

P SR 99 TUNNEL PROJECT PARKING MITIGATION PROGRAM

Parking help is here: now all we need is you

Your neighborhood has a lot to offer. We know that. We also know that recent road and tunnel construction has challenged not only you and your neighbors, but also drivers looking for short-term parking that has become increasingly scarce since all those workers in orange vests first appeared.

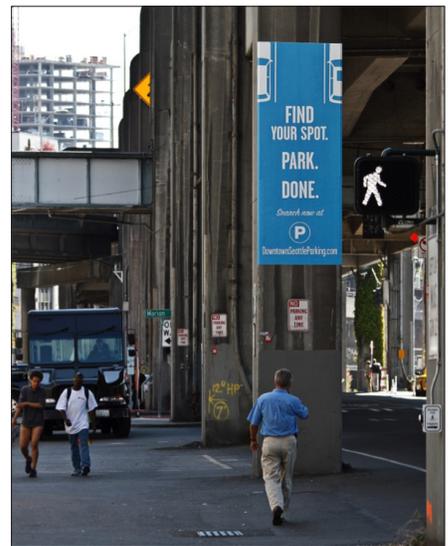
That's why the Washington State Department of Transportation, with assistance from the City of Seattle, Downtown Seattle Association, Alliance for Pioneer Square and Waterfront and Pioneer Square neighborhood representatives, is working hard to help drivers find affordable, convenient parking in your neighborhood.

Now it's your turn to get the word out about easy parking in your neighborhood.

You + WSDOT = parking for your visitors

Your customers likely ask you where to park near your business. Now you can tell them about hundreds of cheap and available spots just footsteps away.

Our ready-made materials focus on sending your neighborhood's visitors to **DowntownSeattleParking.com**, an interactive, mobile website that helps drivers find off-street, low-rate parking near you. We also have tools you can offer – via email, brochures, your website, social media, and articles and advertisements in your frequent publications – that will help your visitors find the perfect parking spot. We've even written sample Facebook posts and tweets to help you get started.



Here's how to get involved

1. Call us at 206-805-2875 and talk about what you can do to spread the word. We'll develop a custom-made plan just for you.
2. Familiarize yourself with our informational materials.
3. Set up a regular way of distributing information. This could include:
 - Posting a link, parking information or parking updates on your website or social media site
 - Including information about parking in your advertising
 - Forwarding parking email updates to your email lists
 - Handing out parking postcards and other WSDOT-supplied swag
 - Publishing articles/information in newsletters or other publications
 - Posting information at your workplace
4. Give us feedback!



FAQs

What should I write for a social media post, flyer or newsletter?

We're happy to supply you with plenty of sample messages and content to get you started. We can also provide you with photos or helpful links for your customers. Sample social media posts look like:

Coming to (your business or event name here) this weekend? Find parking spots with rates the same as or less than on-street parking at DowntownSeattleParking.com.

Don't circle for a parking spot near (your business or event name here). Find close and cheap parking at DowntownSeattleParking.com.

Next time you come to (your business or event name here), check out DowntownSeattleParking.com from home or your phone to find nearby parking.

How do I add the DowntownSeattleParking.com logo and buttons to my website?

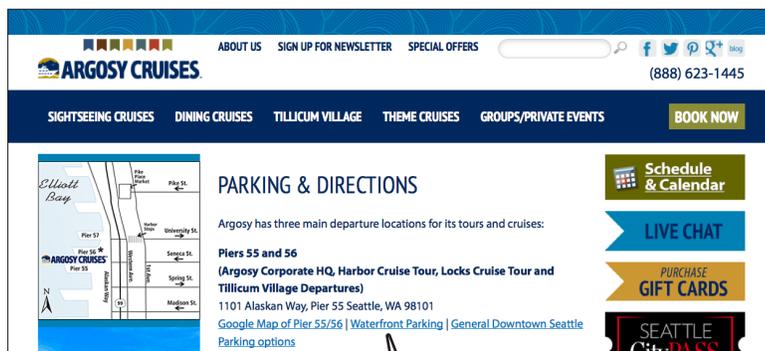
1. **Talk with us** about the best location on your website for the logo or link. The location could be your home page, a parking information page or a Frequently Asked Questions page.
2. **Choose the logo** that fits best. The images below are available at <https://ws.onehub.com/folders/kuvhniu7> for download, and look like this:



3. **Add www.DowntownSeattleParking.com as a hyperlink** from the logo to the parking website.
4. **If you need tech support, just call (206) 805-2875** and we can help.

Do you have examples of how other businesses highlight DowntownSeattleParking.com on their websites?

There are lots of ways to incorporate **DowntownSeattleParking.com** information into your website. Take a look at two options here.



[Waterfront Parking](#)

*Link to DowntownSeattleParking.com

