

AWV Parking Mitigation Program

Parking Stakeholder Meeting, February 10, 2016

Response to Questions

QUESTION	ANSWER/REFERENCE
“The number one goal since this project was conceived was to build replacement parking on the central waterfront. Is it accurate to make the claim ‘we’re meeting our objectives’ when we fail to meet the primary goal?” (2/11 BD email)	There are multiple project goals, including replacing short-term parking. Growth in use of facilities has been significant – see Section 3.2 of the Year End 2015 Monitoring Report. Work continues on strategies that will secure additional short-term spaces in garages in the vicinity of the central waterfront.
Can we calculate trips this project can take credit for as a share of short-term trips downtown? (2/10 Stakeholder Meeting)	This cannot be calculated using existing program data, since we lack recent primary data from program users. Stakeholders have not wanted to devote resources to this type of data collection and analysis.
“Do we have market research or customer comments to confirm statements that marketing drives people to garages or garage improvements pay off?” (2/11 BD email)	Parking utilization rates correlate with website visits (see Figure 17 in the 2015 Monitoring Report). We have also received strong qualitative support from both businesses and customers.
“Let’s include a page at the beginning that identifies the full scope of public parking spaces lost since this project began.” (2/11 BD email)	The loss of on-street parking since the beginning of the AWV program has been documented in Section 3.1.1 of the 2015 Monitoring Report.
“On page 17, let’s add boxes and confirm math and add box notes...” (re: parking space loses on Western) (2/11 BD email)	Figure 2 in the 2015 Monitoring Report has been annotated to describe events that changed parking supply.
“It would be interesting to overlay a line on the final parking graphs showing trends in customer counts or sales over the same period.” (2/11 BD email)	We could create graph if businesses are willing to share compiled customer data.
“What did it cost to generate a parking event?... We could do the same analysis for each garage, leaving marketing spending out.” (2/11 BD email)	WSDOT has determined the cost per transaction for the various partner garages. The details are attached.
“What percentage of our parking capacity on streets and in short term spaces in garages do we use?” (2/11 BD email)	WSDOT performed parking utilization counts of 32 publicly-available parking facilities in August 2015. The results of that survey (attached) show that peak parking utilization occurred in the afternoon when 79% of the spaces were occupied.
“What are the website views by area?” (2/10 Stakeholder Meeting)	Over the last two years, the majority of the 1.3 million <i>DowntownSeattleParking.com</i> website views originated in the Seattle metropolitan area (40% from Seattle and 10% from other large cities in Puget Sound area). About 6% of the website views were from those who reside in major cities such as San Francisco, Portland and Los Angeles.
What are the specific event statistics? (2/10 Stakeholder Meeting)	See Section 3.4 of the 2015 Monitoring Report. Detailed event summaries are also available, if desired.

Attachments:

Cost per Transaction Analysis

SR 99 Tunnel Project – Parking Mitigation Plan, Monitoring of Off-Street Parking Facilities, October 5, 2015.