SR 99 Tunnel Project
Parking Mitigation Plan

Monitoring Report for
End of Year 2016
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1. INTRODUCTION

This report provides information about the progress and performance of the SR 99 Tunnel Project Parking Mitigation Plan. The Washington State Department of Transportation (WSDOT), the City of Seattle (SDOT), partners and stakeholders began implementing various strategies in July 2012 to help offset the loss of on-street parking during construction of the SR 99 tunnel. This monitoring report details the status and performance of the strategies through the end of 2016. This information has been used to assess each strategy’s effectiveness, and make adjustments as needed.

1.1. Original Program Goals

The goal of the Parking Mitigation Plan as originally stated in July 2012 is: “To retain customers of the central waterfront and Pioneer Square businesses by making sure that short-term parking is:
- Available,
- Proximate,
- Safe, and
- Affordable.

1.2. Program Vision

As the program elements have been implemented, other goals have emerged to extend the benefits of the program beyond the SR 99 construction period. To ensure a legacy, it is important that changed perceptions about parking—from the customers’, businesses’ and parking operator’s viewpoint—continue into the future. It will also require that WSDOT’s and SDOT’s role in managing the program transition to other entities, primarily the Downtown Seattle Associations (DSA) and Alliance for Pioneer Square. In 2016, the expanded vision for the program was defined as:

- Provide available, proximate, safe, and affordable parking benefiting waterfront and Pioneer Square communities.
- Change consumer behavior so that customers seek off-street parking as their first choice.
- Change garage owner/manager behaviors so that they continue to offer low-cost short-term parking because it is economically viable.
- Provide flexible program strategies that can transition over time from WSDOT to DSA leadership by the time the Viaduct structure removal is complete.

Section 2 provides a summary of 2016 activities for each of the program elements. Section 3 provides detailed analysis of the various program strategies from initial implementation through the end of 2016.
2. SUMMARY OF PROGRAM PROGRESS

The ten original strategies from the Parking Mitigation Plan are presented below along with the original statement of strategy purpose; an 11th strategy—to provide shuttle services for customers—was evaluated but not pursued. This is followed by a summary of accomplishments in 2016.

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.*

We continued to struggle with this strategy, though it continues to be pursued. In 2016:

- Construction continued on the new Pike Place Market garage. The garage is expected to be complete in spring 2017.
- Continued to work with Gonzaga University to discuss options for a long-term covenant for parking on the 1101 Western (Spring/Seneca) lot and/or the Watermark Garage.

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).*

Six garages continue to participate in the low-rate partnership program. All offer a rate of $3 per hour for up to four hours. One other garage, Stadium Place, offers the same low rate through a covenant negotiated as part of Strategy 1. Starting in 2017, a covenant on the Pike Place Market Garage would add approximately 300 new spaces to the overall parking supply. Participating garages include:

- Pike Place Market Garage = 540 spaces
- First and Columbia Garage = 703 spaces
- Hillclimb Court Garage = 150 spaces
- Watermark Tower Garage = 121 spaces
- Butler Garage = 421 spaces

**Strategy 2 total spaces** = 1,935 spaces

- Stadium Place Garage = 75 spaces
- New Pike Place Market Garage = approx. 300 spaces (when complete in 3/2017)

**Strategy 1 total spaces** = 375 spaces

**Total of spaces offered at low-rate garages for Strategies 1 and 2 = 2,310 spaces**

In 2016, agreements were amended with four garages—First and Columbia, Hillclimb, Watermark and the Butler Garage—to extend the short-term parking program. Agreements for the latter three garages were extended through December 2019; the First and Columbia agreement was extended through June 2018 with a plan to extend through December 2019 once their own lease is extended.
All six garages, plus the Bell Street Pier Garage and Waterfront Place Garage, are also part of SDOT’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 2016 is listed in Table 1.

Table 1. Partner garages

<table>
<thead>
<tr>
<th>Garage name</th>
<th>Low-rates agreement</th>
<th>Long-term covenant</th>
<th>e-Park agreement</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pike Place Market Garage</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>First and Columbia Garage</td>
<td>√</td>
<td></td>
<td>√</td>
</tr>
<tr>
<td>Hillclimb Court Garage</td>
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<tr>
<td>Watermark Tower Garage</td>
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<td>√</td>
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<tr>
<td>Butler Garage</td>
<td>√</td>
<td></td>
<td>√</td>
</tr>
<tr>
<td>Stadium Place Garage</td>
<td></td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Bell Street Pier Garage</td>
<td></td>
<td></td>
<td>√</td>
</tr>
<tr>
<td>Waterfront Place Garage</td>
<td></td>
<td></td>
<td>√</td>
</tr>
</tbody>
</table>

In 2016, WSDOT also established a process to perform Compliance Audits of the program garages to assure that physical and operational requirements are met. The first audit was performed in November, and is described in Section 3.4. Other garages will be audited in 2017.

2.3. Marketing

*Strategy 3: Market parking availability and preferred travel routes.*

The 2016 marketing campaigns focused on building awareness and increasing usage of the site featuring a fully-integrated plan around DowntownSeattleParking.com. Efforts were executed with less marketing dollars and repurposing existing creative assets, requiring marketing dollars to work harder and to sustain a strong presence in the marketplace. The campaign consisted of online display, mobile, transit, radio, video pre-roll, digital radio, partnerships with television stations and Google Adwords (search optimization). Paid online advertising ran in the summer and holiday peak seasons. The efforts garnered more than 58 million online impressions, a 16% increase from 2015, which once again, helped lead to record-breaking traffic on the website. Marketing results are discussed in depth in Section 3.5 of this report.

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 were no 2016 actions for this strategy; right-of-way improvements were completed in 2013.

2.5. Create Temporary On-Street Parking

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

There were no 2016 actions for this strategy; temporary on-street parking was added in 2013 and 2014. The Seawall project continues to change on-street parking as construction moves along the waterfront.
2.6. Improve Wayfinding to Destinations and Parking

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

There were no 2016 actions for this strategy; signage upgrades were completed in 2014.

2.7. Expand e-Park Program (to Pioneer Square and Central Waterfront)

Strategy 8: Help customers more quickly find available and proximate parking through the City’s e-Park program.

There were no 2016 actions for this strategy. SDOT performs ongoing maintenance when equipment malfunctions occur.

2.8. Develop Smart Phone Application/Website (Parking App for Smart Phones)

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 2016, the DowntownSeattleParking.com website did not have any major enhancements as significant upgrades occurred in 2015 to feature characteristics befitting a web application.

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.

There were no 2016 actions for this strategy; free time-limited parking in the core area of Pioneer Square was implemented in September 2014.

2.10. Implement Programs for Special Events

Strategy 11: Use special event promotions for various neighborhoods by offering parking incentives.

Periodically, special free parking events are provided to build awareness of the program and parking availability. In 2016, no new events were introduced but the program continued the on-going monthly free parking promotion during the First Thursday Art Walk in Pioneer Square and Mother’s Day event on the Waterfront. Detail about these events and participation information is provided in Section 3.6.
3. PROGRAM PERFORMANCE

The following sections present information used to evaluate the performance of various parking strategies. Data collected since various strategies were first implemented have been compiled to show the trends over time. Key data that have been tracked over time include:

1. On-street parking supply and parking transactions
2. Parking utilization and transactions for partnership garages
3. Website metrics
4. Parking use during special events and promotions

3.1. On-Street Parking Supply

3.1.1. Parking Losses due to AWV and Seawall Construction

In 2015, analysis was added to the Monitoring report to show the effect of AWV and Seawall construction activities to on-street parking, and comparing total supply to pre-construction conditions that existed in 2008. The analysis was updated to reflect changes that occurred in 2016. This analysis tracks the loss of on-street parking along Alaskan Way and under the Viaduct from S Massachusetts Street to Virginia Street, as well as along Railroad Avenue S and 1st Avenue S from Alaskan Way to S Royal Brougham Way. This accounts for the impacts associated with the Holgate-to-King Street (H2K) project and south tunnel portal projects that removed parking near the Stadiums. The study area for this analysis is highlighted by the red boundary on Figure 1.

Figure 1. On-Street Parking Study Areas
The number of parking spaces that existed in the red-outlined study area, which extends from Virginia Street on the north to S Massachusetts on the south, was compiled from a variety of sources. The pre-construction condition is based on information in the *H2K Environmental Assessment*¹ and on-street parking studies performed by Heffron Transportation and SDOT. Prior to the H2K project, there were a total of 1,134 on-street parking spaces in the affected area. Most of these spaces (642) were located south of S King Street and were unrestricted spaces under the Viaduct. The combination of the H2K project, the tunnel launch pit, and the South Access Project eliminated all but 25 of those on-street spaces. The south end tunnel construction has also eliminated most of the spaces in the Pioneer Square segment of the study area between S King Street and Columbia Street, reducing on-street parking from 185 spaces before construction to 7 spaces in the current configuration. Spaces in the Central Waterfront segment between Columbia Street and Virginia Street have been affected by Seawall construction, most substantially during the first season in 2013 when parking decreased from 355 to 146 on-street spaces. Many businesses along the waterfront were closed during this phase of construction. In fall 2016, there were 369 on-street spaces in the Central Waterfront segment.

![Figure 2. On-Street Parking Losses Associated with AWV and Seawall Construction](source: SDOT, March 2016.)

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3.1.2. Neighborhood Area On-Street Parking

The parking supply presented above tracks only the on-street parking losses caused by the AWV and Seawall projects. It does not account for parking lost due to other construction projects such as the First Hill Streetcar construction in Pioneer Square, utility construction along Western Avenue, or private development projects such as the construction of the new Weyerhaeuser headquarters. In order to evaluate the full parking losses in the Pioneer Square and Central Waterfront neighborhoods, SDOT’s database of parking for designated monitoring areas—“Pioneer Square Core” and “Commercial Core-Waterfront”—were used. These areas are shown on Figure 1 above, and are substantially larger than the analysis of just the Viaduct construction zone. SDOT tracks both the parking supply and pay station transactions for these broader areas. These data are reported below to show changed in on-street parking supply by month since August 2011 when monitoring first began.

3.1.3. On-Street Parking Supply for Neighborhood Areas

Figure 3 shows how the number of on-street parking spaces in the Pioneer Square Core and the waterfront has changed over time, and notes events that changed the supply. There was a slight decrease in Pioneer Square parking supply in 2016 due to both public and private construction. The chart also shows the removal and replacement of on-street parking along the waterfront due to the various stages of Seawall construction. Parking eliminated by the emergency water main replacement along Western Avenue was replaced by the end of 2016.

![Figure 3. Number of On-Street Pay Station Parking Spaces](source: SDOT, January 2017)
3.1.4. 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 trend over time. These are shown in Figure 4 for the waterfront and Figure 5 for Pioneer Square.

As shown, the number of transactions along the waterfront has fluctuated with the loss of on-street parking. There is also substantial seasonal fluctuation in parking use, exhibited by the change in the number of transactions in 2012 when on-street parking supply was relatively stable. The number of transactions per month in Pioneer Square was highest in August 2011 before on-street parking under the Viaduct was removed. The number of transactions has rebounded and in July 2016, they were only 5% lower than prior to tunnel construction even though there are 30% fewer on-street parking spaces.

![Figure 4. Number of Pay Station Transactions per Month – Waterfront](image)

3.2. Partner Garage Utilization

Five garages currently participate in the low-rate partnership program, all offering a rate of $3 per hour to park up to four hours. One other garage, Stadium Place, offers the same low rate through a covenant negotiated as part of Strategy 1. The following sections show the change in the number of transactions per month for short-term parking in each garage, which includes customers who parked for four hours or less. The garage transactions are compared to the number of on-street parking spaces that were available in each garage’s subarea (e.g., on-street parking on the waterfront, Pioneer Square, or both). This was done to show whether or not there is a relationship between on-street parking supply and off-street demand.

3.2.1. Pike Place Market Garage

The low-rate parking program in the Pike Place Market garage started in July 2012. Since then, the number of short-term parking transactions in this garage has substantially increased. Figure 6 shows the short-term parking transactions for each month since program implementation. The chart also shows the number of on-street parking spaces that were available along the Waterfront, which roughly covers the streets from Alaskan Way to 1st Avenue and from Columbia Street to Pine Street. Figure 7 shows the total number of short-term transactions by year. The data show:

- Parking demand in the Pike Place Market Garage fluctuates substantially by season, with peak demand in the summer months.
- There were about 175,000 short-term parking transactions in 2015, up from about 148,000 in 2015 (an 18-percent year-over-year increase).
• Short-term parking continues to increase at a high rate of growth. Since 2012, the number of short-term transactions has grown by 40% per year (compound growth). The garage had twice as many short-term transactions in August 2016 than it had in August 2012.

• The Pike Place Market Garage has the most short-term transactions of any of the program’s garages.

Source: Data provided by Pike Place Market, and compiled by WSDOT, January 2017.
Notes: Short-term parking transactions are for periods of four hours or less. On-street parking spaces include streets in the areas shown in the Waterfront area on Figure 1.
3.2.2. 1st and Columbia Garage

The 1st and Columbia Garage was the first partner to enter the low rate program in November 2011. Additional investments were made in the 3rd Quarter of 2013 when interior and exterior aesthetic improvements were made (painting, lighting, and signage) and e-Park equipment was installed to show the number of spaces available on both an electronic sign at the entrance, dynamic message signs on roadways into the neighborhood, and on the program’s website. Figure 8 presents the number of short-term weekday parkers by month (those who parked for four hours or less), as well as the total number of on-street parking spaces that existed in both the Pioneer Square and waterfront neighborhoods, since this garage serves both neighborhoods. Figure 9 shows the annual short-term parkers (for just weekdays). The data show:

- Parking demand in the 1st and Columbia Garage fluctuates substantially by season, with peak demand in the summer months.
- Short-term parking has continued to increase, but at a slower rate than in previous years. Between 2012 and 2015, short-term transactions had grown by 45% per year (compound growth). In the past year (2015 to 2016), the number of short-term parkers increased by about 5%. Overall, the growth between 2012 and 2016 is about 22% per year.
Figure 8. 1st and Columbia Garage – Number of Short-term Parkers per Month

Source: Data provided by SPPlus, Inc. and compiled by WSDOT. January 2017.
Notes: Short-term parking transactions are for periods of four hours or less.
On-street parking spaces include streets in the areas shown on Figure 1.

Figure 9. 1st and Columbia Garage – Number of Short-term Parkers per Year

Source: Data provided by CPS, Inc. and compiled by WSDOT, January 2017.
Note: Short-term parking transactions are for periods of four hours or less.
3.2.3. **Hillclimb Court Garage and Watermark Tower Garage**

The Watermark Tower Garage and Hillclimb Court Garage entered the low-rate program in May 2013. These garages are proximate to the central waterfront: the Watermark Tower Garage is accessed from Western Avenue north of Spring Street, and the Hillclimb Court Garage is accessed from Alaskan Way north of Union Street. Figure 10 shows the number of short-term transactions per month in the combined garages; the chart also shows the number of on-street parking spaces along the waterfront. Figure 11 shows the number of short-term transactions per year for each garage. The data show:

- Combined short-term parking demand in the garages was very low from September 2013 through April 2014 when many waterfront businesses were closed due to Seawall construction.

- Short-term parking in the two garages was nearly the same in 2016 as it was in 2015 (59,200 transactions in 2016 versus 59,500 transactions in 2015). However, use between the two garages changes—there were about 4,000 fewer transactions in the past year for the Hillclimb Court garage compared to the prior year, and about 4,000 more transactions per year in the Watermark garage.

- Although there was no growth in 2016, the overall growth since the short-term program started in May 2013 is estimated to be 27% per year (compound).

**Figure 10. Hillclimb Court and Watermark Tower Garages – Number of Short-term Parkers per Month**

Source: Data provided by Republic Parking, and compiled by WSDOT. Garages entered the program in May 2013.

Notes: Short-term parking transactions are for periods of four hours or less.

On-street parking spaces include streets in the Waterfront areas shown on Figure 1.
3.2.4. Butler Garage

The Butler Garage joined the low-rate program in September 2013. Figure 12 shows the number of short-term parking transactions per month, along with the on-street parking supply in Pioneer Square. Figure 13 shows the annual transactions since the program commenced. The data show:

- In 2016, the garage had about 34,500 short term transactions. Since the program started in 2013, the overall growth has been about 119% per year. Most of the growth occurred between 2014 and 2015, with a lower growth rate of 7% in the past year.

- There was little change in Pioneer Square’s on-street parking supply during the period when this garage participated in the low-rate program. However, there has been a reduction of off-street parking supply in the neighborhood, such as the North Lot and 202 Occidental Avenue S.
Figure 12. Butler Garage – Number of Short-term Parkers per Month

Source: Data provided by LAZ Parking, and compiled by WSDOT. Garage entered the program in September 2013.
Notes: Short-term parking transactions are for periods of four hours or less.
On-street parking spaces include streets in the Pioneer Square area shown on Figure 1.

Figure 13. Butler Garage – Number of Short-term Parkers per Year

Source: Data provided by Republic Parking NW, and compiled by WSDOT.
Note: Short-term parking transactions are for periods of four hours or less.
3.2.5. Stadium Place Garage

Stadium Place garage entered the low-rate program in October 2013 through a long-term covenant with WSDOT. Figure 14 shows the number of short-term parking transactions per month, along with the on-street parking supply in Pioneer Square. Figure 13 shows the annual transactions since the program commenced. It is noted that game days are excluded from the covenant. The data show:

- In 2014, the Stadium Place garage had about 8,830 short term transactions, which nearly doubled to about 17,160 in 2015, and increased again to about 19,300 transactions in 2016. The rate of growth has slowed, but was still at 12% from 2015 to 2016.
- There was little change in Pioneer Square’s on-street parking supply during the time period when this program was in effect. However, there have been losses of other off-street lots in the neighborhood, such as the North Lot and 202 Occidental Avenue S.

Figure 14. Stadium Place Garage – Number of Short-term Parkers per Month

Source: Data provided by Stadium Place Investors, and compiled by WSDOT. Garage entered the program in October 2013. Note: Short-term parking transactions are for periods of four hours or less.
Figure 15. Stadium Place Garage – Number of Short-term Parkers per Year

Annual Growth = 94% from 2014 to 2015, and 12% from 2015 to 2016

Source: Data provided by Republic Parking NW, and compiled by WSDOT.
Note: Short-term parking transactions are for periods of four hours or less.
3.2.6. Summary of All Garages

The annual short-term transactions for each of the program garages are compared in Figure 16 below. As shown, the Pike Place Market Garage has the highest number of short-term transactions. In 2016, it had more short-term parking transactions than the other five garages combined with about 175,000 annual transactions. The Butler Garage and Hillclimb Court Garage have the next highest number of short-term transactions with just over 34,000 transactions each.

![Figure 16. All Low-Rate Program Garages– Number of Short-term Parkers per Year](image)

Source: Data provided by garage operators and compiled by WSDOT.

Note: Short-term parking transactions are for periods of four hours or less.

3.2.7. Total Transactions for On-Street plus Waterfront Partner Garages

Analysis was added to the Monitoring Report in 2015 to determine how the four low-rate program garages that serve waterfront customers—Pike Place Market, 1st and Columbia, Hillclimb, and Watermark—have helped to off-set the loss in on-street parking along the waterfront. To understand this relationship, the transactions in the four waterfront garages were combined with the on-street parking transactions to show how the total number of transactions has changed over time. The analysis, updated with 2016 data, is shown on Figure 17.

This analysis shows that short-term parking transactions in the waterfront area were higher in August 2016 (at 71,160 per month) than in August 2013 (at 70,923 per month), even though on-street spaces declined by 25% (from 500 spaces to 379). This shows that the program has successfully off-set the transactions that formerly occurred at on-street spaces.
3.3. All Garage Utilization

The above section shows how parking demand has changed in the partnership garages over time. This section shows how the demand at all garages—those with short-term rate programs and those without—have changed over the same period. This analysis is based on annual counts performed by the Puget Sound Regional Council (PSRC), WSDOT and SDOT at downtown parking facilities. The data were compiled to reflect just the facilities in the Pioneer Square and waterfront neighborhoods.

Figure 18 shows the study area for the parking survey and the location of the existing garages. The boundaries are Lenora Street to the north, just south of S King Street to the south, Alaskan Way to the west, and 2nd Avenue/3rd Avenue S to the east. Parking utilization surveys of facilities in this area were first conducted by the PSRC in 2010. During the original PSRC study, only a select few of the facilities were surveyed. Heffron Transportation was commissioned by WSDOT to survey all of the publically-available off-street facilities in 2012 and 2013. In 2014, 22 of the facilities were counted as part of SDOT’s comprehensive Downtown Off-Street Parking Study. In June 2016, all garages were again surveyed as part of SDOT’s Downtown Study.

For all of the survey years, parking demand counts were performed for weekday morning and afternoon peak periods. Morning counts were performed between 8:30 and 11:30 A.M. and afternoon counts were performed between 1:00 and 3:00 P.M. A full summary of parking demand counts for the five years is presented in Appendix A.
AWV MITIGATION
Parking Monitoring
Off-Street Facilities

Figure 18
Off-Street Parking Facility Locations

Note: Location dots represent general area of off-street facility

N

12.31.2016
While comparisons are not possible for the full data set since some facilities were not surveyed during some years, it is possible to compare for select facilities. Three subsets of the garages were evaluated to show annual trends in parking demand near the Pike Place Market, the Central Waterfront, and Pioneer Square. It is noted that the parking demand reflects the number of vehicles parked at one point in time during the survey period, and includes long-term and short-term parkers. Three charts (Figures 19, 20 and 21) show the cumulative parking demand by year, and list the garages included in each subarea (by facility number that is tracked in the table along with the common name of the garage).

Figure 19. Off-Street Parking Demand – Pike Place Market Area and North Waterfront

Source: Heffron Transportation, Inc. based on annual parking surveys of selected garages. Identification numbers for the garages included in the dataset are shown by location on Figure 18.
Figure 20. Off-Street Parking Demand – Central Waterfront Area

Source: Heffron Transportation, Inc. based on annual parking surveys of selected garages. Identification numbers for the garages included in the dataset are shown by location on Figure 18.

Figure 21. Parking Demand – Pioneer Square Area

Source: Heffron Transportation, Inc. based on annual parking surveys of selected garages. Identification numbers for the garages included in the dataset are shown by location on Figure 18.
As shown, parking demand in the sample garages has decreased since 2012 near the Pike Place Market and the Central Waterfront. As previously noted, the parking demand reflects a one day count in each garage, and therefore, demand can fluctuate due to weather, season, and other factors. The year 2014 and 2016 counts were performed in June when Seattle Schools were still in session, whereas the other year counts were performed in August when short-term parking transactions are highest. These data suggest that the substantial growth in demand experienced at the low-rate partnership garages does not extend to other garages.

Parking demand did increase in Pioneer Square. Of particular note was the increase in demand during the morning peak hour, which likely reflects more use by commuters to the neighborhood. For all subareas, the parking demand in the garages does not approach the capacity of the selected garages. In 2016, the highest utilization was in Pioneer Square, where utilization of the selected garages reached 80%.

### 3.4. Compliance Audits

In 2016, WSDOT created a process to audit program garages and determine if they are complying with the terms of their agreement or covenant. A compliance audit was performed for the Stadium Place Garage on November 1, 2016. During that process, detailed information was collected about the number of spaces provided, whether the required signage was in place, and the length of time that the spaces signed for 4-hour parking were actually occupied. The audit determined excellent compliance with the physical requirements related to location and signage of the short-term spaces. However, too many of the short-term spaces (40%) were being used to support long-term commuters, which is counter to the covenant requirements and program intent. A report was prepared documenting the results of the audit, and WSDOT then sent notice to the garage owner demanding that garage operations be changed to assure that the 75 short-term spaces are only used by customers who park for four hours or less. Potential remedies suggested include:

- Strictly enforcing the time limit in the designated spaces, and ticketing vehicles that overstay the 4-hour limit;
- Eliminating or limiting the Early Bird Parking program so that only your available long-term parking is used by Early Bird parkers;
- Changing the signage at the entry from “Lot Full” to “No Daily Parking Available” or “Short-Term Parking Only” when the spaces beyond the 75 short-term spaces are full.

### 3.5. Marketing Program

#### 3.5.1. Website Analytics

The parking program established a website—DowntownSeattleParking.com—that went live in January 2013. Since that time, the website’s traffic has steadily increased year-over-year. Figure 22 shows website page views for the past four years, along with the time periods for the program’s various marketing campaigns. In 2016, the site had more than 700,000 page views with 82% of traffic generated via mobile and tablet devices and an overall bounce rate of 29.6%. Such high views through these devices show the importance of providing a mobile-responsive site which is how users are engaging with the information. A bounce rate within a 26 to 40% range is considered excellent. Ongoing content edits were made throughout the year.
Successes of the marketing program can be inferred from key industry metrics:

- In 2016 the Click through rate (CTR) for DowntownSeattleParking.com’s digital advertising delivered at 0.57%, five times higher than US benchmarks.

- Overall 2016 campaign Cost per click (CPC) for digital advertising was $2.30 and delivered 69,957 clicks.

- The mobile portion of the campaign delivered a 0.36% CTR and a CPC of $1.14, helping DowntownSeattleParking.com achieve a 75-82% mobile share.

- Google Search performed outstanding with a very high CTR of 8.03% and low CPC at $0.97 delivering well within US benchmark.

- Transit advertising and light rail proved to be a good value proposition, with additional bonuses worked into the media buy.

The success of performance can be found in the correlating data of short-term, low cost parking utilization in program garages and lots. The relationship between website traffic and potential garage use was evaluated using parking transactions for the 1st and Columbia garage. This relationship is shown on Figure 23. This garage’s data were used (instead of the Pike Place Market) since it is less influenced by seasonal fluctuations in demand or separate marketing conducted by the Pike Place Market and the Seattle Aquarium. The chart shows that peak website traffic coincides with peak transactions.
3.6. Special Promotions

A main goal of the SR 99 Parking Mitigation program is to provide close, affordable parking to Pioneer Square and waterfront neighborhoods, helping to maintain vitality during construction. Periodically, special free parking events are provided to build awareness of the program and parking availability.

In years past (2012-2014), a Mother’s Day Free Parking event was executed on the waterfront. With some of the businesses closed because of the City of Seattle’s Seawall construction, the program’s marketing subcommittee decided to forgo the tradition of holding a free parking event on Mother’s Day in 2015.

In 2016, the program continued the Mother’s Day event and free parking for the First Thursday Art Walk program in Pioneer Square. No events were held for businesses along Western Avenue. Details about these events are presented below.
3.6.1. Free Parking During Pioneer Square’s First Thursday Art Walk

Free parking vouchers are offered to patrons of Pioneer Square’s monthly First Thursday Art Walk. Over 75 Pioneer Square art galleries and businesses distribute vouchers during the event. Vouchers provide free parking between the hours of 5:00 P.M. to 10:00 P.M. at three neighborhood garages and parking lots. Figure 24 shows the First Thursday program use since inception. It is noted that the Merrill Place garage discontinued free parking due to construction (the garage was torn down) in March 2016. Additionally, free parking was not offered at the Pioneer Square garage as of October 2016 due to a change in ownership. To remedy these parking changes, the CenturyLink Field North Lot was brought into the program as of October 2016.

The Alliance for Pioneer Square manages the free parking promotion and voucher tracking. Each month Alliance staff delivers free parking vouchers to participating venues. After the event, staff pick up vouchers from participating garages and enter data into a spreadsheet. Staff prepare, post and boost monthly paid Facebook advertisements. Galleries and venues in turn use Alliance Facebook events and advertisements to augment their own marketing. Additionally, posters are delivered throughout the month to participating venues. Additionally DSA promotes the free parking event by posting and boosting Facebook advertisements.

Figure 24. First Thursday Free Parking Program – Vouchers Redeemed per Month

Source: Alliance for Pioneer Square, January 2017.
Note: No free parking offered January 2013 and September 2015 due to conflicting stadium events and holidays.
3.6.2. Free Parking on Mother’s Day

In 2016, the free Mother’s Day event was once again implemented on the waterfront. The Mother’s Day event team—WSDOT, Alliance for Pioneer Square (APS) staff and Downtown Seattle Association (DSA)—coordinated event promotion with waterfront business partners to increase attendance. The one-day event offered free parking to visitors of those businesses during construction and SR-99 Viaduct closure, which coincided with Mother’s Day weekend.

Event promotion and marketing included: earned media, social media, online advertising, presence on DowntownSeattleParking.com, postings on Mother’s Day partner web and social sites, point-of-service flyer, digital assets and a free parking voucher that includes a survey.

Five garages participated in the Mother’s Day Free Parking event on May 8:
- Western and Seneca Lot
- Watermark Garage
- Hillclimb Garage
- Pike Place Market
- 1st & Columbia

Garages reported a positive experience with adequate preparation in advance of the event. Garages (Western and Seneca Lot, Hillclimb Garage and Watermark Garage) and Pike Place Market, put additional staff in place day-of and reported this to be critical to the event’s success. In addition, Parking Ambassadors, staffed by the Metropolitan Improvement District (MID), were onsite to redirect parkers as facilities filled up. All participating business partners and event staff requested additional flyers explaining the program and identifying participating businesses.

Customers redeemed 572 free parking vouchers, and 463 customers took the survey provided with the voucher. Survey findings showed:
- 36% of customers were helped by a Parking Ambassador,
- 30% learned about the event through participating partners/businesses, and
- 34% came from the Eastside (I-90 Corridor and 520 cities) and the Southend (Tukwila to Auburn).
APPENDIX A

ANNUAL PARKING UTILIZATION COUNTS
<table>
<thead>
<tr>
<th>Map #</th>
<th>SDOT 2014</th>
<th>SDOT 2016</th>
<th>Type</th>
<th>Facility Name</th>
<th>ADDRESS</th>
<th>Field Notes</th>
<th>Parking Supply</th>
<th>2015 Morning (B:30 - 11:30)</th>
<th>2015 Afternoon (1:00 - 3:15)</th>
<th>2014 Morning (B:45 - 12:00)</th>
<th>2014 Afternoon (1:00 - 3:15)</th>
<th>2013 Morning (B:30 - 11:30)</th>
<th>2013 Afternoon (1:00 - 3:15)</th>
<th>2012 Morning (B:45 - 11:30)</th>
<th>2012 Afternoon (1:00 - 3:15)</th>
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<td>Republic Parking System</td>
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<td>Market Place Garage</td>
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<td>166</td>
<td>263</td>
<td>373</td>
<td>210</td>
<td>245</td>
<td>178</td>
<td>358</td>
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<td>101 King St</td>
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<td>409</td>
<td>488</td>
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## AWV Parking Mitigation Plan

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<th>SDOT ID 2016</th>
<th>Type*</th>
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<th>ADDRESS</th>
<th>Field Notes</th>
<th>Parking Supply</th>
<th>2016 Morning (8:30 - 11:30)</th>
<th>2015 Morning (8:30 - 11:30)</th>
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<td>22</td>
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<td>Construction</td>
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<tr>
<td>36</td>
<td>189</td>
<td>G</td>
<td>Pioneer Square Garage</td>
<td>74 S Jackson St</td>
<td></td>
<td>116</td>
<td>80</td>
<td>83</td>
<td>71</td>
<td>95</td>
<td>80</td>
<td>82</td>
<td>72</td>
<td>73</td>
<td>95</td>
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<tr>
<td>37</td>
<td>146</td>
<td>S</td>
<td>Impark</td>
<td>122 Occidental Ave S</td>
<td></td>
<td>56</td>
<td>28</td>
<td>27</td>
<td>not counted</td>
<td>26</td>
<td>55</td>
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<tr>
<td>38</td>
<td>153</td>
<td>S</td>
<td>300 2nd Ave Ext</td>
<td>300 2nd Ave Ext S</td>
<td>2016 Update: no longer public plng</td>
<td>11</td>
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<td>7</td>
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<td>5</td>
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<td>39</td>
<td>205</td>
<td>S</td>
<td>Diamond Lot</td>
<td>255 S Washington St</td>
<td>Lot is closed</td>
<td>14</td>
<td>removed</td>
<td>removed</td>
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<td>11</td>
<td>12</td>
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<td>G</td>
<td>Millennium Tower</td>
<td>719 2nd Ave</td>
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<td>184</td>
<td>150</td>
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<td>41</td>
<td>82</td>
<td>S</td>
<td>Same as Number 8</td>
<td>1407 Western Ave</td>
<td></td>
<td></td>
<td></td>
<td>see #8</td>
<td>see #8</td>
<td>see #8</td>
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<td>see #8</td>
<td>see #8</td>
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<tr>
<td>42</td>
<td>91</td>
<td>G</td>
<td>Butler Parking Corp. (Frye Lot)</td>
<td>117 3rd Ave S</td>
<td></td>
<td>100</td>
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<td>na</td>
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<td>82</td>
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<tr>
<td>NEW</td>
<td></td>
<td>G</td>
<td>Stadium Place</td>
<td>130 Occidental Ave</td>
<td></td>
<td>398</td>
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<td>246</td>
<td>258</td>
<td>not built</td>
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</tr>
</tbody>
</table>

* G = Garage, S = Surface

a. Supply provided by WSDOT in 2012 unless noted otherwise.

b. Facilities counted as part of SDOT Downtown comprehensive off-street study.

c. Original supply provided was 204 spaces. Supply of 221 spaces counted by Heffron.

d. Original supply provided was 130 spaces. Supply of 132 spaces counted by Heffron.

e. Original supply provided was 404 spaces. Supply of 411 counted by Heffron.

f. Original supply provided was 706 spaces. Supply reduced when Stadium Place was constructed.

g. Original supply provided was 427 spaces. Supply of 473 counted by Heffron.

h. Original supply provided was 695. Supply of 720 counted by Heffron.

i. Original supply provided was 212 spaces. Attendant indicated 300 spaces were available.

j. Original supply provided was 80 spaces. Supply of 103 was counted by Heffron.

k. Original supply provided was 204 spaces. Supply of 244 was counted by Heffron.

l. Original supply provided was 350 spaces. Supply of 398 was counted by Heffron.