Parking Sounding Board Meeting
Presentation Overview

- Introductions
- Role of Sounding Board
- Project Background/Context
- Project Purpose
- Project Scope and Schedule
- Open Discussion
Introductions

- Welcoming remarks:
  - Councilmember Tom Rasmussen
  - David Hiller, Mayor’s Office - External Affairs
  - SDOT Director Peter Hahn

- Project Team Introductions

- Sounding Board Introductions
Project Sounding Board
Purpose & Goals

- Forum for two-way information exchange

- Goals:
  - Provide perspective on effects of paid parking policies
  - Represent constituency perspectives
  - Review and comment on potential performance-based pricing strategies and implementation options
Project Background/Context
Why manage parking?

<table>
<thead>
<tr>
<th>Neighborhood vitality</th>
<th>Economic vitality</th>
</tr>
</thead>
<tbody>
<tr>
<td>Healthy environment</td>
<td>Equity</td>
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</table>
National Experiences

- San Francisco
- Los Angeles
- New York City
- Washington, D.C.
New policy established by City Council:

- "SDOT shall establish on-street parking rates…based on measured occupancy so that approximately one or two open spaces are available on each blockface throughout the day"
- Data collection in November 2010
- Rate changes made in February – March
# Current Inventory

<table>
<thead>
<tr>
<th>Category</th>
<th>2003</th>
<th>2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total on-street spaces</td>
<td>n/a</td>
<td>500,000</td>
</tr>
<tr>
<td>Paid spaces</td>
<td>9,000</td>
<td>13,500</td>
</tr>
<tr>
<td>RPZ spaces</td>
<td>12,500</td>
<td>17,900</td>
</tr>
<tr>
<td>Time-limit spaces</td>
<td>n/a</td>
<td>14,100</td>
</tr>
<tr>
<td>Pay stations (kiosks)</td>
<td>0</td>
<td>2,200</td>
</tr>
<tr>
<td>Meters (single space)</td>
<td>9,000</td>
<td>100</td>
</tr>
<tr>
<td>Restricted Parking Zones (RPZs)</td>
<td>21</td>
<td>31</td>
</tr>
<tr>
<td>Annual RPZ permits</td>
<td>16,400</td>
<td>21,500</td>
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<tr>
<td>Annual parking citations</td>
<td>442,000</td>
<td>600,500</td>
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<tr>
<td>Parking Enforcement Officers (FTE)</td>
<td>67</td>
<td>81</td>
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Project Purpose

Assess performance-based parking pricing strategies and implementation options for Seattle that contribute to a vibrant and thriving city.
Project Goals

- Price and manage on-street parking to:
  - Enable customers to find parking within easy walking distance of their destination, while ensuring spaces are well used
  - Conserve fuel, reduce air emissions and lessen traffic congestion from drivers circling looking for parking
  - Increase access to businesses by ensuring turnover
  - Use clear communication to increase ease of use and enhance the customer experience
Project Objectives

- Engage and educate stakeholders
- Establish data-driven outcomes and performance metrics
- Develop a phased implementation plan
Examples

- Rates set differently by time of day
- New ways to pay for parking
- Changes to rates according to season
- Lower rates on business district edges
Project Scope Overview

- Parking data collection and analysis
- Public engagement
- Performance-based parking pricing strategies development
- Economic analysis
- Implementation plan report
## Project Schedule Summary

<table>
<thead>
<tr>
<th>Schedule</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
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<tbody>
<tr>
<td><strong>TASK 0:</strong> Project Management and Organization</td>
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<tr>
<td><strong>TASK 1:</strong> Task 1. Parking Data Collection</td>
<td></td>
<td></td>
<td>1</td>
<td>2</td>
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<tr>
<td><strong>TASK 2:</strong> Parking Data Analysis</td>
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<td><strong>TASK 3:</strong> Variable Parking Pricing Strategies Development</td>
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<td><strong>TASK 4:</strong> Economic Analysis</td>
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<td><strong>TASK 5:</strong> Public Outreach</td>
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<td><strong>TASK 6:</strong> Final Implementation Report</td>
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**Legend**
- Orange: Research and analysis
- Blue: Compilation of findings
- Tech Memo
- Sounding Board Meetings
## Sounding Board Schedule

<table>
<thead>
<tr>
<th>Today</th>
<th>June 23</th>
<th>July 14</th>
<th>August 4</th>
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<tbody>
<tr>
<td>Today – questions/ideas</td>
<td>Discussion with outside expert panel and identification of preliminary pricing strategies</td>
<td>Review of data results and assessment of parking pricing strategies</td>
<td>Review of draft final report</td>
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Other Public Engagement Activities

- Online survey to business community and other stakeholders
  - Help us reach your customers and other users
  - Promote survey
  - Review results

- Attend business association meetings

- Project website
Open Discussion

- From your perspective, what are the top three on-street paid parking issues?

- Thinking specifically about this project, what concerns or suggestions would you like to share?

- How do you envision the on-street parking system functioning?