

Strategy / staff PM	AWV Parking Mitigation: 2014 Work Plan	Q1	Q2	Q3	Q4
1. Build new or acquire existing parking garages Larry Ellington, WSDOT	• Negotiate and execute covenant (Pike Place)			X	
	• Reach go / no go decision on Western & Seneca Lot		X		
2. Garage Partnerships Meghan Shepard, SDOT	• Evaluate program effectiveness	✓			
	• Execute Watermark Garage and Hillclimb Garage renewal agreements with Republic Parking		X		
	• Pursue a covenant with First & Columbia Garage		X		
	• Manage garage agreements (implementation, reports, invoices, etc.)	✓	X	X	X
3. Marketing Becky Hixson, WSDOT; Lisa Dixon, APS; Nick Hawley, DSA	• Implement 2014-2015 Communications, Marketing and Media Relations Plan	✓	X	X	X
	• Establish partnerships with 50 Pioneers Square / Waterfront business to extend program awareness		X	X	X
	• Incorporate parking messaging into area event promotions and communications	✓	X	X	X
	• Pilot MID Parking Ambassador Program on Mother's Day; Implement on key summer weekends if successful		X	X	
	• Implement spring campaign (April 7 – May 12)		X		
	• Implement summer campaign (May 19 – October 26)		X	X	
	• Implement winter campaign (November 15 – January 1, 2015)				X
	• No new 2014 initiatives, maintenance plan in place				
4. ROW Improvements	• No 2014 actions				
5. Temp. Street Parking	• No 2014 actions				
7. Wayfinding Brian Henry, SDOT	• SDOT/WSDOT recommendations for sign removal/additions	✓			
	• Implement signage installation plan (March - May)		X		
8. e-Park Meghan Shepard, SDOT	• Expand program with up to three additional facilities (Waterfront Place: April)	✓	X	X	
	• Install e-Park dynamic message and wayfinding signs	✓	X		
9. Parking App , B. Hixson	• Update quarterly as needed	✓	X	X	X
10. On-Street Parking Meghan Shepard, SDOT	• Complete Pioneer Square curbspace management study and outreach process		X		
	• – Implement and enforce curb space changes (Sunday time limits)			X	X
11. Special events Lisa Dixon, APS; Nick Hawley, WSDOT;	• Extend current agreements to continue free parking for First Thursdays in Pioneer Square (monthly through June 2016)		X	X	X
	• Develop program for Mother's Day 2014 (May 11, 2014)		X		
	• Work with Western Ave. businesses to support spring and fall activities			X	
12. Monitoring Marni Heffron; Becky Hixson, WSDOT	• Prepare monthly dashboard report		X	X	X
	• Prepare quarterly reports	✓	X	X	X
	• Participate with questions in DSA four county survey		X		
	• Complete customer garage usage / perception survey		X		
	• Perform garage counts / yearly inventory			X	
	• Perform intercept survey(s)			X	

KEY: ✓ Task completed

X Original delivery date

X (bold) Revised delivery date

Date Produced: April 15, 2014