

January 14, 2011

CITYWIDE PAID PARKING STUDY AND 2011 RATES EXECUTIVE SUMMARY

Policy Objective: To set rates to achieve approximately one or two open spaces per block on average in a neighborhood business district

2010 citywide paid parking study results:

- Out of the approximately 13,500 paid parking spaces in the city, almost 60%, or 7,800 spaces, were included in the study. All neighborhoods with paid parking were studied, although some were sampled.
- Several neighborhoods, such as First Hill and Commercial Core, were quite full; several had low peak parking occupancy

New 2011 neighborhood paid parking rates

- A target occupancy range was projected so that a neighborhood's parking rate could be increased, stay the same, or decreased to achieve the policy objective of one or two open spaces. This range works out to be 58% to 78%.
- Generally, if an area's parking occupancy was higher than the target occupancy, than the rate needed to increase; if an area's parking occupancy was below the range, than the rate needed to drop.
- With the new data-driven approach, nine areas will see increased parking rates, nine areas will have the same rate as 2010, and four areas will have decreased rates by \$0.50 per hour. Compared to current rates, 62% of paid spaces will see the same rate or a decrease in 2011.

Next Steps

- Rate installation rolls out beginning February 1 and concludes by March 30. Rates are set to change only once in 2011.
- Evening paid parking is expected to roll out starting in April 2011 and continue through September 2011.
- SDOT's work on the variable pricing feasibility analysis is underway to potentially establish 2012 rates for different parts of day, for rates that change as frequently as on a quarterly basis, and for rates on a finer grain within a neighborhood.
- Another citywide paid parking study will occur this summer to monitor the affects of the rate changes.

