

### AWV Parking Mitigation

<b>Cost per Transaction Analysis</b>	<b>2014</b>	<b>2015</b>
Marketing Costs	\$665,906	\$684,876
Short Term Garage Agreement Costs	\$556,005	\$652,325
Total Marketing & Garage Costs	\$1,221,911	\$1,337,201
Total Short Term Garage Transactions	194,713	253,614
<b>Cost per transaction (Garage &amp; Marketing Costs)</b>	<b>\$6.28</b>	<b>\$5.27</b>

Short Term Garage Agreement Costs	\$556,005	\$652,325
Total Short Term Garage Transactions	194,713	253,614
<b>Cost Per Transaction (Garage Costs Only)</b>	<b>\$2.86</b>	<b>\$2.57</b>

Marketing Costs	\$665,906	\$684,876
Total Short Term Garage Transactions	194,713	253,614
<b>Cost Per Transaction (Marketing Costs Only)</b>	<b>\$3.42</b>	<b>\$2.70</b>

#### **Cost Per Transaction by Garage**

	<b>2014</b>	<b>2015</b>
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##### **First & Columbia**

Garage Agreement Costs	\$80,410	\$102,134
Transactions	13,701	14,113
<b>Cost Per Transaction</b>	<b>\$5.87</b>	<b>\$7.24</b>

##### **Pike Place Market**

Garage Agreement Costs	\$192,000	\$225,600
Transactions	110,183	147,686
<b>Cost Per Transaction</b>	<b>\$1.74</b>	<b>\$1.53</b>

##### **Watermark**

Garage Agreement Costs	\$50,420	\$91,400
Transactions	19,514	20,692
<b>Cost Per Transaction</b>	<b>\$2.58</b>	<b>\$4.42</b>

##### **Hillclimb**

Garage Agreement Costs	\$62,039	\$35,929
Transactions	24,485	38,794
<b>Cost Per Transaction</b>	<b>\$2.53</b>	<b>\$0.93</b>

##### **Butler**

Garage Agreement Costs	\$171,135	\$197,263
Transactions	26,830	32,329
<b>Cost Per Transaction</b>	<b>\$6.38</b>	<b>\$6.10</b>