

Parking Sounding Board Meeting

November 14, 2013

Recognition of Seattle's Paid Parking Management Program

7

Top Trendsetting Cities In Parking



From the
European Parking
Association meeting
Dublin, Sept. 2013

Recognition of Seattle's Paid Parking Management Program



CHARTS

How Seattle Transformed Parking Without Spending a Fortune

ERIC JAFFE OCT 24, 2013 15 COMMENTS

Purpose of Next Two Meetings

Gather your feedback on 2014 Performance-based Pricing Program Adjustments

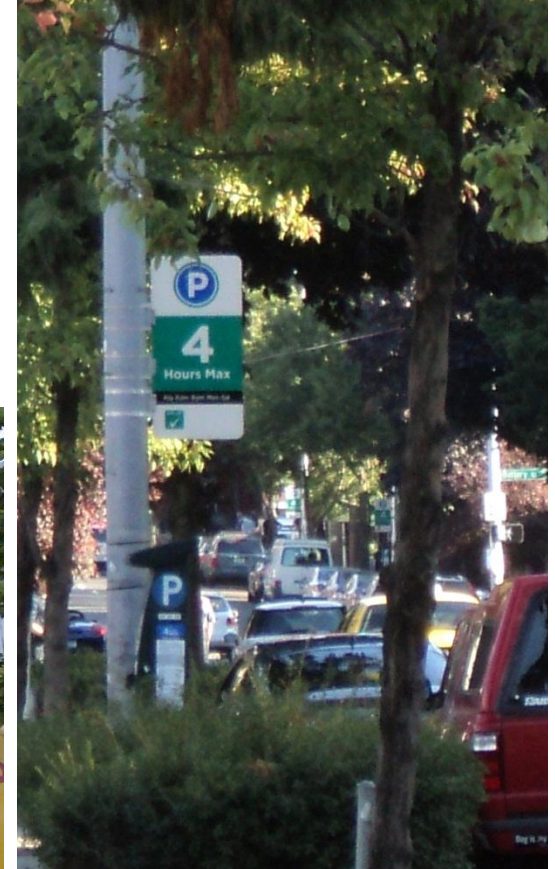
- Today's Discussion:
 - Policy Background
 - Simplified target range
 - Time of day rate setting
- January 9 Discussion:
 - Evening paid parking
 - Other on-going adjustments
 - Public education tools

2014 Adjustments Schedule

- Present Program adjustments to Mayor and City Council in early 2014
- Plan to roll out *starting* 2nd Q 2014

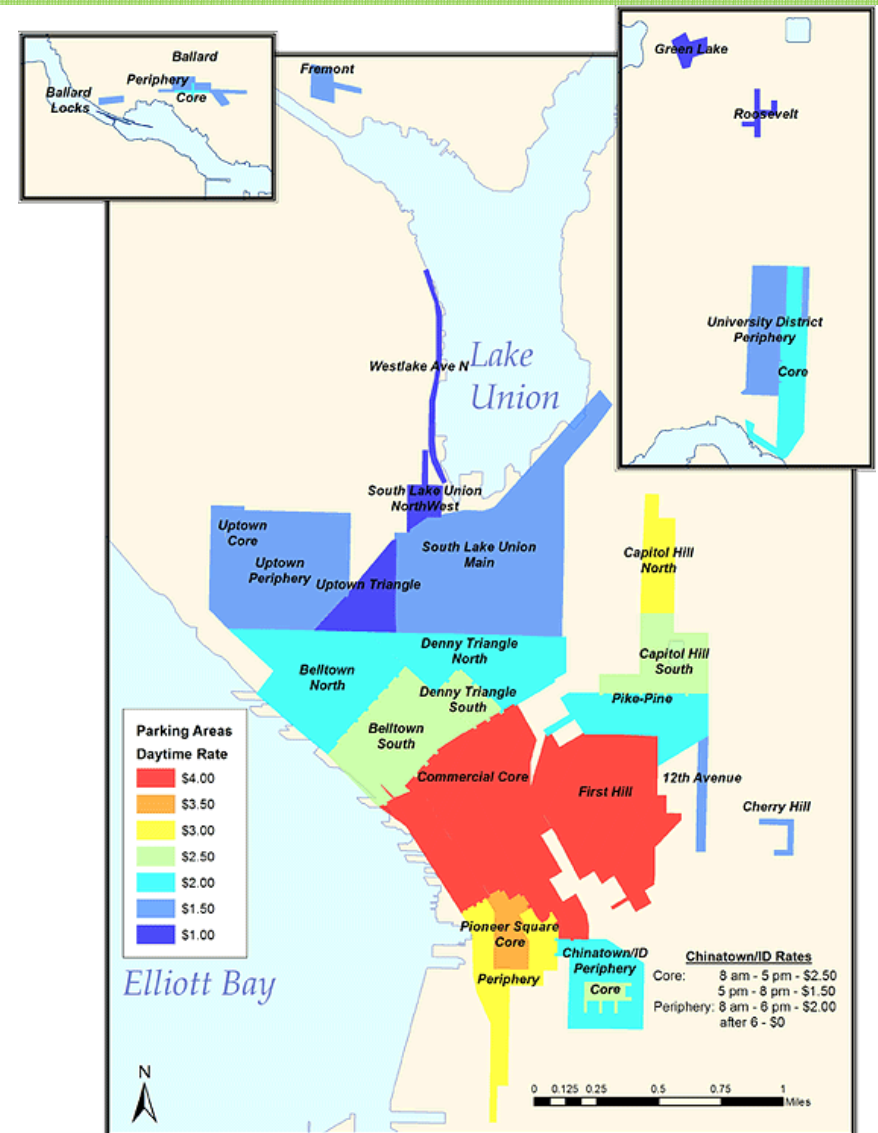
Data Driven Policy Since 2010

- Keeping 1 to 2 spaces open throughout the day
- Making annual rate changes
- Adjusting rates to area conditions



Changes Made Since 2010

- Parking rate decreases (20 areas) and increases (13)



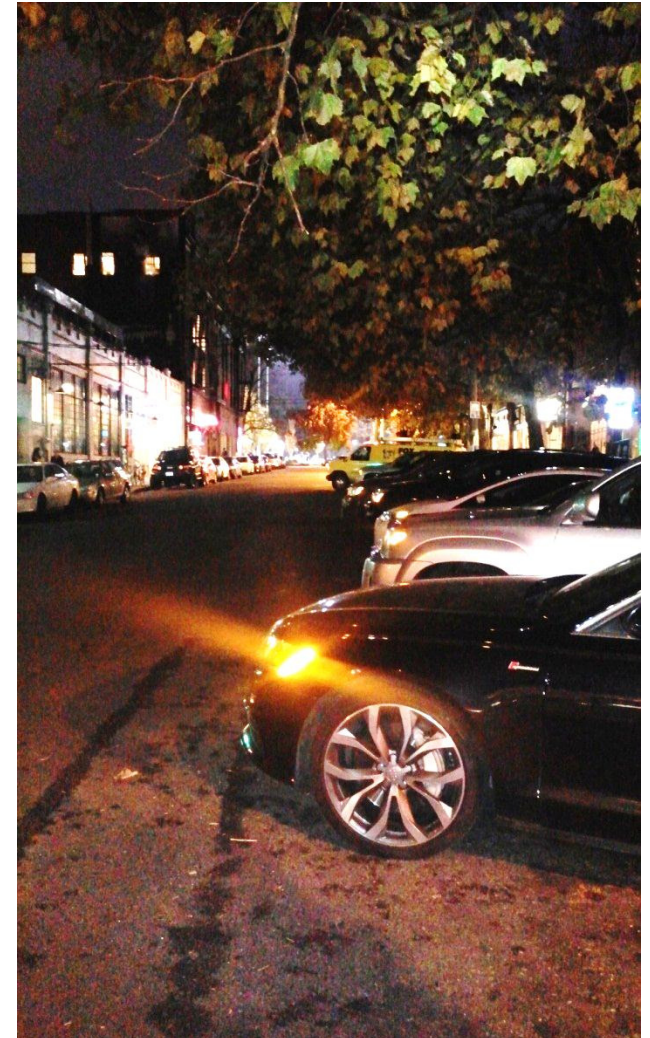
Changes Made Since 2010

- Best Value program-sub areas within neighborhood, with longer time-limits and/or lower rates
- Extended time limits to 4 hours and 10 hours



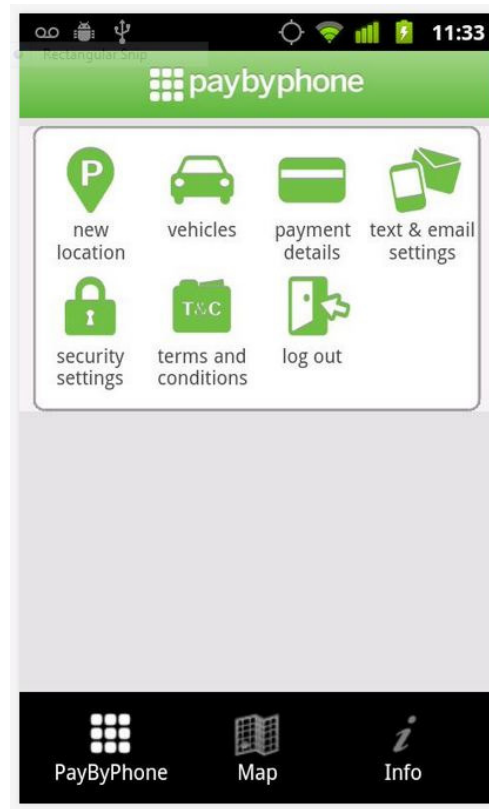
Changes Made Since 2010

- Added evening paid parking (8 areas)
- 3 Hours After 5 program - hours of operation until 8 p.m. with 3 hour parking after 5 p.m.



Changes Made Since 2010

- Parking pay by phone in all paid areas

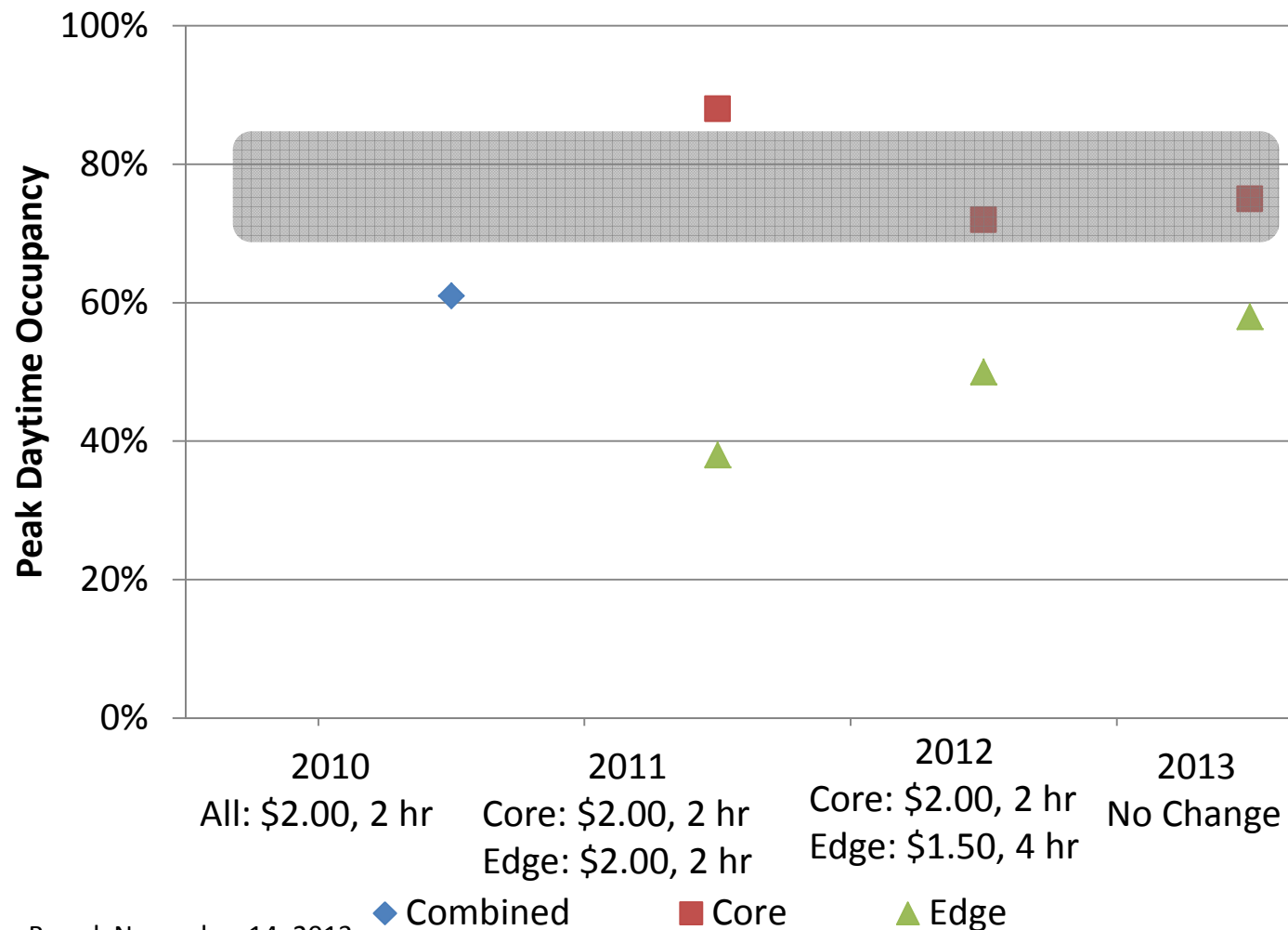


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Example: Ballard 2010 – 2013



Ballard Data Results



Ballard Data Results



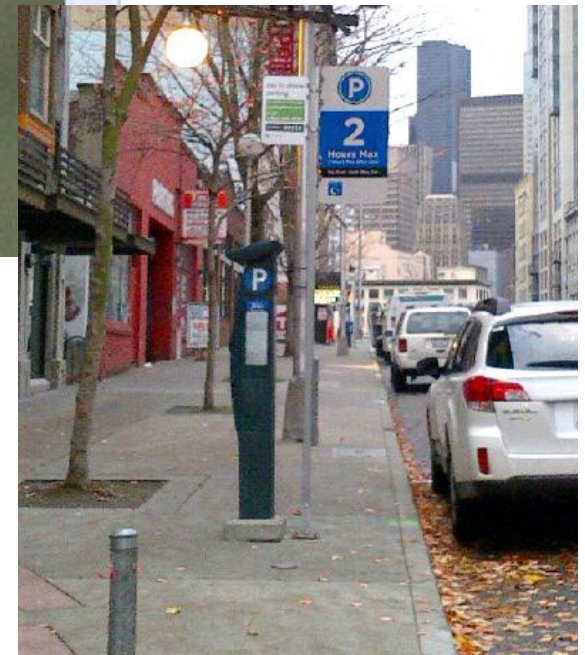
Lessons Learned

- Best Value helped encourage parking away from crowded main streets
- Continuous improvement important for better data collection
- Necessary to make complex system understandable to parkers



Opportunities for 2014

- Increased functionality of pay station kiosks
- Address time of day differences with these new pay stations
 - Low morning occupancy
 - High evening occupancy
 - Areas with both conditions



Support for access to business districts throughout day and evening

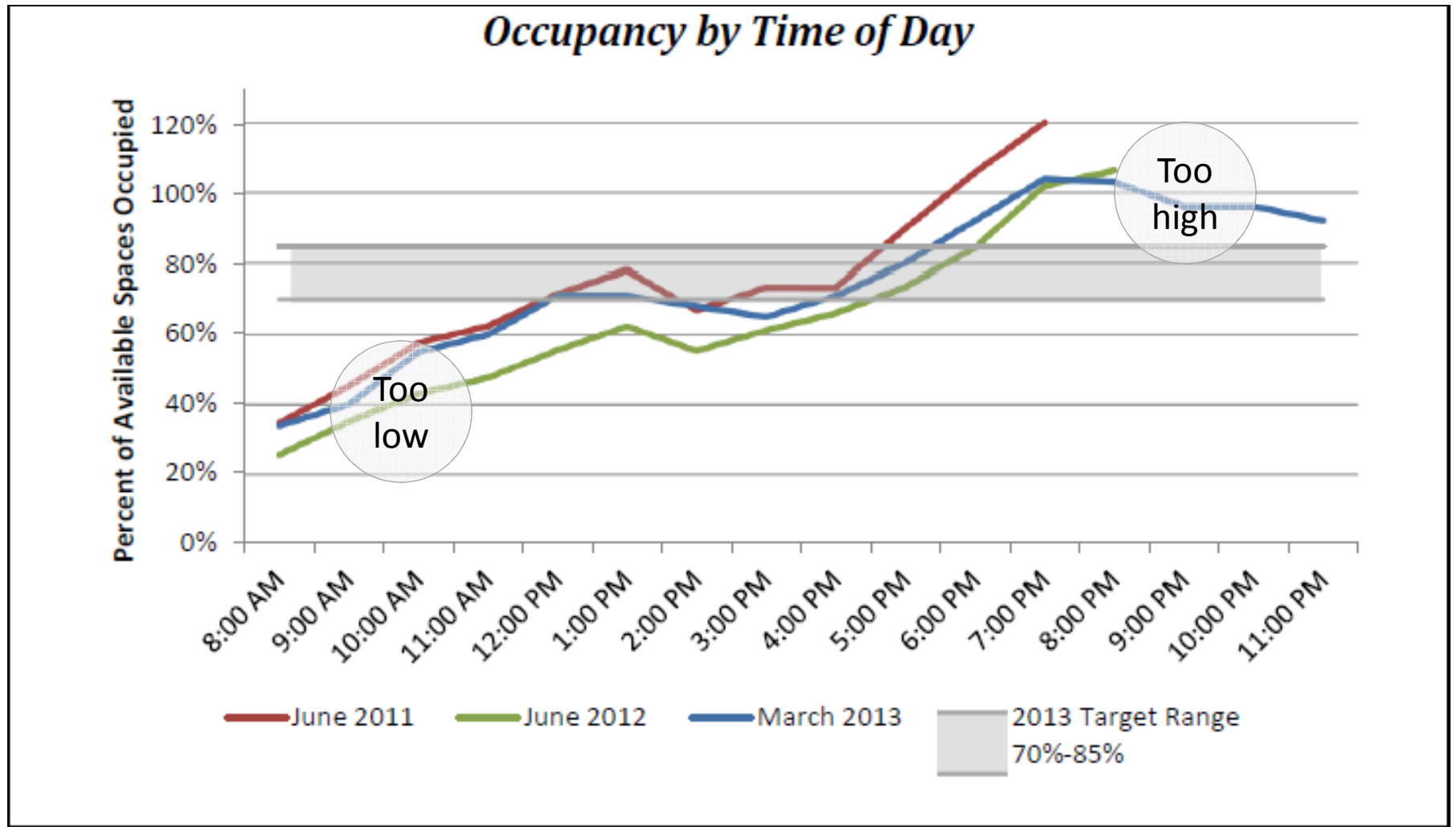
Pike-Pine in the morning



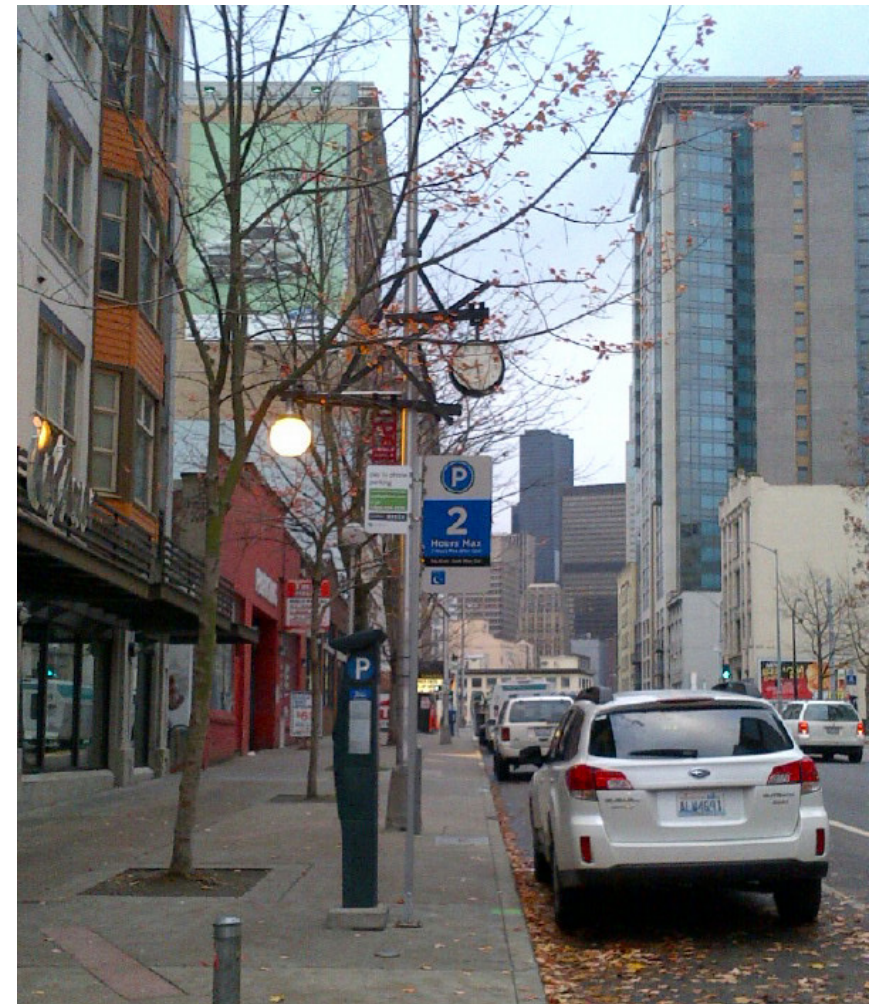
Pike-Pine in the evening

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Pike-Pine Data

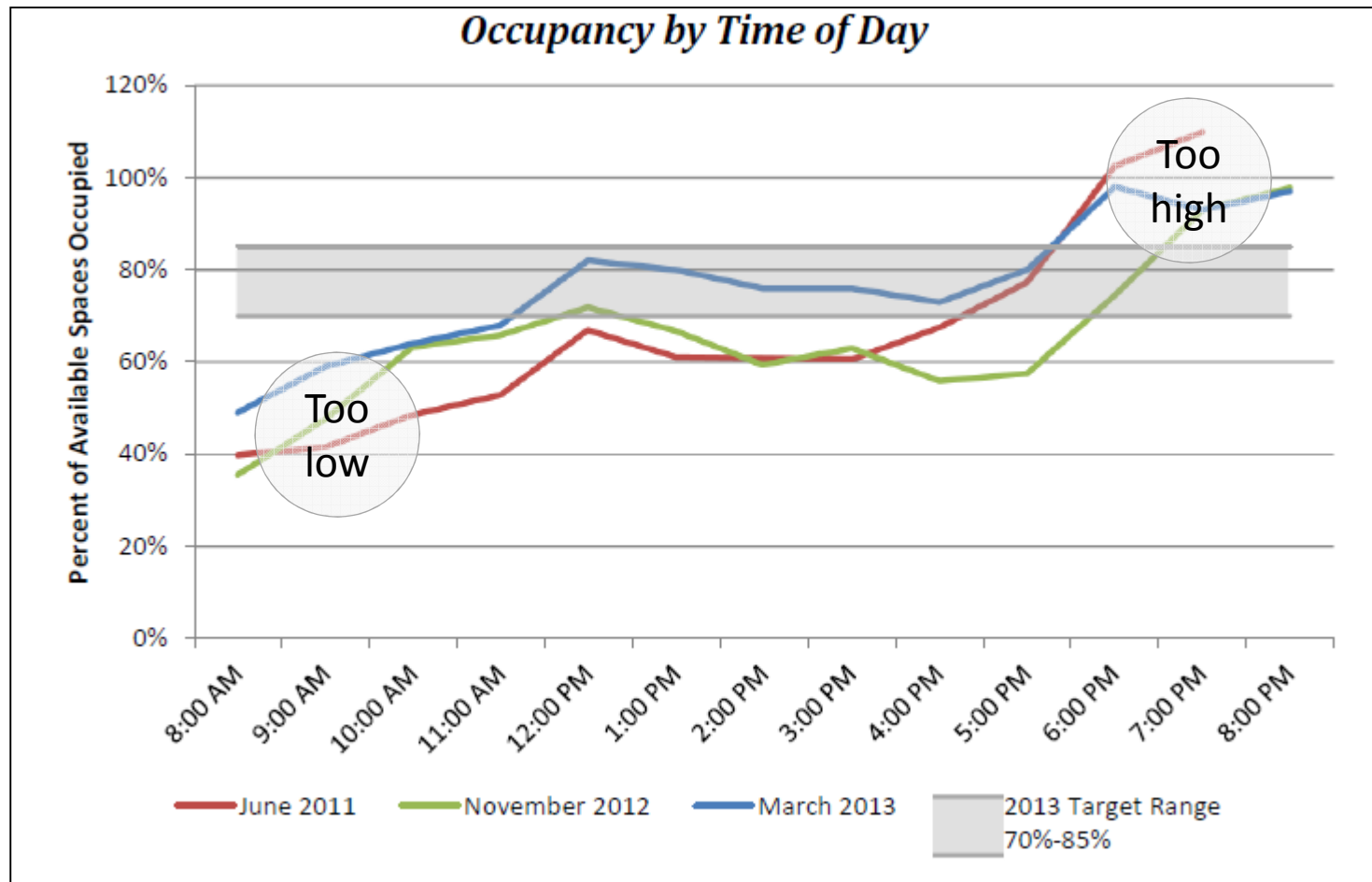


Support for access to business districts throughout day and evening

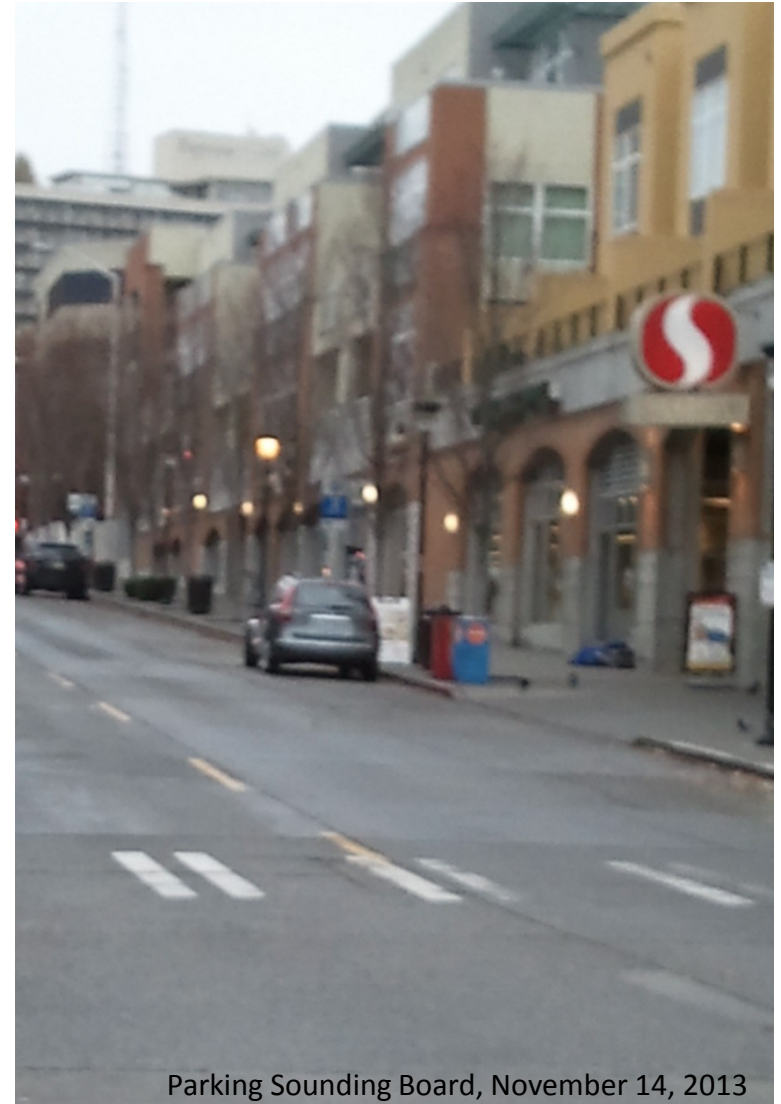


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Belletown South Data

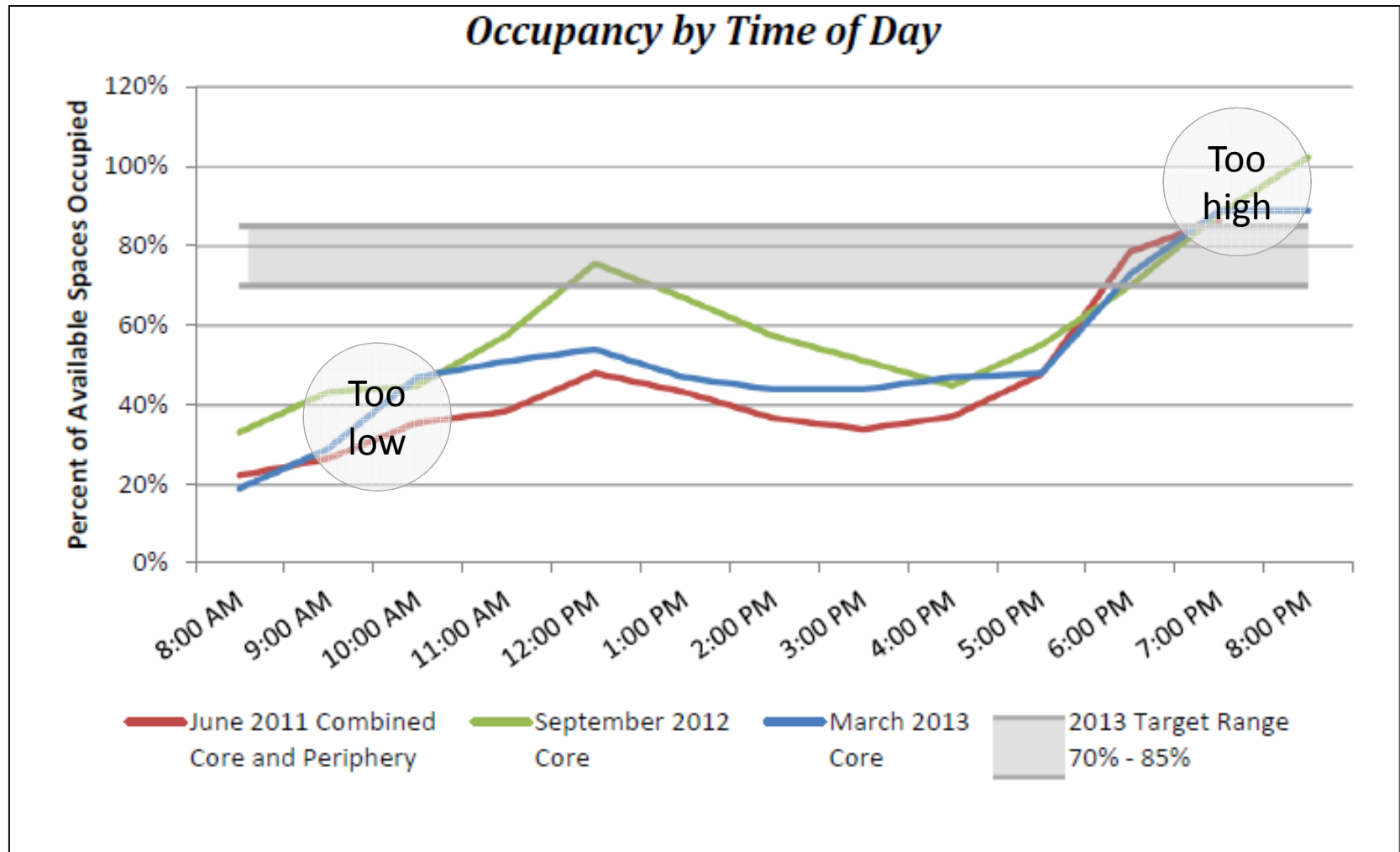


Achieve more optimal parking management



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Uptown data



Other cities charge by time of day

	San Francisco <i>SFPark</i>	Los Angeles <i>ExpressPark</i>	Chicago (the Loop)
Morning	Before Noon	Before 11 a.m.	8 a.m. – 9 p.m.
Midday	12 Noon to 6 p.m.	11 a.m. to 4 p.m.	
Evening	6 p.m. to 10 p.m.	After 4 p.m.	9 p.m. – 8 a.m.

Time of Day Pricing Parameters

First:
Determine
time of day
periods

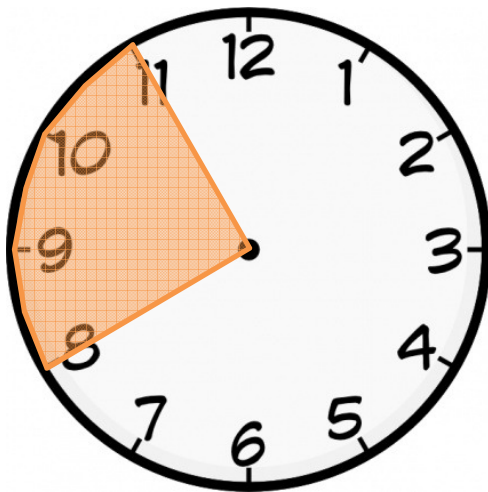
Second:
Calculate 1
to 2 space
target range

Third:
Look at
time of day
for each area

First: What times for time of day?

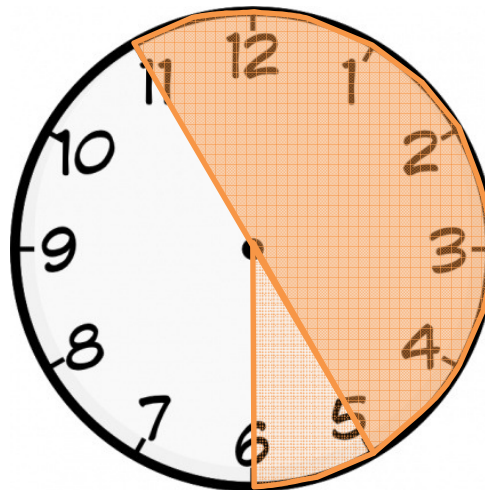
Same time periods for all areas

Morning



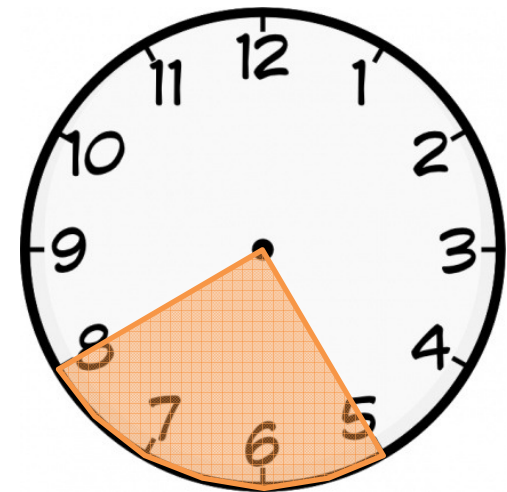
8 a.m. to 11 a.m.

Daytime



11 a.m. to 5 p.m. or 6 p.m.

Evening



5 p.m. to 8 p.m.

Second: How to measure 1 to 2 open spaces?

Target Occupancy Range

2013 – 30+ different ranges

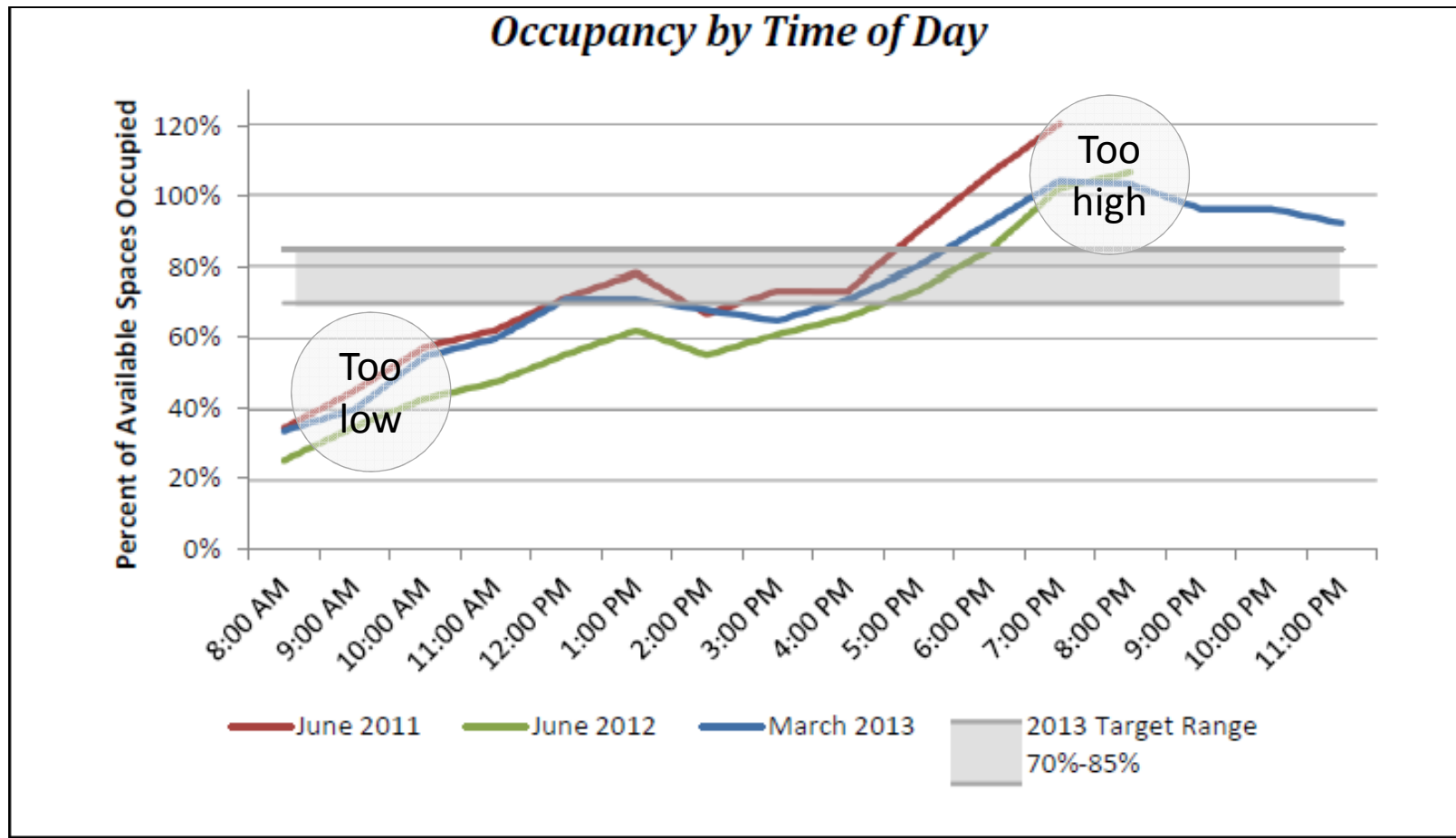
2014 – 1 range

70% - 85%

4	Ballard			
5	Ballard Locks	Periphery	80%	90%
5	Belltown		78%	89%
7	Belltown	North	71%	86%
8	Capitol Hill	South	78%	89%
9	Capitol Hill	North	82%	91%
0	Cherry Hill	South	67%	83%
1	Chinatown/ID		80%	90%
2	Chinatown/ID	Core	67%	83%
3	Commercial Core	Periphery	67%	83%
4	Commercial Core	Financial	67%	83%
5	Commercial Core	Retail	67%	83%
6	Denny Triangle	Waterfront	67%	83%
7	Denny Triangle	North	71%	86%
8	First Hill	South	71%	86%
9	Fremont		71%	86%
0	Green Lake		67%	83%
1	Pike Pine		71%	86%
2	Pioneer Square		71%	86%
3	Pioneer Square	Core	60%	80%
4	Roosevelt	Periphery	78%	89%
5	SLU		75%	88%
6	SLU	2h	78%	89%
7	University District	10H	78%	89%
		Core	78%	89%

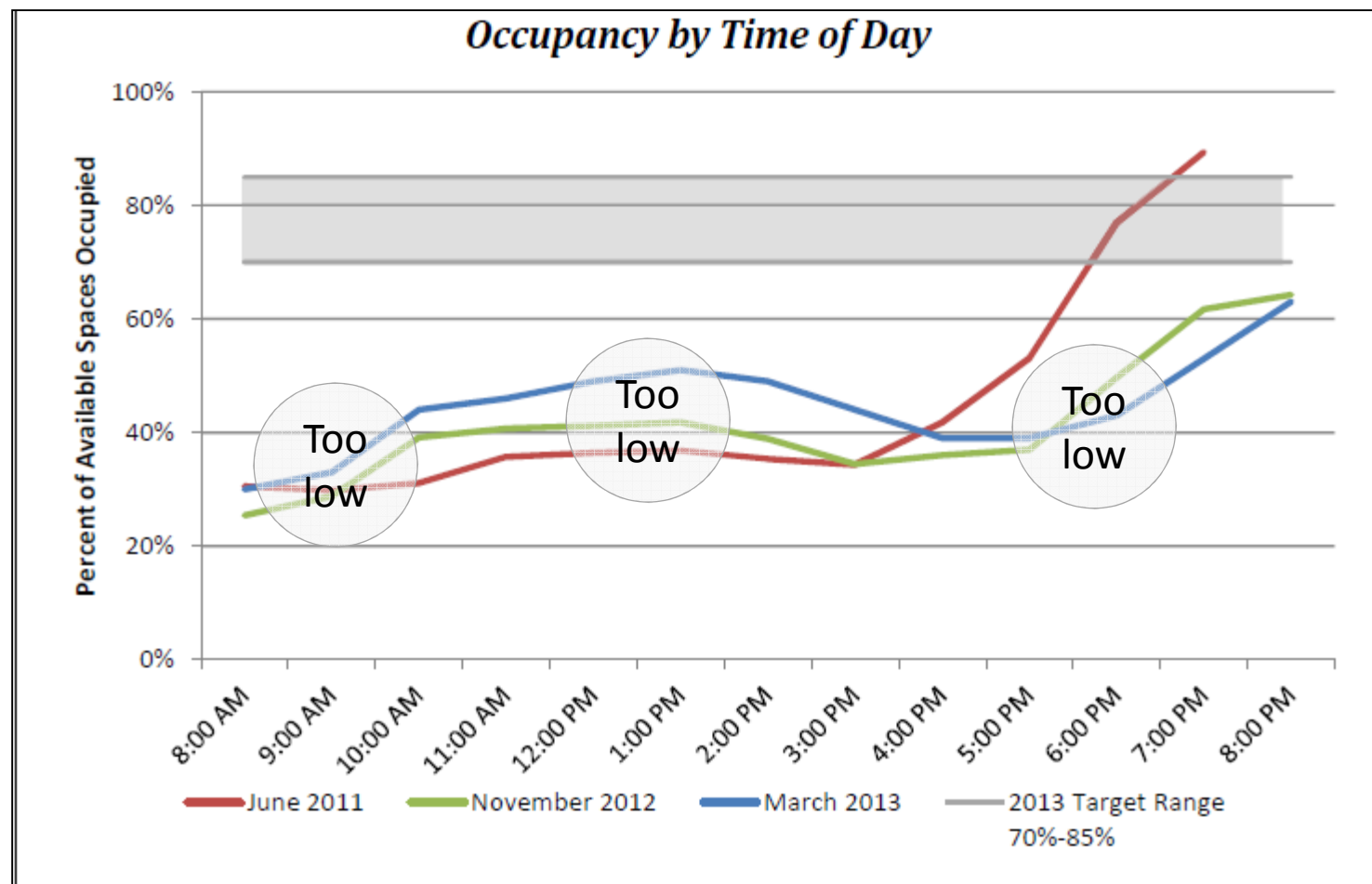
Third: How to apply time of day pricing

Pike-Pine



Third: How to apply time of day pricing

Belldtown North



Third: How to apply time of day pricing

Refer to handout:

- Belltown South
- Chinatown/ID Core and Periphery
- Commercial Core
- Denny Triangle South

Planned 2014 time of day areas

- Applied where differential during morning, daytime and evening
- 2014 time of day adjustments, with new pay stations
 - Belltown South
 - Chinatown/ID Core and Periphery
 - Commercial Core
 - Denny Triangle South
 - Pike-Pine

January 9 - next meeting topics

Adjustments and other Program elements

- Extended time limits where occupancy remains low during the daytime
- New evening paid parking areas
- Seasonal rate changes
- Public education tools
- Review 2014 Installation plan