



MOTHER'S DAY 2013 PARKING PROMOTION SUMMARY

Business feedback:

- The Seattle Aquarium: Mother's Day was busy, with increased attendance over last year. The parking program went smoothly.
- Ivar's Acres of Clams: Mother's Day numbers were down this year compared to 2012. The parking promotion went smoothly and customers were receptive and positive about free parking. Customers also mentioned that in general, parking is difficult on the waterfront.
- Elliott's Oyster House: Numbers were nearly even with last year. They found the Mother's Day parking promotion easy to coordinate, however they did have a problem with the evening customers trying to use vouchers for their valet service. They will reevaluate participation for 2014.

Garage feedback:

- Republic Parking: To address 2012 concerns, Republic increased staff and added a manager to the event. Feedback from staff was positive and voucher numbers increased from the 2012 levels.
 - 234 participating cars at the Hillclimb Garage (190 in 2012)
 - 155 participating cars at the Watermark Tower Garage (108 in 2012)
 - 307 participating cars at the Western and Seneca Lot (305 in 2012)
- Commuter Centre Garage: The garage felt the program went well and was successful. This garage changed its staffing from 2012 so that customers were able to self-park and only allowed parking by those planning on visiting participating in the Mother's Day event. Participation numbers were down from 2012.
 - 46 participating cars (2012 was 89 participating cars + 6 at Harbor Steps)
- Pike Place Market Garage: This year, garage event management was dramatically changed and staffing increased to manually accept vouchers at garage exits.
 - 252 vouchers
- First and Columbia Garage: CPS Parking felt the program went well.
 - 4 participating cars (20 in 2012).

Website:

The Downtown Seattle Association hosted the Mother's Day website. Between April 12 and May 12, the page received 2,800 page views.

Advertising:

Copacino+Fujikado assisted in placing online display advertisements for the event. Online animated advertisements ran between April 29 and May 11. Following are statistics from online advertising:

- 1,175,479 impressions (1,057 clicks)
- Total online display click thru rate was .09 percent (King5.com: .1 percent; News Tribune: .06 percent)
 - Industry average is .06-.07 percent

- SEM added an additional 37,637 impressions and 717 clicks.



Online display ad

Earned media coverage:

Duo PR managed earned media for the event. They reported 23 earned media placements, and total impressions of more than 600,000. Duo drafted and distributed a press release, which received nearly 845 online reads. More than 200 people clicked on links included in the press release to gather information on the offer.

Duo conducted outreach to more than 40 newspapers and blogs, such as the ParentMap.com and Seattle’s Child, and secured mentions on six broadcast outlets.



Earned media placement

Example news stories:

Seattle Mother's Day: Score FREE Parking at Waterfront Garages
online.wsj.com/article/PR-CO-20130501-909153.html?mod=googlenews_wsj
Wall Street Journal – May 1, 2013

5 last-minute Mother's Day ideas that will make it seem like you actually had plans.
www.star1015.com/stories/Seattle-Last-minute-Mothers-Day-206915101.html
Star 101.5 – May 10, 2013

MANY Seattle Mother's Day Events: Brunch, Free Parking, Specials, Gift Ideas, & Win Tickets (\$200+)
seattlepipeline.com/2013/05/08/mothers-day-events-brunch-specials-gift-ideas/
Seattle Pipeline – May 8, 2013

Our Mother's Day Roundup
www.seattleschild.com/article/mothers-day-events-seattle
Seattle's Child – May 7, 2013

Mother's Day Adventures and Deals for Six Kinds of Moms
www.parentmap.com/article/beyond-brunch-six-alternatives-for-mothers-day
Parentmap – May 5, 2013

Mentions on KING5 news at 7AM, 8AM and Noon.



Facebook post from Seattle Mommas

Survey responses

		Where did you learn about the Mother's Day free parking offer? (out of 791 respondents to this question)							
Business	Number of vouchers redeemed	Didn't know until now	Online ad	Word of mouth	Poster	From restaurant or business	Parking garage	Earned media (TV, newspaper, etc.)	Other
Argosy	121	7	28	5	3	33	21	0	2
Elliott's	59	22	12	4	0	6	42	6	2
Ivar's	149	21	11	11	12	6	47	2	0
Pier 57	125	20	4	6	4	9	53	5	0
Great Wheel	138	23	7	6	0	9	52	6	0
Red Robin	62	17	4	4	6	4	63	2	0
Aquarium	186	20	12	7	1	7	50	2	1
Pioneer Jewelers	1	0	0	0	0	0	1	0	0
Courtesy	157	12	2	4	2	18	58	0	2
Total	998	18%	10%	6%	2%	12%	48%	3%	1%

		Why did you come to the waterfront today? (out of 762 respondents to this question)					
Business	Number of vouchers redeemed	Come here often for MD	Downtown and came to the waterfront	Parking offer	Other (attraction/restaurant)	Other (for MD)	Other
Argosy	121	29	4	27	28	7	6
Elliott's	59	48	16	10	10	10	6
Ivar's	149	45	12	9	12	7	14
Pier 57	125	28	30	6	15	7	14
Great Wheel	138	34	21	7	21	5	12
Red Robin	62	35	28	11	4	7	15
Aquarium	186	24	18	19	21	6	12
Pioneer Jewelers	1				100		
Courtesy	157	48	19	7	11	7	9
Total	998	35%	18%	13%	17%	7%	11%

What is your zip code? (out of 759 respondents to this question)			
Seattle	Puget Sound	Washington	Out of state
16%	61%	15%	8%