

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 Fourth Quarter 2013

February 19, 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, is in its second year of implementation. In the plan, the Washington State Department of Transportation (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 October through December 2013, 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 fourth quarter 2013 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 fourth quarter 2013 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).
- Wrapped up fall marketing campaign and launched holiday marketing campaign (Strategy 3).
- Completed lighting projects to improve key walking routes (Strategy 4).
- Completed motorist and pedestrian wayfinding implementation plan for routes to targeted neighborhoods and garages. Began obsolete sign removal. (Strategy 6).
- Held three First Thursday Art Walk free parking promotional events in Pioneer Square (Strategy 10).
- Installed and activated e-Park systems at First and Columbia and Bell Street Pier 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*.

The status of each strategy, including overviews of progress made during fourth quarter 2013, 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 December 31, 2013, 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. Met with Pike Place Market to review PC1-North Garage construction and viaduct demolition schedules in order to avoid conflicts.
- City Council continued the acquisition process, including conducting negotiations with the owner, for the parking lot located at Western Avenue and Seneca Street to preserve short-term parking on the waterfront through 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 December 31, 2013, six 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, began offering 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
• Merrill Place Garage	=	148 spaces
• Butler Garage	=	<u>421 spaces</u>
Strategy 2 total spaces	=	2,083 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 = 2,158 spaces

Six of these garages, plus the Bell Street Pier Garage, also 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 and on *DowntownParkingSeattle.com*. The status of partner garages at the end of fourth quarter 2013 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 ¹	√	√
Butler Garage	√	√
Merrill Place Garage ²	Agreement expires 1/31/2014	Not pursuing
Stadium Place Garage	√	Agreement executed 1/14/14
Waterfront Place Garage	n/a	Target Q2 2014

Notes:

1. *First and Columbia Garage aesthetic and lighting improvements completed in mid-October.*
2. *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 bulk of fourth quarter 2013 marketing included the holiday campaign, which ran from November 18 through January 5. A limited fall shoulder season marketing campaign ran from September 17 to November 10 to maintain awareness into the holidays from the successful summer campaign.

The 2013 holiday marketing campaign included a broad range of advertising tools:

- KOMO television news traffic sponsorship
- Traffic radio sponsorships
- Pandora radio ads
- Online display ads
- Mobile ads
- Search optimization (Google ad words)
- Seattle Times Thanksgiving day powernote
- Seattle Times holiday gift guide ad
- Interior and exterior bus ads*
- Exterior bus wraps*
- Desktop website holiday treatment

** Interior and exterior bus ads from both the summer and holiday campaigns are running longer (without charge) than the purchased advertising duration.*

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.

During fourth quarter 2013, improvements to two additional pedestrian corridors were completed. Improvements included:

- Columbia Street – Festive lighting between First and Western avenues along the existing viaduct ramp.
- Spring Street – Festive tree lighting between Post Alley and Alaskan Way.

A previously proposed lighting enhancement at Yesler Way and Alaskan Way is not being pursued at this time due to the unavailability of an affordable power source.

2.5. Create Temporary On-Street Parking

Strategy 5: Increase on-street parking supply, where possible, as construction progresses.

As part of the city's seawall construction project, about 240 additional parking spaces were removed under the viaduct in November/December 2013. In January 2014, the city installed approximately 100 temporary on-street parking spaces on Alaskan Way between University and Marion streets and Lenora and Pike streets. These new parking spaces will be further discussed in the first quarter 2014 monitoring report.

2.6. Improve Wayfinding to Destinations and Parking

Strategy 7: Create a comprehensive wayfinding system to connect visitors with neighborhood destinations and parking.

City staff developed plans to remove obsolete CityPark, Pioneer Square "Three Globe" and Waterfront Streetcar signs identified during the parking stakeholder wayfinding workshop in August 2013. In addition, staff prepared detailed implementation plans to install new directional driving signs to fill gaps in the proposed e-Park signage system. Directional sign installations are expected in first quarter 2014.

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 three) identifies participating e-Park garages. Fourth quarter activities included the activation of e-Park dynamic messaging signs at First and Columbia and Bell Street Pier garages and e-Park sign installation at the Butler, Watermark and Hillclimb garages. e-Park utilization data for the First and Columbia Garage is presented in Section 3.1.1. At Alaskan Way and Wall Street, the foundation for the e-Park dynamic right of way sign was set. This sign will be installed and begin displaying live data in first 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 fourth quarter, the number of mobile and tablet users visiting the website made up approximately 50 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 fourth quarter 2013, work continued in the Pioneer Square neighborhood to examine on-street parking regulations and improvements. New data were collected to evaluate the utilization of curb space for commercial vehicle loading, transit layover zones and emergency responder reserved spaces. The city also held a stakeholder outreach meeting in December to discuss parking data in Pioneer Square, review potential parking changes and answer community questions.

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 fourth quarter 2013. Detailed participation information is provided later in this report in Section 3.4.

3. MONITORING DATA

The following sections present monitoring data from fourth quarter 2013, 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 December 31, 2013, six 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, began offering 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. Merrill Place

Garage is in the low-rate parking program but is not currently under contract to provide utilization data. 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 – fourth quarter 2013

Garage	First month in program	October		November		December	
		2012	2013	2012	2013	2012	2013
Pike Place Market	July 2012	5,185	5,287	5,297	5,713	7,249	7,666
Hillclimb	May 2013	--	250	--	446	--	1,024
Watermark	May 2013	--	583	--	661	--	1,058
First and Columbia	November 2011	663	1,252	672	997	679	1,046
Butler	September 2013	--	1,468	--	1,322	--	1,540
Stadium Place	September 2013	--	198		446	--	334
Merrill Place	March 2012	Not available ¹					

Source: SDOT, January 2014.

Notes:

1. Utilization data are only shown for months in which the garage was participating in the low-rate program.
2. Merrill Place Garage is not under contract to provide data.

Three garages are currently participating in the City of Seattle’s e-Park program. The average weekday, weekend and evening occupancies are provided in Table 3.

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

Garage	Average weekday occupancy ¹	Average evening occupancy ²	Average weekend occupancy ¹
Pike Place Market Garage	55.0%	23.7%	49.8%
First and Columbia Garage ³	43.5%	10.0%	16.9%
Bell Street Pier Garage ⁴	26.7%	14.5%	15.0% ⁵

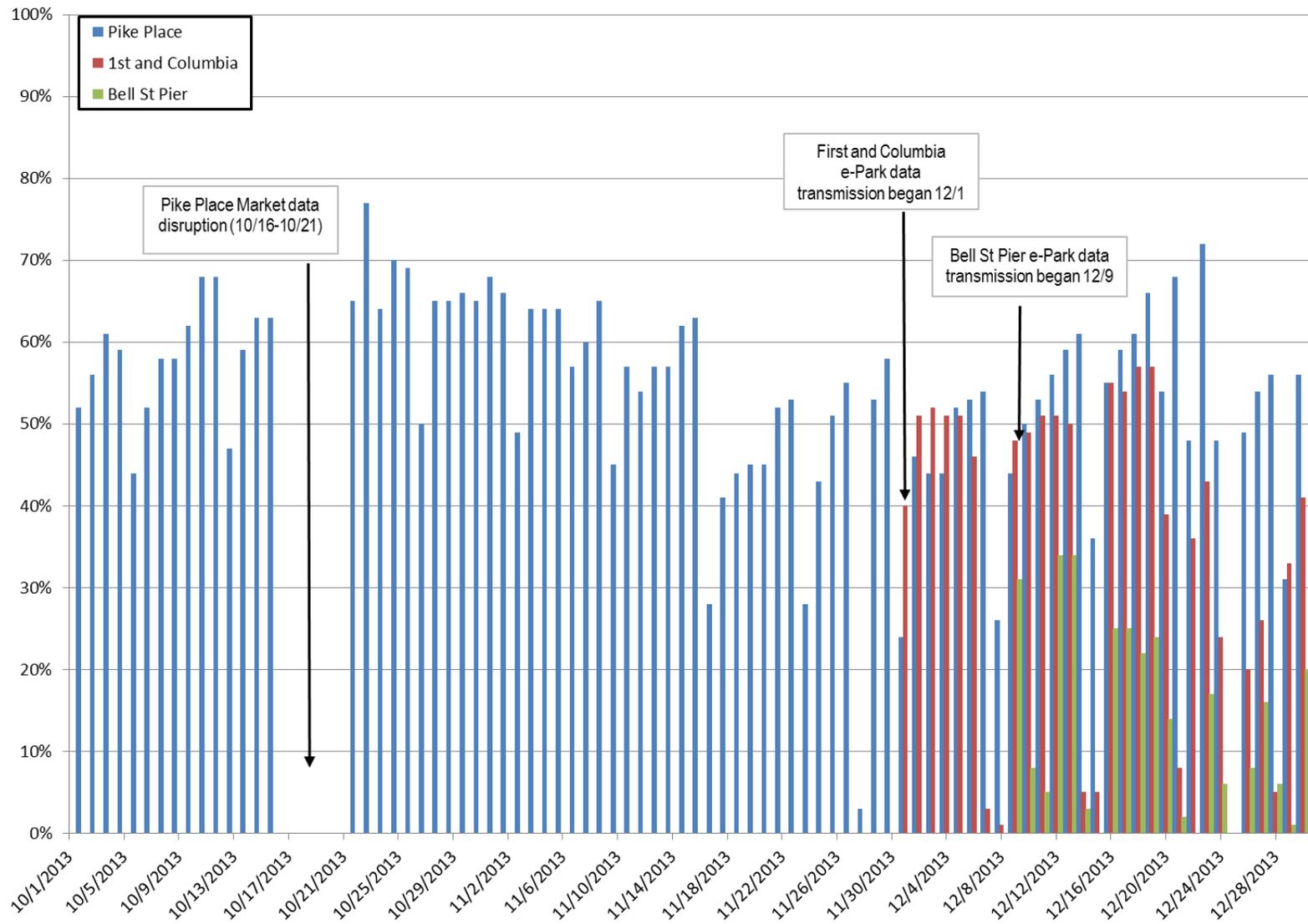
Source: SDOT, January 2014.

Notes:

1. Average weekday and weekend occupancy is calculated for 6 A.M. to 5 P.M.
2. Average evening occupancy is calculated for the period from 5 to 11:30 P.M.
3. First and Columbia Garage live e-Park data began transmitting on December 1, 2013.
4. Bell Street Pier Garage live e-Park data began transmitting on December 9, 2013.
5. The Bell Street Pier Garage is closed on Sundays; weekend occupancy only reflects Saturdays.

Occupancy data from the three participating e-Park garages is provided in Figure 1 and provides a broad picture of parking occupancy. Data will be added as more garages join the e-Park program.

Figure 1. e-Park average daytime occupancy in the fourth quarter



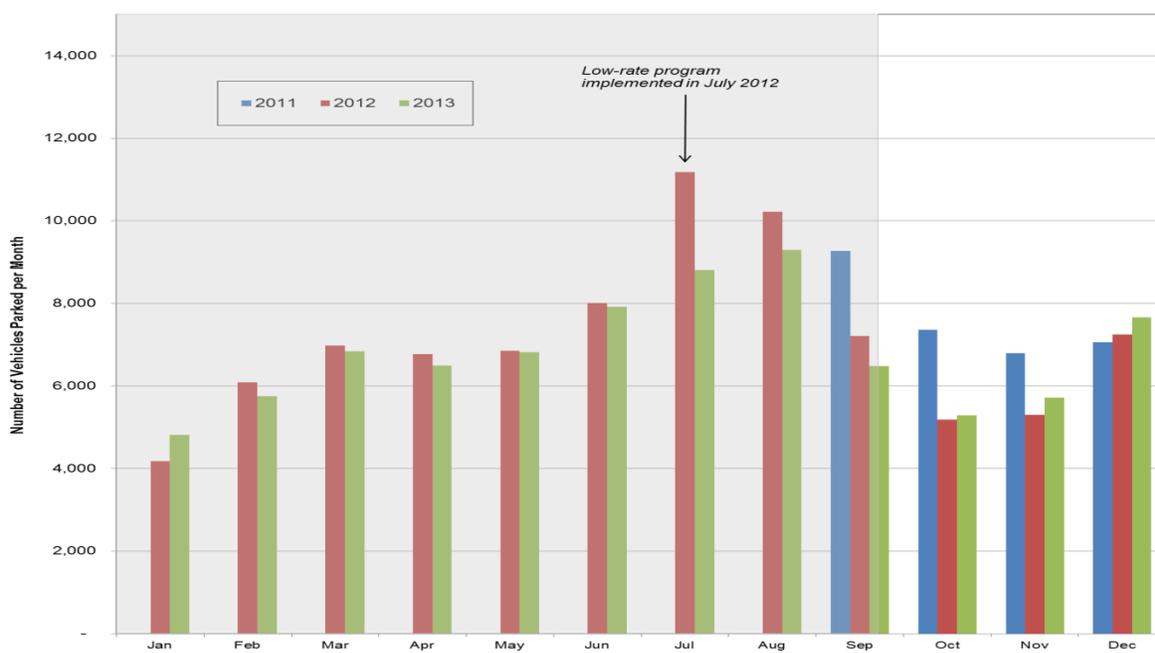
Source: SDOT, January 2014.

Note: Average occupancy is calculated from 6 A.M. to 5 P.M.

Pike Place Market Garage

Since the Pike Place Market Garage implemented the low-rate program in July 2012, over 100,000 short-term parkers have taken advantage of the affordable parking. Figure 2 shows short-term parking utilization from September 2011 through December 2013, highlighting the current quarter. For October, November and December, the number of parkers was slightly higher in 2013 than in 2012. Table 4 summarizes the number of short-term parkers in the fourth quarter of 2013 compared to the fourth quarter of 2012.

Figure 2. 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, fourth quarter 2012 vs. fourth quarter 2013

	Fourth quarter 2012	Fourth quarter 2013	Difference	% Change
Short-term vehicles parked	17,731	18,666	935	5.3%

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

First and Columbia Garage

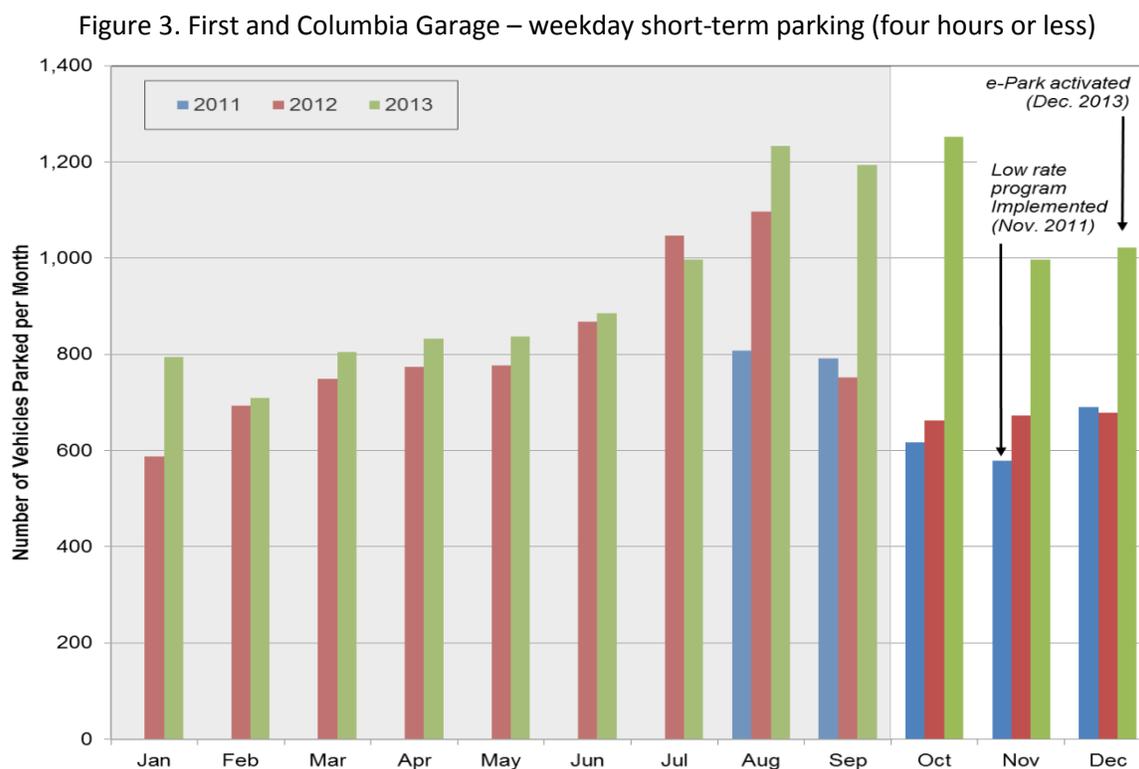
Since implementation of the low-rate program at the First and Columbia Garage in November 2011, the program has provided over 40,000 drivers with affordable short-term parking (including weekday, evening and weekend parkers). Both short-term and weekend/evening utilization increased over 20 percent between 2012 and 2013. Figure 3 presents the number of short-term weekday parkers (those who parked for four hours or less).

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.

Figure 4 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 2012 and 2013. External aesthetic and lighting improvements to this garage were completed in mid-October 2013 and may be contributing to the increase in utilization.

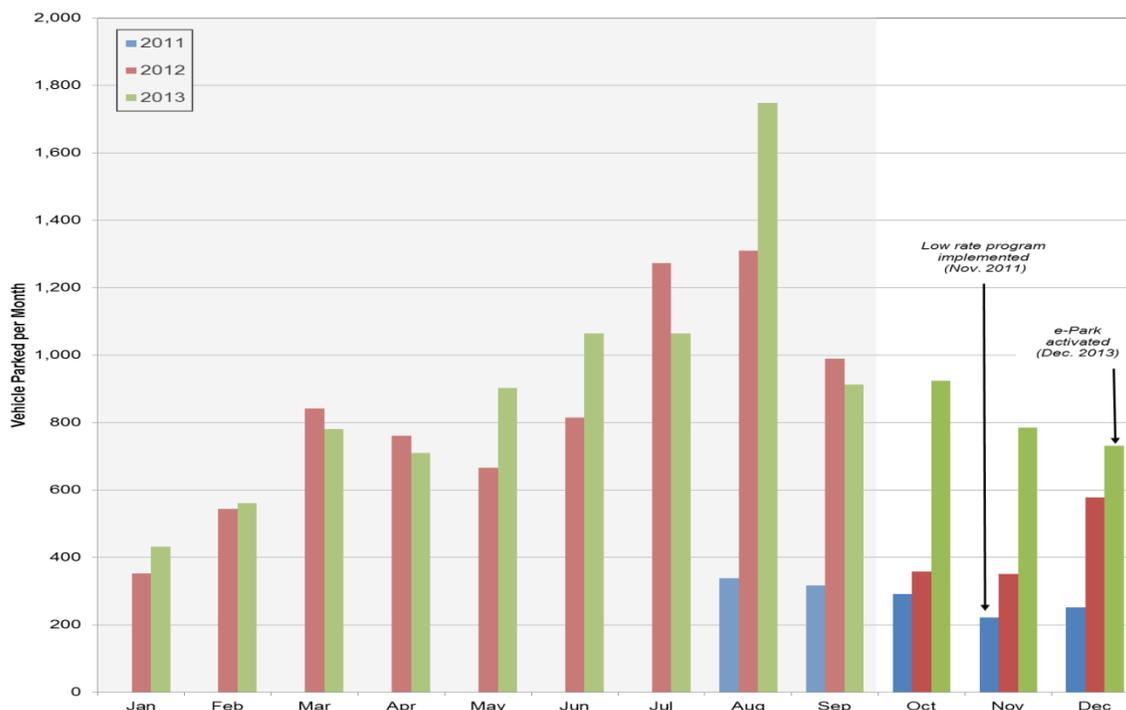


Source: Data provided by CPS, Inc. and compiled by SDOT.

Notes:

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

Figure 4. 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.

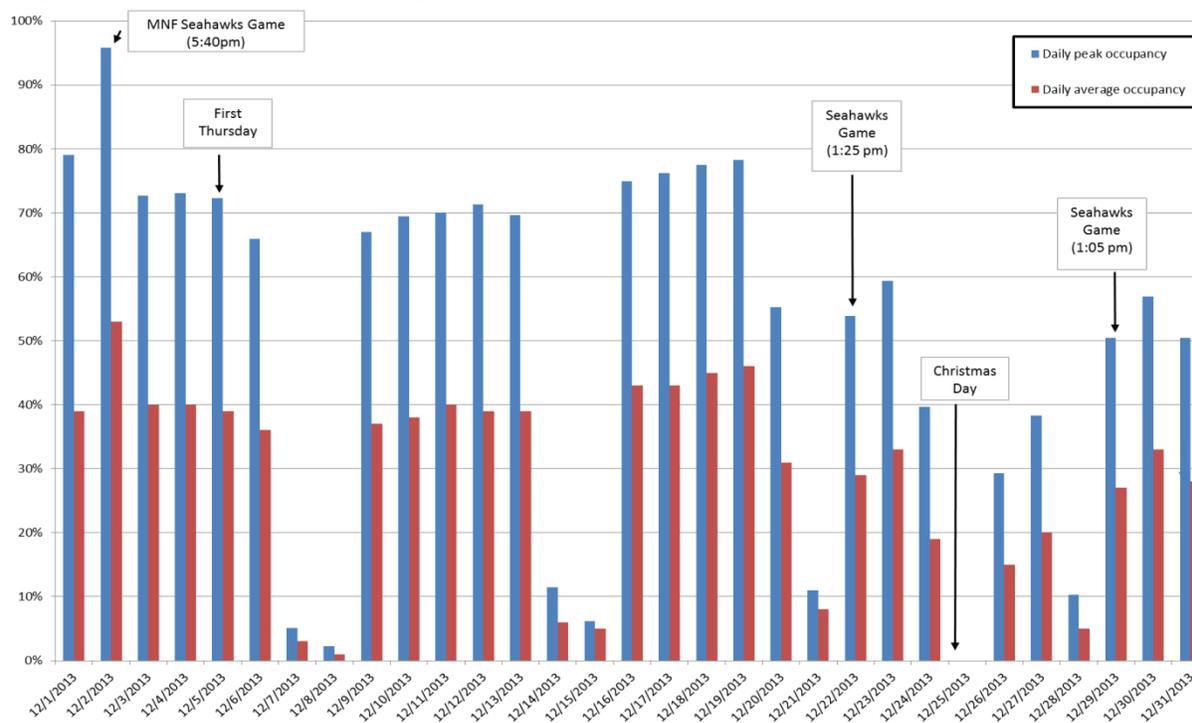
Table 5. First and Columbia Garage utilization, 2012 vs. 2013

	2012	2013	Difference	% Change
Short-term vehicles parked	9,357	11,582	2,225	23.8%
Weekend and evening vehicles parked	8,833	10,614	1,781	20.2%

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

The new e-Park system at the First and Columbia Garage was activated in December 2013. Data reported from the garage were compiled for each day in December to determine both the average and the peak garage utilization, which are shown on Figure 5. This graph shows that average weekday occupancy (which reflects the average of 6 a.m. to 10 p.m.) ranged from about 25 percent to 45 percent. The peak occupancy was much higher, typically around 70 percent to 75 percent. The highest parking demand of the month coincided with the Seahawk's Monday Night Football game against the New Orleans Saints on December 2.

Figure 5. First and Columbia Garage daily peak and daily average e-Park occupancy December 2013



Source: SDOT, January 2014.

Notes:

1. First and Columbia Garage live e-Park data began transmitting on December 1, 2013.
2. Average occupancy is shown for 6 a.m. to 10 p.m.

Hillclimb and Watermark Garages

The Watermark and Hillclimb garages were brought into the low-rate program in May 2013. Data comparing parking utilization in October, November and December 2012 to the same period in 2013 are summarized in Table 6. Overall, parking demand increased greatly in both garages in 2013. Figure 6 and Figure 7 show short-term utilization at the Watermark and Hillclimb garages, respectively.

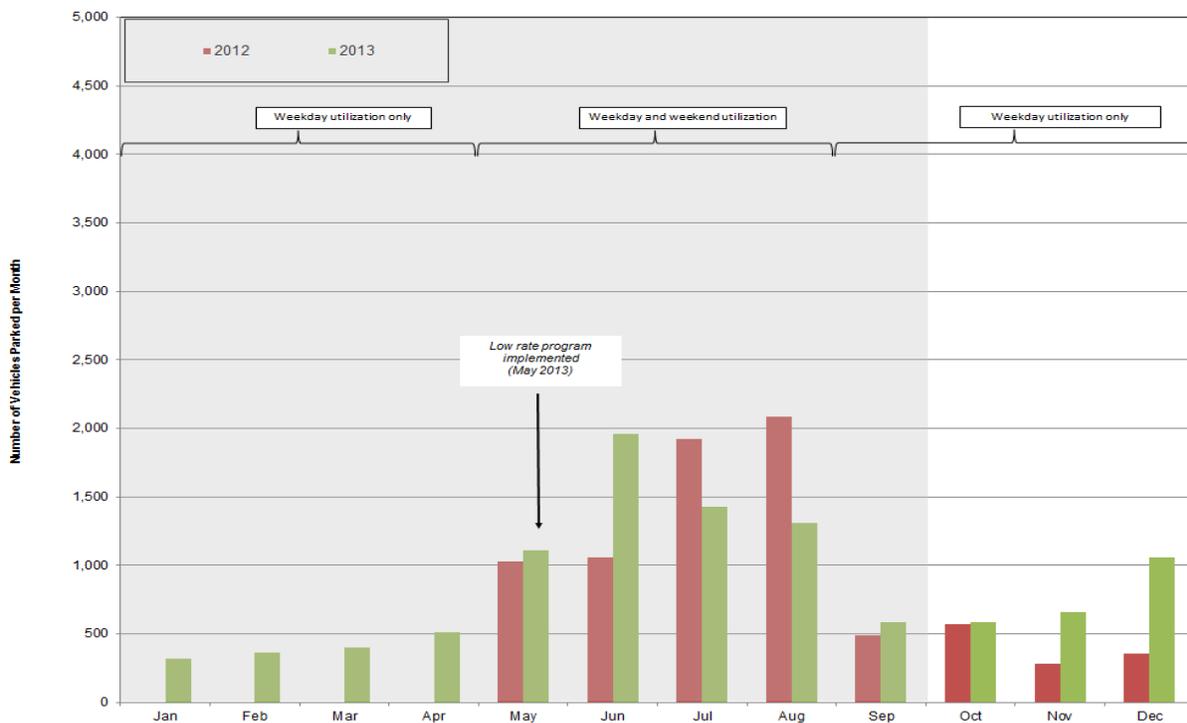
Table 6. Number of short-term vehicles parked per month - Watermark and Hillclimb Garages

Month	Watermark Garage			Hillclimb Garage		
	2012	2013	% Change	2012	2013	% Change
October	568	583	2%	177	250	41%
November	285	661	132%	288	446	55%
December	353	1,058	200%	475	1,024	116%
Fourth Quarter Total	1,206	2,302	91%	940	1,720	83%

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

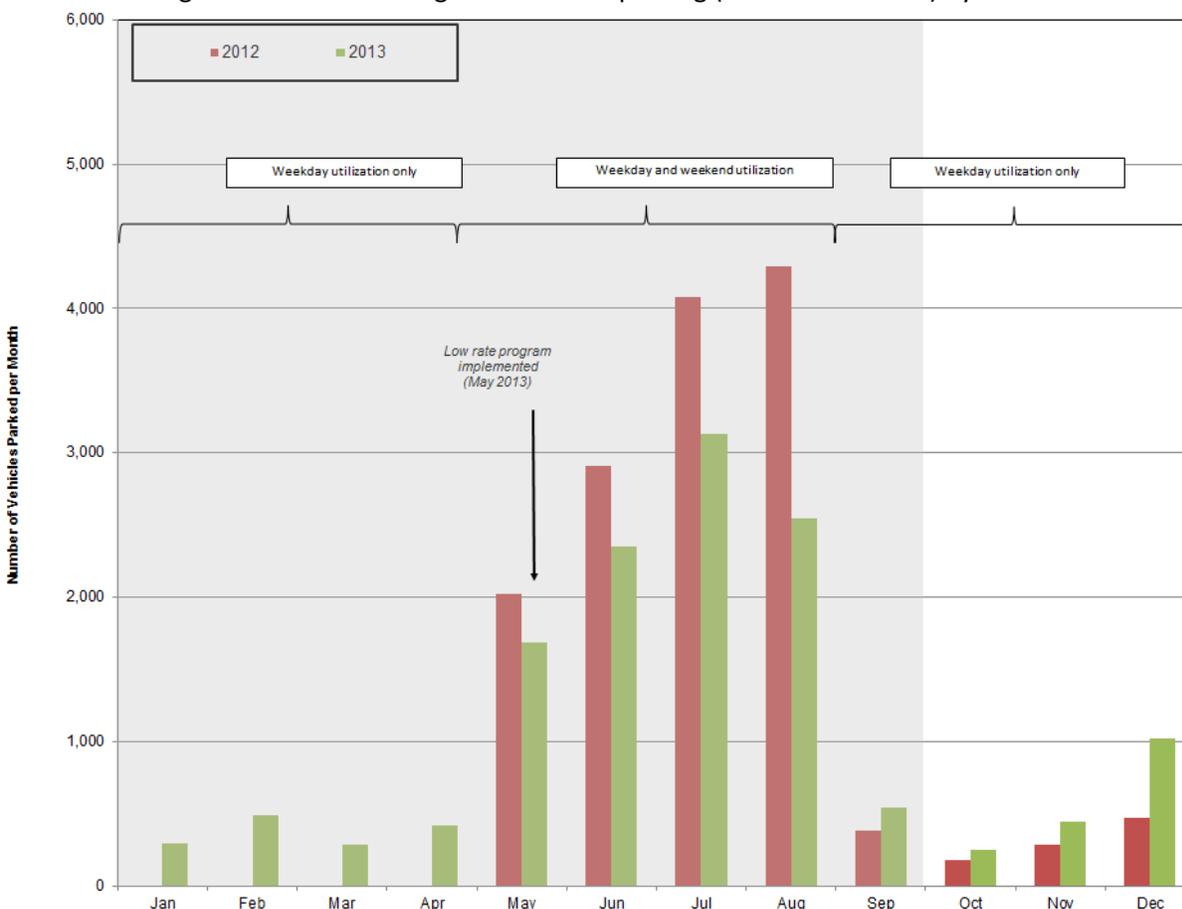


Source: Data provided by Republic Parking and compiled by SDOT.

Notes:

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

Figure 7. 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 includes only weekday parkers.
2. Low-rate program implemented in May 2013, data prior to May 2013 does not reflect low-rate utilization.

Butler Garage

The Butler Garage entered the low-rate program in September 2013. Data are tracked through an agreement with the Downtown Seattle Association. Table 7 shows short-term utilization for the fourth quarter.

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

Month	2013
October	1,468
November	1,322
December	1,540
Fourth Quarter Total	4,330

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

Stadium Place Garage

The Stadium Place Garage entered the low-rate program in September 2013 through a long-term covenant with WSDOT. Data are tracked through a quarterly report submitted to WSDOT. Table 7 shows short-term utilization for the fourth quarter.

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

Month	2013
October	198
November	446
December	334
Fourth Quarter total	978

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.

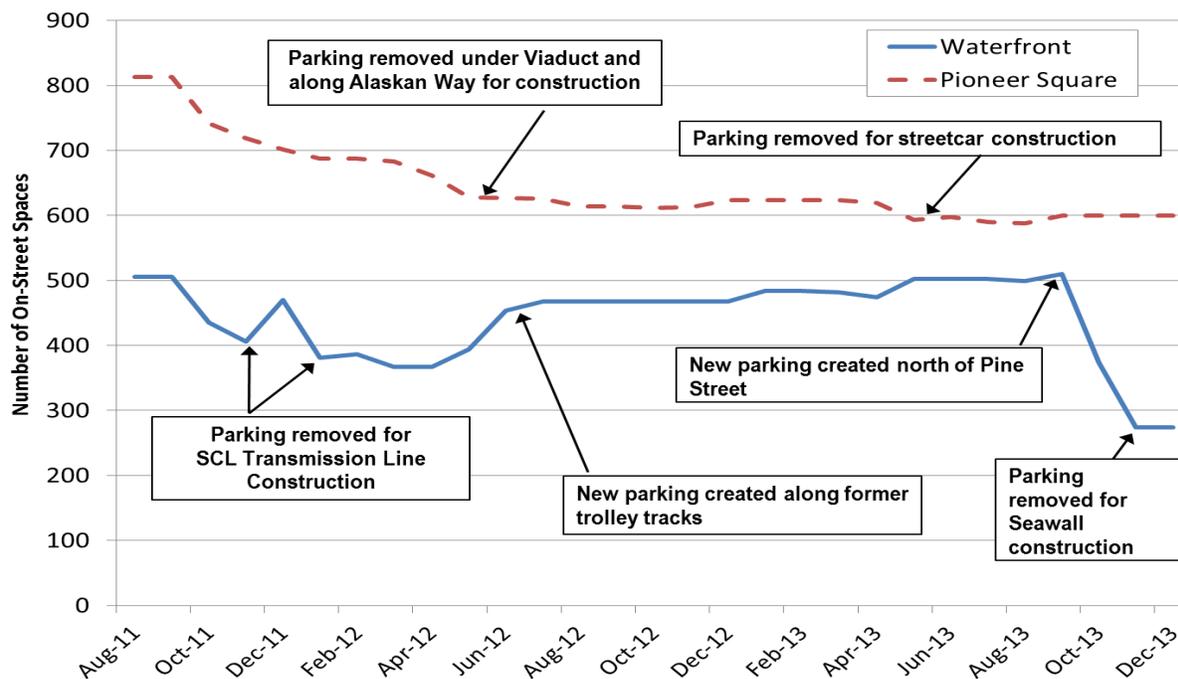
Overall, parking within these neighborhoods shows the following trends through December 31, 2013:

- Parking supply was relatively stable through the summer of 2013, with a decrease in waterfront parking supply at the end of 2013 due to construction of the temporary roadway under the viaduct for Elliott Bay Seawall Project construction.
- Along the waterfront, data show a higher number of parking space transactions during the peak summer seasons, with fewer transactions in the winter months.
- In Pioneer Square, the transactions per spaces are fairly consistent from month to month.

3.2.1. On-Street Parking Spaces

The number of on-street pay parking spaces in Pioneer Square and the waterfront are shown on Figure 8. There was no substantial change in parking supply in Pioneer Square in fourth quarter 2013. In the waterfront neighborhood, there was a decrease in parking supply in due the removal of parking for the seawall project (about 240 parking spaces were eliminated).

Figure 8. Number of on-street pay station parking spaces



Source: SDOT, January 2014.

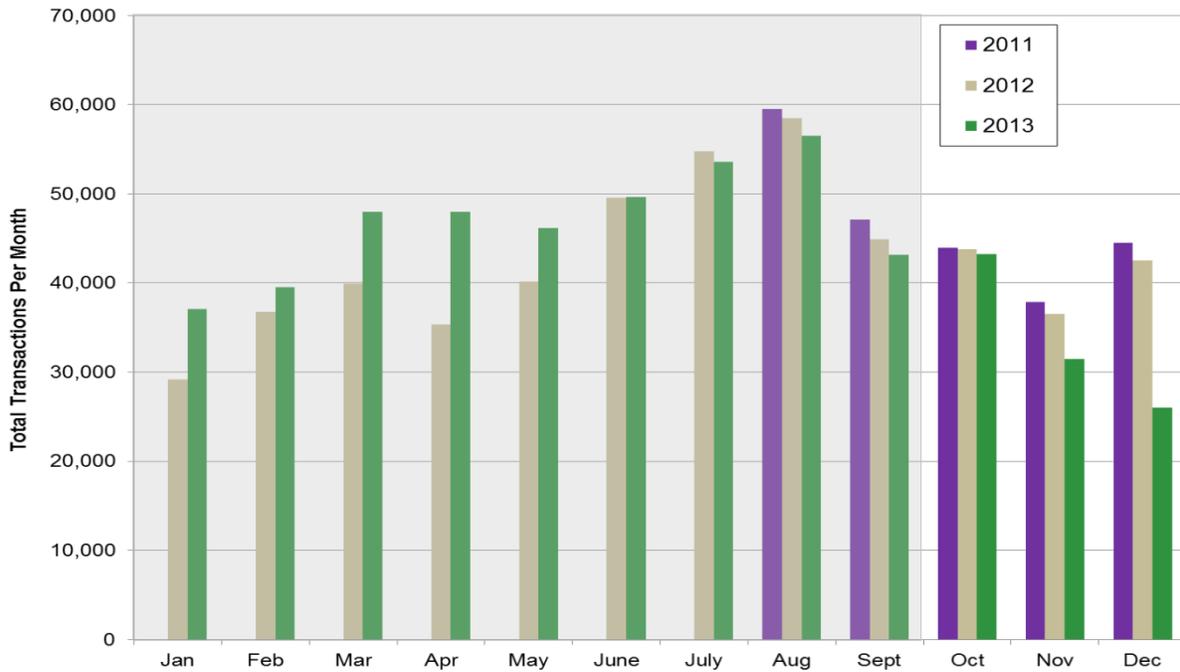
3.2.2. Pay Station Transactions

The number of transactions per month represents each time a customer purchases parking at a pay station. The space transaction data were compiled to show the year-over-year trends. These are shown in Figure 9 for the waterfront and Figure 10 for Pioneer Square.

As shown, for the first six months of the year, parking transactions along the waterfront increased from 2012 to 2013. In the second half of the year, 2013 transactions were lower than 2012 levels. Transactions were particularly low in December 2013 when parking spaces were removed on Alaskan Way to accommodate seawall project construction.

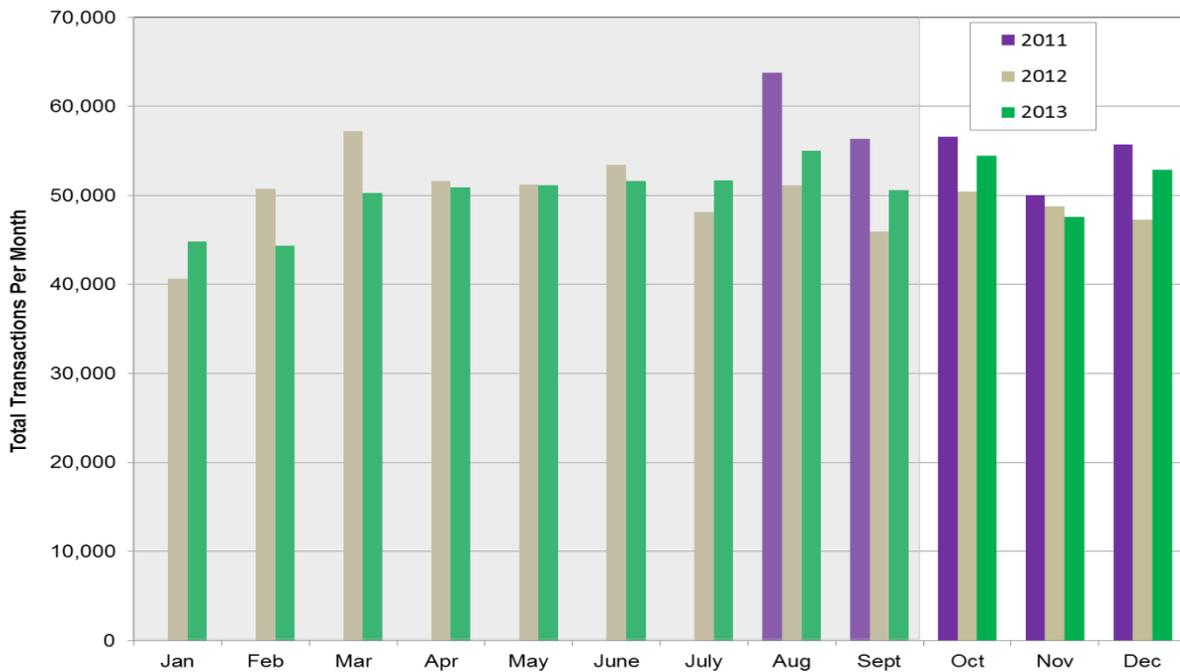
Conversely, the transactions trend in Pioneer Square decreased in the first six months of 2013 compared to 2012, but generally increased in the second half of 2013.

Figure 9. Monthly transactions year-over-year comparison – waterfront



Source: SDOT, January 2014.

Figure 10. Monthly transactions year-over-year comparison – Pioneer Square



Source: SDOT, January 2014.

3.3. Customer Perception

3.3.1. Parking Website Analytics

The marketing subcommittee ran an upbeat, holiday-themed marketing campaign from November 18 through January 5. All messaging directed users to *DowntownSeattleParking.com* to find affordable and convenient parking in Pioneer Square, the waterfront and retail core. An abbreviated fall campaign ran just before the holiday effort.

Table 9 compares user analytics from *DowntownSeattleParking.com* between fourth quarter 2012 versus 2013, which includes about six weeks of the fall extension and almost the entire holiday campaign.

Key takeaways from these analytics are:

- Overall site visits more than quadrupled from fourth quarter 2012 to fourth quarter 2013. This may be due to the fall marketing extension, earned media and referral efforts, and a slight increase in paid media during the 2013 holiday campaign. Including the retail core in the campaign and on *DowntownSeattleParking.com* also contributed to the increase.
- The mobile web app was launched in July 2013, followed by a paid mobile advertising campaign during the fall and holiday periods. This effort drove users to the mobile site and increased the mobile market share. A 54 percent mobile share is consistent with current industry trends as smartphone use grows.
- Pandora display advertising continues to be a top traffic-driver to the site. This was also observed in the previous summer campaign.
- Google continued to drive traffic in 2013, suggesting that consumers search for parking when they need it. Direct traffic to the site is growing, indicating increased knowledge of the website address.

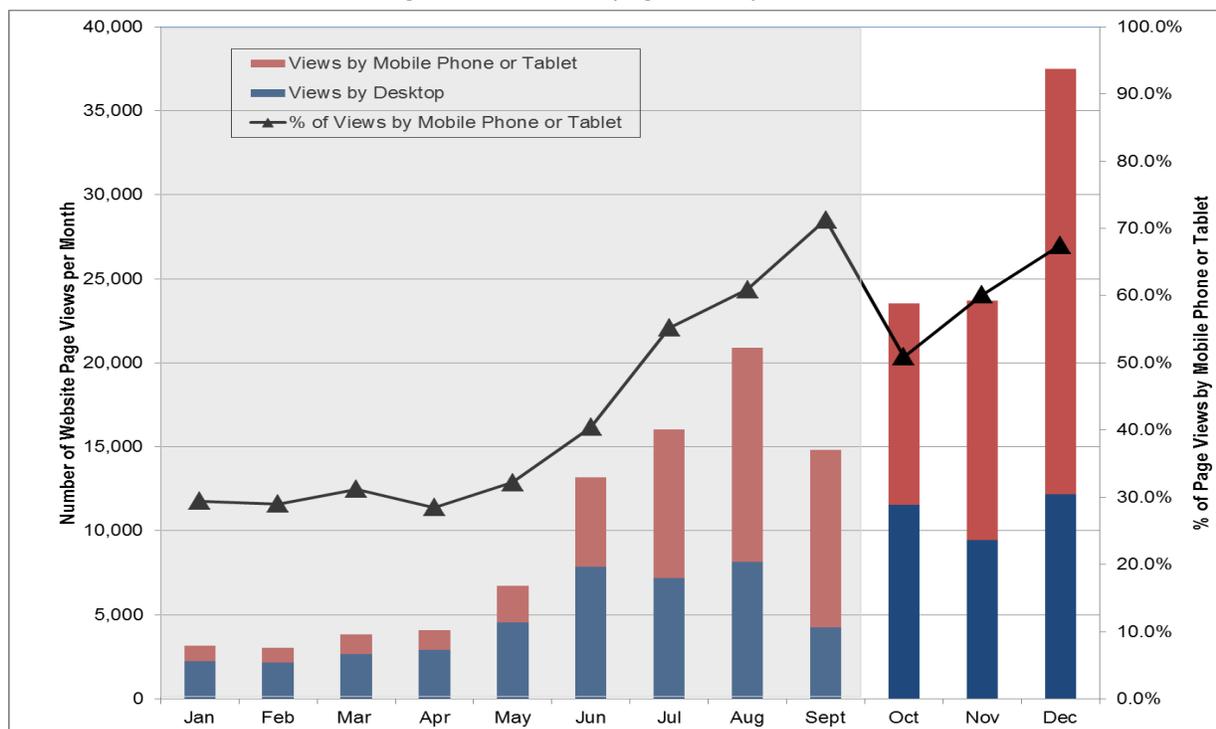
Table 9. Website analytics – fourth quarter 2012 vs fourth quarter 2013

Website visits	Fourth Quarter 2012	Fourth Quarter 2013
Site visits	20,761	91,788
Desktop	70%	31%
Mobile	16%	54%
Tablet	13%	15%
Traffic sources	Fourth Quarter 2012	Fourth Quarter 2013
Online display	13%	50%
Referral	16%	11%
Organic search	12%	13%
Direct	8%	9%
Top six sources of visits	Fourth Quarter 2012	Fourth Quarter 2013
Google (organic and paid)	31%	26%
Pandora	n/a	19%
Direct	8%	14%
Tribal Fusion (online display)	10%	10%
Underground Tour	n/a	6%
KING 5	8%	4%

Source: DSA, January 2014.

Figure 11 shows website page views in 2013, with a significant increase in views in December due to the holiday campaign. The chart also shows the percentage of views from a mobile phone or tablet. Almost 70 percent of all page views in December were from a mobile device.

Figure 11. Website page views per month



Source: Copacino + Fujikado, January 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. 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 December 2013.

Table 10. Vouchers redeemed for First Thursday events, January through September 2013

	Frye Garage	Merrill Place Garage	Pioneer Square Garage	Butler Garage ¹	Total Vouchers Redeemed
January			no event		
February	85	32	55		172
March	77	21	52		150
April	94	32	40		166
May	89	31	62		182
June	83	59	63	47	252
July	79	9	0	11	99
August	100	38	46	49	233
September	76	18	58	34	186
October	81	22	40	32	175
November	79	15	42	17	153
December	97	18	46	28	189
2013 Total	940	295	504	218	1,957

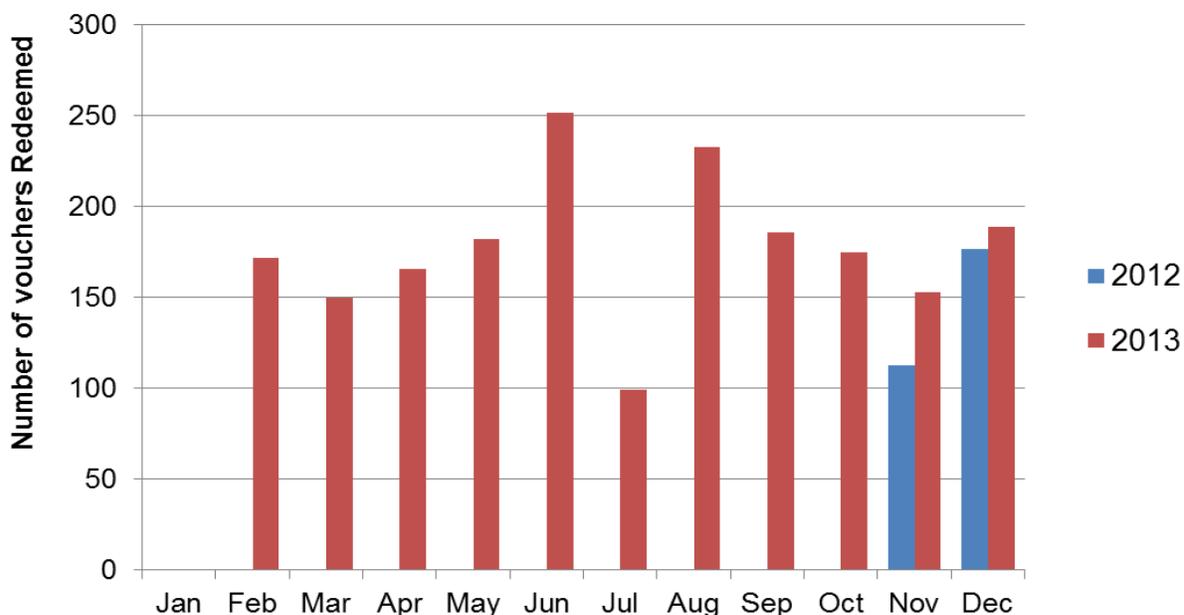
Source: SDOT, January 2014.

Notes:

1. Butler Garage joined the program in June 2013.
2. July First Thursday was moved from July 4th to July 11th. In addition, there was an afternoon Mariner's Game and two evening soccer games at CenturyLink Field. As a result, only Frye Garage and Butler Garage officially participated in the free parking program. Merrill Place agreed to accept vouchers if customers presented them.

Figure 12 shows the number of First Thursday vouchers redeemed since the start of the program in November 2012, with the current quarter highlighted. As expected, participation climbs in the summer months and decreases in winter.

Figure 12. Vouchers Redeemed for First Thursday events, 2012 and 2013



Source: SDOT, January 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? *

- 32% at a participating venue
- 20% at a participating garage
- 37% promotion (brochure/email/web/newsletter/social media)
- 17% word of mouth

Why did you attend the art walk? *

- 63% regularly attend
- 6% were in Pioneer Square for another reason (not for the art walk)
- 17% heard about free parking
- 36% 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.