

hello

Parking Impacts Group



Parking Mitigation in Three Phases

1. Summer July-September
2. Brand Summer/Fall
3. Holiday November-December

Phase 1 – Summer: Key Message

Despite construction on the viaduct replacement project, there **are** safe and affordable parking options available near the central waterfront and Pioneer Square.

And here's information that can help you find them.

Phase 1 – Summer: Strategies

1. Focus on the solution and change the conversation
2. Keep the message and materials simple
3. Build resources that are easy to use
4. Assist consumers at the two points of their trip:
planning and **parking**.
5. Be specific to locations
6. Get into the market



Audiences:



Committed



Considering

Audiences: Considering and Committed



“People looking to have a nice day in Seattle”

- 25+
- Markets: Seattle DMA (Everett to Eastside to Tacoma)

Phase 1 – Summer: Communication Plan

- Online Display
- :10/:15 Live Announcer Radio
- New URL
- Basic Landing Page
- Owned Media
 - Print Collateral
 - A-Frame Boards
 - Viaduct Pillar Wraps
- Partners and Stakeholders
 - Communications Toolkit



DowntownSeattleParking.com

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Considering Audience: Online Display

MYTH:
You can see Hawaii from the Seattle Great Wheel.

FACT:
You can see Bainbridge Island.

FACT:
There are thousands of parking spaces near the best sights.

P
MORE PARKING.
LESS CIRCLING.

Discover new spots

DowntownSeattleParking.com

Considering Audience: Landing Page

The screenshot shows the Downtown Seattle Parking website. The browser address bar displays "downtownseattle.com/parking/index.html". The page features a blue header with a white "P" in a circle icon and the text "MORE PARKING. LESS CIRCLING. DowntownSeattleParking.com".

Find your spot.
Wondering where to park in Seattle's Pioneer Square or Central Waterfront? There are thousands of parking spaces within walking distance of shopping, restaurants, attractions and more! Click a parking dot on the map to get rates, hours and directions for a specific lot or garage.

Key - Garages & Lots

- Regular
- Low-rate (\$3/hour)

More Parking Resources

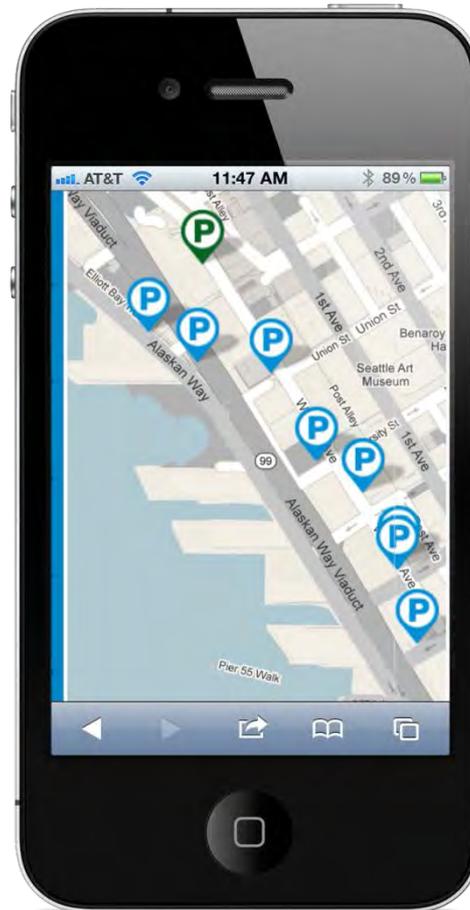
- [City of Seattle Parking Page](#)
- [City of Seattle Parking Map](#)
- [WSDOT About the Viaduct Replacement Project](#)
- [City of Seattle e-Park](#)
- [City of Seattle Street Parking Rates](#)
- [Metro Trip Planner](#)

The main content area is a map of downtown Seattle with various parking spots marked by blue and green "P" icons. A "Quick Zoom" panel is visible on the right side of the map, with buttons for "Pioneer Square" and "Central Waterfront". The map includes street names like Alaskan Way, Pike St, and University St, and landmarks like the Seattle Art Museum and Occidental Park. The footer contains "Contact Us", "Privacy Policy", "Pioneer Square", and "Seattle Waterfront".

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Committed Audience: Mobile Accessible



Committed Audience: Viaduct Pillars



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Committed Audience: A-Frames



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Committed Audience: Shared Collateral

**PARK THE CAR...
AND THE STRESS.**

Even with the viaduct replacement project underway, there are thousands of parking spots within easy walking distance of Seattle's central waterfront. For more information, visit DowntownSeattleParking.com

P MORE PARKING. LESS CIRCLING.

DowntownSeattleParking.com

SEATTLE WATERFRONT

Regular
Low Rates (\$3/hour)

Seattle - Bainbridge Island
5th - Seward Ferry

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Committed Audience: Shared Collateral

P

**MORE PARKING.
LESS CIRCLING.**

Even with the viaduct replacement project underway, parking is plentiful in Pioneer Square, especially in garages and lots. For more information, visit DowntownSeattleParking.com

P

DowntownSeattleParking.com

P Regular
P Low Rates (\$3/hour)

PIONEER SQUARE

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:10/:15 Radio: 7/9 – 9/30



- 1200 spots in news, weather, traffic
- :10 & :15 live reads
- 9,147,000 impressions
- 84.6% Reach
- 6x Frequency

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Online Display: 7/23 – 9/30



- Puget Sound Area target (Everett to Tacoma to Eastside)
- Local, entertainment/events, weather, travel, sports, outdoor
- Various sizes in network, local, neighborhood blogs
- 7,300,000 impressions



Summer Campaign Total:
16,445,000 Impressions
(plus owned media)

Phase 2 – Brand Development

1. Build a Common Thread
2. Robust and Customizable Website
3. Research
 - a. How are people getting their parking info?
 - b. How do people view parking?
4. Concepts and Messaging



Phase 3 – Holiday Campaign

- November through December
- Incorporate brand analysis from Phase 2
- Incorporate learnings from Phase 1
- Utilize partnerships for common goal



Thank you.