

The City of Seattle Department of Transportation

# Performance-based **PARKING** PRICING STUDY

# Parking Sounding Board Meeting Presentation Overview

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

# 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

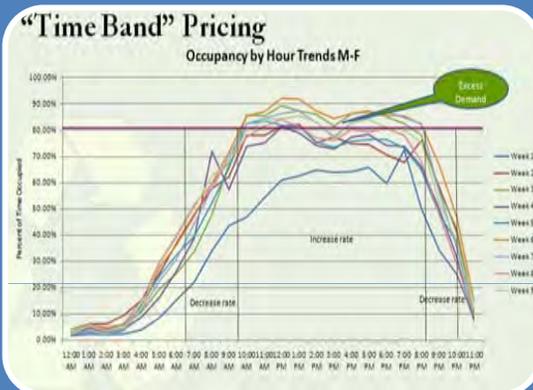
## EXPLORE GEOGRAPHIC SUB-AREAS BASED ON DEMAND



- 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

# Performance-Based Parking Pricing Strategies Development

Based on the most recent parking surveys, utilization levels by “time band” will be documented. It might look something like this:

| Parking District: X |                       |                       |                      |                       |
|---------------------|-----------------------|-----------------------|----------------------|-----------------------|
| Time Bands:         | 8:00 AM –<br>11:00 AM | 11:00 AM –<br>2:00 PM | 2:00 PM –<br>6:00 PM | 6:00 PM –<br>10:00 PM |
| Peak Utilization    |                       |                       |                      |                       |
| 85% - 100%          |                       |                       |                      | ●                     |
| 60% - 84%           |                       | ●                     |                      |                       |
| 31% - 59%           |                       |                       | ●                    |                       |
| 0% - 30%            | ●                     |                       |                      |                       |

# 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

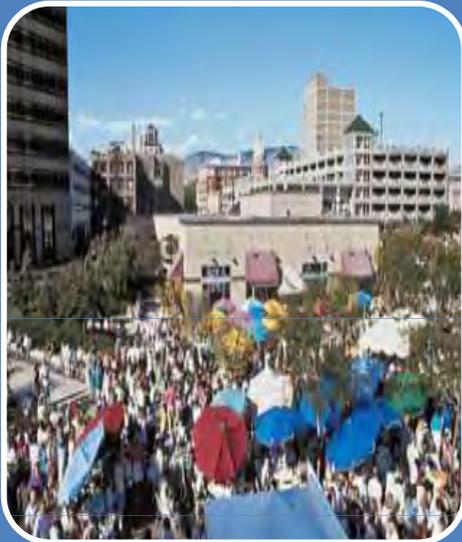
## DAY OF WEEK PRICING



- 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

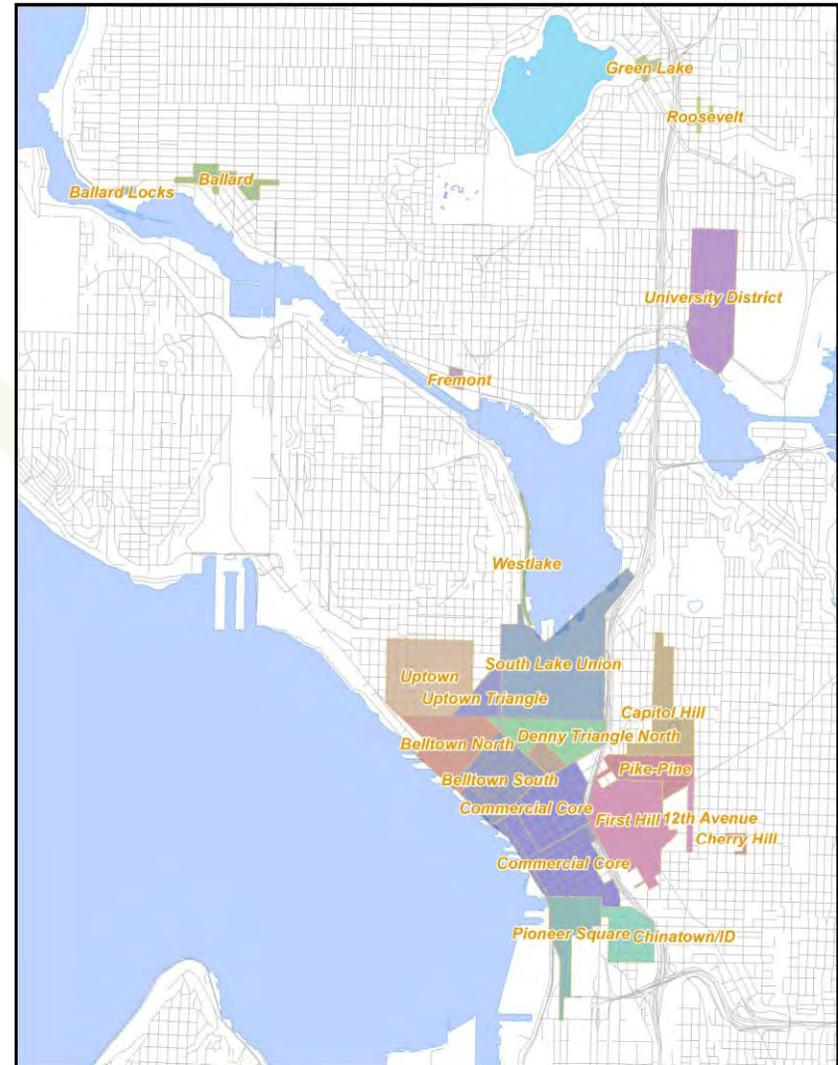
# Data Collection Activities & Preliminary Results

- 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

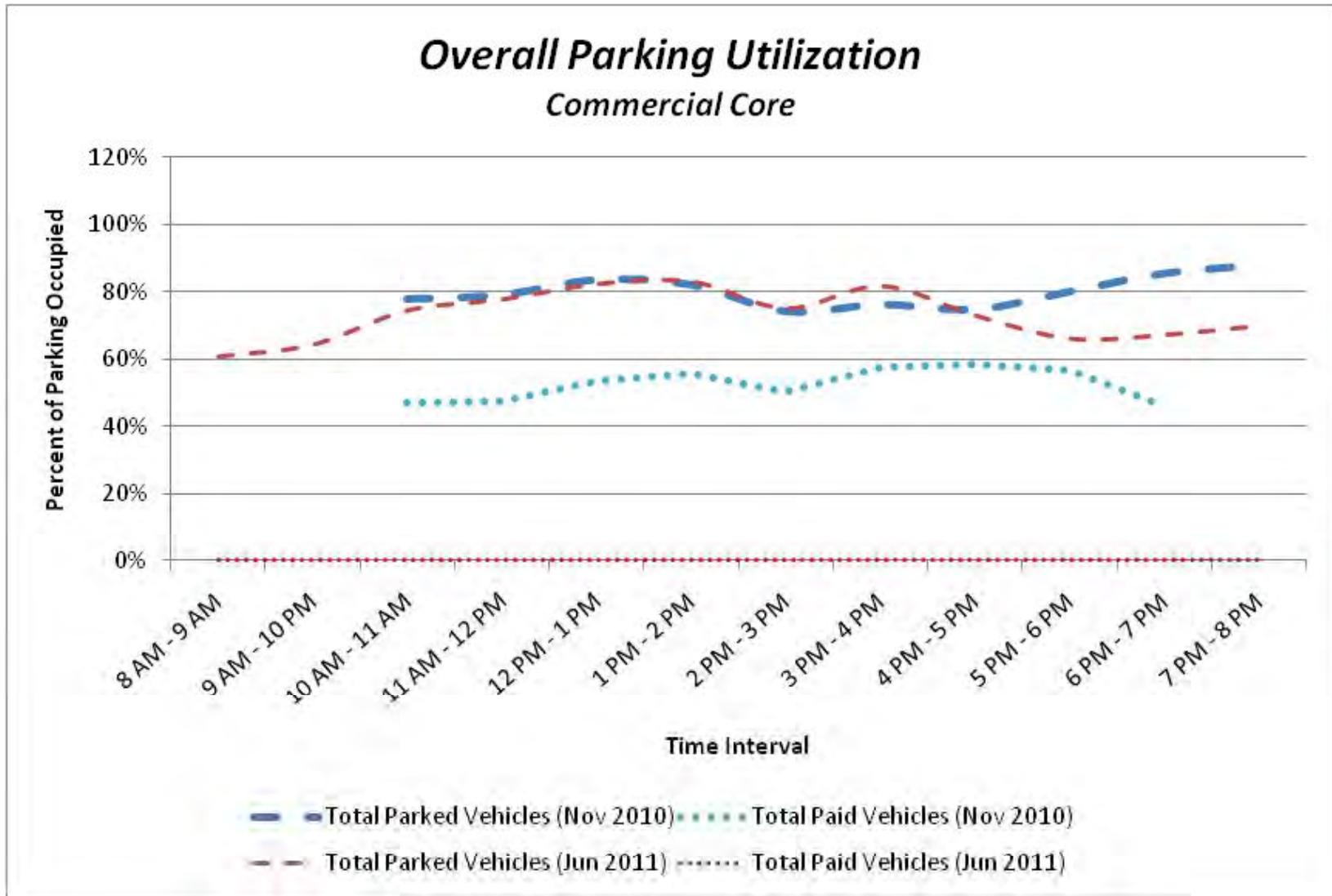
# Purpose of Data Collection

- 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

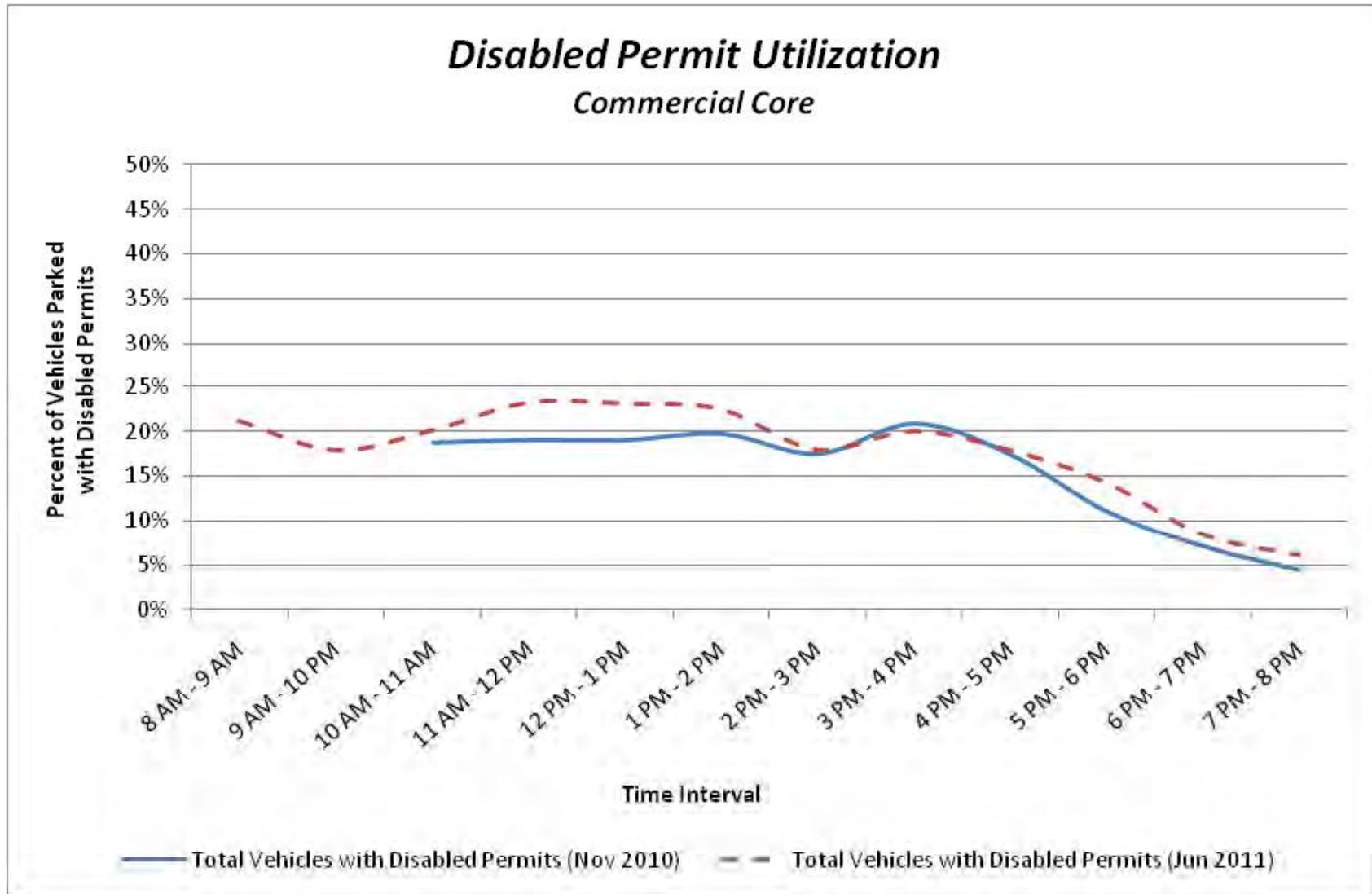
## Examples for Today

- 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

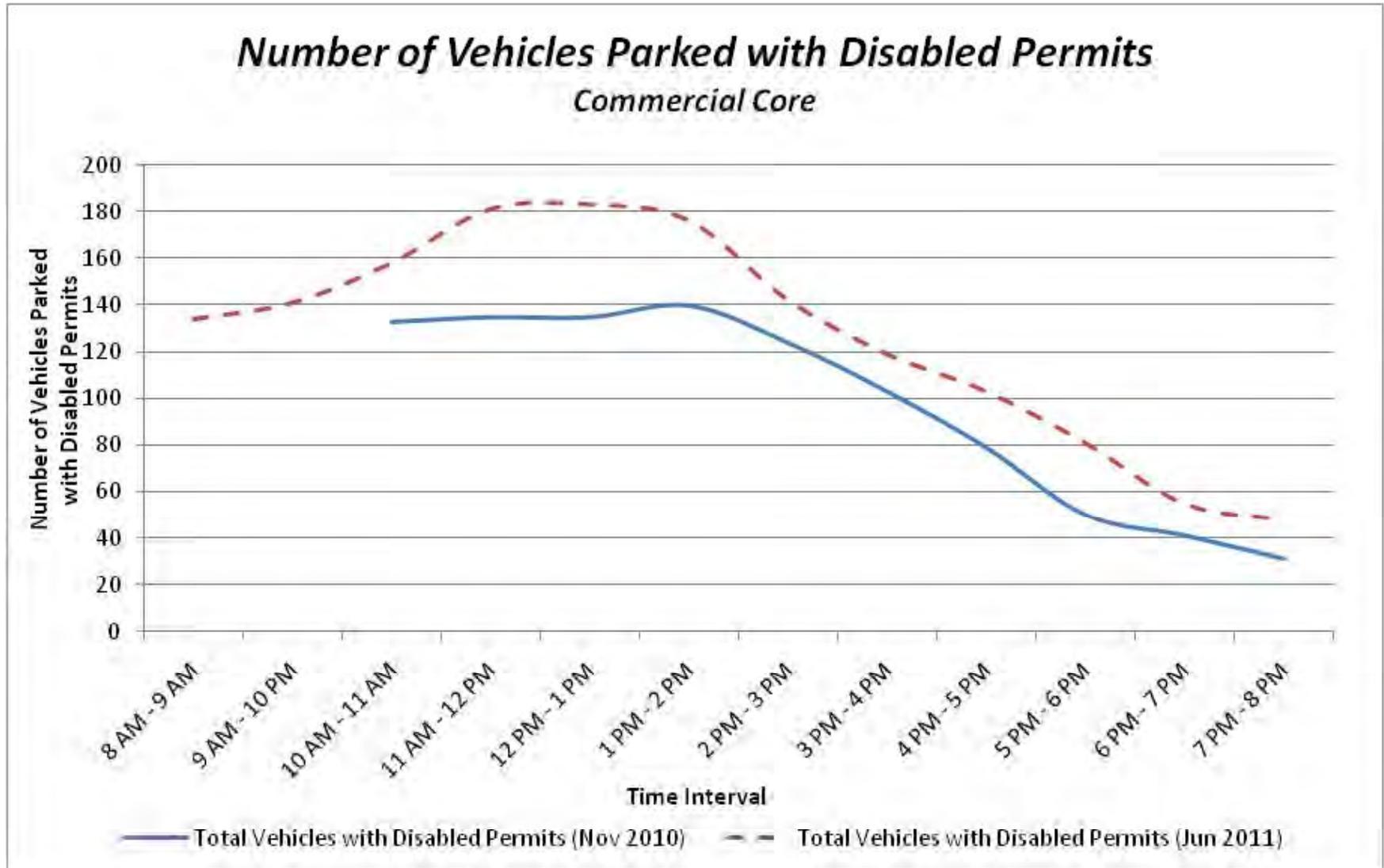
# Commercial Core - Weekday



# Commercial Core - Weekday

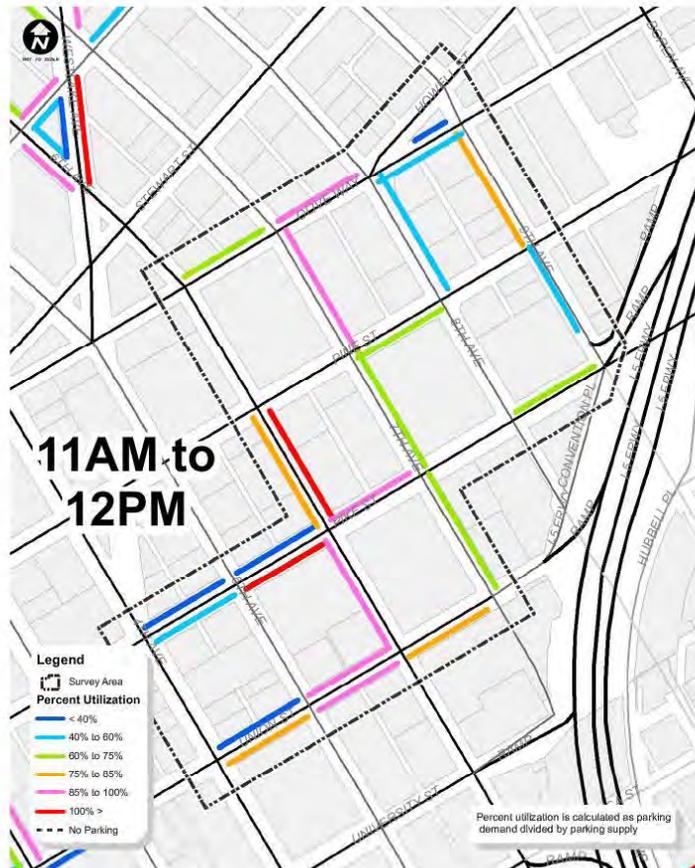


# Commercial Core - Weekday



# Pacific Place

NOV 2010



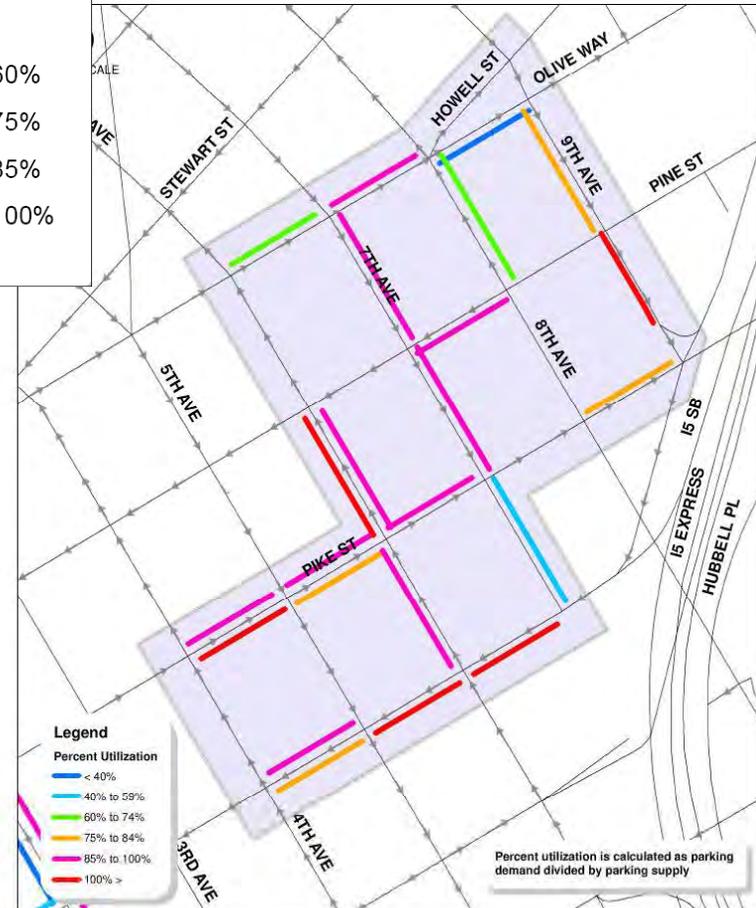
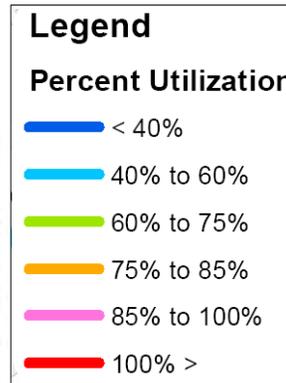
Pacific Place - Hourly Parking Utilization

Seattle Citywide Parking Study  
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FIGURE  
**10B**

JUNE 2011



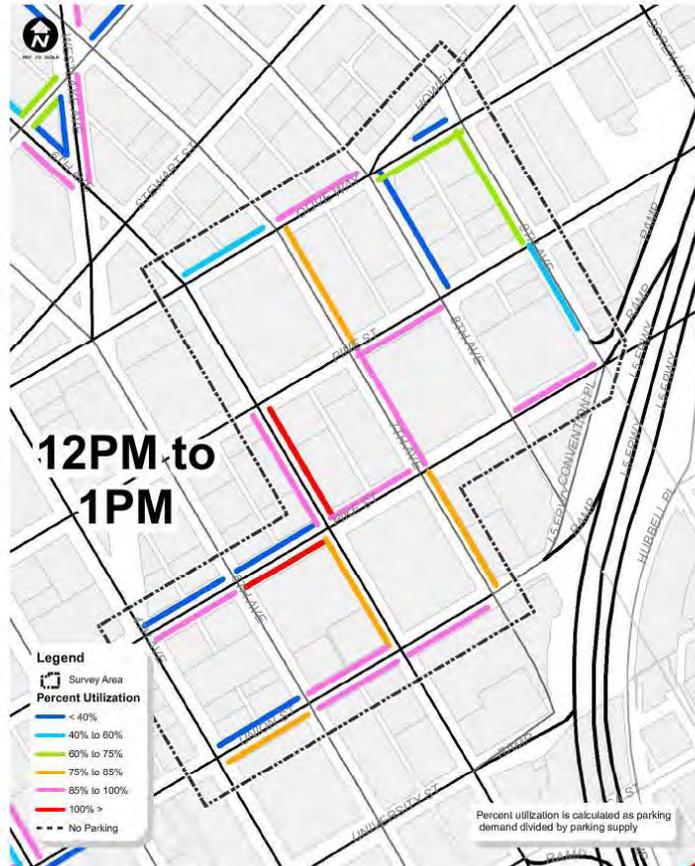
Pacific Place - Hourly Parking Utilization  
Seattle Performance-Based Parking Pricing Study



Tues 6/14/11  
11AM to 12PM

# Pacific Place

NOV 2010



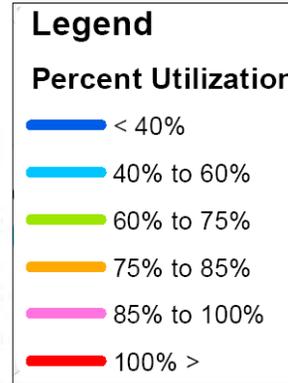
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FIGURE  
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JUNE 2011



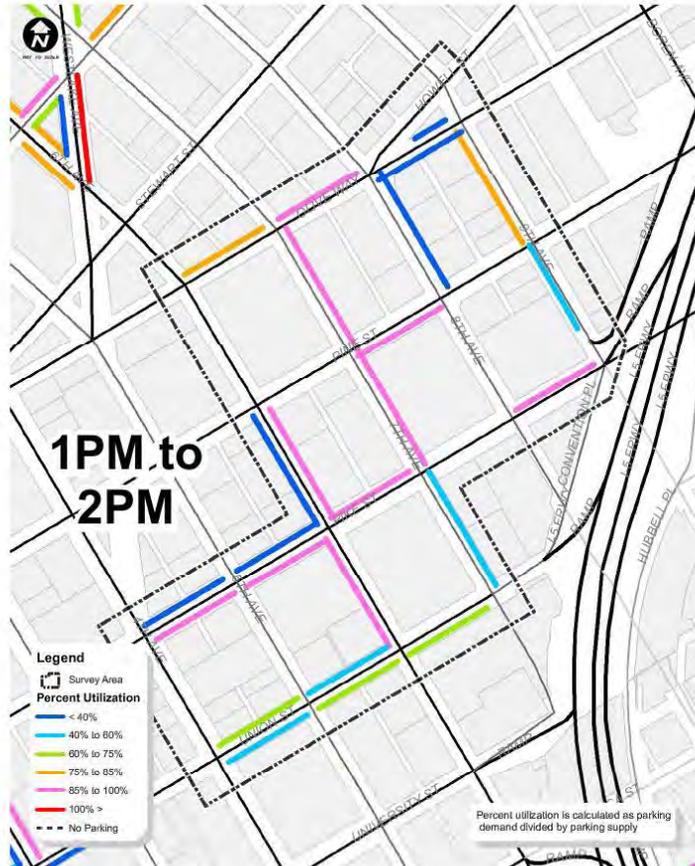
Pacific Place - Hourly Parking Utilization  
Seattle Performance-Based Parking Pricing Study



Tues 6/14/11  
12PM to 1PM

# Pacific Place

NOV 2010



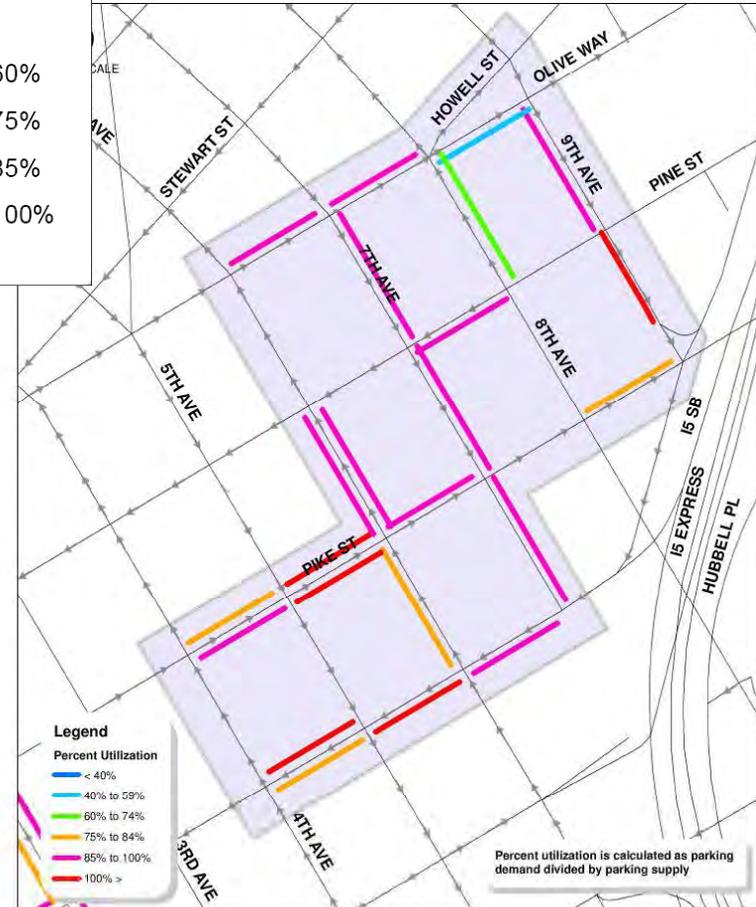
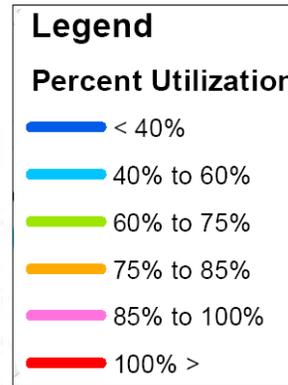
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FIGURE  
**10B**

JUNE 2011



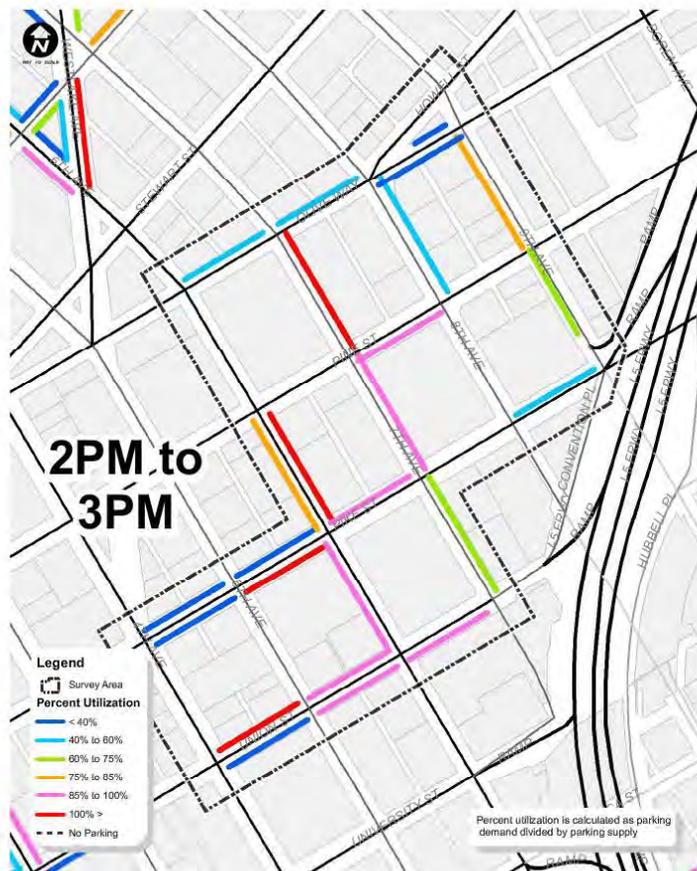
Pacific Place - Hourly Parking Utilization  
Seattle Performance-Based Parking Pricing Study



Tues 6/14/11  
1PM to 2PM

# Pacific Place

NOV 2010



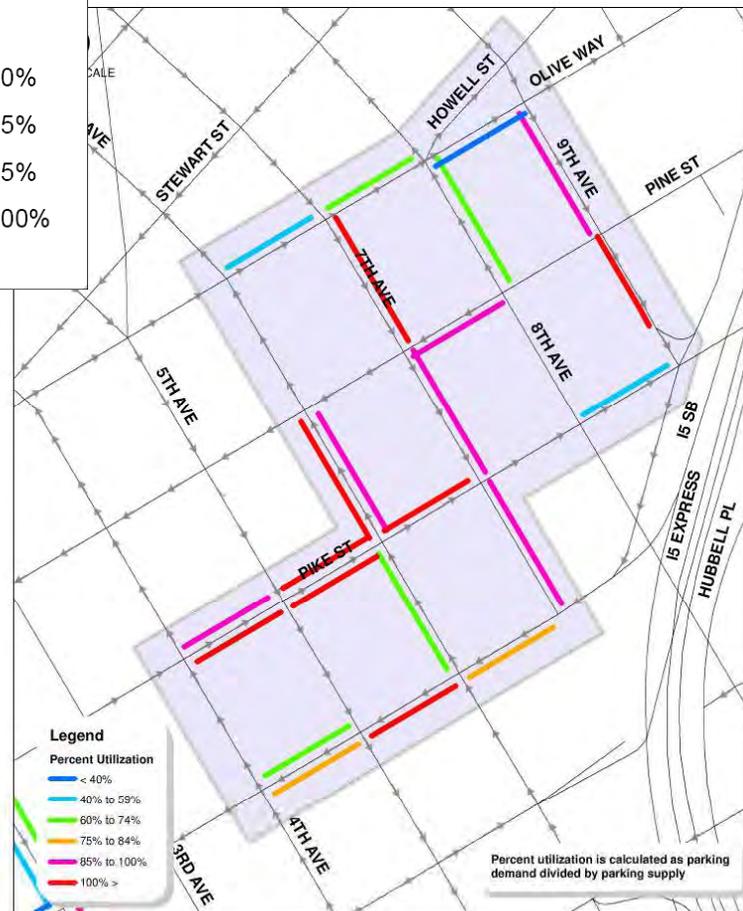
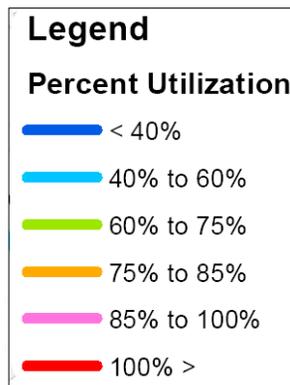
Pacific Place - Hourly Parking Utilization

Seattle Citywide Parking Study  
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FIGURE  
**10B**

JUNE 2011



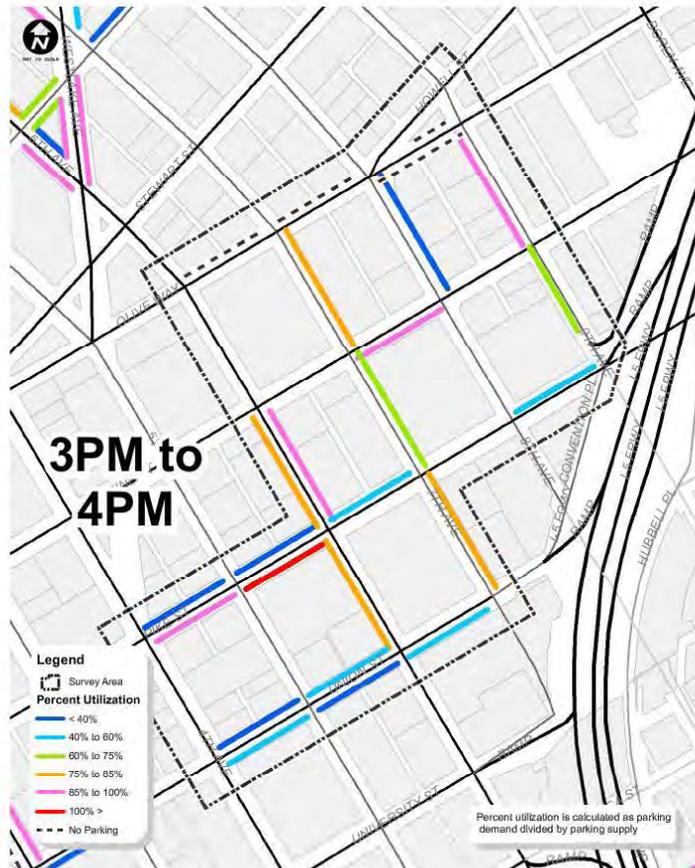
Pacific Place - Hourly Parking Utilization  
Seattle Performance-Based Parking Pricing Study



Tues 6/14/11  
2PM to  
3PM

# Pacific Place

NOV 2010



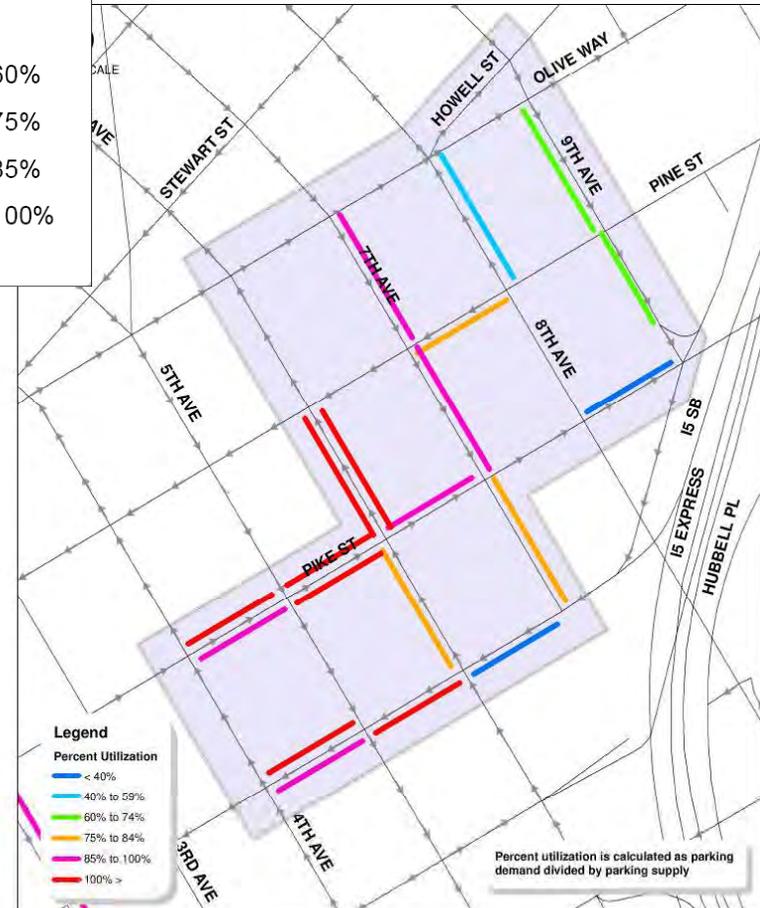
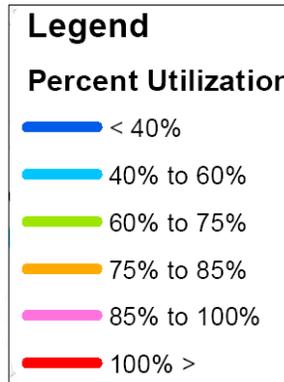
Pacific Place - Hourly Parking Utilization

Seattle Citywide Parking Study  
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FIGURE  
**10B**

JUNE 2011

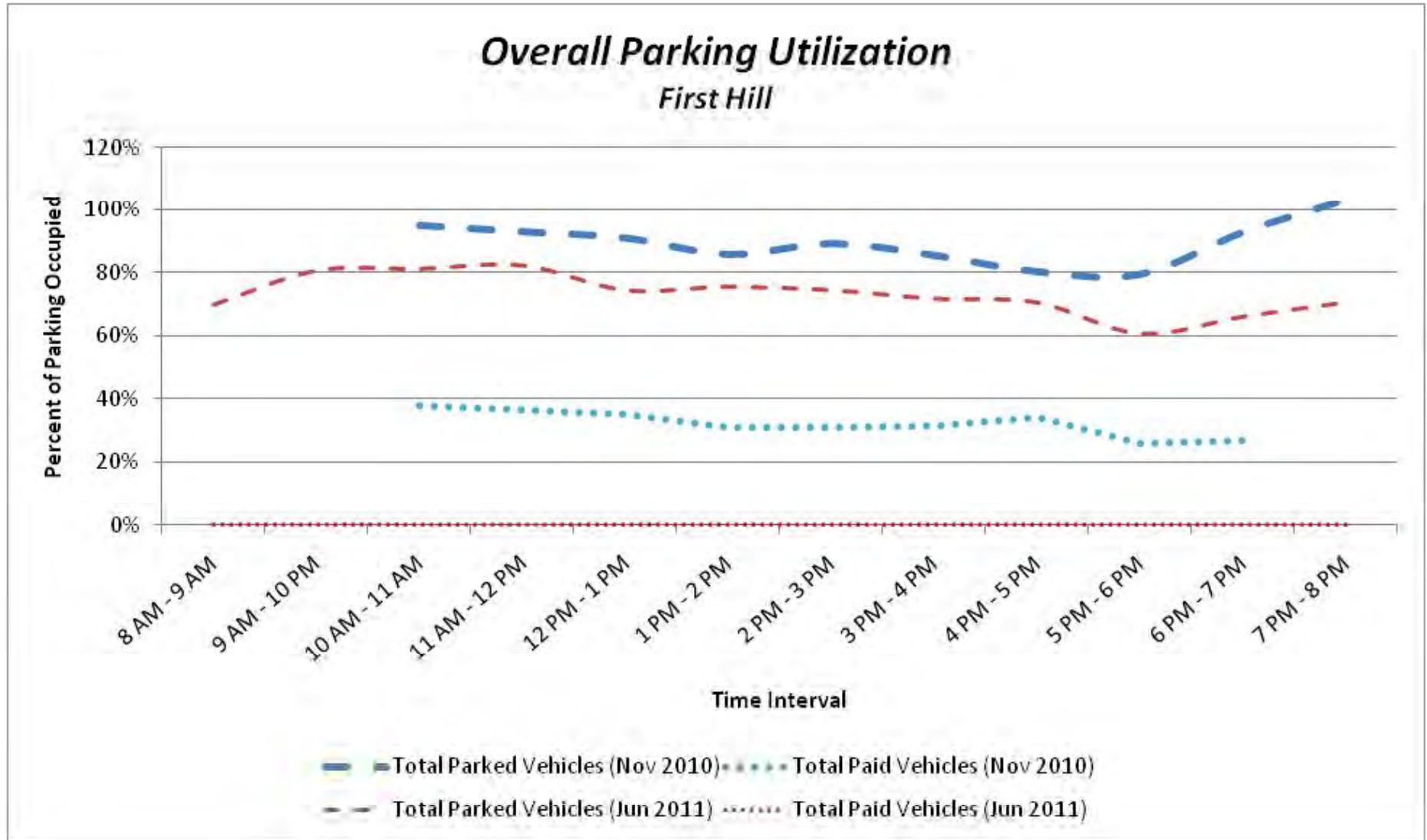


Pacific Place - Hourly Parking Utilization  
Seattle Performance-Based Parking Pricing Study

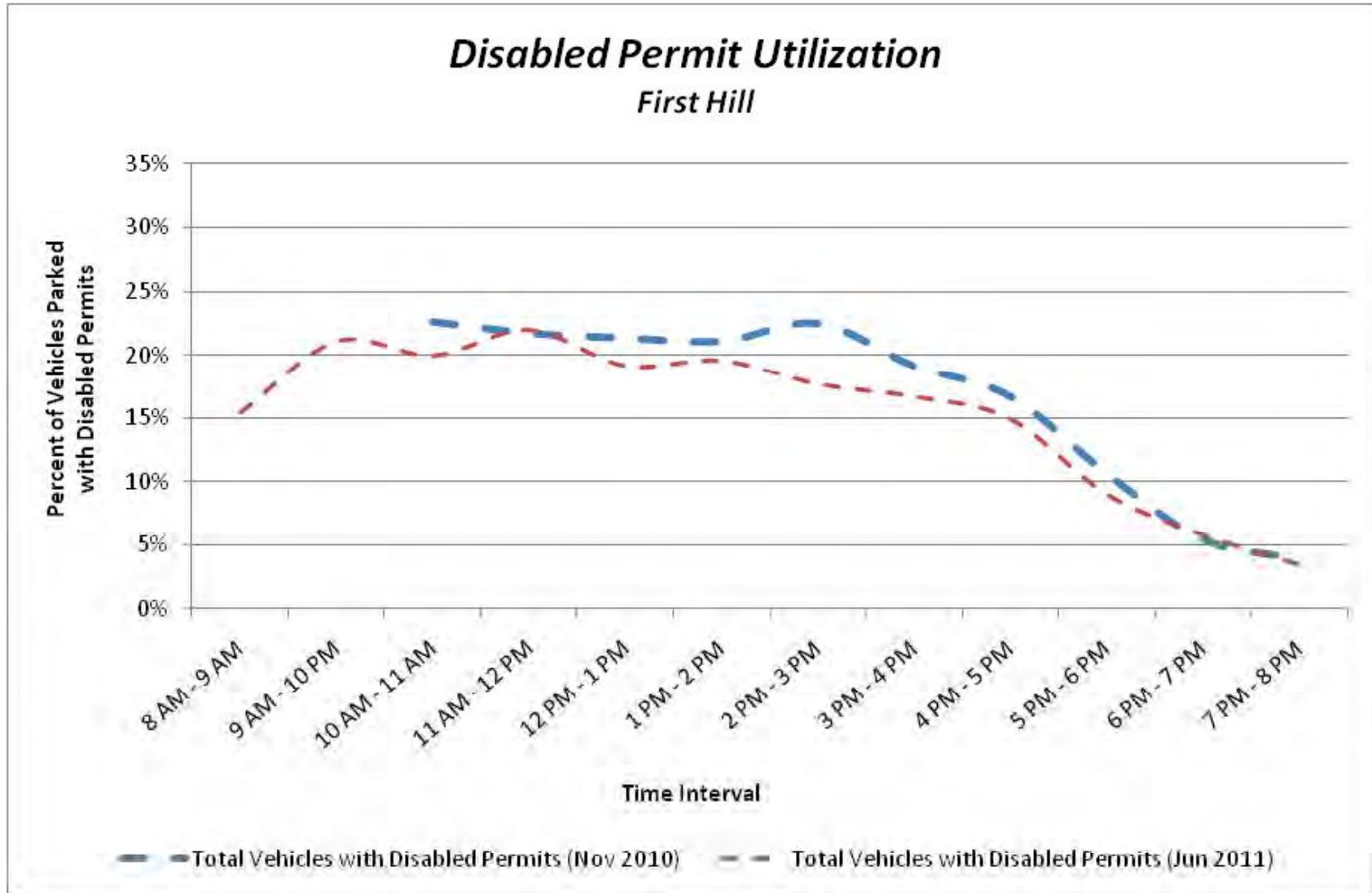


Tues 6/14/11  
3PM to  
4PM

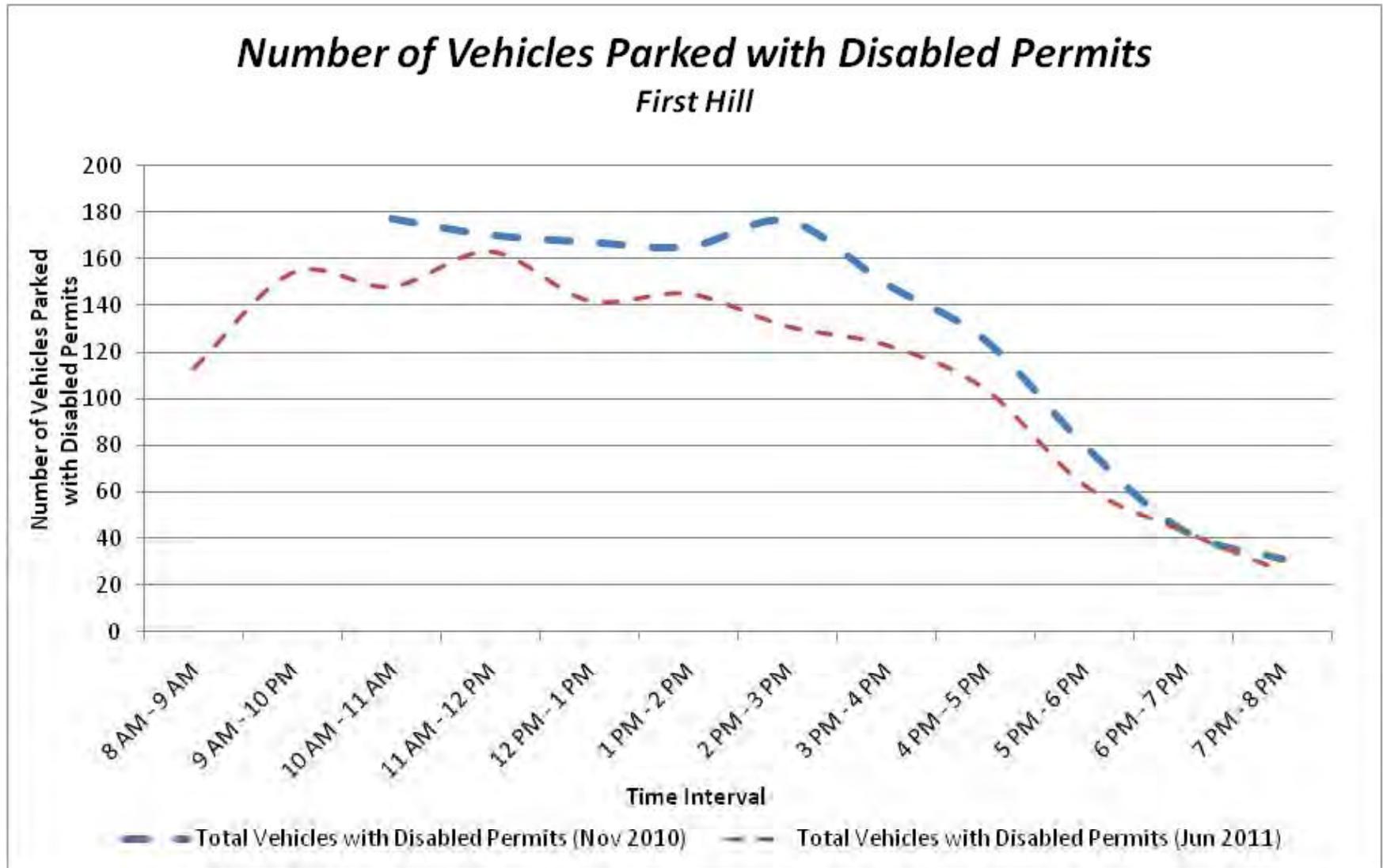
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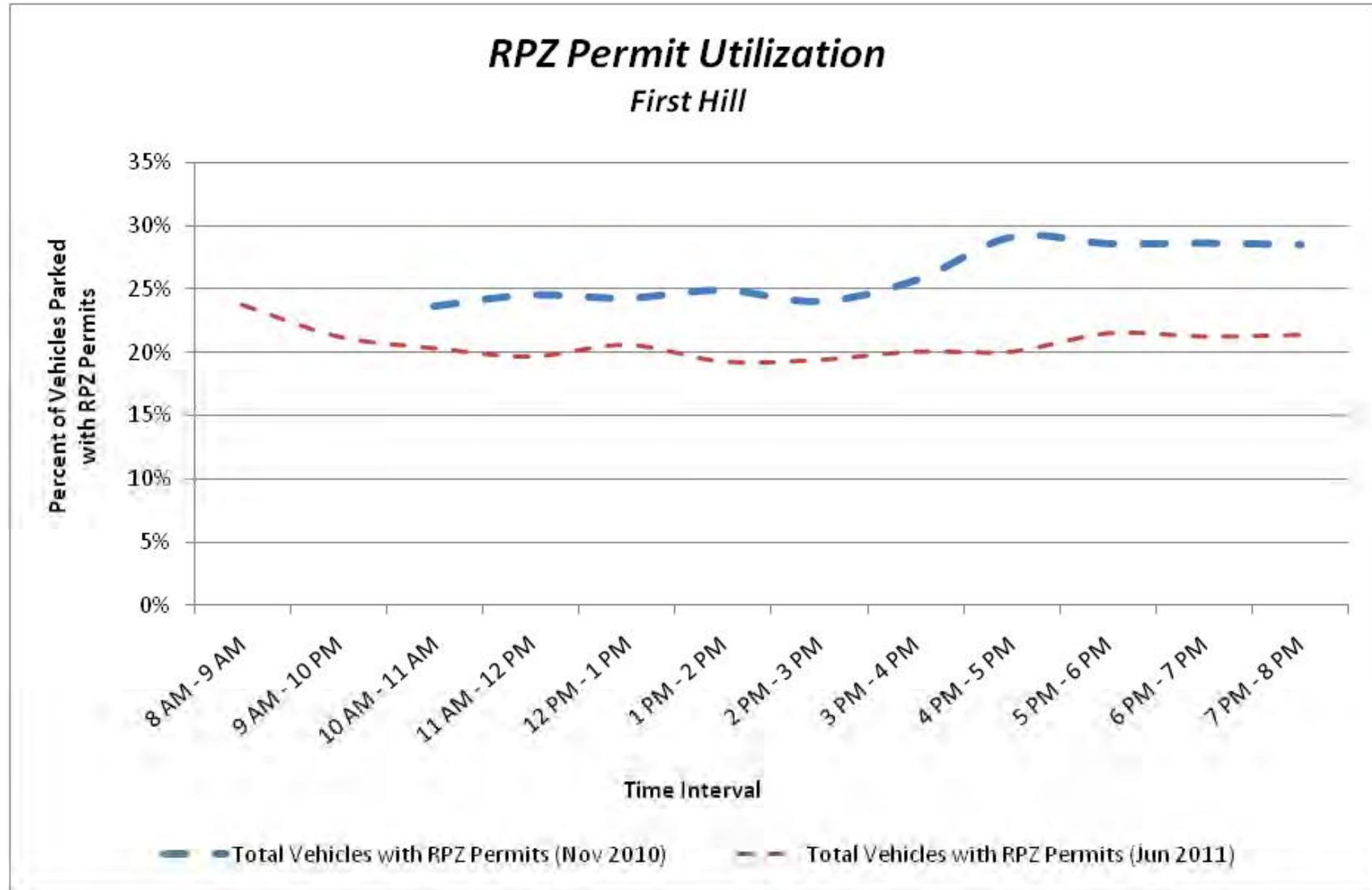
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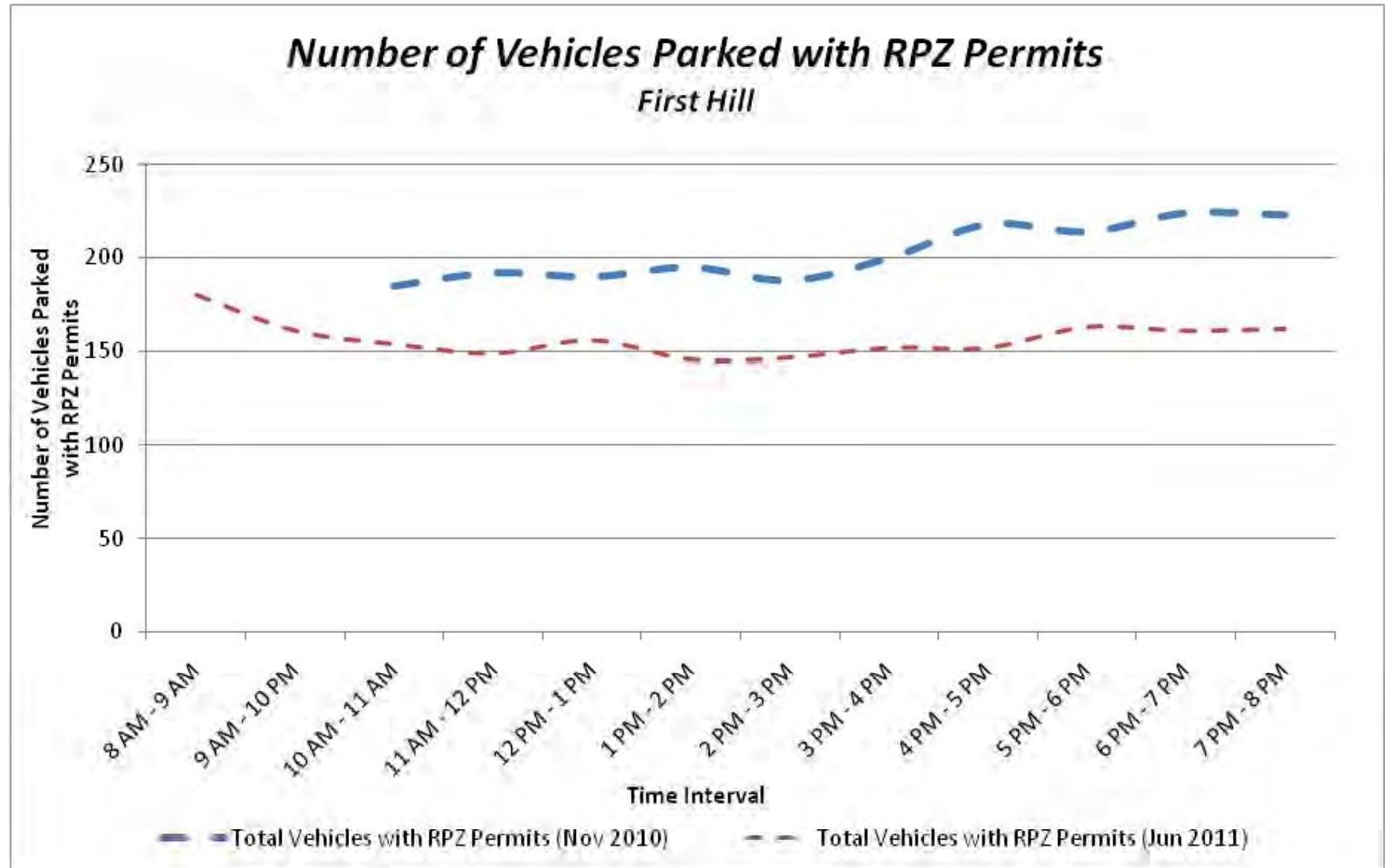
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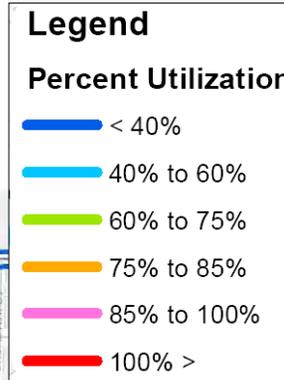


# First Hill - Weekday

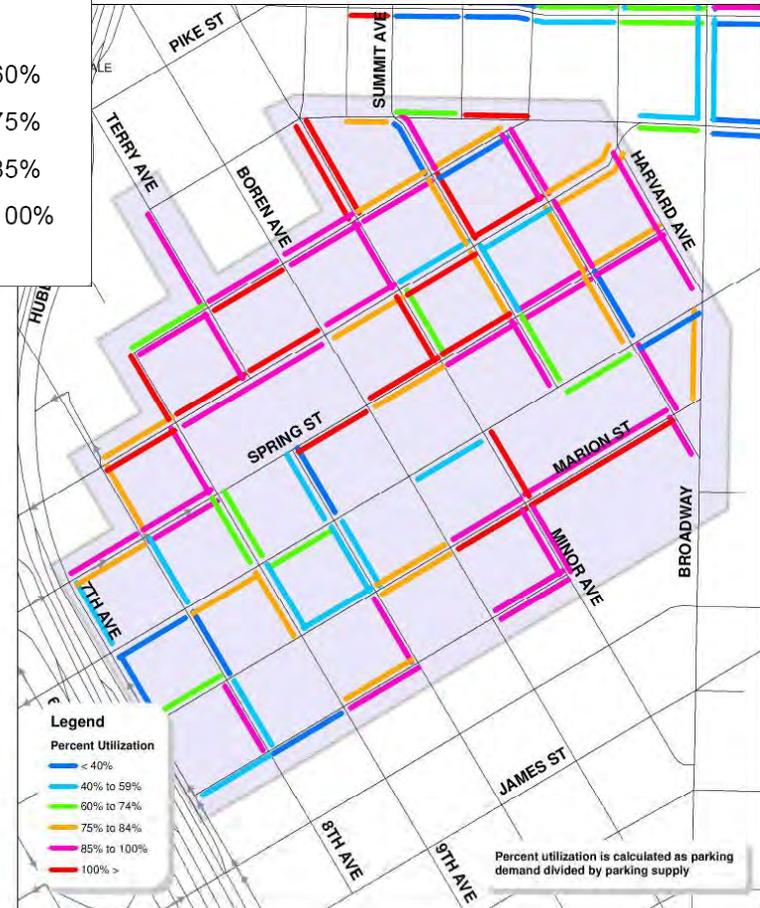


# First Hill

**NOV 2010**



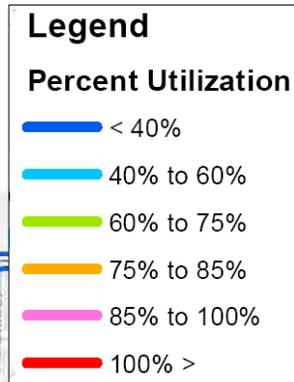
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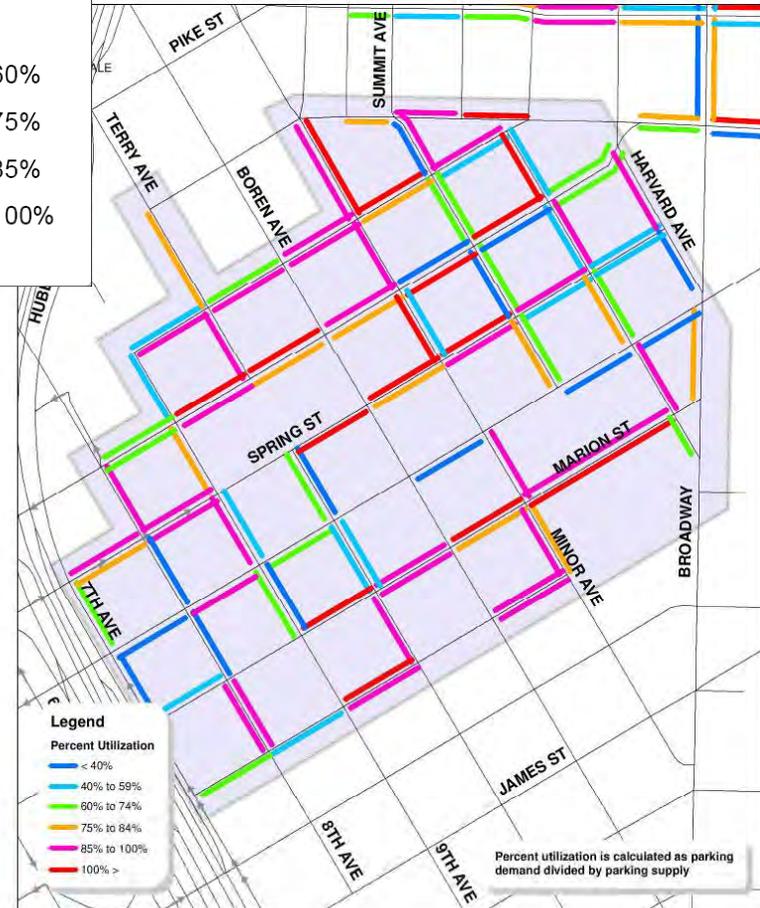
**First Hill - Hourly Parking Utilization**  
Seattle Performance-Based Parking Pricing Study

# First Hill

**NOV 2010**



**JUNE 2011**

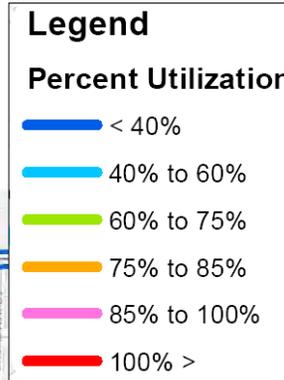


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Seattle Performance-Based Parking Pricing Study

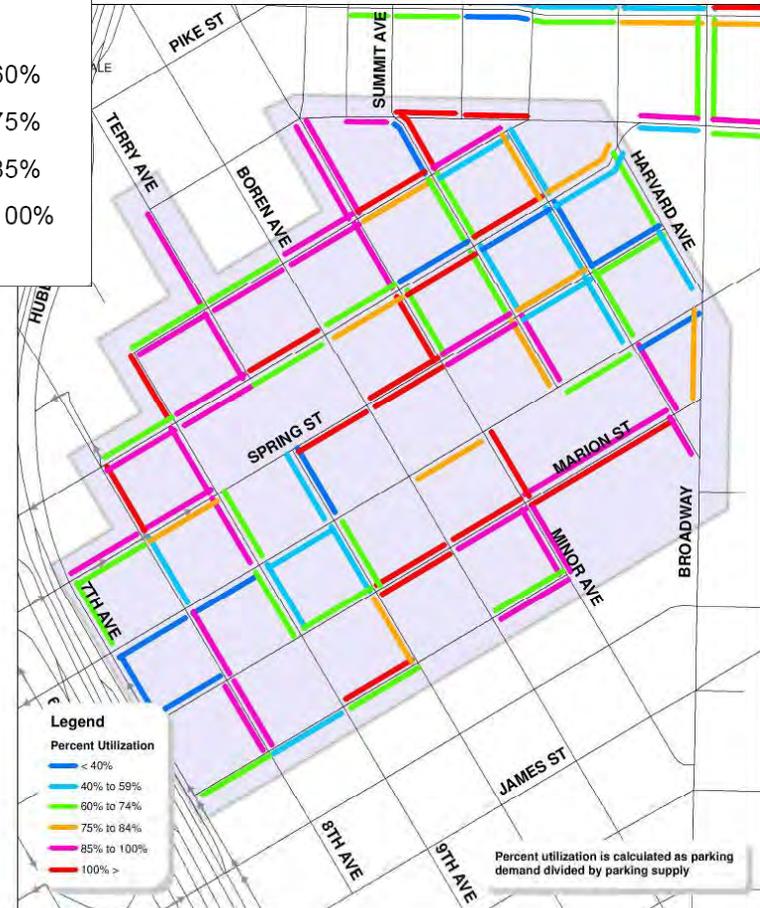
Wed 6/15/11  
**12PM to 1PM**

# First Hill

**NOV 2010**



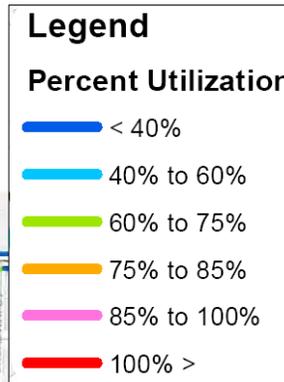
**JUNE 2011**



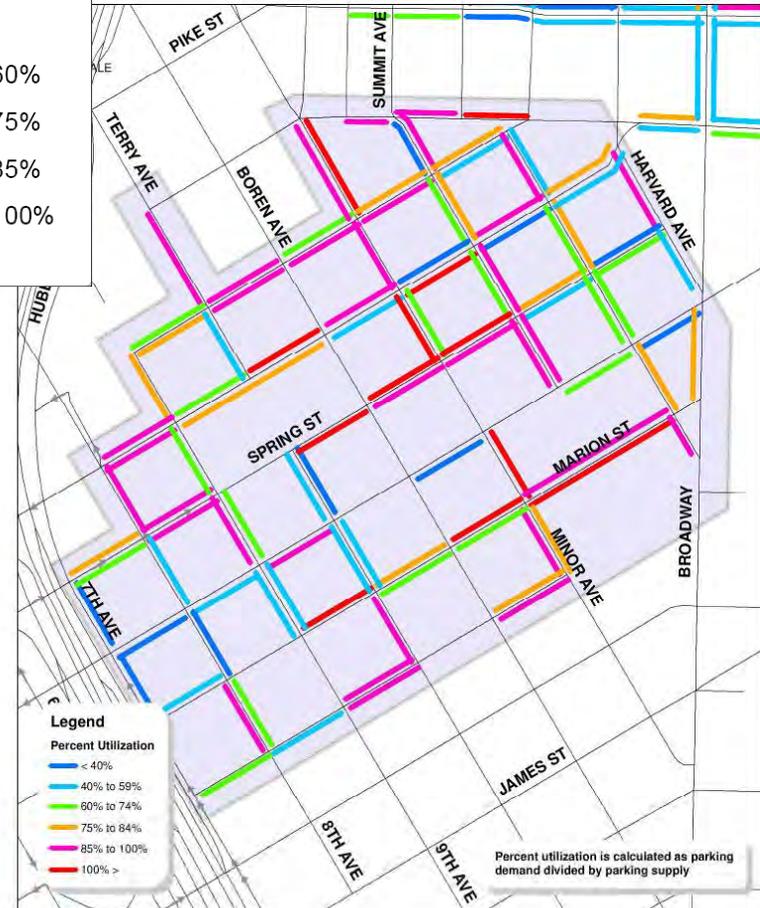
**First Hill - Hourly Parking Utilization**  
Seattle Performance-Based Parking Pricing Study

# First Hill

**NOV 2010**



**JUNE 2011**

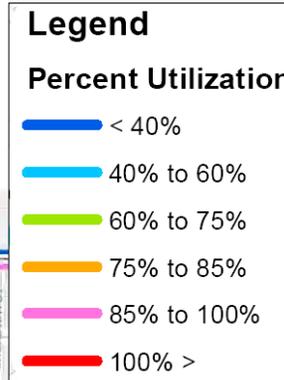


**First Hill - Hourly Parking Utilization**  
Seattle Performance-Based Parking Pricing Study

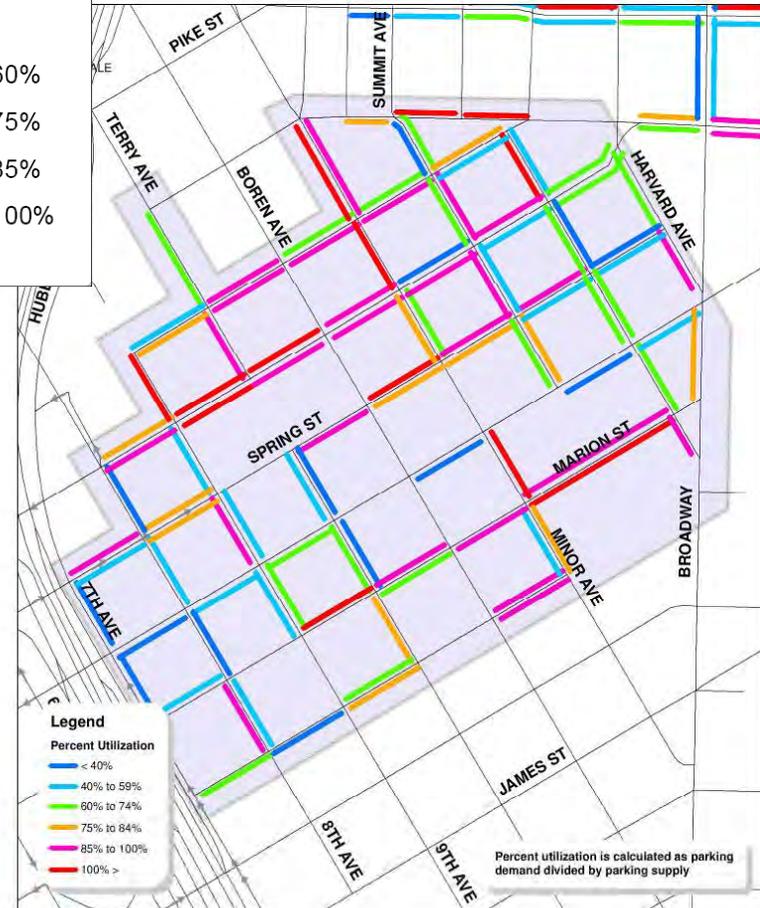
Wed 6/15/11  
2PM to 3PM

# First Hill

**NOV 2010**



**JUNE 2011**



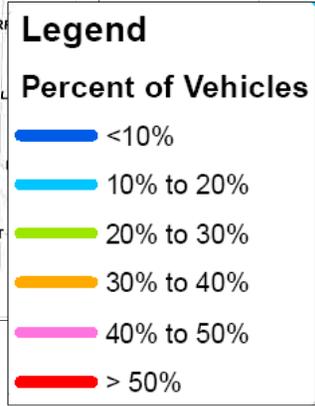
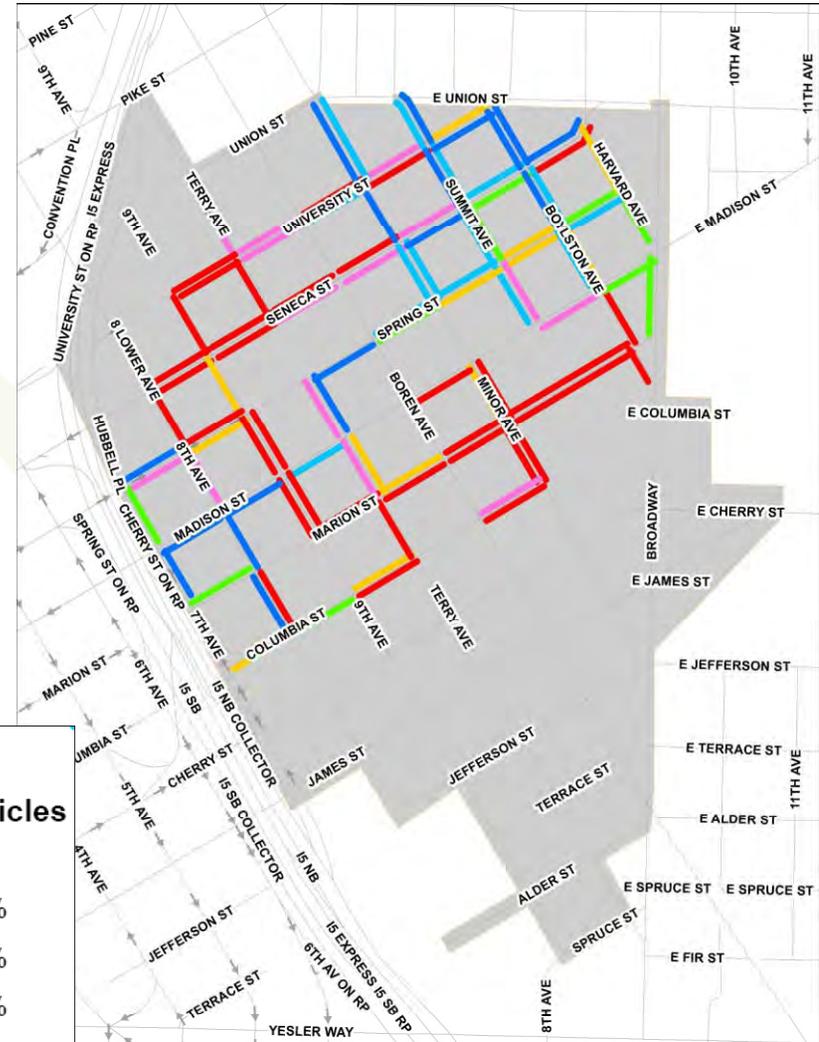
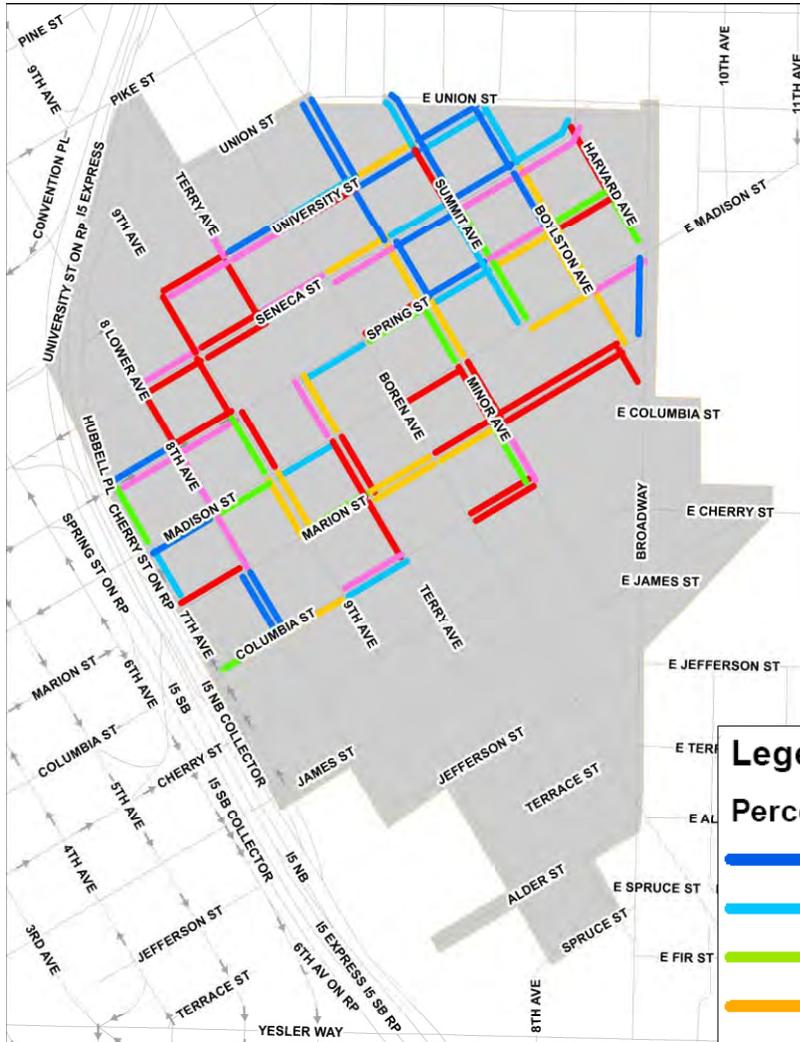
**First Hill - Hourly Parking Utilization**  
Seattle Performance-Based Parking Pricing Study

Wed 6/15/11  
3PM to 4PM

# Peak Disabled Permit Usage

NOV 2010

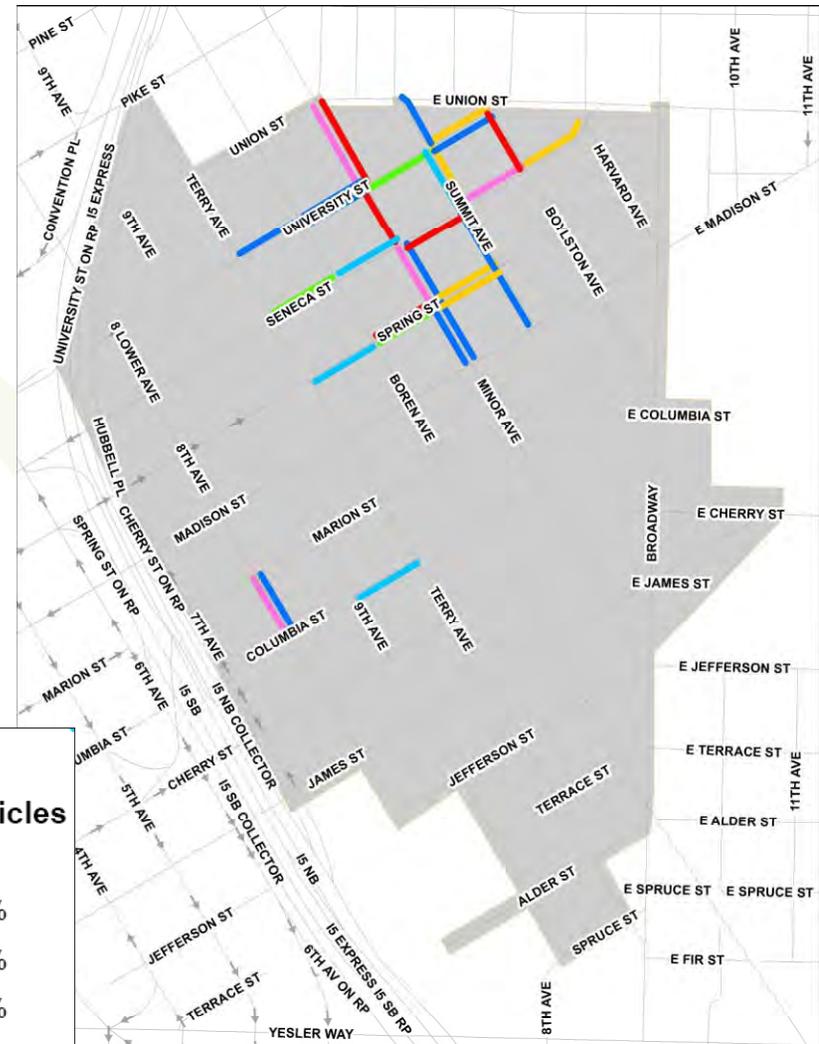
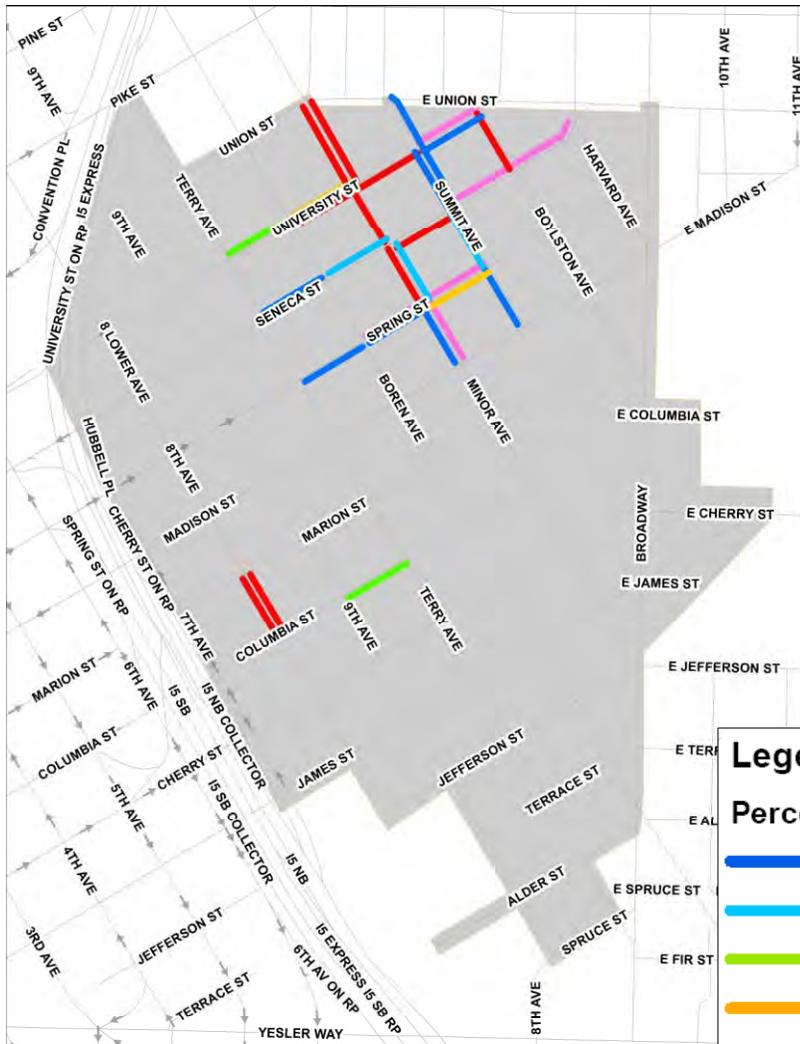
JUNE 2011



# Average Residential Permit Usage

NOV 2010

JUNE 2011

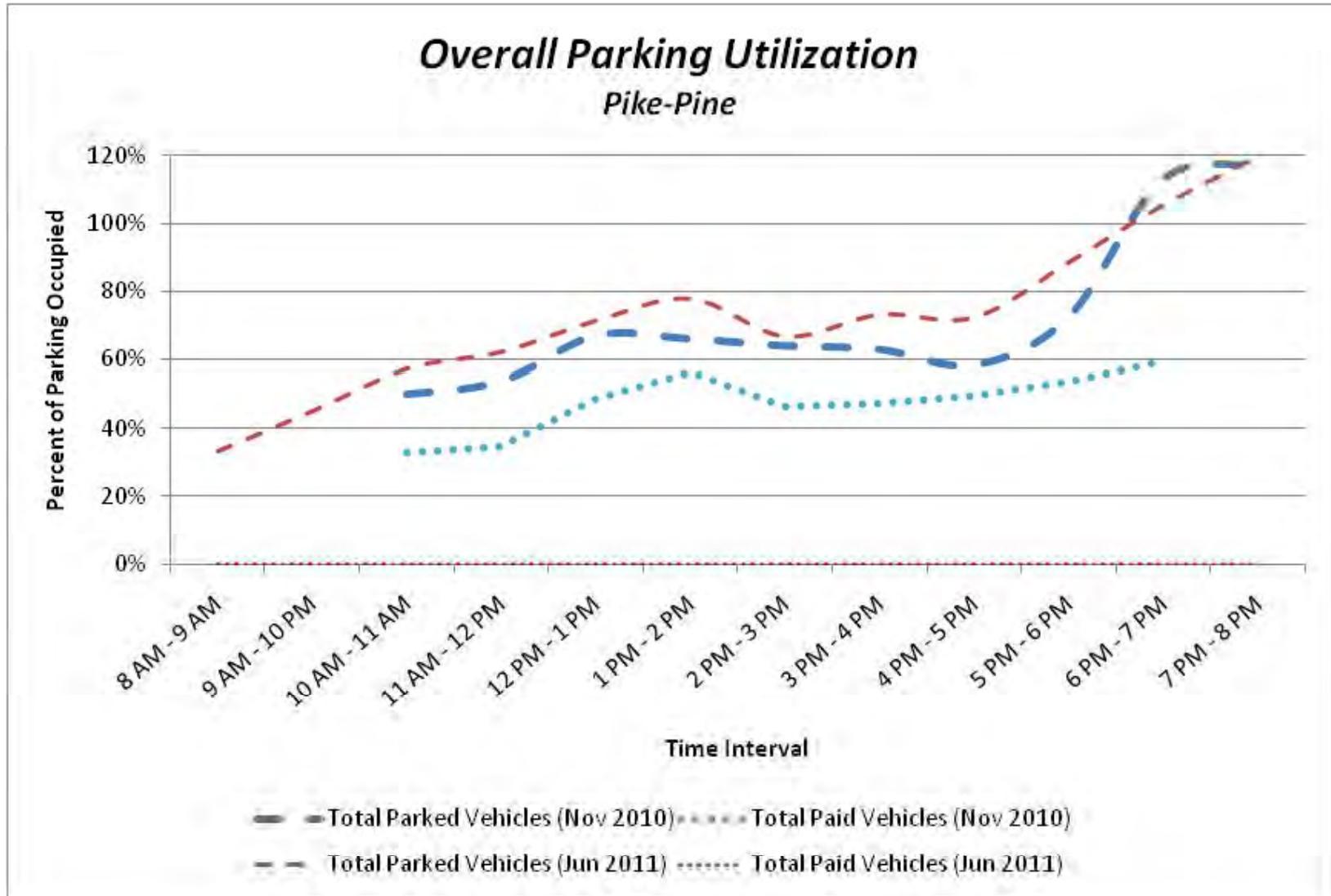


**Legend**

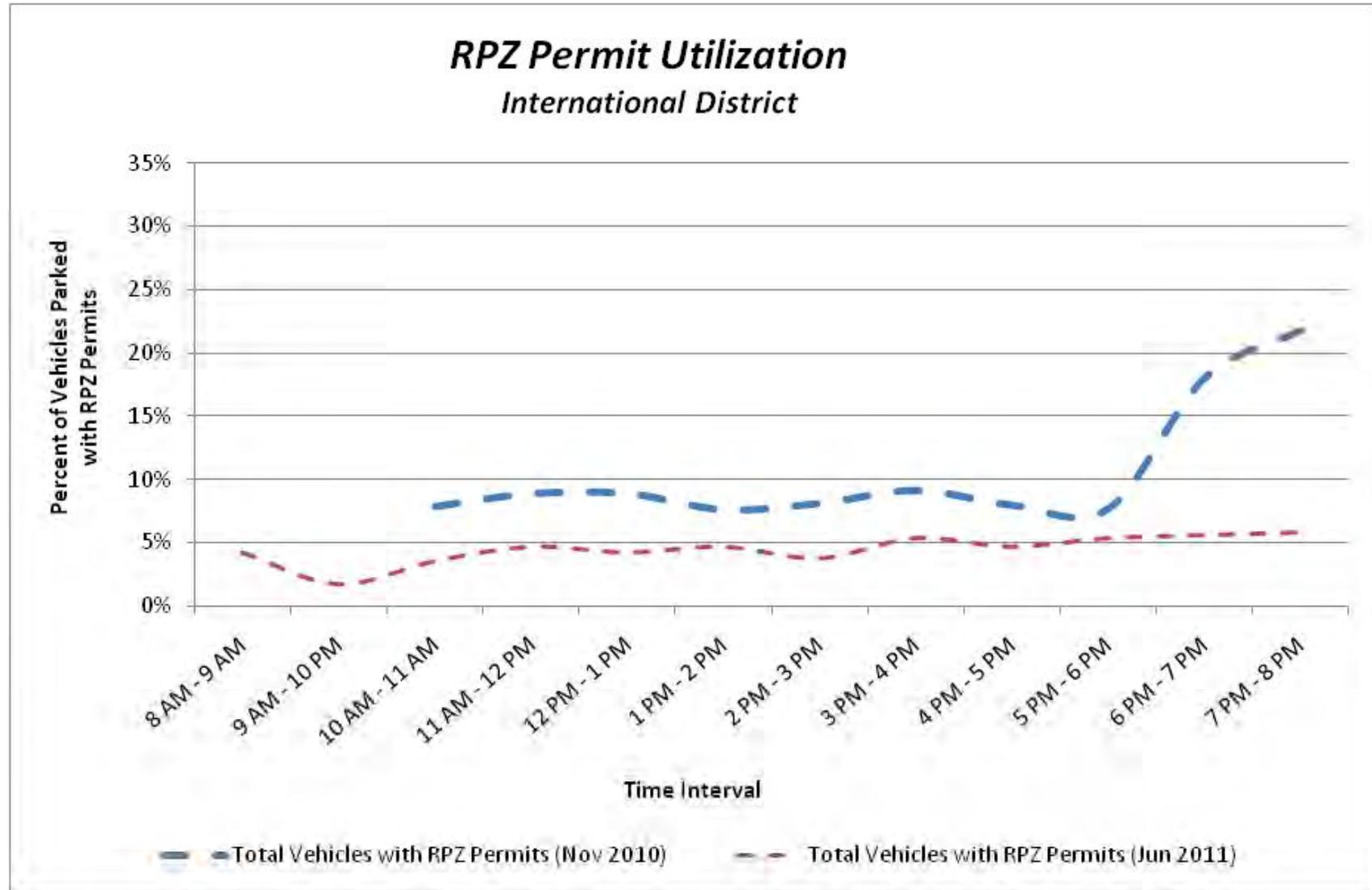
**Percent of Vehicles**

- <10%
- 10% to 20%
- 20% to 30%
- 30% to 40%
- 40% to 50%
- > 50%

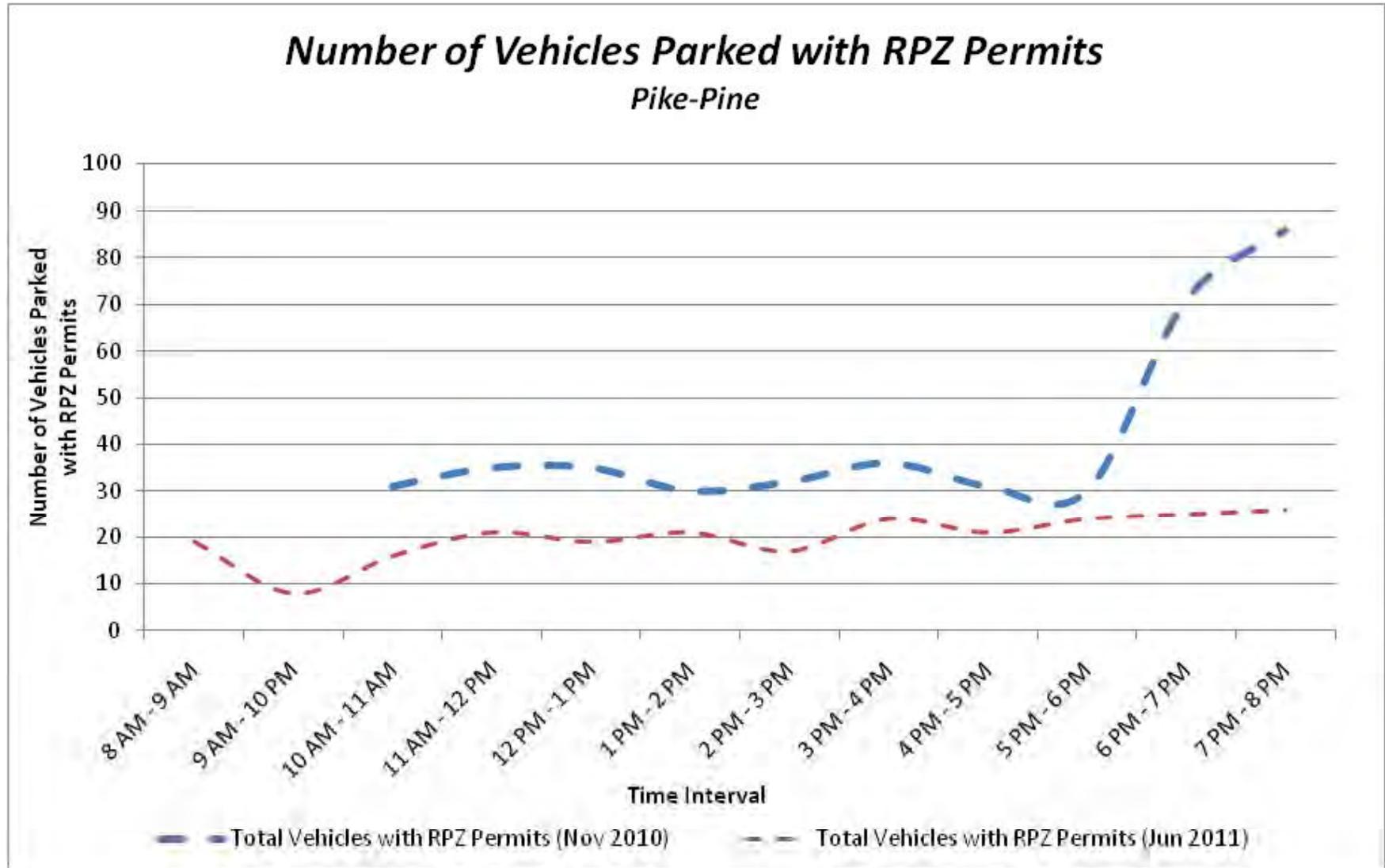
# Pike-Pine - Weekday



# Pike-Pine - Weekday



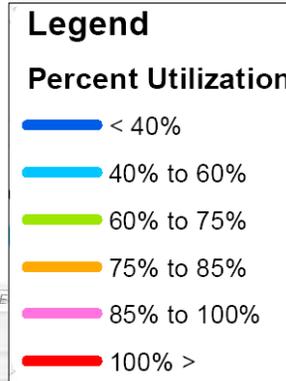
# Pike-Pine - Weekday



# Pike-Pine - Weekday

NOV 2010

JUNE 2011



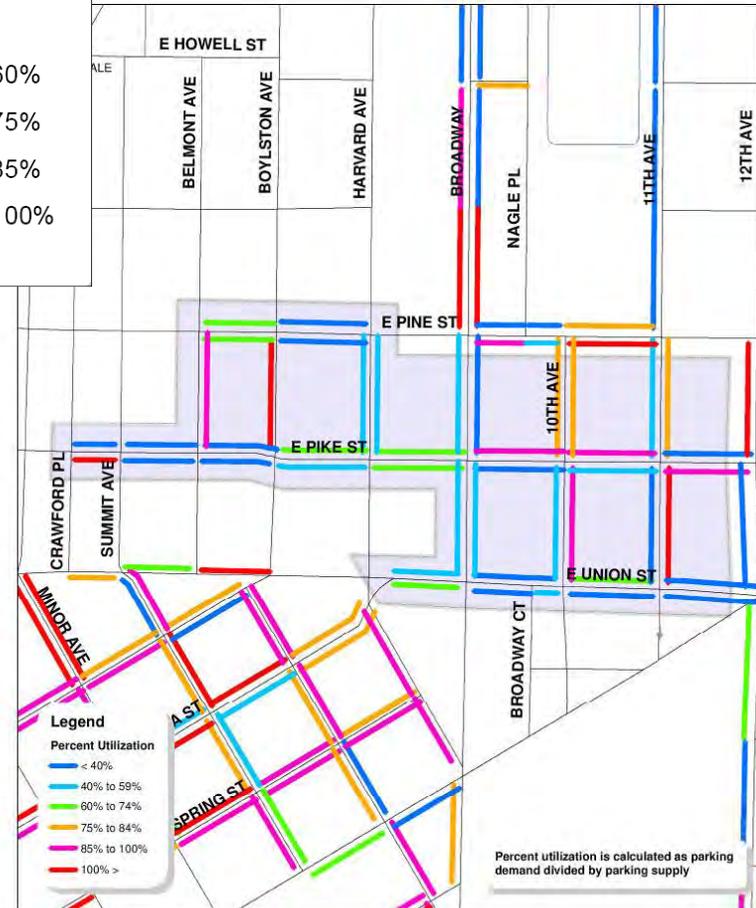
Pike-Pine - Hourly Parking Utilization

Seattle Citywide Parking Study

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FIGURE  
**16B**



Pike-Pine - Hourly Parking Utilization

Seattle Performance-Based Parking Pricing Study

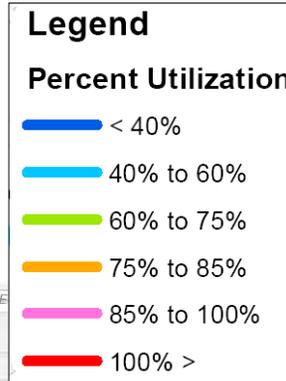


Wed 6/15/11  
11AM to  
12PM

# Pike-Pine - Weekday

NOV 2010

JUNE 2011



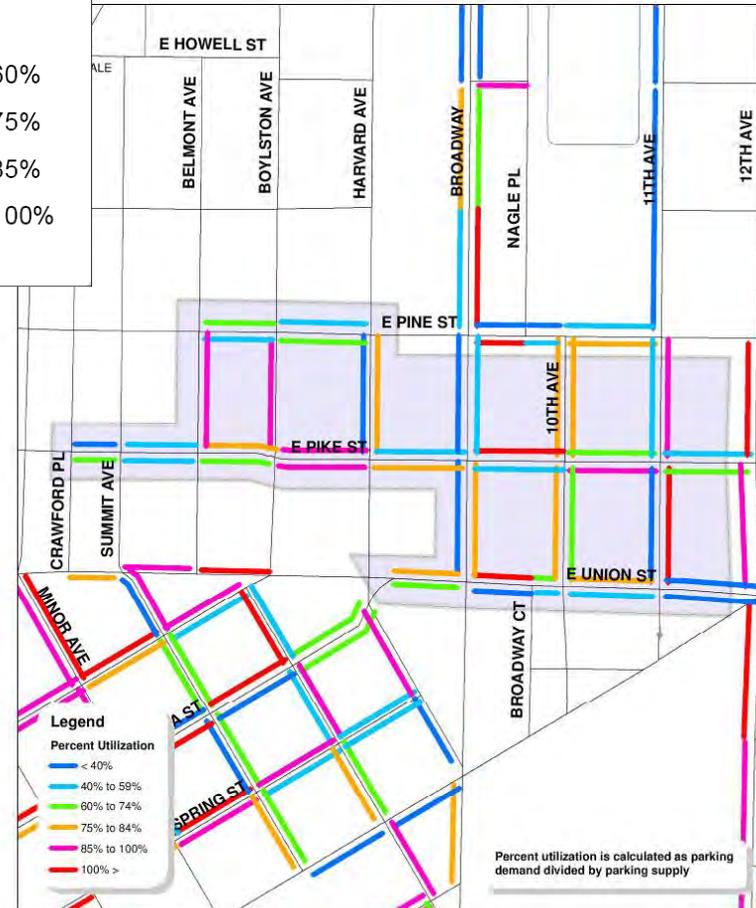
Pike-Pine - Hourly Parking Utilization

Seattle Citywide Parking Study

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FIGURE  
**16B**



Pike-Pine - Hourly Parking Utilization

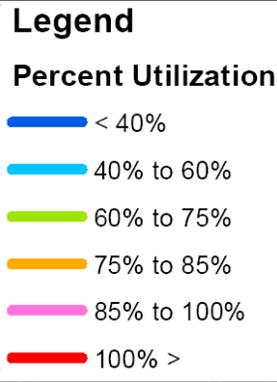
Seattle Performance-Based Parking Pricing Study



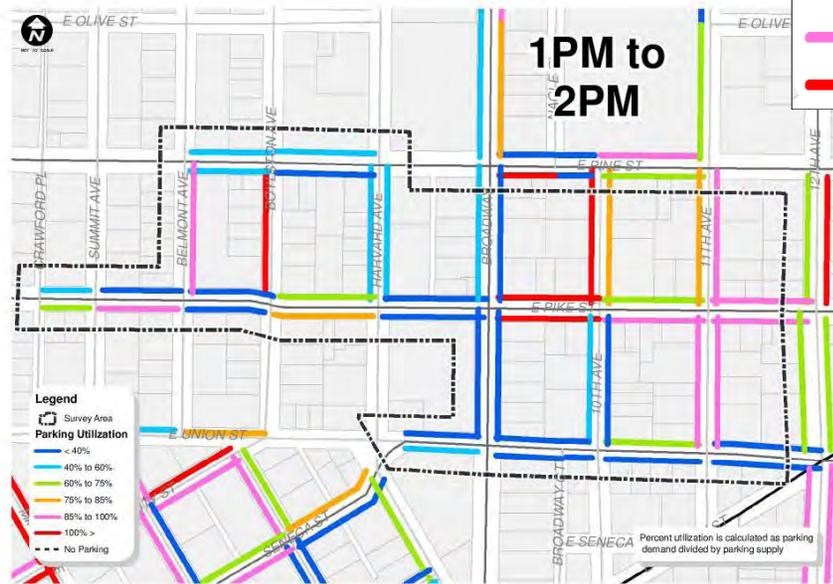
Wed 6/15/11  
12PM to  
1PM

# Pike-Pine - Weekday

NOV 2010



JUNE 2011



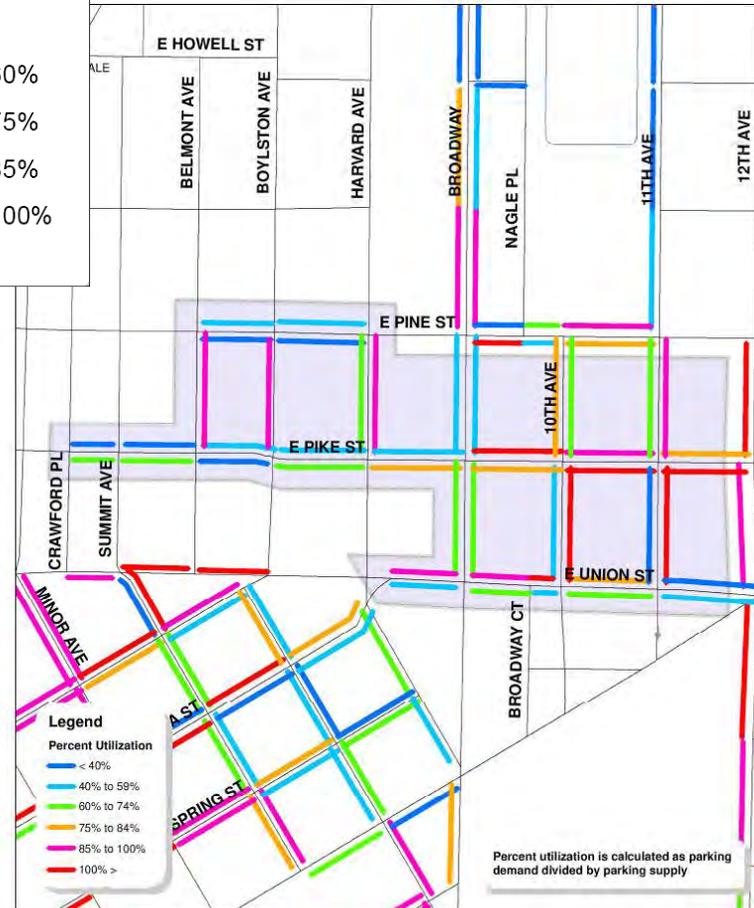
Pike-Pine - Hourly Parking Utilization

Seattle Citywide Parking Study

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FIGURE  
**16B**



Pike-Pine - Hourly Parking Utilization

Seattle Performance-Based Parking Pricing Study

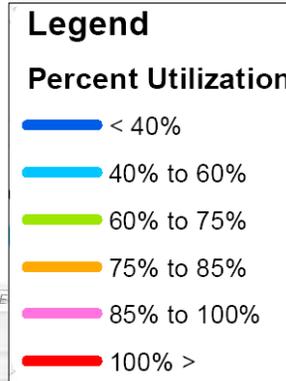


Wed 6/15/11  
1PM to  
2PM

# Pike-Pine - Weekday

NOV 2010

JUNE 2011



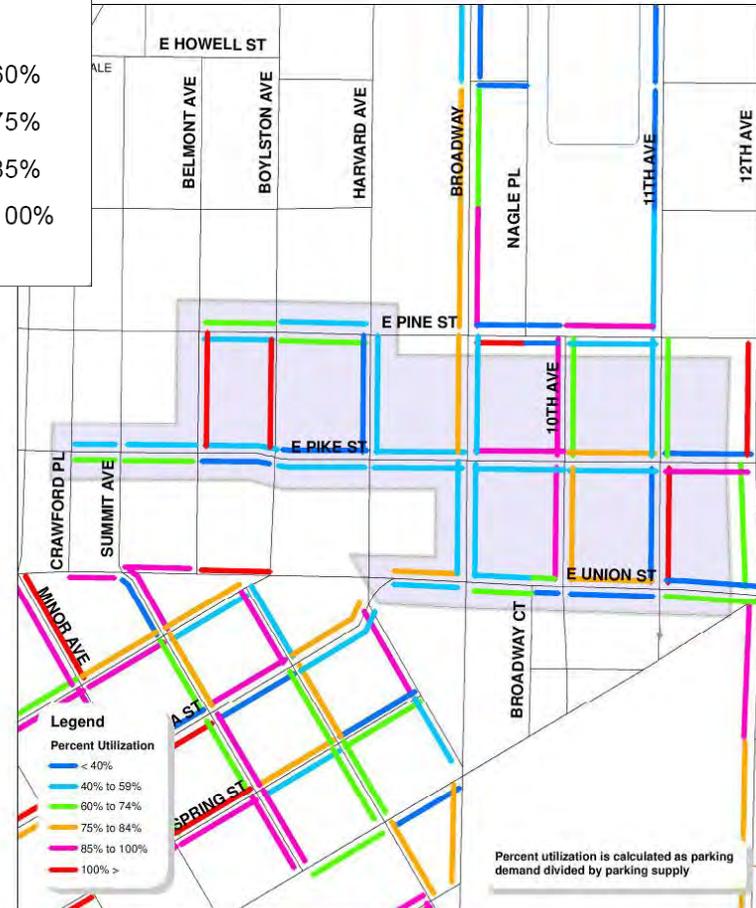
Pike-Pine - Hourly Parking Utilization

Seattle Citywide Parking Study

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FIGURE  
**16B**



Pike-Pine - Hourly Parking Utilization

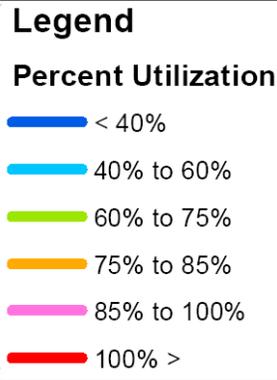
Seattle Performance-Based Parking Pricing Study



Wed 6/15/11  
2PM to  
3PM

# Pike-Pine - Weekday

NOV 2010



Pike-Pine - Hourly Parking Utilization

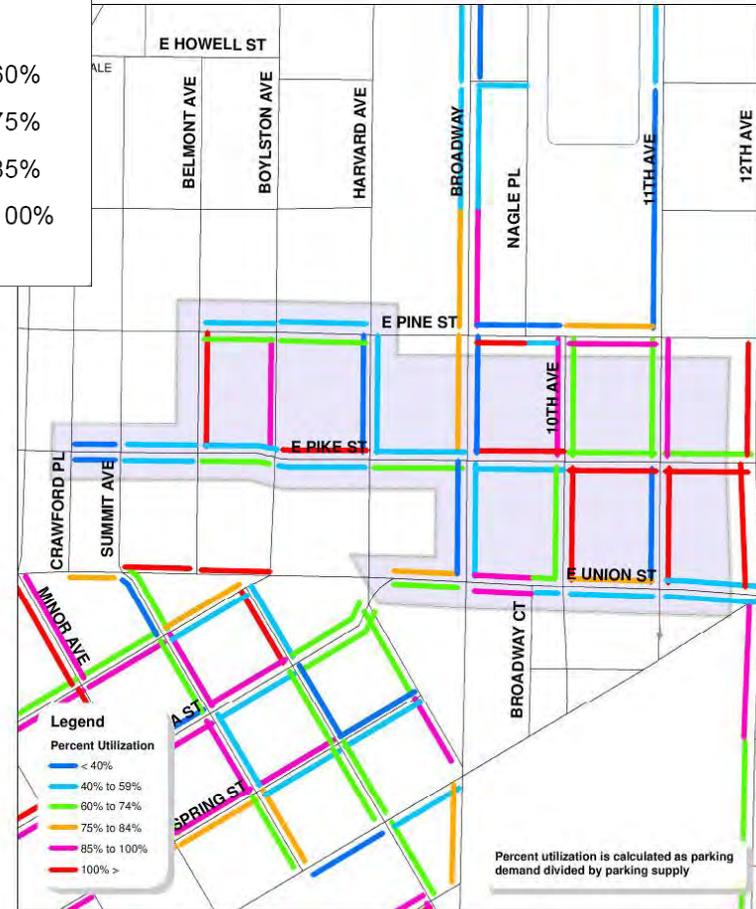
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FIGURE  
**16B**

JUNE 2011



Pike-Pine - Hourly Parking Utilization

Seattle Performance-Based Parking Pricing Study

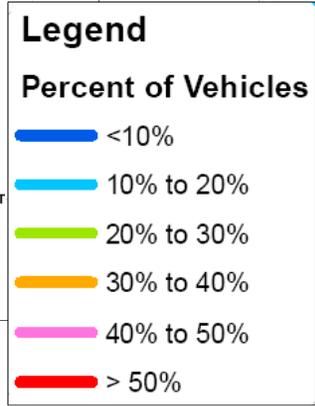
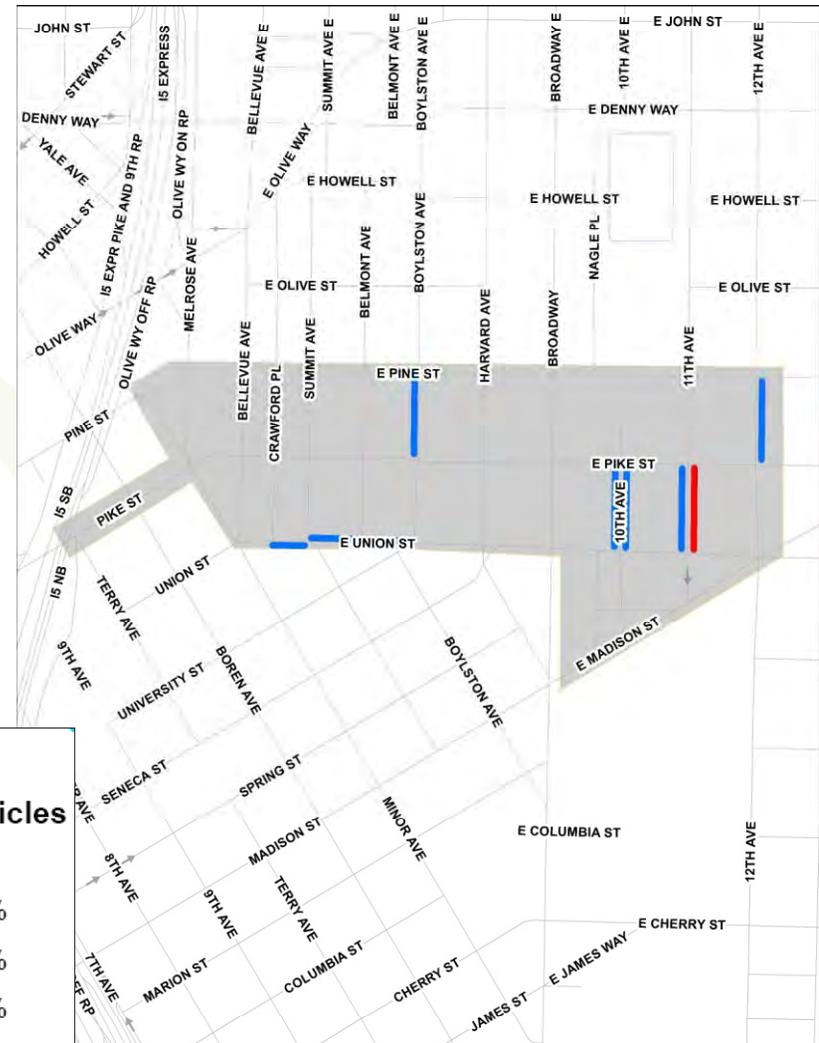
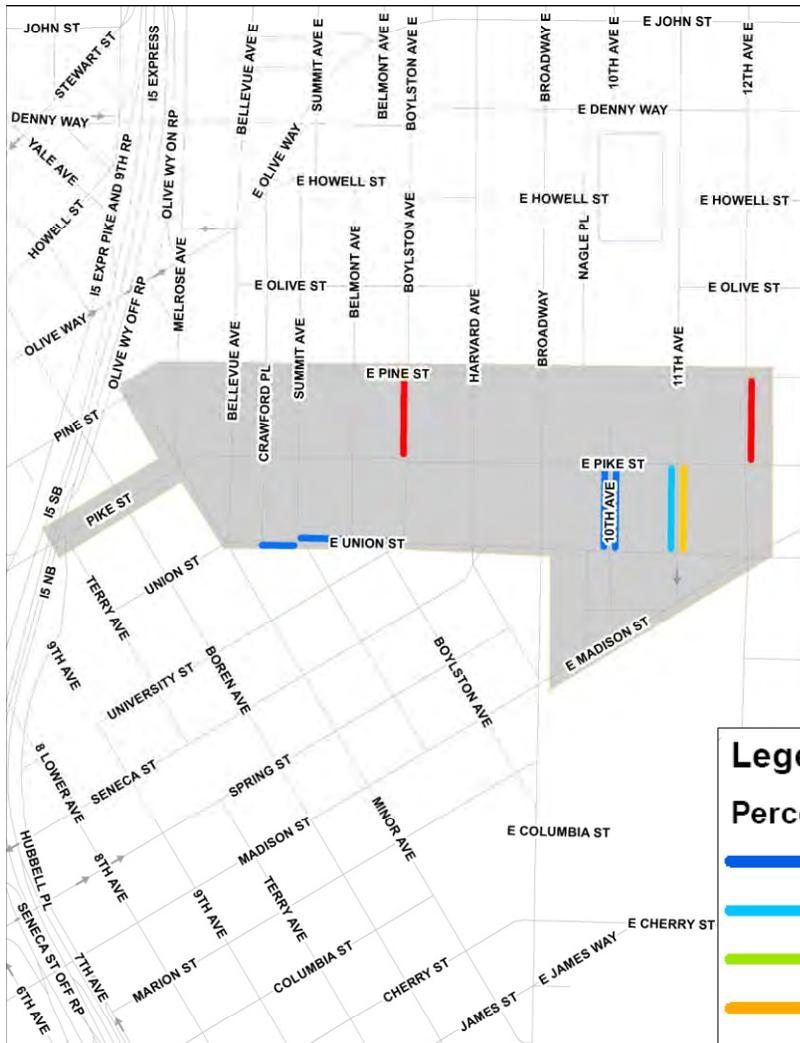


Wed 6/15/11  
3PM to  
4PM

# Average Residential Permit Usage

NOV 2010

JUNE 2011



# Q & A

## General Discussion

*Public Comment*  
~  
*Wrap-up & Next Steps*

# Sounding Board Schedule

| Today                    | June 23                                                                                   | July 14                                                             | August 4                     |
|--------------------------|-------------------------------------------------------------------------------------------|---------------------------------------------------------------------|------------------------------|
| Today – questions/ ideas | Discussion with outside expert panel and identification of preliminary pricing strategies | Review of data results and assessment of parking pricing strategies | Review of draft final report |

*Thank You!*

(See You All Again on August 4<sup>th</sup>)