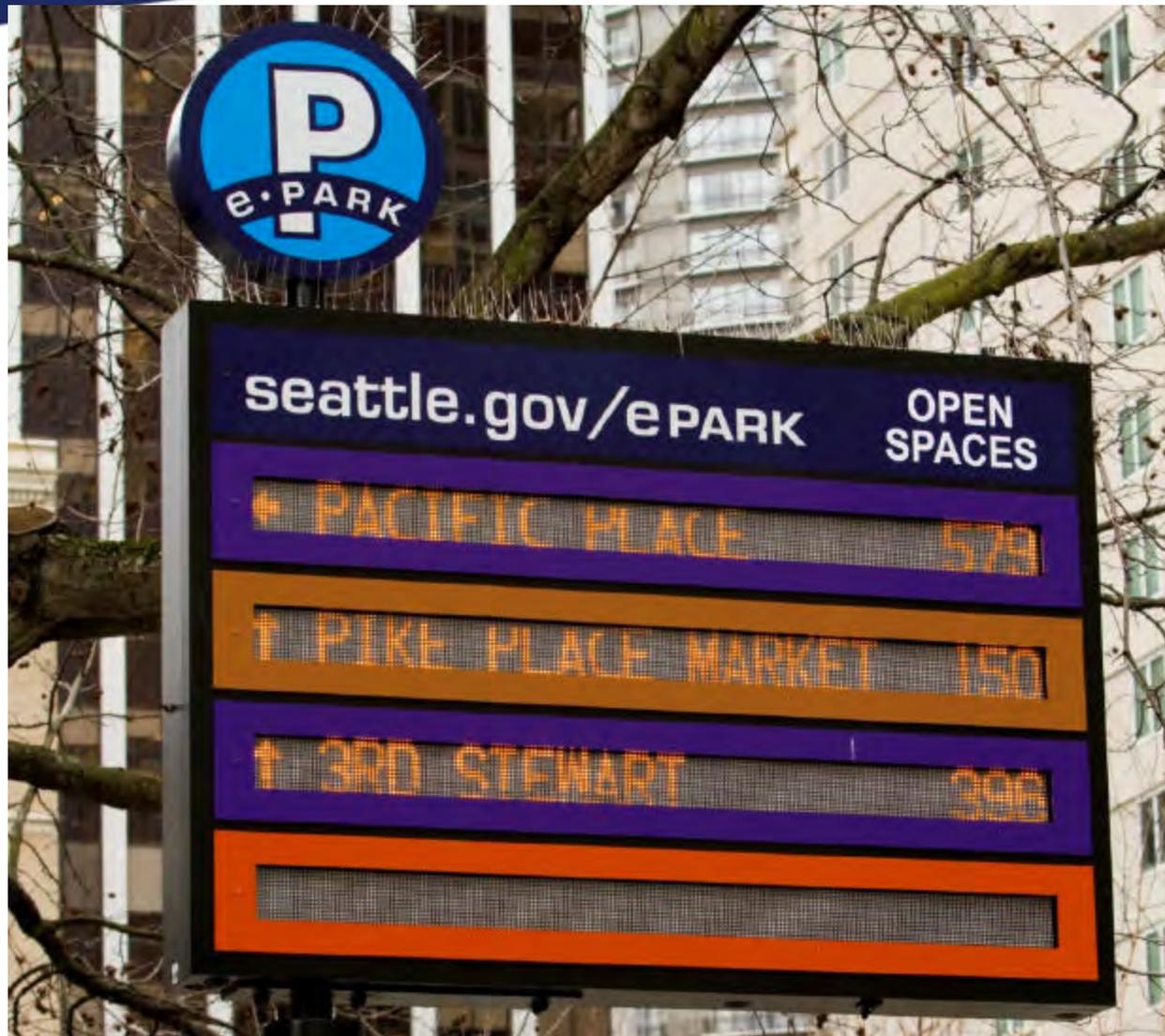




e-Park guidance system

AWV Parking Mitigation Stakeholder Group

April 11, 2012









Departments | Services | Staff Directory | MySeattleGov

seattle.gov

Department of Transportation

A vibrant Seattle through transportation excellence Peter Hahn, Director

SERVICES SUBJECTS PLANNING RESOURCES EVENTS NEWS SEE INDEX

- Parking Home
- e-Park Home
- Frequently Asked Questions
- Seattle Parking Map
- Participating Garages
- Center City Parking Program

Real-Time Downtown Parking Information

Spaces Available Right Now:

GARAGES	OPEN SPACES
→ 3rd & Stewart	403
→ Convention Center	594
→ Pacific Place	626
→ Pike Place	OPEN
→ Puget Sound Plaza / Cobb	31
→ WAC	149

The chart to the left displays a live feed of parking spaces available right now in Downtown Seattle. To view the locations of these garages, simply click the map image below.



July 7, 2011 10:04AM

Refresh

[View Garage Locations](#)

Do You e-PARK? Take the survey. We want to hear about your experience. [Click Here](#)

e-Park Makes Parking Downtown Easier

Downtown Seattle shines with world-class arts, entertainment, shopping and dining. Parking downtown just got easier. e-Park signs let you know how many spaces are available in six garages throughout the Downtown Retail Core and Pike Place Market while guiding you to them.



Look for dynamic signs at key downtown points to guide you to participating garages with available spaces. The signs tell how many spaces are currently available in each garage. Real-time parking information takes the guesswork out of parking and helps reduce congestion.

[Read More](#)

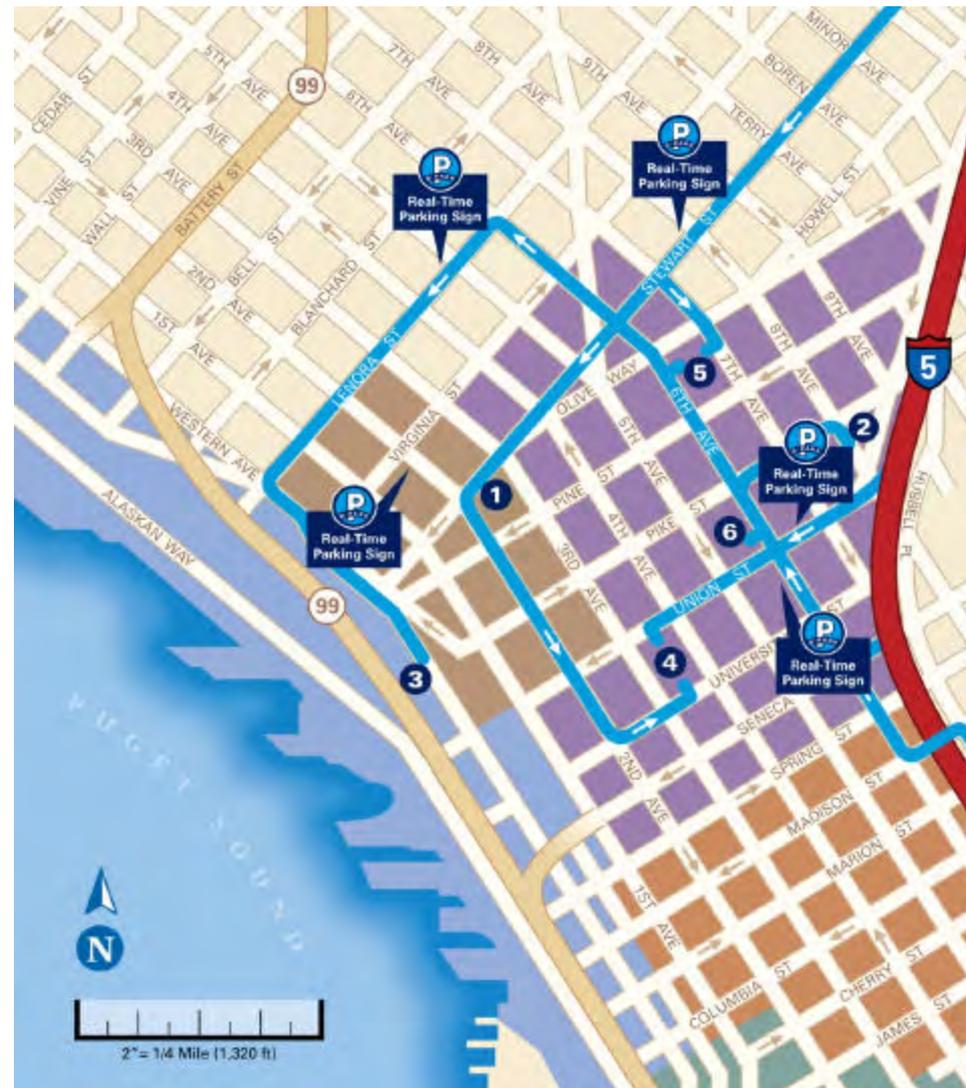


e-Park Pilot:

- 6 garages
- 5 dynamic signs
- 4,500 parking spaces
- Began September 2010

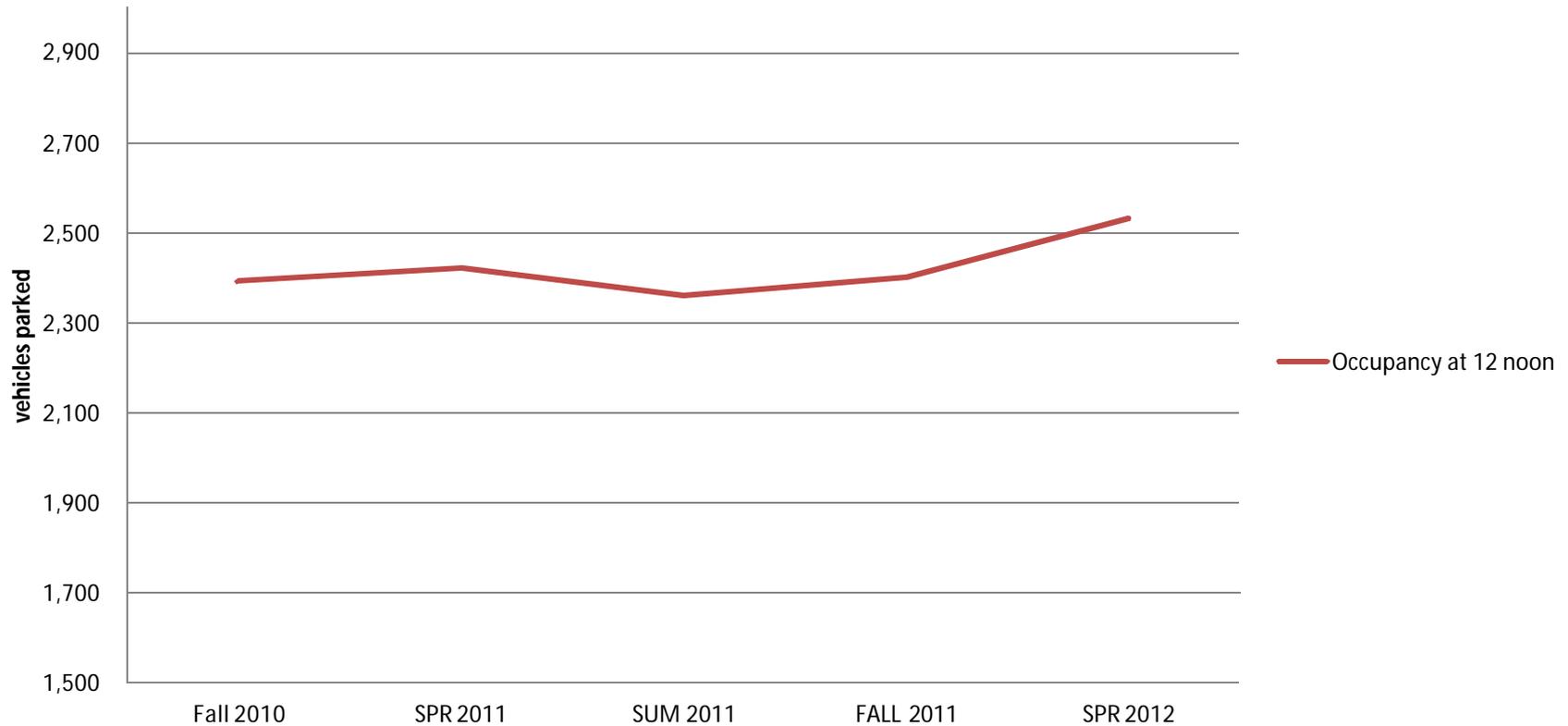
Pilot Outcomes:

- Technology works
- Garages are happy
- Customers recognize brand





System-wide utilization trends

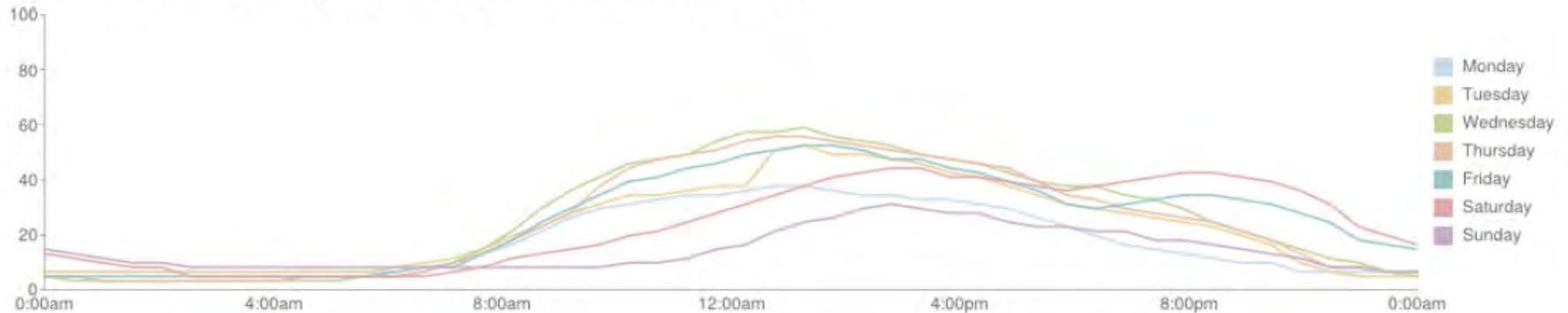




Typical Week in October; by day

Hourly Occupancy by Day

Line chart showing occupancy by snapshot interval for each day

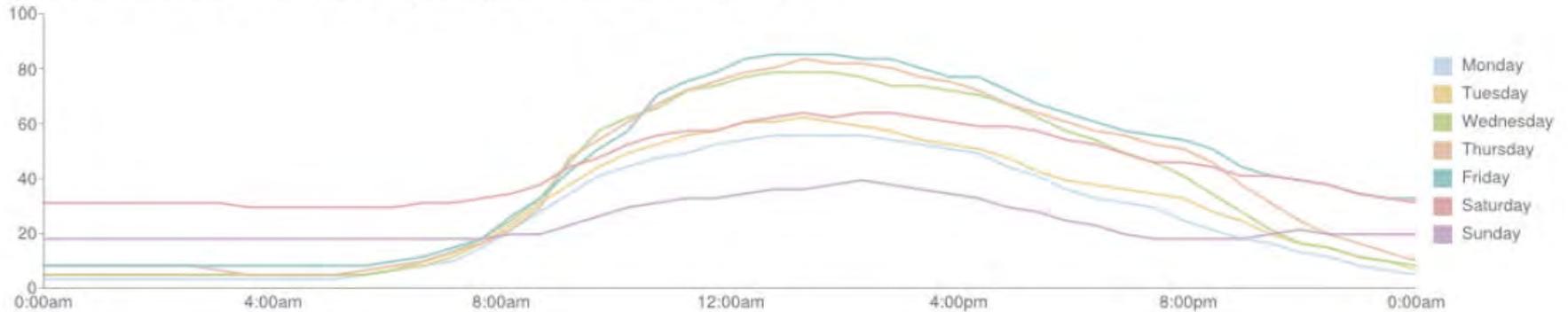




Flower & Garden Show Week; by day

Hourly Occupancy by Day

Line chart showing occupancy by snapshot interval for each day

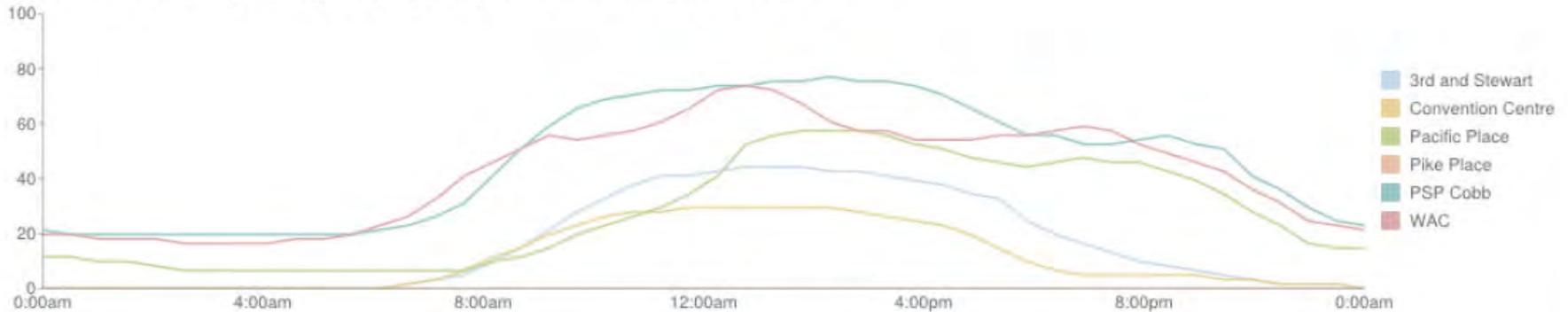




Typical Week in October; by garage

Hourly Occupancy by Zone

Line chart showing occupancy by snapshot interval for each zone

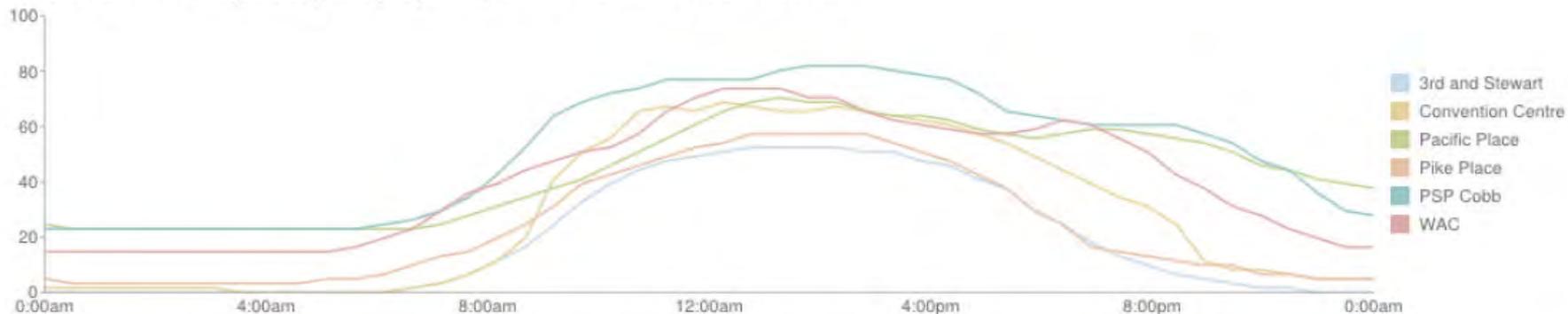




Flower & Garden Show Week; by garage

Hourly Occupancy by Zone

Line chart showing occupancy by snapshot interval for each zone

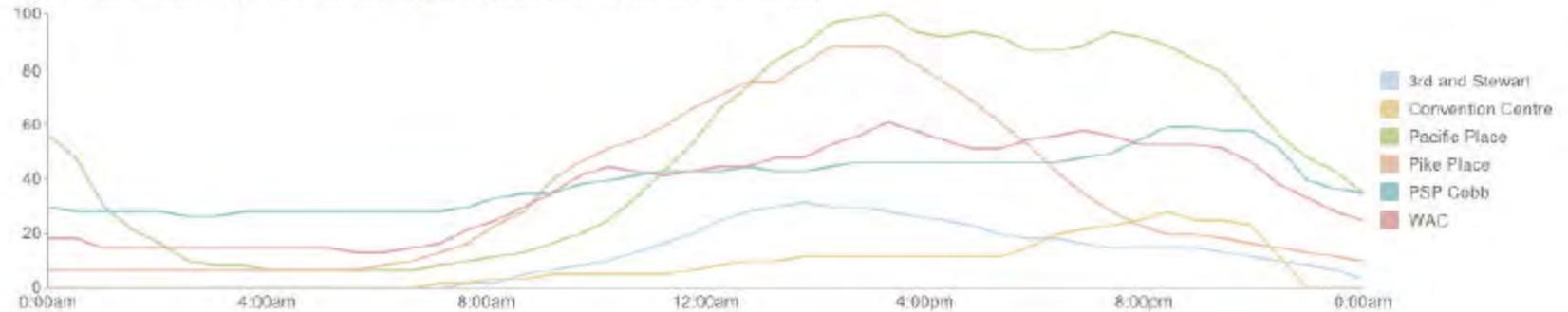




St. Patrick's Day

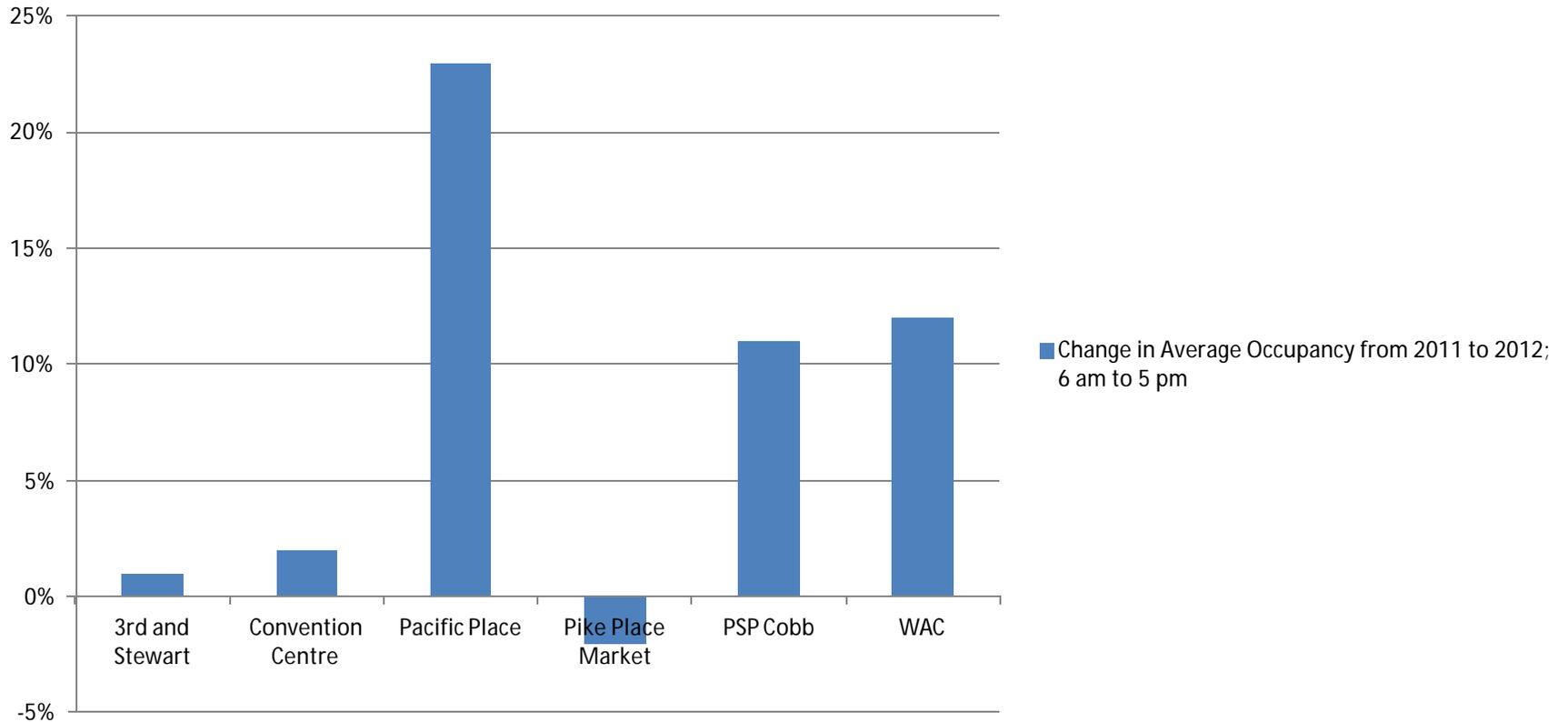
Hourly Occupancy by Zone

Line chart showing occupancy by snapshot interval for each zone



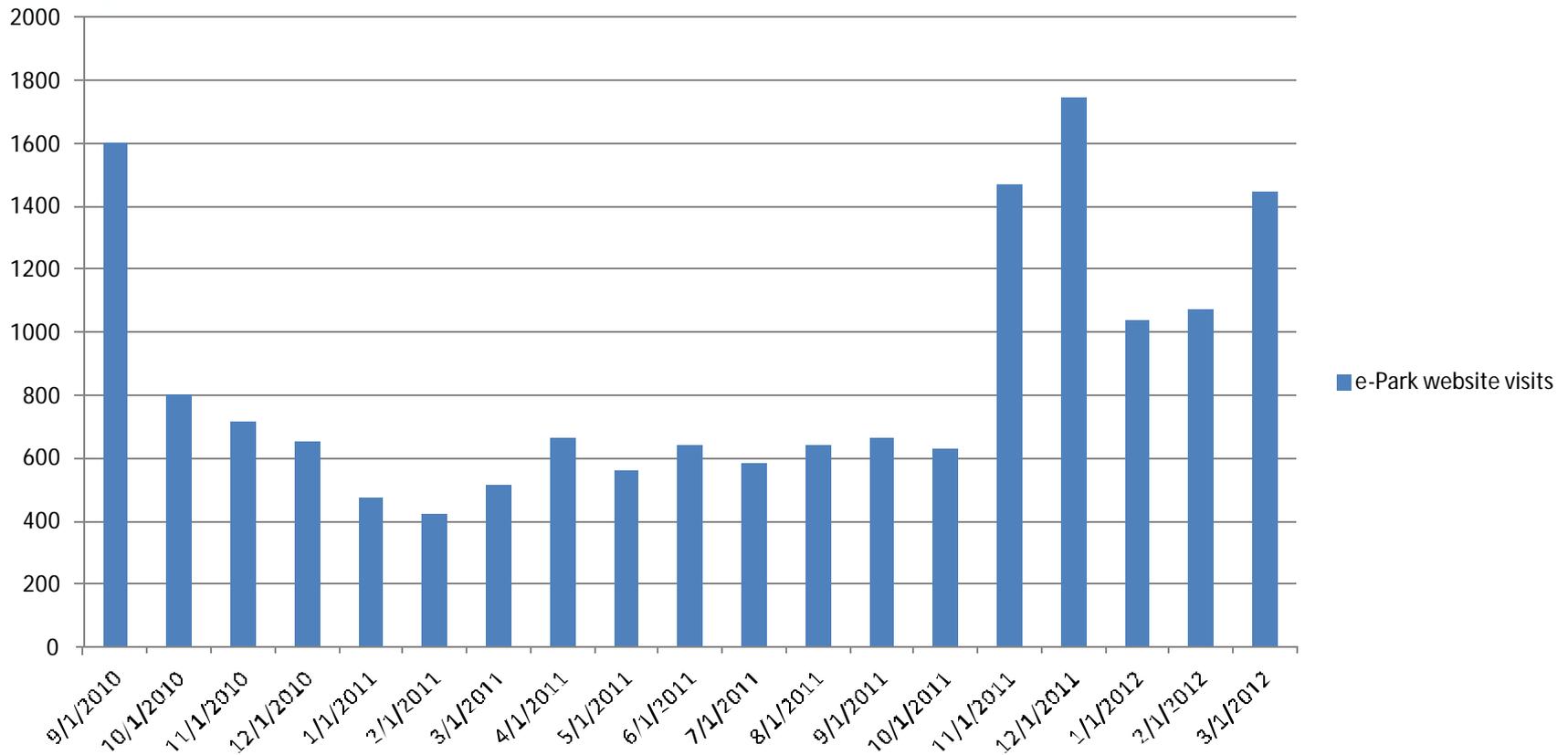


Easter Sunday 2011-2012





Website Visits





Customer Survey Feedback

Reason most recognize:

- Sign recognition
- Radio Spots
- TV coverage

Appreciation for:

- Timeliness of project
- Attractive signs





e-Park funding in SDOT

Capital Program

- 2009 - 2012
- SDOT fully funded
- \$4.5 million

Marketing Program

- 2010 – 2012
Annual Budget:
\$60,000
- 2013: \$30,000

Operating Program

- 2013 need:
\$200,000 total
 - Staff
 - Repair
 - Maintenance
 - Data analysis
 - Wireless communications



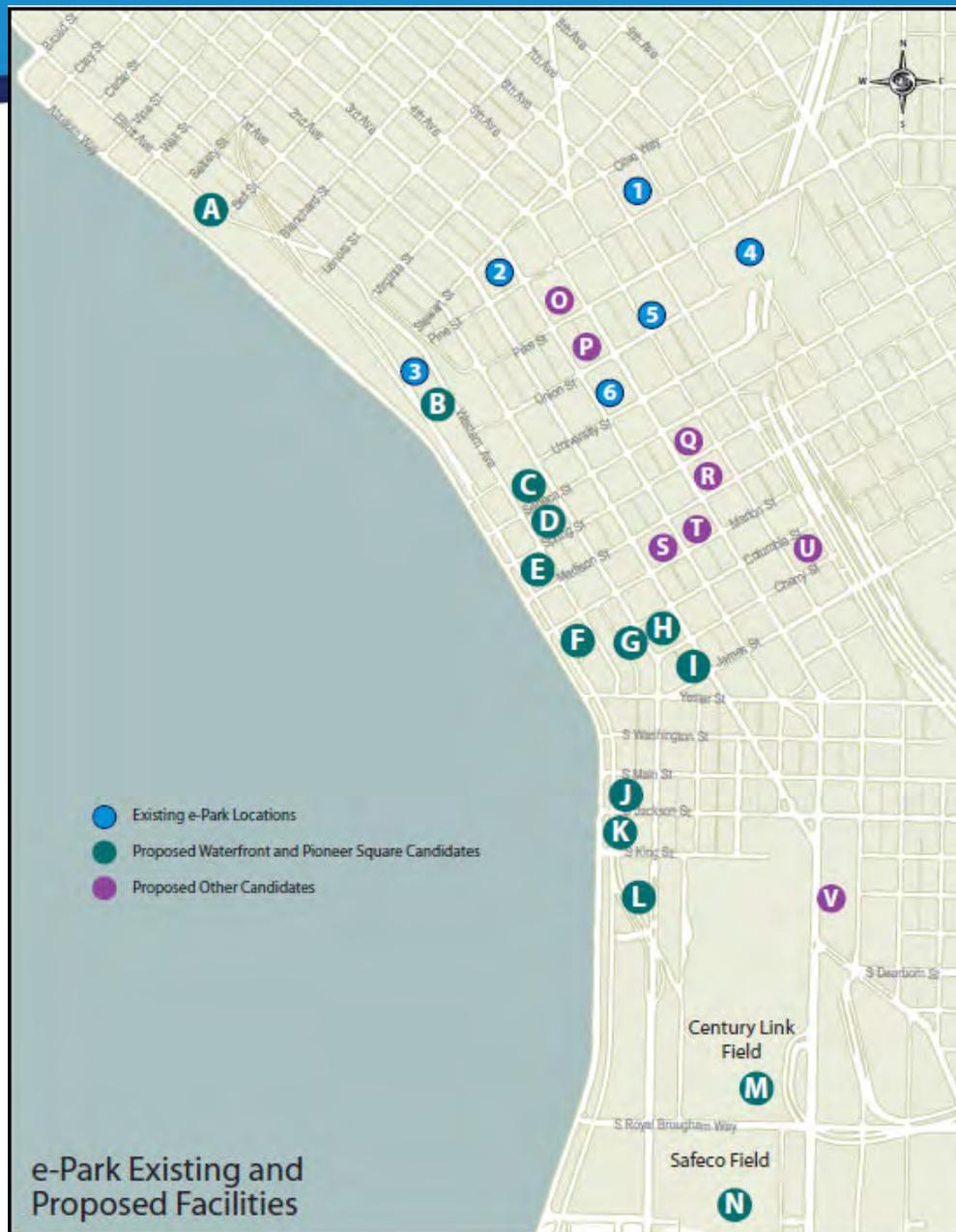
2012 e-Park expansion

SDOT pays for:

- DMS signs and install
- ROW signs and install
- Facility signs
- Operations
- Marketing
- Individual websites

Garages pay for:

- Facility sign install (\$2 – 5K)
- Software upgrade (\$5 – 10K)
- Hardware (loop counters, etc.)





Garage Candidates





Opportunities to Enhance



Remove barriers to garage entry

One time: up to \$15,000 per garage for approximately 10 garages



Enhanced mapping and mobile communications

\$100,000

One-time for app development



Expanded and combined marketing program



In Summary...

- e-Park benefits for the Central Waterfront and PSQ:
 - Recognized parking guidance brand
 - Parking guidance and availability for motorists
 - Real-time parking data for signs, web and apps and monitoring
- Potential e-Park enhancements:
 - More garages in your neighborhoods
 - Mobile application for expanded info. Sharing
 - e-park marketing combined into overall program marketing



City of Seattle e-Park parking guidance

AWV Parking Mitigation Stakeholder
Group

March 28, 2012



Goal of e-Park:

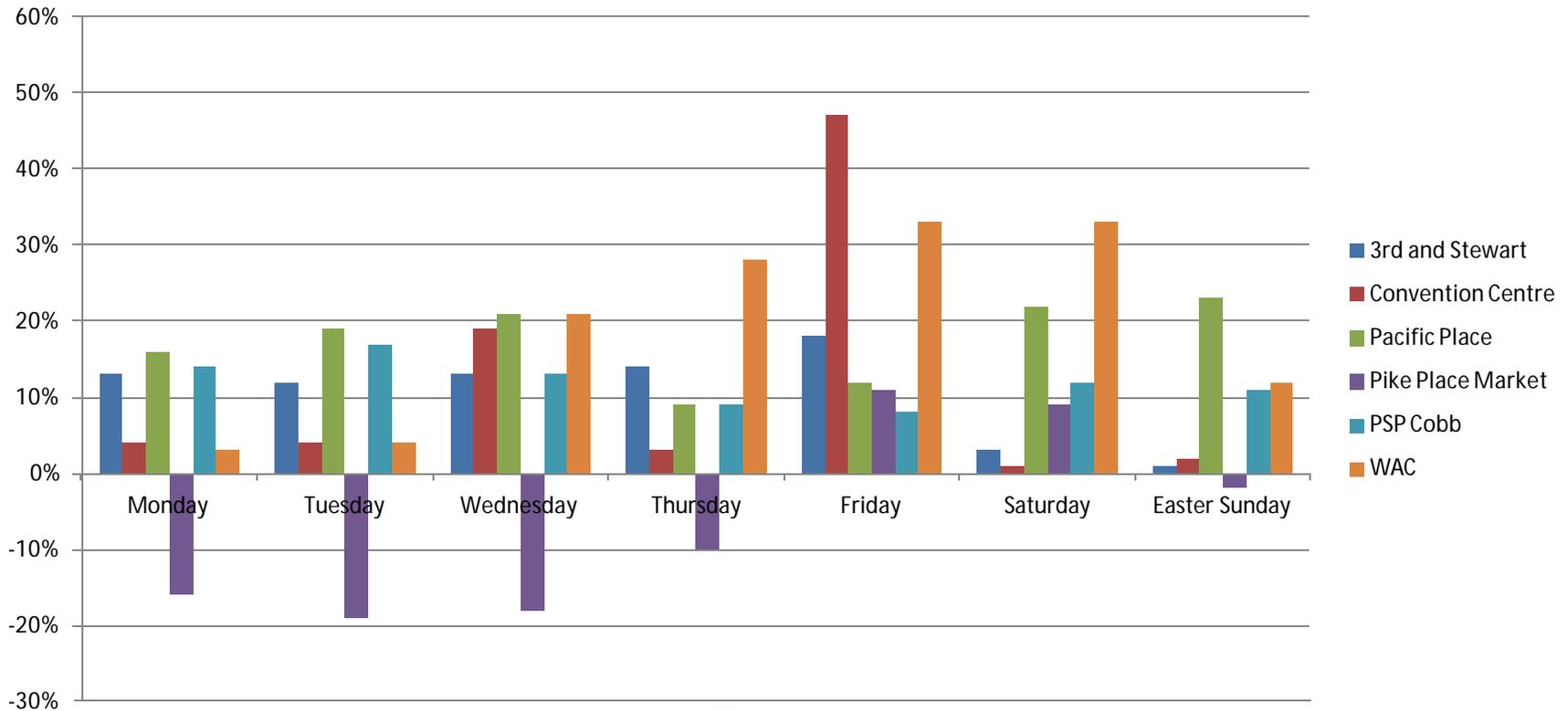
- Use real-time parking availability from parking garages to help downtown customers more easily find off-street parking

Outcomes:

- Reduced circling and congestion
- More efficient use of existing parking



Change in Occupancy: Easter Week 2011 and 2012





Background

2006

- Center City Parking Program Technical Report

2008

- Center City Parking Program Recommendation

2009

- Capital project started
- Branding effort

2010

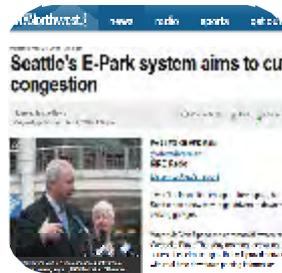
- 6 garage pilot launched



Building Public Awareness



Advertising



PR



Sponsorships

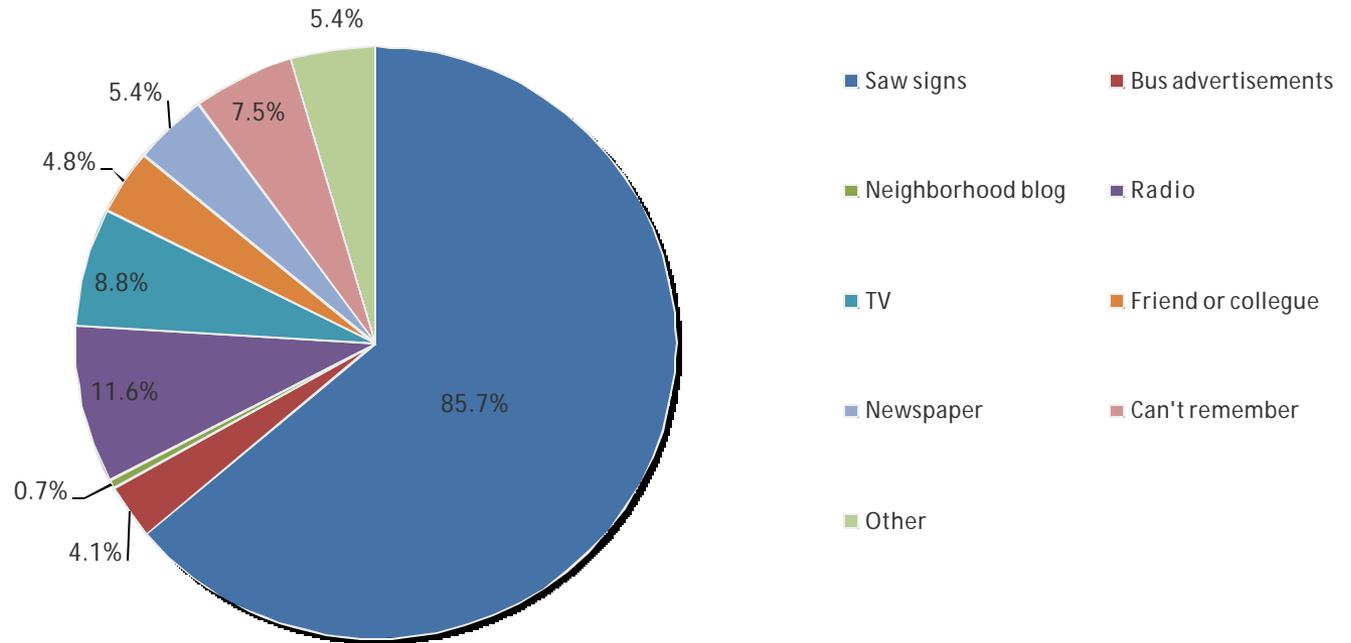


Collateral



Customers familiar with e-Park

Where did you hear about e-Park?





e-Park funding in SDOT

e-Park Program Elements		SDOT funded 2009 - 2012	2013-2014 Annual Cost Estimate	2013-2014 Funding Source?
Capital Program	design, sign manufacturing, DMS and directional sign installation, project management			
	<i>total capital program</i>	\$4,500,000		not needed - system built out by end of 2012
Marketing Program	brand development, advertising, public relations, web site design and improvement			
	<i>total marketing program</i>	\$180,000	\$ 120,000	<i>funding source not yet identified</i>
Operating Program	repair, maintenance, troubleshooting, staff			
	<i>total operating program</i>		\$ 202,000	<i>2013-2014 Budget Request</i>



DMS: Inbound location targets

From South

- 4th Ave (James to Madison)
- 1st Ave S @ Railroad
- James (4th and 5th)
- Madison (5th and 6th)
- Edgar Martinez Dr
- Alaskan Way (Marion & Columbia)

From North

- Stewart
- Elliott
- Pine
- 2nd Ave (Cherry & James)
- 5th Ave (Madison & Spring)
- 1st Ave (Main & Jackson)
- Alaskan Way (Wall & Vine)

