Parking Sounding Board Meeting
Presentation Overview

8:05 – 8:10 am  Round robin intros
8:10 – 8:15 am  Recap of June 23 expert panel themes
8:15 – 8:30 am  Technology strategies (Overview & discussion)
8:30 – 9:10 am  Pricing strategies development (Overview & discussion)
9:10 – 9:40 am  Data collection activities & preliminary results
9:40 – 9:50 am  Q & A / General discussion
9:50 – 10:00 am Public comment, wrap-up and next steps
Recap of June 23 Expert Panel
Technology Strategies

Overview & Discussion
Enabling Technologies

IMPLEMENT PAY-BY-CELL PHONE CITY-WIDE

• New payment option
• Tangible customer Benefits
• Improve the customer parking experience
Parking Strategies
Development
Overview & Discussion
Performance-Based Parking Pricing Strategies Development

EXPLORE GEOGRAPHIC SUB-AREAS BASED ON DEMAND

• Targets areas of the parking system that are operating inefficiently
• Focuses on maximizing performance pricing benefits
• Applies other management strategies (besides pricing) to under utilized areas
• Maximizes benefits of limited data collection and analysis resources
Performance-Based Parking Pricing

Strategies Development

TIME OF DAY PRICING

- Performance-based pricing on a “time band” basis
- Define primary “time bands” per day
- Rate adjustments based on utilization data per time band
Based on the most recent parking surveys, utilization levels by “time band” will be documented. It might look something like this:

<table>
<thead>
<tr>
<th>Parking District: X</th>
<th>Time Bands:</th>
<th>8:00 AM – 11:00 AM</th>
<th>11:00 AM – 2:00 PM</th>
<th>2:00 PM – 6:00 PM</th>
<th>6:00 PM – 10:00 PM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Peak Utilization</td>
<td>85% - 100%</td>
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<tr>
<td></td>
<td>60% - 84%</td>
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<tr>
<td></td>
<td>31% - 59%</td>
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<td>0% - 30%</td>
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</table>
Performance-Based Parking Pricing Strategies Development

PILOT PROGRESSIVE PRICING IN COMBINATION WITH THE ELIMINATION OF TIME LIMITS

- Develop a specific pilot program for implementation in selected districts
- Can provide lower initial rates that escalate with time
- Can provide parker flexibility re: time stay duration (if they are willing to pay a premium)
Performance-Based Parking Pricing

Strategies Development

DAY OF WEEK PRICING

• Weekend parking demand trends differ significantly from weekday parking trends
• Demand-responsive rate adjustments could vary between weekdays and weekends
Performance-Based Parking Pricing Strategies Development

DEVELOP AN EVENT OVERLAY PARKING PRICING STRATEGY -

• Tailor to areas of the downtown impacted by major events
• Carefully define the goals of the event overlay strategy
• Structure parking pricing to achieve the desired goals
Strategy Development

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Questions & Discussion
Data Collection Activities & Preliminary Results

- Overview of activities and methodology
- Comparing June 2011 to November 2010 data
- June 2011 “Heat” Map Examples
Data Collection

Overview of Activities & Methodology
Data Collection Periods and Areas

- Two Data Collection Periods
  - May – U-District, Green Lake, Roosevelt
  - June – Commercial Core & Surrounding Neighborhoods, Fremont, Ballard, Ballard Locks
Data Collected

- Overall occupancy of paid spaces
  - Weekday & weekend (in areas); 8am – 8pm
- Disabled permit usage in paid spaces
  - Commercial Core, Pioneer Square, Chinatown/ID, First Hill, Belltown, Denny Triangle, Cherry Hill
- Residential permit parking in paid spaces
  - South Lake Union, First Hill, Pike-Pine
- Government exempt vehicles/service hoods
  - Commercial Core, Pioneer Square, Chinatown/ID
Data Comparison
November 2010 to June 2011
Purpose of Data Collection

- Compare with previous collection periods to measure effects of rate changes
  - November 2010 / April 2011
  - How do increased/decreased rates effect parking demand?
  - Overall effects of elasticity
- Establish baselines and metrics for future rate changes
Examples for Today

- Commercial Core
  - Weekday and weekend occupancy comparisons
  - Disabled permit peak
- First Hill
  - Weekday occupancy comparison
  - Residential and disabled permit peak
- Pike-Pine
  - Weekday and weekend occupancy
  - Residential permit peak
Overall Parking Utilization
Commercial Core

Percent of Parking Occupied

Time Interval

- Total Parked Vehicles (Nov 2010)
- Total Paid Vehicles (Nov 2010)
- Total Parked Vehicles (Jun 2011)
- Total Paid Vehicles (Jun 2011)
Commercial Core - Weekday

Disabled Permit Utilization

Commercial Core

Percent of Vehicles Parked with Disabled Permits

Time Interval

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

Total Vehicles with Disabled Permits (Nov 2010)
Total Vehicles with Disabled Permits (Jun 2011)
Commercial Core - Weekday

Number of Vehicles Parked with Disabled Permits
Commercial Core

Time Interval
8 AM - 9 AM  9 AM - 10 AM  10 AM - 11 AM  11 AM - 12 PM  12 PM - 1 PM  1 PM - 2 PM  2 PM - 3 PM  3 PM - 4 PM  4 PM - 5 PM  5 PM - 6 PM  6 PM - 7 PM  7 PM - 8 PM

Number of Vehicles Parked with Disabled Permits:
- Total Vehicles with Disabled Permits (Nov 2010)
- Total Vehicles with Disabled Permits (Jun 2011)
Pacific Place

NOV 2010

Legend
Percent Utilization
- < 40%
- 40% to 60%
- 60% to 75%
- 75% to 85%
- 85% to 100%
- 100% >

12PM to 1PM

Pacific Place - Hourly Parking Utilization

JUNE 2011

Percent utilization is calculated as parking demand divided by parking supply

Legend
Percent Utilization
- < 40%
- 40% to 49%
- 50% to 59%
- 60% to 74%
- 75% to 84%
- 85% to 100%
- 100% >

Percent utilization is calculated as parking demand divided by parking supply

Seattle Citywide Parking Study

Tues 6/14/11

12PM to 1PM

Pacific Place - Hourly Parking Utilization

Seattle Performatnce-Based Parking Pricing Study
The City of Seattle
Department of Transportation
Variable Parking Pricing
Performance-Based Parking Pricing Study

Pacific Place

NOV 2010

Legend
Percent Utilization
- < 40%
- 40% to 60%
- 60% to 75%
- 75% to 85%
- 85% to 100%
- 100% >

JUNE 2011

Legend
Percent Utilization
- < 40%
- 40% to 60%
- 60% to 75%
- 75% to 85%
- 85% to 100%
- 100% >

Percent utilization is calculated as parking demand divided by parking supply.

Seattle Citywide Parking Study
Seattle Performance-Based Parking Pricing Study

FIGURE 10B

Tues 6/14/11
1PM to 2PM

Porcelain Place - Hourly Parking Utilization

Porcelain Place - Hourly Parking Utilization
Pacific Place

NOV 2010

2PM to 3PM

Legend

Percent Utilization

- < 40%
- 40% to 60%
- 60% to 75%
- 75% to 85%
- 85% to 100%
- 100% >

Pacific Place - Hourly Parking Utilization

Seattle Citywide Parking Study

FIGURE 10B

JUNE 2011

Legend

Percent Utilization

- < 60%
- 60% to 75%
- 75% to 85%
- 85% to 100%
- 100% >

Pacific Place - Hourly Parking Utilization

Seattle Performance-Based Parking Pricing Study

Tues 6/14/11
2PM to 3PM
Disabled Permit Utilization
First Hill

Percent of Vehicles Parked with Disabled Permits

Time Interval

- Total Vehicles with Disabled Permits (Nov 2010)
- Total Vehicles with Disabled Permits (Jun 2011)
First Hill - Weekday

Number of Vehicles Parked with Disabled Permits
First Hill

![Graph showing number of vehicles parked with disabled permits from 8 AM to 8 PM with data points for November 2010 and June 2011.](image_url)
First Hill - Weekday

RPZ Permit Utilization
First Hill

Percent of Vehicles Parked with RPZ Permits

Time Interval:
- 8 AM - 9 AM
- 9 AM - 10 PM
- 10 AM - 11 AM
- 11 AM - 12 PM
- 12 PM - 1 PM
- 1 PM - 2 PM
- 2 PM - 3 PM
- 3 PM - 4 PM
- 4 PM - 5 PM
- 5 PM - 6 PM
- 6 PM - 7 PM
- 7 PM - 8 PM

Total Vehicles with RPZ Permits (Nov 2010) — Total Vehicles with RPZ Permits (Jun 2011)
First Hill - Weekday

Number of Vehicles Parked with RPZ Permits

First Hill

Number of Vehicles Parked with RPZ Permits

Time Interval

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

Total Vehicles with RPZ Permits (Nov 2010)  Total Vehicles with RPZ Permits (Jun 2011)
First Hill

NOV 2010

JUNE 2011

Legend
Percent Utilization

- < 40%
- 40% to 60%
- 60% to 75%
- 75% to 85%
- 85% to 100%
- 100% >

11AM to 12PM

Percent utilization is calculated as parking demand divided by parking supply.
First Hill

NOV 2010

JUNE 2011

Legend

Percent Utilization

- < 40%
- 40% to 60%
- 60% to 75%
- 75% to 85%
- 85% to 100%
- 100% >

12PM to 1PM

Legend

Percent Utilization

- < 40%
- 40% to 60%
- 60% to 75%
- 75% to 85%
- 85% to 100%
- 100% >

First Hill - Hourly Parking Utilization
Seattle Performance-Based Parking Pricing Study

Wed 6/15/11
12PM to 1PM

Percent utilization is calculated as parking demand divided by parking supply.
First Hill

NOV 2010

JUNE 2011

Legend
Percent Utilization
- < 40%
- 40% to 60%
- 60% to 75%
- 75% to 85%
- 85% to 100%
- 100% >

Percent utilization is calculated as parking demand divided by parking supply.

1PM to 2PM

First Hill - Hourly Parking Utilization
Seattle Performance-Based Parking Pricing Study

Wed 6/15/11
1PM to 2PM
First Hill

NOV 2010

JUNE 2011

Legend
Percent Utilization
- < 40%
- 40% to 60%
- 60% to 75%
- 75% to 85%
- 85% to 100%
- 100% >

Legend
Percent Utilization
- < 40%
- 40% to 59%
- 60% to 74%
- 75% to 84%
- 85% to 100%
- 100% >

Percent utilization is calculated as parking demand divided by parking supply.

First Hill - Hourly Parking Utilization
Seattle Performance-Based Parking Pricing Study

Wed 6/15/11
3PM to 4PM
Peak Disabled Permit Usage

NOV 2010

JUNE 2011

Legend
Percent of Vehicles
- <10%
- 10% to 20%
- 20% to 30%
- 30% to 40%
- 40% to 50%
- > 50%
Average Residential Permit Usage

NOV 2010

JUNE 2011

Legend
Percent of Vehicles

- <10%
- 10% to 20%
- 20% to 30%
- 30% to 40%
- 40% to 50%
- > 50%
Pike-Pine - Weekday

Overall Parking Utilization
Pike-Pine

Percent of Parking Occupied

Time Interval

- Total Parked Vehicles (Nov 2010)
- Total Paid Vehicles (Nov 2010)
- Total Parked Vehicles (Jun 2011)
- Total Paid Vehicles (Jun 2011)
Pike-Pine - Weekday

**RPZ Permit Utilization**

*International District*

![Graph showing RPZ Permit Utilization over different time intervals.](image)
Pike-Pine - Weekday

Number of Vehicles Parked with RPZ Permits

Pike-Pine

Time Interval

- Total Vehicles with RPZ Permits (Nov 2010)
- Total Vehicles with RPZ Permits (Jun 2011)
Pike-Pine - Weekday

NOV 2010

Legend
Percent Utilization
- < 40%
- 40% to 60%
- 60% to 75%
- 75% to 85%
- 85% to 100%
- 100% >

JUNE 2011

Legend
Percent Utilization
- < 40%
- 40% to 60%
- 60% to 75%
- 75% to 85%
- 85% to 100%
- 100% >

12PM to 1PM

Pike-Pine - Hourly Parking Utilization
Seattle Citywide Parking Study
Pike-Pine - Weekday

NOV 2010

JUNE 2011

Legend

Percent Utilization

- < 40%
- 40% to 60%
- 60% to 75%
- 75% to 85%
- 85% to 100%
- 100% >
Pike-Pine - Weekday

NOV 2010

Legend
Percent Utilization

< 40%
40% to 60%
60% to 75%
75% to 85%
85% to 100%
100% >

JUNE 2011

Legend
Percent Utilization

< 40%
40% to 59%
60% to 79%
70% to 89%
80% to 99%
100% >
Pike-Pine - Weekday

NOV 2010

JUNE 2011

Legend

Percent Utilization

- < 40%
- 40% to 60%
- 60% to 75%
- 75% to 85%
- 85% to 100%
- 100% >

Pike-Pine - Hourly Parking Utilization
Seattle Citywide Parking Study

Legend

Percent Utilization

- < 40%
- 40% to 59%
- 60% to 74%
- 75% to 84%
- 85% to 100%
- 100% >

Percent utilization is calculated as parking demand divided by parking supply.
Average Residential Permit Usage

NOV 2010

JUNE 2011

Legend
Percent of Vehicles
- <10%
- 10% to 20%
- 20% to 30%
- 30% to 40%
- 40% to 50%
- > 50%
Q & A

General Discussion
Public Comment

Wrap-up & Next Steps
## Sounding Board Schedule

<table>
<thead>
<tr>
<th>Today</th>
<th>June 23</th>
<th>July 14</th>
<th>August 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Today – questions/ideas</td>
<td>Discussion with outside expert panel and identification of preliminary pricing strategies</td>
<td>Review of data results and assessment of parking pricing strategies</td>
<td>Review of draft final report</td>
</tr>
</tbody>
</table>

The Department of Transportation focuses on performance-based parking pricing strategies.
Thank You!

(See You All Again on August 4th)