

FREQUENTLY ASKED QUESTIONS

How many different hourly rates will there be in 2011?

There will be eight different hourly rates in Seattle in 2011, ranging from \$4.00 per hour to \$1.00 per hour. Each neighborhood business district with paid parking will have its own hourly rate.

How did you establish new 2011 paid parking boundaries?

Most paid parking boundaries are well-known neighborhood boundaries. Until now, there has been only one downtown rate for the area south of Denny Way, west of I-5 and north of South Royal Brougham Way. In 2011, SDOT will set neighborhood-specific rates for Belltown, Denny Triangle, the Commercial Core, Pioneer Square, and the Chinatown/International District. This acknowledges that parking demands are different in these areas, and it is appropriate to set different rates to achieve the objective of one to two open spaces per block in each neighborhood.

Because it is such a large area, Denny Triangle is further divided. The north part of Denny Triangle will have a rate of \$2.00 per hour, north of 8th Avenue / Lenora Street / Olive Way. The south part of Denny Triangle will have a rate of \$2.50 per hour between this boundary and Olive Way.

How did you develop target occupancy range?

The City Council set a policy objective for rates to be set so that, on average, one or two spaces are available. This metric was converted to a target occupancy range by examining the average number of spaces per blockface. A range of over 71% and under 86% would create an average of one or two spaces available. On average, there are seven paid spaces per blockface in paid parking neighborhoods, although there is a substantial variation because of both long and short-side blocks as well as irregular block sizes.

Why did you use peak period occupancy to set rates?

SDOT used the peak hour occupancy in each neighborhood business district to set 2011 paid parking rates to effectively address parking access issues during the busiest times of the day, when consistent customer access to businesses is most challenging. In 2011, SDOT will study the potential for parking pricing by time of day as soon as 2012. As an example, lower parking demand and utilization might mean a lower rate in the morning than the afternoon, when higher parking demand might suggest a higher rate to ensure one or two spaces per block of parking are available for dependable customer access.

What factors were included in the rate-setting process?

SDOT used the following data for the rate-setting process:

- Current parking rate
- Seasonally adjusted peak parking occupancy: SDOT collected parking data in November 2010, which historically is a month when parking demand and revenues decline on a per-day basis. The data collected was, therefore, adjusted by 7% to account for this seasonality.
- Elasticity range of -0.09 to -0.15, which means that relatively paid parking is relatively inelastic. As the change in rate increases, there is a corresponding decrease in parking occupancy.

What factors were included in the revenue analysis?

SDOT used the following data for the revenue analysis:

- Paid parking occupancy
- 2011 paid parking rate
- Number of paid parking days in 2011 (304)

Will 2011 paid parking revenues be allocated to neighborhoods where they were generated?

No. As in previous years, paid parking revenues are deposited in the City's General Fund for use for transportation purposes.