

Alaskan Way Viaduct **REPLACEMENT** PROGRAM



AWV Parking Mitigation Stakeholder Group
Oct. 10, 2012

Parking Marketing

Example of Column Painting



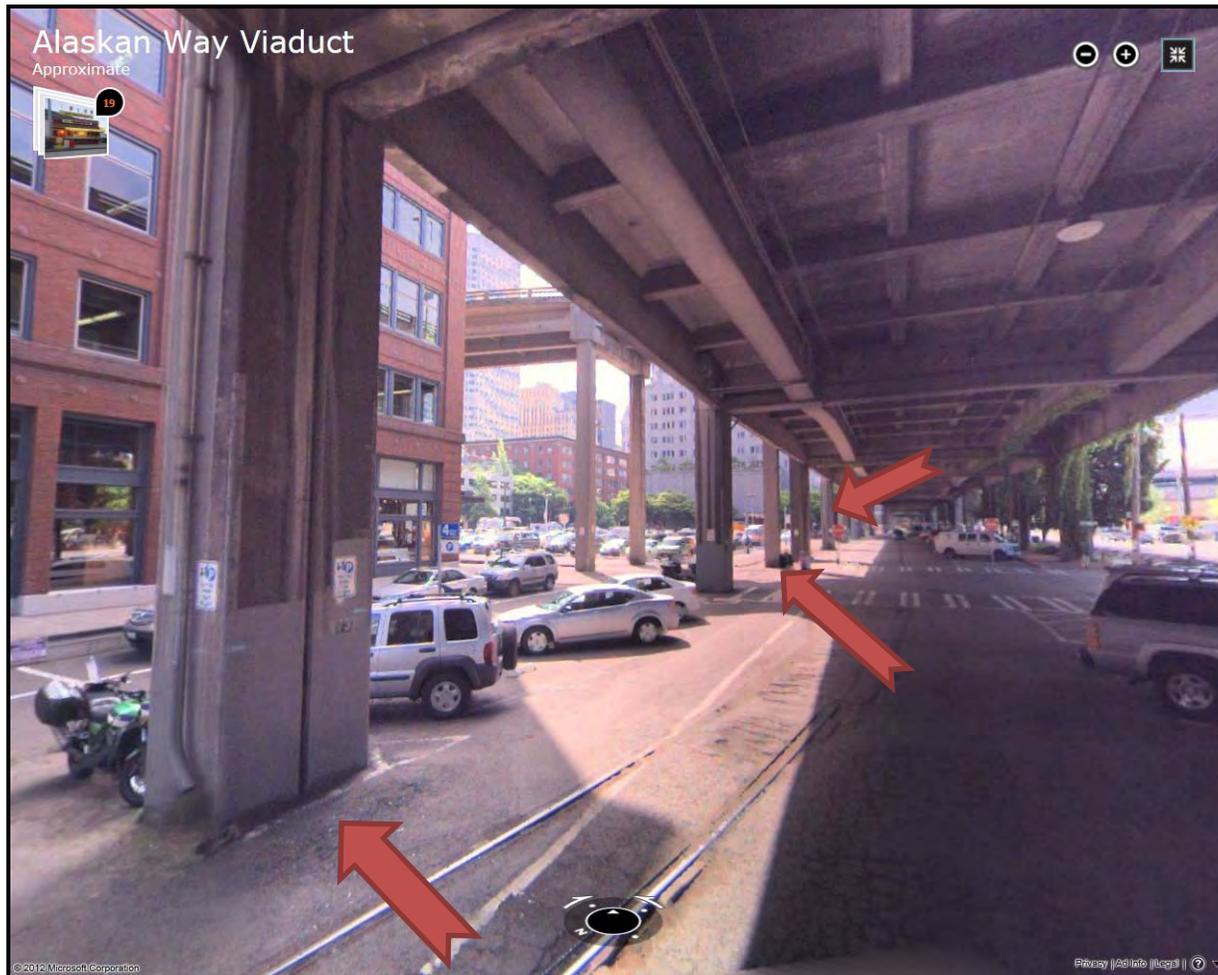
Proposed Columns

Pioneer Square - Alaskan Way between King and Jackson



Proposed Columns

Waterfront - Alaskan Way at Spring/Seneca



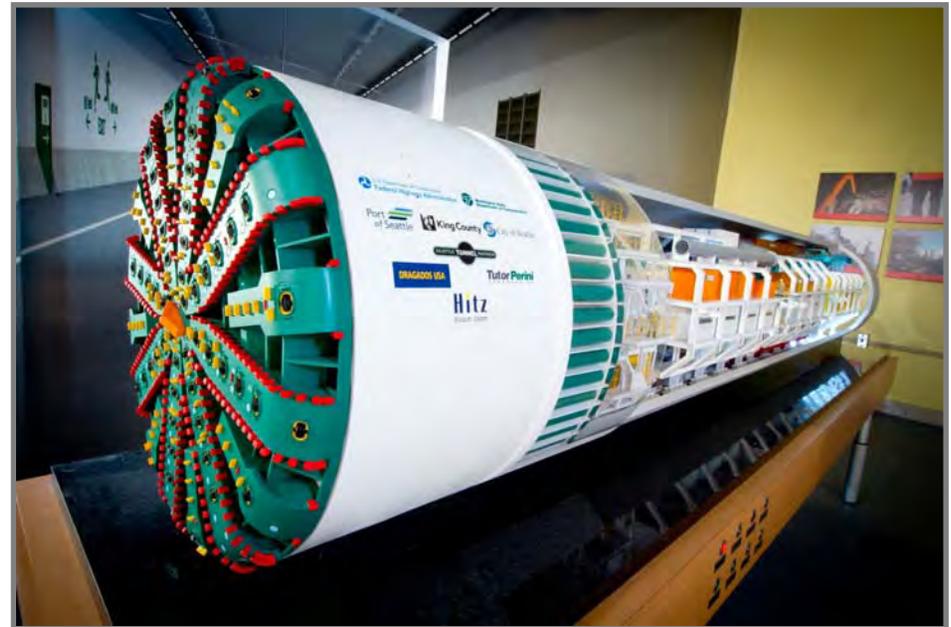
Holiday Media Plan

- DowntownSeattleParking.com with holiday look and feel
- Online display and radio ads
- Newspaper ads
- Partner with neighborhood holiday events (First Thursday, Merry-time on the Waterfront, etc.)
- Encourage businesses to post DowntownSeattleParking.com to websites, social media
- Earned media



Tunnel Boring Machine Naming Contest

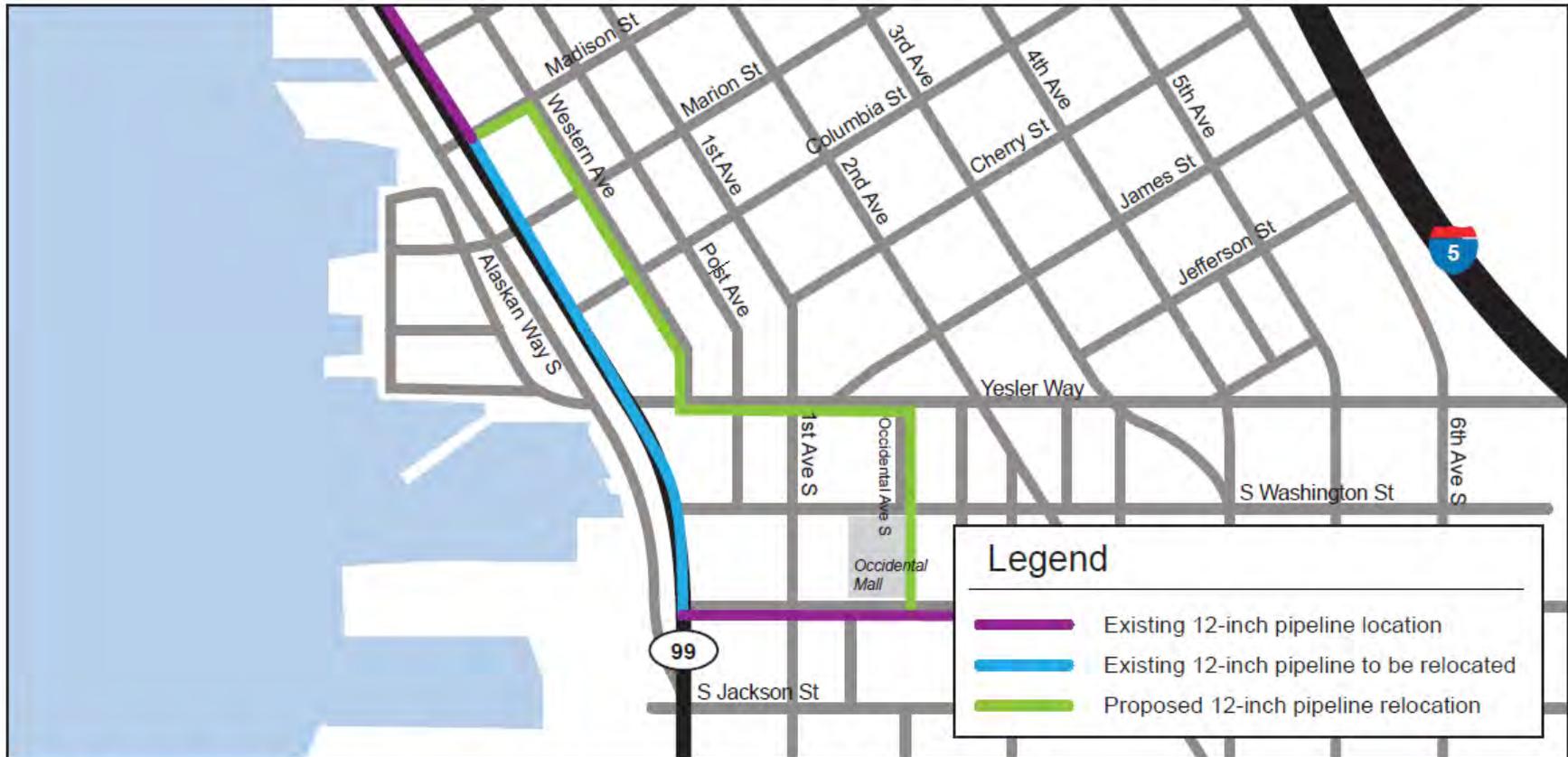
- Contest dates: Oct. 22 – Nov. 13
 - Winner announced mid-December
- Open to kids in Washington, grades K-12
- Judging Criteria:
 - Female name
 - Significance to Washington state heritage, nature, transportation or engineering
 - Creative and original
- Winning name painted on TBM



Tunnel boring machine model at Milepost 31.

Construction Update

Puget Sound Energy Project

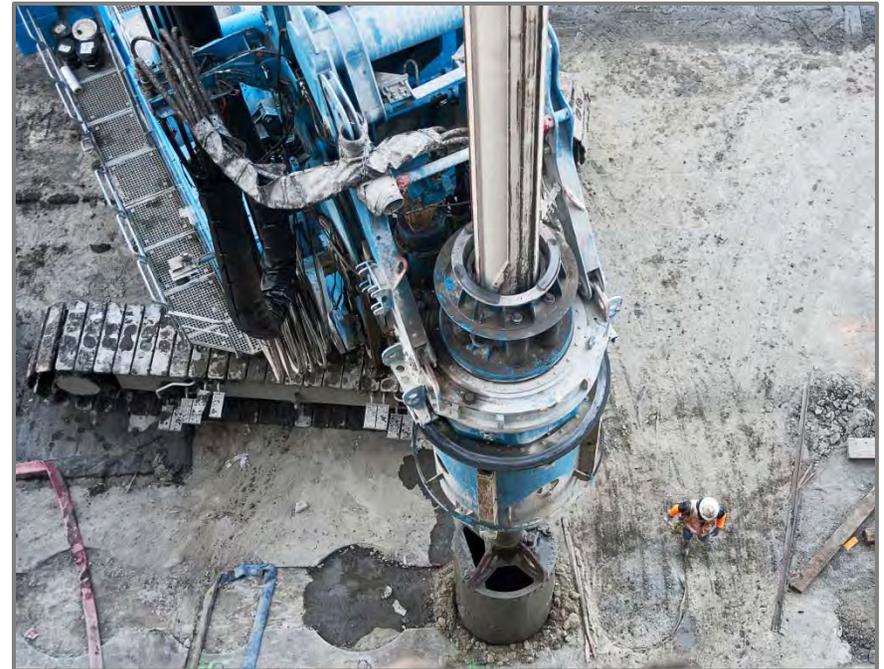
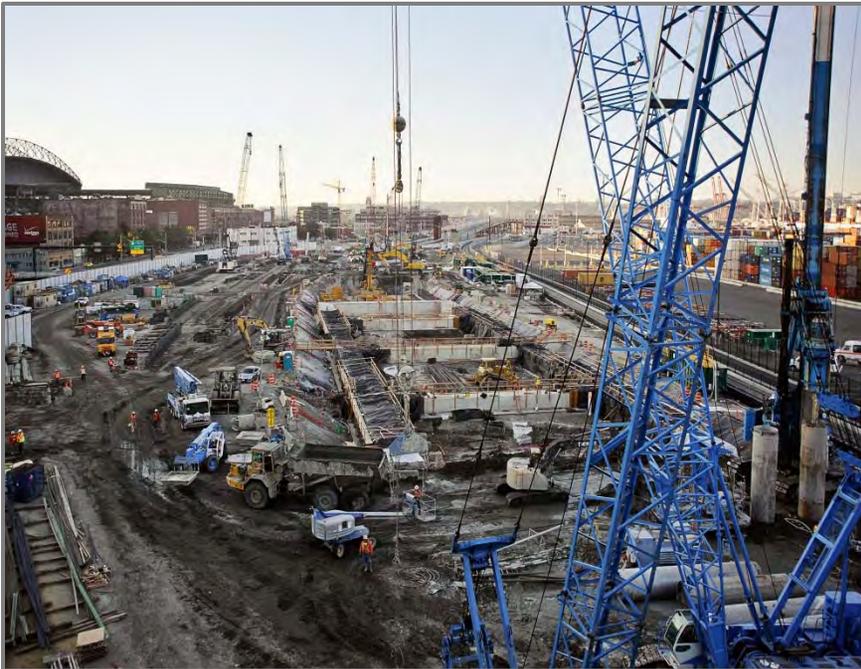


Alaskan Way Viaduct
12-inch High Pressure Natural Gas Main Relocation

Western Building Micropile Work



Tunnel Boring Machine Launch Pit



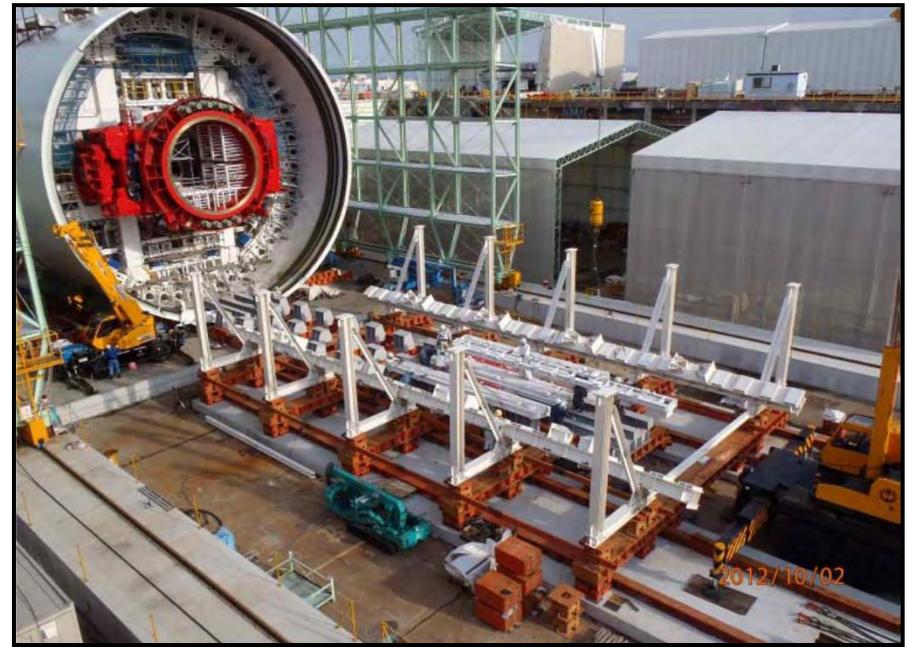
New Launch Pit Camera



www.wsdot.wa.gov/projects/viaduct/camera/

Camera #3

Tunnel Boring Machine Assembly, Japan



Tunnel Boring Machine Assembly, Japan



Alaskan Way Viaduct Replacement Program



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