e-Park guidance system

AWV Parking Mitigation Stakeholder Group

April 11, 2012

seattle.gov/ePARK
OPEN SPACES
PACIFIC PLACE 579
PIKE PLACE MARKET 150
3RD STEWART 396

e·PARK
WAC
Convention Ctr.
Retail District
Pike Place Mkt.

171
OPEN SPACES
e·PARK

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Peter Hahn, Director
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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 413
Convention Center 594
Pacific Place 626
Pike Place OPEN
Puget Sound Plaza / Cobb 31
WAC 149
July 7, 2011 10:24AM
Refresh
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.
Do You e-PARK?
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.

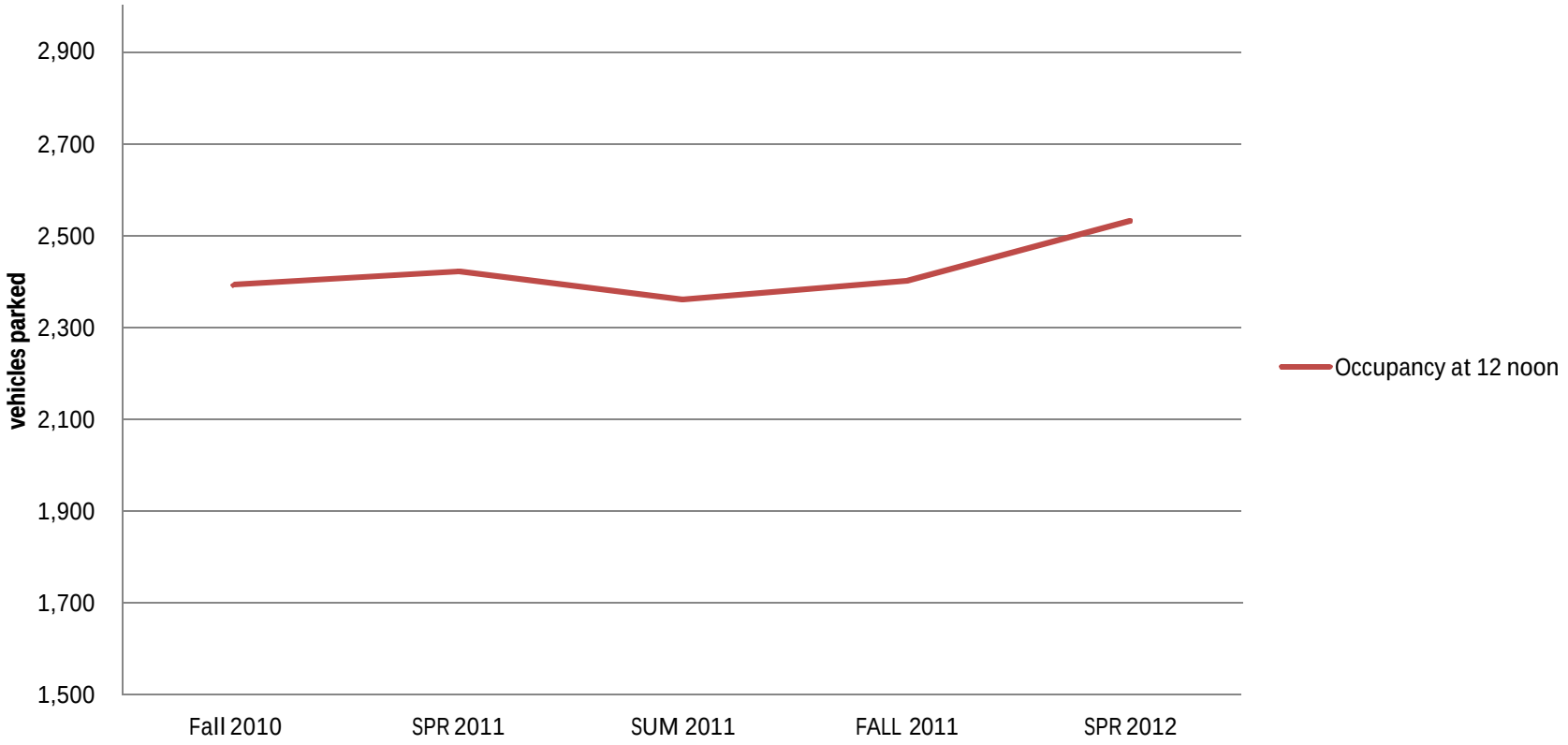
e-Park Pilot:

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

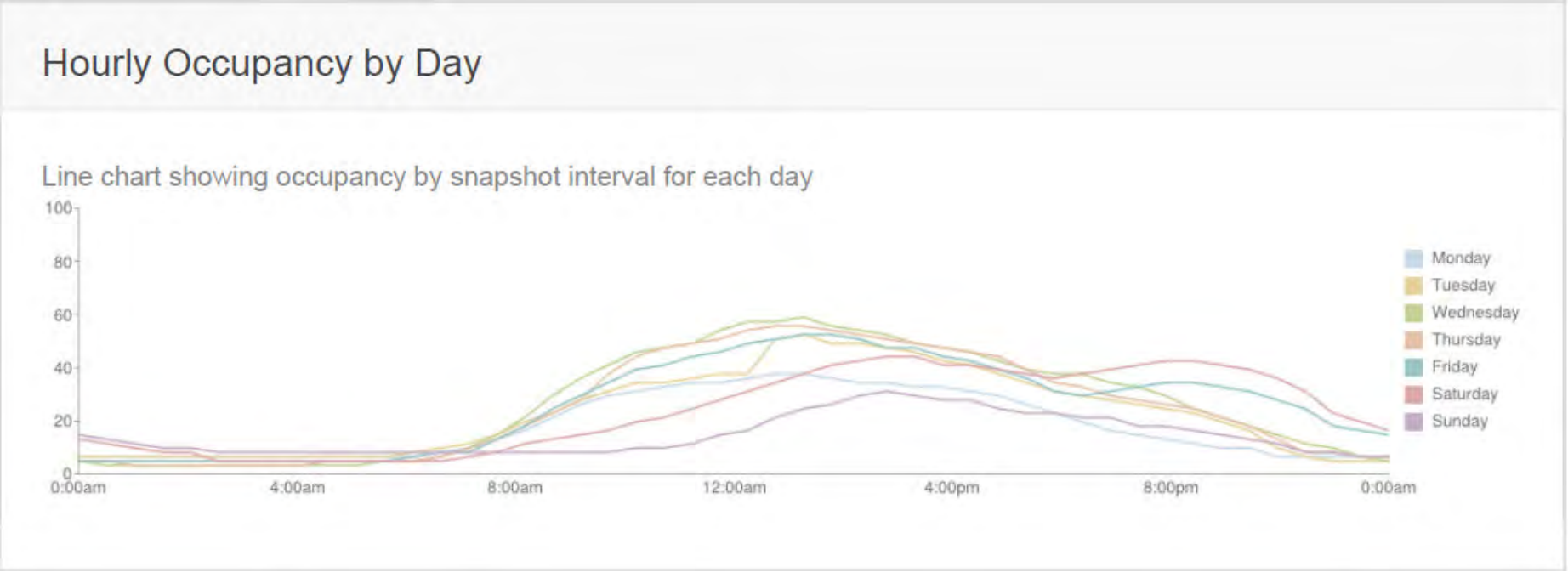
Pilot Outcomes:

- Technology works
- Garages are happy
- Customers recognize brand

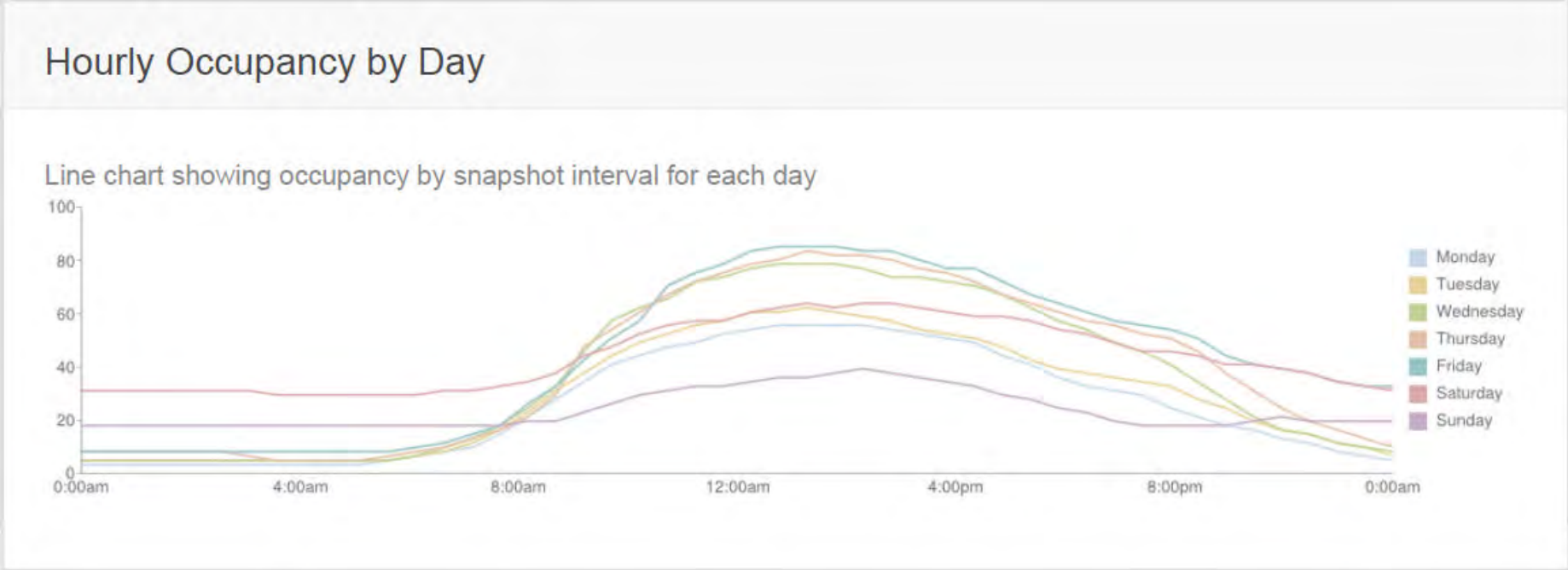
System-wide utilization trends



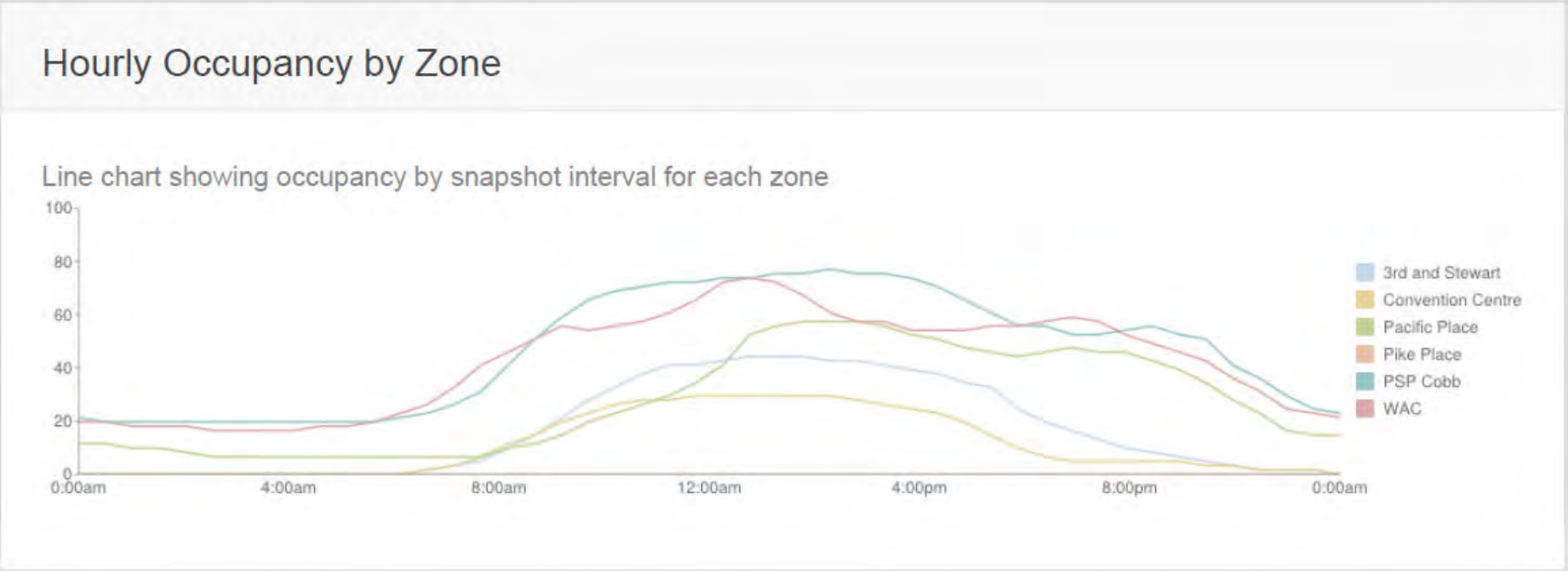
Typical Week in October; by day



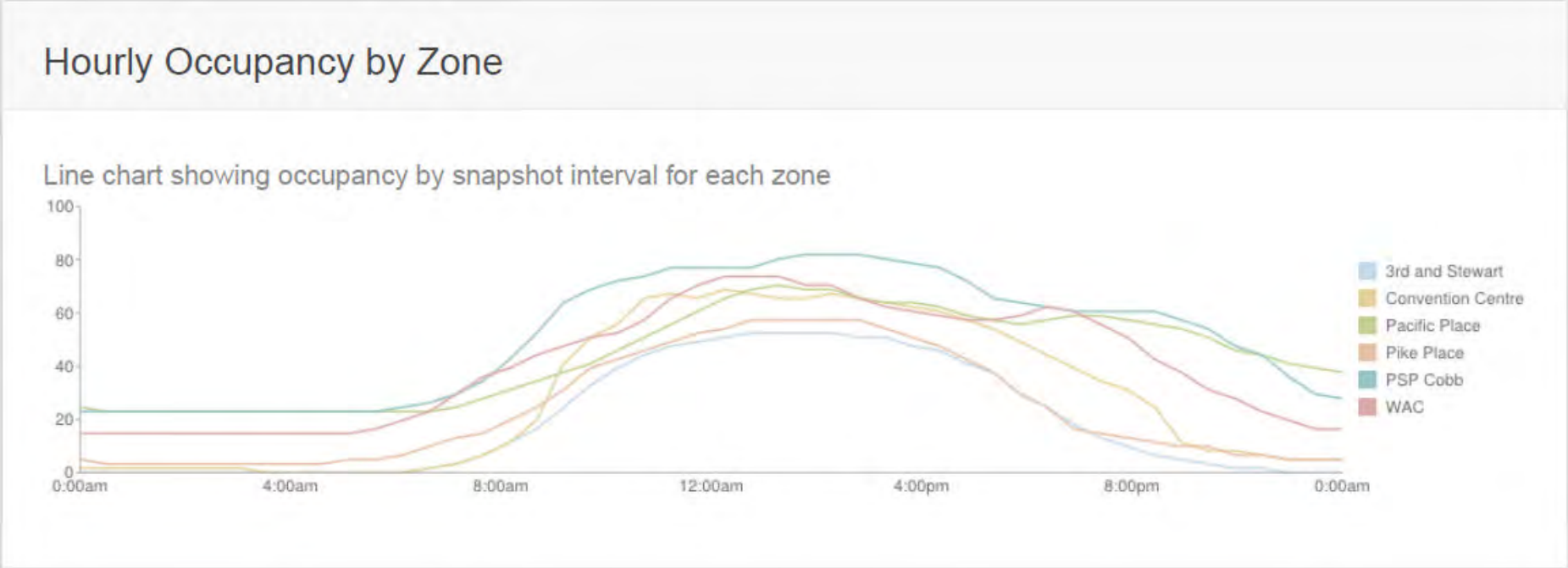
Flower & Garden Show Week; by day



Typical Week in October; by garage



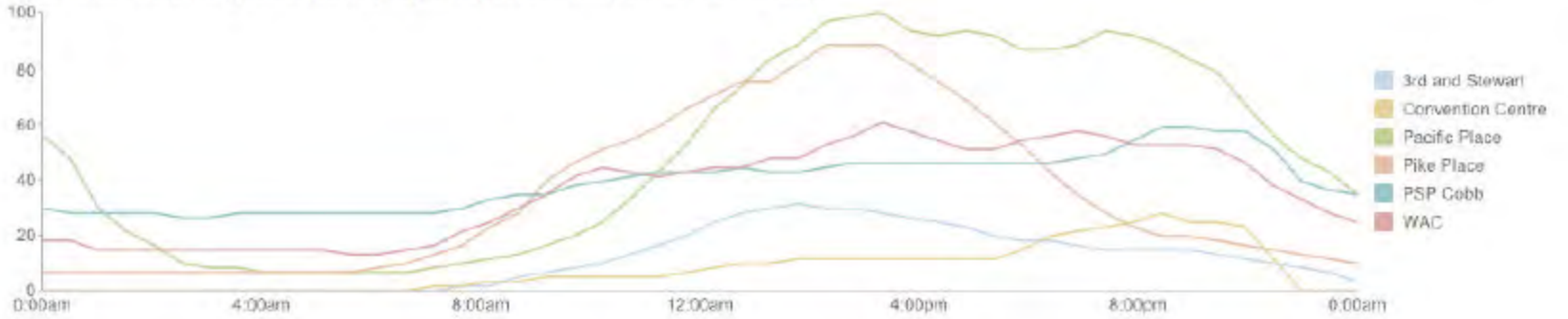
Flower & Garden Show Week; by garage



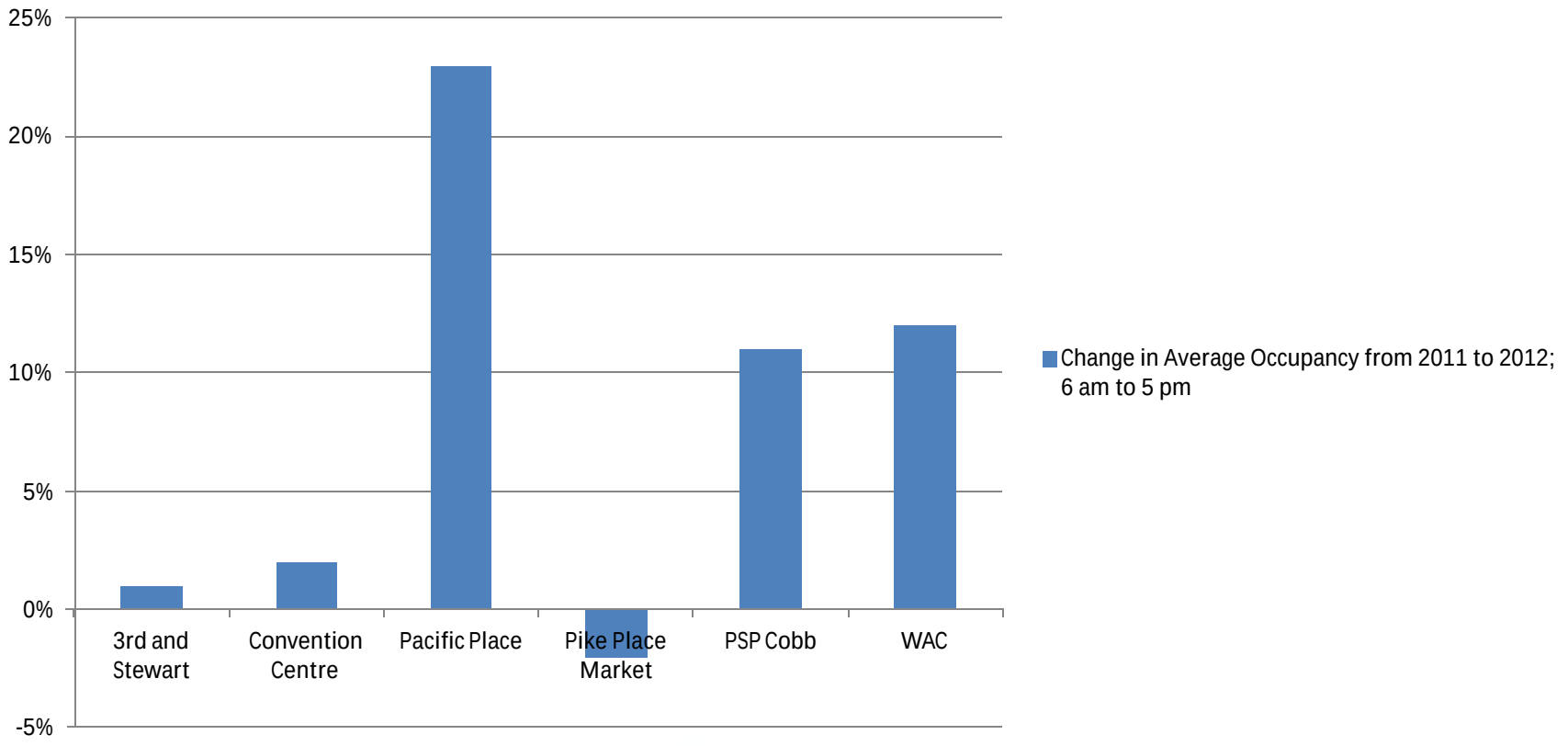
St. Patrick's Day

Hourly Occupancy by Zone

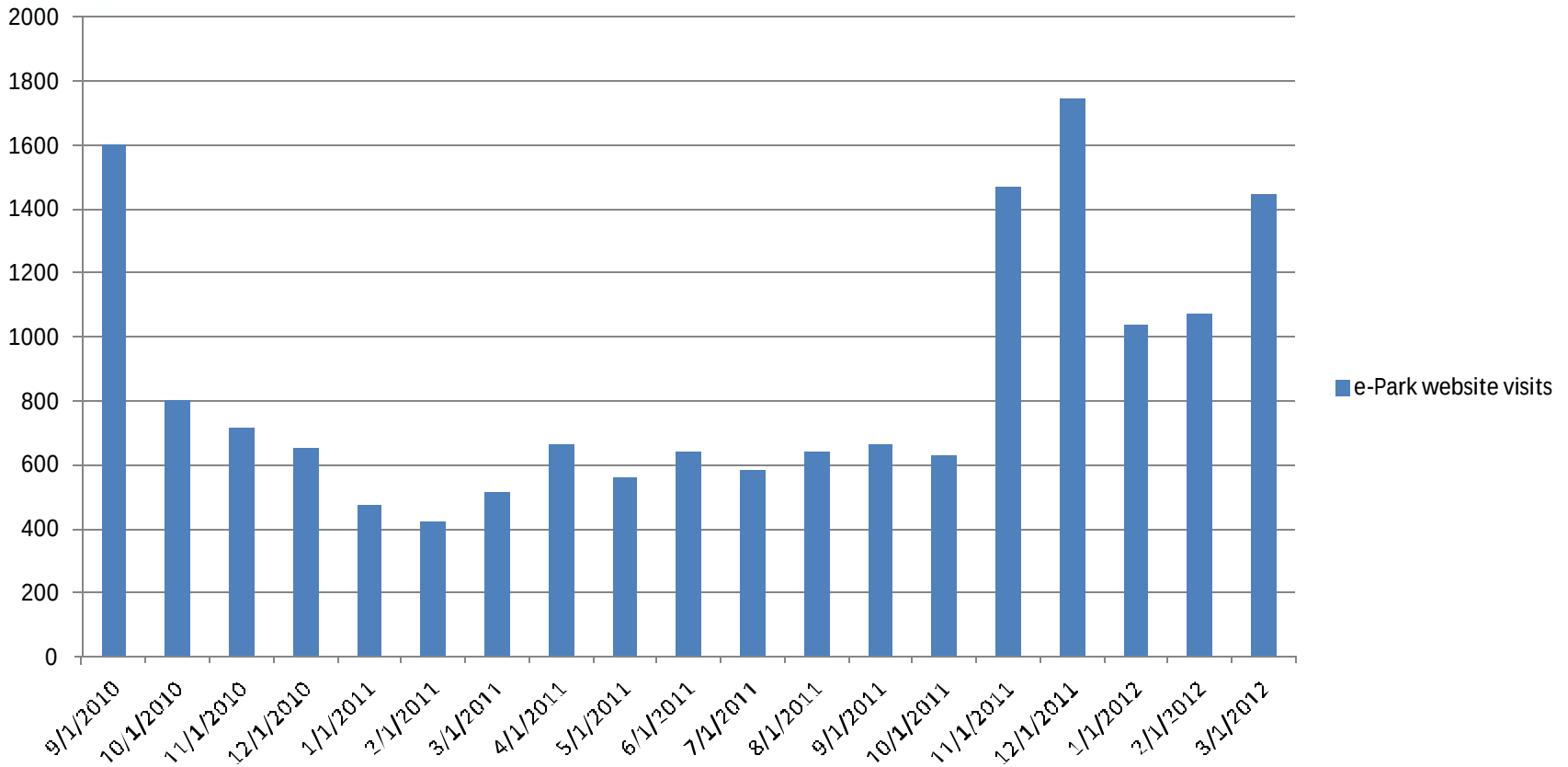
Line chart showing occupancy by snapshot interval for each zone



Easter Sunday 2011-2012



Website Visits



Customer Survey Feedback

Reason most recognize:	Appreciation for:
• Sign recognition • Radio Spots • TV coverage	• Timeliness of project • Attractive signs

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.)

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

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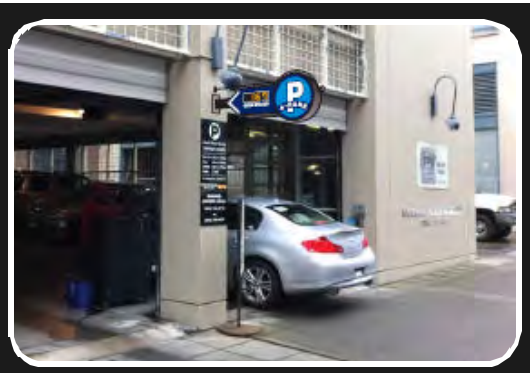
Garage Candidates

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

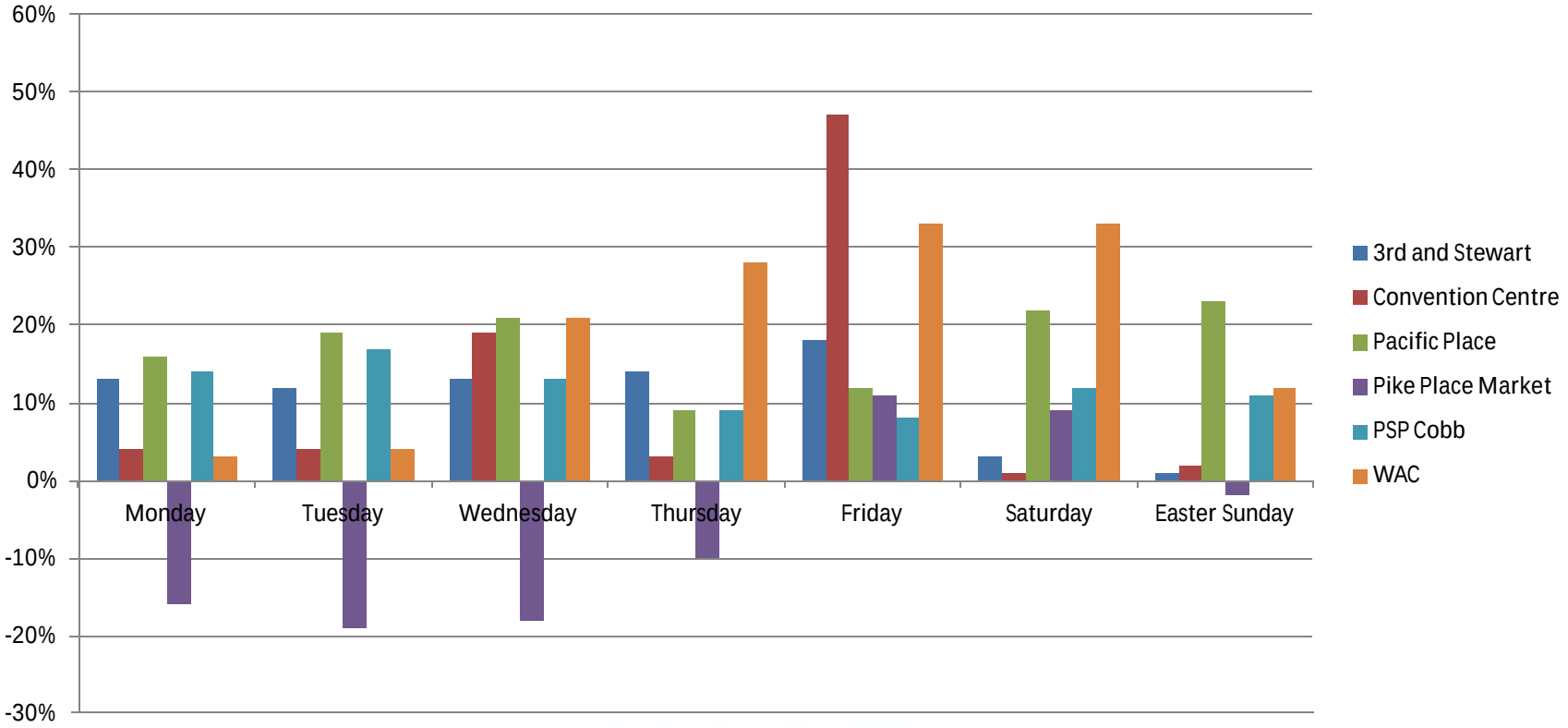
Goal of e-Park:

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

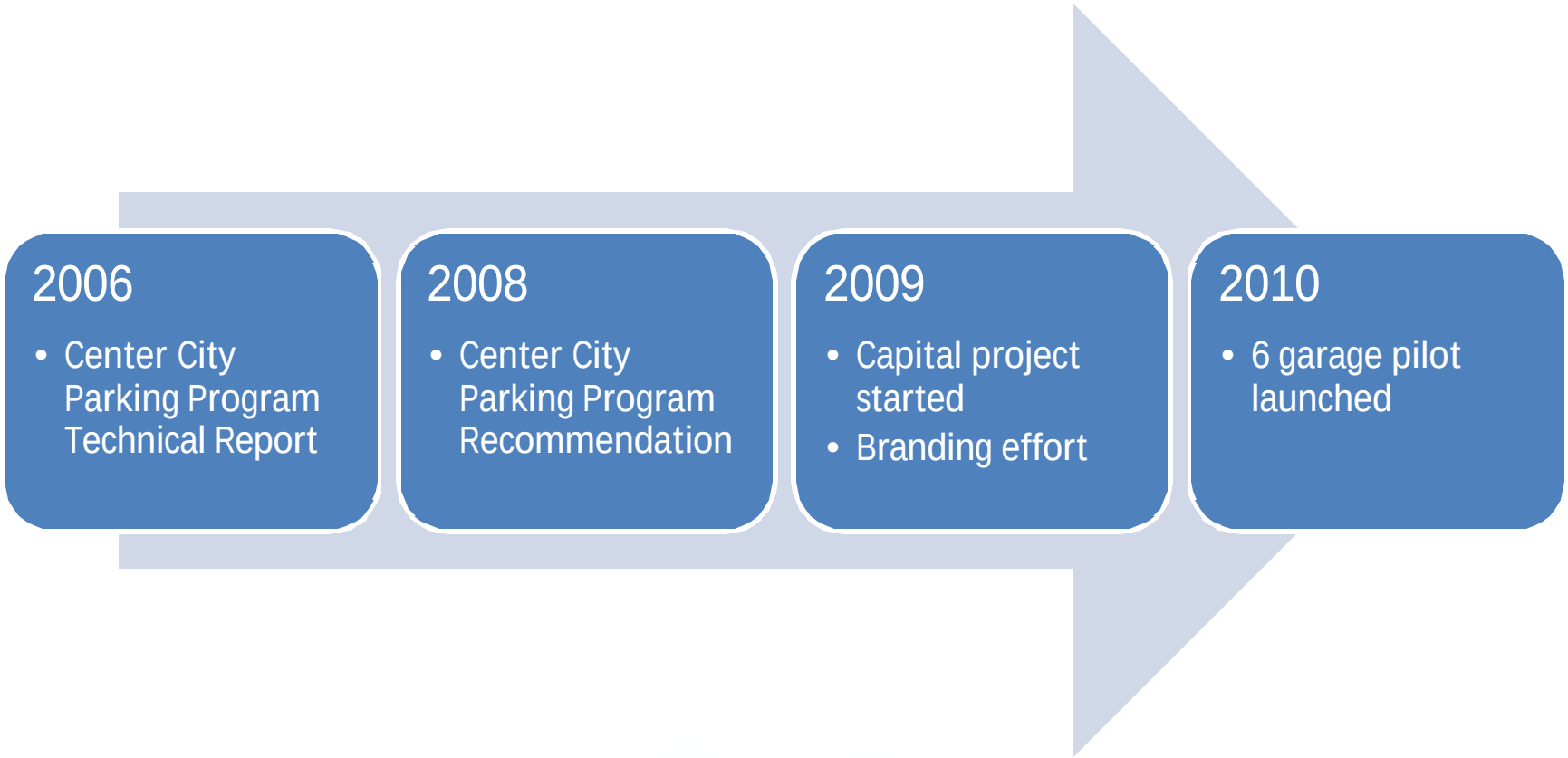
Outcomes:

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

Change in Occupancy: Easter Week 2011 and 2012

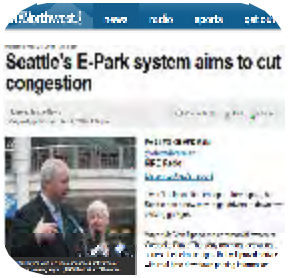


Background


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

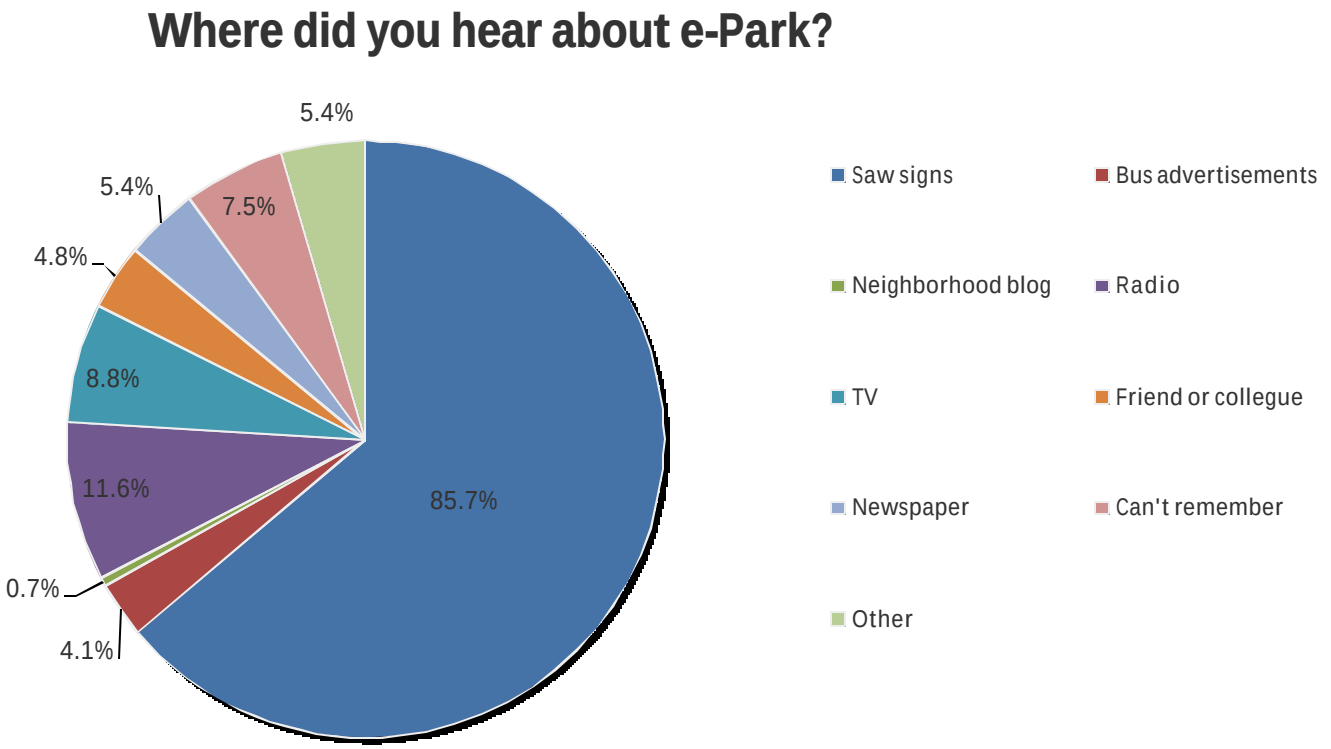


PR

Sponsorships

Collateral

Customers familiar with e-Park



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			
	total capital program	**$4,500,000**	**$0**	**not needed - system built out by end of 2012**
Marketing Program	brand development, advertising, public relations, web site design and improvement			
	total marketing program	**$180,000**	**$ 120,000**	***funding source not yet identified***
Operating Program	repair, maintenance, troubleshooting, staff			
	total operating program		**$ 202,000**	***2013-2014 Budget Request***

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)