

## Changes in 2012 – Expected in Summer

- Extend time limits in edge areas to 4 hours and retain lower \$1.50/hr rate
- Raise rate in core back to 2010 level of \$2.00/hr and retain 2 hour time limits
- Core area are the two areas along NW Market St between 20<sup>th</sup> and 24<sup>th</sup> Ave NW, and 22<sup>nd</sup> Ave NW between NW 56<sup>th</sup> and Ballard Ave NW

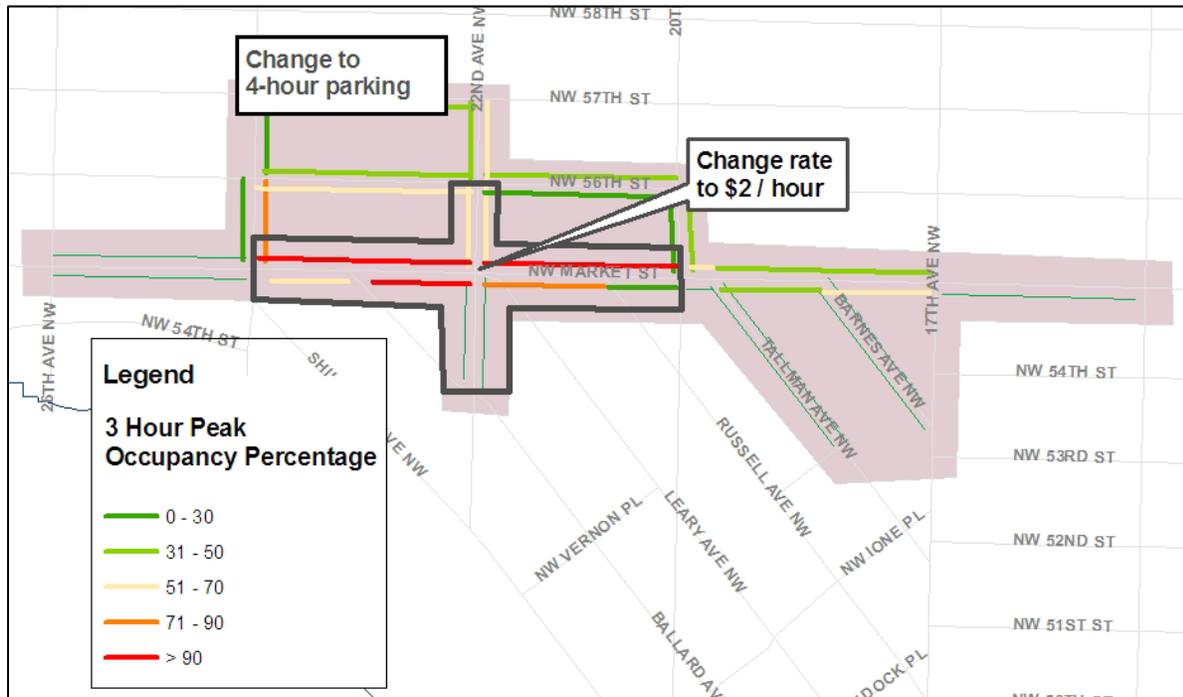
### Data:

The 2012 changes are based on the results of the 2011 parking study using the 3-hour peak occupancy. Overall occupancy in the Ballard study area was 49% for the 3-hour peak.

- Reviewing the map of the area, there are obvious areas of high and low demand.
- Highest average occupancy is along NW Market St between 24th and 22nd Aves NW.
- Even though the Ballard neighborhood is fairly compact, it is anticipated that the longer time limit will increase use of the edge area and provide relief to the higher-demand area by encouraging people to park farther away.

	2011 3-Hour Peak	Current Rate	Proposed Rate	Current Time Limit	Proposed Time Limit
Core	88%	\$1.50	\$2.00	2 hours	2 hours
Edge	38%	\$1.50	\$1.50	2 hours	4 hours

### Map:



## ***Performance-Based Parking Pricing Background***

In 2010, the City Council directed the Seattle Department of Transportation (SDOT) to set paid parking rates by neighborhood to achieve the policy objective of providing an average of one to two open spaces per blockface throughout the day. In November 2010, SDOT conducted a citywide parking study, collecting hourly occupancy data on over half of Seattle's 13,500 paid parking spaces. Based on the results of the study, SDOT established 2011 on-street parking rates in Seattle's 23 paid parking areas ranging from \$1.00 to \$4.00 per hour.

The City Council also directed SDOT to study how different types of pricing might affect parking choices, and to conduct a second citywide occupancy data collection effort (and annually thereafter) to evaluate effects of the 2011 pricing decisions and to inform the 2012 rate-setting process. SDOT reported findings to the City Council in September. The reports are online at <http://www.seattle.gov/transportation/parking/performancepricing.htm>.

The pricing study included citywide paid parking data collection and analysis, economic analysis, identification of potential demonstration projects, and public engagement components. A Parking Sounding Board was formed to include a wide variety of community stakeholders.

## ***2011 Parking Data Collection***

The 2011 occupancy data collection was conducted in June after rates had been changed. The colored lines on the neighborhood map show the blocks where data were collected. The 2010 and 2011 data were compared and measured against occupancy target ranges. Citywide, the findings include:

- 1) In the four areas where rates were increased (Commercial Core, First Hill, Capitol Hill and Pioneer Square), there was a reduction in occupancy into the target range.
- 2) In areas where rates did not change, results were mixed, with minor fluctuations in occupancy up and down.
- 3) In the eleven areas where rates were lowered, there was not a corresponding increase in occupancy – in fact, occupancy in some areas dropped.

These findings led SDOT to consider other pricing strategies, in addition to changing parking rates, such as dividing neighborhoods into high-use core and lower-use peripheral areas with different rates and time limits. The intent is to provide incentives to parkers to walk a bit farther to access the more available and lower priced parking supply.

## ***Next Steps***

The Mayor and City Council approved a set of changes to on-street parking rates and time-limits for installation in 2012, including in Ballard. SDOT is now implementing these changes through most of 2012. SDOT will also continue the annual parking occupancy data collection to inform future rate-setting, geographic boundary changes and other strategies to help improve parking.

## ***For more information:***

For more information, contact Mary Catherine Snyder at [marycatherine.snyder@seattle.gov](mailto:marycatherine.snyder@seattle.gov) or (206) 684-8110.