The City of Seattle Department of Transportation

SDOT
Seattle Department of Transportation

Kimley-Horn
and Associates, Inc.

Performance-based
PARKING
PRICING STUDY

Parking Sounding Board Meeting Presentation Overview

8:00 – 8:10 am Round robin intros

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

9:50 – 10:00 am Public comment

Report to the City Council

- Data results

- Limitations of current pay stations

- Time of day analysis

- Recommendations for performance-based parking pricing program
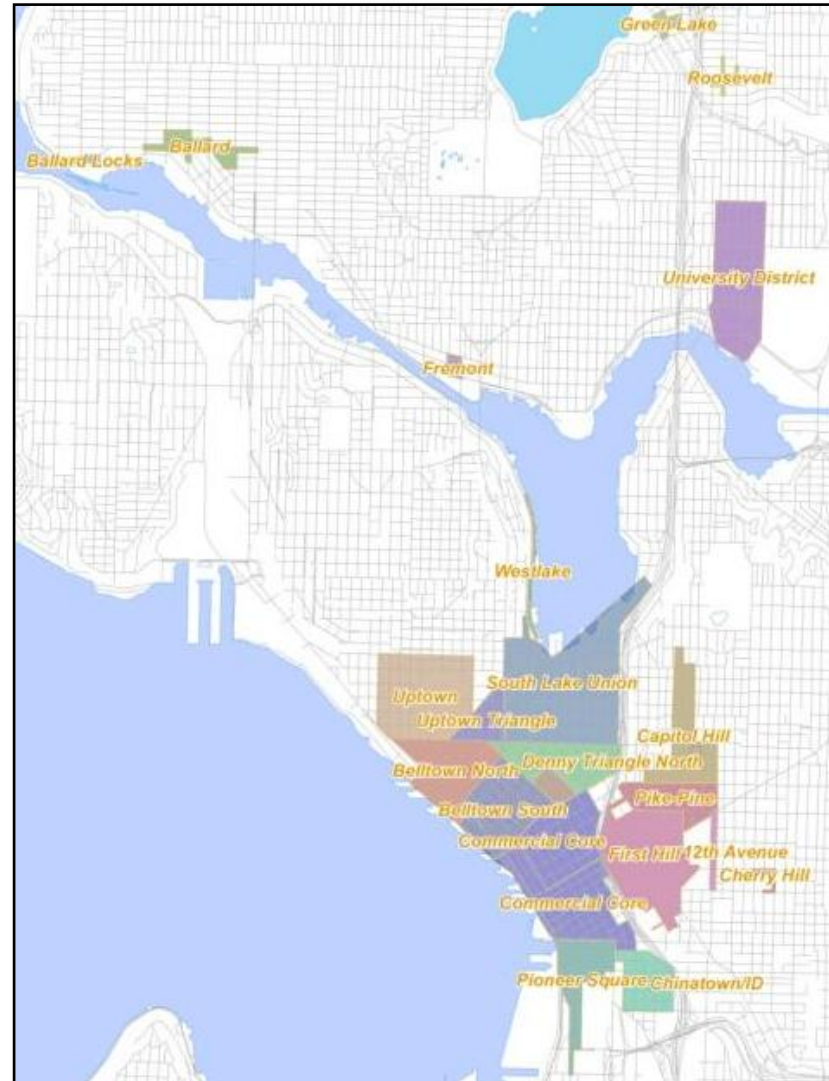
Data Results

4 areas with rate increase	Occupancy dropped to be within target occupancy to meet 1 to 2 space policy
11 areas with decrease	Mixed results. Lowering rates did not consistently generate increased parking demand.
7 areas with no change	Mixed results

Limitations of Current Pay Stations

Current base:

- 1,500 older Stelios

- 700 newer Stradas

- 10 newest generation CityPals

Time of Day Findings

Ideal time of day pattern:

	Average Occupancy 8 a.m. – Noon	Average Occupancy Noon – 3 p.m.	Average Occupancy 3 p.m. – 6 p.m.
Neighborhood X	40%	75%	90%
Target Occupancy – 74$ - 87%			
Resulting Change	Lower rate by $0.50	Keep rate as is	Raise rate by $0.50

Time of Day Considerations

- Occupancy fluctuates > 25 percentage points

- 2011 parking rate above $1 / hour

- Peak occupancy within or above target range

- Existing hardware capable of time-of-day pricing

Study Recommendations

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

Study Recommendations

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

Conclusions

Three critical ingredients:

- Effective communication strategies

- Partnerships with neighborhood business districts

- Adequate resources
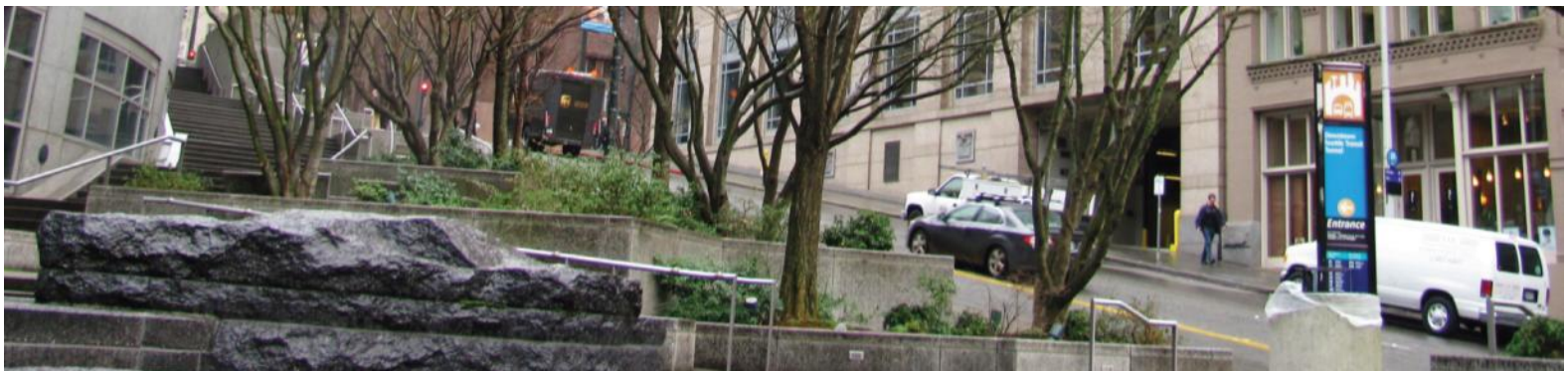
Parking Survey Purposes

- Understand relationship between business owner and customer perceptions and needs

- Identify key factors associated with customer parking decisions

- Document existing customer on-street experience

- Identify what customers want to improve with their parking experience

Preliminary Survey Results

- Over 2,000 respondents (90% customers)

- First glance at responses tells us:

  - Some disconnect between customers and business owners

  - Proximity to destination is key factor

  - Most people seem to find parking close by and relatively quickly

  - Opportunity to improve communication

Customer survey – overall results

- 70% park on-street within 4 blocks of destination

- Most know where to park based on past experience or driving around

- Longer time limits and better communication about parking rates
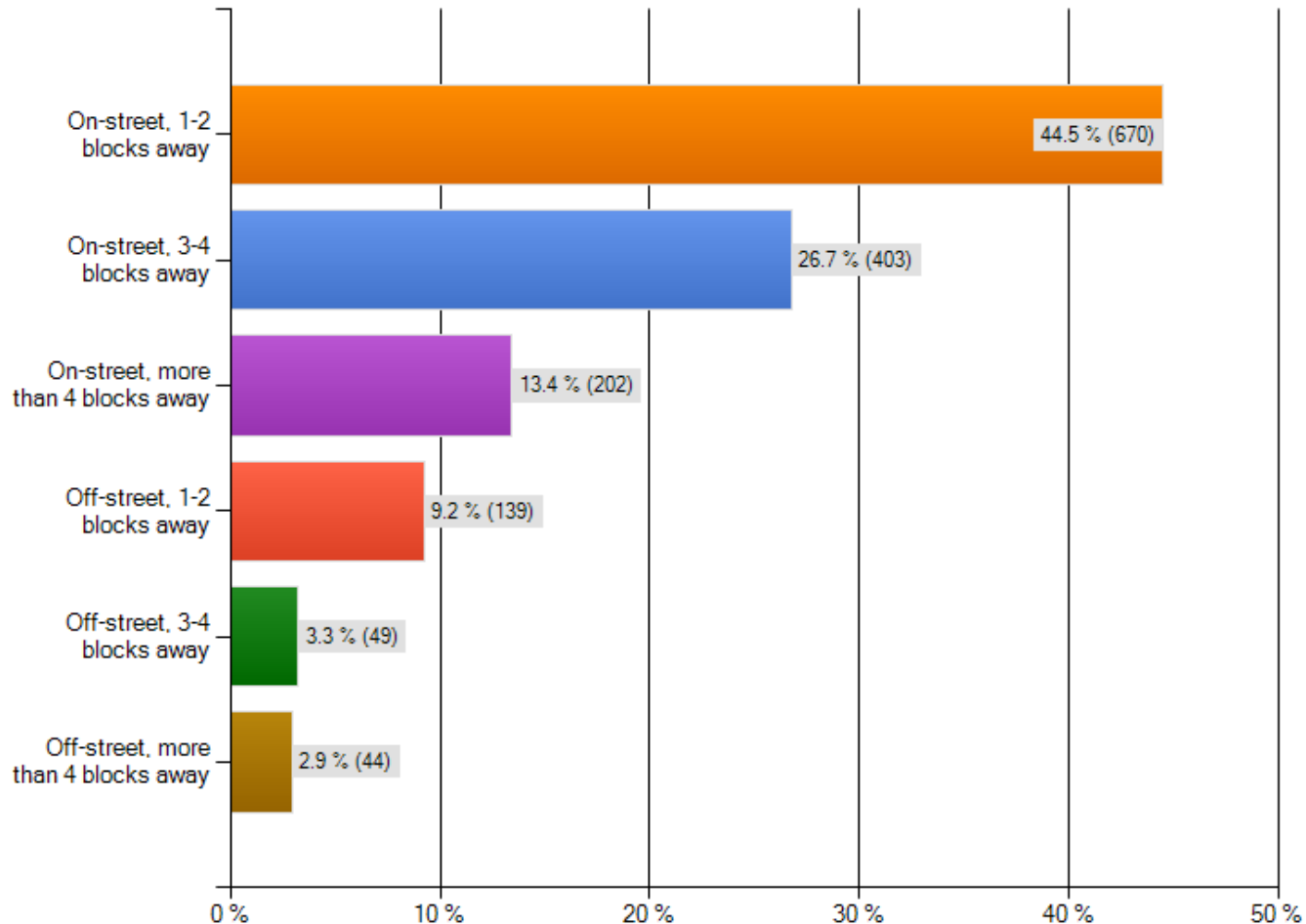
Business survey – overall results

- Average length of customer stay is 1-2 hrs

- 2-4 hr time limit would best serve most businesses

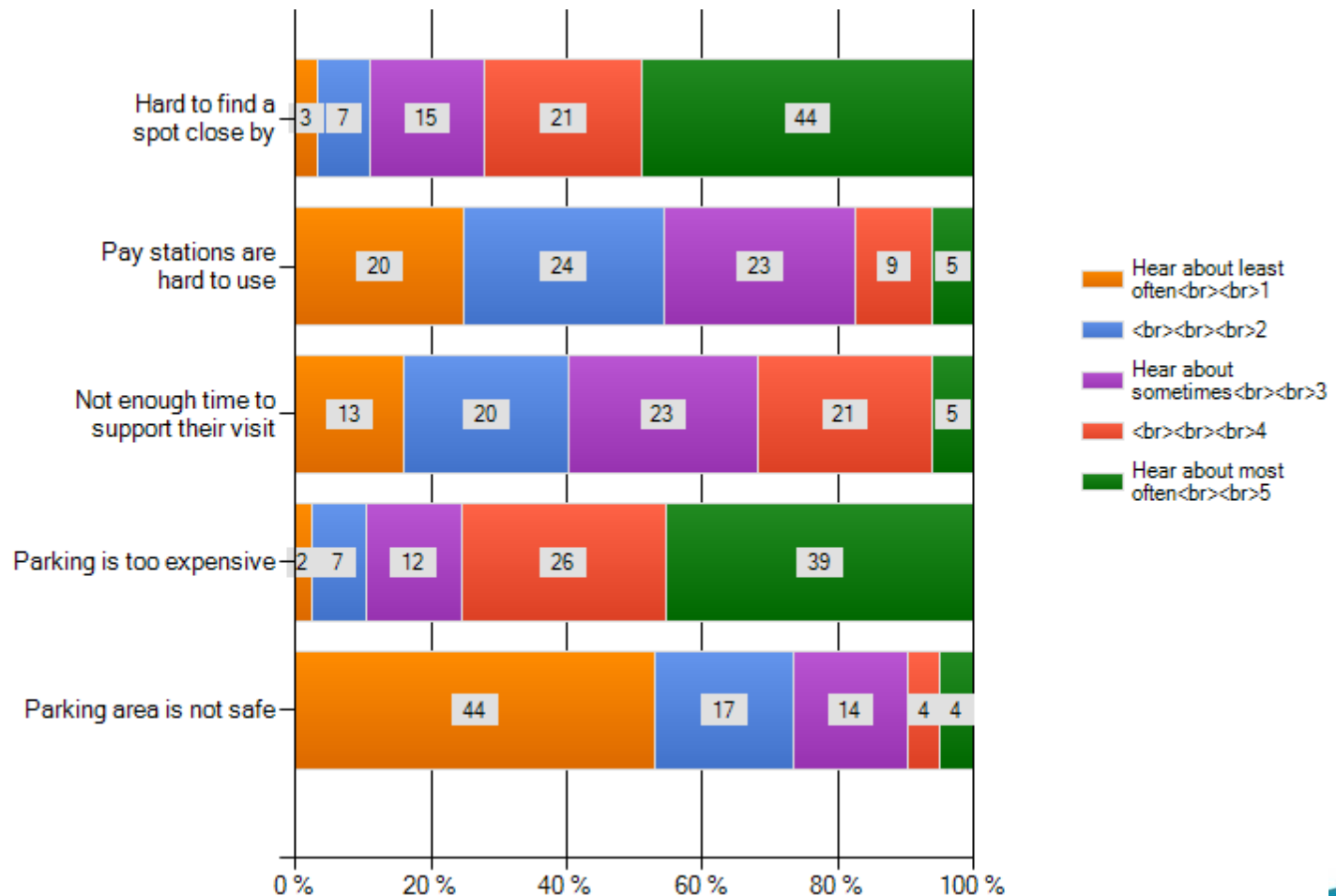- What do customers typically complain about re: parking?

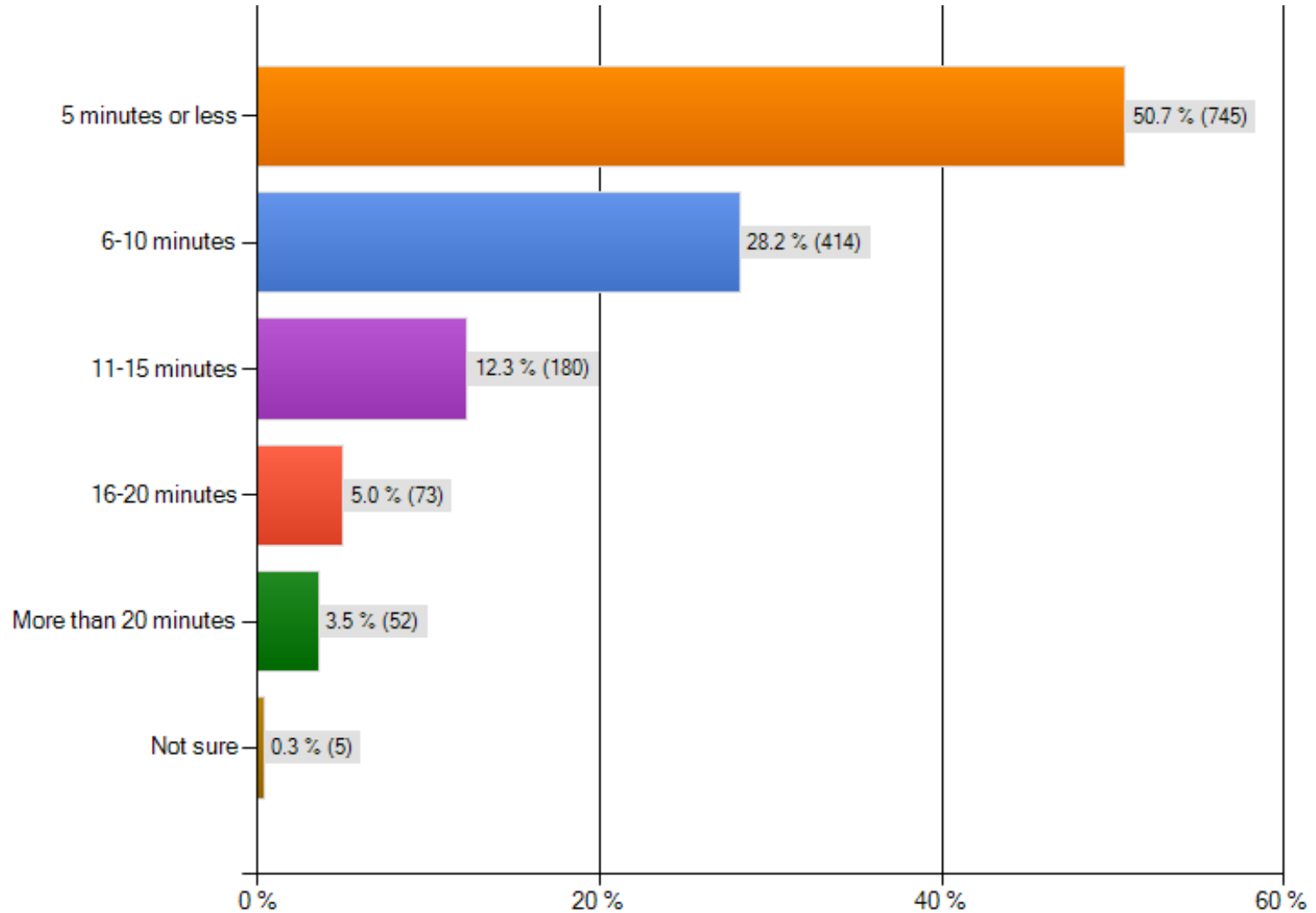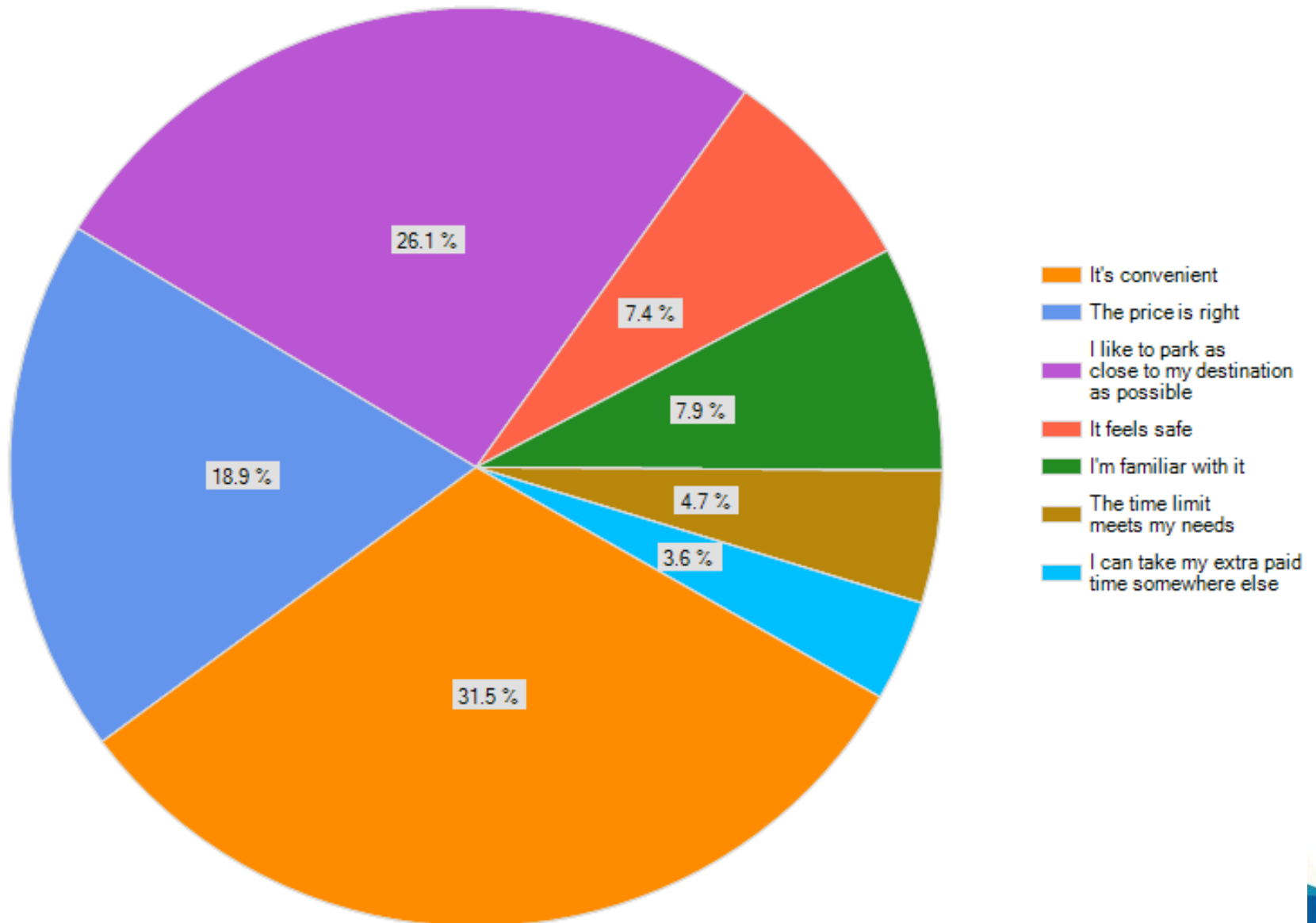# Where did you park relative to your destination?

If your customers complain about parking, what do they typically complain about?

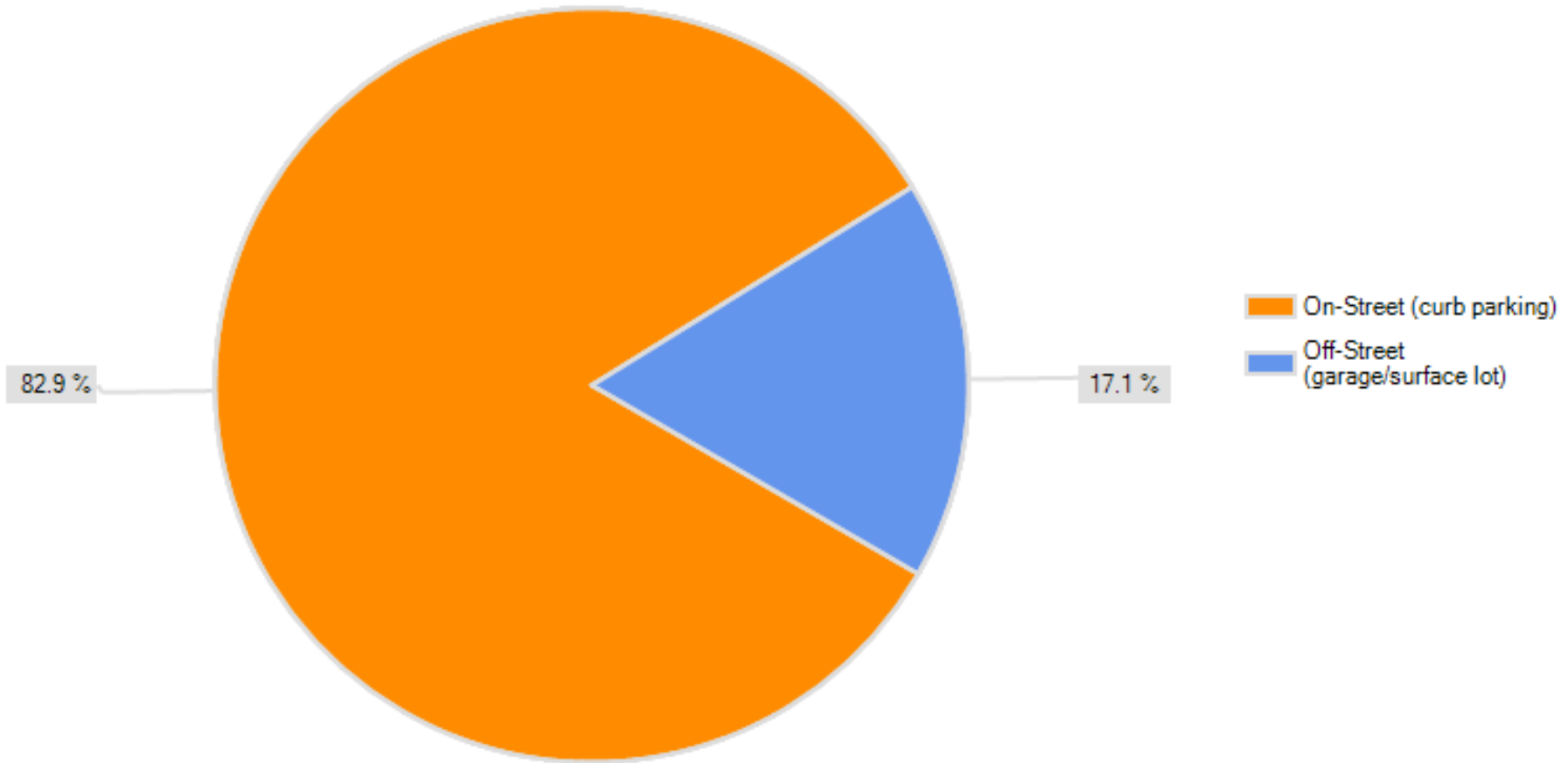# About how long did it take to find parking?

Time to find parking	Percentage (Count)
5 minutes or less	50.7 % (745)
6-10 minutes	28.2 % (414)
11-15 minutes	12.3 % (180)
16-20 minutes	5.0 % (73)
More than 20 minutes	3.5 % (52)
Not sure	0.3 % (5)

On-street because…

🟧	It's convenient
🟦	The price is right
🟪	I like to park as close to my destination as possible
🟥	It feels safe
🟩	I'm familiar with it
🟫	The time limit meets my needs
🟦	I can take my extra paid time somewhere else

31.5 %
18.9 %
26.1 %
7.4 %
7.9 %
4.7 %
3.6 %

In general, do you prefer to park on-street or off-street?

82.9 %

17.1 %

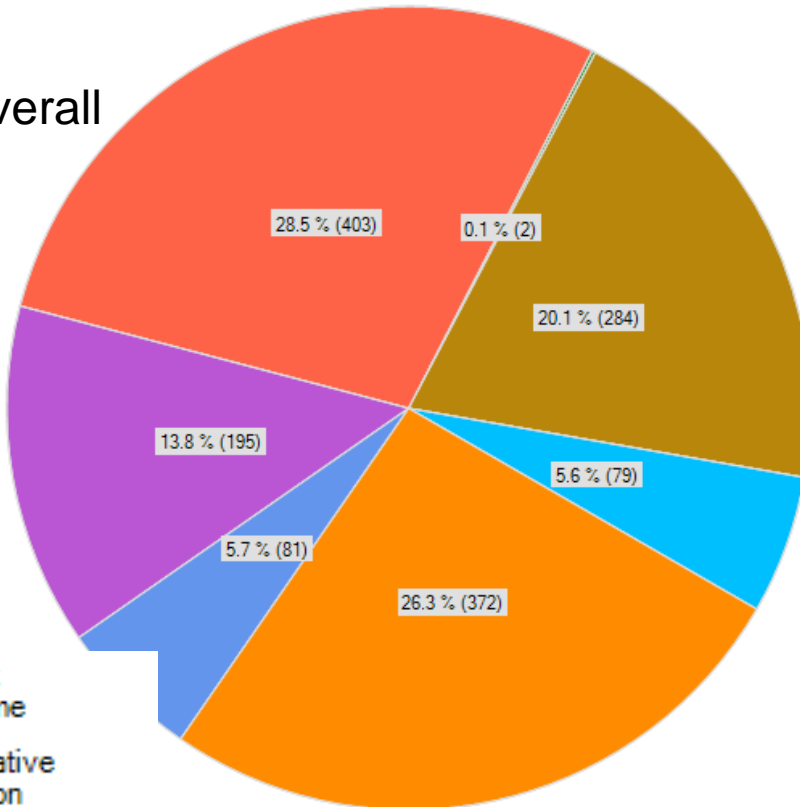On-Street (curb parking)

Off-Street (garage/surface lot)

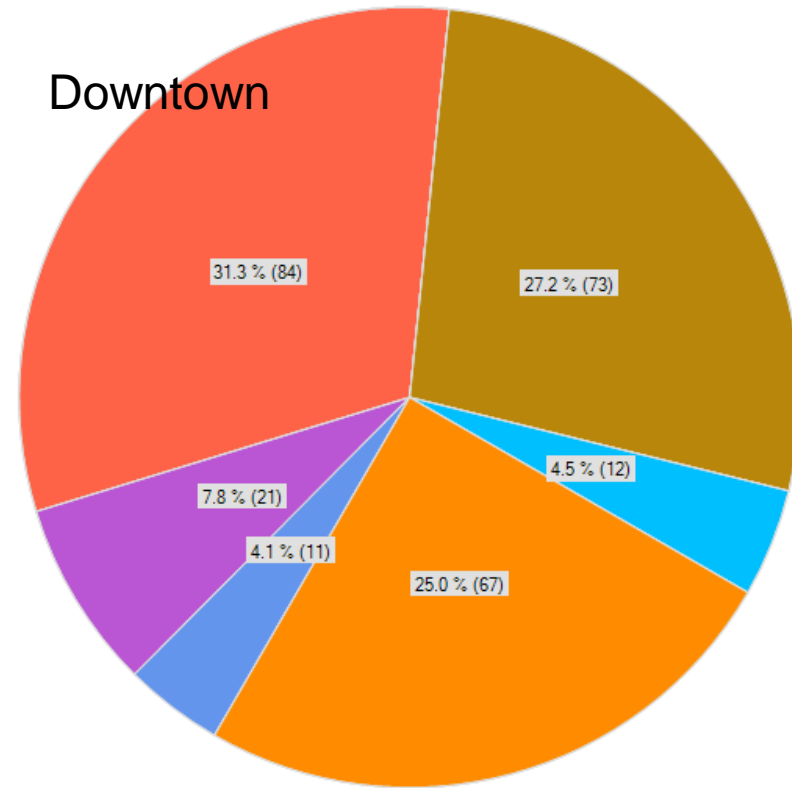# Most important reason why you chose to park where you did. The spot was…
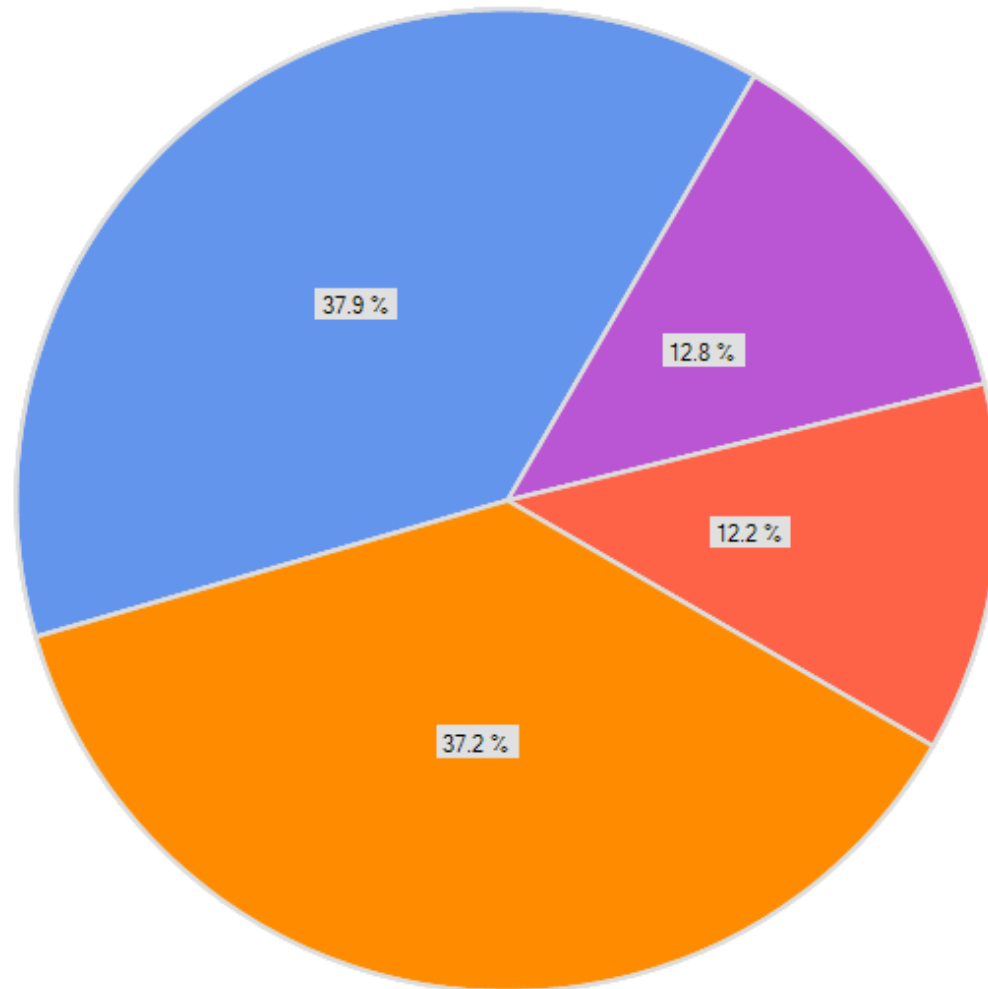
- Close by
- The first spot I saw
- The right price for me
- Other (please specify)

If the price of parking went up $0.50, what would you be most likely to do…

Slide 21

If it went up $1/hr…?

Overall

Downtown

0.4 % (5)
37.7 % (534)
24.3 % (344)
3.1 % (44)
10.9 % (155)
13.0 % (184)
10.6 % (150)

44.4 % (119)
21.3 % (57)
3.7 % (10)
6.7 % (18)
13.1 % (35)
10.8 % (29)

Still drive at the same time

Take alternative transportation

Park in a different spot

Be less likely to go or go less often

Carpool

Go somewhere else
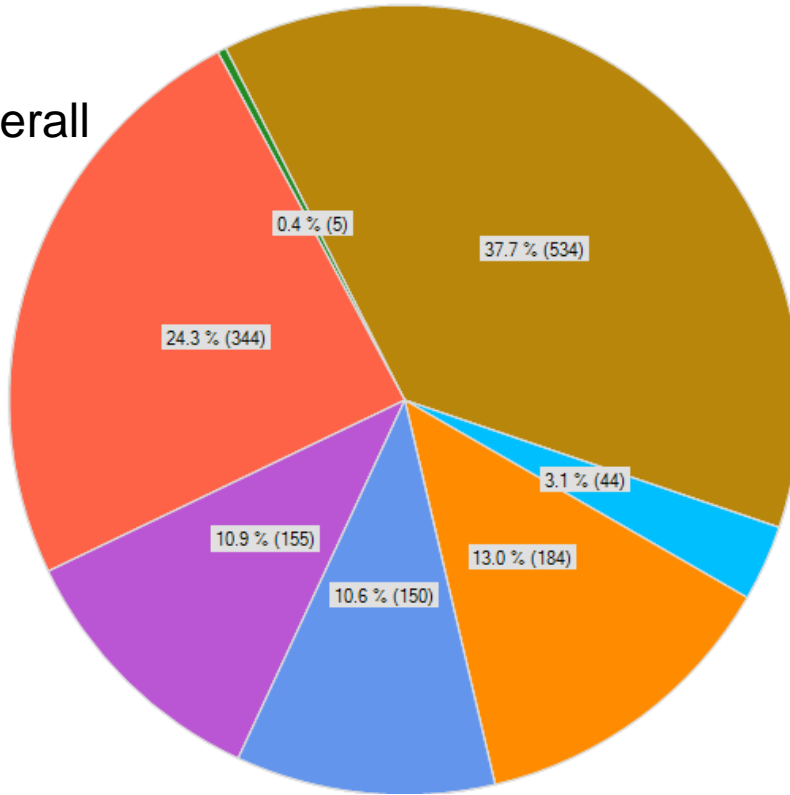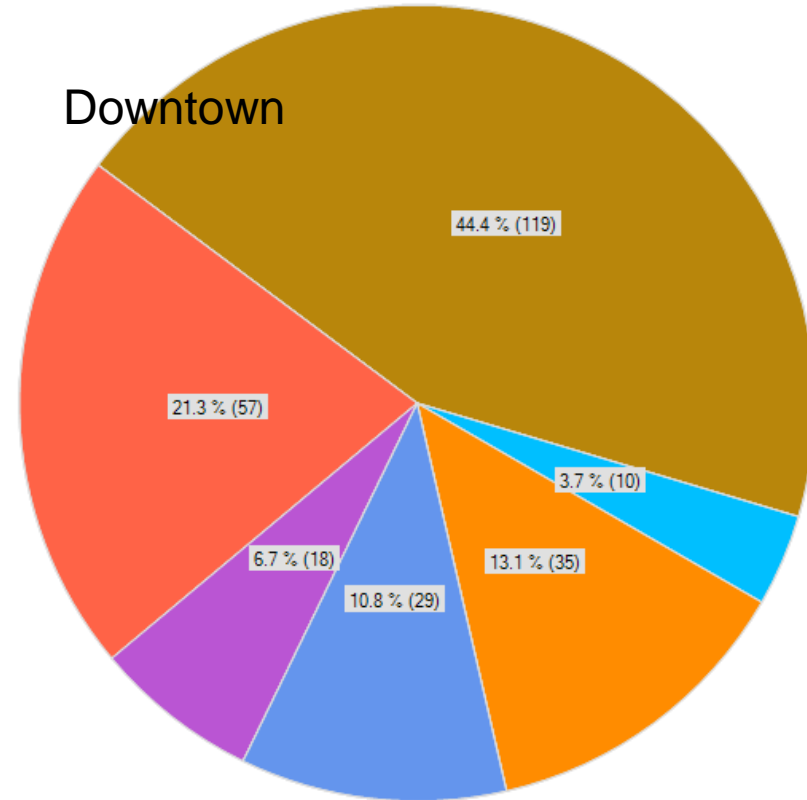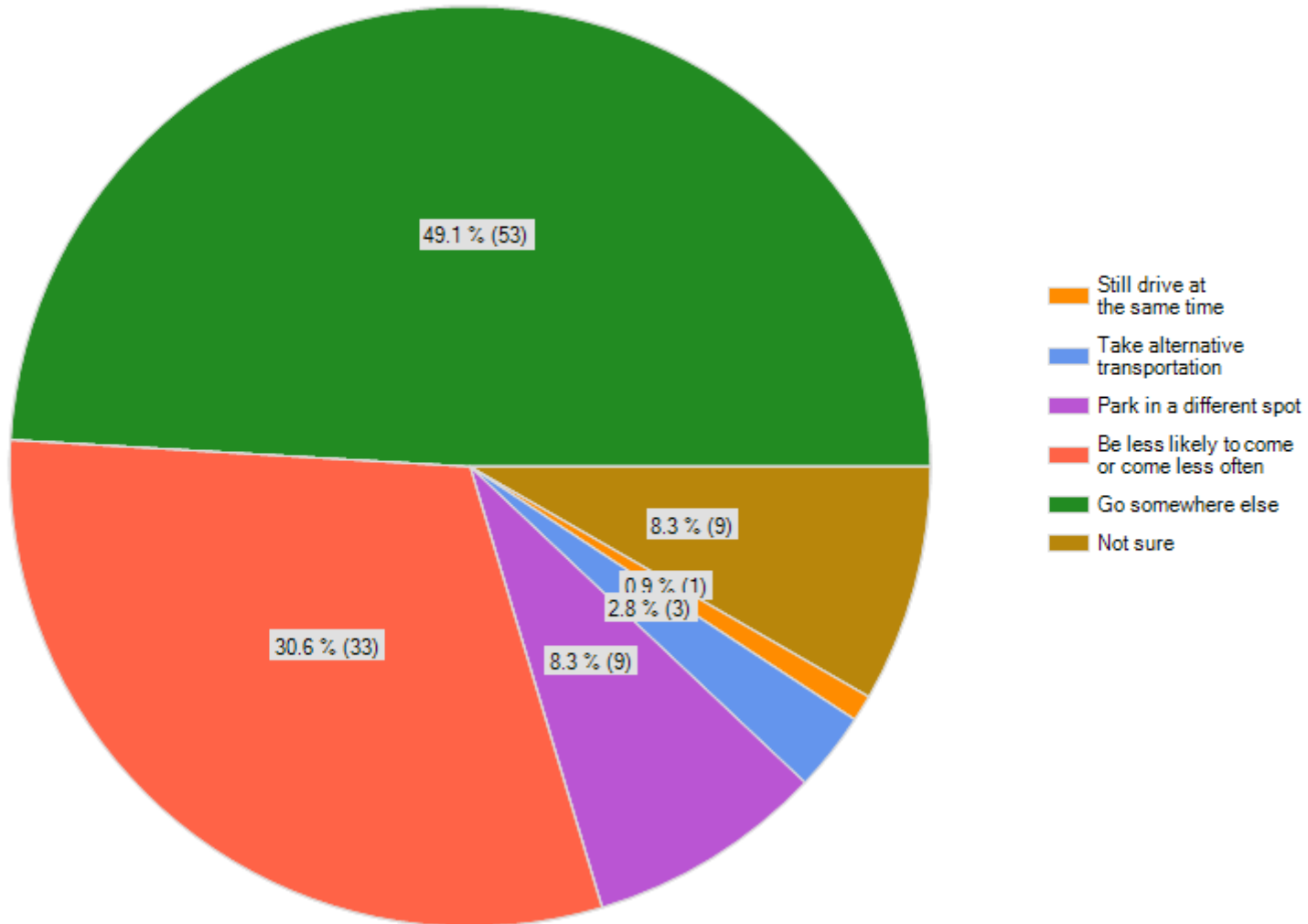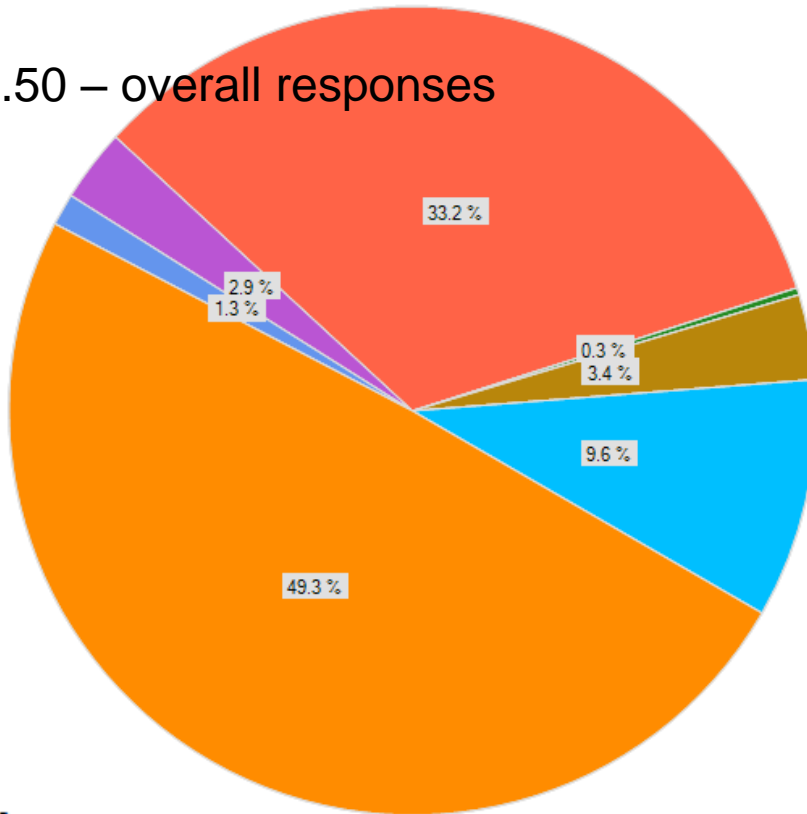
Not sure

Business owner perspective

If the price of street parking increased by $1.00 per hour, what do you think your customers would be most likely to do:

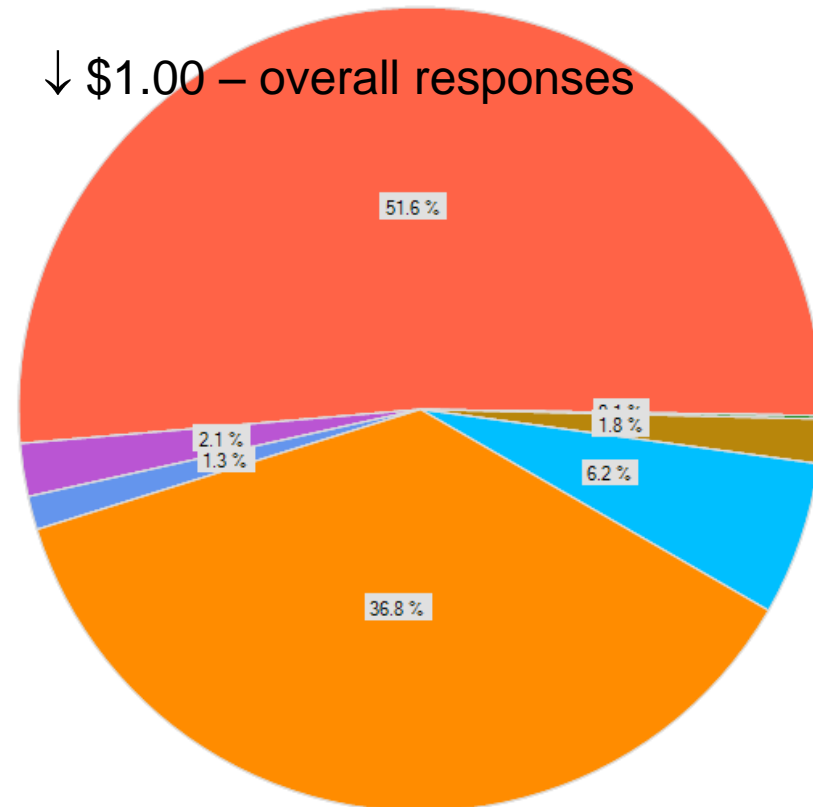- 49.1 % (53)
- 30.6 % (33)
- 8.3 % (9)
- 8.3 % (9)
- 2.8 % (3)
- 0.9 % (1)

Legend:
- Still drive at the same time
- Take alternative transportation
- Park in a different spot
- Be less likely to come or come less often
- Go somewhere else
- Not sure

If the price went down, what would you be most likely to do…

↓ $0.50 – overall responses

33.2 %
2.9 %
1.3 %
0.3 %
3.4 %
9.6 %
49.3 %

↓ $1.00 – overall responses

51.6 %
2.1 %
1.3 %
0.1 %
1.8 %
6.2 %
36.8 %

Legend:
- Still drive at the same time
- Take alternative transportation
- Park in a different spot
- Be more likely to go or go more often
- Carpool
- Go somewhere else
- Not sure

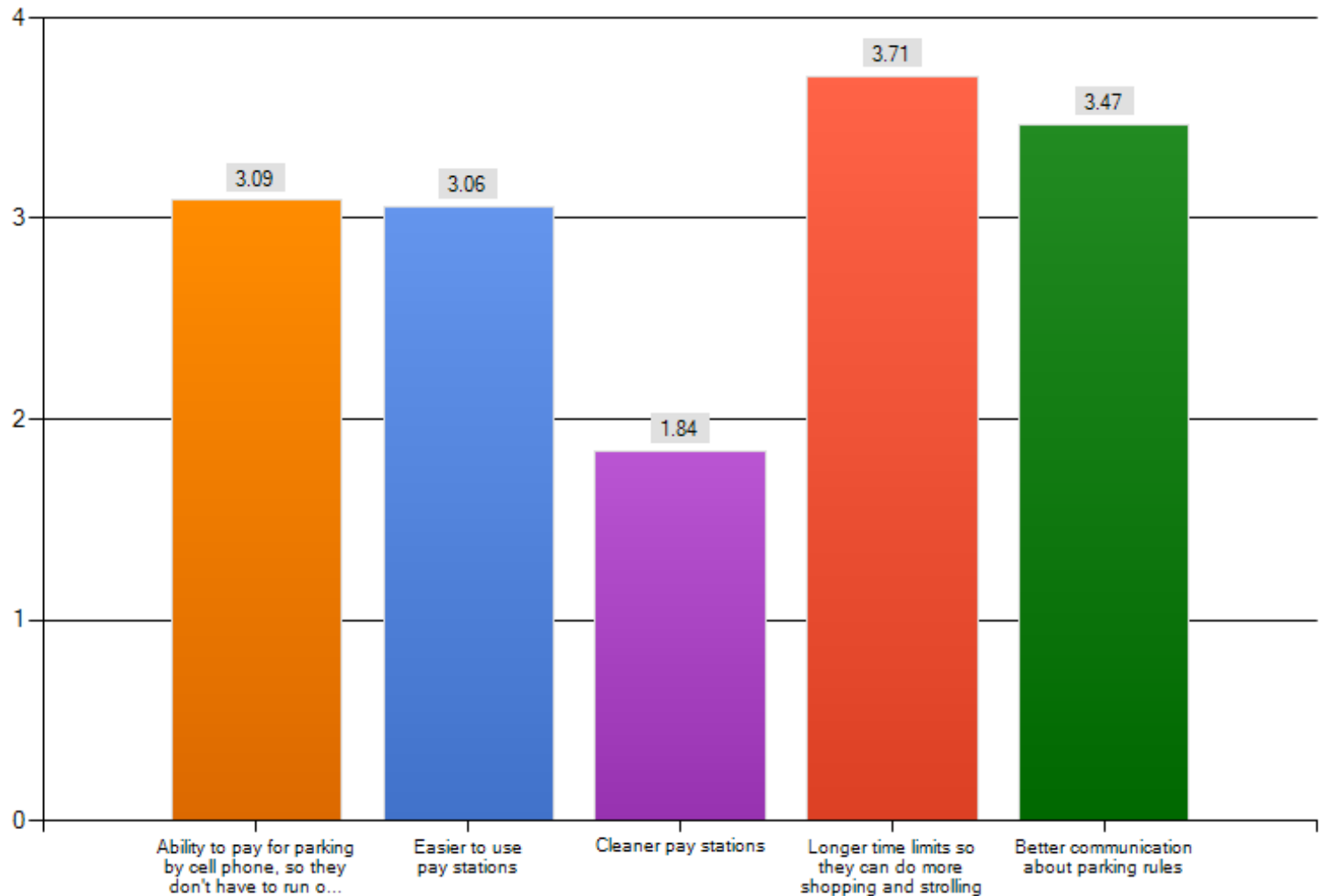|	
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Improving the customer experience

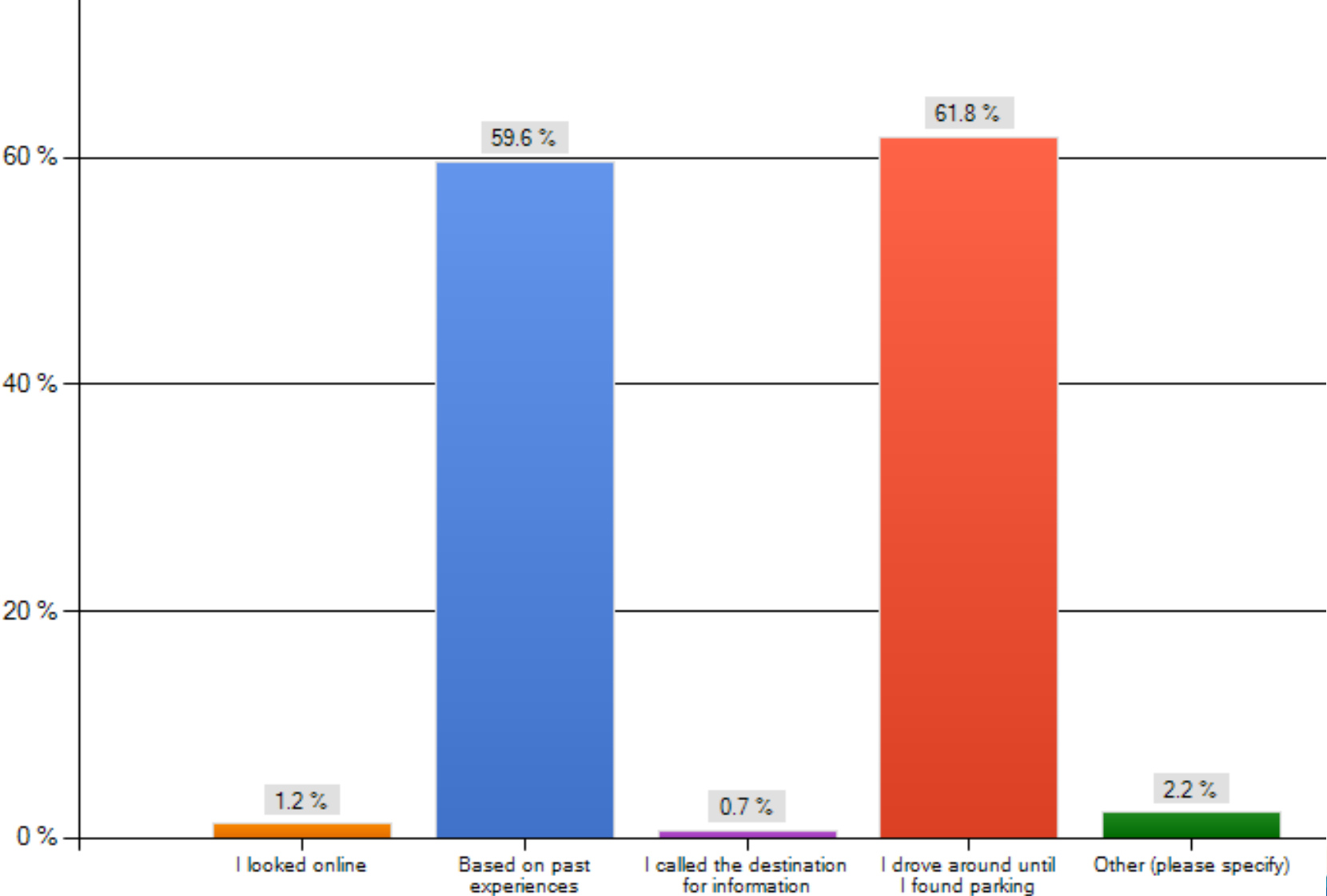Here are some ideas on ways to improve the customer parking experience. Please rank in order of importance to you.
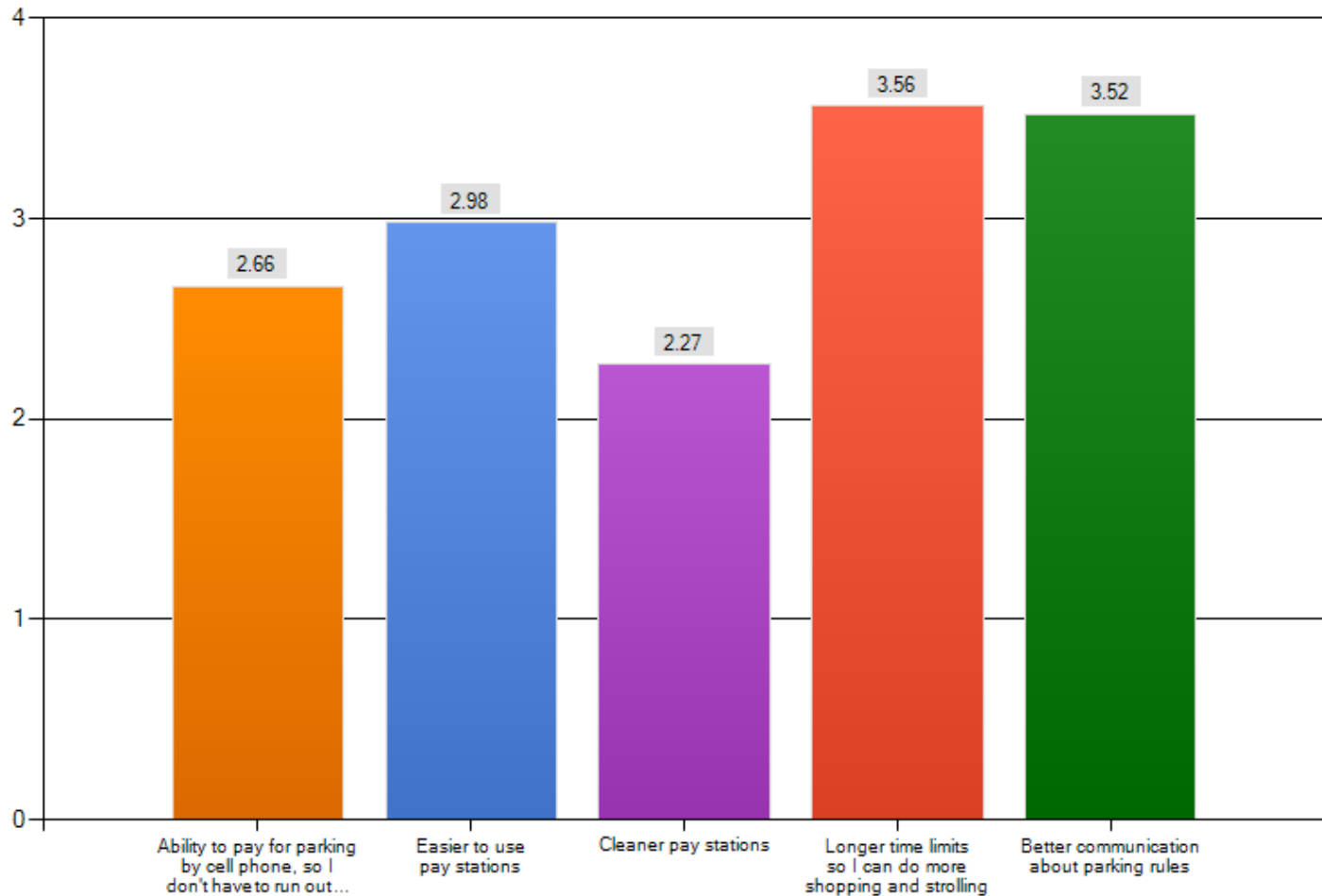
Business owner perspective

Here are some ideas on ways to improve the customer parking experience. Please rank in order of how helpful each one might be for your customers.

Bar chart values:
- Ability to pay for parking by cell phone, so they don't have to run o... : 3.09
- Easier to use pay stations: 3.06
- Cleaner pay stations: 1.84
- Longer time limits so they can do more shopping and strolling: 3.71
- Better communication about parking rules: 3.47

How did you know where to look for parking?

Next Steps

Mayor submits City budget to City Council	Sept. 26
October Sounding Board meeting	Oct. 27

Group Discussion

Public Comment