

## **Council Presentation Attachment - Parking Benefit District SLI Response**

September 20, 2016

### **Questions:**

- 1) If former UCLA Professor Don Shoup (author of The High Cost of Free Parking) describes parking benefit districts as a key component of parking reform, why would the city not be supportive of a pilot?**

Seattle is the nation's leader in implementing one of the foundational elements of parking reform as described by Dr. Shoup, through SDOT's Performance-Based Parking Pricing Program: pricing parking according to demand and adjusting prices based upon data. In 2010, the City Council established Seattle's program in the Seattle Municipal Code. The annual commitment to collecting parking data and adjusting rates accordingly to achieve a specific policy objective (one to two available spaces per block throughout the day) in all current paid areas of the city is a best practice for the country. Because of the annual commitment by SDOT, the Mayor's Office, and Council to this process, Seattle has taken the politics out of what otherwise was in Seattle (and continues to be almost everywhere else in the country) adjusting paid parking rates.

Dr. Shoup's support for parking benefit districts is largely grounded in the concept that moving towards a performance-based parking pricing model for rates is controversial, and made more politically palatable by offering revenues back to the areas in which the new program is being established. It is not so much a policy argument as a political one, intended to provide a sort of fiscal balm for the presumed pain of paid parking rate changes.

In Seattle, however, because of Council's 2010 policy direction and our commitment to sticking to a data-driven process, we have already established the buy-in among stakeholders in neighborhood business districts. They understand the concept that paid parking is an effective tool to provide more reliable customer access, and that our rates are data-driven and adjust so that we charge only as much as needed to provide that more reliable access. While revenues are an outcome of paid parking as a parking management tool, there is trust and buy-in that our rate-change and parking management decisions are not revenue-driven but based upon specific data.

**2) Beyond adjustments to existing paid parking rates, by what process does SDOT consider further paid parking changes, either extending the hours of paid parking or adding new paid parking spaces?**

SDOT has limited resources for staff to work with two or three neighborhood business districts every year to consider current parking management and business district access and effectiveness, and to come up with neighborhood parking and access plans. This includes direct outreach with business and community representatives (including meetings, door-to-door outreach, online surveys of area businesses and residents, and business district intercept surveys), the collection of parking data (including on-street occupancy, duration, and off-street supply), and collaborative work to come up with a plan. While these plans sometimes include new paid parking, that is not always the case.

Over the past several years, SDOT’s Community Access and Parking Program has worked in a number of areas. Criteria for where SDOT works include: significant changes to parking supply or land use, addition of new transit service, formal community requests, no formal study within the past 10 years, and collaboration opportunities with other major projects or other engagement efforts of other departments. Outcomes of that work have sometimes led to new paid parking (but not always), and those outcomes have been data-driven and consistent with the performance-based parking policies established in the SMC by Council:

<b>Neighborhood</b>	<b>Completed</b>
Uptown Triangle	Fall 2008
Denny Triangle	Summer 2008
Fremont	Spring 2009
Pike-Pine	Spring 2009
Upper Queen Anne	Summer 2009
West Seattle Junction	Spring 2010
Capitol Hill	Spring 2010
First Hill	Spring 2010
Madison Valley	Spring 2011
U-District	Spring 2012
SE Light Rail Stations	2010-2013

<b>Neighborhood</b>	<b>Completed</b>
West Seattle Triangle	Spring 2013
Madison Park	Spring 2014
Pioneer Square	Fall 2014
Chinatown-ID	Fall 2014
Roosevelt	Fall 2014
Ballard	Spring 2015
Westlake Ave North	Spring 2015
Green Lake	Fall 2015
Little Saigon	Spring 2016
23 <sup>rd</sup> & Union	Spring 2016
U-Link Station	Summer 2016

In 2015, SDOT worked in Green Lake, Ballard and Westlake Avenue North, collected parking data through our Annual Paid Parking Study, reviewed these data and draft plans with active community and business engagement, and proceeded with successful installation of new paid parking with community buy-in. About 700 paid spaces were installed in 2015.

SDOT staff are currently working in Pike-Pine, Uptown, and Columbia City.