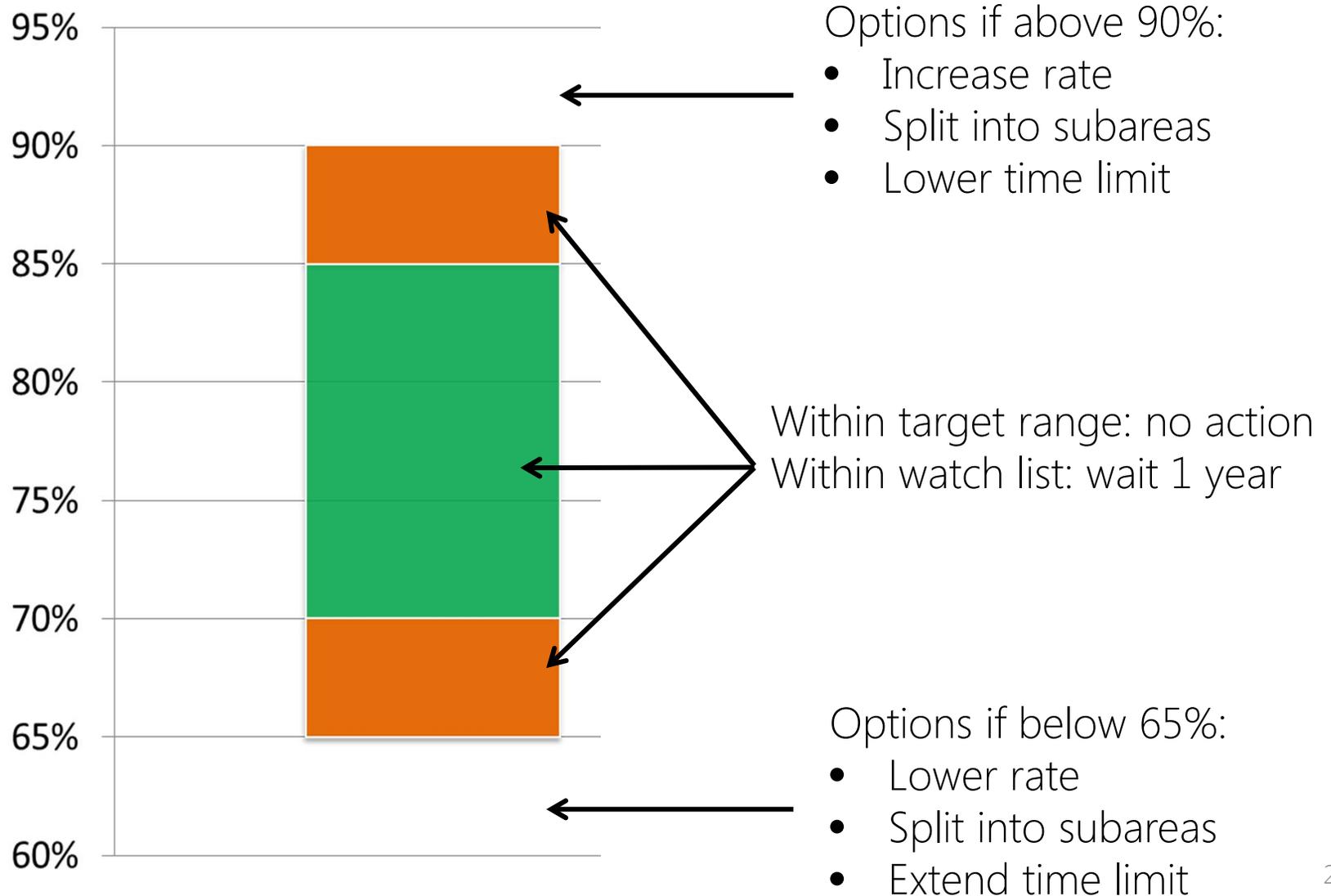


SDOT's Performance-Based Parking Pricing Program

- Keep 1 to 2 spaces open per blockface throughout the day
- Collect data in all paid areas annually
- Adjust rates, time limits and hours of operation annually to meet SMC policy

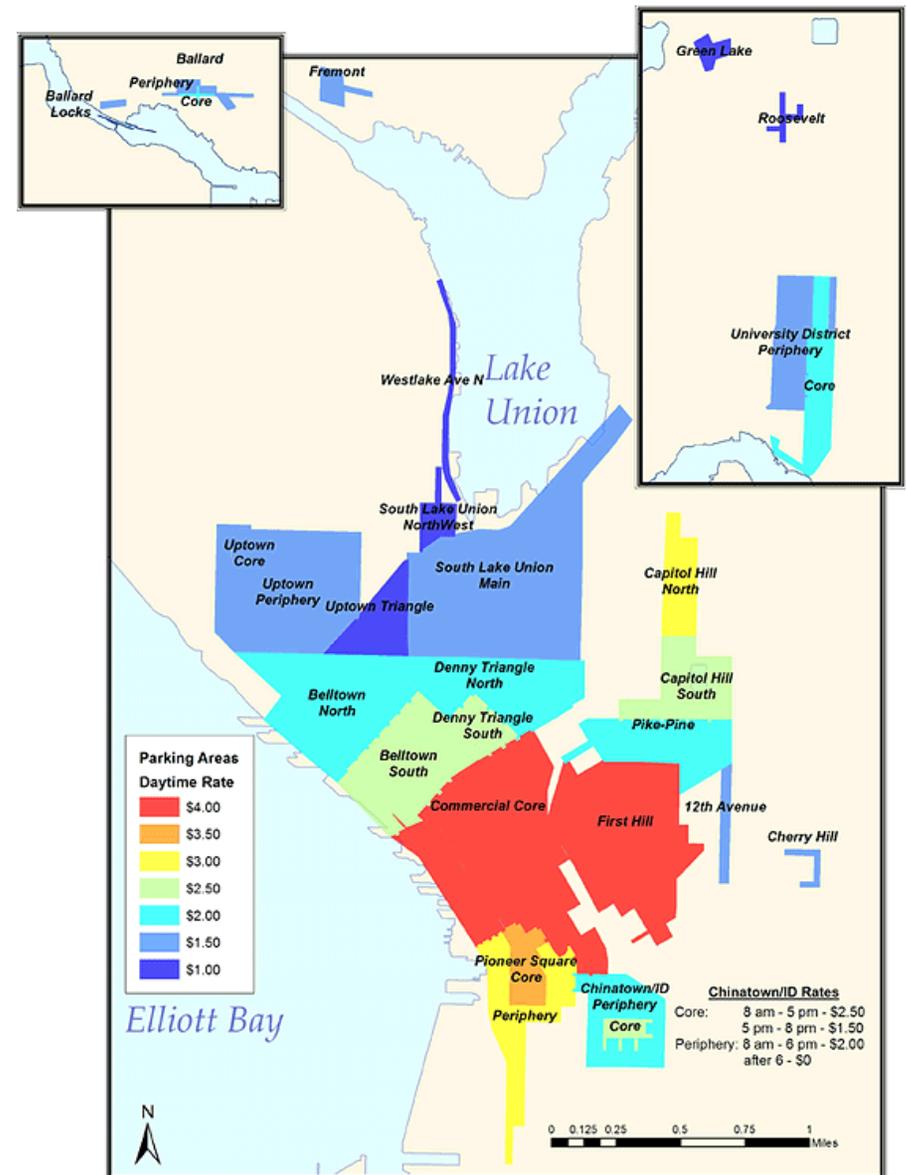


Using Parking Data to Make Area by Area Assessment



Changes Made Since 2010

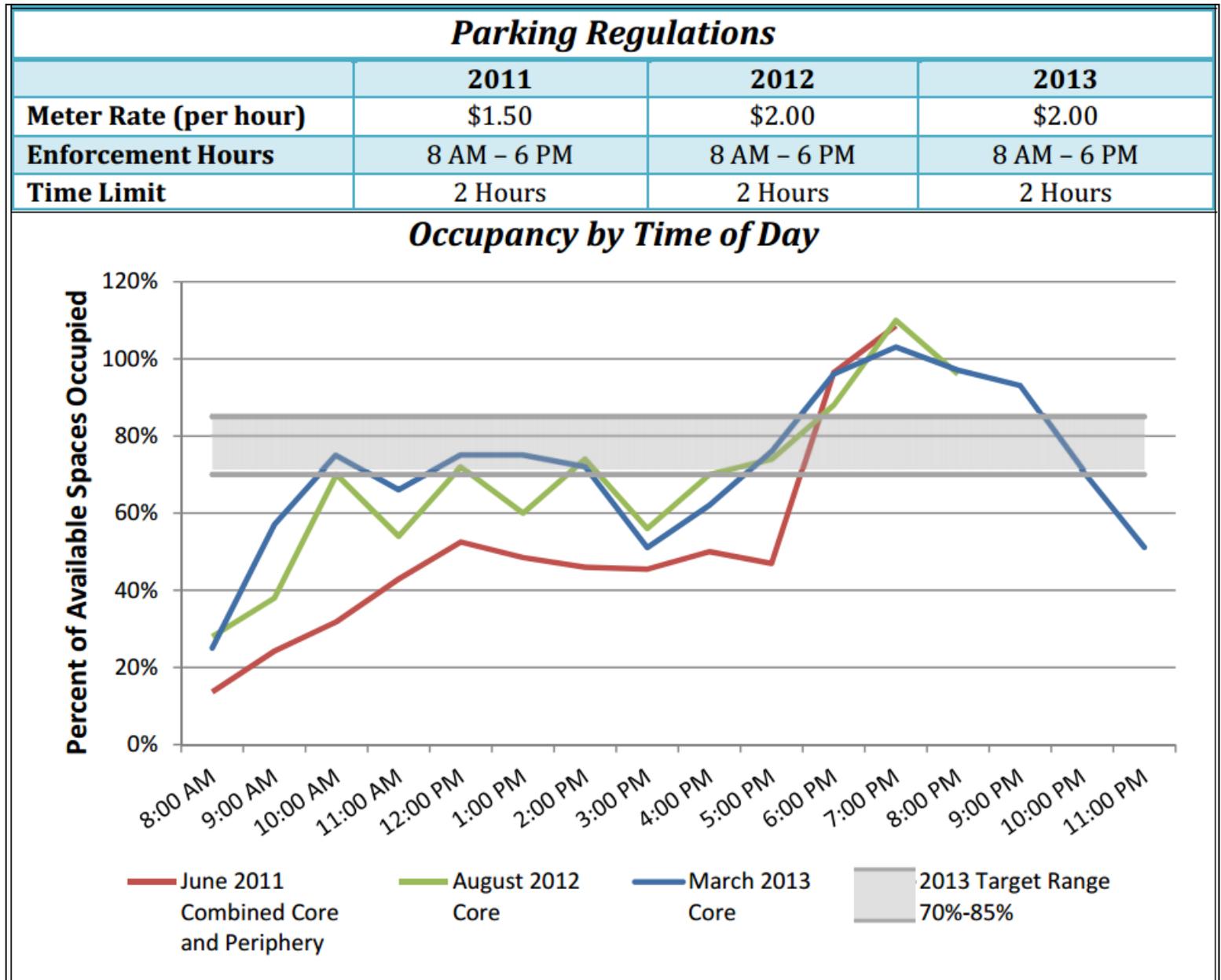
- Parking rate decreases (20 areas) and increases (13 areas)
- “Best Value” and “After 5” Areas
- Parking pay by phone in all paid areas



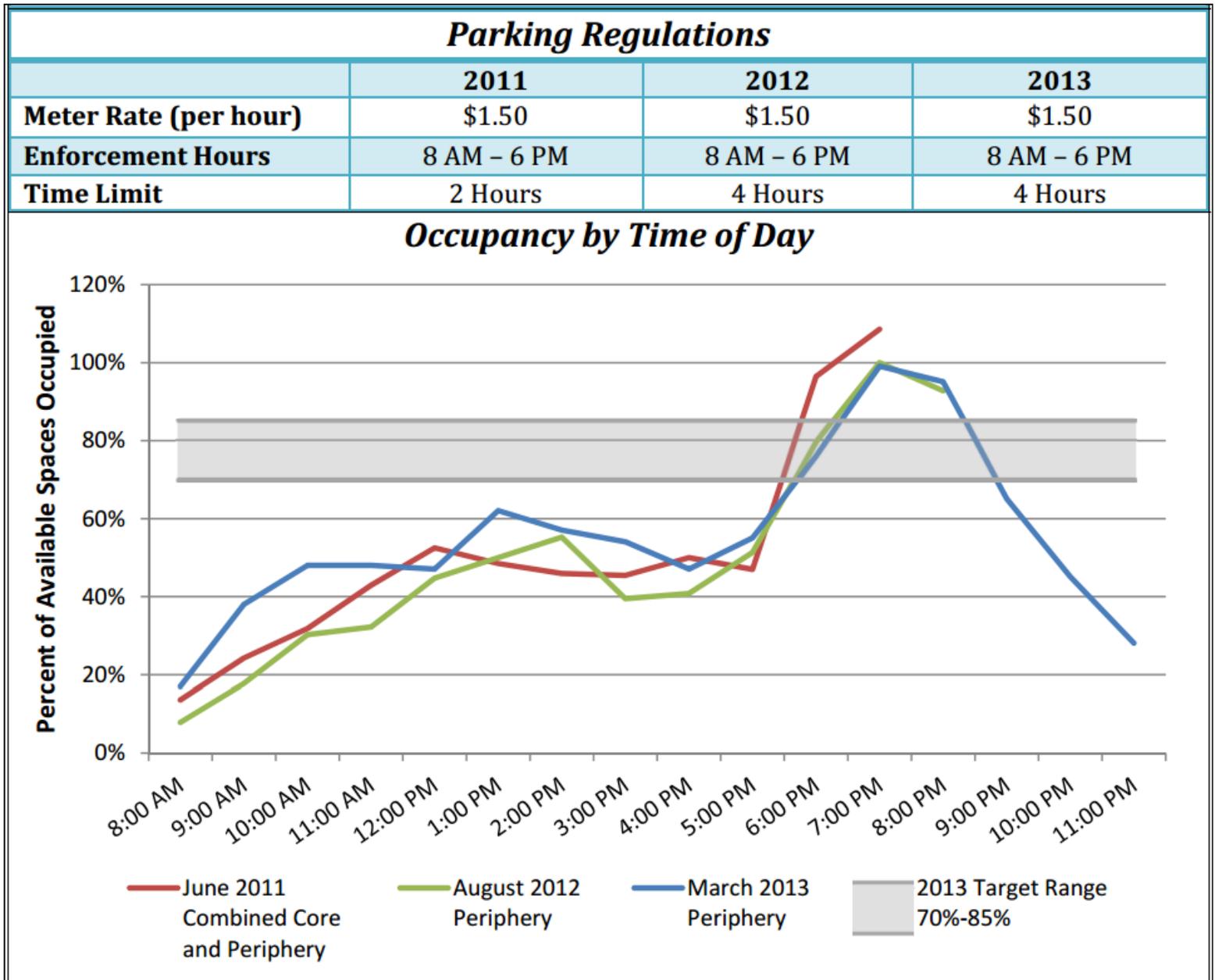
Ballard History

Year	Action taken	Annual Paid Parking Study Results
2010	All paid parking started @ \$2/hour	Entire area @ 61% , below Target
2011	Dropped all paid parking rate to \$1.50/hour because below target	After study, Core too high @ 88% Periphery too low @ 38%
2012	Raised Core to \$2/hour	After study, within Target @ 72%
	Changed Periphery to 4 hour time limit, Best Value signs	Closer to Target @ 50%
2013	No changes made in 2013	Core within Target; Periphery below @ 59%; Both areas high evening occupancy around 100%

Core Occupancy



Periphery Occupancy



Occupancy Map 7 PM

