

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 Third Quarter 2014

December 2014

 **Washington State  
Department of Transportation**

 **SDOT**  
*Seattle Department of Transportation*

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## 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 of the SR 99 tunnel. This monitoring report details the status of the strategies from July through September 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/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:

- 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 third 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 third quarter 2014 included:

- Completed final draft of Pike Place Market covenant amendment to extend the agreement through 2020 (Strategy 1).
- Completed second agreement with Watermark Tower and Hillclimb garages, extending their program participation through December 2016 (Strategy 2).
- Completed summer 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 third 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 Sept. 30, 2014, progress in this strategy included:

- Completed final draft for an amendment to extend the covenant with the Pike Place Market Preservation and Development Authority (PDA) for short-term garage parking at on-street rates.
- Per Seattle City Council direction, city staff discontinued negotiations related to the parking lot located at Western Avenue and Seneca Street and started negotiations with Harbor Steps Garage to preserve short-term parking on the waterfront until the end of tunnel construction.

## 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 Sept. 30, 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>   |
| <b>Strategy 2 total spaces</b> | = | <b>1,935 spaces</b> |
|                                |   |                     |
| • Stadium Place Garage         | = | <u>75 spaces</u>    |
| <b>Strategy 1 total spaces</b> | = | <b>75 spaces</b>    |

**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](http://www.seattle.gov/transportation/epark). The status of partner garages at the end of third 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	√
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 summer/fall advertising and marketing campaign continued through the third quarter. This included radio spots on Pandora, and targeted digital ads on KING 5’s mobile application, mobile advertising networks Tribal Fusion and Conversant Mobile as well as outdoor advertising on buses and billboards. The campaign concluded at the end of October. Final advertising results (click-thru-rates and impressions) will be listed in the fourth quarter monitoring report.

**Waterfront Business Outreach:** WSDOT continued to build partnerships with stakeholders and area businesses to leverage existing information networks and relationships to share timely and accurate parking information. These partnerships also encouraged ongoing conversation about emerging issues related to parking and parking mitigation.

Throughout the quarter, WSDOT updated its database of 177 organizations located in the waterfront area. Contact information was revised as organizations and businesses in the corridor changed. From this database, WSDOT’s outreach team connected with all 177 organizations through a combination of mail, e-mail, phone and face-to-face outreach. Communications encouraged organizations to post a link to the website and share information with their clients/customers. Sixty-three organizations engaged in a conversation about the project. Twenty requested website links and information which they received via email.

**Pioneer Square Business Outreach:** The Alliance for Pioneer Square expanded its business outreach efforts during the third quarter 2014. These efforts included individual parking informational emails sent 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 continued its door-to-door outreach effort to meet the businesses in person and hand out information about the parking program including fliers and posters. Postcards were sent to over 900 Pioneer Square businesses about the parking program. Alliance staff visited approximately 50 addresses with returned mail to deliver the postcards by hand and update new business information.

Eighteen Pioneer Square businesses now include DowntownSeattleParking.com on their websites, and an additional nineteen businesses feature parking information regarding our program without citing the link. Twenty-five other area businesses also currently display parking postcards or posters in their stores.

## 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.*

All 2014 work plan actions for this strategy were completed by the end of the second quarter.

## 2.7. Expand e-Park Program

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

SDOT worked out an agreement for Commute Seattle to administer, expand and market the e-Park program. Contract execution is expected in the fourth quarter.

## 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 third quarter, the mobile website was maintained and garage rate and hours of operation information was updated. An icon on the website for the \$7 flat evening and weekend rate garages was added, along with additional facilities as they came on board.

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.*

In the third quarter, work continued in the Pioneer Square neighborhood to improve customer access to on-street parking spaces. After reviewing community feedback, the city moved forward with a final proposal, which was shared with the neighborhood via a September mailing to Pioneer Square businesses. The city completed the sign installations and started enforcement in time for the first home Sunday Seahawks game in September. 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 monthly free parking promotion during the First Thursday Art Walk continued through third quarter. Detailed participation information is provided in Section 3.4.

### 3. MONITORING DATA

The following sections present monitoring data from third 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 Sept. 30, 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. 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. Two of these garages—Hillclimb and Watermark Tower—started their second year of participation in May 2014. The Butler garage completed its first year of program participation in September, and year-over-year utilization will be available in the fourth quarter. 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 third quarter. More detailed information is provided about these garages in subsequent sections.

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

Garage	First month in program	July		August		September		% Change <sup>2</sup>
		2013	2014	2013	2014	2013	2014	
Pike Place Market	July 2012	8,805	12,366	9,291	13,610	6,480	10,557	49%
Hillclimb	May 2013	3,135	3,449	2,544	3,959	540	1,967	51%
Watermark Tower	May 2013	1,426	2,410	1,310	2,737	586	2,536	131%
First and Columbia	November 2011	997	2,534	1,233	2,163	1,194	2,062	97%
Butler <sup>1</sup>	September 2013	--	2,421	--	2,783	1,344	2,529	--
Stadium Place <sup>1</sup>	September 2013	--	577	--	781	--	817	--

Source: WSDOT, Nov. 2014.

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.

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 third quarter

Garage	Average Weekday Occupancy			Average Weekend (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.
First and Columbia	65.3%	78.4%	26.7%	9.9%	17.9%	15.0%
Bell Street Pier <sup>a</sup>	37.8%	45.4%	17.9%	13.4%	18.6%	16.4%
Butler <sup>b</sup>	34.6%	48.7%	12.3%	0.0%	5.2%	8.8%
Hillclimb	29.7%	69.5%	34.5%	3.4%	52.8%	40.1%
Pike Place Market	53.0%	86.3%	38.7%	43.3%	82.2%	41.5%
Watermark Tower <sup>b</sup>	57.4%	91.9%	41.0%	0.0%	57.1%	41.8%

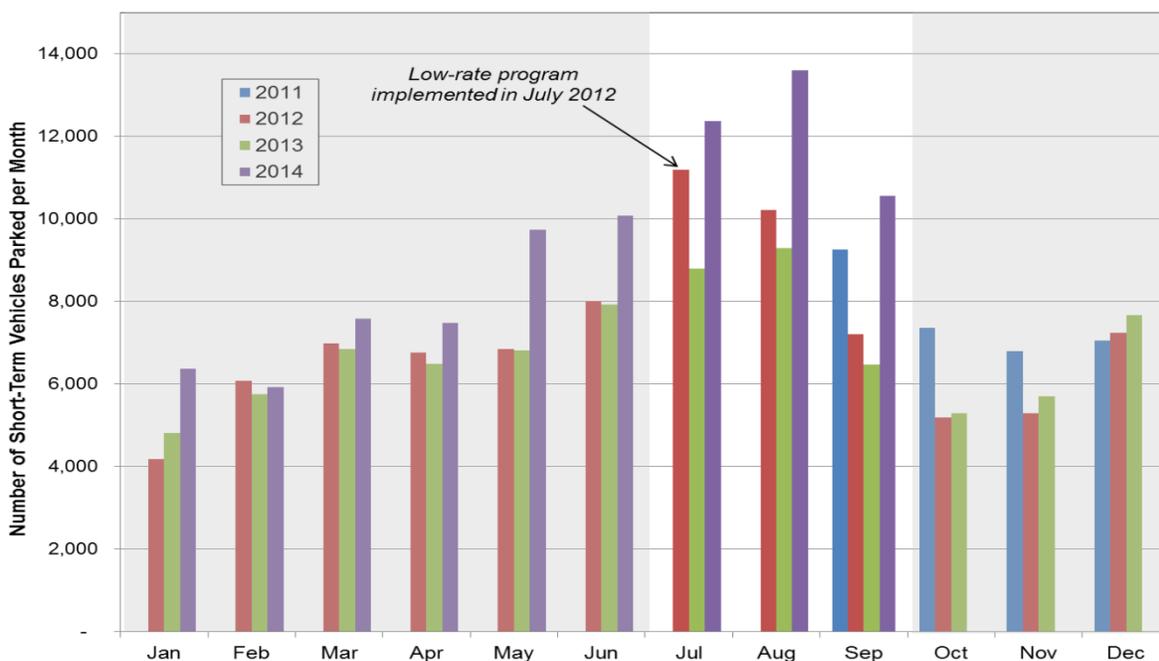
Source: SDOT, Nov. 2014.

- a. The Bell Street Pier Garage is closed on Sundays; weekend occupancy only reflects Saturdays.
- b. These garages are not open before 10:00 A.M. on weekends.

## Pike Place Market Garage

Since the Pike Place Market Garage implemented the low-rate program in July 2012, almost 290,000 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 third quarter 2014. For July, August and September, the number of parkers was higher in 2014 than in 2013. Table 4 summarizes the number of short-term parkers in the third quarter 2014 compared to the third quarter 2013. Overall, the number of short-term parkers increased by 49 percent.

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, third quarter 2013 vs. third quarter 2014

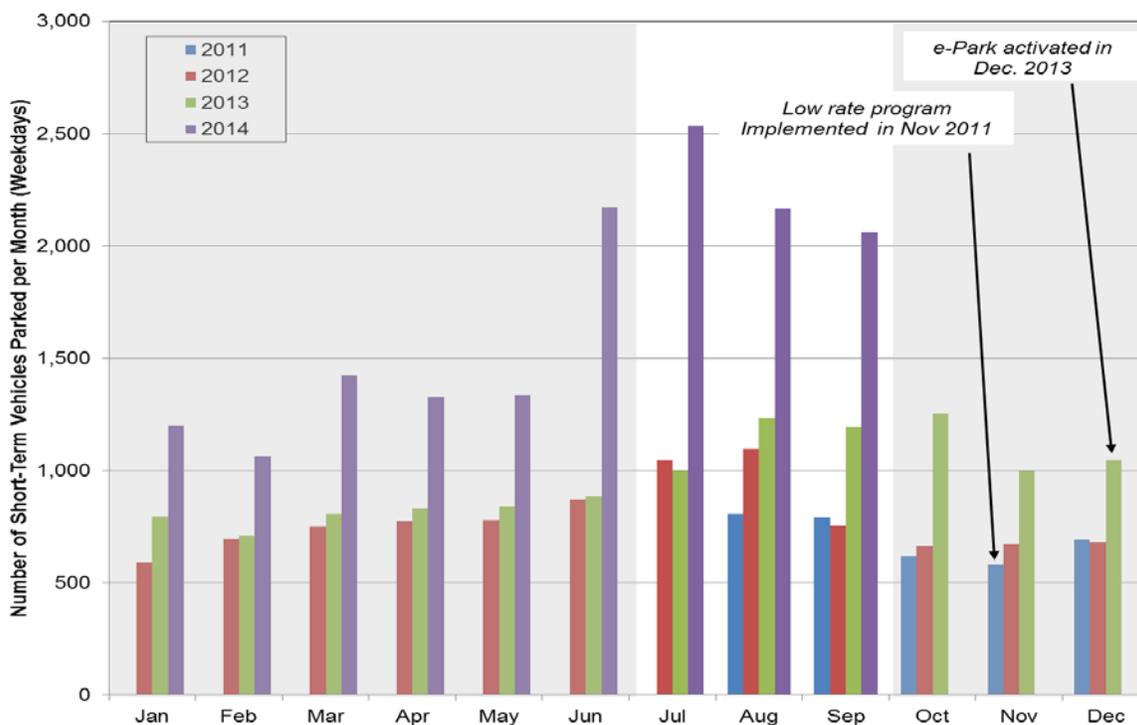
	Third quarter 2013	Third quarter 2014	Difference	% Change
Short-term vehicles parked	24,576	36,533	+11,957	+49%

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

## First and Columbia Garage

Since implementation of the low-rate program at the First and Columbia Garage in November 2011, the program has provided more than 68,000 drivers with affordable short-term parking (including weekday, evening and weekend parkers). Short-term and weekend/evening utilization increased 97 and 26 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)

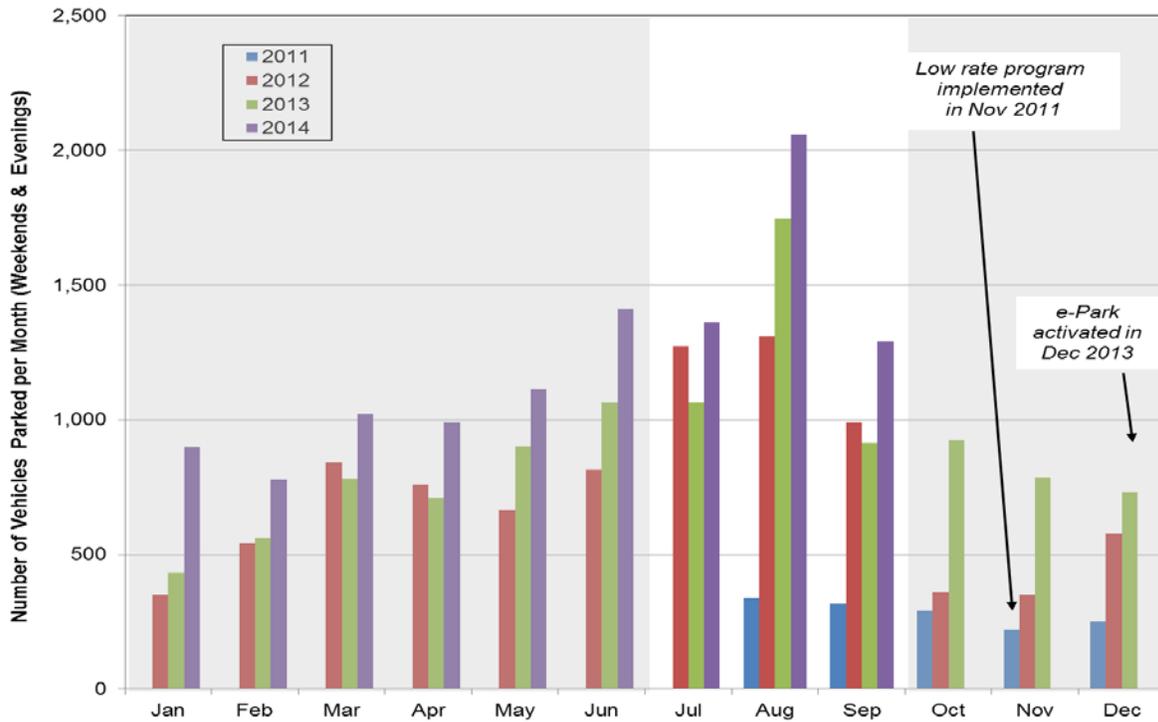


Source: Data provided by CPS, Inc. and compiled by WSDOT.

Notes:

1. Low-rate program implemented in Nov. 2011. Data prior to Nov. 2011 does not reflect low-rate utilization.
2. 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:

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

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

	Third quarter 2013	Third quarter 2014	Difference	% Change
Short-term vehicles parked	3,424	6,759	+3,335	+97%
Weekend and evening vehicles parked	3,725	4,710	+985	+26%

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

## Hillclimb and Watermark Tower Garages

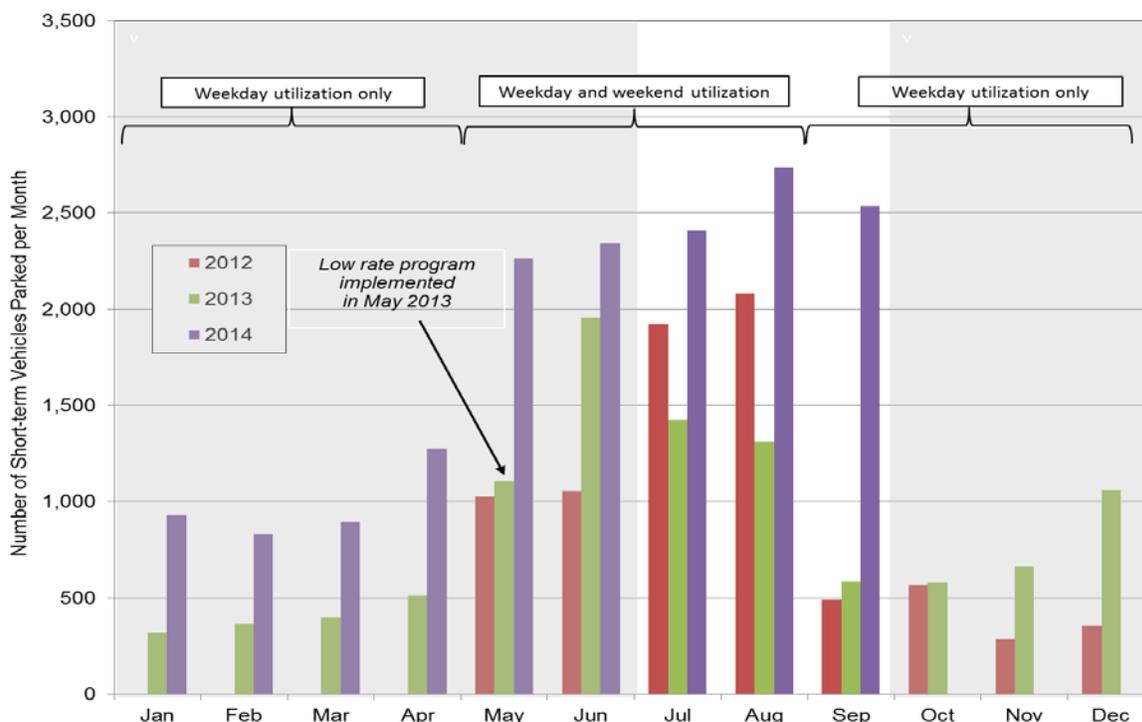
The Watermark Tower and Hillclimb garages implemented the low-rate program in May 2013. In 17 months (May 2013-September 2014), over 54,000 short-term parkers have taken advantage of the affordable parking. Hillclimb and Watermark Tower started their second year of the program in May 2014. Table 6 shows data comparing parking utilization to the same period in 2013. Overall, parking demand increased in both garages. 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

Month	Watermark Tower Garage			Hillclimb Garage		
	2013	2014	% Change	2013	2014	% Change
Third quarter total	3,322	7,683	131%	6,219	9,375	51%

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

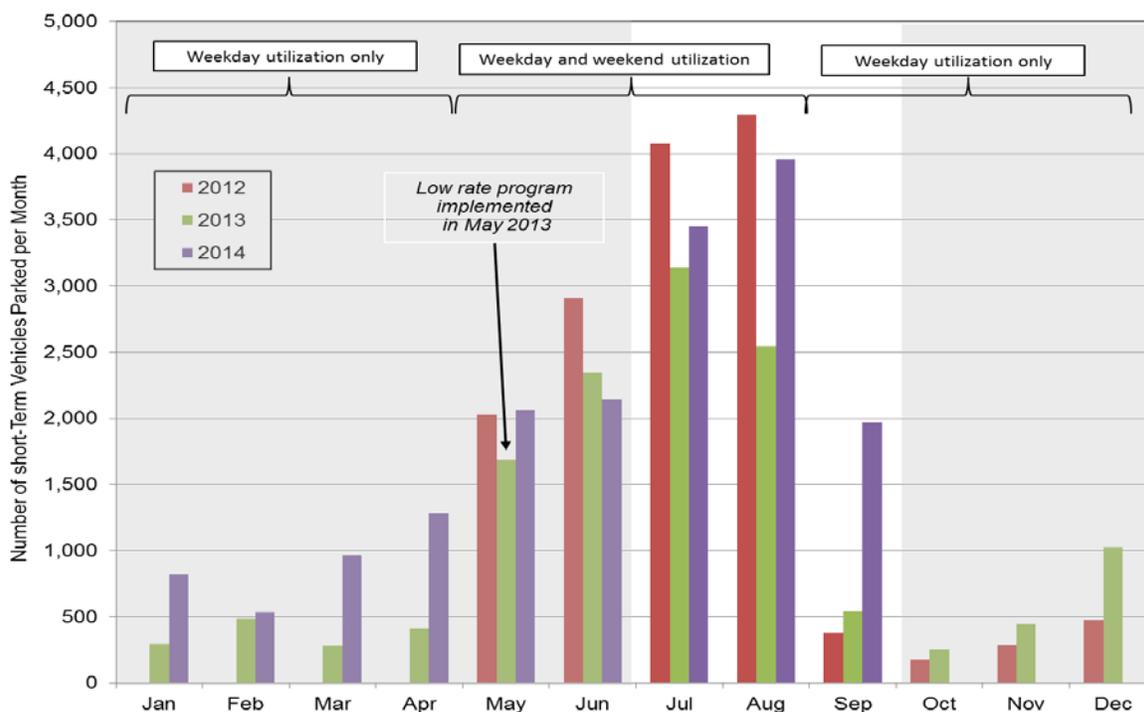
Figure 4. Watermark Tower Garage – short-term parking (four hours or less) by month



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.

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.

### Butler Garage

Since the Butler Garage implemented the low-rate program in September 2013, about 21,500 short-term parkers have taken advantage of the affordable parking. Table 7 shows short-term utilization for the third quarter 2014.

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

Month <sup>1</sup>	2014
July	2,421
August	2,783
September	2,529
Third quarter total	7,733

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

## Stadium Place Garage

Since the Stadium Place Garage implemented the low-rate program through a long-term covenant with WSDOT, over 6,700 short-term parkers have taken advantage of the affordable parking. Table 8 shows short-term utilization for the third quarter 2014.

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

Month	2014
July	577
August	781
September	817
Third quarter total	2,175

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

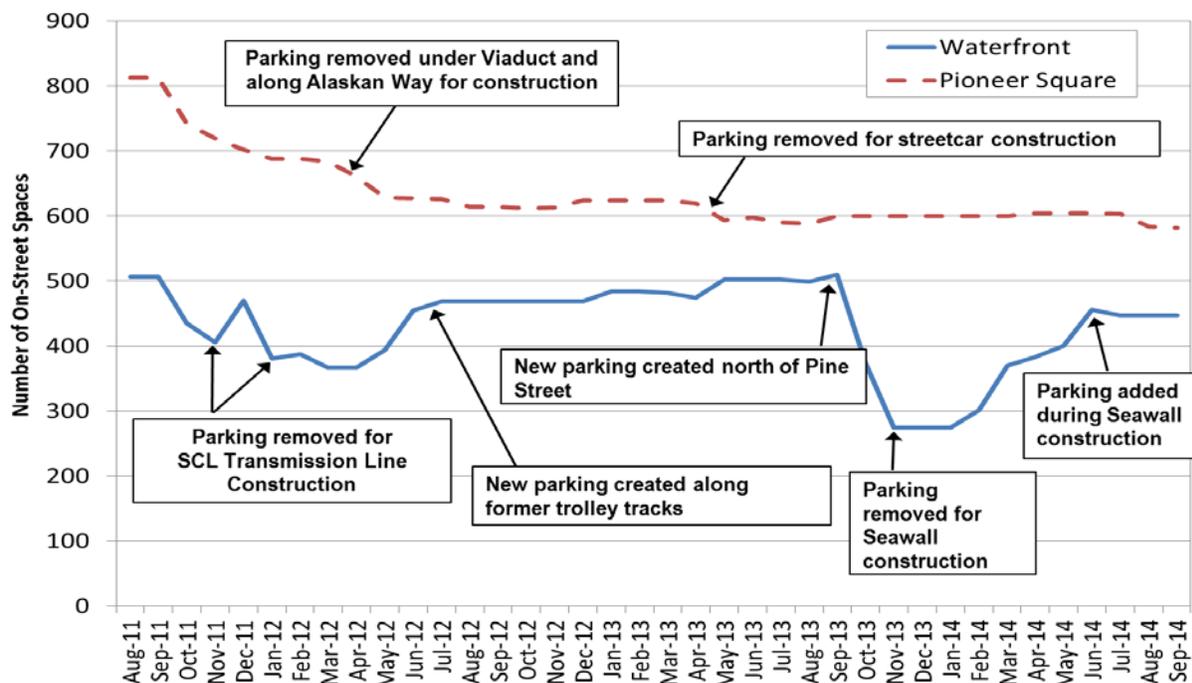
## 3.2. On-Street Parking

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 6 shows how the number of on-street parking spaces in Pioneer Square and the waterfront has changed over time, and notes events that changed the supply. There was no substantial change in parking supply in Pioneer Square in third 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



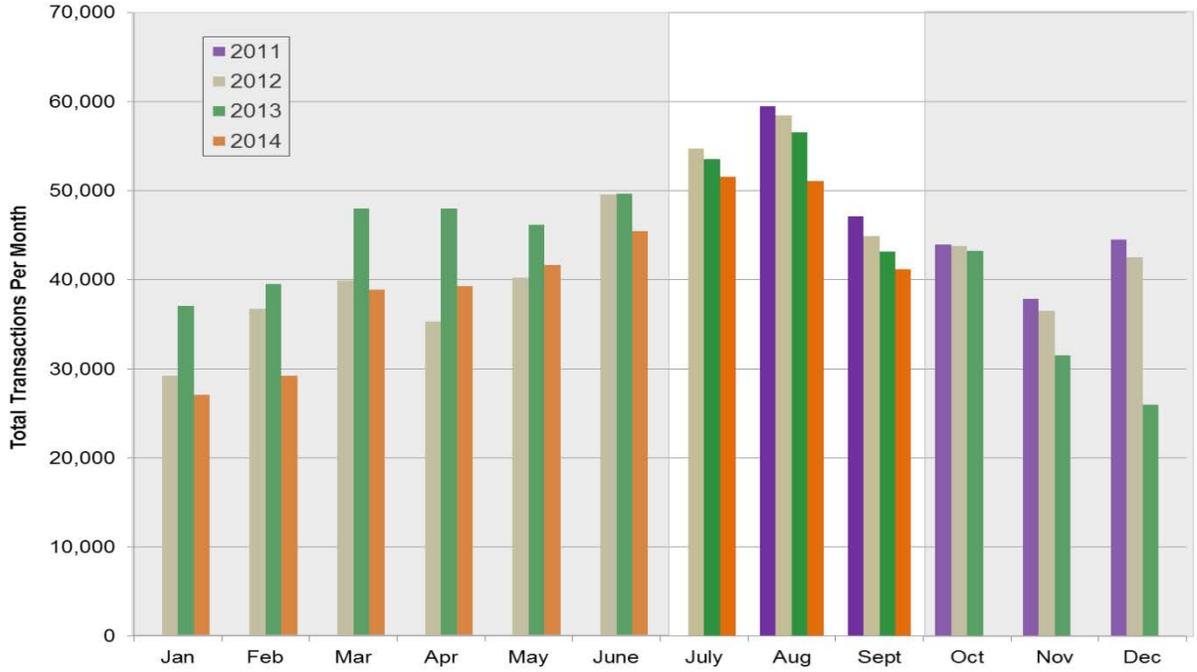
Source: SDOT, Dec. 2014.

### 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 7 for the waterfront and Figure 8 for Pioneer Square.

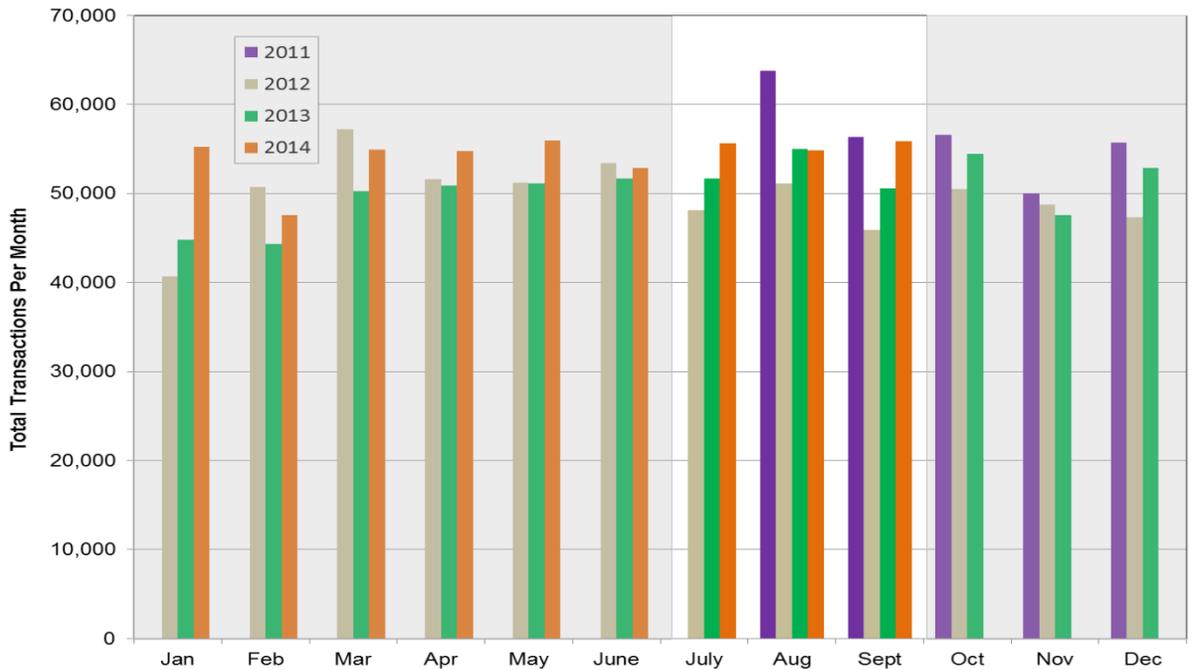
For spaces along the waterfront, transactions continued to increase July through September as summer visitors came to the area. While not reaching 2013 levels, transactions remain stable and comparable to previous years, even though supply is down slightly and short-term stays in nearby garages are up sharply. In Pioneer Square, the trend from the third quarter 2014 generally continues with transactions greater than 2013 and approaching or surpassing 2012.

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



Source: SDOT, Dec. 2014.

Figure 8. 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. Third quarter traffic broke all-time records in July, and then again in August (58,207 and 59,132 hits, respectively).

Table 9 compares user analytics from DowntownSeattleParking.com between third quarter 2013 and third quarter 2014. Key takeaways from these analytics are:

- Website traffic during third quarter 2014 was about twice that of third quarter 2013. Increased referral traffic from partners has proven a key source for visitors.
- In general the site is utilized a little more on weekends: there were about 1,700-1,800 hits/weekday and 2,400+ on a weekend day.
- In September, there was a tremendous spike during the Seahawks Home Opener (days leading up to Sept. 4). Public relations, media and advertising efforts contributed to the increase in website traffic.
- In September, traffic decreased 28 percent from August due to the end of the peak tourist season.

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

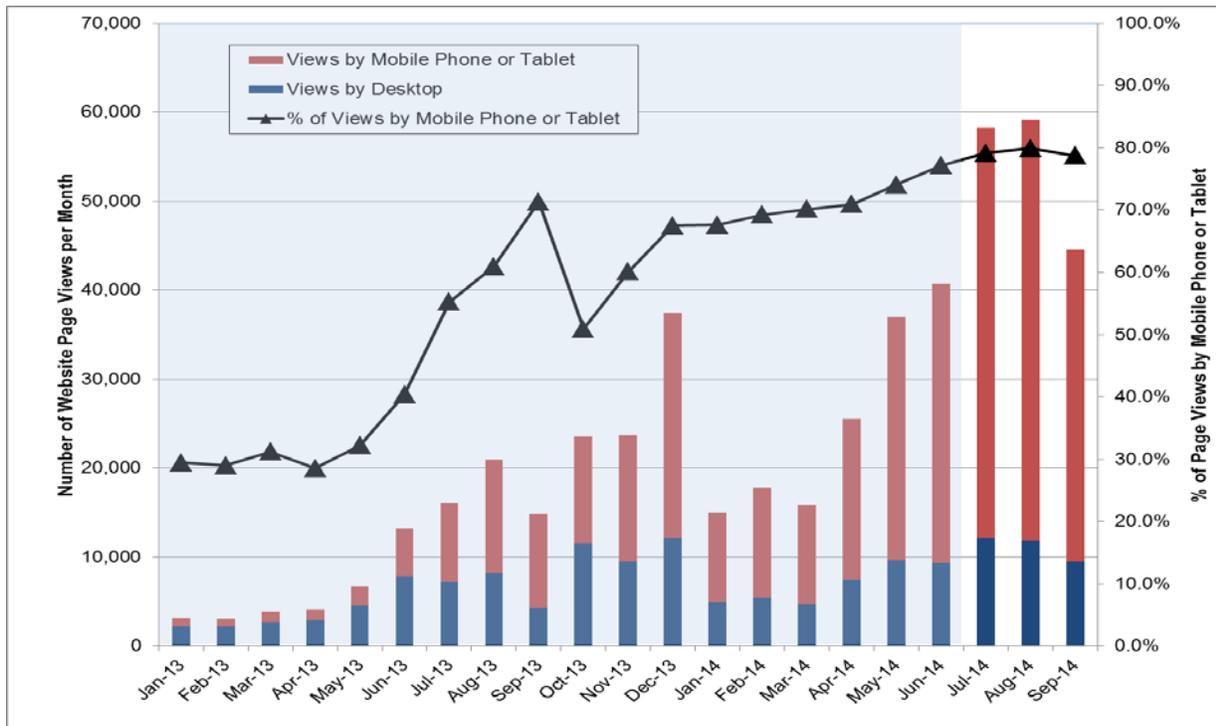
Website visits	Third Quarter 2013	Third Quarter 2014
Total site visits	86,243	161,915
Desktop	25,987	33,552
Mobile/tablet	60,256	128,363
Traffic sources	Third Quarter 2013	Third Quarter 2014
Online display <sup>a</sup>	18,625	20,055
Referral	13,701	54,880
Organic search	3,904	20,781
Direct	5,883	37,639
Top six sources of visits	Third Quarter 2013	Third Quarter 2014
Direct	5,883	38,586
Google (organic and paid)	9,912	36,843
DowntownSeattle.com (DSA)	59	17,250
Argosy Cruises	3,694	10,716
Underground Tour	n/a	7,288

Source: Downtown Seattle Association, Dec. 2014.

a. \*Google Analytics doesn't always capture and organize all clicks accordingly. Summer/Fall 2014 advertising results will provide us a more accurate number for online display.

Figure 9 shows website page views in 2013 and second quarter 2014. The chart also shows the percentage of views from a mobile phone or tablet. As shown, overall web traffic increased substantially during the third quarter, with the majority of the site visits made by a mobile device.

Figure 9. Website page views per month



Source: Copacino + Fujikado, Nov. 2014.

### 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. to 10 p.m. at four neighborhood garages. Table 10 summarizes the number of vouchers used (vehicles participating) by month from July to September 2014. Figure 10 shows the First Thursday program use since inception.

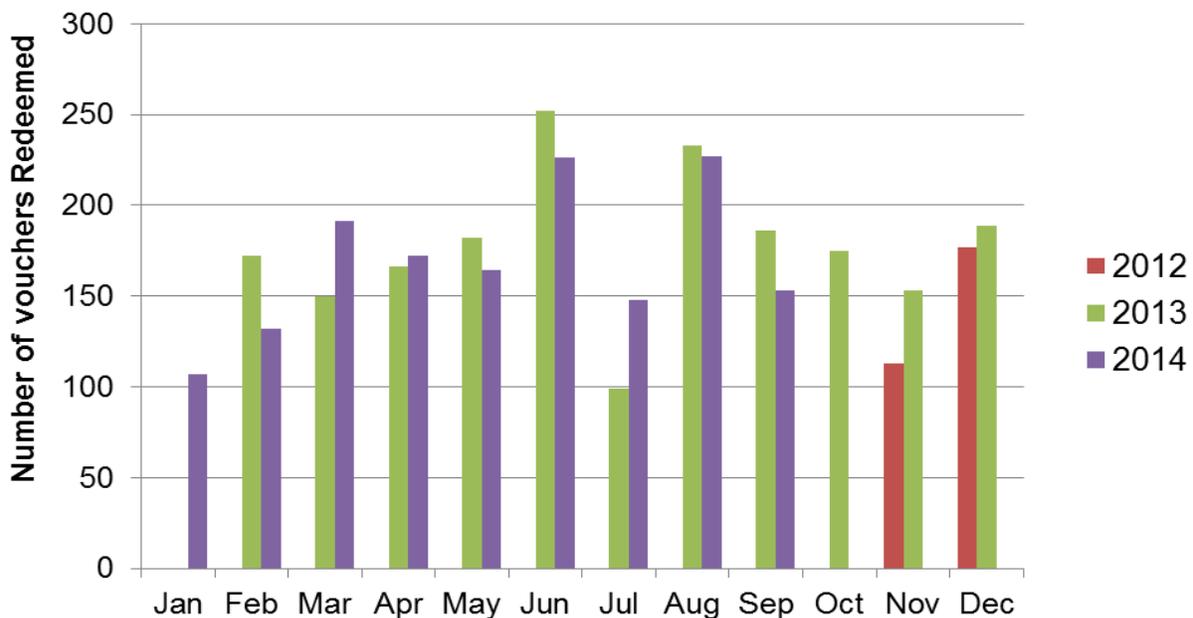
In the third quarter, a new First Thursday agreement was executed with the Frye Garage, who joins the Butler Garage in extending their participation in the program through December 2016. Similar extensions are being sought with the Merrill Place and Pioneer Square garages.

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

	Frye Garage	Merrill Place Garage	Pioneer Square Garage	Butler Garage	Total Vouchers Redeemed
July	55	20	36	37	148
August	79	33	68	47	227
September	63	23	43	24	153
Q3 2014 Total	197	76	147	108	528

Source: Alliance for Pioneer Square, September 2014.

Figure 10. Vouchers redeemed for First Thursday events since inception



Source: Alliance for Pioneer Square, September 2014