

Alaskan Way Viaduct Program Parking Mitigation 2012 Plan Recommendations

The following lists the program elements that the team will strive to implement prior to May 13, 2012 (Mother's Day) so that they are in place for the peak summer visitor season along the Central Waterfront and Pioneer Square:

- Execute contracts with seven private off-street parking facilities to secure short-term parking (4 hours or less) at a rate of \$3/hour. Targeted facilities include:
 - 1st & Columbia Garage (US Bank)
 - Pike Place Market Garage
 - Watermark Tower Garage
 - Merrill Place
 - Pioneer Square Garage
 - Surface Lot on the northeast corner of Occidental Avenue S and W Washington Street.
 - Bell Street Pier (Port of Seattle /Arts Institute)
- Make physical improvements within key facilities and to walking paths that access facilities. Desired improvements for 2012 include:
 - “Your Spot Here” signage at all participating facilities and along vehicle travel routes to those garages.
 - Aesthetic upgrades to elevators, lobby, and stairwells at the 1st & Columbia garage (improvement requirements will be incorporated into garage contract [and compliance will be monitored as part of those contracts](#)).
 - Physical, signage and pedestrian-scale lighting improvements between the Pike Place Market garage and Alaskan Way.
 - Physical, signage and pedestrian-scale lighting improvements along at least one other east-west street that crosses under Viaduct.
- Create angle parking on former trolley tracks north of Ferry Terminal.
- Implement a shuttle between Pioneer Square and the Sculpture Garden along Alaskan Way. [The shuttle should operate during the peak summer season and during the holidays.](#)
- Install “e-Park” signs at up to ten garages.
- Continue the “Your Spot Here” marketing campaign for both the parking program and businesses along the Central Waterfront and in Pioneer Square.
- Monitor parking utilization at off-street parking facilities, and evaluate changes related to the mitigation program. [Also perform customer intercept surveys to determine the perceptions of the “Your Spot Here” marketing campaign and pricing program.](#)

Work Assignments to Complete Recommendations

Task	Responsible:	Complete by:
A. Facility Contracts		
1. Negotiate contracts with 7 facilities; include physical improvements to 1 st & Columbia Garage in its contract.	Shepard & Heffron	3/1/2012
2. Work with sign crews to install additional directional signs to the new garages.	Henry	3/1/2012
3. Get approval from Pioneer Square Preservation Board for signs in historic district	Shepard & Henry	??
B. Physical Improvements		
1. Engage a design team (urban designer, engineers) to create interim and longer-term improvement plans for the walking route from PPM garage to ped signal on Alaskan Way, and to one other east-west route under Viaduct (University or Seneca).	???	
2. Determine contract process for building improvements	Preedy	
3. Construct interim improvements	???	5/13/2012
C. Shuttle – If Private Operation through City Contract		
1. Engage City Council and Metro in a discussion about shuttle intent and operations	Chandler/Judd	Now
2. Draft Ordinance Language needed for City to contract for shuttle		3/1/2012
3. Determine desired shuttle operating parameters: route, stop locations, span of service, headway, and layover location.		3/1/2012
3. Work with City department (Fleets & Facilities) to draft RFP bid documents for private shuttle vendor.		3/15/2012
4. Advertise RFP, review proposals, select vendor		4/13/2012
5. Execute contract		5/1/2012
6. Make physical improvements at stop locations (curb pullout, pedestrian landing, shelter (?), signage).		5/13/2012
D. e-Park Signs		
1. Include e-Park installation as part of Facility Contracts in A above	Shepard	
2. Get approval for e-Park signs (or modified signs) in historic districts	Shepard	
3. Install signs	Shepard	5/13/2012
E. Marketing Campaign		
See separate marketing plan for 2012		