

Alaskan Way Viaduct
REPLACEMENT
PROGRAM



U.S. Department of Transportation
Federal Highway Administration

 **WSDOT**

 King County

Port
of Seattle

 City of Seattle

SR 99 Tunnel Project Parking Mitigation Plan

Monitoring Report for First Quarter 2014

June 2, 2014

 **Washington State
Department of Transportation**

 **SDOT**
Seattle Department of Transportation

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	3
2.5. Create Temporary On-Street Parking.....	3
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.....	4
2.10. Implement Programs for Special Events	4
3. MONITORING DATA.....	5
3.1. Parking Facility (Off-Street) Utilization.....	5
3.2. On-Street Parking	11
3.3. Customer Perception	14
3.4. Special Promotions.....	16

Tables

Table 1. Partner garages.....	3
Table 2. Number of short-term parkers per month in partnership garages – first quarter 2014.....	5
Table 3. e-Park garage occupancy in the fourth quarter.....	6
Table 4. Pike Place Market Garage utilization, first quarter 2013 vs. first quarter 2014.....	7
Table 5. First and Columbia Garage utilization, first quarter 2013 vs. first quarter 2014	9
Table 6. Number of short-term vehicles parked per month - Watermark and Hillclimb Garages.....	9
Table 7. Number of short-term vehicles parked per month – Butler Garage.....	11
Table 8. Number of short-term vehicles parked per month – Stadium Place Garage	11
Table 9. Website analytics – first quarter 2013 vs first quarter 2014.....	15
Table 10. Vouchers redeemed for First Thursday events, January through March 2014.....	17

Figures

Figure 1. Pike Place Market Garage – number of short-term parkers per month	7
Figure 2. First and Columbia Garage – weekday short-term parking (four hours or less).....	8
Figure 3. First and Columbia Garage – weekend and evening parkers.....	8
Figure 4. Watermark Garage – short-term parking (four hours or less) by month.....	10
Figure 5. Hillclimb Garage –short-term parking (four hours or less) by month	10
Figure 6. Number of on-street pay station parking spaces	12
Figure 7. Monthly transactions year-over-year comparison – waterfront	13
Figure 8. Monthly transactions year-over-year comparison – Pioneer Square	13
Figure 9. Website page views per month.....	16
Figure 10. Vouchers redeemed for First Thursday events (2012, 2013 and 2014).....	17

1. INTRODUCTION AND PURPOSE

The *SR 99 Tunnel Project Parking Mitigation Plan*, completed in July 2012, is in its second year of implementation. In the plan, WSDOT, the City of Seattle, partners and stakeholders identified ten strategies to help offset the loss of on-street parking during construction of the SR 99 tunnel. This monitoring report details the status of the strategies from January through March 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:

<http://www.wsdot.wa.gov/Projects/Viaduct/Traffic/ParkingInformation>

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

- 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 viaduct demolition.

Section 2 provides a summary of the program progress for each of the strategies, followed by monitoring data for first 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. Significant accomplishments in first quarter 2014 included:

- Continued the acquisition process for the parking lot located at Western Avenue and Seneca Street to preserve short-term parking on the waterfront (Strategy 1).
- Installed and activated e-Park systems at Watermark, Hillclimb and Butler Garages. Began transmitting up-to-the-minute parking space availability information on garage signs, right of way signs, the e-Park website and *DowntownSeattleParking.com* (Strategy 2).
- Wrapped up holiday marketing campaign and planned spring/summer campaigns (Strategy 3).
- Completed motorist and pedestrian wayfinding implementation plan for routes to targeted neighborhoods and garages. Began installing motorist wayfinding signs to the "Aquarium" (Seattle Aquarium) and pedestrian wayfinding signs (red poles) at several locations (Strategy 6).
- 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 first 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 March 31, 2014, progress in this strategy included:

- Continued negotiations for a second funding agreement with the Pike Place Market Preservation and Development Authority (PDA) for the proposed new PC1-North Garage.
- Per Seattle City Council direction, city staff continued the acquisition process for the parking lot located at Western Avenue and Seneca Street to preserve short-term parking on the waterfront through tunnel construction.
- Began investigations into the possibility of a long-term covenant with the First and Columbia garage in Pioneer Square.

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 March 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. One garage, Merrill Place Garage left the program due to the sale of the property. 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, have agreed to be part of the City of Seattle’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 *DowntownParkingSeattle.com* and the city’s website www.seattle.gov/transportation/epark/. The status of partner garages at the end of first quarter 2014 is listed in Table 1.

Table 1. Partner garages

Garage name	Low-rates agreement	e-Park agreement
Bell Street Pier Garage	n/a	√
Pike Place Market Garage	√	√
Hillclimb Garage	√	√
Watermark Tower Garage	√	√
First and Columbia Garage	√	√
Butler Garage	√	√
Merrill Place Garage ¹	Agreement expired 1/31/2014	Not pursuing
Stadium Place Garage	√	√
Waterfront Place Garage	n/a	Target Q2 2014

Notes:

1. The low-rate agreement at Merrill Place Garage expired on Jan 31, 2014. Renewal is not being sought at this time because the property owners intend to sell it. This decision allows the low-rate and marketing program to focus resources on three other partner garages in Pioneer Square (First and Columbia, Butler and Stadium Place garages).

2.3. Marketing

Strategy 3: Market parking availability and preferred travel routes.

The holiday campaign continued a few days into January, finishing up on January 5, 2014.

A smaller spring shoulder season marketing campaign was scheduled to begin in April to maintain awareness. This included radio spots on Pandora and targeted digital ads on KING 5's mobile app, and mobile ad networks Tribal Fusion and Conversant Mobile (formerly known as Greystripe).

The Parking Stakeholder Marketing Subcommittee completed a Communication, Marketing and Media Relations plan that will guide the parking marketing program for the next 18 months. This plan can be viewed at <http://www.wsdot.wa.gov/projects/viaduct/Library/Meetings/PSG>, under the contents for the February 20, 2014 meeting.

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 are 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 are 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 March 2014, staff prepared implementation plans for new vehicle wayfinding signs for the Aquarium and neighborhood e-Park signs to fill identified gaps. These sign installations are expected in second quarter 2014. As part of its maintenance program, city staff removed obsolete “CityPark,” Pioneer Square “Three Globe” and Waterfront Streetcar signs identified during the parking stakeholder wayfinding workshops. Signage maps from these workshops can be viewed at <http://www.wsdot.wa.gov/projects/viaduct/Library/Meetings/PSG> under the contents for meeting #32 (August 14, 2013).

2.7. Expand e-Park Program

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

Table 1 (page 3) identifies participating e-Park garages; e-Park utilization for the first quarter is shown in Table 3 (page 6). First quarter activities included the activation of e-Park dynamic messaging signs at the Butler, Watermark and Hillclimb garages. At Alaskan Way and Wall Street, the foundation for the e-Park dynamic right-of-way sign was constructed. This sign will be installed and begin displaying live data in second quarter 2014, providing real-time parking availability for southbound travelers on Alaskan Way.

2.8. Develop Smart Phone Application

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.

In the first quarter, the number of mobile and tablet users visiting the website made up approximately 69 percent of all visits. Detailed information 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.

In first quarter 2014, work continued in the Pioneer Square neighborhood to examine on-street parking regulations and improvements. The city continued outreach by holding individual meetings with local businesses on parking and loading. In addition the city met to discuss the possibility of installing free Sunday time limits with advisory groups of Pioneer Square businesses and residents. The city will draft a Pioneer Square parking improvement plan during second quarter 2014.

2.10. Implement Programs for Special Events

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

In Pioneer Square, the monthly free parking promotion during the First Thursday Art Walk continued through first quarter 2014. Detailed participation information is provided later in this report in Section 3.4. The Parking Stakeholder Marketing Subcommittee began preparing for the 2014 Mother’s Day (May 11) event on the waterfront event, when free parking will be provided for customers of participating businesses.

3. MONITORING DATA

The following sections present monitoring data from first 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 March 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, offers the same low rate through a covenant negotiated as part of Strategy 1. Two of these garages—Pike Place Market and First and Columbia garages —have low-rate data to provide a year-over-year comparison for the quarter. Four other garages are in their first year of participation in the low-rate program. 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 in the quarter. More detailed information is provided about these garages in subsequent sections.

Table 2. Number of short-term parkers per month in partnership garages – first quarter 2014

Garage	First month in program	January		February		March	
		2013	2014	2013	2014	2013	2014
Pike Place Market	July 2012	4,815	6,376	5,751	5,929	6,846	7,584
Hillclimb	May 2013	--	823	--	534	--	966
Watermark	May 2013	--	930	--	831	--	892
First and Columbia	November 2011	794	1,198	709	1,065	805	1,422
Butler	September 2013	--	1,659	--		--	
Stadium Place	September 2013	--	844	--	639	--	461

Source: SDOT, April 2014.

1. Utilization data are only shown for months in which the garage was participating in the low-rate program.

Six garages are currently participating 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 waterfront are summarized in Table 3.

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

Garage	Average Weekday Occupancy			Average Weekend (or Saturday) Occupancy		
	10:00 a.m.	1:00 p.m.	7:00 p.m.	10:00 a.m.	1:00 p.m.	7:00 p.m.
Pike Place Market Garage	57.2%	75.1%	28.4%	39.4%	65.5%	28.2%
First and Columbia Garage	62.4%	74.0%	20.4%	9.2%	15.5%	12.0%
Bell Street Pier Garage ¹	30.4%	38.8%	5.9%	1.2%	2.1%	2.0%
Butler Garage ²	39.8%	63.9%	32.9%	12.9%	36.4%	36.4%
Hillclimb Garage ³	39.8%	69.9%	40.6%	12.2%	54.5%	47.5%
Watermark Garage ³	41.8%	73.0%	43.4%	12.6%	54.1%	49.0%

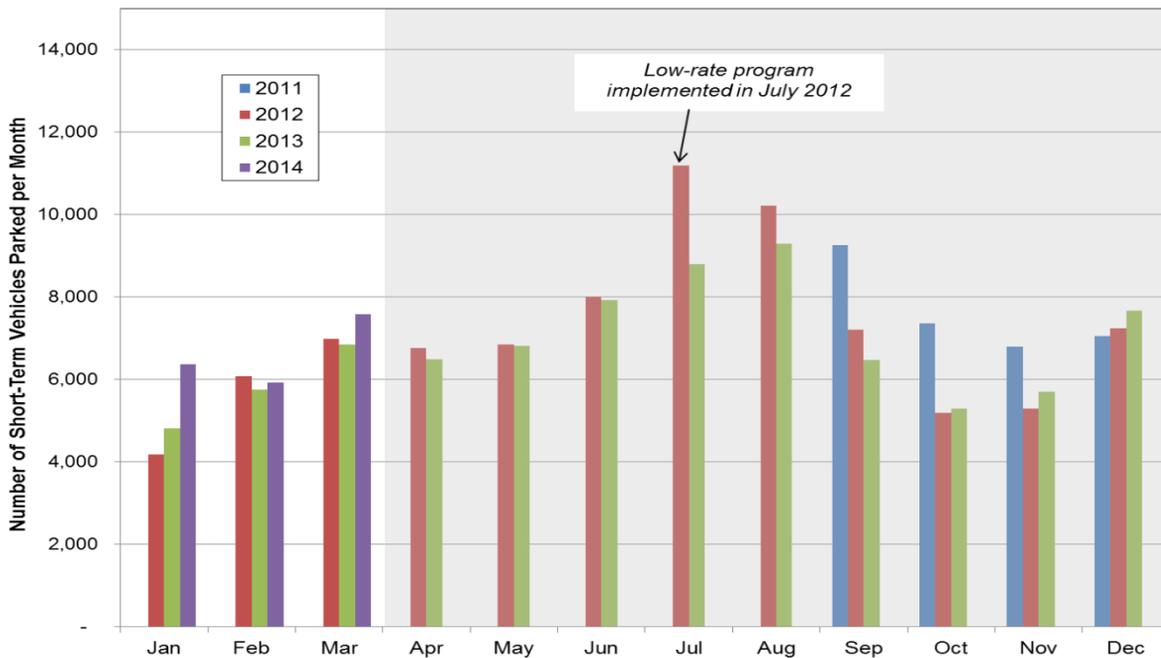
Source: SDOT, April 2014. Notes:

1. The Bell Street Pier Garage is closed on Sundays; weekend occupancy only reflects Saturdays.
2. Butler Garage began transmitting live data on Jan. 31, 2014
3. Hillclimb and Watermark Garages began transmitting live data on March 19, 2014.

Pike Place Market Garage

Since the Pike Place Market Garage implemented the low-rate program in July 2012, over 150,000 short-term parkers have taken advantage of the affordable parking. Figure 1 shows short-term parking utilization since Pike Place Market joined the program, highlighting the first quarter 2014. For January, February and March, the number of parkers was higher in 2014 than in 2013, significantly so in January 2014. Table 4 summarizes the number of short-term parkers in the first quarter of 2014 compared to the first quarter of 2013. Overall, the number of short-term parkers in the quarter increased by 14% from 2013 to 2014.

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



Source: Data provided by Pike Place Market, and compiled by SDOT.

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, first quarter 2013 vs. first quarter 2014

	First quarter 2013	First quarter 2014	Difference	% Change
Short-term vehicles parked	17,412	19,889	+2,477	+14%

Source: Data provided by Pike Place Market, and compiled by SDOT.

First and Columbia Garage

Since implementation of the low-rate program at the First and Columbia Garage in November 2011, the program has provided over 50,000 drivers with affordable short-term parking (including weekday, evening and weekend parkers). Short-term and weekend/evening utilization increased 60 and 52 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 4 shows the number of weekend and evening parkers. Both figures highlight the current quarter.

Table 4 shows the short-term and weekend/evening utilization for 2013 and 2014. External aesthetic and lighting improvements to this garage were completed in mid-October 2013 and, combined with heightened awareness of the program from marketing efforts, may be further contributing to the significant increase in utilization.

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

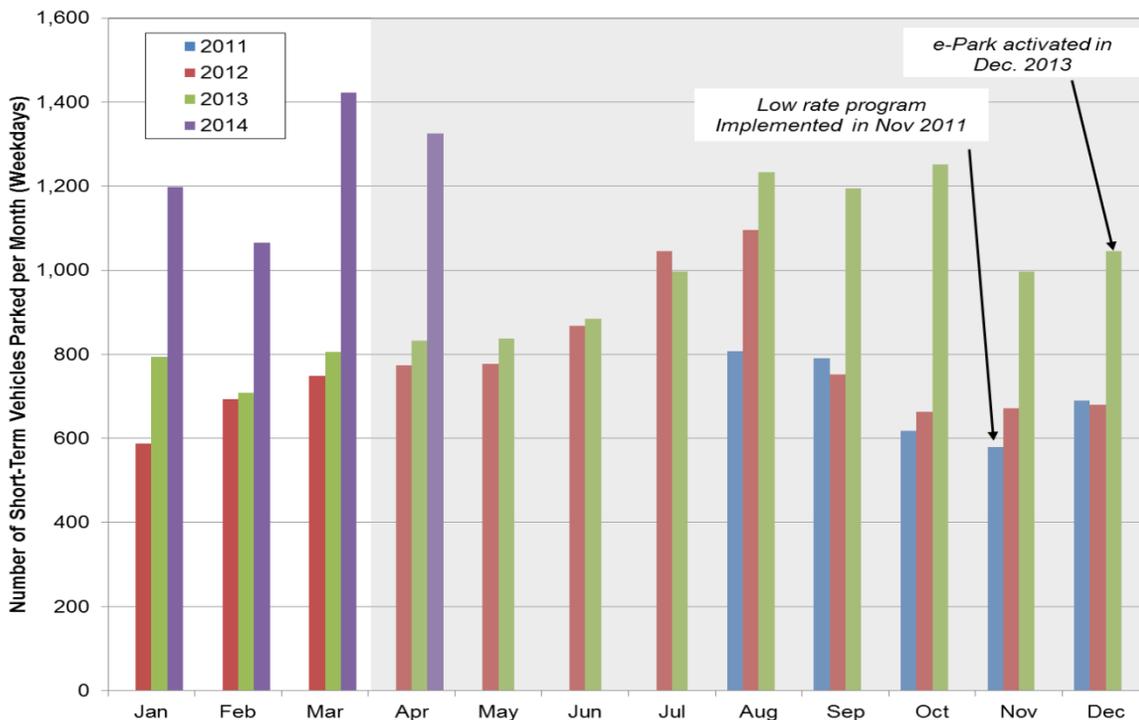
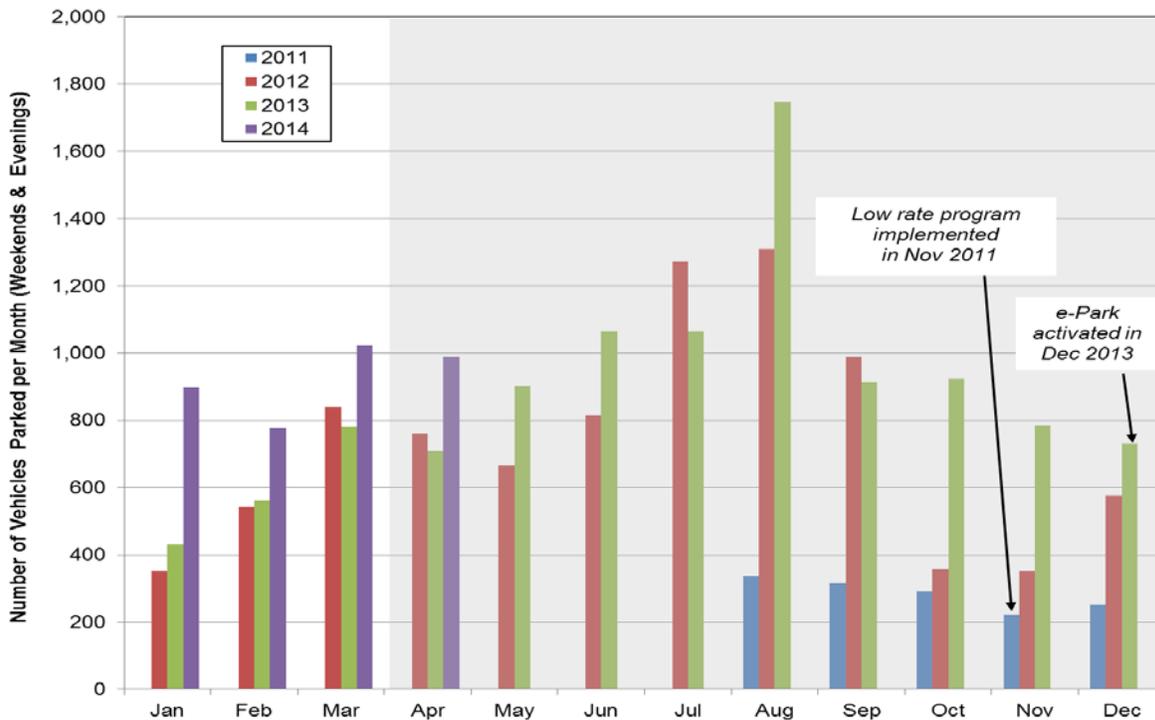


Figure 3. First and Columbia Garage – weekend and evening parkers



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

Notes:

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

Table 5. First and Columbia Garage utilization, first quarter 2013 vs. first quarter 2014

	First quarter 2013	First quarter 2014	Difference	% Change
Short-term vehicles parked	2,308	3,685	+1,377	+60%
Weekend and evening vehicles parked	1,773	2,698	+925	+52%

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

Hillclimb and Watermark Garages

The Watermark and Hillclimb Garages implemented the low-rate program in May 2013. In the ten months since then, over 25,000 short-term parkers have taken advantage of the affordable parking. Data comparing parking utilization in January, February and March 2013 (not part of the low-rate program) to the same period in 2014 are summarized in Table 6. Overall, parking demand increased in 2014 in both garages. Figure 4 and Figure 5 illustrate year-over-year parking for the Watermark and Hillclimb Garages, respectively.

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

Month	Watermark Garage			Hillclimb Garage		
	2013	2014	% Change	2013	2014	% Change
January	319	930	192%	292	823	182%
February	364	831	128%	485	534	10%
March	397	892	125%	286	966	238%
First Quarter Total	1,080	2,653	146%	1,063	2,323	119%

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

Note: Weekend rates went into effect in September; only weekday short-term usage is included in fourth quarter data from 2012 and 2013.

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

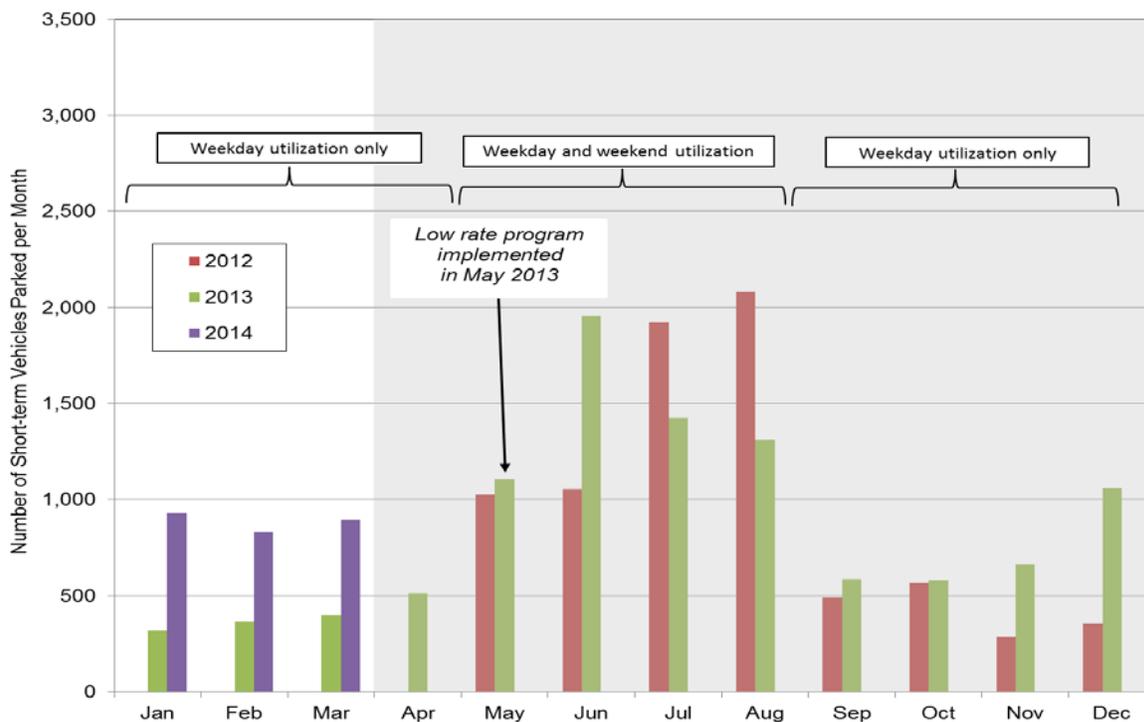
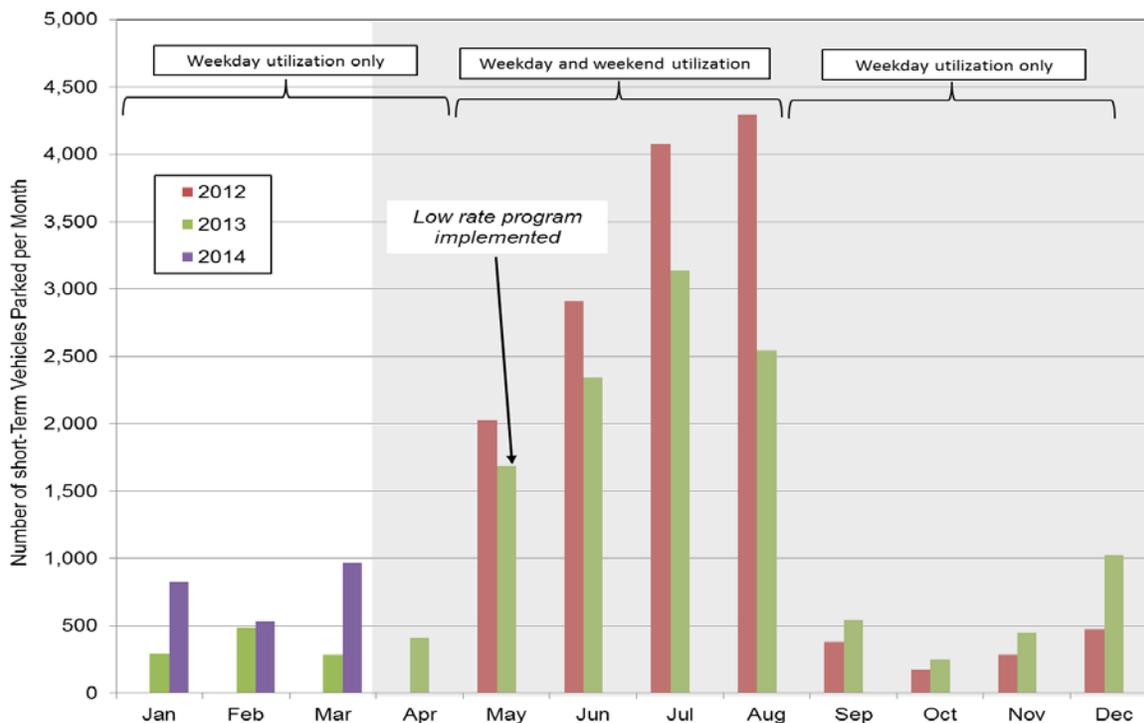


Figure 5. Hillclimb Garage –short-term parking (four hours or less) by month



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

Notes: 1. Utilization from May to August includes weekday and weekend parkers; data from September to April include only weekday parkers.
 2. Low-rate program implemented in May 2013, data prior to May 2013 do not reflect low-rate utilization.

Butler Garage

Since the Butler Garage implemented the low-rate program in September 2013, over 9,000 short-term parkers have taken advantage of the affordable parking. Table 7 shows short-term utilization for January 2014 only. Each month the Butler Garage reports the short-term vehicles parked two months prior so February and March data will be available in April and May.

Table 7. Number of short-term vehicles parked per month – Butler Garage

Month	2014
January	1,659
February	Not yet available
March	Not yet available
First quarter total	Incomplete

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

Stadium Place Garage

Since the Stadium Place Garage implemented the low-rate program through a long-term covenant with WSDOT, nearly 3,000 short-term parkers have taken advantage of the affordable parking. Table 7 shows short-term utilization for the first quarter 2014.

Table 8. Number of short-term vehicles parked per month – Stadium Place Garage

Month	2014
January	844
February	639
March	461
First Quarter total	1,944

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

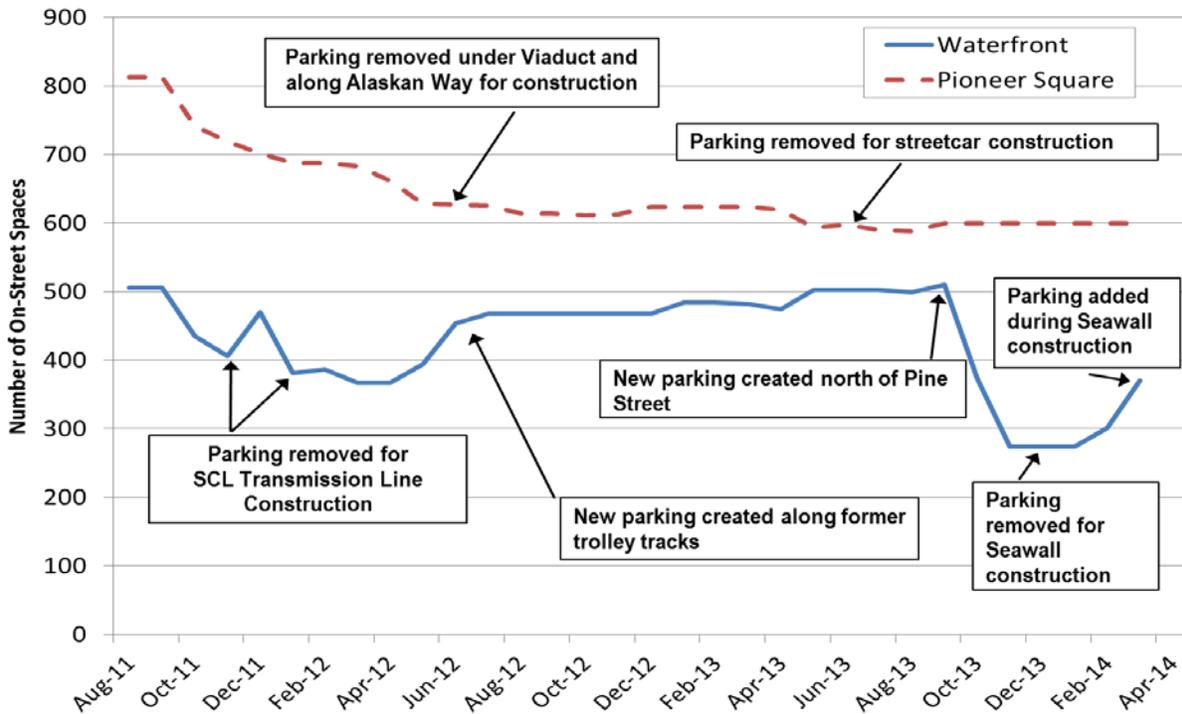
3.2. On-Street Parking

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 6 shows the fluctuation in on-street spaces for Pioneer Square and the waterfront since August 2011. There was no substantial change in parking supply in Pioneer Square in first quarter 2014. In the waterfront neighborhood many of the spaces that were removed in November 2013 for construction of a temporary roadway were replaced by striping new spaces in areas of Alaskan Way.

Figure 6. Number of on-street pay station parking spaces



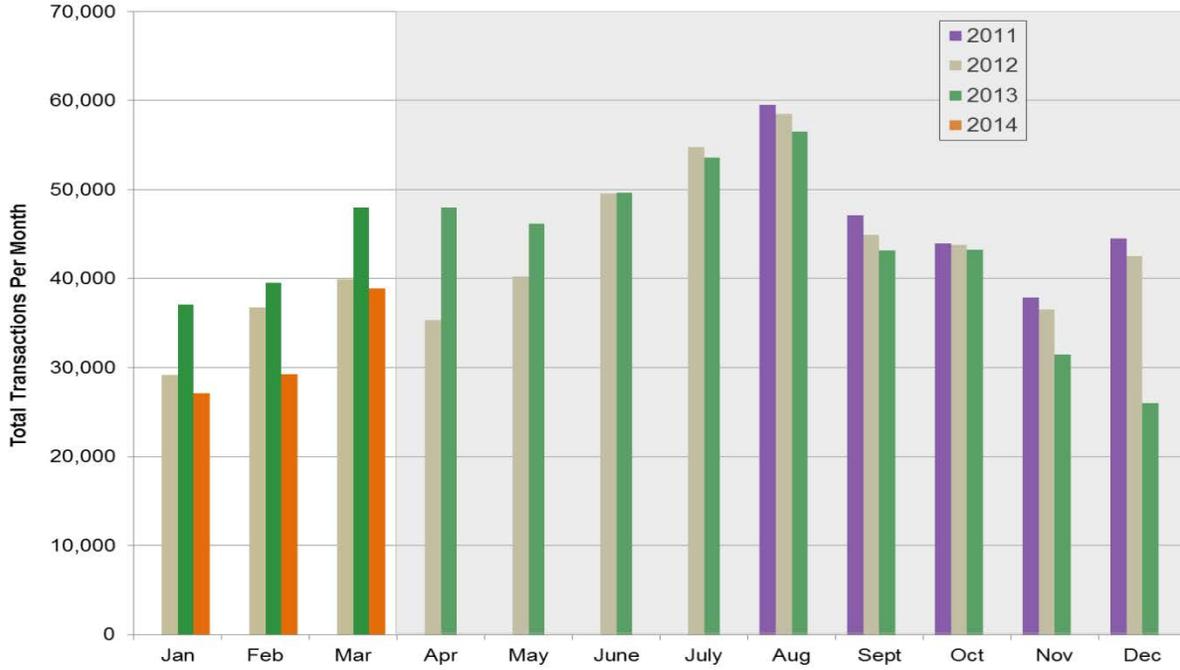
Source: SDOT, April 2014.

Pay Station Transactions

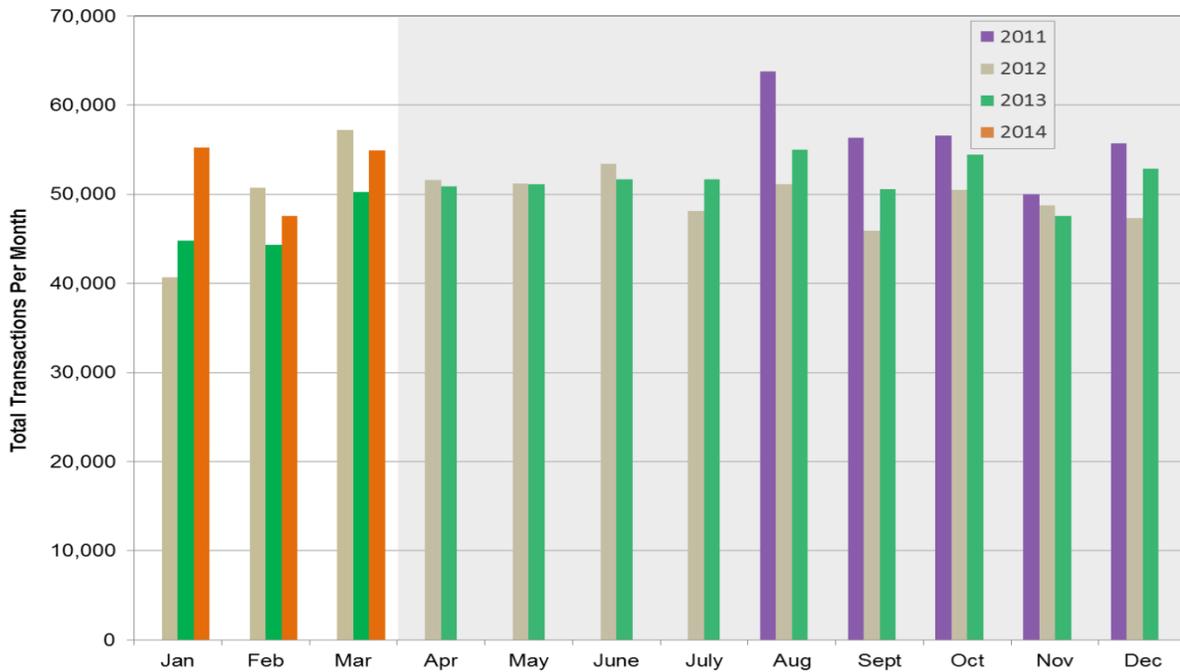
The number of transactions per month represents each time a customer purchases parking at a pay station. The parking space transaction data were compiled to show the year-over-year trends. These are shown in Figure 7 for the waterfront and Figure 8 for Pioneer Square.

For spaces along the waterfront, transactions rebounded in March 2014 after nearly 100 parking spaces were returned to Alaskan Way. Transactions in March 2014 are near the 2012 levels. In Pioneer Square, the trend from the first quarter of 2014 generally continues with transactions greater than 2013 and approaching or surpassing 2012.

Figure 7. Monthly transactions year-over-year comparison – waterfront



Source: SDOT, April 2014. Figure 8. Monthly transactions year-over-year comparison – Pioneer Square



Source: SDOT, April 2014.

3.3. Customer Perception

3.3.1. Parking Website Analytics

The holiday campaign continued a few days into January, finishing up on January 5, 2014. A limited spring shoulder season marketing campaign was scheduled to begin in April to maintain awareness.

The Parking Stakeholder Marketing Subcommittee completed a communication, marketing and media relations plan that will guide the parking marketing program for the next 18 months. This plan can be viewed at <http://www.wsdot.wa.gov/projects/viaduct/Library/Meetings/PSG>, under the contents for the February 20, 2014 meeting.

Special media relations outreach was completed in February to coincide with the Seattle Seahawks victory parade. During this two-day push, *DowntownSeattleParking.com* received almost 7,000 website hits, with more than 5,100 coming from new visitors. Normal daily traffic during February is between 250-400 hits.

Table 9 compares user analytics from *DowntownSeattleParking.com* between first quarter 2013 and first quarter 2014 (the latter of which includes five days of the holiday campaign). Key takeaways from these analytics are:

- Website traffic during first quarter of 2014 was about five times greater than the first quarter of 2013 (average of 16,224 hits per month in 2014 vs. average of 3,357 hits per month in 2013).
- Traffic remained fairly steady between the months (January-15, 019 ; February-17,772; March-15,881), but was less than during the holidays. This was expected, as holiday campaign paid media finished in early January, except Search Engine Optimization (SEO) and Search Engine Marketing (SEM).
- In general the site is utilized most on weekends, with page views increasing to around 800-950 on Saturdays, compared to 200-300 on weekdays.
- Seventy-eight percent of visits are new users, showing that visitors are easily finding us online thanks to SEO and SEM, while still maintaining a healthy base of returning users.
- February saw an uptick in traffic during the Seahawks Super Bowl Celebration Parade. Normal daily traffic for the site during the month hovered around 250-450 page views, but there were 3,348 page views on February 4 (day before parade) and 3,091 page views on February 5 (parade day). The website was pitched to local media, resulting in secured on-air mentions as well as link placement on KIROTV.com. While the website received quite a few referrals from media placement, there were also lots of organic visitors. Drivers needed to find parking, searched online, and easily found the site.

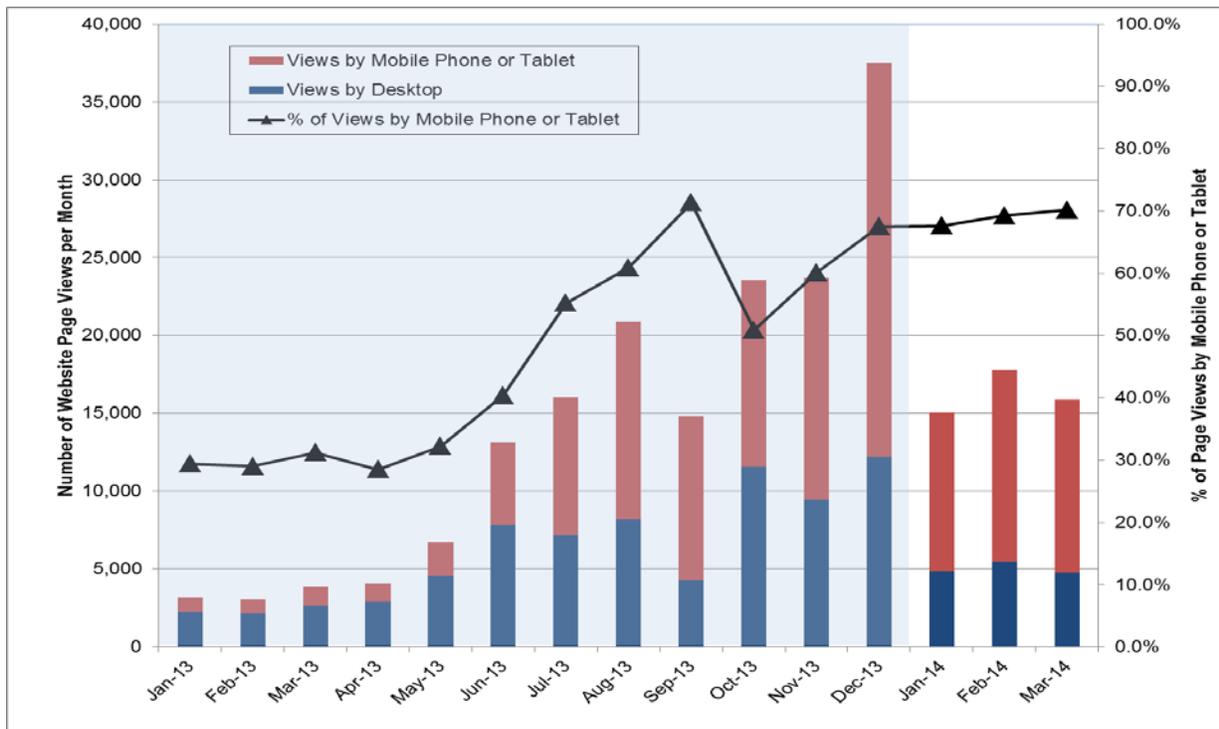
Table 9. Website analytics – first quarter 2013 vs first quarter 2014

Website visits	First Quarter 2013	First Quarter 2014
Total site visits	10,070	48,672
Desktop	7,052	15,081
Mobile/tablet	3,018	33,591
Traffic sources	First Quarter 2013	First Quarter 2014
Online display	69	1,871
Referral	5,456	18,435
Organic search	3,129	7,469
Direct	1,391	20,362
Top six sources of visits	First Quarter 2013	First Quarter 2014
Direct	1,391	9,091
Google (organic and paid)	2,655	4,158
DowntownSeattle.com (DSA)	16	3,091
Underground Tour	-	2,308
Direct	-	1,750

Source: DSA, March 2014.

Figure 9 shows website page views in 2013 and the first quarter of 2014. The chart also shows the percentage of views from a mobile phone or tablet.

Figure 9. Website page views per month



Source: Copacino + Fujikado, May 2014.

3.4. Special Promotions

3.4.1. Free Parking During Mother’s Day Waterfront Event

Mother’s Day event planning began and the team prepared advertising, media relations and operations plans to promote free parking on Mother’s Day for waterfront visitors. Metrics for this event will be presented in the second quarter monitoring report.

3.4.2. 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. Vouchers provide four hours of free parking at four neighborhood garages. Table 10 summarizes the number of vouchers used (vehicles participating) by month from January to March 2014. Figure 10 shows the monthly vouchers since the program began. As expected, participation climbs in the summer months and decreases in winter.

Table 10. Vouchers redeemed for First Thursday events, January through March 2014

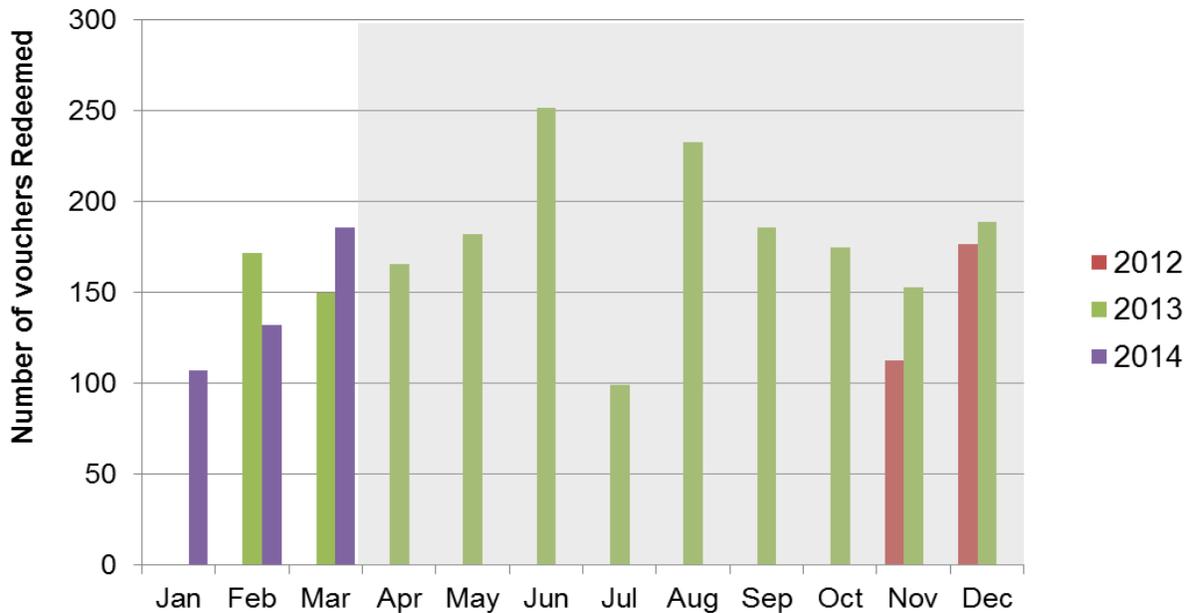
	Frye Garage	Merrill Place Garage	Pioneer Square Garage	Butler Garage	Total Vouchers Redeemed
January	69	6	17	15	107
February	71	16	26	19	132
March	72	22	62	30	186
2014 Total	212	44	105	64	425

Source: SDOT, April 2014.

Notes:

1. January 2014 First Thursday was held on Jan. 2, with low turnout due to New Year's Day the previous day.
2. February 2014 First Thursday was held the day after the Seahawks victory parade,

Figure 10. Vouchers redeemed for First Thursday events (2012, 2013 and 2014)



Source: SDOT, March 2014.

Customer Perception of First Thursday Free Parking Promotion

Customers are asked to complete a survey on the back of the First Thursday parking voucher, which is later collected at the garages. Combined survey results are as follows:

Where did you learn about free parking? *

- 36% at a participating venue
- 19% at a participating garage
- 36% promotion (brochure/email/web/newsletter/social media)
- 21% word of mouth

Why did you attend the art walk? *

77% regularly attend

6% were in Pioneer Square for another reason (not for the art walk)

10% heard about free parking

15% other reason

**Percentages are based on total number of respondents. Total may exceed 100 percent because some respondents select multiple answers.
Source: SDOT, January 2014.*