



City of Seattle  
Department of  
Transportation  
Performance-  
Based Parking  
Program



# Agenda

- City paid parking policy and goals
- Performance parking program methodology
- 2012 changes
- Chinatown/ID changes
- Preliminary 2013 study results
- Looking ahead to 2014-2015



# Why City of Seattle Manages On-street Paid Parking

Neighborhood  
vitality

Economic vitality

Healthy  
environment

Equity



# Seattle's Performance-Based Parking Program

- Data driven parking management approach
- Right-sizing to each area
- Low-tech annual data collection
- Annual rate adjustments
- High level of customer communications
- Make complex system understandable



# Paid Parking Rate Policy

## SMC 11.16 -- SDOT authority to:

- Install new paid parking
- Vary rates by location, time of day, max time
- Effective parking rates \$1.00 - \$4.00 per hour
- **Adjust rates higher or lower** in neighborhood parking areas **based on measured occupancy** so that approximately **one or two open spaces are available on each blockface throughout the day**



# Paid Parking Goals

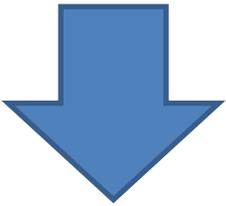
1. Help customers reliably find parking, while ensuring spaces are well used
2. Conserve fuel, reduce emissions, and lessen traffic congestion
3. Increase parking turnover and access to businesses
4. Improve customer parking experience



# Data-Driven Methodology

If Area Occupancy is...

**BELOW**  
Target Range



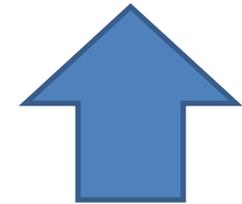
**Consider rate  
decrease  
or longer time  
limits**

**WITHIN**  
Target Range



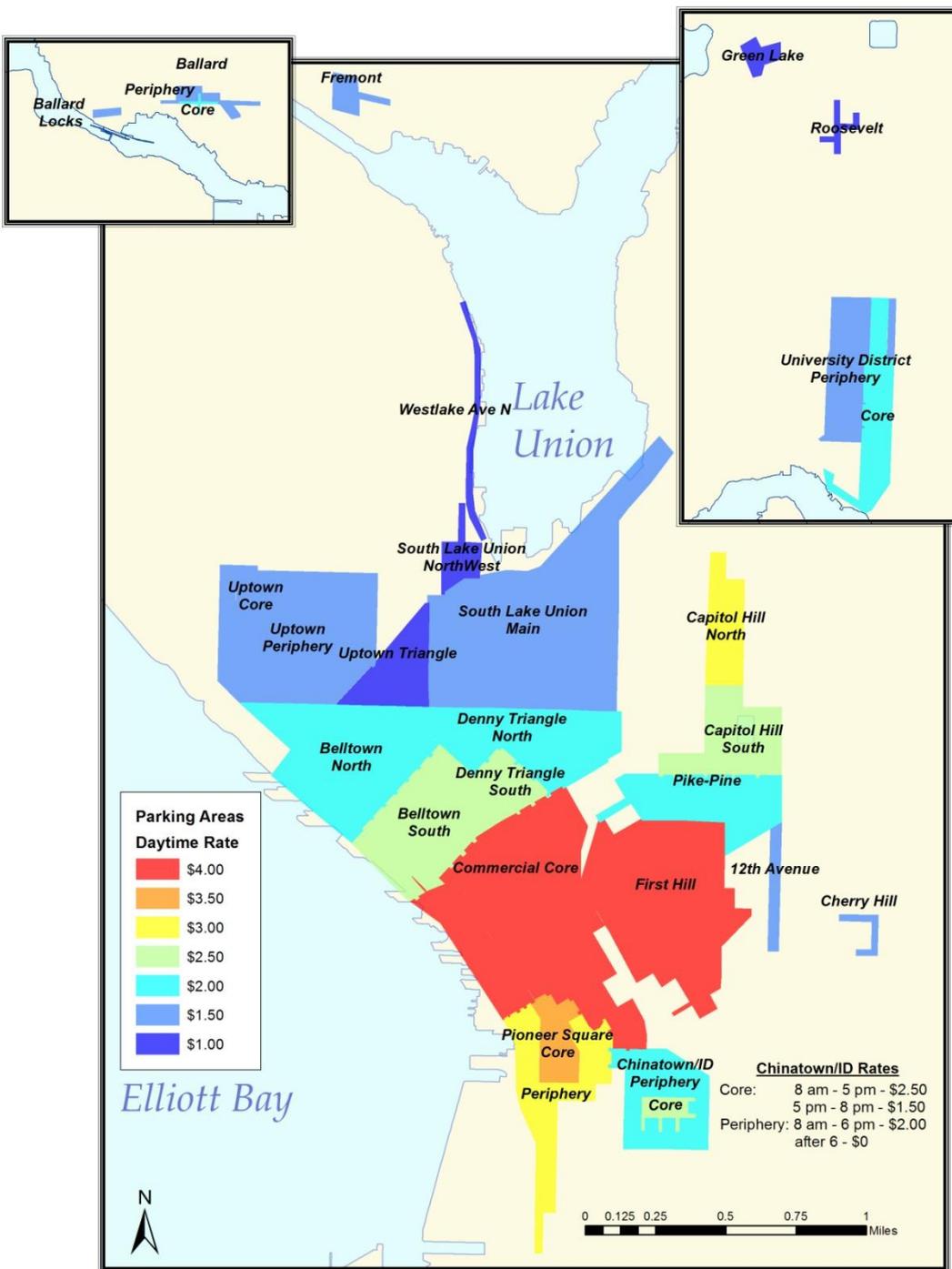
**Keep rate and time  
limits as is**

**ABOVE**  
Target Range



**Consider rate  
increase or  
decrease time  
limits**

# 2012 Changes Completed In 24 Areas





# After 5 and Best Value programs



**After 5**

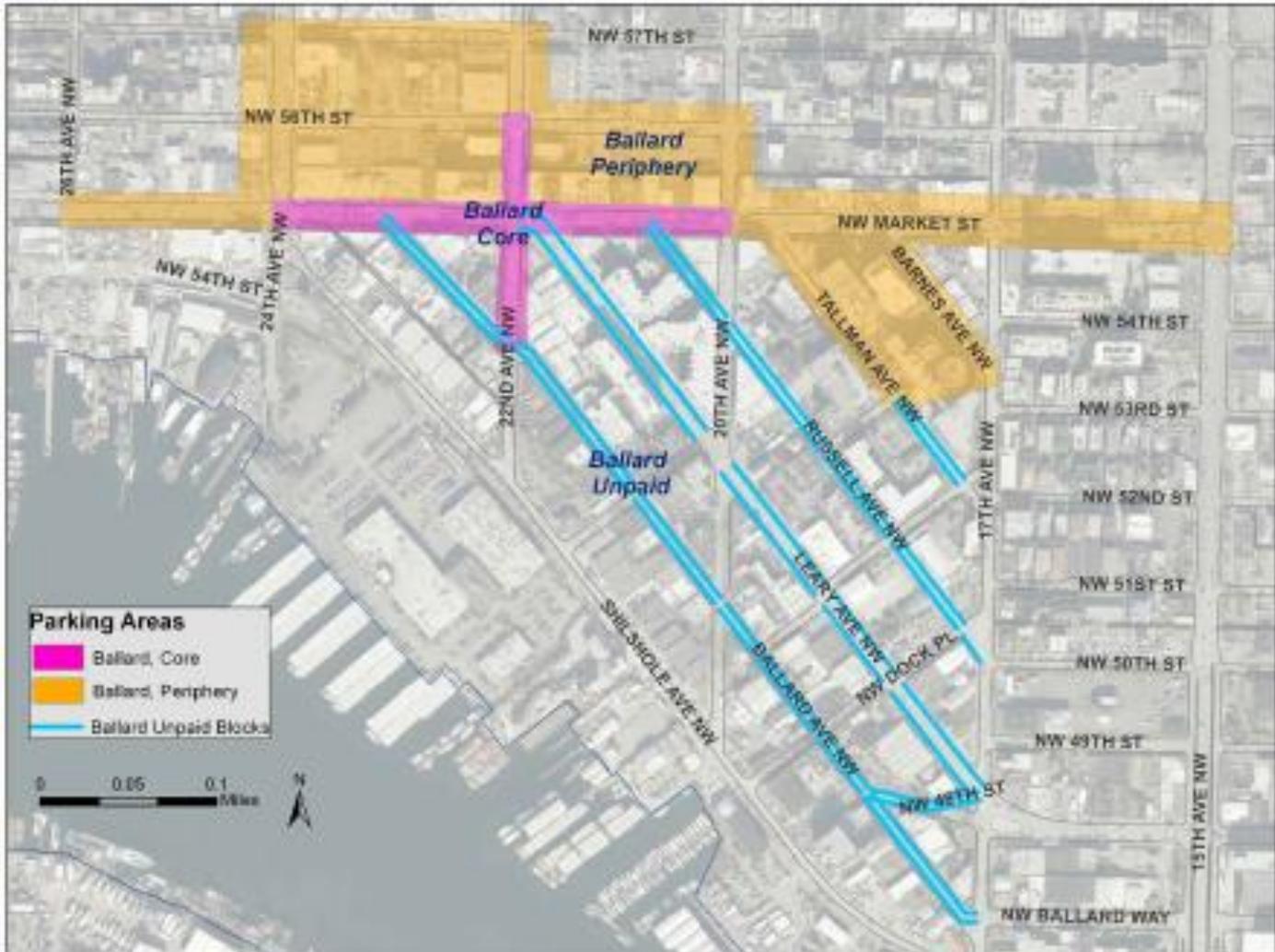


**Best Value**

- Longer stays in evening paid areas
  - Up to 2 hrs during daytime
  - Up to 3 hrs after 5 pm
- Longer time limits or lower rates
- Incentivizes visitors to use blocks in the periphery around the area's retail core



# Another Area's Parking Journey So Far...





# Changes in Ballard

**Target Occupancy: 65% - 80%**

	<b>Changes</b>	<b>Study Results</b>
2010	\$2.00/hour	Occupancy @ 61%
2011	Dropped rate to \$1.50/hour	Core too high @ 88%; Periphery too low @ 38%
2012	Raised Core back to \$2.00/hour; Increased Periphery to 4 hours	Core within target @ 72%; Periphery closer to target @ 50%



# 2013 Annual Paid Parking Preliminary Study Results

- Completed March-May counts
- Occupancy generally higher than 2012
- Continued trends of low morning and high evening occupancy
- Full report available late June



## Time of Day – Implementing the SMC Policy

Adjust rates higher or lower in neighborhood parking areas based on measured occupancy so that approximately one or two open spaces are available on each blockface **throughout the day.**



# Other Cities

## San Francisco *SFPark*

- Target range: 60% - 80%
- Times of day:

Morning	9 am - Noon
Afternoon	Noon – 3 pm
Evening	3 pm – 6 pm

## Los Angeles *ExpressPark*

- Target range: 70% - 90%
- Times of day:

Morning	Before 11 am
Afternoon	11 am – 4 pm
Evening	After 4 pm



# Looking Ahead to 2014-2015

- Simplify target occupancy range
- Consider time of day rates
- Collect additional data
- Expand public education activities



## 2013 Emerging Trends in Parking

1. San Francisco
2. New York
2. Seattle
3. Los Angeles
4. Washington, D.C.
5. Portland, Ore.
6. Miami
7. Houston
8. Boston
8. Denver
9. Pittsburgh
10. Tampa

“Most Innovative Parking Program . . .”

**We're # 2!**