Agenda

8:05 – 8:10 am  Round robin intros
8:10 – 8:30 am  Business and Customer Survey
8:30 – 8:35 am  Components of Draft Final Report
8:35 – 9:40 am  Draft study recommendations and group discussion
9:40 – 9:50 am  Next steps
9:50 – 10:00 am  Public comment period
Survey Discussion

Seattle Performance Pricing Survey

Introduction

The City of Seattle is looking at different ways to improve on-street parking availability and the overall customer experience in areas with paid parking, which includes many neighborhood business districts and downtown. We will incorporate survey responses into our Performance-based Parking Pricing Study (click here for more information).

Thank you for sharing your opinions!

The first question will lead you to a distinct survey. If you choose “Business Owner”, the questions will be about how your customers use on-street parking and how you feel it supports your business. If you choose “Customer”, the questions will be about how you use the on-street parking system and what decisions you face when you choose to park.

1. How do you characterize yourself in relation to the City of Seattle on-street parking system?
   - Business Owner - parking matters to my business
   - Customer - parking is a resource for my travel decisions

- Comments
- Launch and outreach plan

Launch
Aug 8

Close
Sept 6

Prelim Results Sept 15
Overview of Draft Final Report

- Data collection and analysis
- Pricing strategies
- Economic considerations
- Community engagement
Draft Report Recommendations

Neighborhood Engagement Strategy

Data Management Strategies
- Investment in data collection and analysis
- Open access to city parking data

Enabling Technology
- Pay by cell

Pricing Strategies
- Demand- and geographically-based pricing
- Time-of-day pilot
- Seasonal rate adjustments
- Event overlay
- Progressive pricing pilot
Neighborhood Engagement Strategy

• Partner with neighborhood business districts on implementing strategies

• Engage with businesses on strategic communications

• Sustain relationships to understand customer needs, experiences
Investment in Data Collection and Analysis

- Define data requirements to inform recommended strategies on ongoing basis
- Develop pilots to test different data collection, analysis, and reporting
Open Access to City Parking Data

- Leverage City’s parking data to create interest and potential investment by private sector
- Work with other cities to consider standard for sharing data
Pay by cell

- New payment option to improve customer convenience
- Enabling technology for other strategies

District of Columbia’s new program
Demand and Geographically-based Rates

- Use different rates based on high and low demand areas within a neighborhood
- Set rates on an annual basis using multiple data sources
- Consider changes in time limits to improve parking conditions

University District – 1 pm weekday data results
Time-of-day Pilot

- Adjust rates based on different demand patterns throughout day

Example: Fremont Parking Utilization
June 2011 Data Results
Seasonal Rate Adjustments

- Adjust rates based on demand patterns throughout year, likely with two seasons – winter/summer
Event Overlay

- Address neighborhood parking issues created when major events create parking dynamic different from typical day
Progressive Pricing Pilot

- Effective where parking demand is high and lasting throughout the day
- Provides flexibility to accommodate a wide variety of trip purposes of parking customers
- Need to be sure to balance flexibility with maintaining turnover
# Next Steps

<table>
<thead>
<tr>
<th>Event</th>
<th>Due Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Final Report and Statement of Legislative Intent (SLI) response due to City Council</td>
<td>Sept. 1</td>
</tr>
</tbody>
</table>
| September Sounding Board meeting  
  - Preliminary survey results  
  - SLI report summary | Sept. 15 |
| Mayor submits proposed City budget to City Council | Sept. 26 |
| October Sounding Board meeting | Oct. 27 |