

The City of Seattle Department of Transportation

Performance-based **PARKING** PRICING STUDY

Parking Sounding Board Meeting Presentation Overview

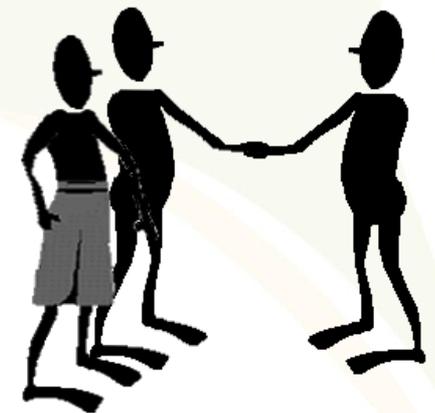
- Introductions
- Role of Sounding Board
- Project Background/Context
- Project Purpose
- Project Scope and Schedule
- Open Discussion

Introductions

- **Welcoming remarks:**
 - ◆ Councilmember Tom Rasmussen
 - ◆ David Hiller, Mayor's Office- External Affairs
 - ◆ SDOT Director Peter Hahn

- **Project Team Introductions**

- **Sounding Board Introductions**



Project Sounding Board Purpose & Goals

- **Forum for two-way information exchange**
- **Goals:**
 - ◆ Provide perspective on effects of paid parking policies
 - ◆ Represent constituency perspectives
 - ◆ Review and comment on potential performance-based pricing strategies and implementation options

Project Background/Context

Why manage parking?

Neighborhood
vitality

Economic
vitality

Healthy
environment

Equity

National Experiences

- San Francisco
- Los Angeles
- New York City
- Washington, D.C.

New York City



Los Angeles

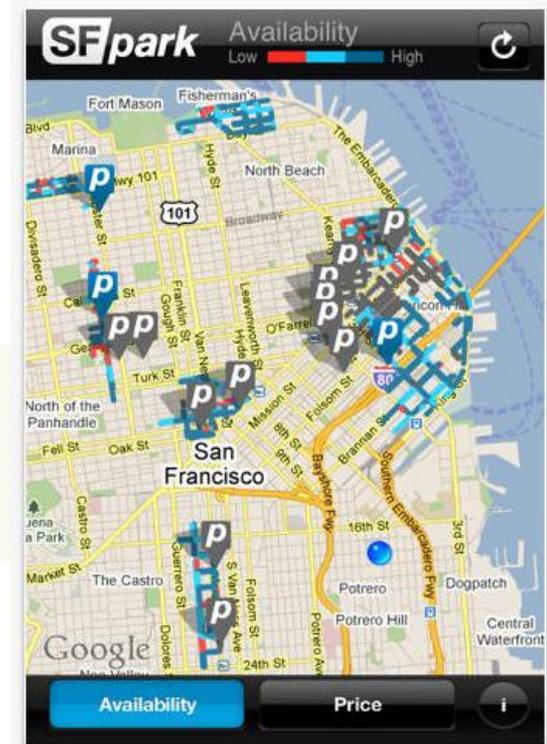
Parker

Free!



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San Francisco



2011 Paid Parking Rate Changes

- **New policy established by City Council:**
 - ◆ “SDOT shall establish on-street parking rates...based on measured occupancy so that approximately one or two open spaces are available on each blockface throughout the day”
 - ◆ Data collection in November 2010
 - ◆ Rate changes made in February – March

Current Inventory

	2003	2010
Total on-street spaces	n/a	500,000
Paid spaces	9,000	13,500
RPZ spaces	12,500	17,900
Time-limit spaces	n/a	14,100
Pay stations (kiosks)	0	2,200
Meters (single space)	9,000	100
Restricted Parking Zones (RPZs)	21	31
Annual RPZ permits	16,400	21,500
Annual parking citations	442,000	600,500
Parking Enforcement Officers (FTE)	67	81

Project Purpose

Assess performance-based parking pricing strategies and implementation options for Seattle that contribute to a vibrant and thriving city.

Project Goals

- **Price and manage on-street parking to:**
 - ◆ Enable customers to find parking within easy walking distance of their destination, while ensuring spaces are well used
 - ◆ Conserve fuel, reduce air emissions and lessen traffic congestion from drivers circling looking for parking
 - ◆ Increase access to businesses by ensuring turnover
 - ◆ Use clear communication to increase ease of use and enhance the customer experience

Project Objectives

- Engage and educate stakeholders
- Establish data-driven outcomes and performance metrics
- Develop a phased implementation plan

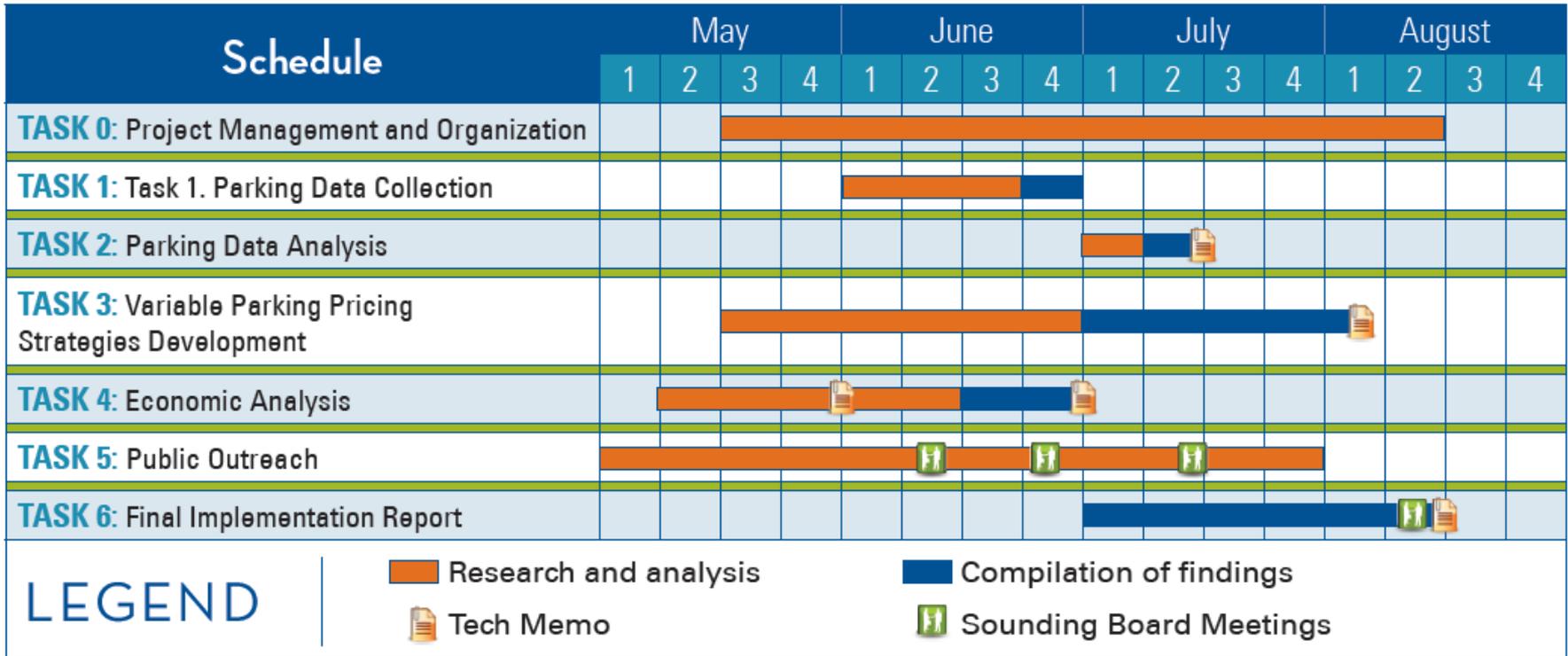
Examples

- Rates set differently by time of day
- New ways to pay for parking
- Changes to rates according to season
- Lower rates on business district edges

Project Scope Overview

- **Parking data collection and analysis**
- **Public engagement**
- **Performance-based parking pricing strategies development**
- **Economic analysis**
- **Implementation plan report**

Project Schedule Summary



Sounding Board Schedule

Today	June 23	July 14	August 4
Today – questions/ ideas	Discussion with outside expert panel and identification of preliminary pricing strategies	Review of data results and assessment of parking pricing strategies	Review of draft final report

Other Public Engagement Activities

- **Online survey to business community and other stakeholders**
 - ◆ Help us reach your customers and other users
 - ◆ Promote survey
 - ◆ Review results
- **Attend business association meetings**
- **Project website**

Open Discussion

- From your perspective, what are the top three on-street paid parking issues?
- Thinking specifically about this project, what concerns or suggestions would you like to share?
- How do you envision the on-street parking system functioning?