

Alaskan Way Viaduct
REPLACEMENT
PROGRAM



SR 99 Tunnel Project Parking Mitigation Plan

Monitoring Report for Fourth Quarter 2014

May 2015



Table of Contents

1. INTRODUCTION AND PURPOSE	1
2. SUMMARY OF PROGRAM PROGRESS	1
2.1. Build and Acquire Parking Garages	2
2.2. Partner with Private Parking Facilities.....	2
2.3. Marketing	3
2.4. Improve Key Walking Routes within Public Rights of Way.....	4
2.5. Create Temporary On-Street Parking.....	4
2.6. Improve Wayfinding to Destinations and Parking.....	4
2.7. Expand e-Park Program	4
2.8. Develop Smart Phone Application.....	4
2.9. Change On-Street Parking Policies and Practices	5
2.10. Implement Programs for Special Events	5
3. MONITORING DATA	5
3.1. Parking Facility (Off-Street) Utilization	6
3.2. On-Street Parking	14
3.3. Customer Perception.....	17
3.4. Special Promotions.....	19

Tables

Table 1. Partner Garages	3
Table 2. Number of short-term parkers per month in partnership garages – third quarter	6
Table 3. e-Park garage occupancy in the third quarter.....	7
Table 4. Pike Place Market Garage utilization, third quarter 2013 vs. third quarter 2014.....	8
Table 5. First and Columbia Garage utilization, third quarter 2013 vs. third quarter 2014	10
Table 6. Number of short-term vehicles parked per month – Watermark Tower Garage and Hillclimb Garage.....	11
Table 7. Number of short-term vehicles parked per month – Butler Garage.....	12
Table 8. Number of short-term vehicles parked per month – Stadium Place Garage.....	13
Table 9. Website analytics – third quarter 2013 vs third quarter 2014.....	17
Table 10. Vouchers redeemed for First Thursday events, third quarter 2014.....	19

Figures

Figure 1. Pike Place Market Garage – number of short-term parkers per month	8
Figure 2. First and Columbia Garage – weekday short-term parking (four hours or less).....	9
Figure 3. First and Columbia Garage – weekend and evening parkers.....	10
Figure 4. Watermark Tower Garage – short-term parking (four hours or less) by month	11
Figure 5. Hillclimb Garage – short-term parking (four hours or less) by month.....	12
Figure 6. Butler Garage – short-term parking (four hours or less) by month	123
Figure 7. Stadium Place Garage – short-term parking (four hours or less) by month	124
Figure 8. Number of on-street pay station parking spaces.....	15
Figure 9. Monthly transactions year-over-year comparison – waterfront	16

Figure 10. Monthly transations year-over-year comparison -- Pioneer Square.....16
Figure 11. Website page views per month.....18
Figure 12. Vouchers redeemed for First Thursday events since inception.....19

1. INTRODUCTION AND PURPOSE

The *SR 99 Tunnel Project Parking Mitigation Plan*, completed in July 2012, now has elements that have been in place for more than two years. In the plan, the Washington State Department of Transportation (WSDOT), the City of Seattle (SDOT), partners and stakeholders identified ten strategies to help offset the loss of on-street parking during construction to replace the Alaskan Way Viaduct. This monitoring report details the status of the strategies from October through December 2014, and provides information to help assess each strategy's effectiveness.

Information on the parking program, including a copy of the Parking Mitigation Plan, can be found at:

www.wsdot.wa.gov/projects/viaduct/Library/Meetings/PSG

Parking mitigation strategies are regularly measured to determine their success and evaluate if they are meeting the program's intended goals. These goals are to:

- Minimize SR 99 tunnel construction impacts to businesses and help maintain the vitality of Pioneer Square and the waterfront.
- Provide available, convenient, safe and affordable short-term parking for visitors to Pioneer Square and the waterfront.
- Provide the public, stakeholders, political leaders and media accurate and timely information regarding Pioneer Square and the waterfront neighborhood parking to 1) improve the perception of parking availability and 2) provide drivers effective tools to find available, proximate, safe, affordable parking before, during and after construction to replace the viaduct.

Section 2 provides a summary of the program progress for each of the strategies, followed by monitoring data for fourth quarter 2014 in Section 3.

2. SUMMARY OF PROGRAM PROGRESS

Implementation of the *SR 99 Tunnel Project Parking Mitigation Plan's* ten strategies is ongoing.

There were significant accomplishments in fourth quarter 2014, such as:

- Completed Holiday Free Parking in Pioneer Square with First and Columbia garage (Strategy 11).
- Completed holiday marketing campaign (Strategy 3).
- Held three First Thursday Art Walk free parking promotional events in Pioneer Square (Strategy 10).

The status of each strategy, including overviews of progress made during fourth quarter 2014, is described below.

2.1. Build and Acquire Parking Garages

Strategy 1: Create a “parking mitigation bank” for the purpose of helping to fund the construction of, or acquisition of, garages for short-term public parking.

As of Dec. 31, 2014, progress in this strategy included:

- Completed the Project Development Agreement and passed legislation authorizing the City’s contribution of \$34 million to the Pike Place Market’s MarketFront project, which secures at least 300 short-term parking spaces for visitors to the market and waterfront.
- Continued to work with Gonzaga University to discuss long-term replacement parking at the 1101 Western (Spring/Seneca) lot and a potential for long-term covenant at 1101 Western and Watermark garage.
- Retained consultant Rick Williams to help the City implement this strategy.

2.2. Partner with Private Parking Facilities

Strategy 2: Provide incentives for private parking facilities to offer a parking fee that is competitive with the price of on-street parking for short-term customers (four hours or less).

As of Dec. 31, 2014, five garages were participating in the low-rate partnership program, all offering a rate of \$3 per hour up to four hours. One other garage, Stadium Place, offered the same low rate through a covenant negotiated as part of Strategy 1. Participating garages include:

• First and Columbia Garage	=	703 spaces
• Pike Place Market Garage	=	540 spaces
• Hillclimb Garage	=	150 spaces
• Watermark Tower Garage	=	121 spaces
• Butler Garage	=	<u>421 spaces</u>
Strategy 2 total spaces	=	1,935 spaces
• Stadium Place Garage	=	<u>75 spaces</u>
Strategy 1 total spaces	=	75 spaces

Total of spaces offered at low-rate garages for Strategies 1 and 2 = 2,010 spaces

All six garages, plus the Bell Street Pier garage and Waterfront Place garage, have agreed to be part of SDOT’s e-Park program. In this program, space availability is monitored and displayed on facility signs, e-Park dynamic message signs located throughout downtown, on *DowntownSeattleParking.com* and the city’s website *www.seattle.gov/transportation/epark*. The status of partner garages at the end of fourth quarter 2014 is listed in Table 1.

Table 1. Partner garages

Garage name	Low-rates agreement or covenant	e-Park agreement
Bell Street Pier Garage	n/a	√
Butler Garage	√	√
First and Columbia Garage	√	√
Hillclimb Garage	√	√
Pike Place Market Garage	√	√
Stadium Place Garage	√	√
Waterfront Place Garage	n/a	√
Watermark Tower Garage	√	√

2.3. Marketing

Strategy 3: Market parking availability and preferred travel routes.

Advertising Campaigns: The holiday advertising and marketing campaign began on Nov. 17, 2014 and ran through Jan. 5, 2015. This included radio spots on Pandora, targeted digital ads, paid search, outdoor advertising on buses and a large wall-scape. The holiday campaign also included a non-traditional method of using live carolers videotaped around Downtown and near the Holiday Tree (next to the giant parking ad). They interacted with the public and also made earned-television and radio appearances.

Downtown Seattle Association (DSA) Outreach: The DSA asked Visit Seattle to display parking rack cards at both the Washington State Convention Center and concierge booth at Pike Place Market, two crucial high-traffic areas. They continue to work with the property owners of Retail Core garages to share parking messages with tenants and visitors. Union Square added information to its website and is now a top referral source to the parking website.

Pioneer Square Business Outreach: The Alliance for Pioneer Square continued sending individual parking informational emails to Pioneer Square retail and upper floor businesses to encourage them to post a link to *DowntownSeattleParking.com* on business websites and customer emails. The Alliance also resumed its door-to-door outreach effort to inform businesses about the parking program. On an ongoing basis, the Alliance sends the parking toolkit with all outreach emails and provides printed parking toolkits and posters when requested.

Nineteen Pioneer Square businesses include a link to *DowntownSeattleParking.com* on their websites, and an additional 20 businesses feature parking information without citing the link. Thirty other area businesses also display parking postcards or posters in their stores.

Waterfront Business Outreach: In response to feedback received by Western Avenue businesses, the team started to plan a promotional event (free parking weekend) to coincide with spring sales. The goals are to show responsiveness to area businesses, introduce new audiences to area parking facilities and maximize use of lesser known parking facilities. The event will take place in spring 2015.

2.4. Improve Key Walking Routes within Public Rights of Way

Strategy 4: Improve walking routes between partnership parking facilities and destinations along the waterfront and in Pioneer Square to enhance the customer experience.

There were no 2014 work plan actions for this strategy.

2.5. Create Temporary On-Street Parking

Strategy 5: Increase on-street parking supply, where possible, as construction progresses.

There were no 2014 work plan actions for this strategy.

2.6. Improve Wayfinding to Destinations and Parking

Strategy 7: Create a comprehensive wayfinding system to connect visitors with neighborhood destinations and parking.

In November 2014, holiday lighting was installed on the viaduct columns between Pike Place Market garage and Union Street. Strings of white LED lights wrapped 12 columns with café string lights connecting the columns. White tree lighting was also installed on seven trees at the base of the Pike Hillclimb. The work was completed in collaboration with the Elliott Bay Seawall Project. The lighting remained in place throughout the winter.

2.7. Expand e-Park Program

Strategy 8: Help customers more quickly find available and proximate parking through the City's e-Park program.

In November 2014, SDOT and Commute Seattle entered into an agreement for Commute Seattle to incorporate e-Park marketing into the broader *DowntownSeattleParking.com* campaign. In addition to marketing activities, the agreement includes resources to support the first steps towards aligning \$7/flat rate and e-Park garages. The purpose of these efforts is to further support *DowntownSeattleParking.com* as the single source for downtown Seattle parking location, price and availability information. The agreement goes through 2015.

2.8. Develop Smart Phone Application/Website

Strategy 9: Provide visitors with up-to-the-minute parking information by integrating off-street parking facility locations, rates and hours of operations with the real-time parking availability in the e-Park

system in a smart phone application.

The DowntownSeattleParking.com website once again got a festive holiday themed creative treatment. Promotional panels for Shop the Square and First Thursday free parking events were also cycled in and out at appropriate times. Printable maps (in PDF format) as well as an FAQ document were also created to provide additional resources on the site.

Detailed information on website performance is provided in Section 3.3.1.

2.9. Change On-Street Parking Policies and Practices

Strategy 10: Increase on-street parking use through changes to policies and practices that optimize parking occupancy and turnover, and enhance customer service.

Fourth quarter activities to improve on-street parking utilization included an enforcement emphasis of the free Sunday time-limits implemented in Pioneer Square in September 2014. SDOT met with the Alliance for Pioneer Square and a local business to discuss the new regulations. The time-limits will be monitored in 2015 to evaluate how they are affecting utilization and turnover.

2.10. Implement Programs for Special Events

Strategy 11: Use special event promotions for various neighborhoods by offering parking incentives.

In Pioneer Square, the on-going monthly free parking promotion during the First Thursday Art Walk occurred on October 1, November 5 and December 3. Detailed participation information is provided in Section 3.4.

New in December 2014, a special two-hour free parking promotion took place in Pioneer Square in partnership with the First and Columbia garage. This event aligned with the neighborhood's Shop the Square initiative which encouraged visitors to patronize businesses in Pioneer Square during the holiday season and receive a retail discount. The parking team leveraged the visual and audio appeal of the Parking Carolers, securing earned media: KOMO TV and two radio spots, King 5's New Day Northwest, and King 5 at the Westlake Mall tree lighting event with carolers.

3. MONITORING DATA

The following sections present monitoring data from fourth quarter 2014, and are grouped into the following categories:

1. Parking facility (off-street) utilization
2. On-street parking
3. Customer perception

4. Special promotions

3.1. Parking Facility (Off-Street) Utilization

3.1.1. Partner Garage Utilization

As of Dec. 31, 2014, five garages were participating in the low-rate partnership program, all offering a rate of \$3 per hour up to four hours. One other garage, Stadium Place, offered the same low rate through a covenant negotiated as part of Strategy 1. Table 2 summarizes the garages in the partnership program, their contract start dates and the number of short-term parkers (four hours or less) for each month of the fourth quarter. More detailed information is provided about these garages in subsequent sections.

Table 2. Number of short-term parkers per month in partnership garages – fourth quarter

Garage	First month in program	October		November		December		% Change ²
		2013	2014	2013	2014	2013	2014	
Pike Place Market	July 2012	5,287	8,742	5,713	7,258	7,666	10,449	42%
Hillclimb	May 2013	250	2,443	446	2,062	1,024	2,800	325%
Watermark Tower	May 2013	583	1,296	661	66955	1,058	1,045	43%
First and Columbia	November 2011	1,252	2,061	997	1,671	1,046	1,954	73%
Butler ¹	September 2013	1,468	2,642	1,322	2,328	1,540	2,642	76%
Stadium Place ¹	September 2013	198	1,024	446	880	334	1,161	213%

Source: WSDOT, March 2015.

1. Utilization data are only shown for months in which the garage was participating in the low-rate program.
2. Percentages (xx%) reflect year-over-year change for the quarter.

Short-term parking in the partnership garages, which is defined as vehicles that parked for four hours or less, increased substantially during the fourth quarter of 2014 compared to the same period in 2013. The lowest year-to-year growth was 42 percent in the Pike Place Market garage, which has now been in this program since July 2012. The highest increase was in the Hillclimb garage, which experienced a 325 percent increase in short-term parking compared to the prior year. Some of the increased use is likely due to the fact that Seawall construction along the waterfront eliminated large sections of on-street parking in 2014, and motorists likely diverted into these off-street garages.

All six garages in the low-rate program participate in the City of Seattle’s e-Park program. Six time-periods are used to measure average occupancy on both weekdays and weekends: 10 a.m., 1 p.m. and 7 p.m. The occupancy for the participating e-Park garages in Pioneer Square and the waterfront are summarized in Table 3.

Table 3. e-Park garage occupancy in the fourth quarter

Garage	Average Weekday Occupancy			Average Saturday Occupancy ^a		
	10 a.m.	1 p.m.	7 p.m.	10 a.m.	1 p.m.	7 p.m.
First and Columbia^c	66.6%	79.3%	21.2%	12.5%	25.9%	17.6%
Bell Street Pier	39.8%	47.7%	12.8%	8.6%	12.8%	11.6%
Butler^{bc}	28.2%	41.1%	8.6%	0.1%	.9%	5.0%
Hillclimb	25.3%	54%	11.7%	4.0%	47.9%	24.3%
Pike Place Market	47.9%	70.6%	30.9%	52.1%	89.6%	38.6%
Watermark Tower^b	70.2%	87.0%	26.8%	0.5%	14.8%	5.5%

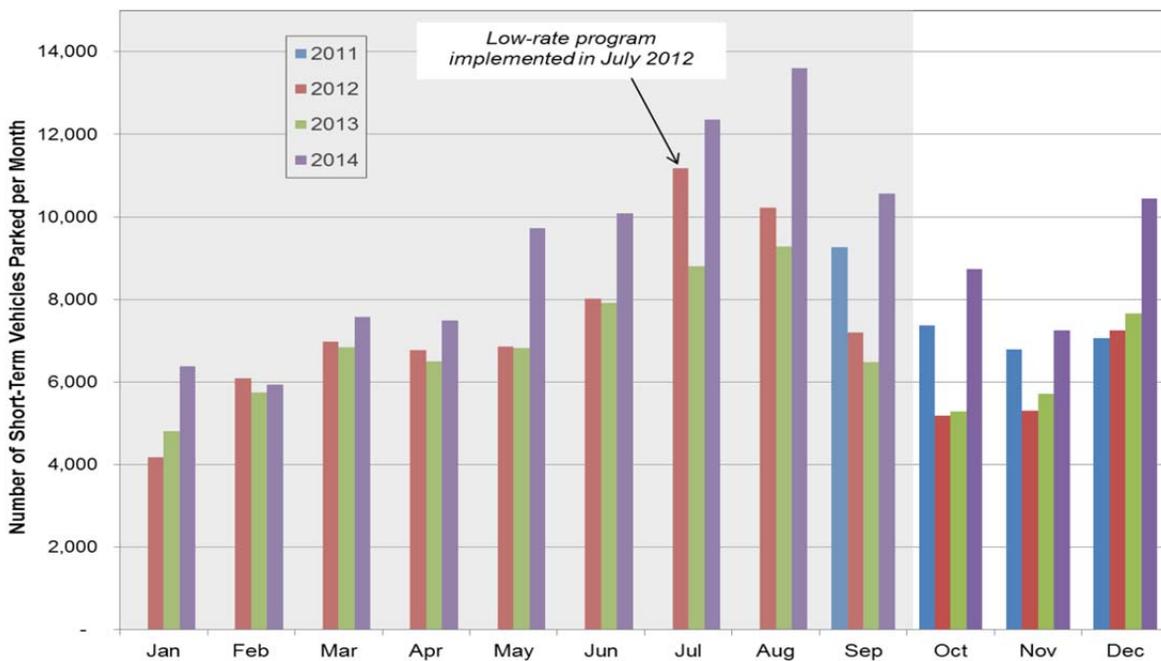
Source: SDOT, March 2014.

- a. As some garages are closed on Sunday, weekend occupancy only reflects Saturdays.
- b. These garages are not open before 10 A.M. on weekends.
- c. Due to reporting issues at these garages, there were disruptions in the real-time data stream during this reporting period.

Pike Place Market Garage

Between July 2012 and the end of 2014, about 308,000 short-term parkers took advantage of the affordable parking in the Pike Place Market garage. Figure 1 shows short-term parking utilization since Pike Place Market joined the program, highlighting the fourth quarter 2014. For October, November and December, the number of parkers was higher in 2014 than in 2013. Table 4 summarizes the number of short-term parkers in the fourth quarter 2014 compared to the fourth quarter 2013. Short-term parking in this garage increased by about 42 percent for this period.

Figure 1. Pike Place Market Garage – number of short-term parkers per month



Source: Data provided by Pike Place Market, and compiled by WSDOT.
 Note: Low-rate program implemented in July 2012, data prior to July 2012 does not reflect low-rate utilization.

Table 4. Pike Place Market Garage utilization, fourth quarter 2013 vs. fourth quarter 2014

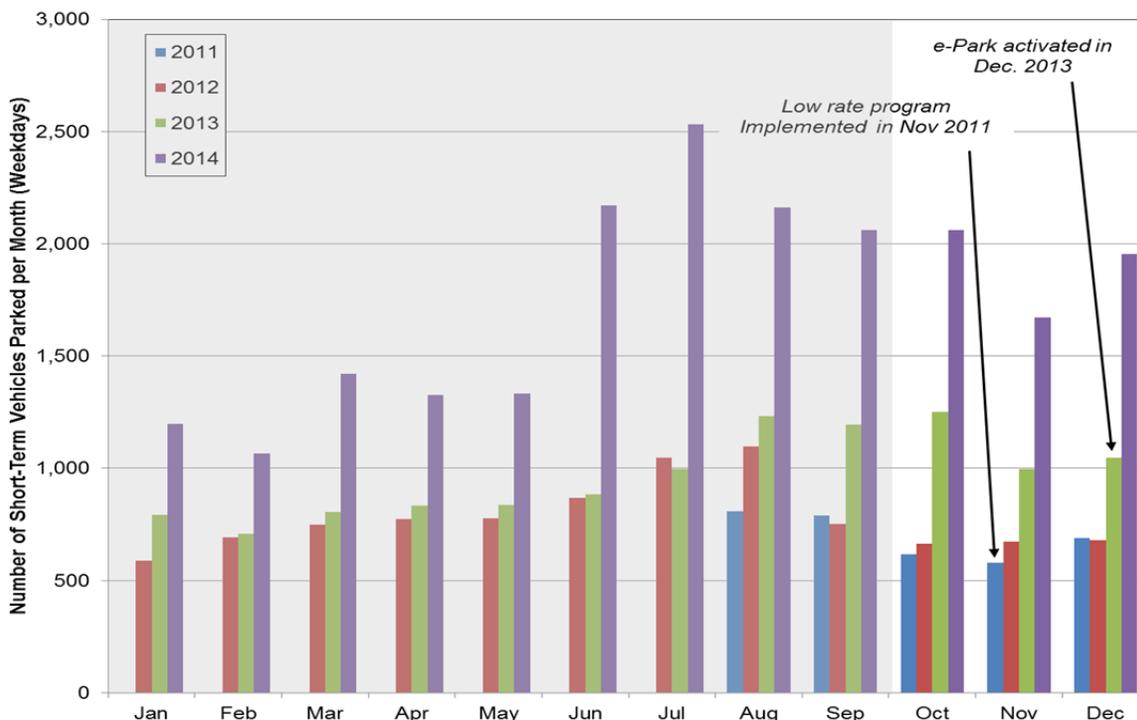
	Fourth quarter 2013	Fourth quarter 2014	Difference	% Change
Short-term vehicles parked	18,666	26,449	+7,783	+42%

Source: Data provided by Pike Place Market and compiled by WSDOT.

First and Columbia Garage

The First and Columbia garage was the first partner to begin the low rate program in November 2011. Since then the program has provided nearly 80,000 drivers with affordable short-term parking (including weekday, evening and weekend parkers). Short-term and weekend/evening utilization increased 73 and 14 percent respectively between 2013 and 2014. Figure 2 presents the number of short-term weekday parkers (those who parked for four hours or less). Figure 3 shows the number of weekend and evening parkers. Both figures highlight the current quarter. Table 5 shows the short-term and weekend/evening utilization for 2013 and 2014.

Figure 2. First and Columbia Garage – weekday short-term parking (four hours or less)

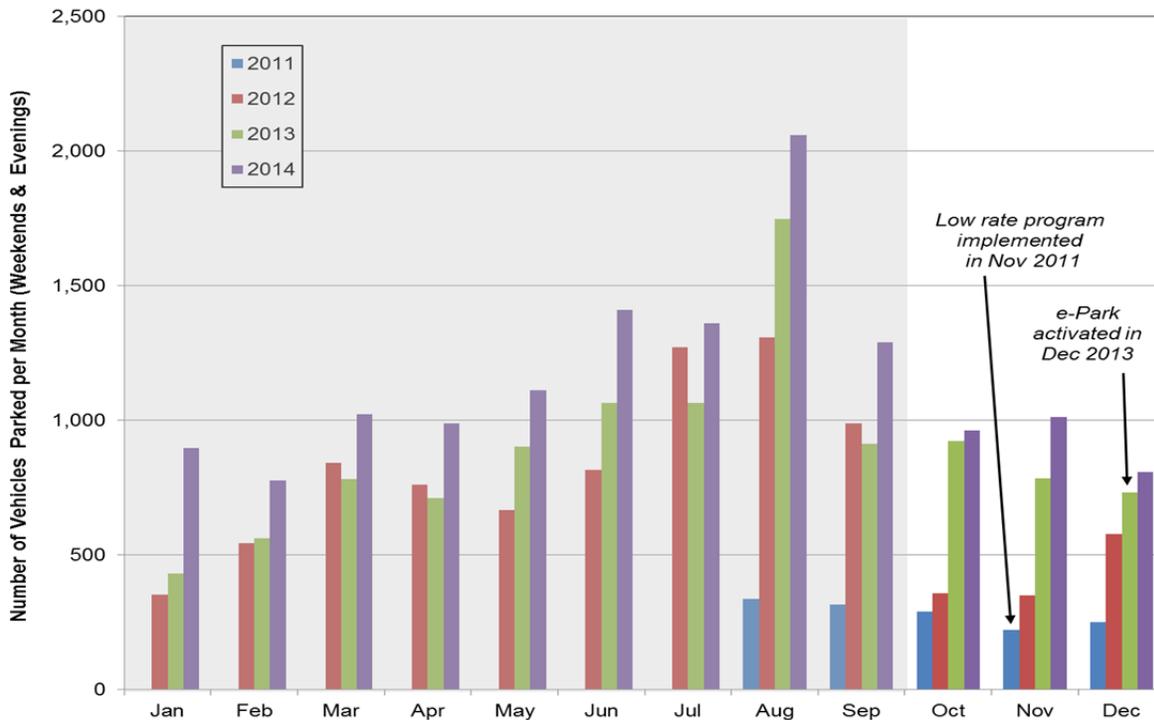


Source: Data provided by CPS, Inc. and compiled by WSDOT.

Notes:

1. Low-rate program implemented in Nov. 2011. Data prior to Nov. 2011 does not reflect low-rate utilization. e-Park program implemented in Dec. 2013.

Figure 3. First and Columbia Garage – weekend and evening parkers



Source: Data provided by CPS, Inc. and compiled by WSDOT.

Notes:

- Low-rate program implemented in Nov. 2011. Data prior to Nov. 2011 does not reflect low-rate utilization. e-Park program implemented in Dec. 2013.

Table 5. First and Columbia garage utilization, fourth quarter 2013 vs. fourth quarter 2014

	Fourth quarter 2013	Fourth quarter 2014	Difference	% Change
Short-term vehicles parked	3,295	5,686	+2,391	+73%
Weekend and evening vehicles parked	2,440	2,781	+341	+14%

Source: Data provided by CPS, Inc. and compiled by WSDOT.

Hillclimb and Watermark Tower Garages

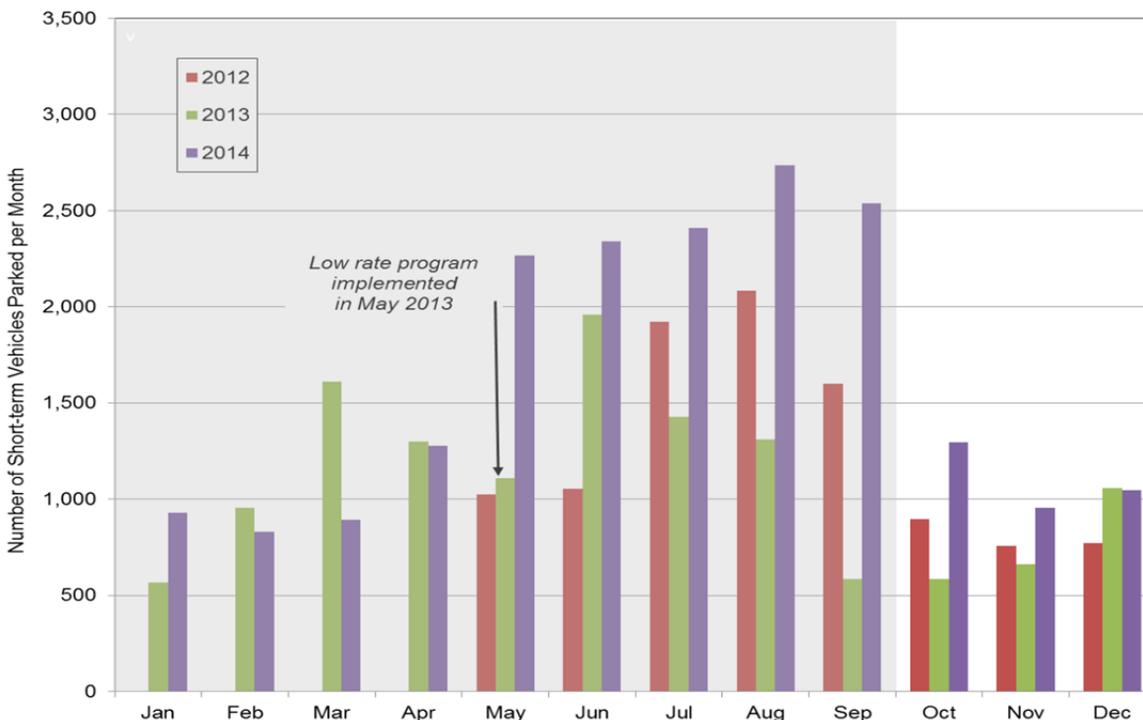
Since the Watermark Tower and Hillclimb garages implemented the low-rate program in May 2013, almost 65,000 short-term parkers have taken advantage of the affordable parking in the two garages. Table 6 shows data comparing parking utilization in the fourth quarter for the two prior years. Short-term parking in the Watermark garage increased by 43 percent year over year, while parking in the Hillclimb garage increased by more than 300 percent. As previously noted, on-street parking in the vicinity of these garages was eliminated in the fourth quarter for seawall construction. Figure 4 and Figure 5 illustrate year-over-year parking for the Watermark Tower and Hillclimb garages, respectively.

Table 6. Number of short-term vehicles parked per month - Watermark and Hillclimb Garages

	Fourth quarter 2013	Fourth quarter 2014	Difference	% Change
Watermark Tower Garage	2,302	3,296	+994	+43%
Hillclimb Garage	1,720	7,305	+5,585	+325%

Source: Data provided by Republic Parking and compiled by WSDOT.

Figure 4. Watermark Tower Garage – short-term parking (four hours or less) by month

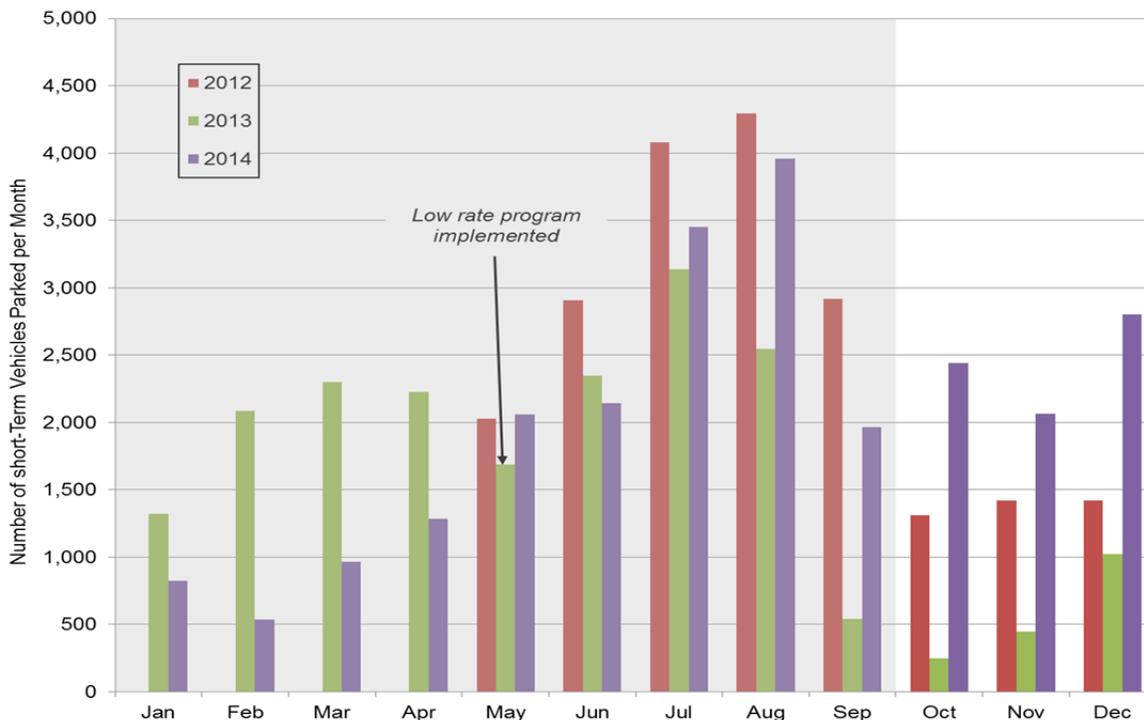


Source: Data provided by Republic Parking and compiled by WSDOT.

Notes:

1. Low-rate program implemented in May 2013, data prior to May 2013 do not reflect low-rate utilization.
2. Utilization data for Sept through April reflects only weekdays.

Figure 5. Hillclimb Garage –short-term parking (four hours or less) by month



Source: Data provided by Republic Parking and compiled by WSDOT.

Notes:

1. Low-rate program implemented in May 2013, data prior to May 2013 do not reflect low-rate utilization.
2. Utilization data for Sept through April reflects only weekdays.

Butler Garage

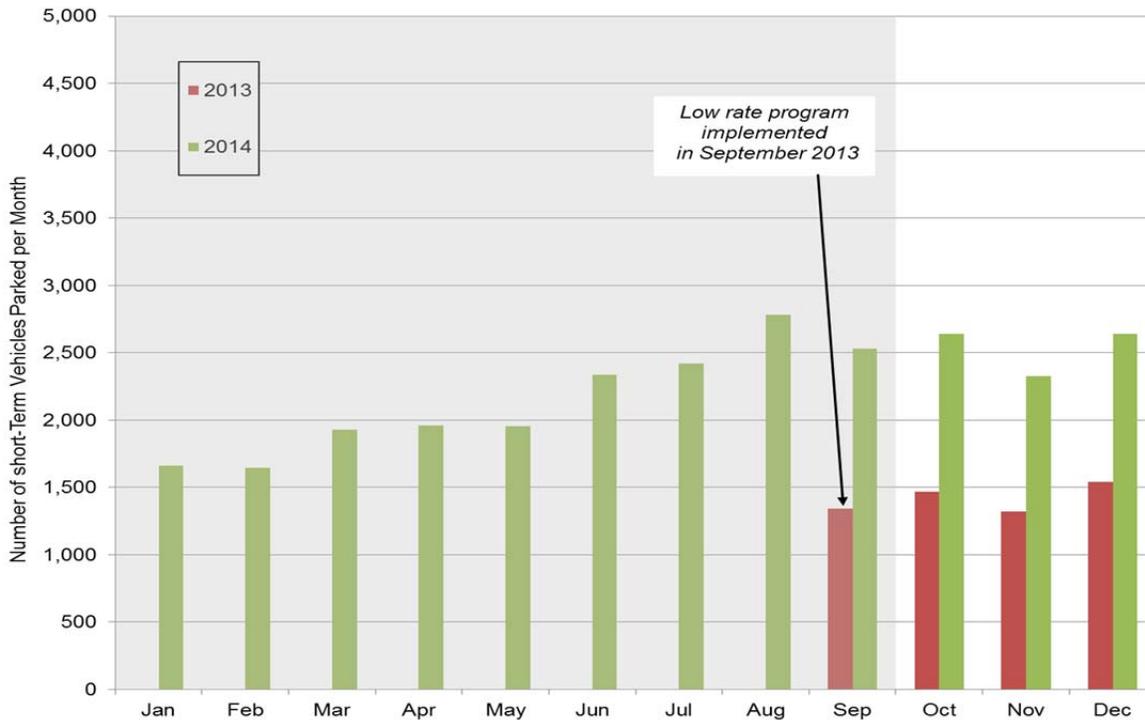
About 32,500 short-term parkers took advantage of the affordable parking in the Butler garage since the property joined the low-rate program in September 2013. Table 7 compares short term parking in the fourth quarter for the past two years, which shows that use of the program increased by about 76 percent. Figure 6 shows the short-term parking by month since the program started.

Table 7. Butler Garage utilization, fourth quarter 2013 vs. fourth quarter 2014

	Fourth quarter 2013	Fourth quarter 2014	Difference	% Change
Short-term vehicles parked	4,330	7,612	+3,282	+76%

Source: Data provided by LAZ Parking and compiled by WSDOT.

Figure 6. Butler Garage –short-term parking (four hours or less) by month



Source: Data provided by LAZ Parking and compiled by WSDOT.

Stadium Place Garage

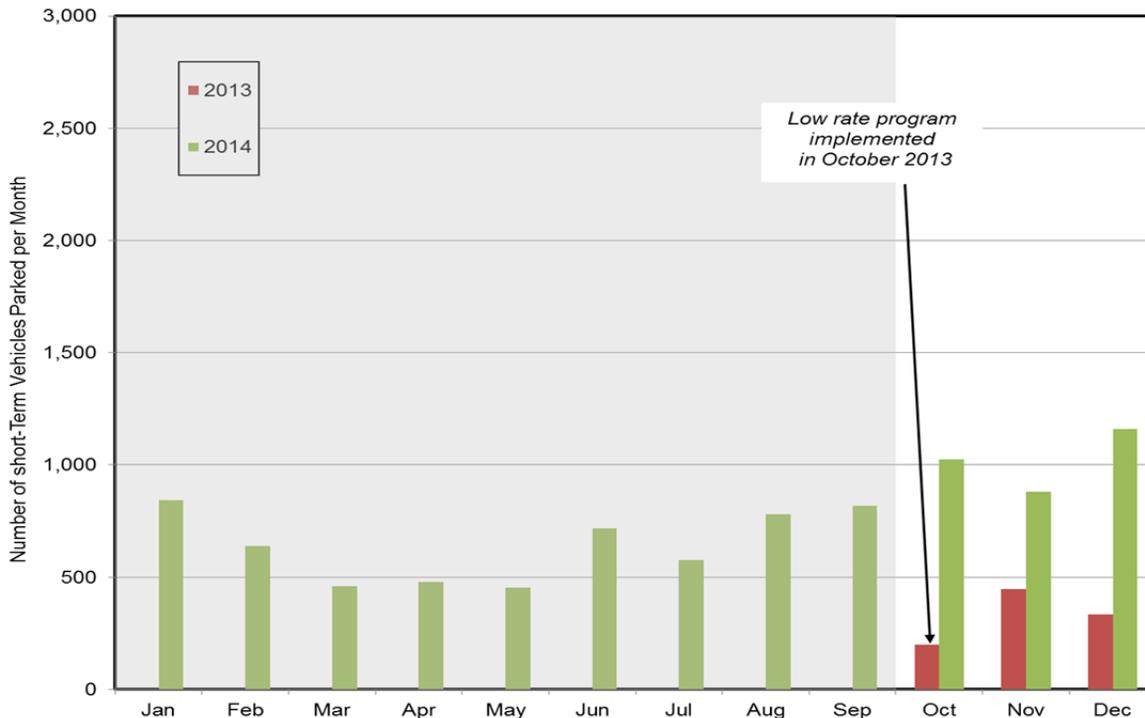
Stadium Place implemented the low-rate program through a long-term covenant with WSDOT in October 2013. Since then, about 9,800 short-term parkers took advantage of the affordable parking. Table 8 compares short term parking in the fourth quarter for the past two years, which shows that use of the program tripled during that 14 month period. Figure 7 shows the short-term parking by month since the program started.

Table 8. Stadium Place Garage utilization, fourth quarter 2013 vs. fourth quarter 2014

	Fourth quarter 2013	Fourth quarter 2014	Difference	% Change
Short-term vehicles parked	978	3,065	+2,087	+213%

Source: Data provided by Stadium Place Investors and compiled by WSDOT.

Figure 7. Stadium Place Garage –short-term parking (four hours or less) by month



Source: Data provided by Stadium Place Investors and compiled by WSDOT.

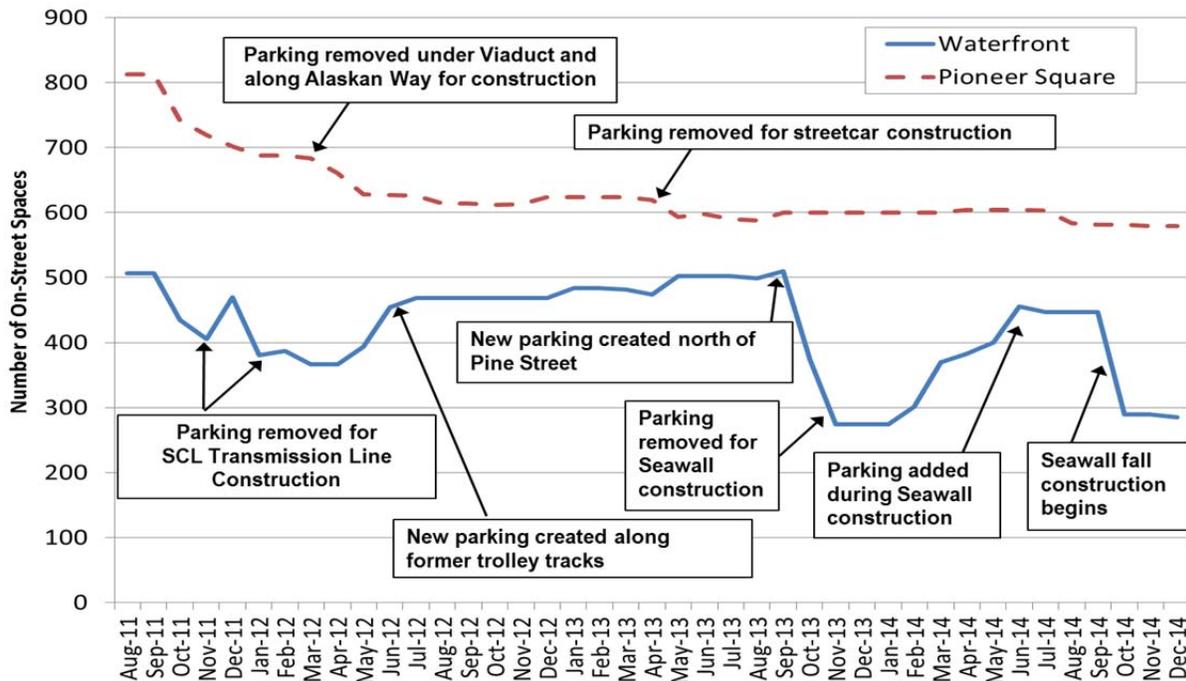
3.2. On-Street Parking

SDOT tracks on-street parking demand using pay station transaction data. SDOT’s designated monitoring areas for Pioneer Square and the waterfront are larger than the focus area for the Parking Mitigation Program. However, area-wide pay station data are useful in broadly showing parking demand trends. The tracked study areas have been detailed in previous monitoring reports.

3.2.1. On-Street Parking Spaces

Figure 8 shows how the number of on-street parking spaces in Pioneer Square and the waterfront have changed over time, and notes events that changed the supply. There was no substantial change in parking supply in Pioneer Square in fourth quarter 2014. In the waterfront neighborhood, approximately 150 spaces were removed due to seawall construction, reducing the supply to approximately the same level as fourth quarter 2013.

Figure 8. Number of on-street pay station parking spaces



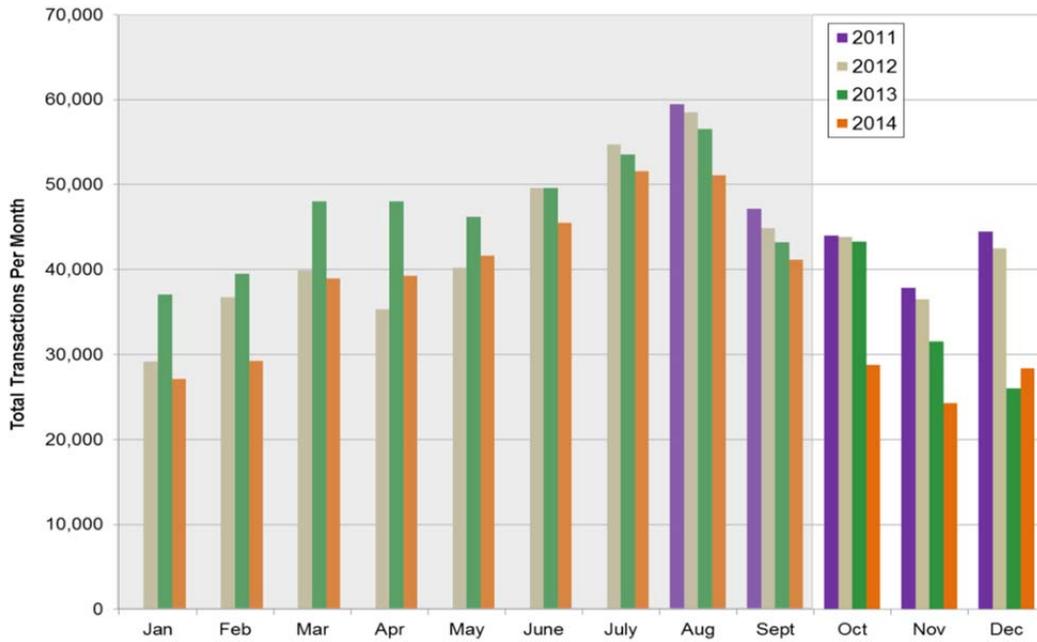
Source: SDOT, Dec. 2014.

Pay Station Transactions

The number of transactions per month represents each time a customer purchases parking at a pay station. The parking space transaction data were compiled to show the year-over-year trends. These are shown in Figure 9 for the waterfront and Figure 10 for Pioneer Square.

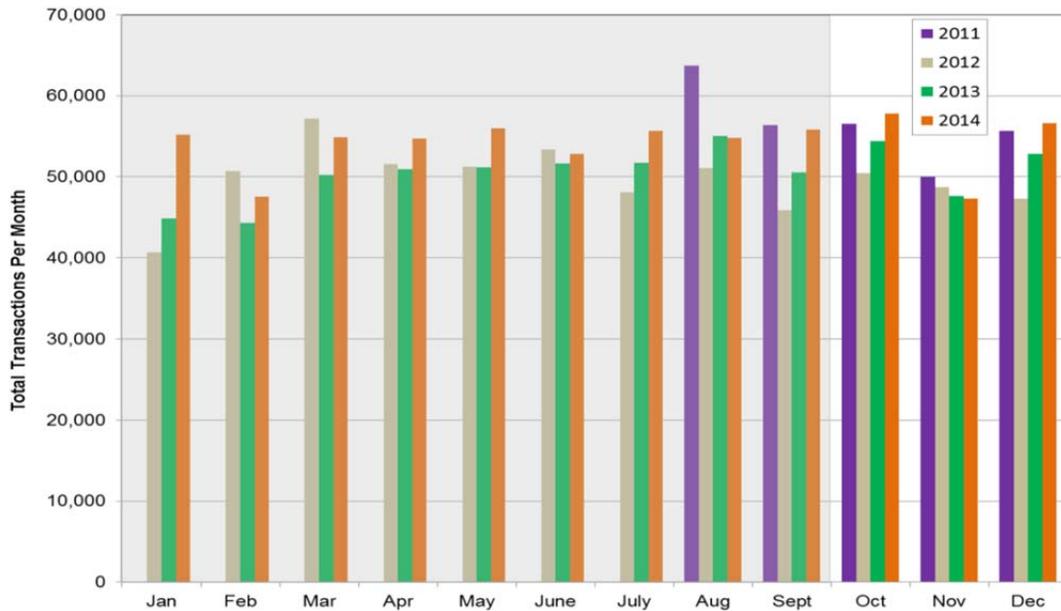
For spaces along the waterfront, transactions were lower in October and November, likely due to the reduction in spaces. December 2014 showed an increase over 2013 transactions as visitors came to the area. Transactions remain stable and comparable to previous years, especially given that supply is down. Meanwhile, short-term stays in nearby garages are up sharply. In Pioneer Square, the trend from the fourth quarter 2014 generally continues with transactions greater than 2013 and approaching or surpassing 2012.

Figure 9. Monthly transactions year-over-year comparison – waterfront



Source: SDOT, Dec. 2014.

Figure 10. Monthly transactions year-over-year comparison – Pioneer Square



Source: SDOT, Dec. 2014.

3.3. Customer Perception

3.3.1. Parking Website Analytics

DowntownSeattleParking.com is performing well. Fourth quarter traffic increased year-over-year from 92,424 visits in 2013 to 114,669 visits in 2014.

Table 9 compares user analytics from *DowntownSeattleParking.com* between fourth quarter 2013 and fourth quarter 2014. As shown, overall web traffic increased substantially in the past year’s fourth quarter, with the majority of the site visits made by a mobile device. Key takeaways from these analytics are:

- Fourth quarter traffic increased 24 percent from 2013 to 2014.
- While the website is gaining traction, we are still in the awareness-building phase, and still see the biggest traffic spikes when ad mediums push users to the website.
- The site is still utilized most on Saturdays, with a few hundred more hits than any other day.
- Mobile usage continues to be the majority of traffic with 78 percent in fourth quarter 2014 (68 percent in 4Q 2013).

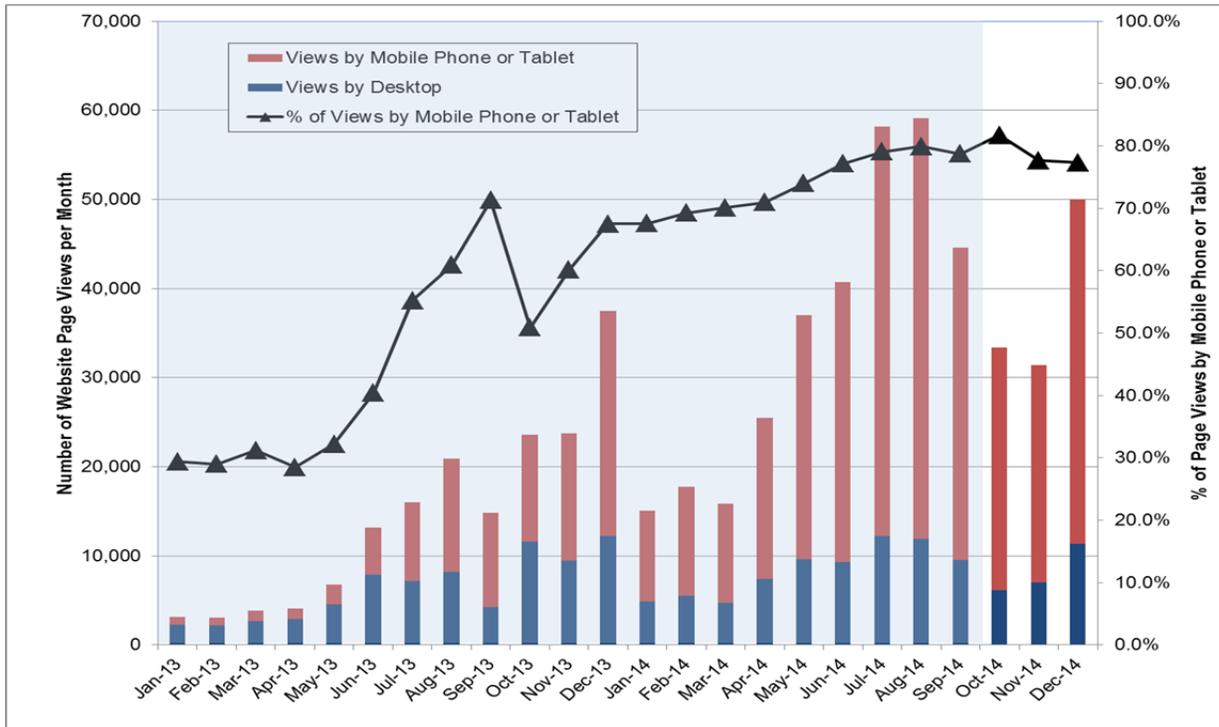
Table 9. Website analytics – fourth quarter 2013 vs. fourth quarter 2014

Website visits	Fourth Quarter 2013	Fourth Quarter 2014
Total site visits	92,424	114,699
Desktop	29,748	24,447
Mobile/tablet	62,676	90,252
Top sources of visits		Fourth Quarter 2014
Google (organic and paid)		23,365
(direct)		23,365
Centro (mobile ads)		17,775
DowntownSeattle.com (DSA)		10,221
Pandora Radio		6,796
Open Table Ads		4,084
Underground Tour		3,452
King5.com		1,718

Source: Downtown Seattle Association, April 2015.

Figure 11 shows website page views through December 2014. The chart also shows the percentage of views from a mobile phone or tablet. The chart shows the bump in activity in December corresponding to increased marketing.

Figure 11. Website page views per month



Source: Data provided by Downtown Seattle Association and compiled by WSDOT, March 2015.

3.4. Special Promotions

3.4.1. Free Parking During Pioneer Square’s First Thursday Art Walk

Each month, free parking vouchers are offered to patrons of Pioneer Square’s monthly First Thursday Art Walk. Nearly 100 Pioneer Square art galleries and businesses distribute vouchers during the event. Vouchers provide free parking between the hours of 5 p.m. and 10 p.m. at four neighborhood garages. Table 10 summarizes the number of vouchers used (vehicles participating) by month from October to December 2014. Figure 12 shows the First Thursday program use since inception.

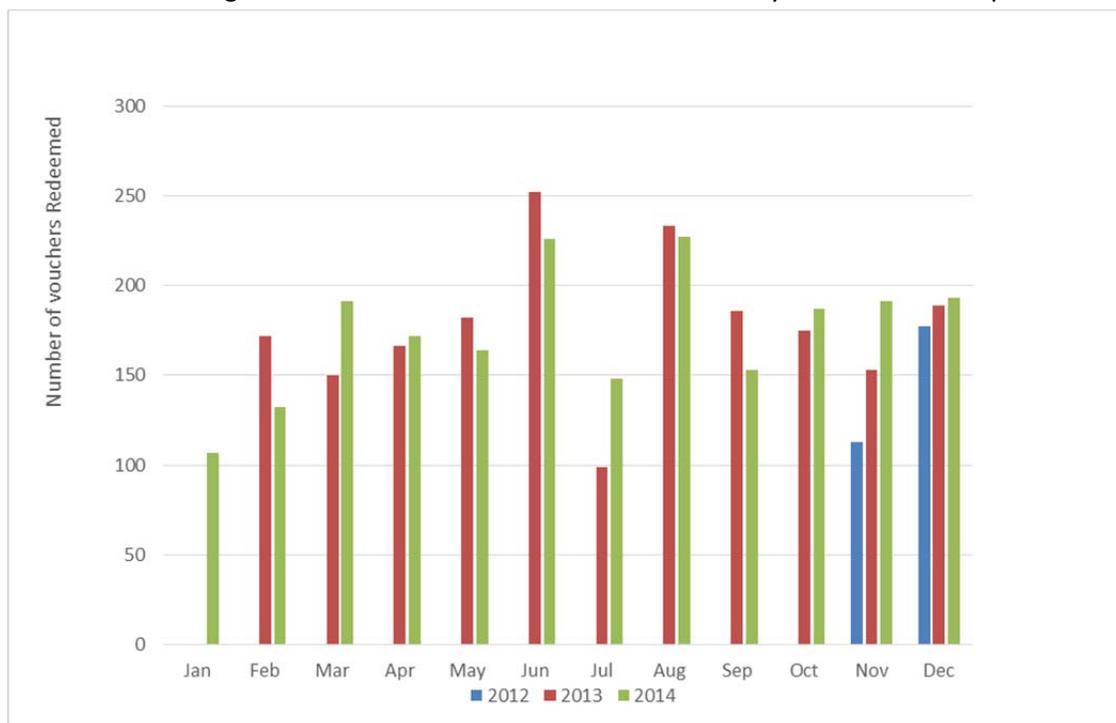
In the third quarter, a new First Thursday agreement was executed with the Frye garage, which joins the Butler garage in extending their participation in the program through December 2016. Similar extensions are being sought with the Merrill Place and Pioneer Square garages.

Table 10. Vouchers redeemed for First Thursday events, fourth quarter 2014

	Frye Garage	Merrill Place Garage	Pioneer Square Garage	Butler Garage	Total Vouchers Redeemed
October	72	22	50	43	187
November	80	17	52	42	191
December	76	21	58	38	193
Q4 2014 Total	228	60	160	123	571

Source: Alliance for Pioneer Square, Dec. 2014.

Figure 12. Vouchers redeemed for First Thursday events since inception



Source: Alliance for Pioneer Square, Dec. 2014