Parking Sounding Board Meeting

November 14, 2013
Recognition of Seattle’s Paid Parking Management Program

From the European Parking Association meeting
Dublin, Sept. 2013

Parking Sounding Board, November 14, 2013
Recognition of Seattle’s Paid Parking Management Program

How Seattle Transformed Parking Without Spending a Fortune

ERIC JAFFE  OCT 24, 2013  15 COMMENTS
Purpose of Next Two Meetings

Gather your feedback on 2014 Performance-based Pricing Program Adjustments

• Today’s Discussion:
  – Policy Background
  – Simplified target range
  – Time of day rate setting

• January 9 Discussion:
  – Evening paid parking
  – Other on-going adjustments
  – Public education tools
2014 Adjustments Schedule

• Present Program adjustments to Mayor and City Council in early 2014

• Plan to roll out *starting* 2\(^{nd}\) Q 2014
Data Driven Policy Since 2010

- Keeping 1 to 2 spaces open throughout the day
- Making annual rate changes
- Adjusting rates to area conditions
Changes Made Since 2010

- Parking rate decreases (20 areas) and increases (13)

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Changes Made Since 2010

• Best Value program-sub areas within neighborhood, with longer time-limits and/or lower rates

• Extended time limits to 4 hours and 10 hours

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Changes Made Since 2010

• Added evening paid parking (8 areas)
• 3 Hours After 5 program - hours of operation until 8 p.m. with 3 hour parking after 5 p.m.
Changes Made Since 2010

- Parking pay by phone in all paid areas
Example: Ballard 2010 – 2013
Ballard Data Results

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- 2010: All: $2.00, 2 hr
- 2011: Core: $2.00, 2 hr, Edge: $2.00, 2 hr
- 2012: Core: $2.00, 2 hr, Edge: $1.50, 4 hr
- 2013: No Change
Ballard Data Results
Lessons Learned

- Best Value helped encourage parking away from crowded main streets
- Continuous improvement important for better data collection
- Necessary to make complex system understandable to parkers

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Opportunities for 2014

• Increased functionality of pay station kiosks

• Address time of day differences with these new pay stations
  – Low morning occupancy
  – High evening occupancy
  – Areas with both conditions
Support for access to business districts throughout day and evening

Pike-Pine in the morning

Pike-Pine in the evening

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Pike-Pine Data

Occupancy by Time of Day

Too high
Too low

2013 Target Range 70%-85%
Belltown South Data

Occupancy by Time of Day

- Too high
- Too low

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Achieve more optimal parking management
Uptown data

Occupyancy by Time of Day

- Too low
- Too high

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Other cities charge by time of day

<table>
<thead>
<tr>
<th></th>
<th>San Francisco SFPark</th>
<th>Los Angeles ExpressPark</th>
<th>Chicago (the Loop)</th>
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<tbody>
<tr>
<td>Morning</td>
<td>Before Noon</td>
<td>Before 11 a.m.</td>
<td>8 a.m. – 9 p.m.</td>
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<td>Midday</td>
<td>12 Noon to 6 p.m.</td>
<td>11 a.m. to 4 p.m.</td>
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<td>Evening</td>
<td>6 p.m. to 10 p.m.</td>
<td>After 4 p.m.</td>
<td>9 p.m. – 8 a.m.</td>
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Time of Day Pricing Parameters

First: Determine time of day periods

Second: Calculate 1 to 2 space target range

Third: Look at time of day for each area
First: What times for time of day?

Same time periods for all areas

- **Morning:** 8 a.m. to 11 a.m.
- **Daytime:** 11 a.m. to 5 p.m. or 6 p.m.
- **Evening:** 5 p.m. to 8 p.m.

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**Second: How to measure 1 to 2 open spaces?**

**Target Occupancy Range**

<table>
<thead>
<tr>
<th>2013 – 30+ different ranges</th>
<th>2014 – 1 range</th>
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<tbody>
<tr>
<td><strong>Ballard</strong></td>
<td><strong>70% - 85%</strong></td>
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<td><strong>Ballard Locks</strong></td>
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<td><strong>Financial</strong></td>
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<td><strong>Retail</strong></td>
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<td><strong>Commercial Core</strong></td>
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<td><strong>Waterfront</strong></td>
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<td><strong>Denny Triangle</strong></td>
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<td><strong>University District</strong></td>
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Third: How to apply time of day pricing

Pike-Pine

Occupancy by Time of Day

Percent of Available Spaces Occupied

8:00 AM 9:00 AM 10:00 AM 11:00 AM 12:00 PM 1:00 PM 2:00 PM 3:00 PM 4:00 PM 5:00 PM 6:00 PM 7:00 PM 8:00 PM 9:00 PM 10:00 PM 11:00 PM

June 2011 June 2012 March 2013

2013 Target Range 70%-85%

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Third: How to apply time of day pricing

Belltown North

*Occupancy by Time of Day*

- **Too low**
- **Too low**
- **Too low**

- June 2011
- November 2012
- March 2013
- 2013 Target Range 70%-85%

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Third: How to apply time of day pricing

Refer to handout:

– Belltown South
– Chinatown/ID Core and Periphery
– Commercial Core
– Denny Triangle South
Planned 2014 time of day areas

• Applied where differential during morning, daytime and evening

• 2014 time of day adjustments, with new pay stations
  – Belltown South
  – Chinatown/ID Core and Periphery
  – Commercial Core
  – Denny Triangle South
  – Pike-Pine
January 9 - next meeting topics

Adjustments and other Program elements

- Extended time limits where occupancy remains low during the daytime
- New evening paid parking areas
- Seasonal rate changes
- Public education tools
- Review 2014 Installation plan