



The City of Seattle Department of Transportation

Performance-based **PARKING** PRICING STUDY

Agenda

- | | |
|-----------------|---|
| 8:05 – 8:10 am | Round robin intros |
| 8:10 – 8:30 am | Business and Customer Survey |
| 8:30– 8:35 am | Components of Draft Final Report |
| 8:35 – 9:40 am | Draft study recommendations
and group discussion |
| 9:40 – 9:50 am | Next steps |
| 9:50 – 10:00 am | Public comment period |

Survey Discussion

Seattle Performance Pricing Survey

Exit this survey

Introduction

The City of Seattle is looking at different ways to improve on-street parking availability and the overall customer experience in areas with paid parking, which includes many neighborhood business districts and downtown. We will incorporate survey responses into our Performance-based Parking Pricing Study ([click here for more information](#)).

Thank you for sharing your opinions!

The first question will lead you to a distinct survey. If you choose "Business Owner", the questions will be about how your customers use on-street parking and how you feel it supports your business. If you choose "Customer", the questions will be about how you use the on-street parking system and what decisions you face when you choose to park.

1. How do you characterize yourself in relation to the City of Seattle on-street parking system?

- Business Owner - parking matters to my business
- Customer - parking is a resource for my travel decisions

- Comments
- Launch and outreach plan

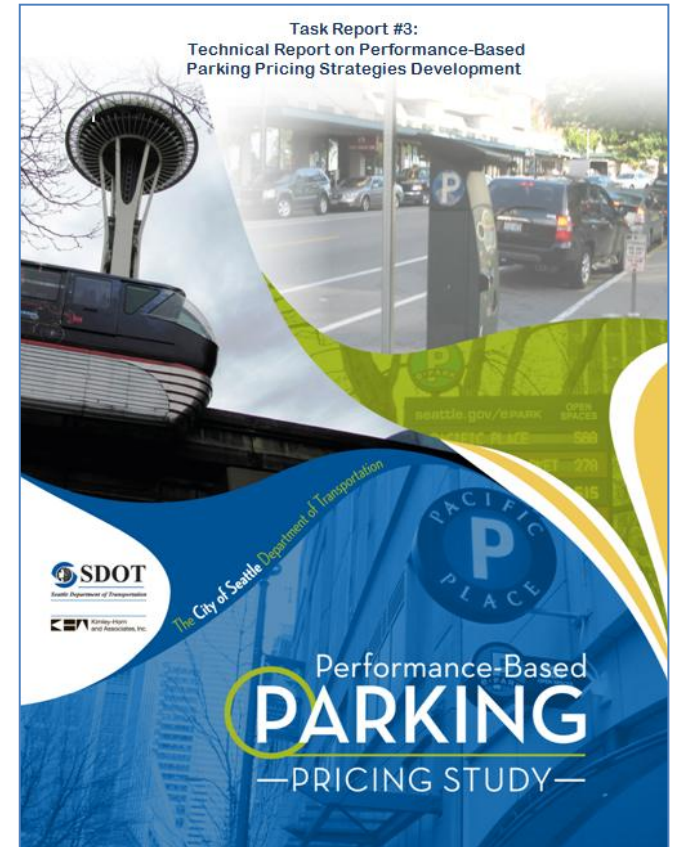
Launch
Aug 8

Close
Sept 6

Prelim
Results Sept
15

Overview of Draft Final Report

- Data collection and analysis
- Pricing strategies
- Economic considerations
- Community engagement



Draft Report Recommendations

Neighborhood Engagement Strategy

Data Management Strategies

- Investment in data collection and analysis
- Open access to city parking data

Enabling Technology

- Pay by cell

Pricing Strategies

- Demand- and geographically-based pricing
- Time-of-day pilot
- Seasonal rate adjustments
- Event overlay
- Progressive pricing pilot

Neighborhood Engagement Strategy

- Partner with neighborhood business districts on implementing strategies
- Engage with businesses on strategic communications
- Sustain relationships to understand customer needs, experiences

Investment in Data Collection and Analysis

- Define data requirements to inform recommended strategies on ongoing basis
- Develop pilots to test different data collection, analysis, and reporting



Open Access to City Parking Data

- Leverage City's parking data to create interest and potential investment by private sector
- Work with other cities to consider standard for sharing data



SFpark Availability Service API Reference

Prepared By:

Oracle Consulting

Last Updated:
April 19, 2011

Pay by cell

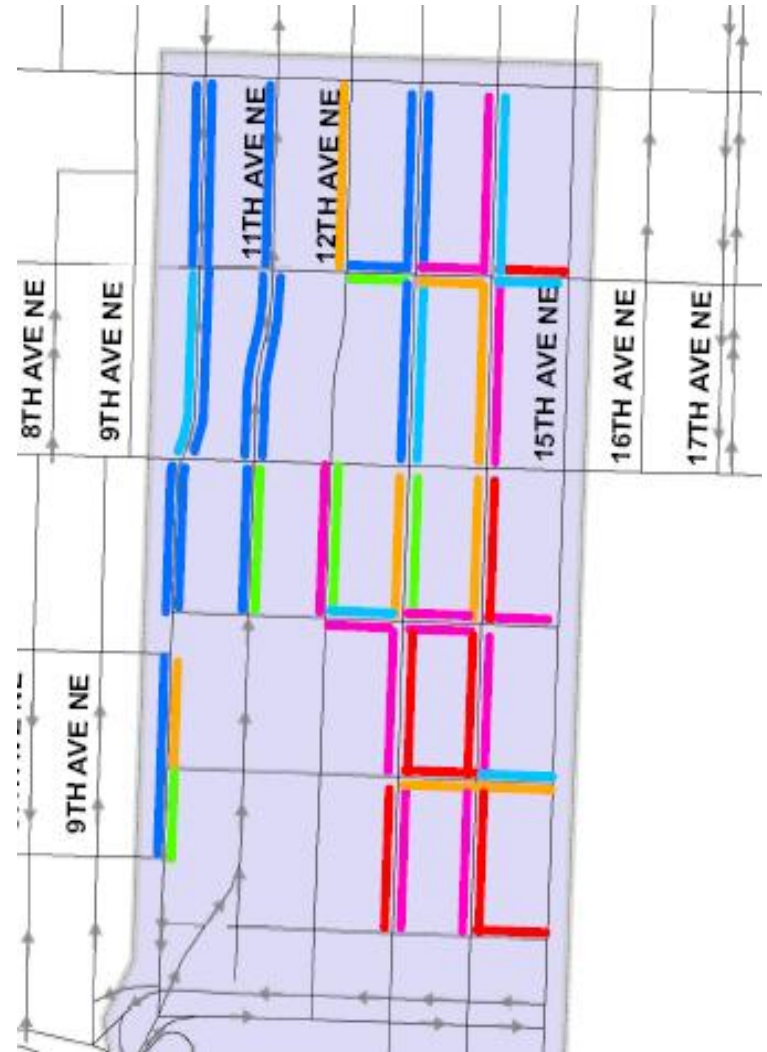


- New payment option to improve customer convenience
- Enabling technology for other strategies

District of Columbia's new program

Demand and Geographically-based Rates

- Use different rates based on high and low demand areas within a neighborhood
- Set rates on annual basis using multiple data sources
- Consider changes in time limits to improve parking conditions

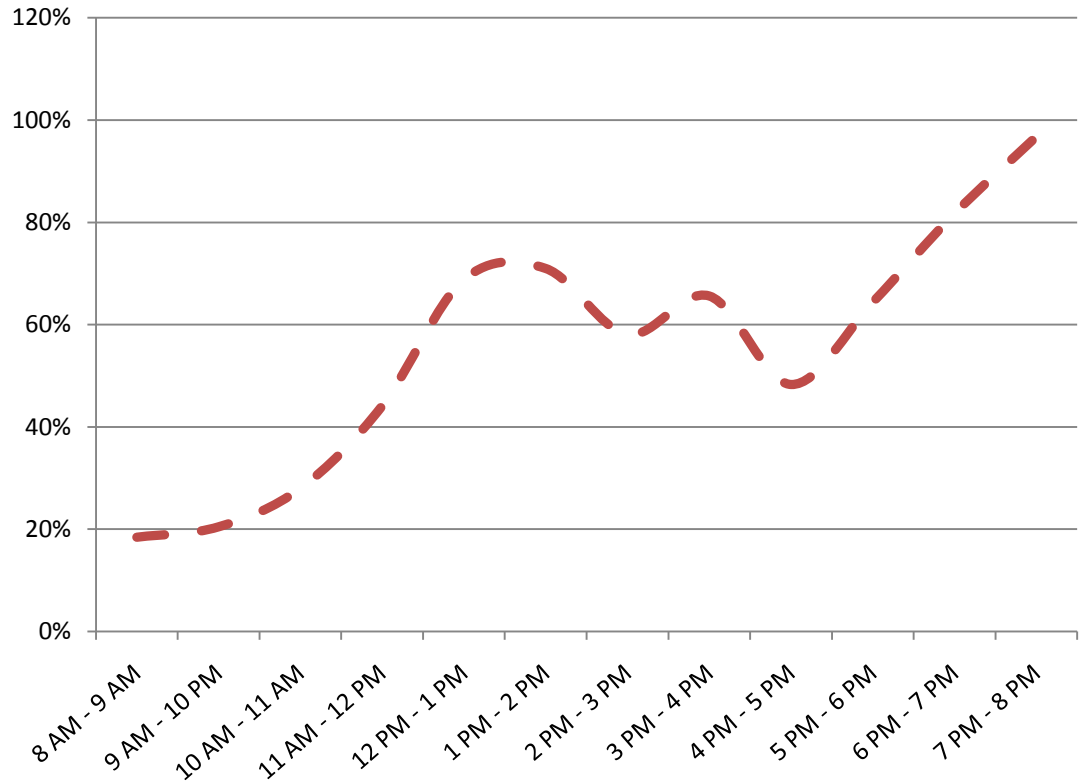


University District – 1 pm weekday data results

Time-of-day Pilot

- Adjust rates based on different demand patterns throughout day

**Example: Fremont Parking Utilization
June 2011 Data Results**



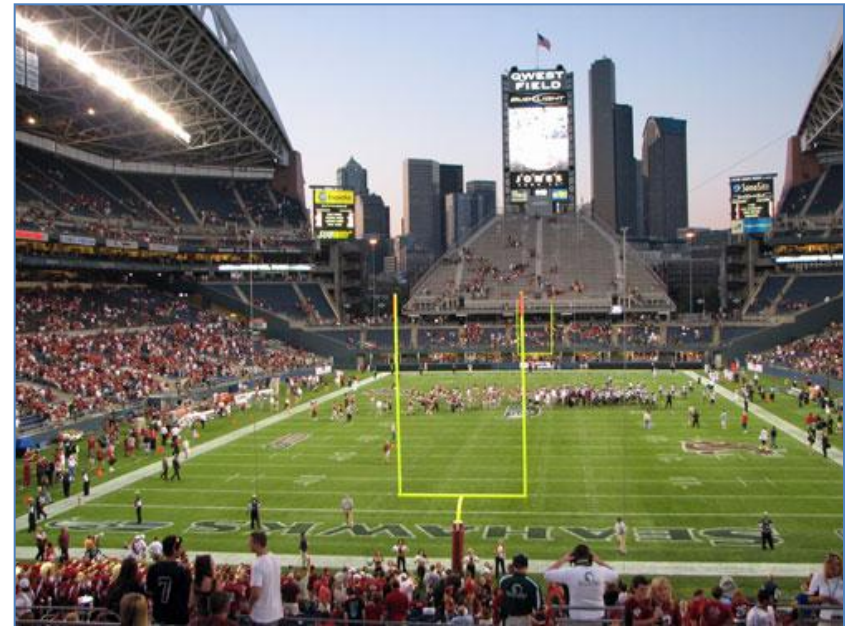
Seasonal Rate Adjustments

- Adjust rates based on demand patterns throughout year, likely with two seasons – winter/summer



Event Overlay

- Address neighborhood parking issues created when major events create parking dynamic different from typical day



Progressive Pricing Pilot

- Effective where parking demand is high and lasting throughout day
- Provides flexibility to accommodate wide variety of trip purposes of parking customers
- Need to be sure to balance flexibility with maintaining turnover

Next Steps

Final Report and Statement of Legislative Intent (SLI) response due to City Council	Sept. 1
September Sounding Board meeting <ul style="list-style-type: none">• Preliminary survey results• SLI report summary	Sept. 15
Mayor submits proposed City budget to City Council	Sept. 26
October Sounding Board meeting	Oct. 27