



SDOT Parking Sounding Board Meeting

MINUTES

SEPTEMBER 15, 2011

Seattle Municipal Tower
Rm. 4080

ATTENDEES (Underlined Indicates "In Attendance")	Leslie Smith	Alliance for Pioneer Square
	Beth Miller	Ballard Chamber of Commerce
	Michael Wells	Capitol Hill Chamber of Commerce
	Don Blakeney	Chinatown/International District BIA
	Mike Fuda	Diamond Parking Service
	<u>Katherine MacKinnon</u>	Downtown Seattle Association (DSA)
	Jessica Vets	Fremont Chamber of Commerce
	Ed Danyluk	Imperial Parking Corporation (IMPARK)
	<u>Laura Larson</u>	Republic Parking
	<u>John Meek</u>	Republic Parking
	<u>Erica Sekins</u>	Seattle Commission for People with disabilities (SCPWD)
	Susan Ranf	Seattle Mariners
	Jerry Everard	Seattle Nightlife and Music Association
	Eric de Place	Sightline Institute
	<u>Doug Campbell</u>	U District Chamber of Commerce, Bulldog News
Josh McDonald	WA Restaurant Association	
Francine Fielding	Wright-Runstad	

CITY STAFF IN ATTENDANCE:

SDOT: Peter Hahn, Charles Bookman, Tracy Krawczyk, Mike Estey, Margo Polley, Mary Catherine Snyder, Allison Schwartz

Mayor's Office: David Hiller

City Council: Dan Eder

MEMBERS OF PUBLIC IN ATTENDANCE:

Geoff Goldsmith-Jones, PayByPhone (Verrus)

Meeting Notes:

The meeting began with introductions led by Mary Catherine Snyder. The meeting agenda is:

- 8:10 – 8:30 am Statement of Legislative Intent (SLI) report
- 8:30 – 9:10 am Preliminary survey results
- 9:10 – 9:50 am Group discussion about communication strategies



SDOT SLI Response to City Council

On Monday September 12, SDOT delivered our report to City Council that we have been working on with the Parking Sounding Board and consultant team this summer. The Council policy statement is called a Statement of Legislative Intent, and our response is a memo summarizing the Performance-based Parking Pricing Study. The memo summarized the business case options and recommendations for implementing day-part pricing and other performance-based parking pricing strategies. The analysis informs the street parking regulations and policy changes that will be expected as part of the Mayor's 2012 Proposed Budget.

Mary Catherine Snyder walked through highlights of the SLI response and the Study recommendations. These documents are available on SDOT's parking webpage here (<http://www.seattle.gov/transportation/parking/performancepricing.htm>)

The Study recommendations are as follows:

1. Engage neighborhoods
2. Invest in data collection and analysis
3. Provide open access to city parking data
4. Add pay-by-cell phone as new parking payment option
5. Set rates by neighborhood geography including sub-areas
6. Implement progressive pricing pilot
7. Adjust rates based on seasonal patterns
8. Develop event overlay pricing strategy
9. Implement time-of-day pricing pilot
10. Address disabled parking use and abuse

Sounding Board questions about SLI response:

- Noting that there is a consultant recommendation to address disabled parking permit abuse with four-hour time limits, is the City pursuing installation of time limits? The SCPWD remains opposed. SDOT staff noted that there are no current plans to install time limits. Instead, SDOT is interested in making changes to State regulations to address abuse, in concert with the Commission and other stakeholders.
- Will the SLI response be formally presented to City Council? This is not expected but elements of the Study recommendations are expected in the Mayor's 2012 Proposed Budget.
- What kind of partnerships is SDOT interested in pursuing with neighborhoods? For instance revenue sharing. SDOT responded that we are very interested in partnerships particularly to work together with neighborhood chambers to get the word out about rates and time limits for the neighborhood street parking. There are no plans at this time in the Budget for revenue sharing.

Parking Survey Results

In August and September, SDOT conducted a public survey about parking. The purposes were to:

- document existing customer on-street experience
- understand relationship between business owner and customer perceptions and needs

- identify key factors associated with customer parking decisions and what they would like to improve with their parking experience

Survey results are on the SDOT website at

<http://www.seattle.gov/transportation/parking/docs/9%2015%20SB%20mtg%20ppt.pdf>. There were almost 2,000 respondents (90% filled out the customer portion, the remaining were business owner respondents). Given the different responses from customers and business owners, there looks to be some disconnect between the two perceptions and needs. Proximity and convenience seem to be the most important factors for why people park where they do. Most people reported to be able to find parking close to their destination and under 10 minutes. In terms of making improvements to the customer experience, communication rose to the top.

Comments on survey:

- There seemed to be similarities in responses when compared to a recent DSA survey.
- Another comment was that these surveys use the word “expensive” except that this isn’t defined and can mean many different amounts.

Communications about potential new parking rates and regulations

Staff and Sounding Board members spent time brainstorming potential communications methods and issues. Everyone recognized that this will be extremely important as parking rates and time-limits become more complex. Comments:

- In the U-District, it didn’t seem that the evening meter hour extension was announced. Many people don’t seem to realize that parking payment is required after 6 p.m. Would have liked to see something more dramatic than what has been done. Especially as it starts to get dark by 6 p.m., people won’t be able to see the signs. University blogs were suggested although it’s not clear how often people from outside an area check those.
- Some technology related suggestions was a phone app that could identify changes in parking hours and rates; a QR code on the pay station that provided people with more specific local information; and more marketing of the Seattle Parking Map.
- Let people know citywide that some places have extended hours and some don’t so that the parker needs to remember to look for signs.
- A potential upcoming program to allow pay by cell would provide people with rate and time limit information as well.

NEXT SOUNDING BOARDING MEETING:

Date: Thursday, October 6, 2011

Location: Seattle Municipal Tower 4080

Agenda: Parking components of Mayor’s proposed 2012 Executive Budget