

## Sounding Board Meeting # 3

### MINUTES

JULY 14, 2011

Seattle Municipal Tower  
Rm. 4080

<b>ATTENDEES</b> (Underlined Indicates "In Attendance")	<u>Katherine MacKinnon</u>	Downtown Seattle Association (DSA)
	Rod Kauffman	Building Owners and Managers Association (BOMA)
	Francine Fielding	Wright-Runstad
	<u>Laura Larson</u>	Republic Parking
	Ed Danyluk	Imperial Parking Corporation (IMPARK)
	Mike Fuda	Diamond Parking Service
	<u>Josh McDonald</u>	WA Restaurant Association
	Pamela Hinckley	Tom Douglas Restaurants
	<u>Leslie Smith</u>	Alliance for Pioneer Square
	Tim Gaydos	Belltown Business Association, Mars Hill Church
	Chip Wall	Pike/Pine Urban Neighborhood Council
	Michael Wells	Capitol Hill Chamber of Commerce
	<u>Doug Campbell</u>	U District Business Owner, Bulldog News
	Beth Miller	Ballard Chamber of Commerce
	<u>Don Blakenev</u>	Chinatown/International District BIA
	Marko Tubic	Fremont Chamber of Commerce
	<u>Jessica Vets</u>	Fremont Chamber of Commerce
	<u>Susan Ranf</u>	Seattle Mariners
Eric de Place	Sightline Institute	
Rob Johnson	Transportation Choices Coalition	
Tom Norwalk	Seattle Convention and Visitors Bureau	
<u>Erica Sekins</u>	Seattle Commission for People with disAbilities	
Dick Burkhart	City Neighborhood Council	
Jerry Everard	Seattle Nightlife and Music Association	

#### CITY STAFF IN ATTENDANCE:

- SDOT: Peter Hahn, Charles Bookman, Tracy Krawczyk, Mike Estey, Cristina VanValkenburgh, Margo Polley, Mary Catherine Snyder, Allison Schwartz
- Mayor's Office: David Hiller

#### CONSULTANT TEAM IN ATTENDANCE:

- Kimley-Horn & Associates, Inc.: Dennis Burns, CAPP, Brett Wood, P.E.
- Rick Williams Consulting: Rick Williams

### Meeting Notes:

#### INTRODUCTIONS AND RECAP:

The meeting began with introductions by Dennis Burns and a brief recap of the previous meeting with the Expert Advisory Panel led by Tracy Krawczyk and Charlie Bookman. The key themes highlighted in this recap included:

- ▶ On-street parking is a downtown experience. People don't come downtown to just to park.
- ▶ 1-2 available spaces do not tell the whole story. In high-demand spaces, price may be too high. Additionally, the City has to be cognizant of disabled parking and its effects.
- ▶ Different strategies discussed: progressive pricing and time-of-day.
- ▶ Enabling strategies discussed: technology (pay stations), pay-by-cell phone.

- ▶ Collaboration with business owners and other stakeholders is critical.

#### TECHNOLOGIES AND STRATEGIES POWERPOINT PRESENTATION:

- Following the introduction and recap was a presentation by Rick Williams on technologies and strategies. The following were mentioned in his presentation:

##### Technologies

- Implementing pay-by-cell phone citywide

##### Strategies

- Define geographic sub-areas based on parking demand
- Time of day pricing
- Potential Pilot Study – combine progressive pricing with the elimination of time limits
- Day of the pricing
- Develop an event overlay parking pricing strategy

#### OPEN DISCUSSION:

- The presentation was followed by an open discussion. Highlights of this discussion are presented below:
  - Day of the week pricing
    - Have to be careful not to set policies that drive away businesses or are restrictive to tourist use.
    - How does this strategy compete with other policies (transit incentives)?
  - Event overlay parking strategy
    - Concern that this cannot be accomplished when the City does not allow for principle use garages for events.
    - Garages are empty outside of influence area (combined with free bus)
    - People won't walk more than two blocks – varies by use.
  - General Discussion Comments
    - The strategy has to make sense and must easily communicate rates and changes
    - People have difficulty understanding parking messages now. One bad experience will create a negative perception.
      - The system wouldn't be truly dynamic. Rate setting would be predictive (will change monthly, quarterly, etc.), which will allow users to learn and adapt.
    - Concern for the occasional user. Frequent users will adapt quicker, but the occasional user
      - Cell phone applications will be important for the occasional user and Seattle is a pretty wired city
    - Will time-of-day/day-of-week in some locations and not in others be confusing?
    - Time bands seem reasonable, but could be very confusing.

- Will pay-by-cell and credit card usage prohibit “cash paying” customers from coming downtown?
- Having the ability to add time with a cell phone is helpful, but prices should be progressive.
- Define expectations – parking can’t be free in a “world class city.”
- Communication is important. The high use of technology could be very prohibitive.
- Concerned about abuse of placards. Doctors should be monitored, note the highest provision of permits.
- Seasonal pricing – restaurant income moves with the season. It would help bring people in during off-season (winter).

MEETING CONCLUSION:

- The meeting concluded with a presentation of data collection activities and preliminary results, led by Brett Wood. The following is an overview of what was covered in the presentation:
  - Data collection periods – May and June
  - Data collected – overall occupancy of paid spaces; disabled permit usage; residential permit usage; and government exempt vehicles.
  - Examples from the preliminary analysis were shown.

PUBLIC COMMENTS:                      None

NEXT SOUNDING BOARDING MEETING:

**Date:**                                      Thursday, August 4<sup>th</sup>, 2011

**Location:**                                \_\_\_\_\_

**Preliminary Agenda:**              Present finalized data findings and recommended implementation strategies.