Parking Sounding Board Meeting #2
Purpose of Next Two Meetings

Continue to gather feedback on 2014 Performance-Based Pricing Program Adjustments

• Today’s discussion:
  – Recap of Nov. 14 meeting
  – Watch List
  – Parking rate changes
  – Evening paid parking

• March discussion:
  – Public education tools
  – Review of entire 2014 proposed program adjustments
Data Driven Policy Since 2010

• Keeping 1 to 2 spaces open per blockface throughout the day

• Collect data in all paid areas annually

• Making annual data-driven rate changes

• Adjusting rates and time limits to meet City policy

Parking Sounding Board, February 6, 2014
Parking Asset Replacement Project

- Vendor selection process underway
- On-street pay station trial in mid-February
- Tentative 2014 replacement areas:
  - Commercial Core
  - Chinatown-International District
  - Pike-Pine
  - Denny Triangle South
  - Belltown South
  - Pioneer Square Core and Periphery
Proposed Watch List

Watch List +/-5%

Target Occupancy 70% - 85%
Response to Low and High Occupancy

Above Target:
- Increase rate by $0.50
- Extend hours to 8 p.m.
- Split into different sub-areas

Within target range: No action
Within Watch list: Wait 1 year

Below Target:
- Lower rate by $0.50
- Extend time-limit to 4 or 10 hours
Data Analysis

- Ballard Periphery
- Belltown North
- South Lake Union 10-hour
- U-District Periphery
- Ballard Locks
- Pioneer Square Core and Periphery
Data Results – Ballard Periphery

Daytime Peak Occupancy

- 2011 Core and Periphery
- 2012 Periphery
- 2013 Periphery

58%
Data Results – Belltown North

Daytime Peak Occupancy

- 2011
- 2012
- 2013

50%
Data Results – U-District Periphery

Daytime Peak Occupancy

- 2011 Core and Periphery
- 2012 Periphery
- 2013 Periphery

57%
Data Results – Pioneer Square Core

Occupancy by Time of Day

- Low at 64%
- High at 95%
- Within Target

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Data Results – Pioneer Square Periphery

- Low at 64%
- Watch List 89%
- Within Target
Data Results – Ballard Locks

Ballard Locks 1 - 3 PM Occupancy By Month - 2013

Percent Paid


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Evening paid parking report findings:

- Access has improved and a few more spaces are available
- Occupancy remains high in areas with evening paid parking
- Many cities use to support nightlife activities
Proposal: As areas receive new pay stations, investigate time-of-day rate setting

Parking Sounding Board, February 6, 2014
Areas Without Evening Paid Parking
## Areas Above Evening Target Occupancy

<table>
<thead>
<tr>
<th>Neighborhood</th>
<th>2013 Daytime 3-Hour Peak</th>
<th>2013 7:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>12th Avenue</td>
<td>66%</td>
<td>108%</td>
</tr>
<tr>
<td>Ballard Core</td>
<td>75%</td>
<td>103%</td>
</tr>
<tr>
<td>Ballard Periphery</td>
<td>58%</td>
<td>99%</td>
</tr>
<tr>
<td>Fremont</td>
<td>80%</td>
<td>98%</td>
</tr>
<tr>
<td>Green Lake</td>
<td>62%</td>
<td>110%</td>
</tr>
</tbody>
</table>
Areas Within/Below Evening Target

- Cherry Hill
- Chinatown/ID Periphery
- Denny Triangle North
- First Hill
- Pioneer Square Core and Periphery
- Roosevelt
- South Lake Union
What does above target look like?

Green Lake – Spring 2013, 7 pm

Fremont – Spring 2013, 7 pm

Parking Sounding Board, February 6, 2014
What does above target look like?

Ballard – Spring 2013, 7 pm

12th Ave near Seattle University
– Spring 2013, 7 pm
Next Steps

- New March Meeting - Review of entire 2014 data-driven program adjustments
- March / April - Report to Mayor and City Council
- Summer 2014 - Expect new pay station installation and rates and evening hours changes
Questions?