

2014 On-Street Parking Adjustments



Parking Sounding Board
Mary Catherine Snyder, SDOT
July 10, 2014

Today's meeting

- Present final list of 2014 Performance-based Parking Pricing Program adjustments
- Discuss public education efforts



Data-driven policy

- Keep 1 to 2 spaces open per blockface throughout the day
- Collect data in all paid areas annually
- Make annual data-driven rate, hours of operation, and time-limit adjustments to meet City policy

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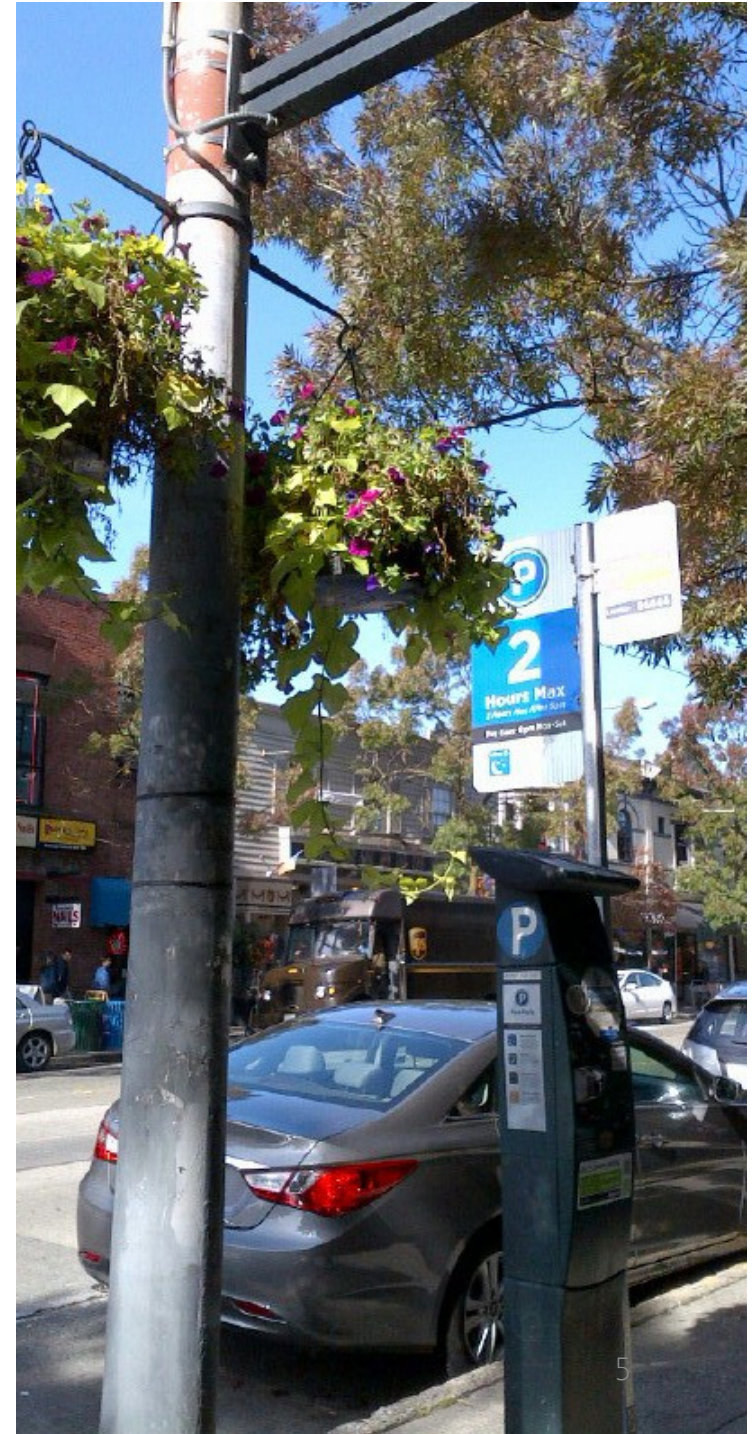


2014 Parking Study Results

- Daytime occupancy generally higher than 2013
- Most areas had more evening parking activity

2014 Adjustments

- All-day rates
- Evening hours extension
- Time of day rates
- Areas with no changes



Summary:

Rate Adjustments in 21 Areas

- Lower in 5 areas (~2,800 spaces)
- Raise in 8 areas (~3,500 spaces)
- Seasonal adjustments: Ballard Locks
- New pay stations and time of day rates: Pioneer Square
- Extend evening parking hours in 5 areas
- No changes in 11 areas (~ 4,200 spaces)

All-day rates

Area	Current Rate	2014 data (target range 70-85%)	Adjustment
Ballard Periphery	\$1.50/ hour	Occupancy = 58% Below Target Evening within target (84%)	Lower to \$1 / hour No change after 6 pm
Ballard Locks	\$1.50/ hour	Large seasonal occupancy differences	Adjust seasonally: \$2 / hour: May – Sept. \$1 / hour: Oct. – April
Belltown North	\$2/ hour	Occupancy = 68% Below Target	Lower to \$1.50/ hour
Capitol Hill North	\$3/ hour	Occupancy = 92% Above Target	Raise to \$3.50/hour
Chinatown/ID Core	\$2.50 - \$1.50 / hour	Occupancy = 89% Above Target 7 pm data within target	Raise to \$3/hour (8 am-5 pm). No change to evening rate.

All-day rates

Area	Current Rate	2014 data (target range 70-85%)	Adjustment
Chinatown/ID Periphery	\$2/hour	Occupancy = 69% Below Target	Lower to \$1.50/hour
Denny Triangle North	\$2/hour	Occupancy = 68% Below Target	Lower to \$1.50/hour
Denny Triangle South	\$2.50/ hour	Occupancy = 93% Above Target	Raise to \$3/ hour
Pike-Pine	\$2 / hour	Occupancy = 96% Above Target	Raise to \$2.50/hour

All-day rates

Area	Current Rate	2014 data (target range 70-85%)	Adjustment
South Lake Union 2 hour	\$1.50 / hour	Occupancy = 92% Above Target	Raise to \$2 /hour
South Lake Union 10 hour	\$1.50 / hour	Occupancy = 100% Above Target	Raise to \$2 /hour
University District Core	\$2 / hour	Occupancy = 88% Above Target	Raise to \$2.50/hour
U-District Periphery	\$1.50 / hour	Occupancy = 56% Below Target	Lower to \$1 /hour
Uptown Triangle	\$1/hour	Occupancy = 92% Above Target	Raise to \$1.50/hour

New evening hours

Area	Adjustment 8 am – 8 pm and 3 hours After 5	2014 Annual Paid Parking Study 7 pm occupancy
12 th Avenue	\$1.50/ hour	106%
Ballard Core	\$2/ hour	109%
Cherry Hill	\$1.50 /hour	95%
Fremont	\$1.50/ hour	95%
Green Lake	\$1 / hour	102%

Time of day rates

Area	Current Rate	2014 data (target range 70-85%)	Adjustment
Pioneer Square Core	\$3.50/ hour	53% morning occupancy Below Target 96% afternoon occupancy Above Target	Time-of-Day: Lower morning to \$3/hour Raise afternoon to \$4/hour
Pioneer Square Periphery	\$3.00/ hour	63% morning occupancy. Below target 94% afternoon occupancy Above Target	Time-of-Day: Lower morning to \$2.50/hour Raise afternoon to \$3.50/hour

Note: SDOT makes rate changes in \$0.50 increments.

No rate changes

- Capitol Hill South
- Commercial Core Financial
- Commercial Core Retail
- Commercial Core Waterfront
- Belltown South
- First Hill
- Roosevelt
- South Lake Union Northwest
- Uptown Core
- Uptown Periphery
- Westlake Ave N

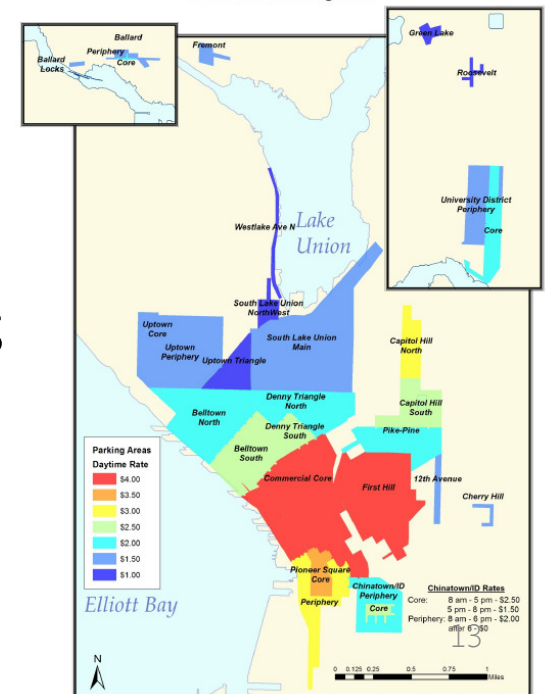
Public education tools

- Communications with you!
- Postcards distributed to businesses
- Street signs
- City website and yours?
- Press release / media
- Online advertising
- New pay stations with digital screens
- Attending Chamber / Community meetings

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2012 Seattle Parking Rates



Planned Installation Schedule

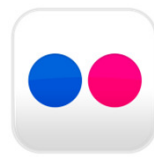
Month	Activity/action
Early August	Pike-Pine
Mid-August	Belltown North
End of August – Early September	Evening areas: Fremont, 12 th Avenue, Cherry Hill, Green Lake, Ballard Core
September	Ballard Periphery, Uptown Triangle, South Lake Union (start)
October	South Lake Union 10 hour, 2 hour, Denny Triangle South and North, Capitol Hill North, U-District Core and Periphery
November	Chinatown/ID Core and Periphery

Thanks!

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<http://www.seattle.gov/transportation/parking/paidparking.htm>

<http://www.seattle.gov/transportation>



2013 – 2014 Data Comparison

Paid Area Sub Area	2013 Parking Study	2014 Parking Study
12th Ave	108% 7 pm Above Target	106% 7 pm Above Target
Ballard Core	103% 7 pm Above Target	109% 7 pm Above Target
Ballard Periphery	58% Below Target 99% 7 pm Above Target	58% Below Target 84% 7 pm Within Target
Ballard Locks	High seasonal differences	High seasonal differences
Belltown North	52% Below Target	68% Below Target
Belltown South	87% Above Target	78% Within Target
Capitol Hill North	89% Above Target	92% Above Target
Capitol Hill South	85% Within Target	77% Within Target
Cherry Hill	68% 7 pm Below Target	95% 7 pm Above Target

2013 – 2014 Data Comparison

Paid Area Sub Area	2013 Parking Study	2014 Parking Study
Chinatown/ID Core	89% Above Target	89% Above Target
Chinatown/ID Periphery	65% Below Target	69% Below Target
Comm. Core Financial	90% Within Target	95% Above Target
Comm. Core Retail	80% Within Target	84% Within Target
Comm. Core Waterfront	83% Within Target	79% Within Target
Denny Triangle North	69% Below Target	68% Below Target
Denny Triangle South	89% Within Target	93% Above Target
First Hill	87% Within Target	93% Above Target

2013 – 2014 Data Comparison

Paid Area Sub Area	2013 Parking Study	2014 Parking Study
Fremont	98% 7 pm Above Target	95% 7 pm Above Target
Green Lake	110% 7 pm Above Target	102% 7 pm Above Target
Pike-Pine	93% Above Target	96% Above Target
Pioneer Square Core	64% morning Below 95% afternoon Above	53% morning Below 96% afternoon Above
Pioneer Square Periphery	64% morning Below 89% afternoon Above	63% morning Below 94% afternoon Above
Roosevelt	63% Below Target	65% Below Target
SLU 10 hour	95% Above Target	100% Above Target
SLU 2 hour	81% Within Target	92% Above Target
SLU NW	No data collected	69% Below Target

2013 – 2014 Data Comparison

Paid Area Sub Area	2013 Parking Study	2014 Parking Study
University District Core	89% Above Target	88% Above Target
U-District Periphery	56% Below Target	56% Below Target
Uptown Core	75% Within Target	81% Within Target
Uptown Periphery	72% Within Target	77% Within Target
Uptown Triangle	59% Below Target	92% Above Target
Westlake Ave N	76% Within Target	85% Within Target