General Themes from SDOT Parking Expert Panel Meetings
Held June 23, 2011 for SDOT’s Performance-Based Parking Pricing Study

1. “One to two spaces available per block”
   - Good policy and statement of principle – it is not a goal and it does not tell the entire story
   - “Bumper Sticker” /”Iconic Goal”
   - Need to define what want to achieve with space availability
   - Not only way to measure success – areas with high demand may never achieve availability goal
   - Areas with low demand may also not achieve availability goal – rate floor may be appropriate
   - Needs flexibility at staff level to implement it
   - Must pay attention to high occupancy areas where achieving 1 – 2 spaces is not the best outcome; parking rates would be politically untenable
   - If don’t address disabled parking, will have limited success achieving occupancy, turnover goals
   - Right metrics are important - consider other measures of success such as turnover (e.g., New York pilot example)
   - Consider communication strategy when choosing the strategy

2. Parking Strategies – two examples discussed primarily
   a. Progressive rate pricing
      - Goals are both occupancy and turnover
      - Allows for option of longer stay; positive public, retail perception
      - Pricing still incents occupancy, turnover goals
      - Can be difficult to communicate to parking public
      - Rate is a tool to get to goal
      - Could consider with 4-hour time limit or no time limits
      - Best in high-demand areas
      - Better with pay- by- space technology
   b. Time of day (“Time Buckets”)
      - Rates set in time bands/zones
      - Time zones based on markets/activity levels
      - San Francisco uses 9 a.m. – Noon; Noon – 3 pm; 3 pm – 7 pm; 7 pm – 11 pm
      - Have to decide whether to vary time bucket parameters by neighborhood or maintain citywide time bucket consistency for customer ease of use
   c. Other strategies – event rates, no time limits, disabled parking
      - Could consider “master lease” by City of off-street spaces to address DP parking
      - Color code meters in high demand areas different from those in low demand areas

3. Technology
   - Technology is a tool to achieve the goal
   - Important to apply the right tool to the right situation
   - Technology can assist the system to be customer friendly (e.g., Pay by Cell)
   - Needs to be reliable
   - “Do not fall in love with technology”
   - There is a relationship between cost and reliability of data
   - Space sensors are unproven and expensive – let others install and test
4. On-Street Parking is not about storing cars
   - It is about people and access to where people want to go – “Access and Mobility for Communities and People”
   - It is important to understand customers/market/each community needs
   - System should be managed to serve the customer
   - “Parking is not the end reason, it is part of the experience”
   - “Be careful about equating on-street parking with neighborhood success”
   - Parking cannot create demand; if the neighborhood does not offer desirable goods, lowering the parking rate won’t increase occupancy, you need an economic development strategy – not parking
   - Parking professionals are access managers/accommodators/service providers – not just regulators
   - Coordination with other transportation demand measures (TDM) is important

5. Communication Strategy
   - Be clear about what we are trying to achieve - Speak to the public often (What)
   - Technology is a tool to achieve the goal – keep it simple: progressive rates or time of day
   - Communicate to users about how to use the system
   - Different audiences: business owners, property owners, visitors
   - Business owners/merchants have relationship with customer and can assist with communication

6. Key ingredients to build a successful parking brand
   - Five Key ingredients:
     - Be memorable; Positive Identification - Use Seattle on the name (e.g., ParkSeattle)
     - Appear to be affordable and understandable – clear rate structure/easy to communicate
     - Appear to be convenient (website, pay stations clearly marked) – Experience must be easy
     - Create perception of being clean and safe
     - Be easy – easy to park and then easy to become a pedestrian (signage, way finding)
   - “How would your parking system be if it was run by Nordstrom?”
   - Parking Enforcement Officers to help promoting parking brand and assist parkers
   - Begin with “welcome,” finish with “thank you”
   - To build a positive image, consider using parking revenues to pay for tangible neighborhood investments
   - This project should positively change people’s perception about parking in Seattle