



2014 On-Street Parking Adjustments



Parking Sounding Board
Mary Catherine Snyder
April 24, 2014

Today's meeting

- Present proposed 2014 Performance-based Parking Pricing Program adjustments
- Gather feedback
- Discuss potential public education tools
- Review next steps



SDOT's mission & vision

Mission: delivering a first-rate transportation system for Seattle.



Vision: a vibrant Seattle with connected people, places, and products.

SDOT's core principles



Data-driven policy

- Keep 1 to 2 spaces open per blockface throughout the day
- Collect data in all paid areas annually
- Make annual data-driven rate, hours of operation, and time-limit adjustments to meet City policy



2014 Adjustments

- Time of day rates
- All-day rates
- Evening hours extension
- Areas with no changes



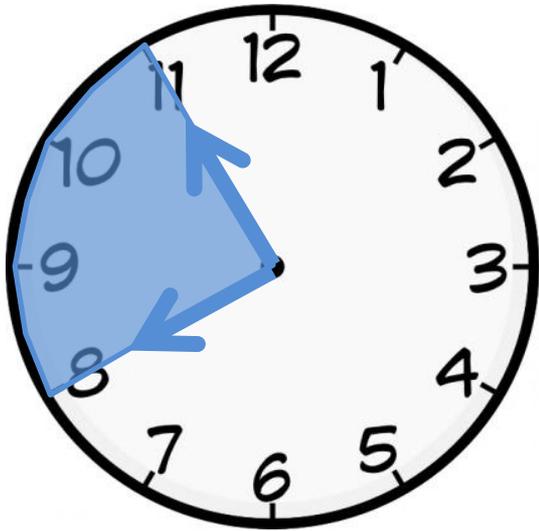
2013 and 2014 Data

- Adjustments are based on 2013 data
- 2014 data collection finished in June
- New data set will be reviewed to see whether to revise any adjustments



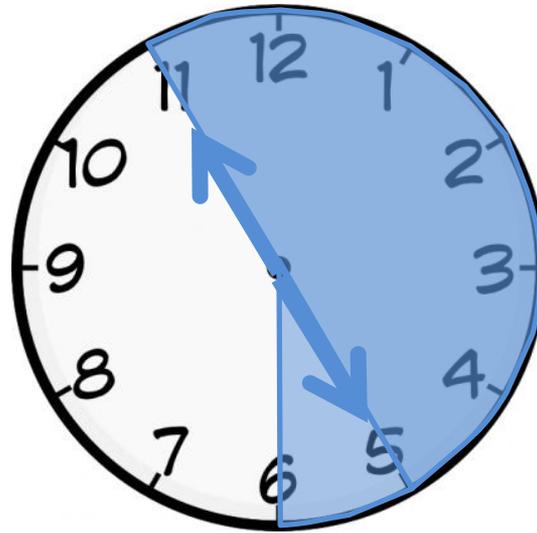
Time of day rates

Morning



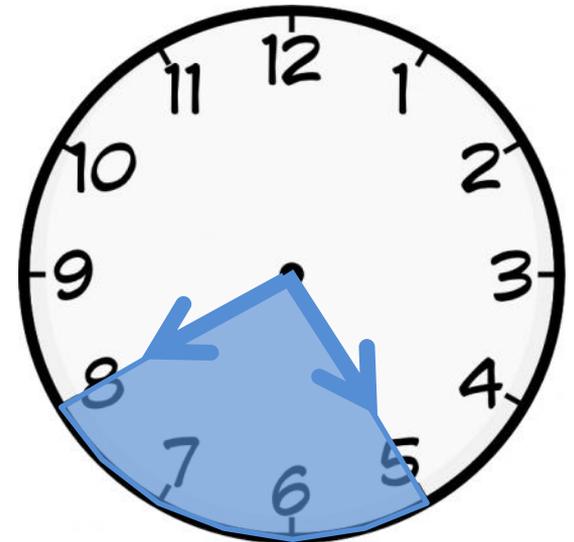
8 AM to 11 AM

Afternoon



11 AM to 5 PM or 6 PM

Evening



5 PM to 8 PM

Time of day rates

Area	Current Rate	2013 data (target range 70-85%)	Proposal
Chinatown/ID Core	Day: \$2.50/ hour; Evening: \$1.50/ hour	Morning occupancy = 36%; Below target	Lower morning to \$2.00/ hour
Chinatown/ID Periphery	\$2.00/ hour	Morning occupancy = 39%; Below target	Lower morning to \$1.50/ hour
Commercial Core Retail	\$4.00/ hour	Morning occupancy = 61%; Below target	Lower morning to \$3.50/ hour
Commercial Core Waterfront	\$4.00/ hour	Morning occupancy = 48%; Below target	Lower morning to \$3.50/ hour

Note: SDOT makes rate changes in \$0.50 increments.

Time of day rates

Area	Current Rate	2013 data (target range 70-85%)	Proposal
Pike-Pine	\$2.00/ hour	Morning occupancy = 47%; Below target Evening occupancy = 97%; Above target	Lower morning to \$1.50/ hour Raise evening to \$2.50/ hour
Pioneer Square Core	\$3.50/ hour	Morning occupancy = 64%; Below target Afternoon occupancy = 95%; Above target	Lower morning to \$3.00/ hour Raise afternoon to \$4.00/ hour
Pioneer Square Periphery	\$3.00/ hour	Morning occupancy = 64%; Below target	Lower morning to \$2.50/ hour

All-day rates

Area	Current Rate	2013 data (target range 70-85%)	Proposal
Ballard Periphery	\$1.50/ hour	Occupancy = 58%; Below target	Lower to \$1.00/ hour
Ballard Locks	\$1.50/ hour	Large seasonal occupancy differences	Adjust seasonally: \$2.00/ hour: May – Sept. \$1.00/ hour: Oct. – April
Belltown North	\$2.00/ hour	Occupancy = 52%; Below target	Lower to \$1.50/ hour
South Lake Union 10-hour	\$1.50/ hour	Occupancy = 95%; Above target	Raise to \$2.00/ hour
University District Periphery	\$1.50/ hour	Occupancy = 56%; Below target	Lower to \$1.00/ hour

New evening hours

Area	Proposal 8 am – 8 pm and 3 hours After 5	2013 Annual Parking Study 7 p.m. occupancy
12 th Avenue	\$1.50/ hour	108%
Ballard Core	\$2.00/ hour	103%
Ballard Periphery	\$1.00 / hour *	99%
Fremont	\$1.50/ hour	98%
Green Lake	\$1.00 / hour	110%

Note: Ballard Periphery at proposed 2014 rate.

No rate changes proposed

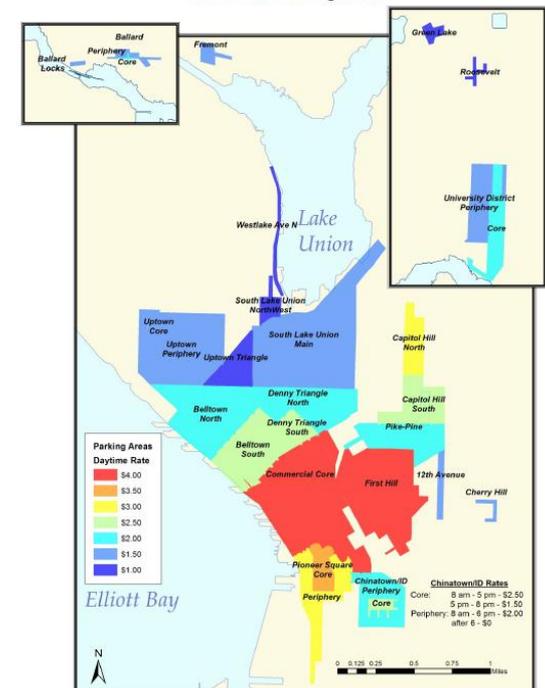
- Capitol Hill North
- Capitol Hill South
- Cherry Hill
- Commercial Core
Financial
- Denny Triangle North
- Denny Triangle South
- First Hill
- Roosevelt
- South Lake Union 2-hour
- South Lake Union Northwest
- University District Core
- Uptown Core
- Uptown Periphery
- Uptown Triangle
- Westlake Ave N

Public education tools

- Communications with you!
- Postcards distributed to businesses
- New pay stations with digital screens
- Street signs
- Website
- Press release / earned media – citywide and local
- Online advertising
- Your ideas?



2012 Seattle Parking Rates



Anticipated 2014 next steps

Date	Activity/action
Early May	Discuss proposal with City Council
June	Anticipated parking asset selection process and contract completed
July	Parking Sounding Board meeting
August	Installation starts for new pay stations and rate adjustments

Thanks!

marycatherine.snyder@seattle.gov | (206) 684-8110

<http://www.seattle.gov/transportation/parking/paidparking.htm>

<http://www.seattle.gov/transportation>

