

AWV Program Parking Group

October 19, 2011

Meeting #4

Agenda

1 p.m. Welcome and Introductions – Bob Chandler, SDOT

1:05 p.m. Update on Short-term Parking Mitigation Strategies

1. Pier 48 – Kimberly Farley, WSDOT
2. Partnerships with Private Parking Facilities – Meghan Shepard, SDOT and Marni Heffron, Heffron Transportation
3. Pier 62/63 – David Graves, Seattle Parks Department
4. New Wayfinding Signs on Waterfront – Brian Holloway, SDOT
5. King County Layover Space in Pioneer Square – Brian Henry, SDOT

1:20 p.m. Proposed Marketing Plan and Feedback – Christine Stepherson, Team Soapbox,
and Peter Klauser, Bullseye

1:50 p.m. Update on Seattle Tunnel Partners' Construction Plans – Matt Preedy, WSDOT

2:00 p.m. Review Seattle City Light Construction Plans and Feedback – Dave Smith, SCL

2:30 p.m. Adjourn

Next meeting: October 26, 1 p.m. – Update on SR 99 Tunnel and Seattle City Light construction plans, finalize immediate marketing plan and other mitigation strategies.

Pier 62/63 Structure Update



**AWV PARKING PROGRAM
OCTOBER 19, 2011**



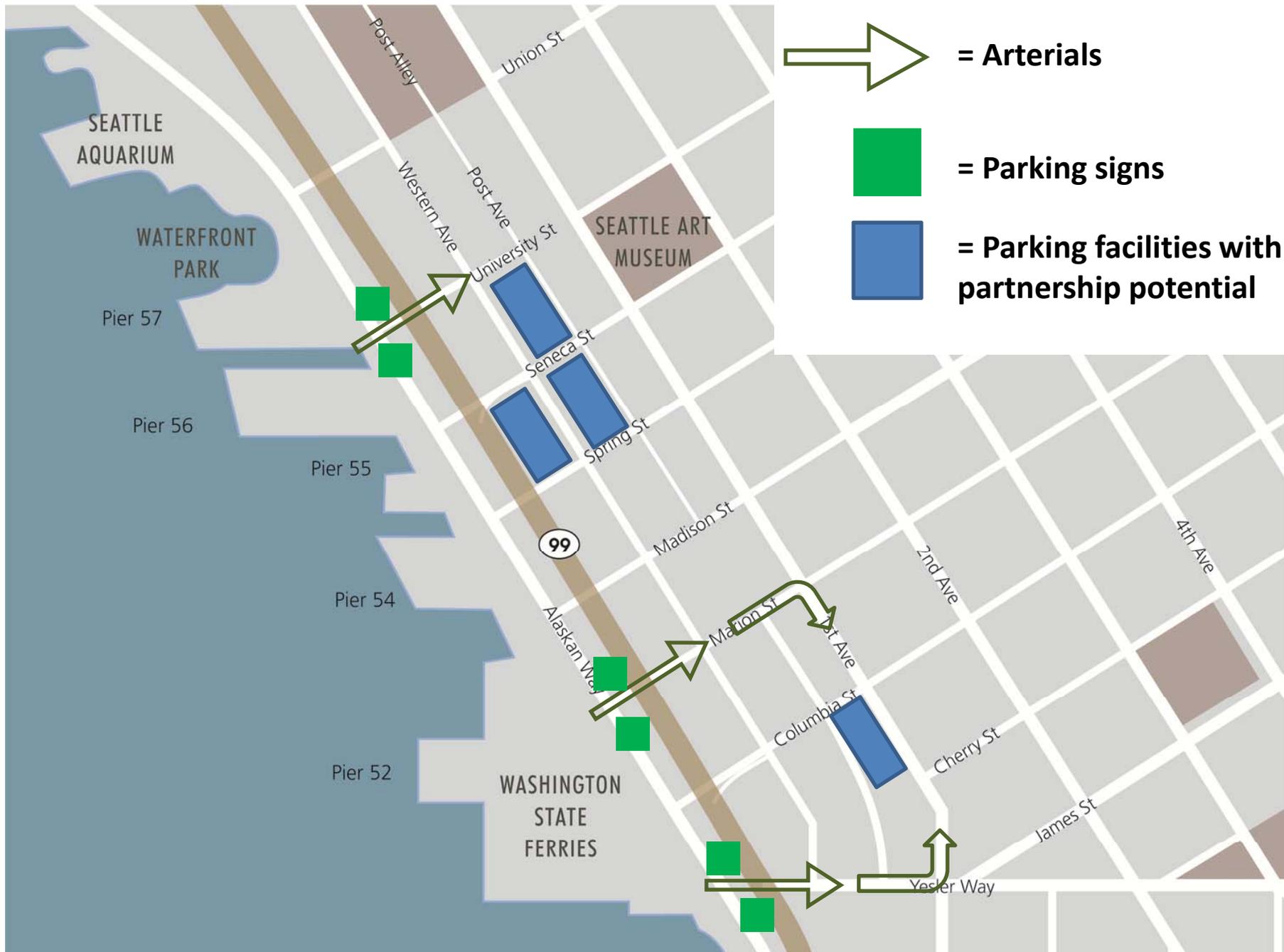
Severe fungal decay above the Row 5 Pile in the foreground. The fungal decay extends north along the cap and into the corbel above the Row 6 Pile. Note the white fungal fruiting body located in the end of the corbel.



Destroyed cap above the Row 1 galvanized steel pile and corbel. This cap damage was found to extend to ~Row 1.5.



The upper cap has been destroyed as a result of fungal decay. Note the good condition of the lower timber cap and the newer galvanized steel beam subcap.



 = Arterials

 = Parking signs

 = Parking facilities with partnership potential

Project area signage

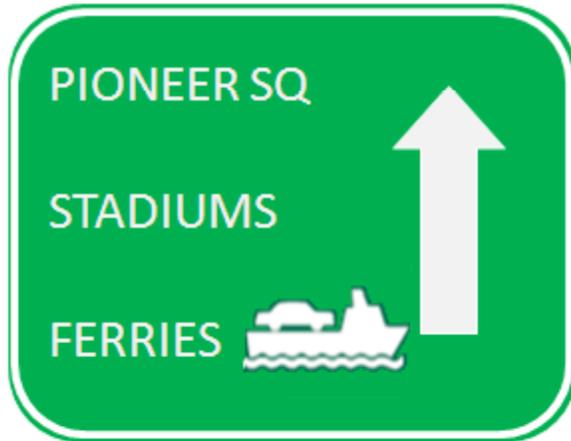


SB on Alaskan Way @ Marion St



NB on Alaskan Way @ Marion St

Project area signage

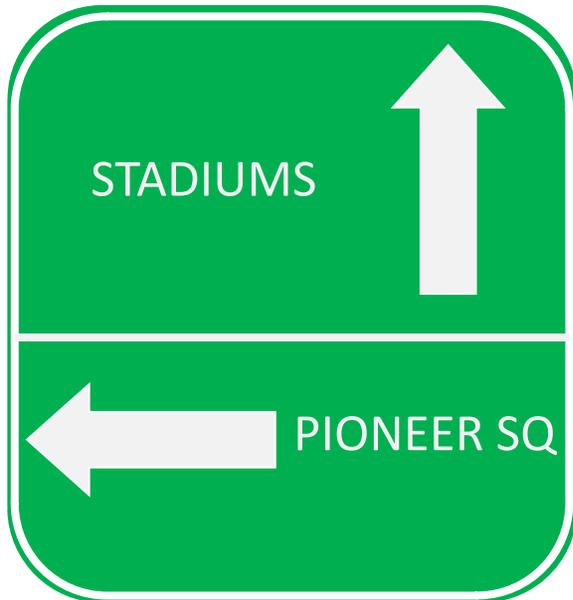


SB on Alaskan Way @ University St



NB on Alaskan Way @ University St

Project area signage



SB on Alaskan Way @ Yesler Way



NB on Alaskan Way @ Yesler Way

SDOT Traffic Permitting

SDOT Traffic Permit Desk:
206-684-5086

SDOT Traffic Permit Supervisor Don Smith:
206-684-5125

SDOT Street Use Permit Counter:
206-684-5283

WSDOT / SDOT

Viaduct Parking Mitigation Campaign Creative

October 19, 2011

Bullseye Creative & Team Soapbox



Creative Direction One

The More We Uncover, The More We Discover

**Discover a WSDOT Garage and Pay Less Than
Street Parking in Seattle's Pioneer Square and Central
Waterfront Neighborhoods.**

DiscoverSeattleParking.com





The More We Unearth, The More We Discover

**During Tunnel Construction, We Are Adding Garages and
Finding Ways to Lower the Cost of Parking in Seattle's Pioneer
Square and Central Waterfront Neighborhoods.**

DiscoverSeattleParking.com



The Deeper We Go, The More We Discover

**During Tunnel Construction, We Are Adding Garages and
Finding Ways to Lower the Cost of Parking in Seattle's Pioneer
Square and Central Waterfront Neighborhoods.**

DiscoverSeattleParking.com





This Week's Discovery

The More We Uncover, The More We Discover

Like her neighbors in Pioneer Square and on the Seattle Waterfront, Ann Cho would like you to know her café is open and, thanks to nearby WSDOT parking garages, easy to get to. Grab a friend and meet up over coffee and pastries today. We are open and available.

www.DiscoverSeattleParking.com





Look What We Found.

The More We Uncover, The More We Discover

Like her neighbors in Pioneer Square and on the Seattle Waterfront, Carla Puccini would like you to know her corner bistro is open and, thanks to nearby WSDOT parking garages, easy to get to. Call your Mom and treat her to lunch. We are open and available.

www.DiscoverSeattleParking.com



Discover More.

The More We Uncover, The More We Discover

Like their neighbors in Pioneer Square and on the Seattle Waterfront, Jerry and Eileen Tosca would like you to know their organic specialty store is open and, thanks to nearby WSDOT parking garages, easy to get to. Plan dinner and come down today. We are open and available.

www.DiscoverSeattleParking.com



Creative Direction Two

your spot is here.

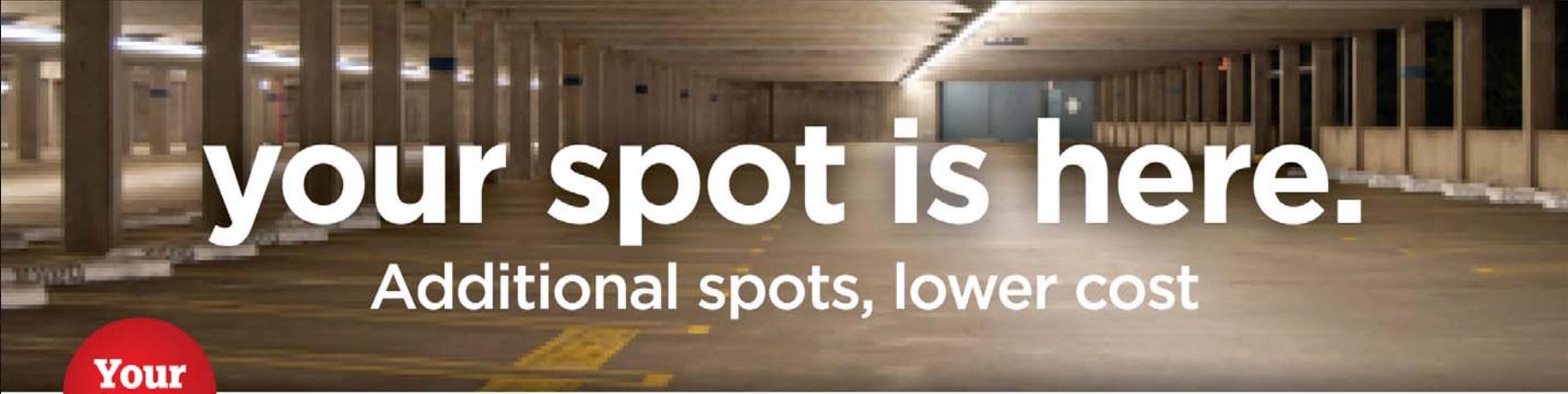
We know you want to come down to Pioneer Square and the Seattle waterfront. That's why we've worked hard to make it easier and less expensive. Look for WSDOT parking garages and you'll never have to circle around for street parking again. Visit **SeattleSpot.com**, then visit your favorite downtown spot.



**Your
Spot**

Find More at SeattleSpot.com





your spot is here.

Additional spots, lower cost

**Your
Spot**

SeattleSpot.com • Find your spot in Pioneer Square or on the Waterfront





your spot is here.

While we tunnel, you'll dig coming down.

**Your
Spot**

SeattleSpot.com • Find your spot in Pioneer Square or on the Waterfront





**Your
Spot**



Like his neighbors in Pioneer Square and on the Seattle Waterfront, Luigi Donatello would like you to know he is open and, thanks to nearby WSDOT parking garages, easy to get to. Grab a friend and come downtown tonight. We are open and available.

Additional information at www.SeattleIsOpen.com





Like his neighbors in Pioneer Square and on the Seattle Waterfront, Luigi Donatello would like you to know he is open and, thanks to nearby WSDOT parking garages, easy to get to. Grab a friend and come downtown tonight. We are open and available.

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Like her neighbors in Pioneer Square and on the Seattle Waterfront, Carla Puccini would like you to know her gift store is open and, thanks to nearby WSDOT parking garages, easy to get to. Grab your gift list and come downtown today. We are open and available.

Additional information at www.SeattleIsOpen.com



Like her neighbors in Pioneer Square and on the Seattle Waterfront, Carla Puccini would like you to know her gift store is open and, thanks to nearby WSDOT parking garages, easy to get to. Grab your gift list and come downtown today. We are open and available.

Additional information at www.SeattleIsOpen.com





Media / PR Plan

2011 Holiday Campaign

Begins November 3rd (Launch Phase I Web)

- Signage
- Paid Media
- Earned Media
- Events
- Collateral Materials (Maps, Posters, Etc)
- Direct Mail
- Media Relations – coordinated with WSDOT



Signage

Begins November

- Garage signs
- Signs on Viaduct columns, etc.
- “Sorry We Took Your Spot” signs near recently closed areas
- Directional signs



Paid Media

- Begins November 14th, runs for 6 weeks
- **RADIO:** Spots running on four stations
- **DIGITAL:** Sites that target news and events, traffic for Seattle area (KING, KOMO, Seattle Times, P.I., Weekly, Stranger, etc)
- **PRINT:** Seattle Times Holiday Guide (1/2 Page ad, plus online)



Events

Support Existing Holiday Events Through:

- Radio spots
- Website
- Material distribution
- Supplemental entertainment
- Providing additional décor

Events Include:

- First Thursday (Nov 3, Dec 1) including Pioneer Sq. tree lighting
- Waterfront Events TBD



WSDOT / SDOT

Viaduct Parking Mitigation Campaign Creative

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Bullseye Creative & Team Soapbox





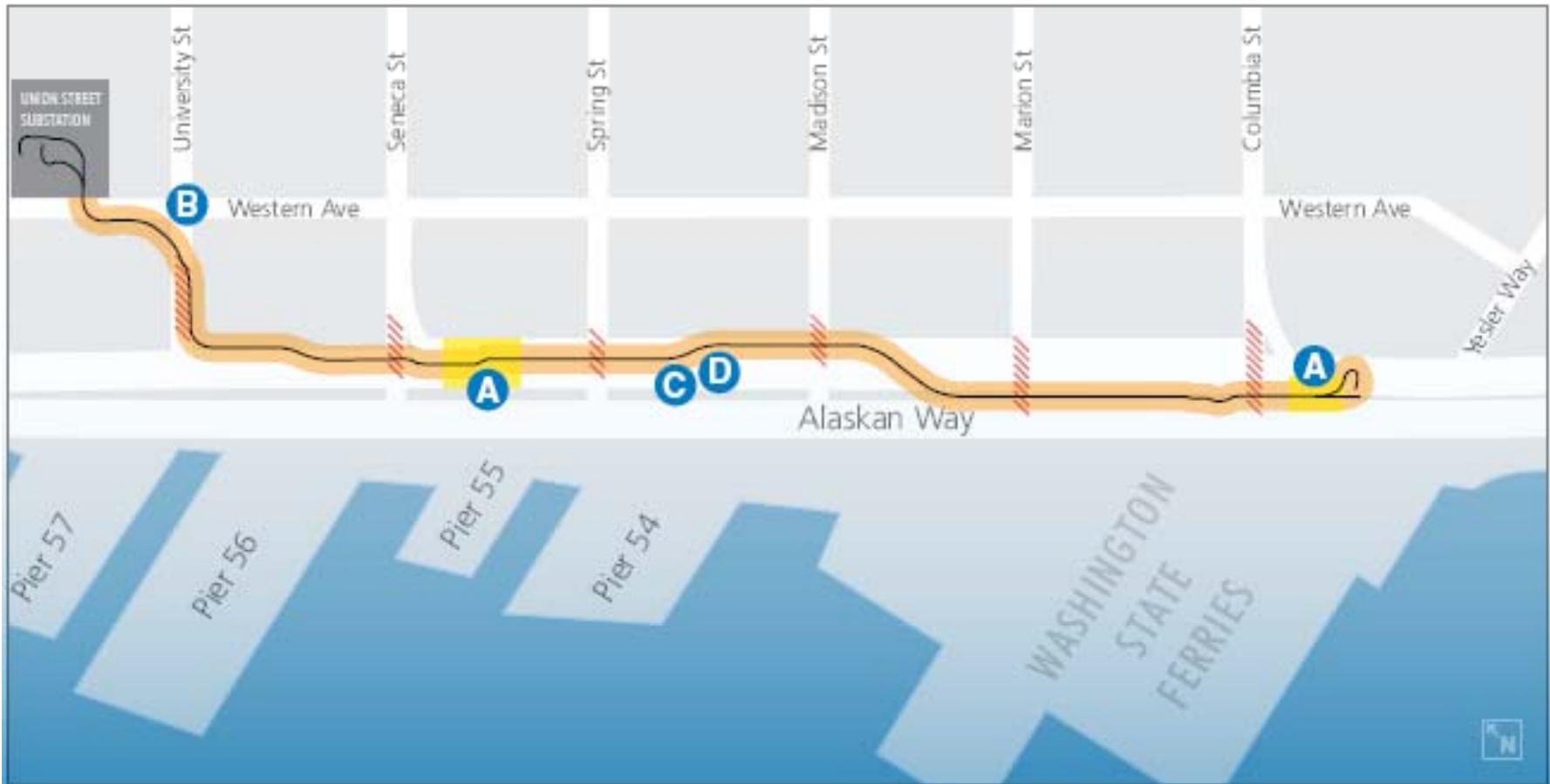
Central Waterfront Transmission Line Relocation Project

Dave Smith, Alaskan Way Viaduct Program Manager
Seattle City Light
October 19, 2011

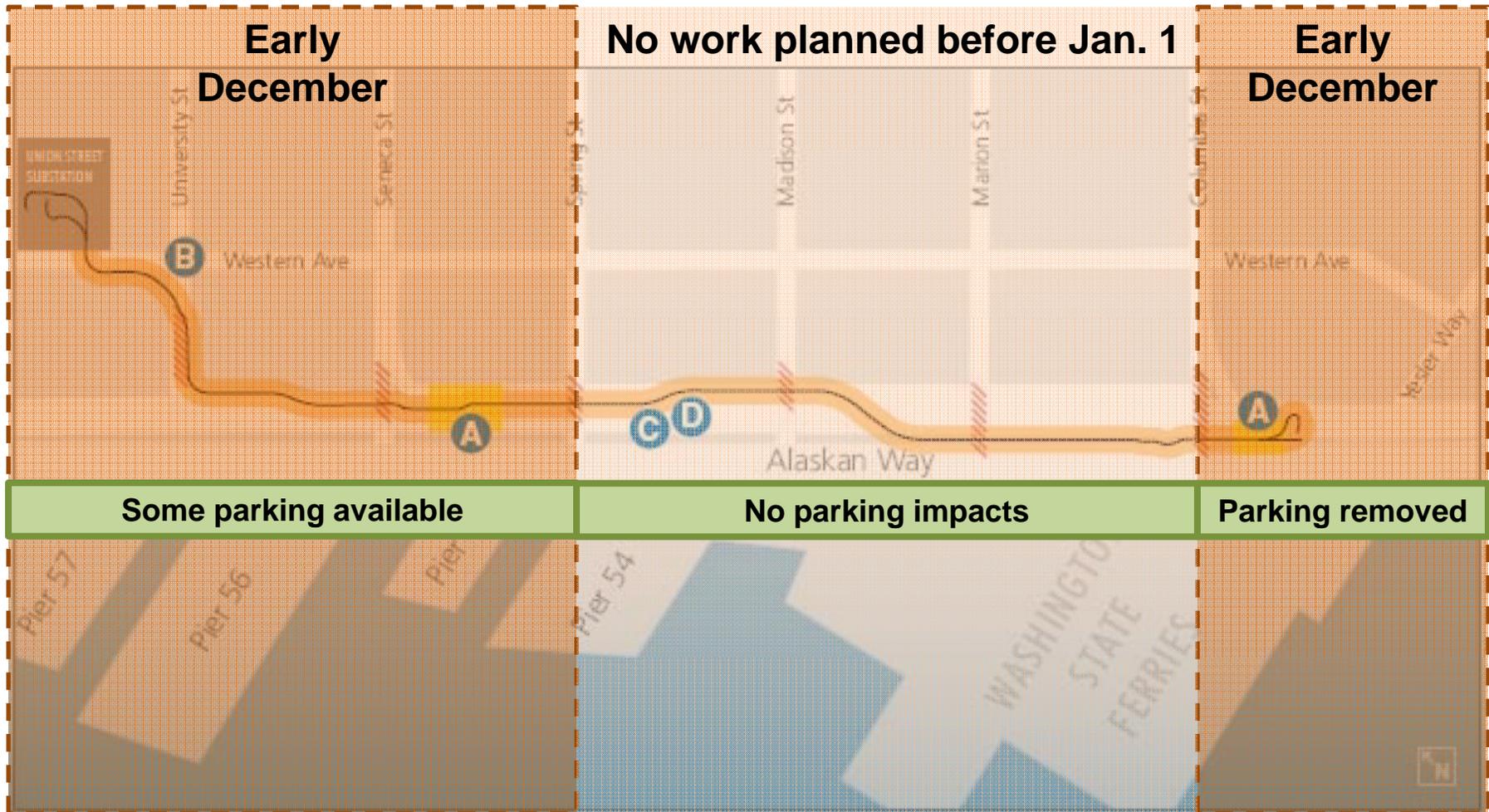
Overview

- Key project features
- Parking specific information prior to Jan. 1
- Contractor expectations
- Communications
- Project contact information

Project area map



Preliminary parking availability, Nov. - Jan. 1



 = Planned construction start date

 = On-street parking availability under the viaduct along the project alignment

Construction elements

Construction Elements

Project-wide preparatory trench work to manage groundwater

Vault Installations

A

Duct bank installation on Western Avenue between Union Street substation and University Street

B

Duct bank installation between Yeeler Way and University Street

C

Cables from transmission lines pulled from Yeeler Way to University Street

D

Project-wide restoration

— New underground 115 kV transmission line

■ New vault installation

■ Construction zone

▨ Periodic, temporary street closures (detours will be clearly marked)

- The order of each activity has not been finalized
- Construction zones will shift as the project progresses
- Construction sequencing will be clearly communicated to surrounding businesses and residents (approximately weekly)

Preliminary draft schedule

Date	Action
Sept. 28	Bids due
Week of Oct. 10	Confirmation of lowest apparent bidder
Week of Oct. 17	Limited Notice to Proceed
Week of Nov. 7	Notice to Proceed
Week of Nov. 14	Break Ground
April 20, 2012	Vault installation complete
May 2012	Substantial Completion Deadline (restoration may continue)

Preliminary Draft – key construction dates still need to be finalized

Crews to maximize efficiency

- Night work will be needed to complete this project
- Possibly three to four construction crews working at one time along the project alignment – this is dependent upon schedule conversations with contractor



Trench, duct bank.

Traffic maintenance

- Crews will work to maintain vehicle and pedestrian access, although, expect some lane closures
- The project has no planned impacts to traffic on Alaskan Way travel lanes
- The project will have no work directly in front of waterfront piers



Trench, duct bank.

What will work look like?



Vault setting.



Restoration.

Maximizing parking availability

- On-street parking will be impacted by active work areas, plus equipment staging and Baker tanks for dewatering activities
- Working on parking solutions to shrink staging areas
- Evaluating alternative locations for construction office to reduce need for construction trailer in surface parking lot or on-street parking area
- Working with the contractor on the phasing and staging of different work zones to minimize on-street parking impacts during peak periods

Contractor expectations

- The contractor will develop a noise management plan; a total of 13 noise variances have been permitted as part of the project
- Maintain one lane of traffic at all times under the viaduct
- Maintain two-way traffic on Western Avenue with flaggers
- No construction vehicles may park in Pioneer Square, SODO area, and the area bound by Dearborn Ave, Lenora Street, Alaskan Way, and 1st Ave. The contractor will also submit a monthly report demonstrating compliance
- Ongoing monitoring for vibration and settlement

Communications and outreach

- Outreach staff will coordinate with the project team to clearly communicate construction updates to the community
- The project website, email address, and hotline are live.
- October/November: Communications staff will contact businesses, residences, and building management in the project area to educate about the project and gather any operational information not already known
- Ongoing: Communications staff will attend regular construction meetings
- Ongoing: Fliers and email updates will be sent and hand-delivered regularly to update the community about any project updates and impacts

Contact info

Web:

www.seattle.gov/light/aboutus/construction/cwftransmission

Email:

CWFTransmission@seattle.gov

Hotline: 206-618-8584

