Sounding Board Meeting # 3

MINUTES
JULY 14, 2011
Seattle Municipal Tower
Rm. 4080

ATTENDEES
(Underlined Indicates "In Attendance")

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Katherine MacKinnon</td>
<td>Downtown Seattle Association (DSA)</td>
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<tr>
<td>Rod Kauffman</td>
<td>Building Owners and Managers Association (BOMA)</td>
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<td>Francine Fielding</td>
<td>Wright-Runstad</td>
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<tr>
<td>Laura Larson</td>
<td>Republic Parking</td>
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<td>Ed Danyliuk</td>
<td>Imperial Parking Corporation (IMPARK)</td>
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<td>Mike Fuda</td>
<td>Diamond Parking Service</td>
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<td>Josh McDonald</td>
<td>WA Restaurant Association</td>
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<tr>
<td>Pamela Hinckley</td>
<td>Tom Douglas Restaurants</td>
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<tr>
<td>Leslie Smith</td>
<td>Alliance for Pioneer Square</td>
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<tr>
<td>Tim Gaydos</td>
<td>Belltown Business Association, Mars Hill Church</td>
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<tr>
<td>Chip Wall</td>
<td>Pike/Pine Urban Neighborhood Council</td>
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<td>Michael Wells</td>
<td>Capitol Hill Chamber of Commerce</td>
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<td>Doug Campbell</td>
<td>U District Business Owner, Bulldog News</td>
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<tr>
<td>Beth Miller</td>
<td>Ballard Chamber of Commerce</td>
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<tr>
<td>Don Blakeney</td>
<td>Chinatown/International District BIA</td>
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<tr>
<td>Marko Tubic</td>
<td>Fremont Chamber of Commerce</td>
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<td>Jessica Vets</td>
<td>Fremont Chamber of Commerce</td>
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<tr>
<td>Susan Plant</td>
<td>Seattle Mariners</td>
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<td>Eric de Place</td>
<td>Sightline Institute</td>
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<td>Rob Johnson</td>
<td>Transportation Choices Coalition</td>
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<td>Tom Norwalk</td>
<td>Seattle Convention and Visitors Bureau</td>
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<tr>
<td>Erica Sekins</td>
<td>Seattle Commission for People with disAbilities</td>
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<tr>
<td>Dick Burkhart</td>
<td>City Neighborhood Council</td>
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<tr>
<td>Jerry Everard</td>
<td>Seattle Nightlife and Music Association</td>
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CITY STAFF IN ATTENDANCE:
- SDOT: Peter Hahn, Charles Bookman, Tracy Krawczyk, Mike Estey, Cristina VanValkenburgh, Margo Polley, Mary Catherine Snyder, Allison Schwartz
- Mayor’s Office: David Hiller

CONSULTANT TEAM IN ATTENDANCE:
- Rick Williams Consulting: Rick Williams

Meeting Notes:

INTRODUCTIONS AND RECAP:
The meeting began with introductions by Dennis Burns and a brief recap of the previous meeting with the Expert Advisory Panel led by Tracy Krawczyk and Charlie Bookman. The key themes highlighted in this recap included:

- On-street parking is a downtown experience. People don’t come downtown to just to park.
- 1-2 available spaces do not tell the whole story. In high-demand spaces, price may be too high. Additionally, the City has to be cognizant of disabled parking and its effects.
- Different strategies discussed: progressive pricing and time-of-day.
- Enabling strategies discussed: technology (pay stations), pay-by-cell phone.
Collaboration with business owners and other stakeholders is critical.

TECHNOLOGIES AND STRATEGIES POWERPOINT PRESENTATION:

- Following the introduction and recap was a presentation by Rick Williams on technologies and strategies. The following were mentioned in his presentation:

  **Technologies**
  - Implementing pay-by-cell phone citywide

  **Strategies**
  - Define geographic sub-areas based on parking demand
  - Time of day pricing
  - Potential Pilot Study – combine progressive pricing with the elimination of time limits
  - Day of the pricing
  - Develop an event overlay parking pricing strategy

OPEN DISCUSSION:

- The presentation was followed by an open discussion. Highlights of this discussion are presented below:
  - Day of the week pricing
    - Have to be careful not to set policies that drive away businesses or are restrictive to tourist use.
    - How does this strategy compete with other policies (transit incentives)?
  - Event overlay parking strategy
    - Concern that this cannot be accomplished when the City does not allow for principle use garages for events.
    - Garages are empty outside of influence area (combined with free bus)
    - People won’t walk more than two blocks – varies by use.
  - General Discussion Comments
    - The strategy has to make sense and must easily communicate rates and changes
    - People have difficulty understanding parking messages now. One bad experience will create a negative perception.
      - The system wouldn’t be truly dynamic. Rate setting would be predictive (will change monthly, quarterly, etc.), which will allow users to learn and adapt.
    - Concern for the occasional user. Frequent users will adapt quicker, but the occasional user
      - Cell phone applications will be important for the occasional user and Seattle is a pretty wired city
    - Will time-of-day/day-of-week in some locations and not in others be confusing?
    - Time bands seem reasonable, but could be very confusing.
Will pay-by-cell and credit card usage prohibit “cash paying” customers from coming downtown?

- Having the ability to add time with a cell phone is helpful, but prices should be progressive.
- Define expectations – parking can’t be free in a “world class city.”
- Communication is important. The high use of technology could be very prohibitive.
- Concerned about abuse of placards. Doctors should be monitored, note the highest provision of permits.
- Seasonal pricing – restaurant income moves with the season. It would help bring people in during off-season (winter).

**MEETING CONCLUSION:**

- The meeting concluded with a presentation of data collection activities and preliminary results, led by Brett Wood. The following is an overview of what was covered in the presentation:
  - Data collection periods – May and June
  - Data collected – overall occupancy of paid spaces; disabled permit usage; residential permit usage; and government exempt vehicles.
  - Examples from the preliminary analysis were shown.

**PUBLIC COMMENTS:** None

**NEXT SOUNDING BOARDING MEETING:**

**Date:** Thursday, August 4th, 2011

**Location:**

**Preliminary Agenda:** Present finalized data findings and recommended implementation strategies.