

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 Second Quarter 2014

November 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, 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 April through June 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 second 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 second quarter 2014 included:

- Continued negotiations related to 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).
- Completed spring marketing campaign and launched summer campaign (Strategy 3).
- Completed installing motorist wayfinding signs to the "Aquarium" (Seattle Aquarium), and key pedestrian wayfinding signs (Strategy 6).
- Held three First Thursday Art Walk free parking promotional events in Pioneer Square and one Mother's Day free parking event on the waterfront (Strategy 10).

The status of each strategy, including overviews of progress made during second 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 June 30, 2014, progress in this strategy included:

- Continued negotiations 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 continued negotiations related to 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 June 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 = 421 spaces
- **Strategy 2 total spaces = 1,935 spaces**

- Stadium Place Garage = 75 spaces
- **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 DowntownSeattleParking.com and the city’s website www.seattle.gov/transportation/epark. The status of partner garages at the end of second 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	Expired 4/30/14; Renewal pending garage legal review	√
Watermark Tower Garage	Expired 4/30/14; Renewal pending garage legal review	√
First and Columbia Garage	√	√
Butler Garage	√	√
Merrill Place Garage	Agreement expired 1/31/2014	Not pursuing
Stadium Place Garage	√	√
Waterfront Place Garage	n/a	Executed April 1, 2014

2.3. Marketing

Strategy 3: Market parking availability and preferred travel routes.

Advertising Campaigns: A targeted spring shoulder season marketing campaign began in April to maintain awareness. This included radio spots on Pandora and targeted digital ads on KING 5’s mobile application, and mobile advertising networks Tribal Fusion and Conversant Mobile (formerly known as Greystripe).

The summer marketing campaign began in May. 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.

Waterfront Business Outreach: WSDOT is building partnerships with stakeholders and area businesses to provide timely and accurate information about parking by leveraging existing information networks and relationships to share information. These partnerships also facilitate ongoing conversation about emerging issues related to parking and parking mitigation.

In June, WSDOT began updating its database of 172 organizations located in the waterfront area. Key contact information was updated and modifications were made to allow for ongoing outreach tracking. From this database, WSDOT’s outreach team connected with sixty-three businesses in the waterfront area. Twenty requested website links and information which they received via email.

Pioneer Square Business Outreach: The Alliance for Pioneer Square also expanded its business outreach efforts during the second 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 the DowntownSeattleParking.com on business websites and customer emails. The Alliance also launched a door-to-door outreach effort to meet the businesses in person and hand out information about the parking program including fliers and posters.

Fifteen Pioneer Square businesses include DowntownSeattleParking.com on their websites, and an additional nineteen businesses feature parking information regarding our program without citing the link. Fifteen 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.

Nine new vehicle wayfinding signs for the Aquarium and three new pedestrian wayfinding signs were installed in second 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.

Second quarter activities included execution of an agreement with the Waterfront Place Garage at 1011 Western Ave. to enter the program and activation of e-Park dynamic facility signs at the Butler, Watermark and Hillclimb garages. Two dynamic message signs were installed in the second quarter, one on Alaskan Way at Wall Street for southbound traffic, and another on First Avenue at Railroad Way, for northbound traffic. These signs will begin displaying live data in the third quarter 2014, providing real-time parking availability for travelers headed to the waterfront and Pioneer Square. Table 1 identifies participating e-Park garages; e-Park utilization for the second quarter is shown in Table 3.

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 second quarter, the number of mobile and tablet users visiting the website comprised 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 second quarter, 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 regarding parking time limits and loading zone regulations and by continuing to coordinate with neighborhood advisory groups. In early June, the city mailed fliers to Pioneer Square business and residents describing a proposal to add on-street time limits for free Sunday parking in the neighborhood's retail and restaurant core.

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 second quarter. Detailed participation information is provided in Section 3.4. The Parking Stakeholder Marketing Subcommittee completed the 2014 Mother's Day (May 11) event on the waterfront, providing free parking for customers of participating businesses.

3. MONITORING DATA

The following sections present monitoring data from second 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 June 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, 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. Two of these garages—Hillclimb and Watermark—started their second year of participation in May. Two 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 – second quarter

Garage	First month in program	April		May		June		% Change ²
		2013	2014	2013	2014	2013	2014	
Pike Place Market	July 2012	6,491	7,490	6,822	9,735	7,922	10,087	29%
Hillclimb ³	May 2013	--	1,283	1,685	2,057	2,347	2,142	4%
Watermark ³	May 2013	--	1,276	1,107	2,265	1,957	2,341	50%
First and Columbia	November 2011	833	1,325	837	1,334	885	2,170	89%
Butler ¹	September 2013	--	1,958	--	1,956	--	2,339	--
Stadium Place ¹	September 2013	--	478	--	452	--	717	--

Source: WSDOT, June 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.
3. May and June comparison only.

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 second 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	67.9%	79.9%	38.2%	9.7%	14.5%	14.3%
Bell Street Pier	31.5%	39.7%	13.3%	6.3%	9.9%	10.3%
Butler Garage	41.7%	53.4%	26.6%	6.7%	5.6%	12.2%
Hillclimb Garage	27.8%	57.5%	27.0%	4.7%	44.5%	28.0%
Pike Place	55.2%	78.0%	46.5%	41.2%	73.5%	33.0%
Watermark Garage	60.4%	89.6%	54.6%	0.9%	48.6%	27.5%

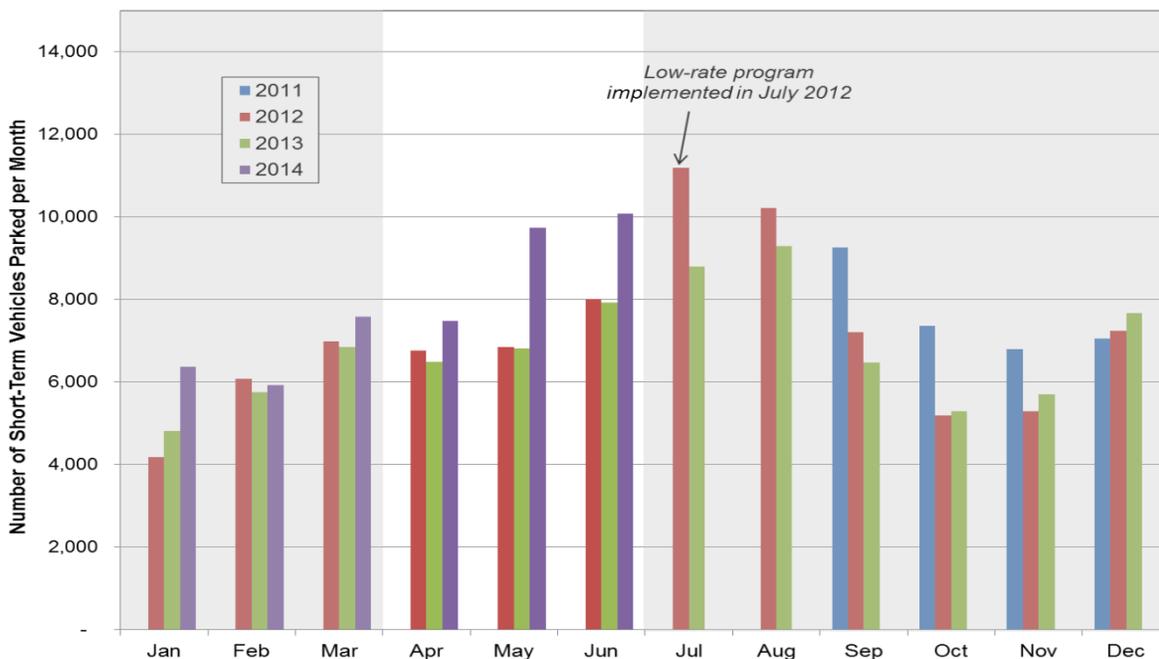
Source: SDOT, July 2014. Notes:

1. The Bell Street Pier Garage is closed on Sundays; weekend occupancy only reflects Saturdays.

Pike Place Market Garage

Since the Pike Place Market Garage implemented the low-rate program in July 2012, over 175,000 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 second quarter 2014. For April, May and June, the number of parkers was higher in 2014 than in 2013. Table 4 summarizes the number of short-term parkers in the second quarter 2014 compared to the second quarter 2013. Overall, the number of short-term parkers increased by 29 percent.

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 3. Pike Place Market Garage utilization, second quarter 2013 vs. second quarter 2014

	Second quarter 2013	Second quarter 2014	Difference	% Change
Short-term vehicles parked	21,235	27,312	+6,077	+29%

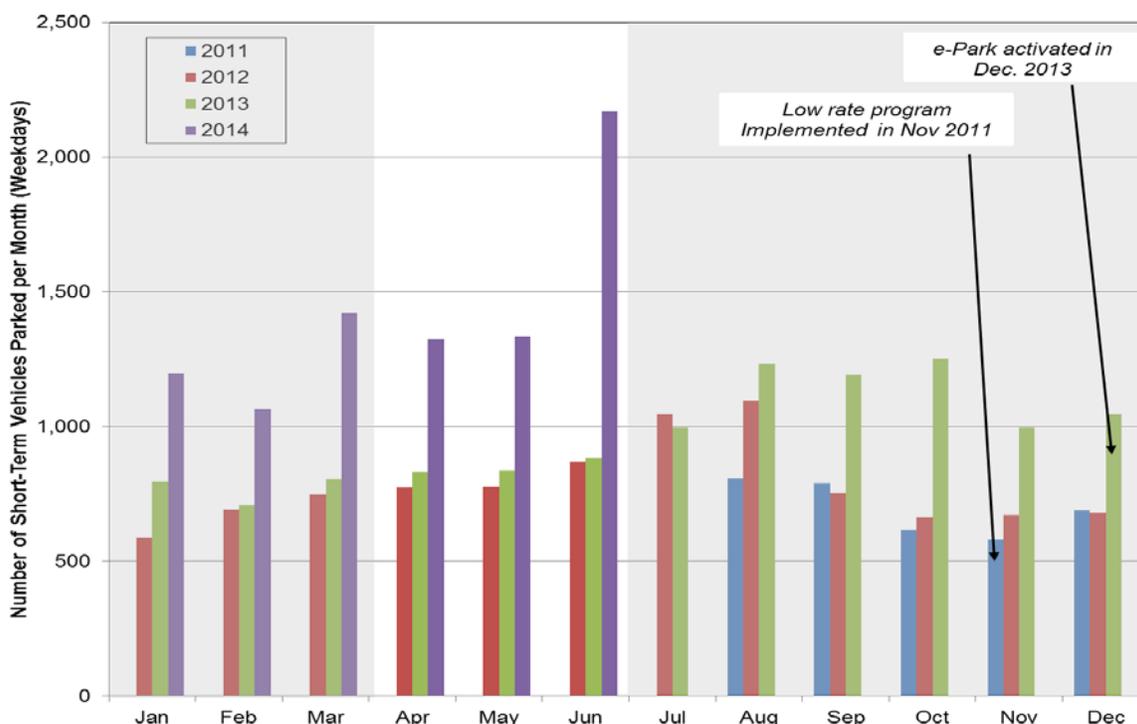
Source: Data provided by Pike Place Market, and compiled by WSDOT.

First and Columbia Garage

Since implementation of the low-rate program at the First and Columbia Garage in November 2011, the program has provided almost 61,000 drivers with affordable short-term parking (including weekday, evening and weekend parkers). Short-term and weekend/evening utilization increased 89 and 31 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. 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 increase in utilization.

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

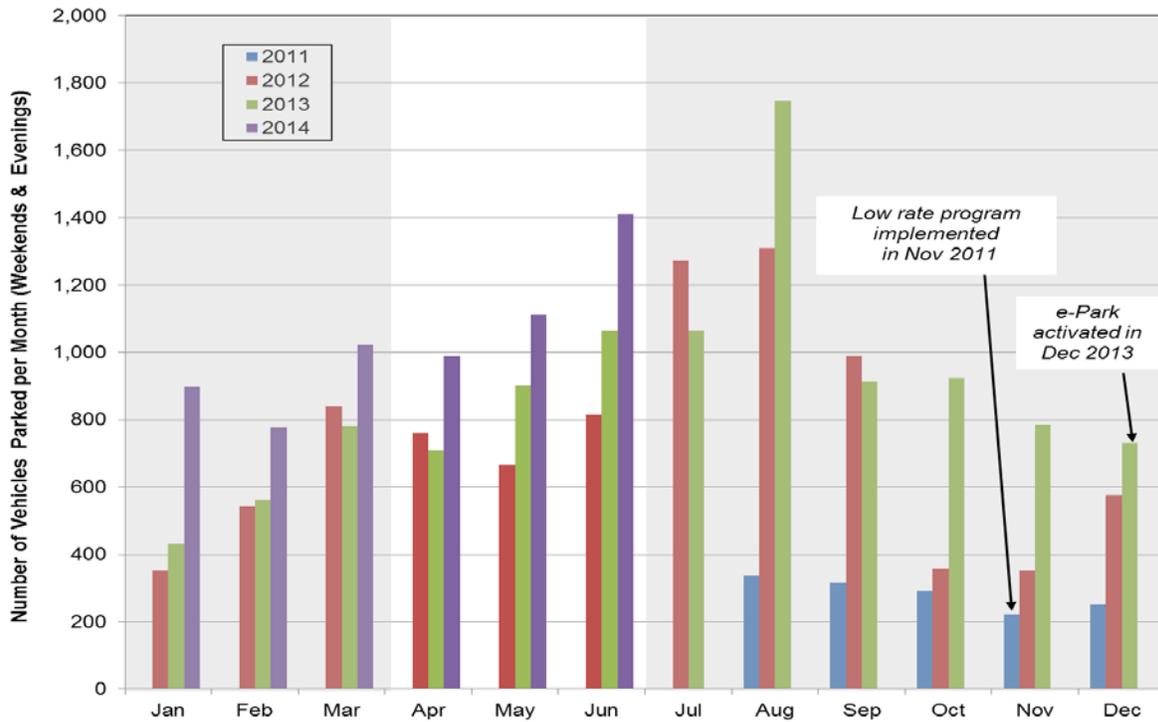


Source: Data provided by CPS, Inc. and compiled by SDOT.

Notes:

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

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



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

Notes:

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

Table 4. First and Columbia Garage utilization, second quarter 2013 vs. second quarter 2014

	Second quarter 2013	Second quarter 2014	Difference	% Change
Short-term vehicles parked	2,555	4,829	+2,274	+89%
Weekend and evening vehicles parked	2,676	3,512	+836	+31%

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

Hillclimb and Watermark Garages

The Watermark and Hillclimb garages implemented the low-rate program in May 2013. In 14 months (May 2013-June 2014), over 37,000 short-term parkers have taken advantage of the affordable parking. Hillclimb and Watermark started their second year of the program in May. Table 6 shows data comparing parking utilization to the same period in 2014. Overall, parking demand increased in both garages. Figure 4 and Figure 5 illustrate year-over-year parking for the Watermark and Hillclimb garages, respectively.

Table 5. Number of short-term vehicles parked per month - Watermark and Hillclimb Garages

Month	Watermark Garage			Hillclimb Garage		
	2013	2014	% Change	2013	2014	% Change
May & June total	3,064	4,606	50%	4,032	4,199	4%

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

Note: Low-rate program for both garages started in May 2013. Therefore, April data were excluded for this comparison.

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

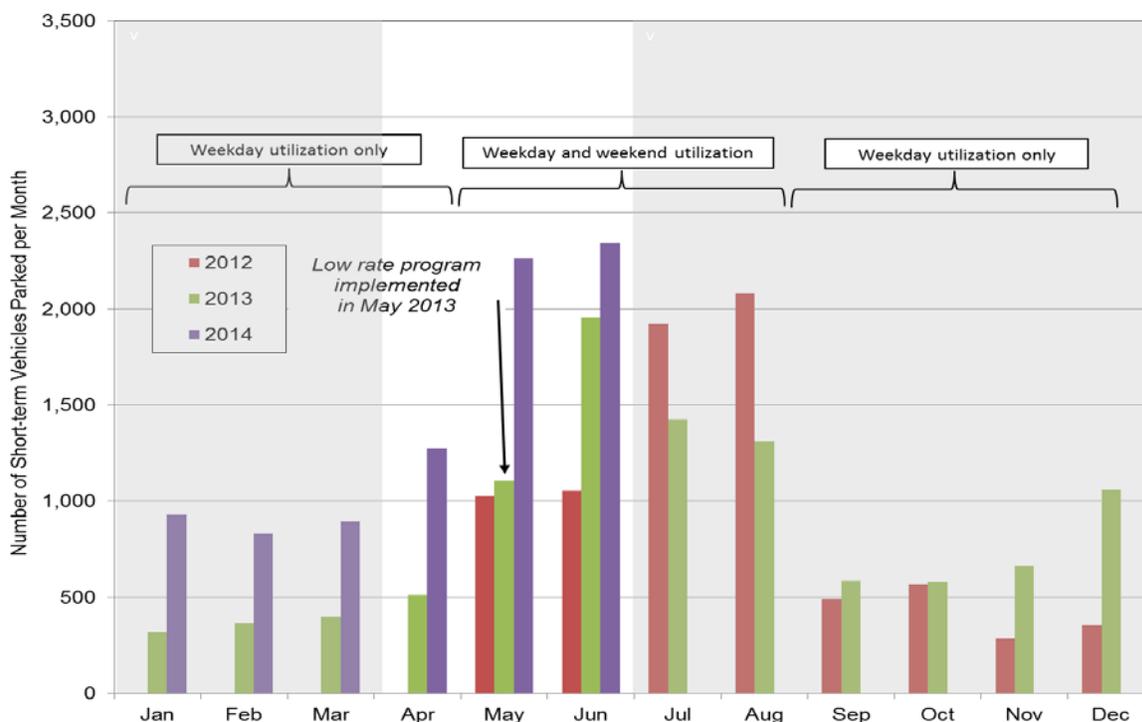
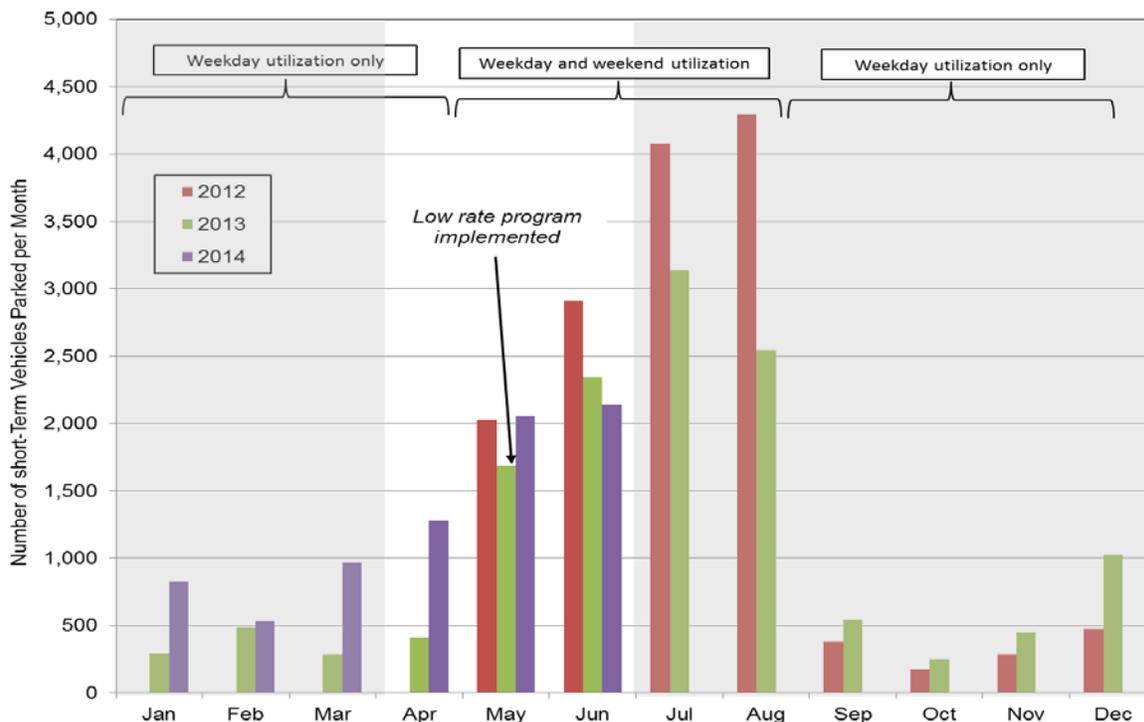


Figure 5. Hillclimb Garage –short-term parking (four hours or less) by month



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

Notes: 1. Utilization data for September through April reflects only weekdays.

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, more than 17,000 short-term parkers have taken advantage of the affordable parking. Table 6 shows short-term utilization for the second quarter 2014.

Table 6. Number of short-term vehicles parked per month – Butler Garage

Month	2014
April	1,958
May	1,956
June	2,339
Second quarter total	6,253

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, over 5,100 short-term parkers have taken advantage of the affordable parking. Table 7 shows short-term utilization for the second quarter 2014.

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

Month	2014
April	478
May	432
June	717
Second quarter total	1,627

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

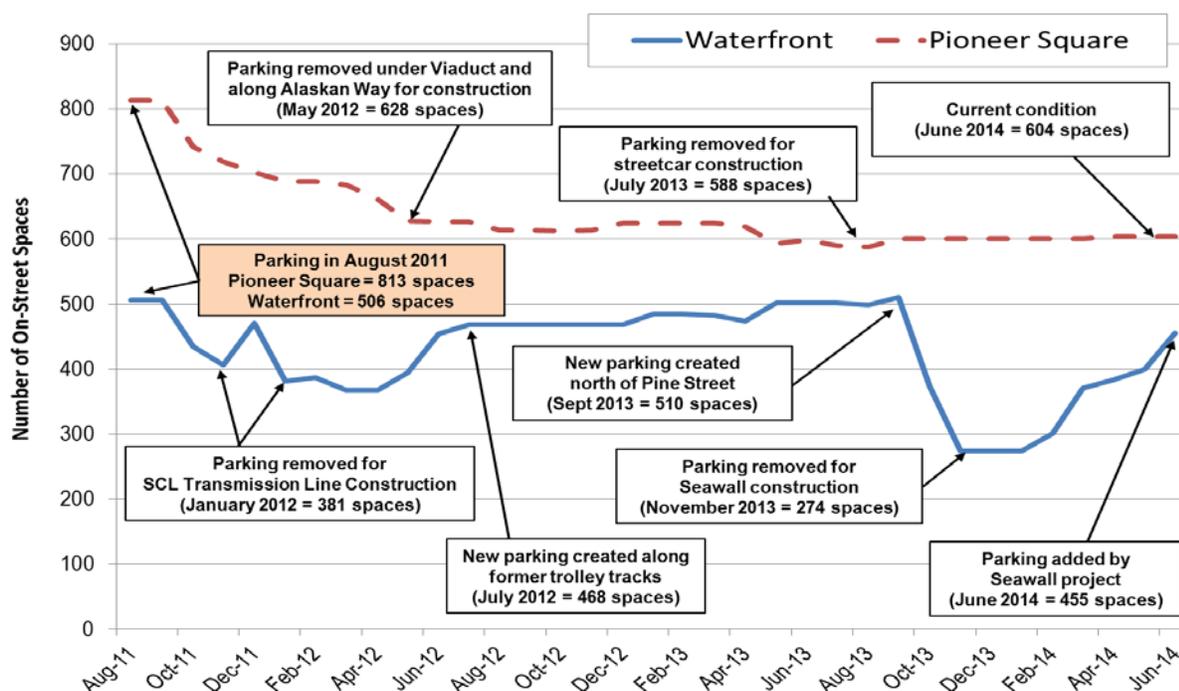
3.2. On-Street Parking

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 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 second 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, July 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.

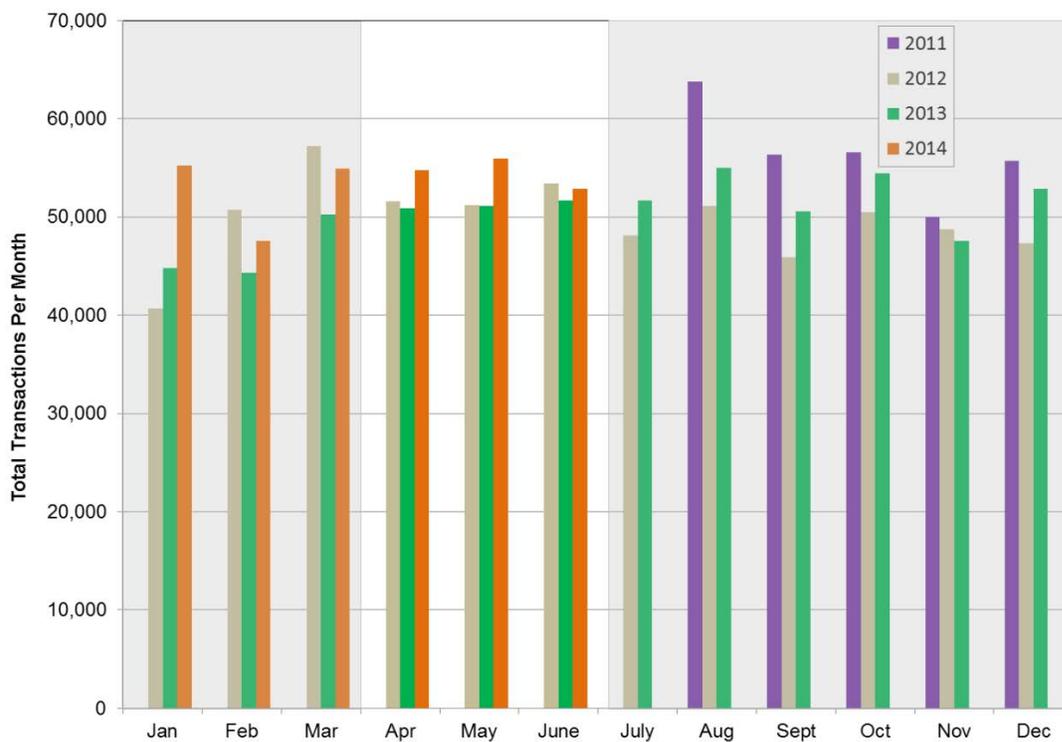
For spaces along the waterfront, transactions continued to increase April through June as summer visitors came to the area. While not reaching 2013 levels, transactions remain stable and comparable to previous years, even though supply is down slightly and short-term stays in nearby garages are up sharply. In Pioneer Square, the trend from the second 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, July 2014.

Figure 8. Monthly transactions year-over-year comparison – Pioneer Square



Source: SDOT, July 2014.

3.3. Customer Perception

3.3.1. Parking Website Analytics

DowntownSeattleParking.com is performing well. This quarter traffic to DowntownSeattleParking.com comprised 33 percent of the total traffic to DowntownSeattle.com, the Downtown Seattle Association’s main website that hosts DowntownSeattleParking.com.

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

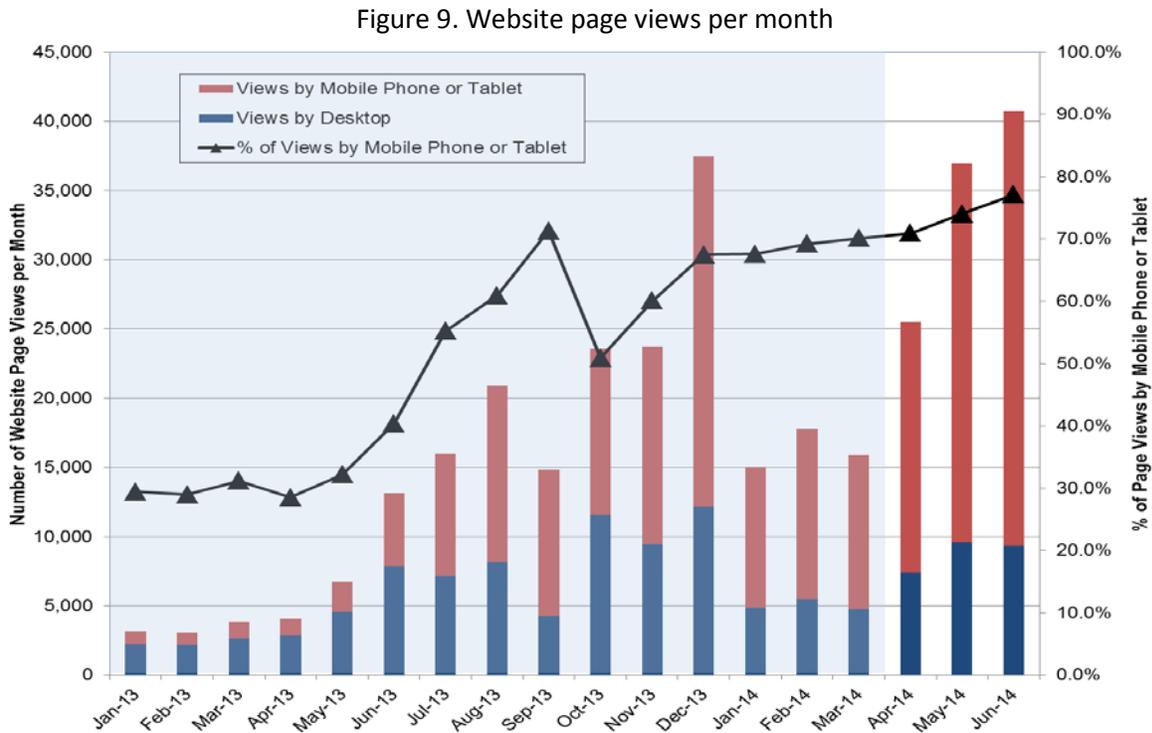
- Website traffic during second quarter 2014 was about five times greater than the second quarter 2013 (average of 16,224 hits per month in 2014 vs. average of 3,357 hits per month in 2013).
- Traffic remained fairly steady for all the months (April-15,019; May-17,772; June-15,881).
- In general the 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 search engine optimization (SEO) and search engine marketing (SEM), while still maintaining a healthy base of returning users.

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

Website visits	Second Quarter 2013	Second Quarter 2014
Total site visits	23,986	103,223
Desktop	15,292	26,350
Mobile/tablet	8,694	76,873
Traffic sources	Second Quarter 2013	Second 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	Second Quarter 2013	Second Quarter 2014
Direct	1,391	9,091
Google (organic and paid)	2,655	4,158
DowntownSeattle.com (DSA)	16	3,091
Underground Tour	Not Available	2,308
Direct	Not Available	1,750

Source: Downtown Seattle Association, June 2014.

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



Source: Copacino + Fujikado, July 2014.

3.4. Special Promotions

3.4.1. Free Parking During Mother’s Day Waterfront Event

After hosting Free Parking promotions on Mother’s Day in 2012 and 2013, a more strategic approach to advertising and media outreach was taken in 2014, yielding big returns. By aligning advertising dollars and media outreach with attendee zip code data from 2013 event visitors, the team was able to reduce advertising costs from \$25,495 (2013) to \$14,818 (2014) and still reach the target audience. The results pointed to a positive trend of greater gains from taking an informed, targeted approach to marketing.

- The number of visitors who took advantage of the free parking promotion increased by 36 percent with 1,358 cars served in 2014 versus 998 cars in 2013.
- Prior awareness of the event by visitors increased by 15 percent with 34 percent knowing about the promotion beforehand this year versus 19 percent knowing about the promotion prior to visiting in 2013.
- Broadcast coverage spiked to more than 35 times in 2014 versus six in 2013.
- Earned media mentions rose from seven stories in 2013 to 10 in 2014.

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. Nearly 100 Pioneer Square art galleries and businesses distribute vouchers during the event. Vouchers provide up to five hours of free parking at four neighborhood garages. Table 10 summarizes the number of vouchers used (vehicles participating) by month from April to June 2014.

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

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

	Frye Garage	Merrill Place Garage	Pioneer Square Garage	Butler Garage	Total Vouchers Redeemed
April	75	15	59	23	172
May	69	19	54	22	164
June	78	30	71	47	226
2014 Total	222	64	184	92	562

Source: Alliance for Pioneer Square, June 2014.