



Seattle Department of Transportation

Top Five Lessons from the Paid Parking Trenches of Seattle



Introduction to Parking in Seattle

- Seattle Mayor's priorities
- City's Comprehensive Plan transportation policies
 - Streets' primary purpose to move people and goods
 - Manage parking to achieve vitality of urban villages, auto trip reduction, and improved air quality
 - Do not prioritize free commuter parking, especially around downtown



SDOT's Paid Parking Program

- Conversion of aging single-space meters to pay stations began April '04
- Over 1,500 pay stations and 10,400 paid on-street spaces (2006)
- Many time-limit signs, load zones and residential parking zones
- Rate increase to \$1.50/hour
- Meters generate \$ 15.2 million + citation revenue of ~\$16 million annually (2005)



Parking “lessons” can be hard-won

- **Lesson 1:** Tailor the outreach and the plan
- **Lesson 2:** Cold calls about paid parking do not always work
- **Lesson 3:** Paid parking works
- **Lesson 4:** Require the right amount of off-street parking
- **Lesson 5:** Don't let data override the project



Lesson 1: Tailor outreach to different neighborhoods

- Worked with over 20 communities using multiple communication tools
 - Local agency surveys in other languages
 - Materials printed other languages
 - Facilitator to help discuss paid parking concepts
 - Meter Greeters with Goodwill in Seattle
 - Formation of neighborhood workgroup
- Consultation, not consensus



Lesson 2: Cold calls about paid parking do not always work

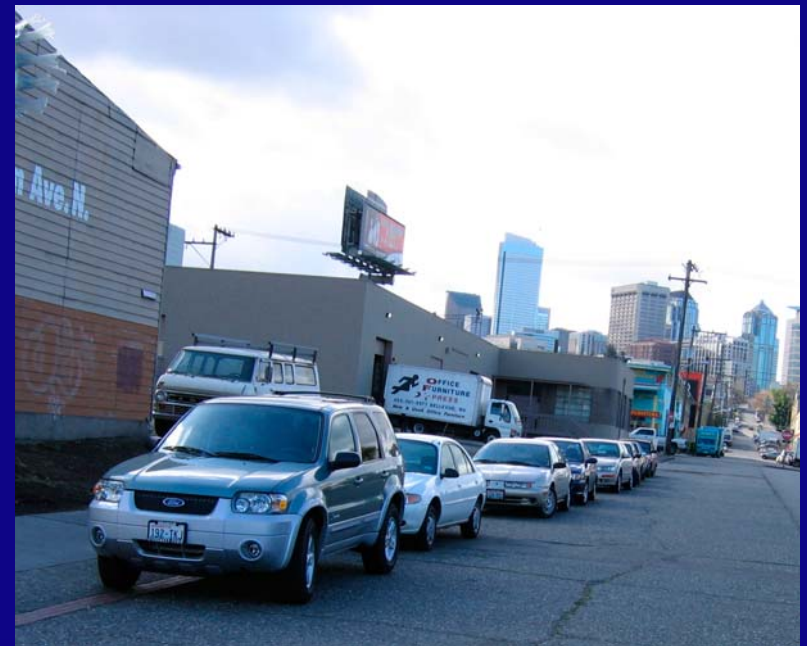
- Neighborhood's willingness to discuss paid parking was helped with strong history of working on neighborhood parking issues with City



Or, a tale of two neighborhoods

Neighborhood #1:

- 2005, City conducted on-street parking study, involving community stakeholders closely
- City study recommended paid parking and residential parking zone
- 2007, City working with same groups to install new paid parking based on that success and relationships



#2 with not as good success

Neighborhood #2:

- SDOT collected parking data along the business corridor as part of a larger area parking study
- To determine whether 1- & 2-hour signs were effective to create turnover
- Businesses very upset about the potential advent of paid parking
- SDOT found that signs were effective, and that the City will monitor the area over time



Lesson 3: Paid Parking Works!

Snapshot - 2 Hour Meter & Sign Comparison				
Parking Study	2 hour Meters	2 hour Signs	Average Utilization	Average Duration
Chinatown/International District - historic retail & housing district	106	102	Meters= 67% Signs=80%	Meters = 1 hr Signs = 1 hr 40 min
Uptown - dense retail, office and housing area	130	410	Meters = 85% Signs = 71%	Meters= 1hrs 40 mins Signs = 2 hrs 50 mins
First Hill - dense housing, hospital and university campuses	68	5	Meters = 80% Signs = 97%	Meters= 1hrs 40 mins Signs = 2 hrs 50 mins
Pike-Pine - dense retail, residential area	145	25	Meters btw 25% - 90% Signs = 75%	Meters = 45 min Signs = 2 hr 40 min
University District - dense retail, housing and University Washington	160	30	Meters = 52% Signs = 82%	Meters 1 hour Signs: 1 hr 45 min
Ballard - retail district	110	197	Meters=61% Signs=69%	Meters= 50 min; Signs=1hr 25 mins



Lesson 4: Provide the right amount of off-street parking

- New Seattle commercial zoning off-street parking regulations in effect
- Parking chart based on local data
- No minimum required in Urban Centers around downtown
- Other changes to encourage shared parking & better use of existing parking



Sample of Results & New Parking Requirements

Use	Previous	Average Weekday Use	Average Weekend Use	New
General Sales & Services	1 per 350 SF	1 per 495 SF	1 per 525 SF	1 per 500 SF
Eating & Drinking	1 per 200 SF	1 per 225 SF	1 per 245 SF	1 per 250 SF
Medical Services	1 per 350 SF	1 per 500 SF	1 per 550 SF	1 per 500 SF



Lesson 5: Don't Let Data Drive the Project

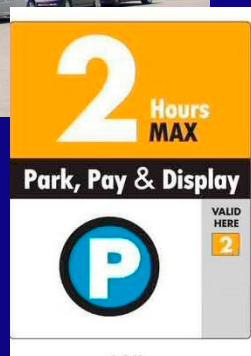
- Don't let your data override your project
- Professional judgment and good discussions with community members helped to create recommendations for where paid parking made sense



What's To Come for Seattle...



Performance-Based Pricing
in South Lake Union



Light Rail Station Area
Opening Preparations



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Web Information

- SDOT Parking Page
 - www.seattle.gov/transportation/parking/default.htm
- Recent parking articles
 - Search on Seattle P-I website, Monday May 7, 2007, reporter: Angela Galloway

