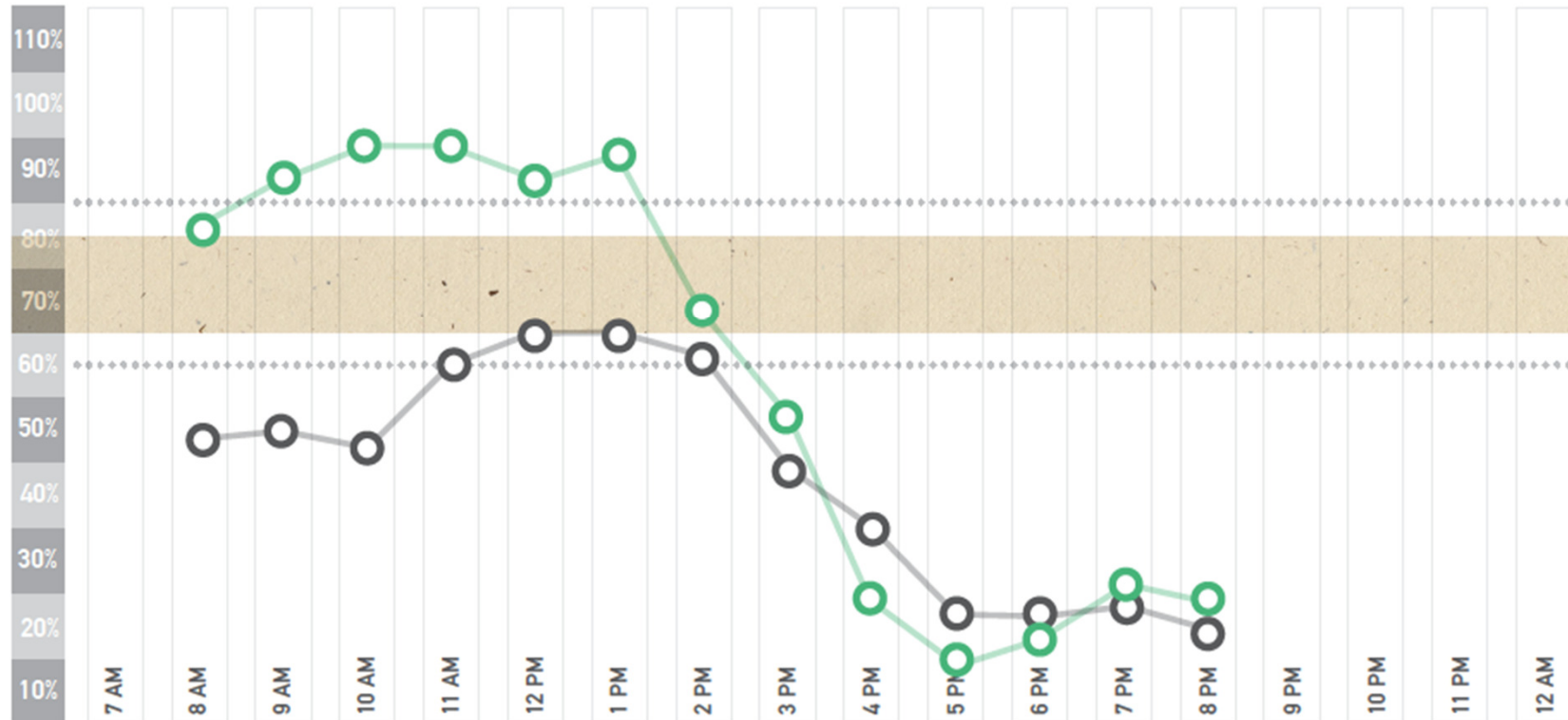


South Lake Union NW

	Morning 8 AM – 11 AM	Afternoon 11 AM – 6 PM
Occupancy	96%	96%
Hourly rate change	\$1.50 (up \$0.50)	\$1.50 (up \$0.50)

HOURLY OCCUPANCY

● April 2014
 ● April 2015
 Target Range 70%-85%
 Watch list 65%-90%



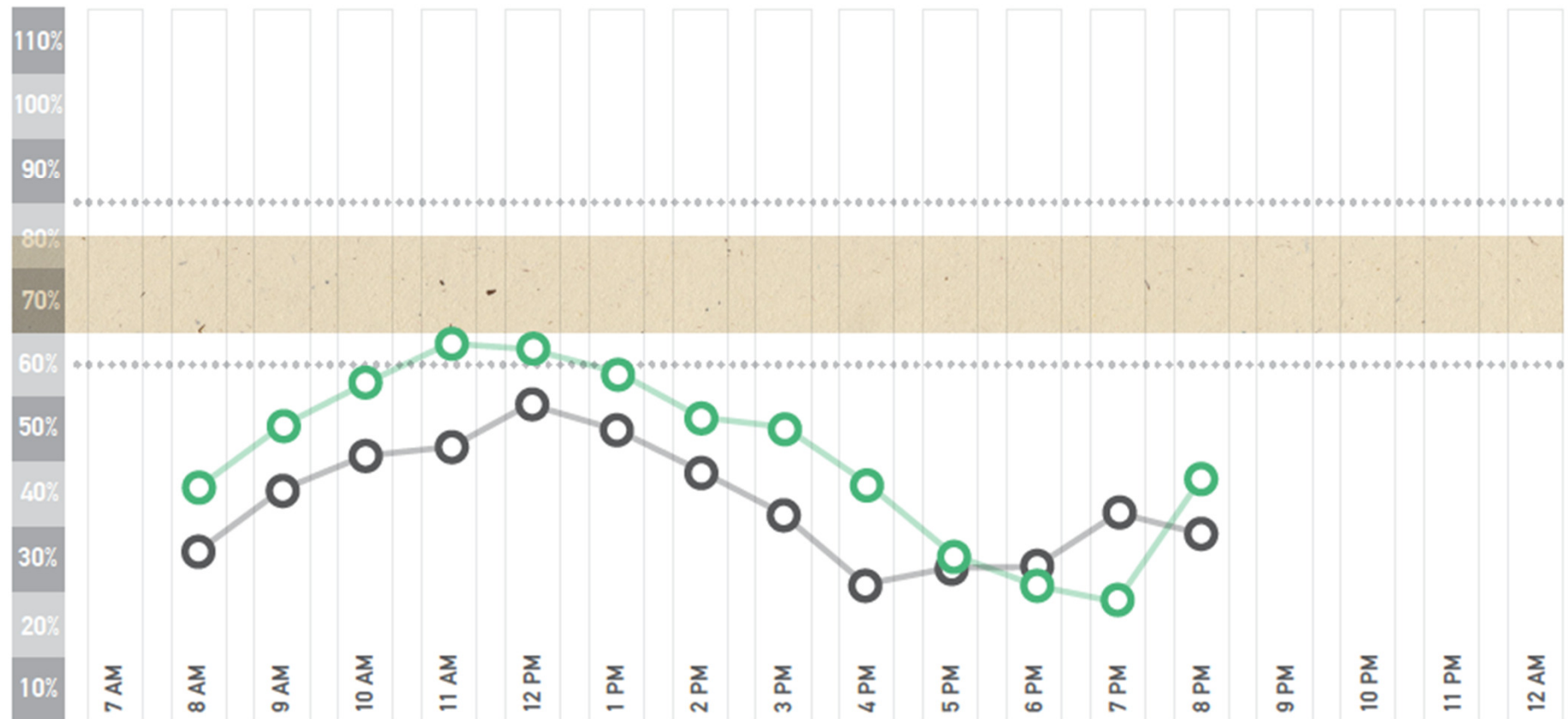
University District Edge

7 PM occupancy – 30%

Remove evening hours, back to 6 PM

HOURLY OCCUPANCY

○ April 2014 ● May 2015 ■ Target Range 70%-85% Watch List 65%-90%




Schedule

	Aug	Sept	Oct	Nov	Dec
First Hill (evening)	█	█			
Roosevelt (evening)		█			
U District edge (no evening)		█			
Commercial Core		█	█		
Ballard Locks (winter)			█		
Pike-Pine (rate)			█		
Capitol Hill (TOD new pay stations)			█		
Chinatown/ID (TOD new pay stations, new evening)			█		
South Lake Union (TOD new pay stations)			█	█	
12 th Ave (rate)				█	
Cherry Hill (rate)				█	

Play Like a Parking Pro Campaign

- Postcards with maps
- Poster boards at pay stations
- Orange alert flags
- Online advertising
- Movie theater ads




**Play Like
A Parking Pro.**

**PARKING RATES ARE
CHANGING.**

Seattle sets on-street parking rates based on demand to provide reliable, convenient parking.

Go Ahead. Park Now.



Know the Rules. Win the Game.
seattle.gov/parking



Questions? Comments?

Thanks!

marycatherine.snyder@seattle.gov | (206) 684-8110

www.seattle.gov/parking

