

# **Parking Sounding Board Meeting #2**

# Purpose of Next Two Meetings

## Continue to gather feedback on 2014 Performance-Based Pricing Program Adjustments

- Today's discussion:
  - Recap of Nov. 14 meeting
  - Watch List
  - Parking rate changes
  - Evening paid parking
- March discussion:
  - Public education tools
  - Review of entire 2014 proposed program adjustments

# Data Driven Policy Since 2010

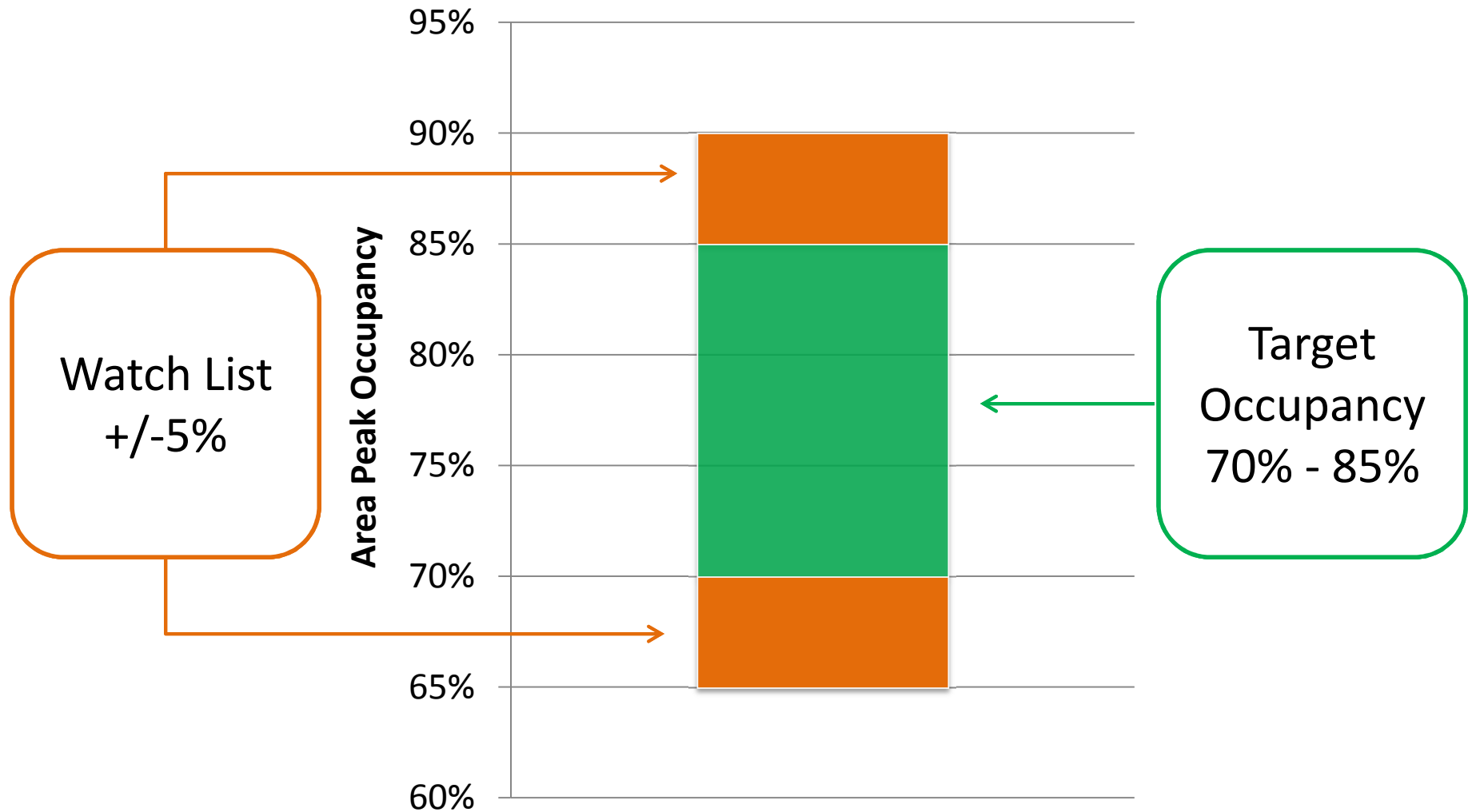
- Keeping 1 to 2 spaces open per blockface throughout the day
- Collect data in all paid areas annually
- Making annual data-driven rate changes
- Adjusting rates and time limits to meet City policy



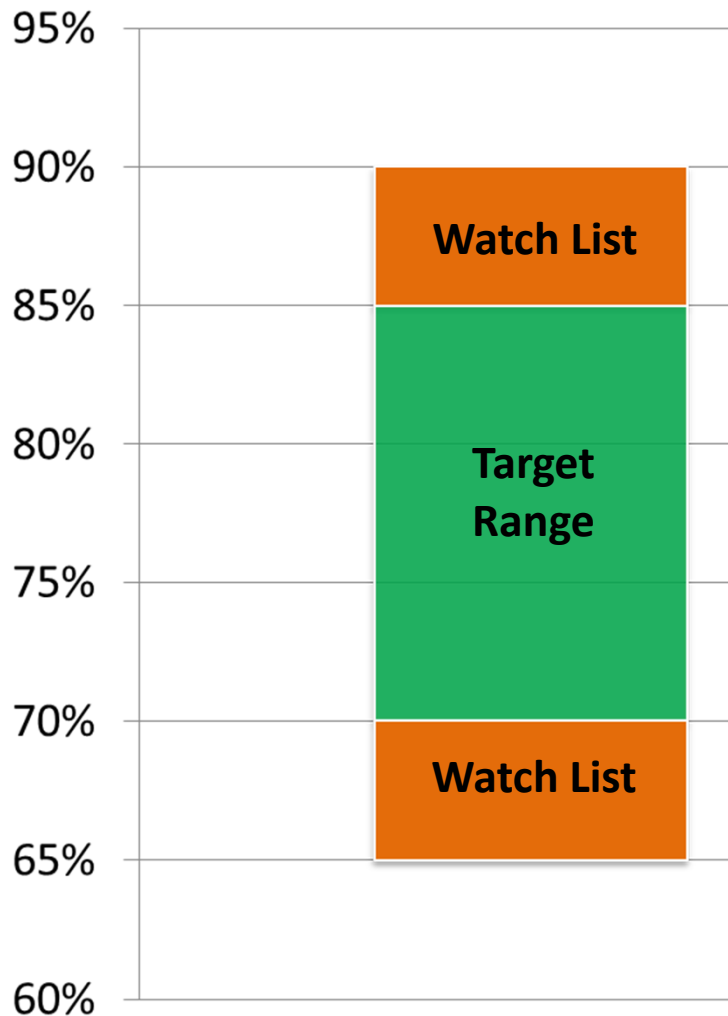
# Parking Asset Replacement Project

- Vendor selection process underway
- On-street pay station trial in mid-February
- Tentative 2014 replacement areas:
  - Commercial Core
  - Chinatown-  
International District
  - Pike-Pine
  - Denny Triangle South
  - Belltown South
  - Pioneer Square Core  
and Periphery

# Proposed Watch List



# Response to Low and High Occupancy



## Above Target:

- Increase rate by \$0.50
- Extend hours to 8 p.m.
- Split into different sub-areas

Within target range: No action

Within Watch list: Wait 1 year

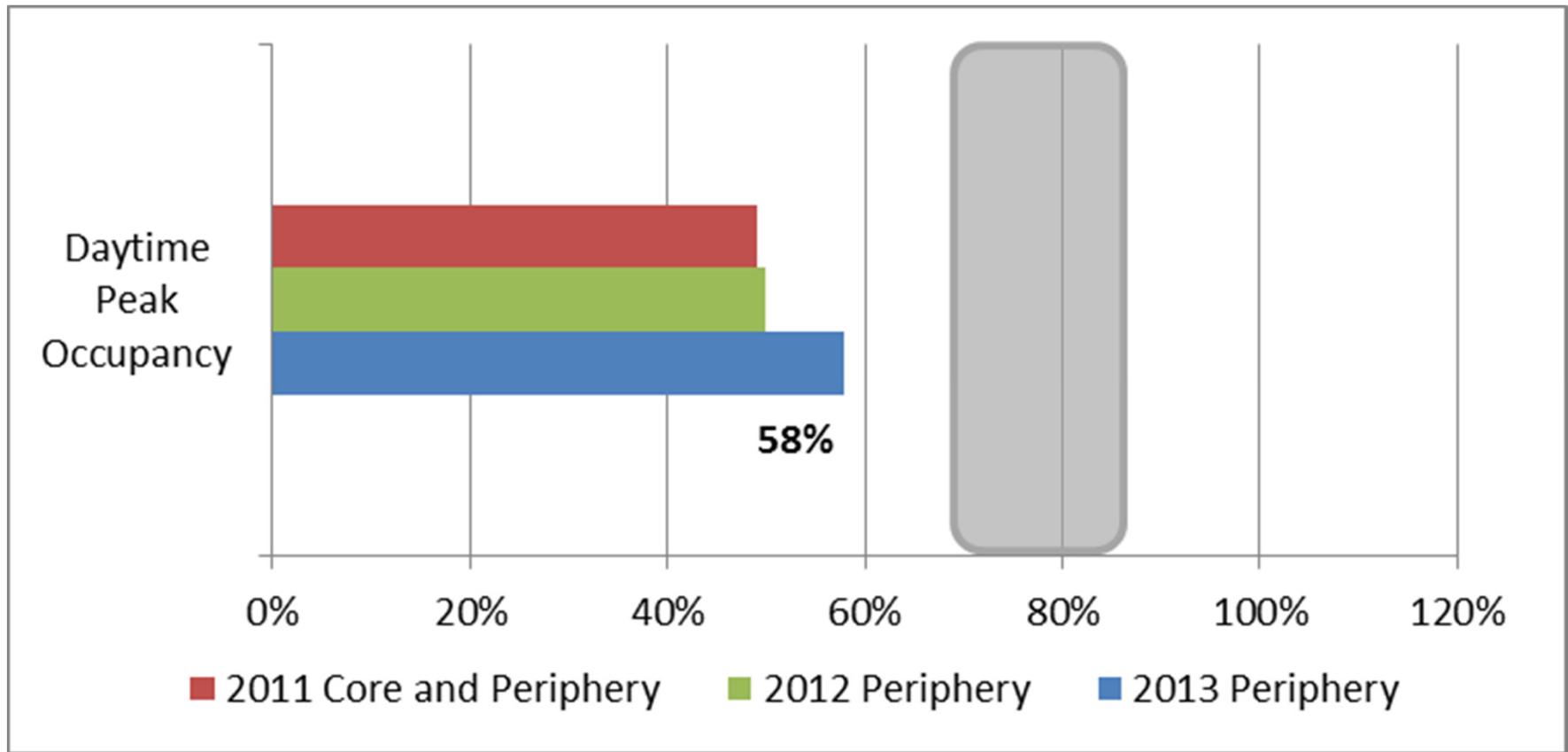
## Below Target:

- Lower rate by \$0.50
- Extend time-limit to 4 or 10 hours

# Data Analysis

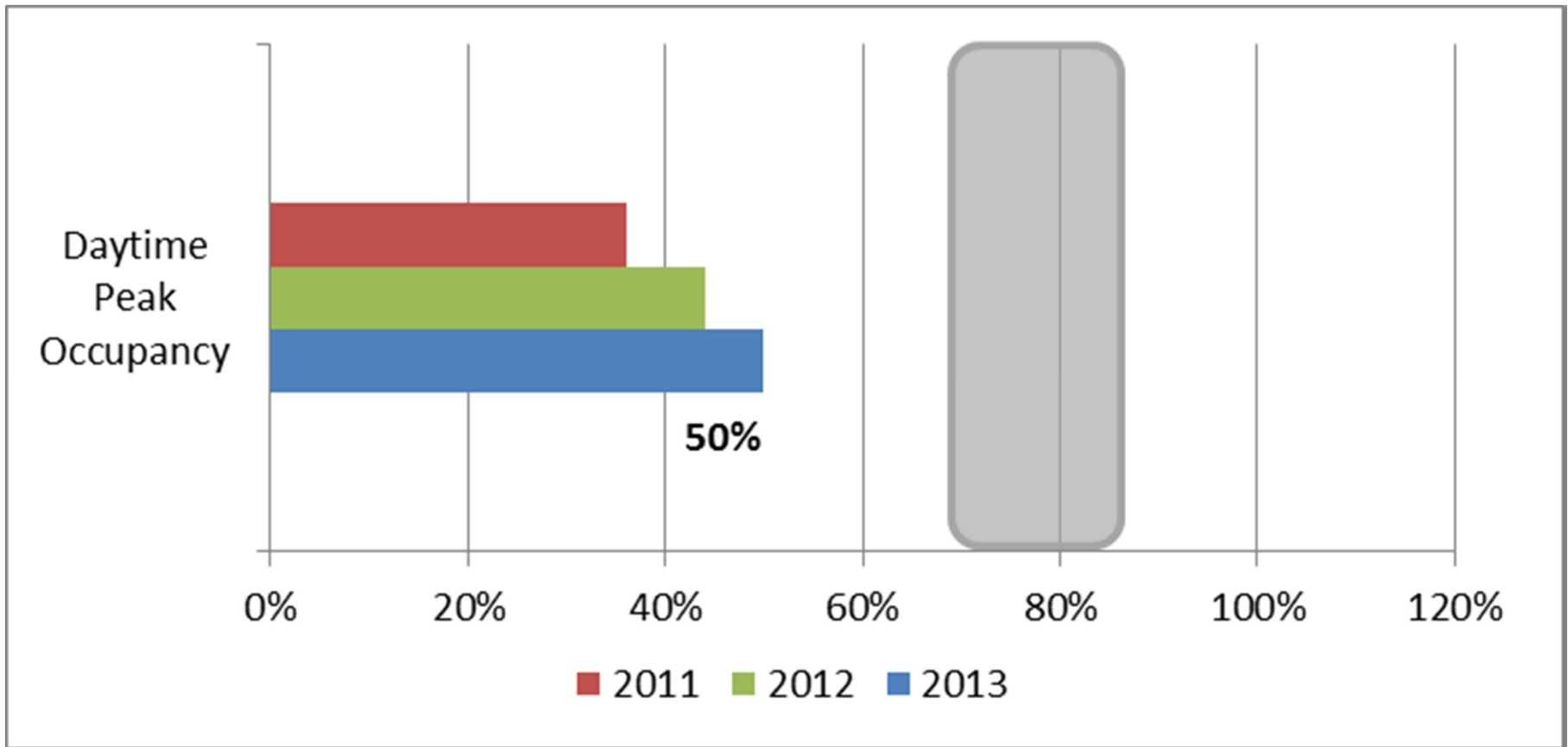
- Ballard Periphery
- Belltown North
- South Lake Union 10-hour
- U-District Periphery
- Ballard Locks
- Pioneer Square Core and Periphery

# Data Results – Ballard Periphery

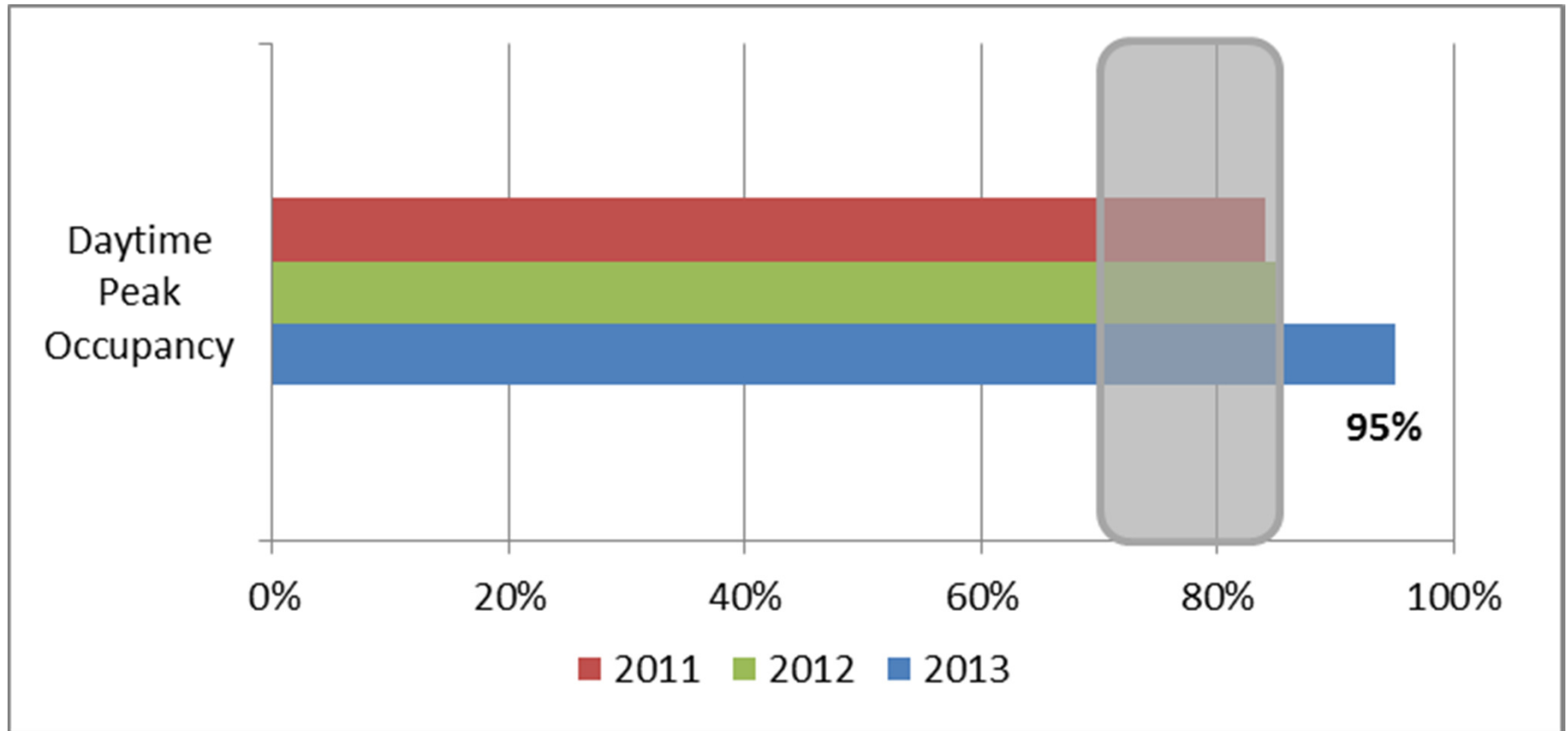




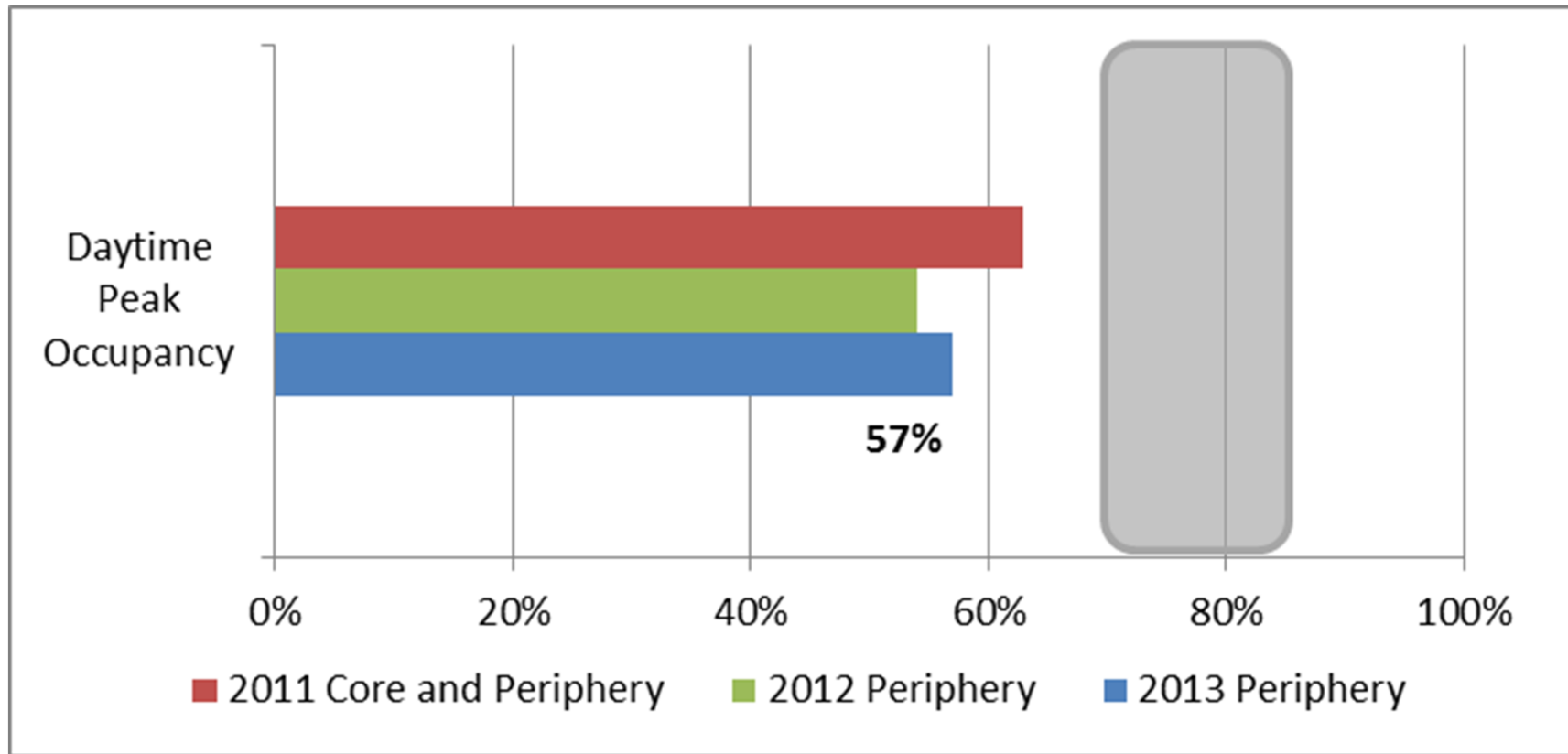
# Data Results – Belltown North



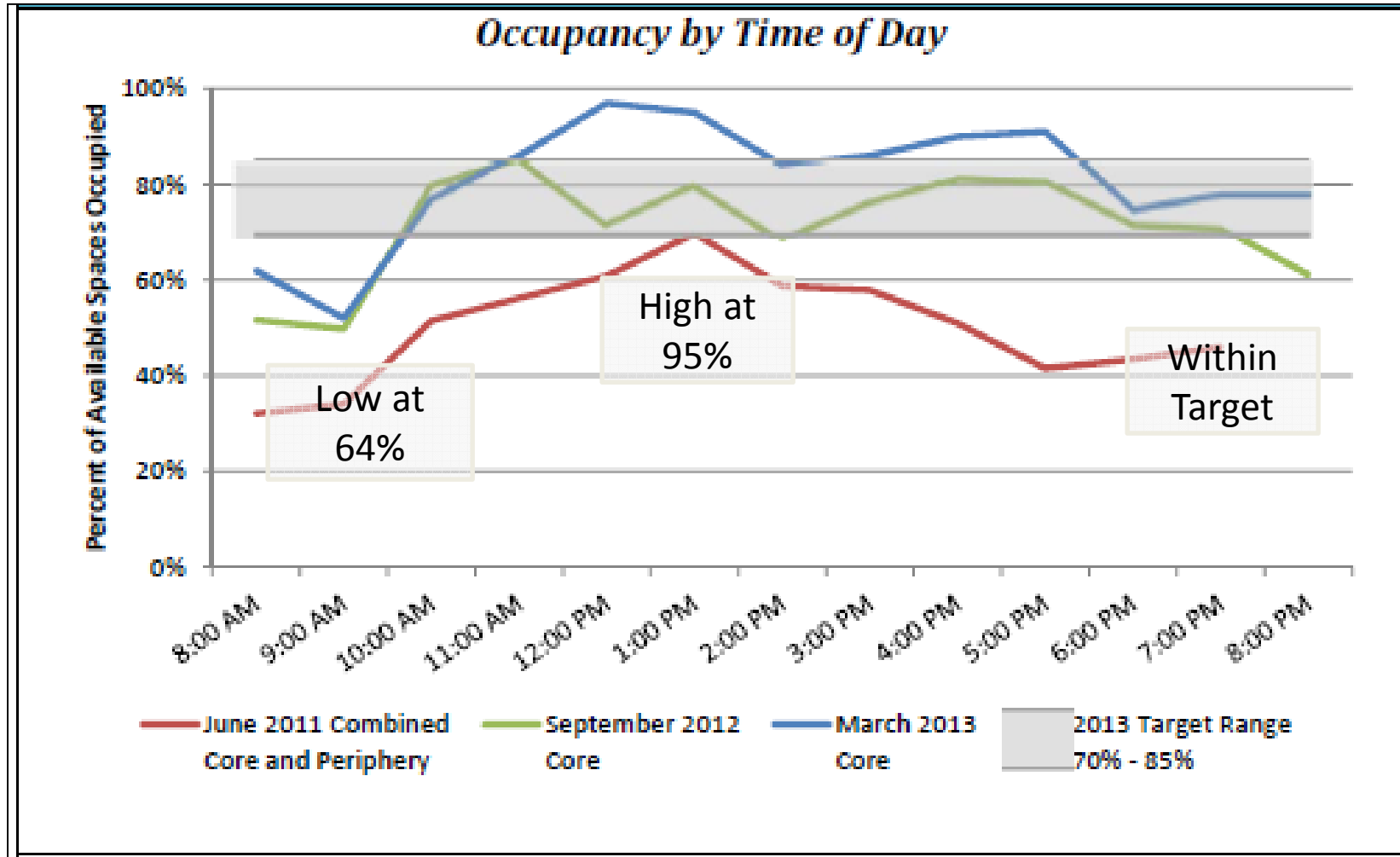
# Data Results – South Lake Union 10 hour



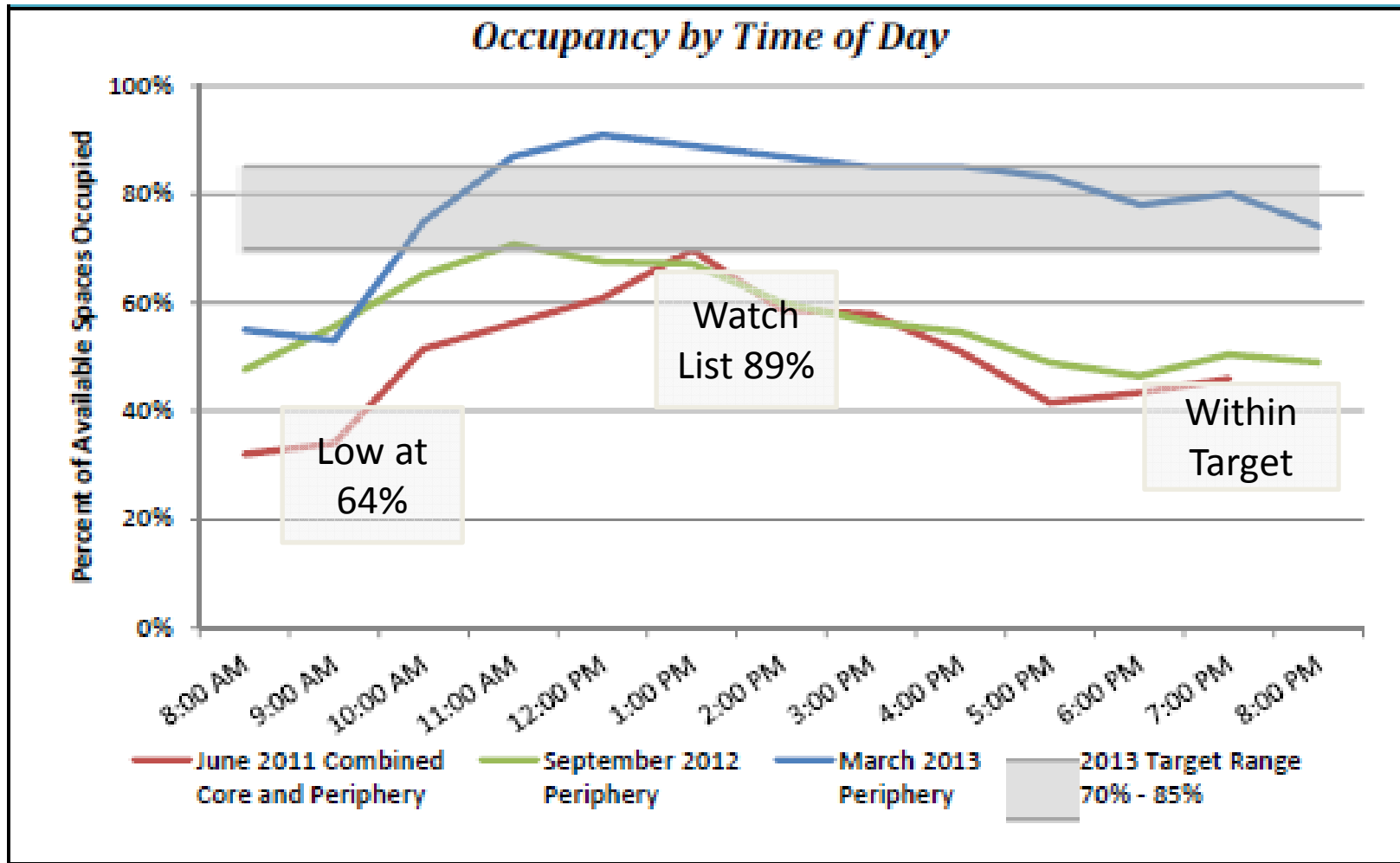
# Data Results – U-District Periphery



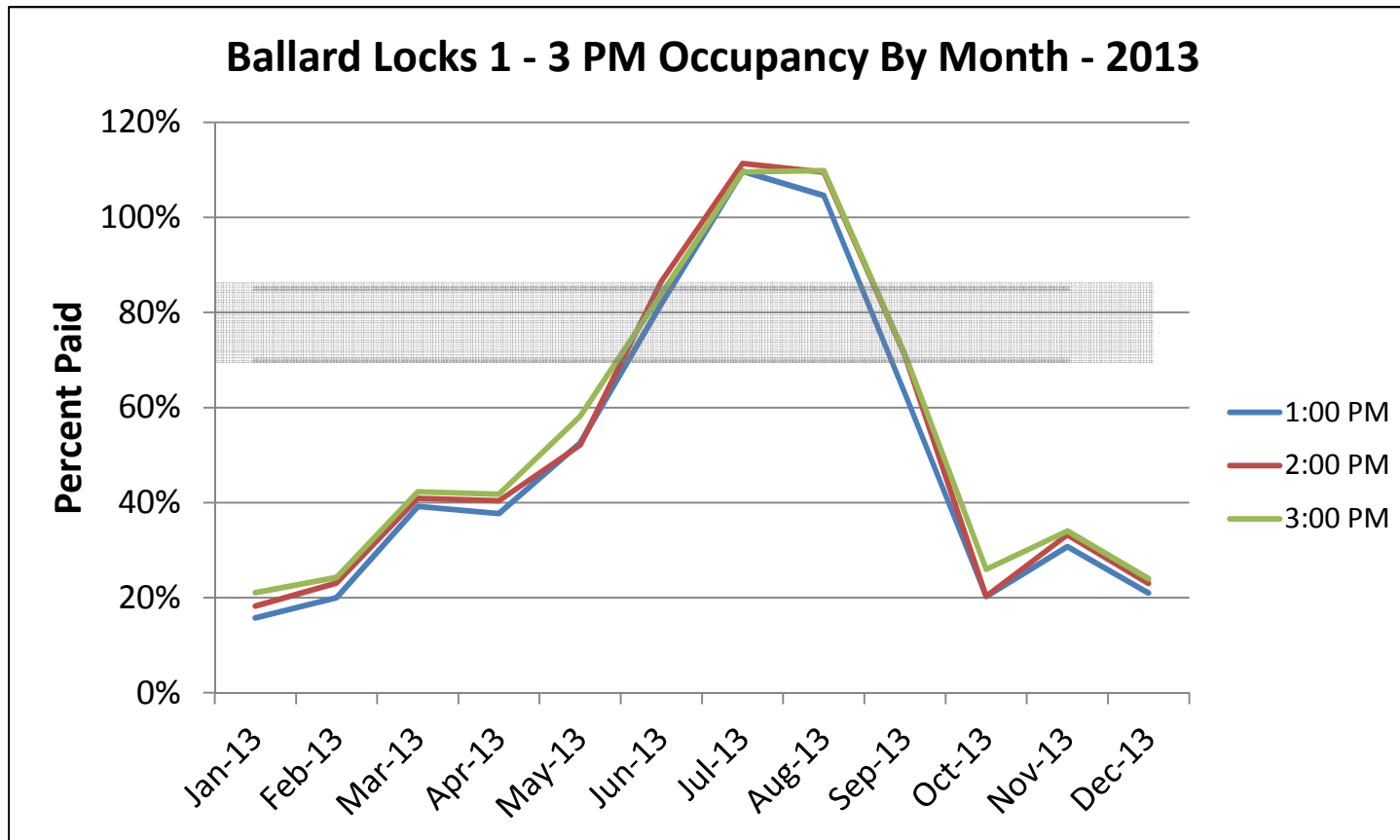
# Data Results – Pioneer Square Core



# Data Results – Pioneer Square Periphery



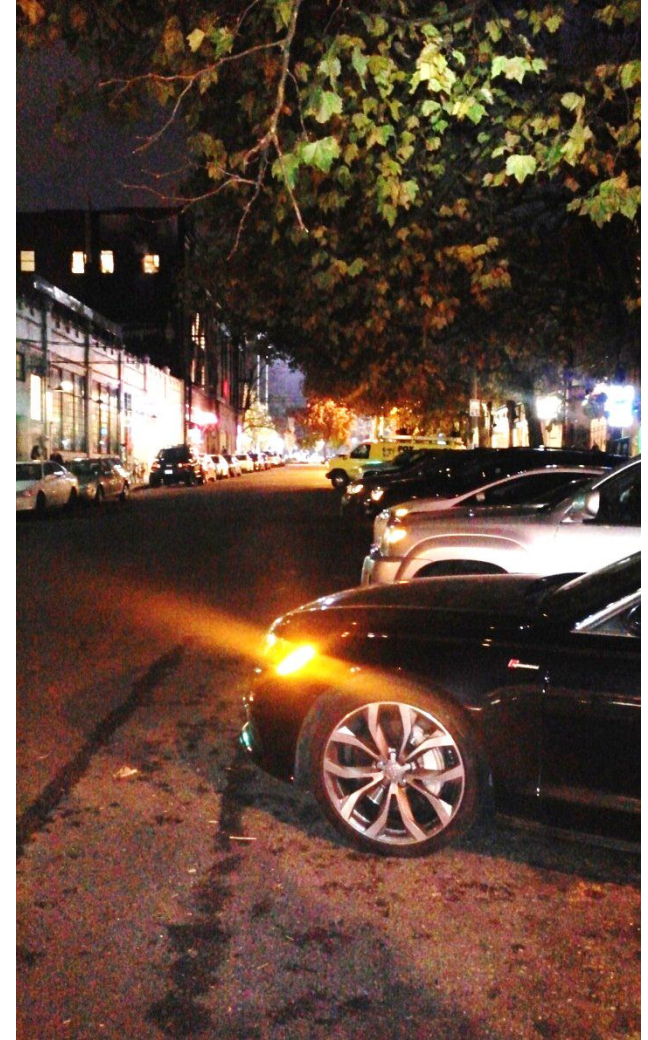
# Data Results – Ballard Locks



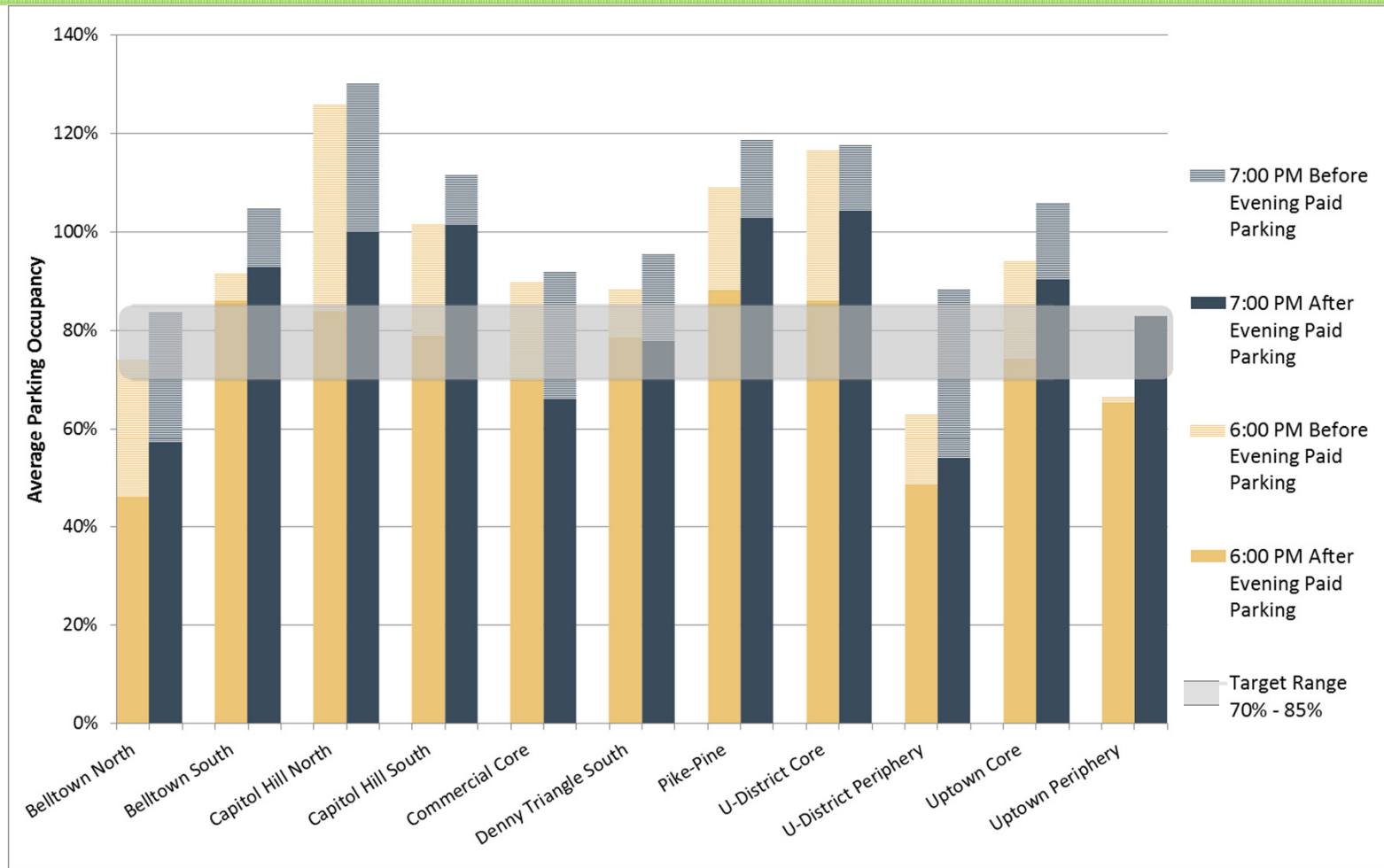
# Evening Paid Parking Data Results

## Evening paid parking report findings:

- Access has improved and a few more spaces are available
- Occupancy remains high in areas with evening paid parking
- Many cities use to support nightlife activities



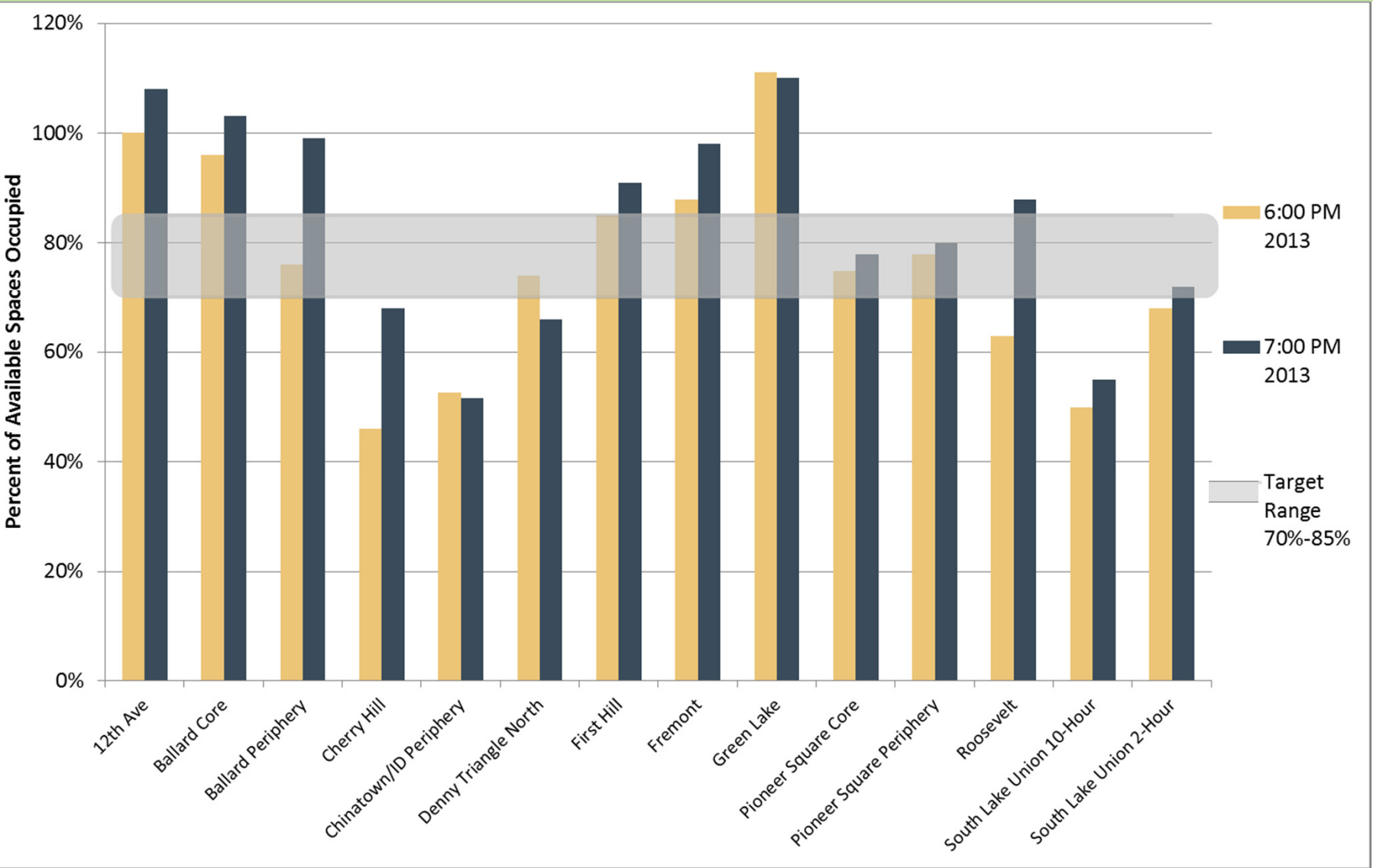
# Areas With Evening Paid Parking



Proposal: As areas receive new pay stations, investigate time-of-day rate setting



# Areas Without Evening Paid Parking



# Areas Above Evening Target Occupancy

Neighborhood	2013 Daytime 3-Hour Peak	2013 7:00 PM
12th Avenue	66%	<b>108%</b>
Ballard Core	75%	<b>103%</b>
Ballard Periphery	58%	<b>99%</b>
Fremont	80%	<b>98%</b>
Green Lake	62%	<b>110%</b>

# Areas Within/Below Evening Target

- Cherry Hill
- Chinatown/ID Periphery
- Denny Triangle North
- First Hill
- Pioneer Square Core and Periphery
- Roosevelt
- South Lake Union

# What does above target look like?



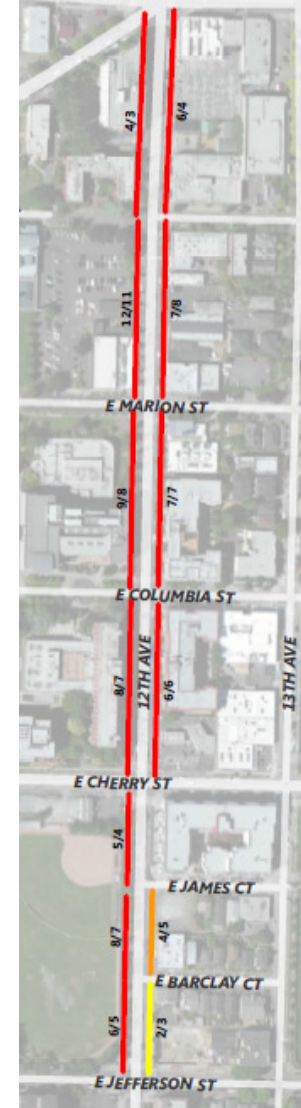
Fremont – Spring 2013, 7 pm

Green Lake  
– Spring 2013, 7 pm

# What does above target look like?



Ballard – Spring 2013, 7 pm



12<sup>th</sup> Ave near Seattle University  
– Spring 2013, 7 pm

# Next Steps

- New March Meeting - Review of entire 2014 data-driven program adjustments
- March / April - Report to Mayor and City Council
- Summer 2014 - Expect new pay station installation and rates and evening hours changes

**Questions?**