

Alaskan Way Viaduct **REPLACEMENT** PROGRAM



**Parking Mitigation Program
Stakeholders Meeting
February 10, 2016**

Welcome Stakeholders!

Today's Agenda

1. Welcome
2. Project Updates
3. Program Purpose
4. Mission
5. Current Strategies
6. Performance Data & Takeaways
 - Garage Partnerships
 - Marketing
 - Special Events
7. The Path Forward
 - Vision
 - Strategies & Budget
 - Transition
 - Next Steps
8. Discussion
9. Adjourn

Project Updates

- AWW Replacement Program

Program Purpose

Mitigate impacts resulting from the removal of on-street parking underneath the Alaskan Way Viaduct during AWWV project construction



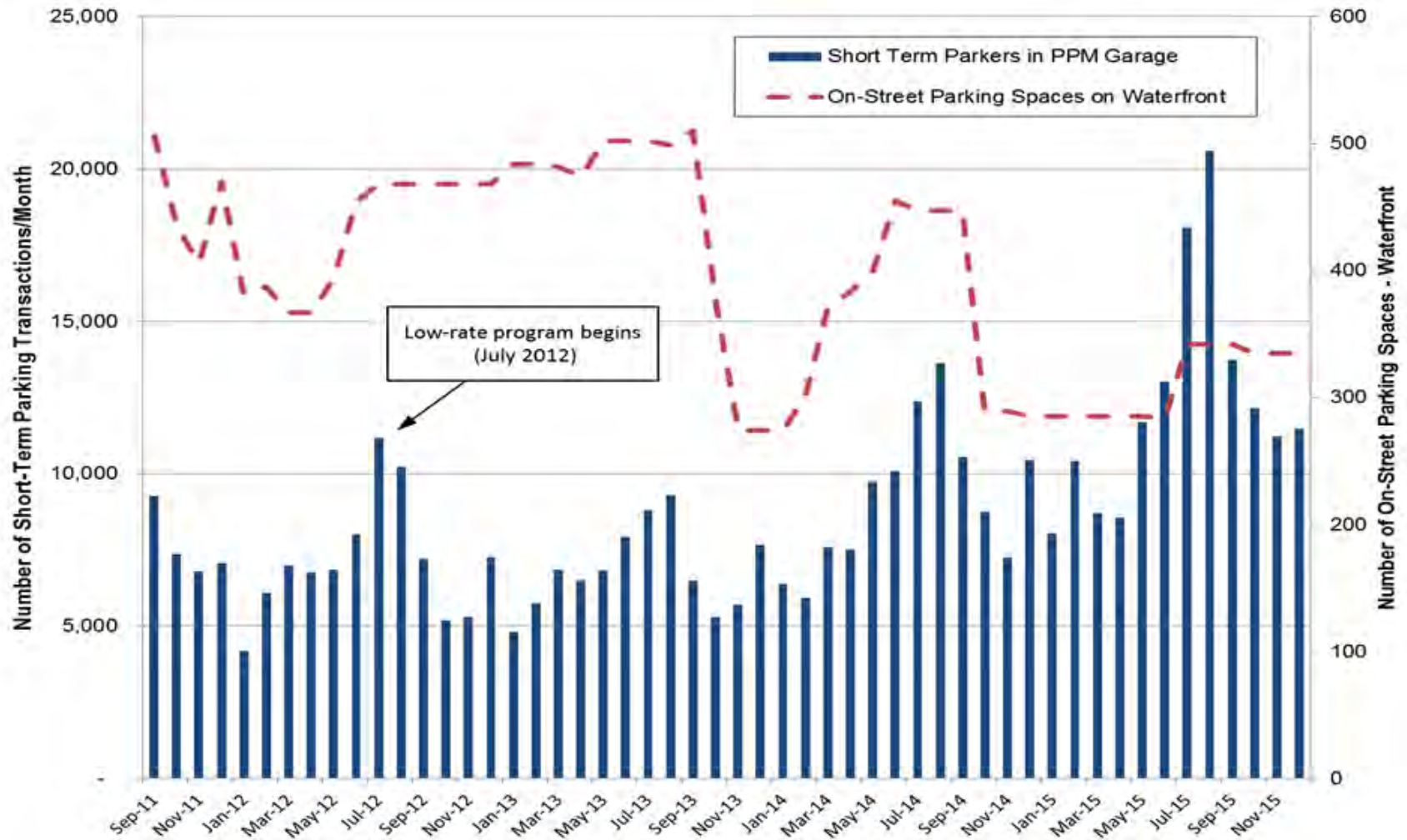
Mission

Safe, affordable, proximate parking
benefiting waterfront and Pioneer Square to address the
removal of on-street parking underneath the AWW

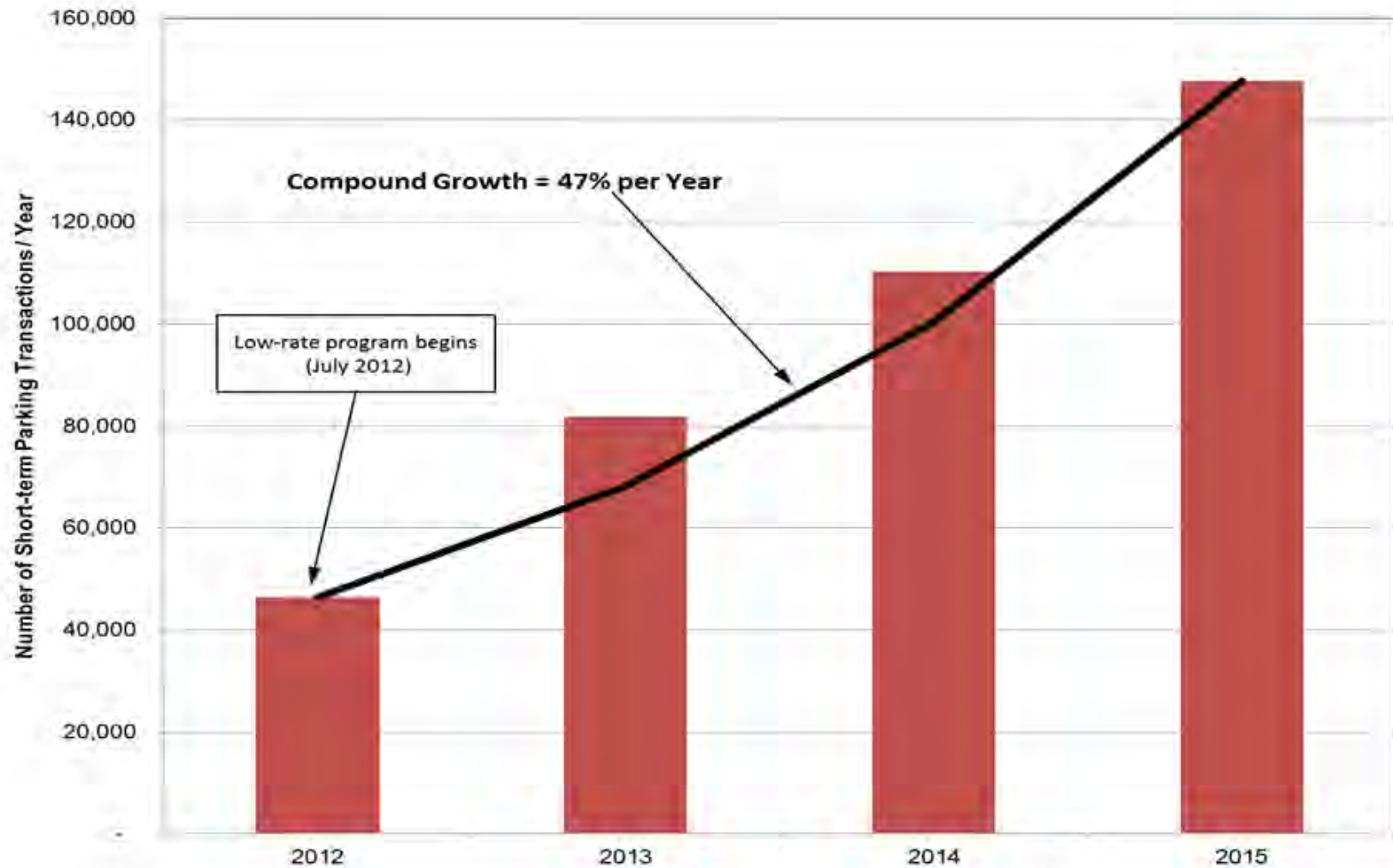
Current Strategies

- 1. Parking Garages**
- 2. Garage Partnerships**
- 3. Marketing Program**
4. Public ROW Improvements
5. Temporary On-Street Parking
7. Wayfinding Improvements
8. e-Park Operations
9. Parking App
10. Changes to On-Street Parking
- 11. Special Events**
12. Administration (includes monitoring)

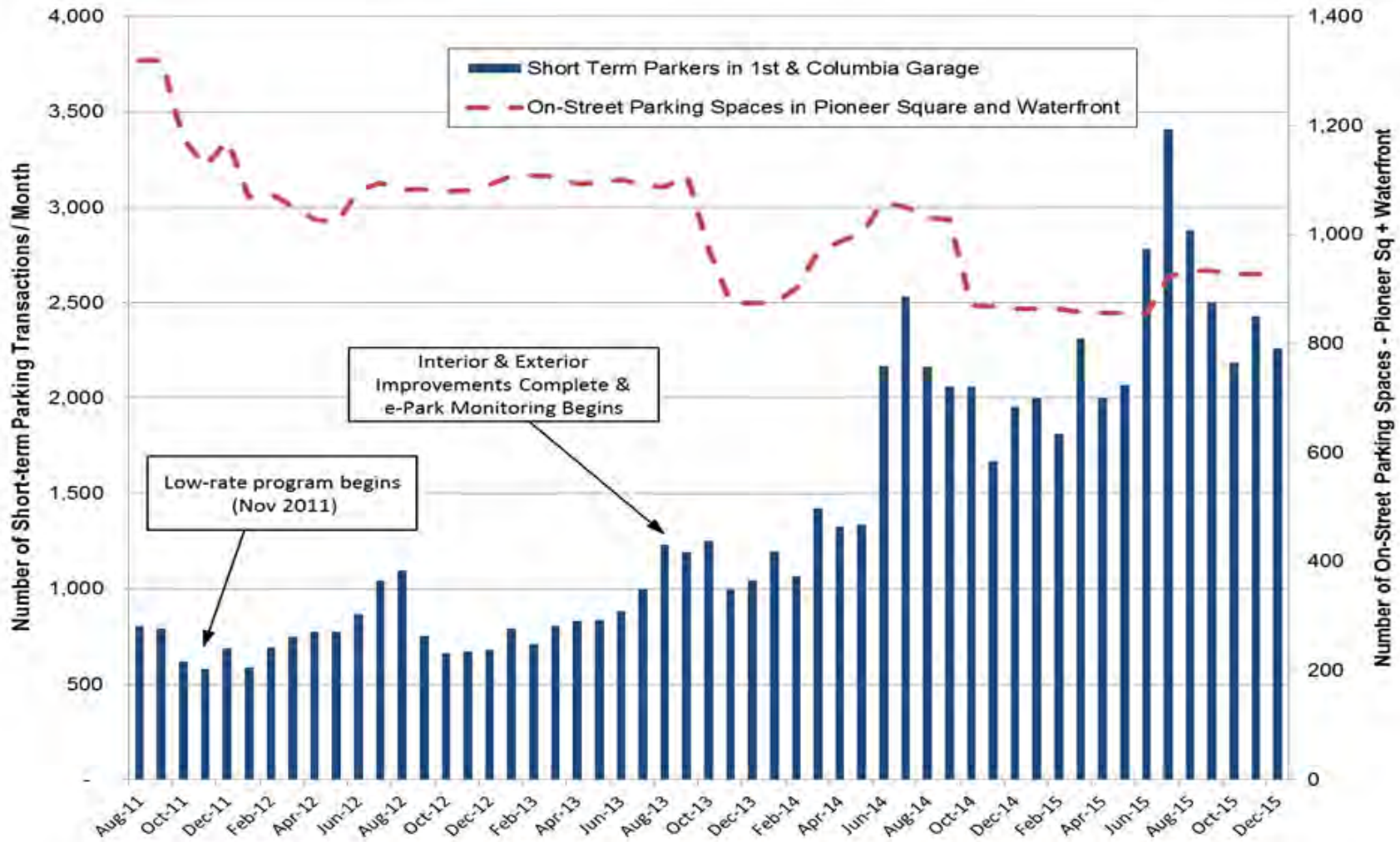
Pike Place Market Garage – Short-term Parkers/Month



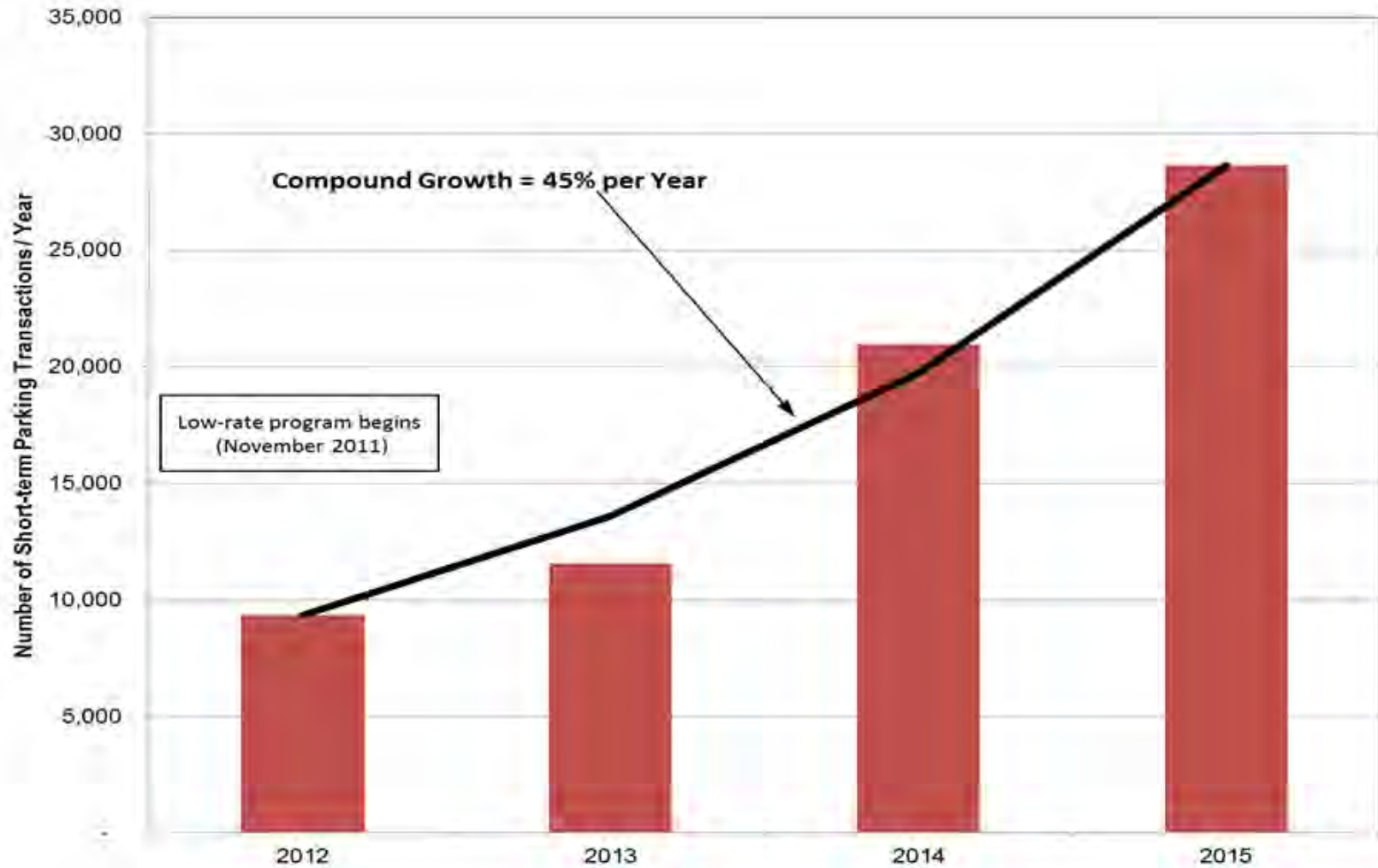
Pike Place Market Garage – Short-term Parkers/Year



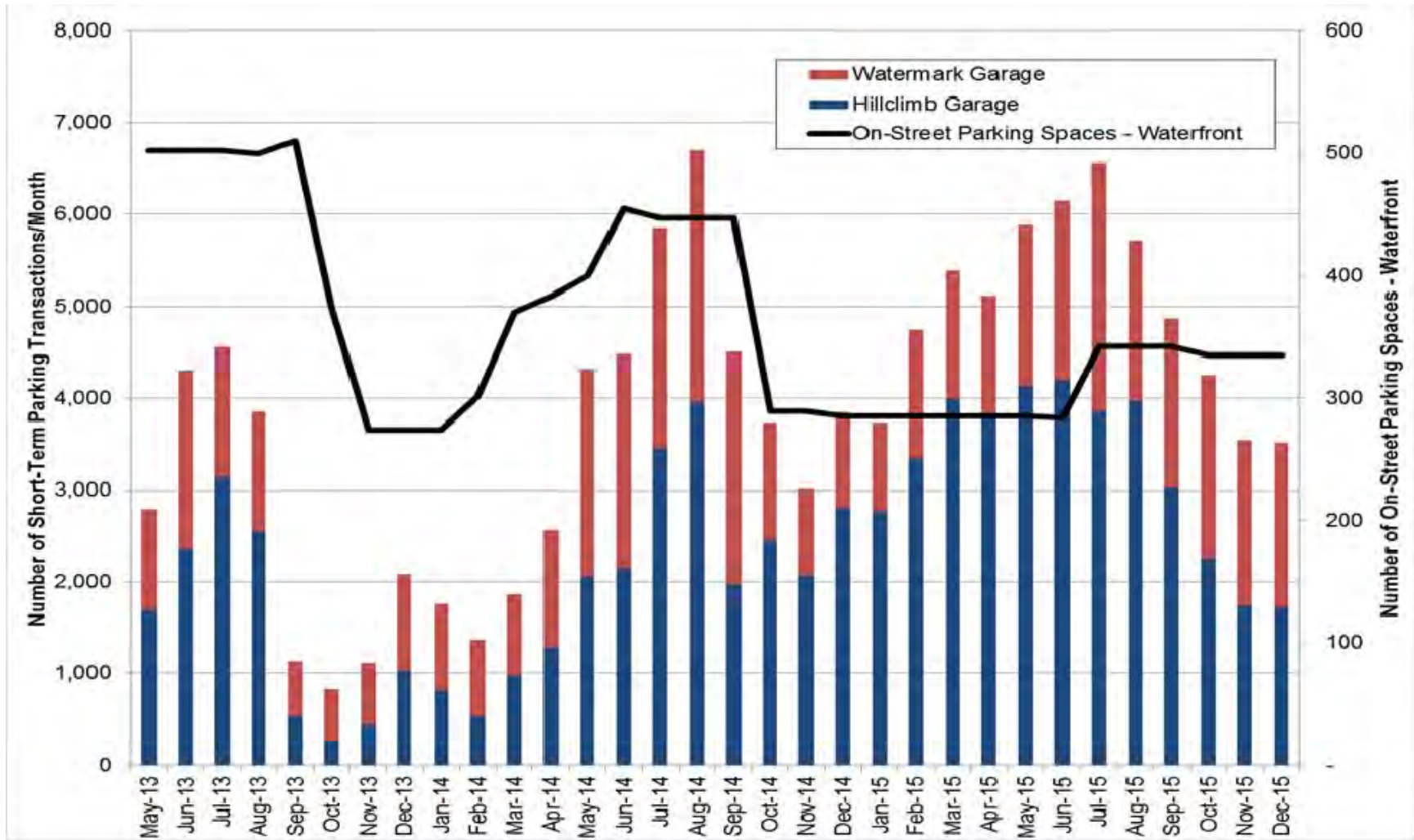
1st & Columbia Garage – Short-term Parkers/Month



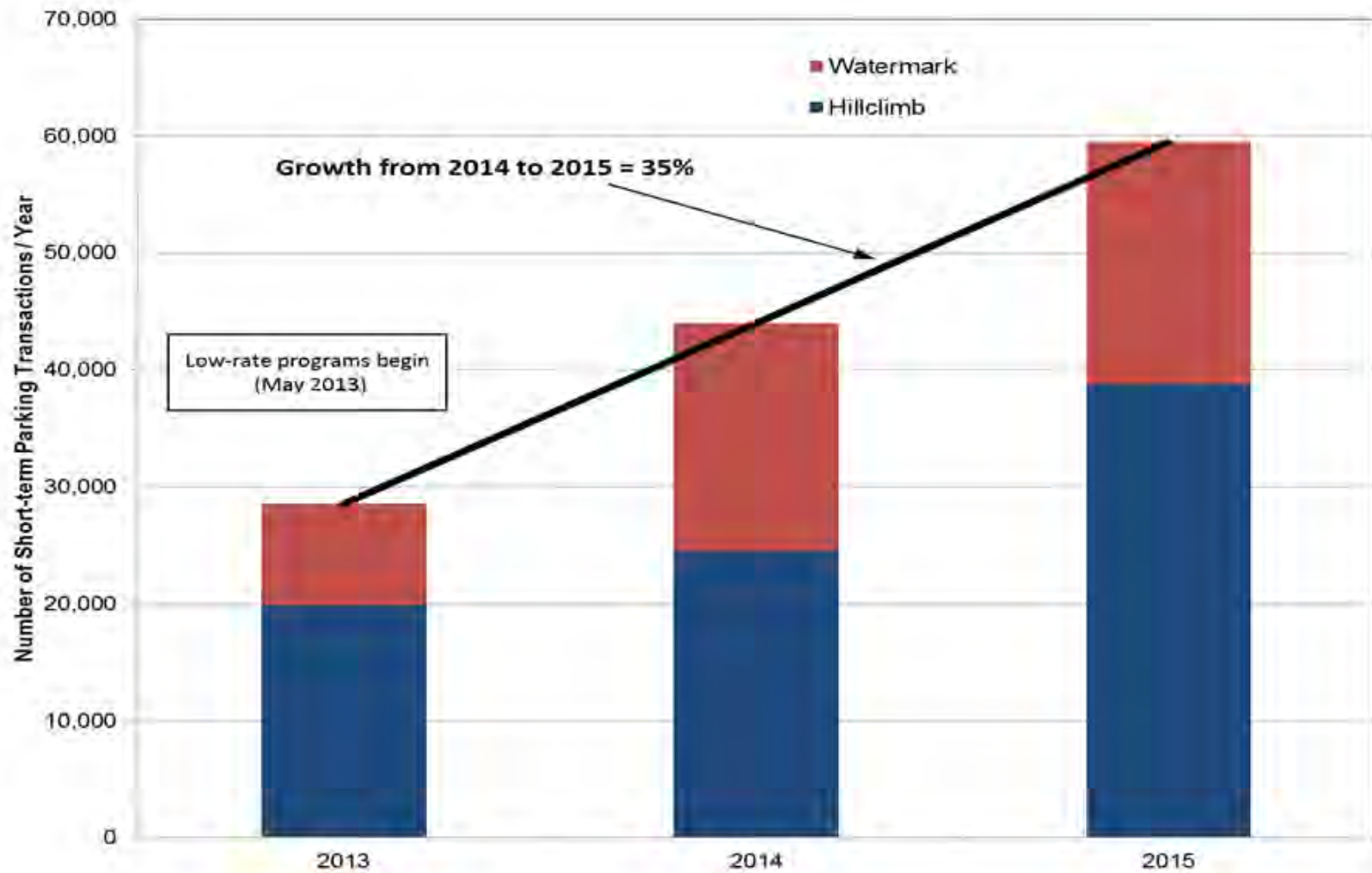
1st & Columbia Garage – Short-term Parkers/Year



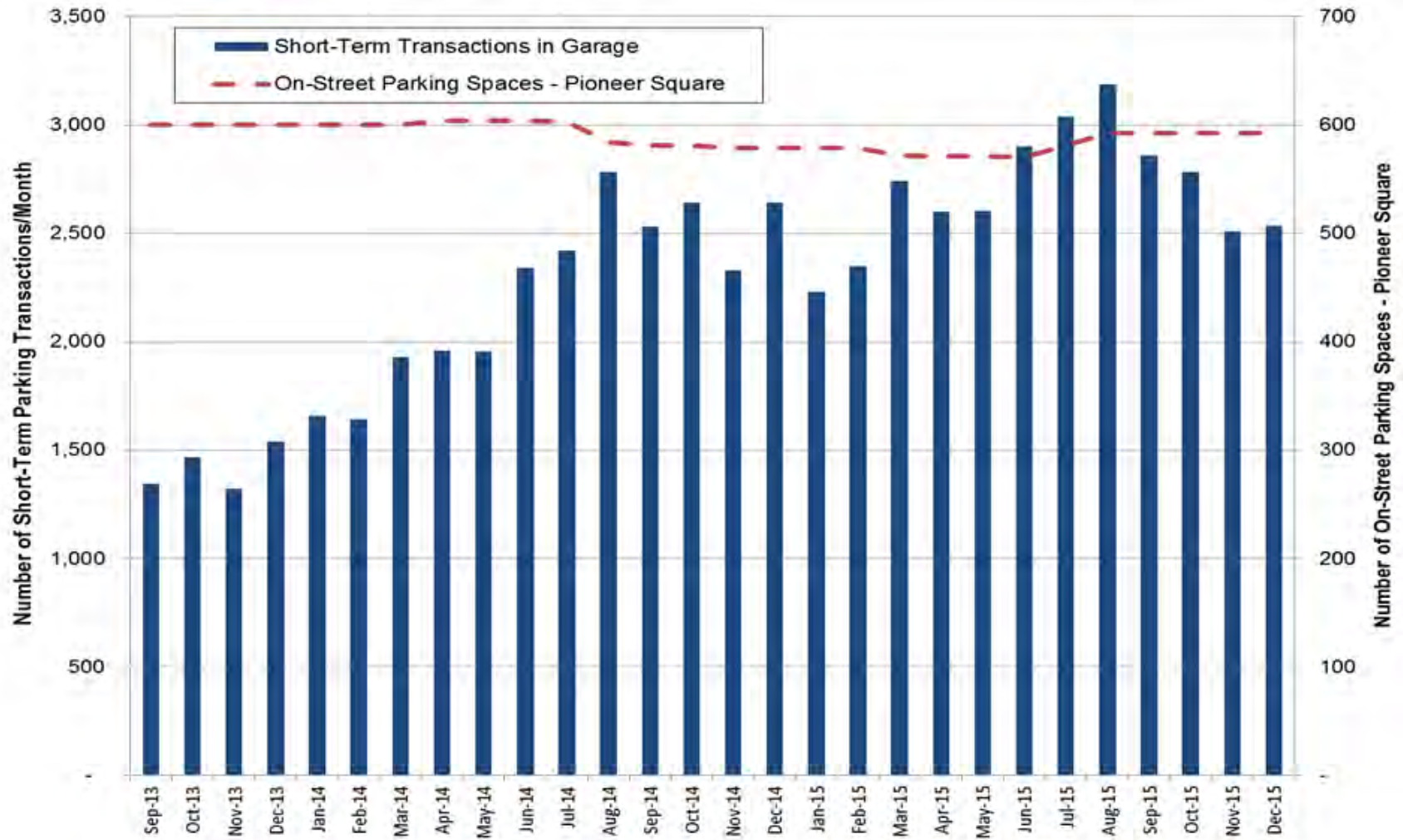
Watermark & Hillclimb Garages – Short-term Parkers/Month



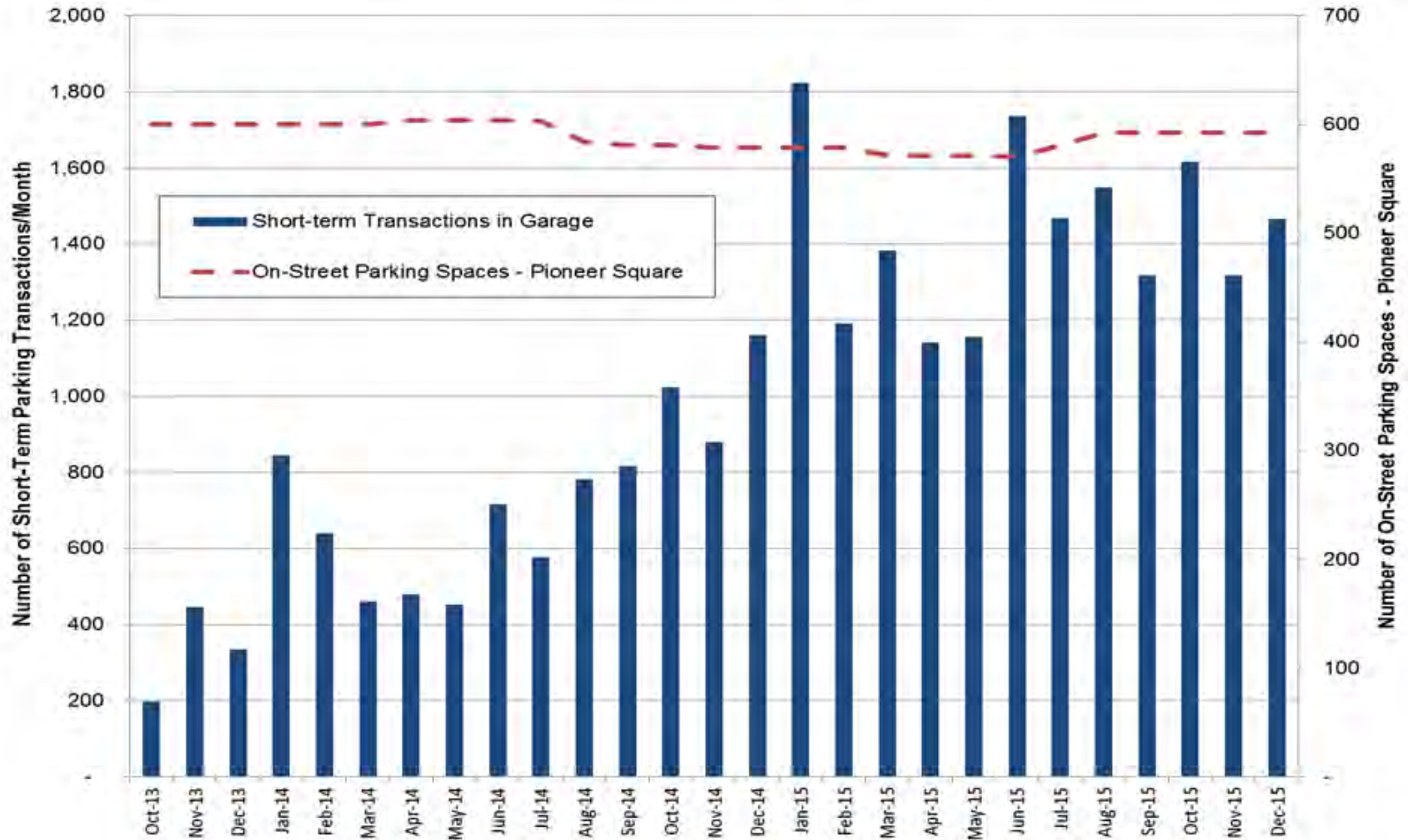
Watermark & Hillclimb Garages – Short-term Parkers/Year



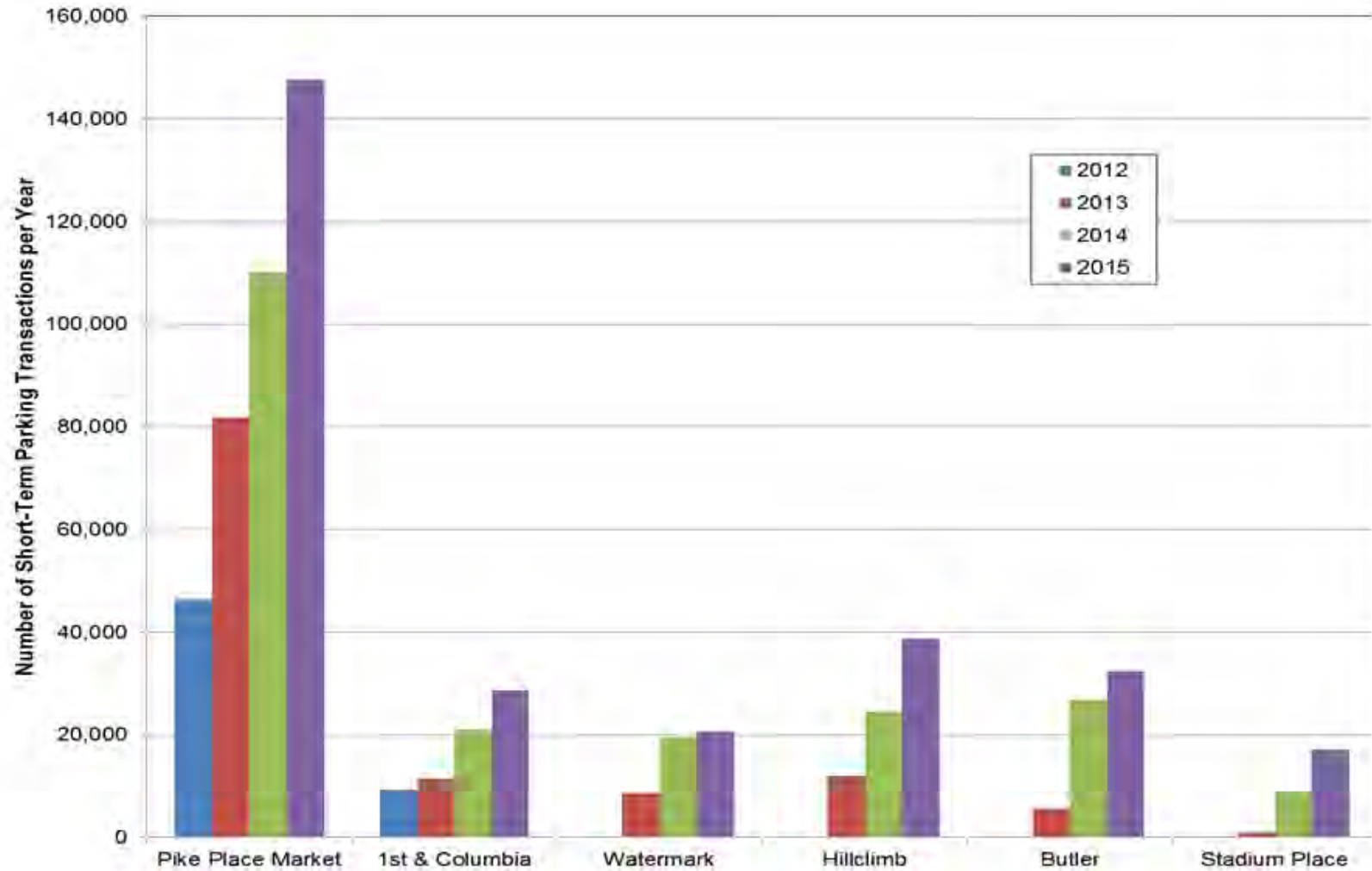
Butler Garage – Short-term Parkers/Month



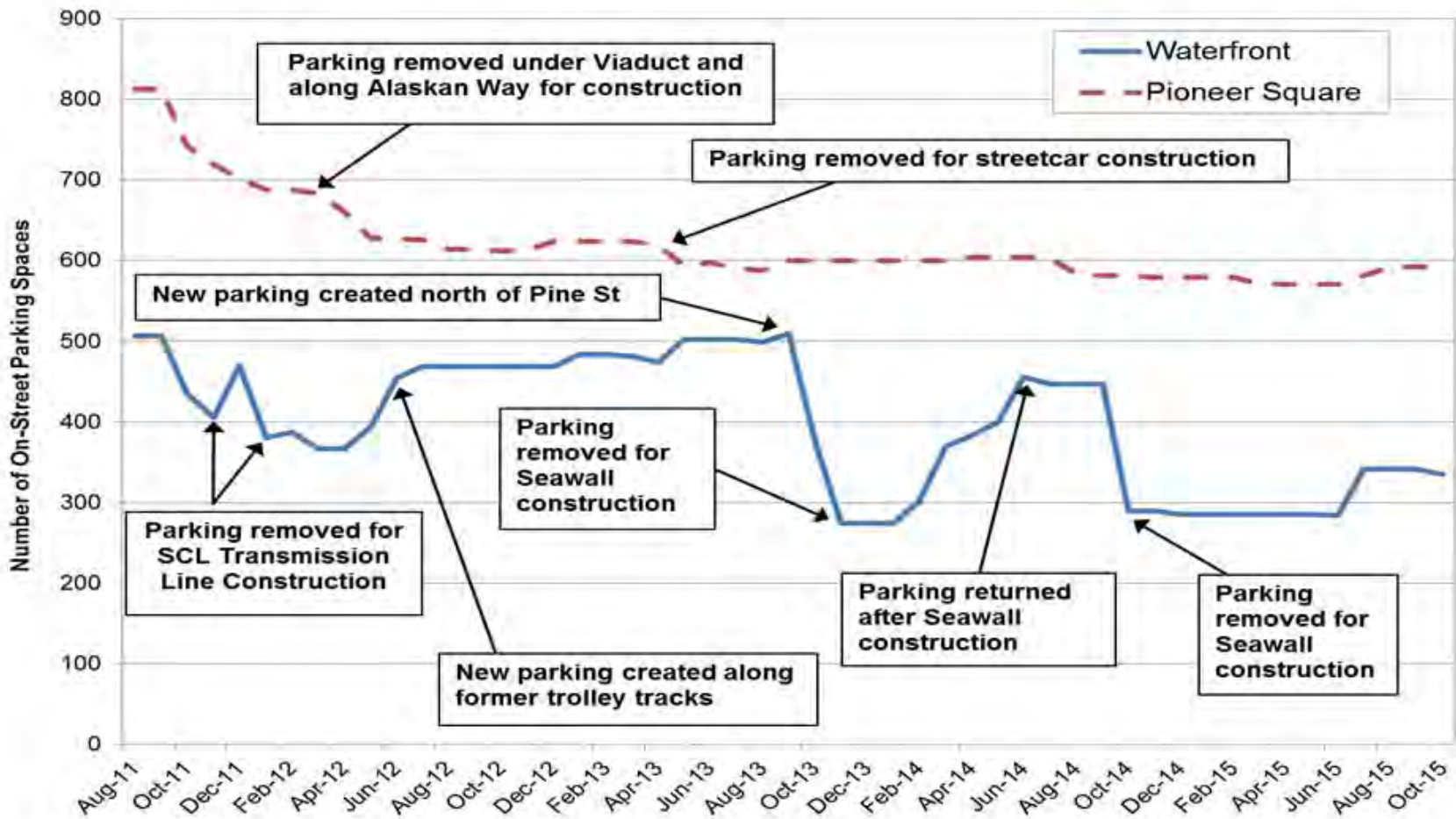
Stadium Place Garage – Short-term Parkers/Month



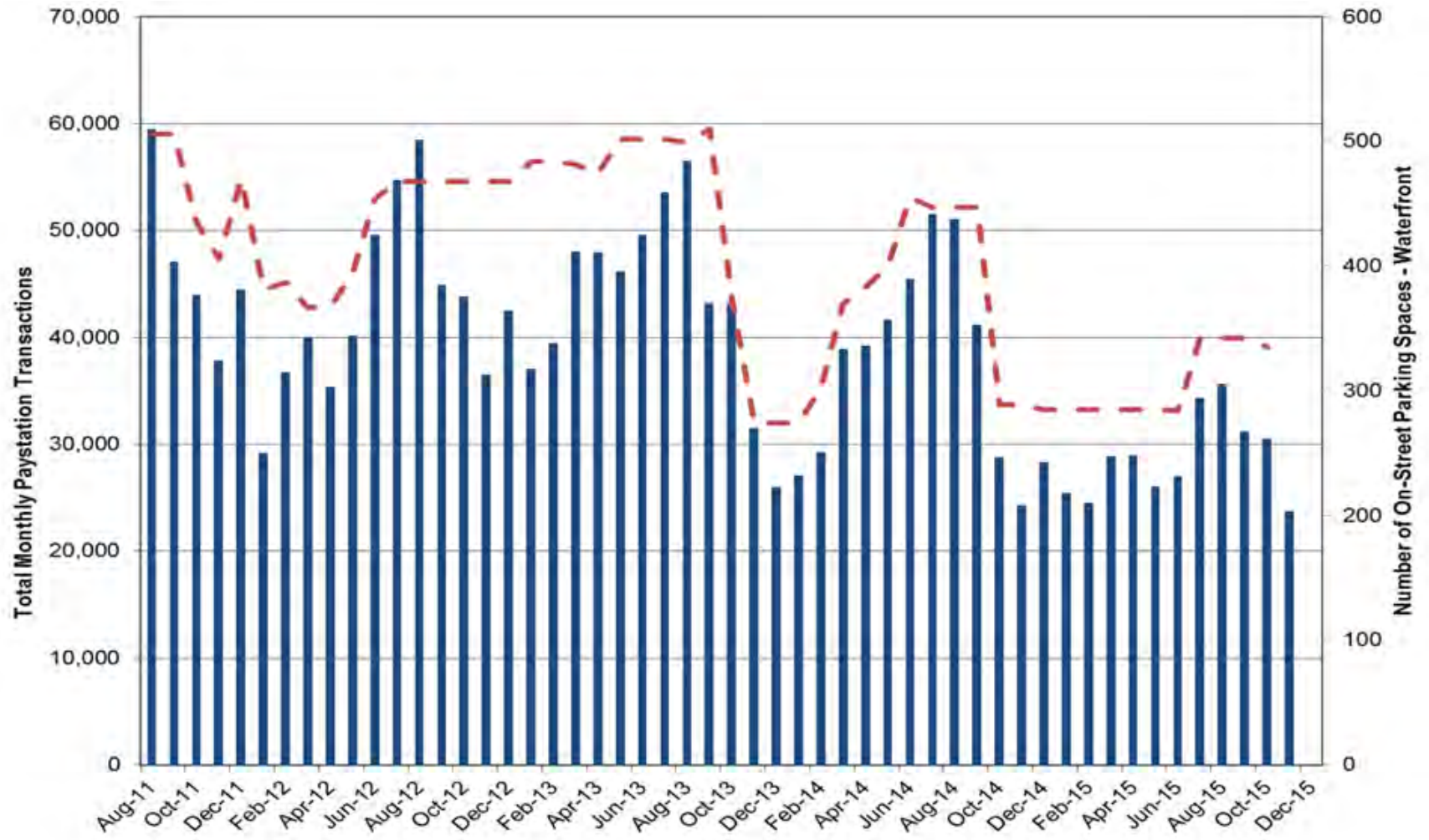
All Partnership Garages – Short-term Parkers/Year



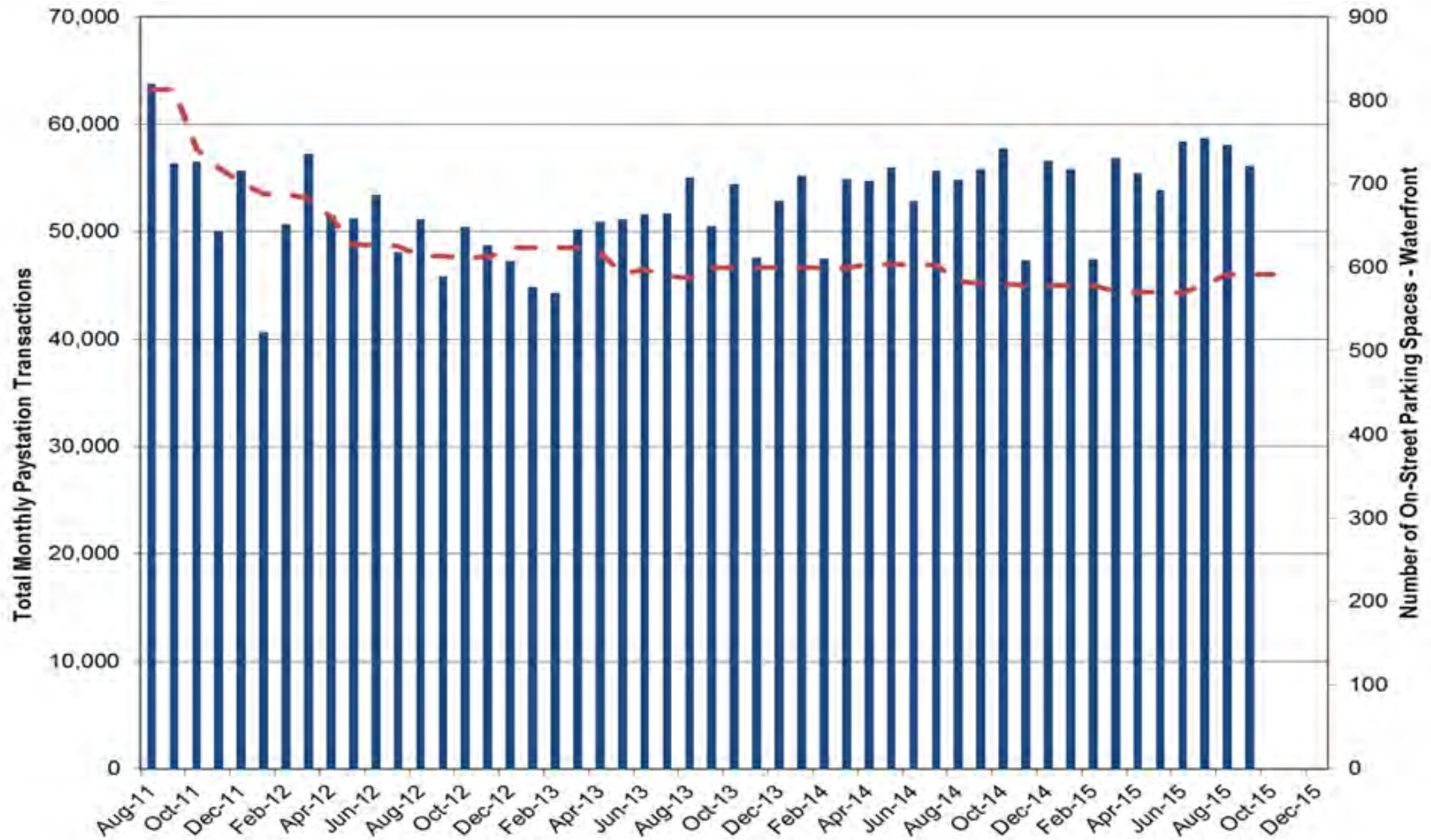
On-Street Parking Supply



On-Street Parking Supply & Transactions - Waterfront

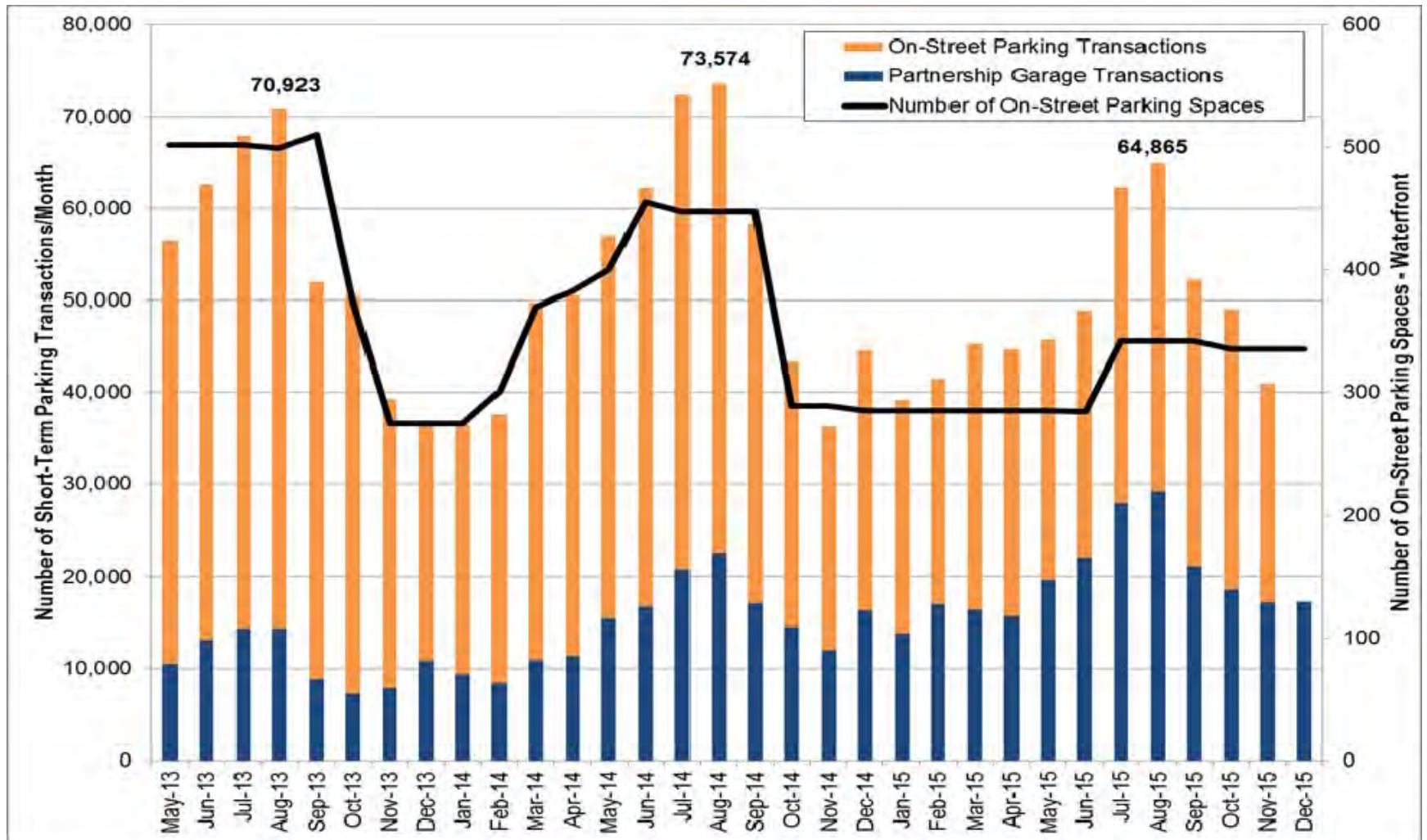


On-Street Parking Supply & Transactions – Pioneer Square



Total Transactions in Waterfront Area

On-Street + Four Partnership Garages (PPM, 1st & Col, Hillclimb & Watermark)

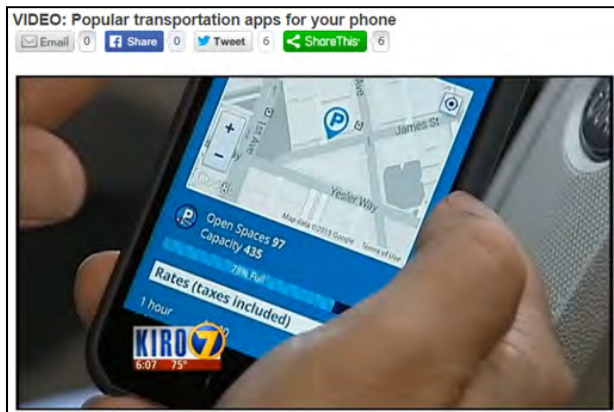


Garage Partnerships Takeaways

- Use of short-term parking continues to increase
- Emerging trend shows use that is independent of on-street parking supply, suggesting a change in customer behavior
- Program has helped temper loss of on-street parking

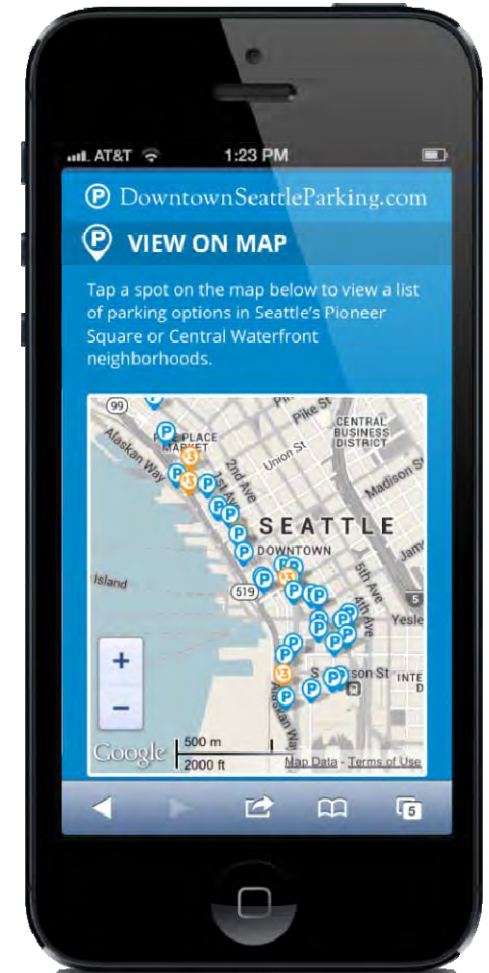
MARKETING PROGRAM

- Unique, award-winning campaign and success story
- The campaign strategy is continuing to make a difference – building awareness, driving visits to website and providing value
- Performance measures are excellent (web traffic, impressions and clicks)
 - Correlation between website views and parking garage use

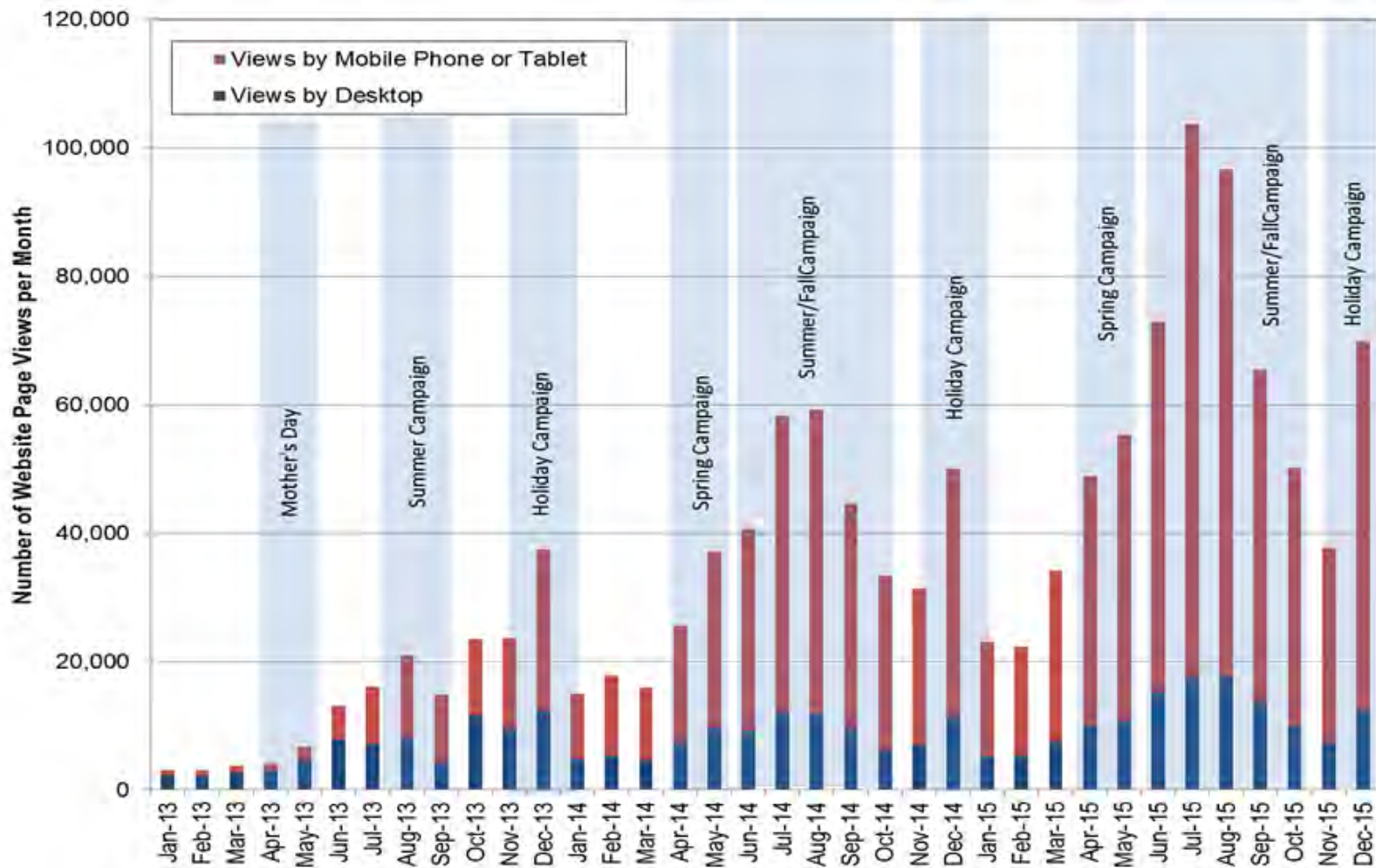


MARKETING PROGRAM

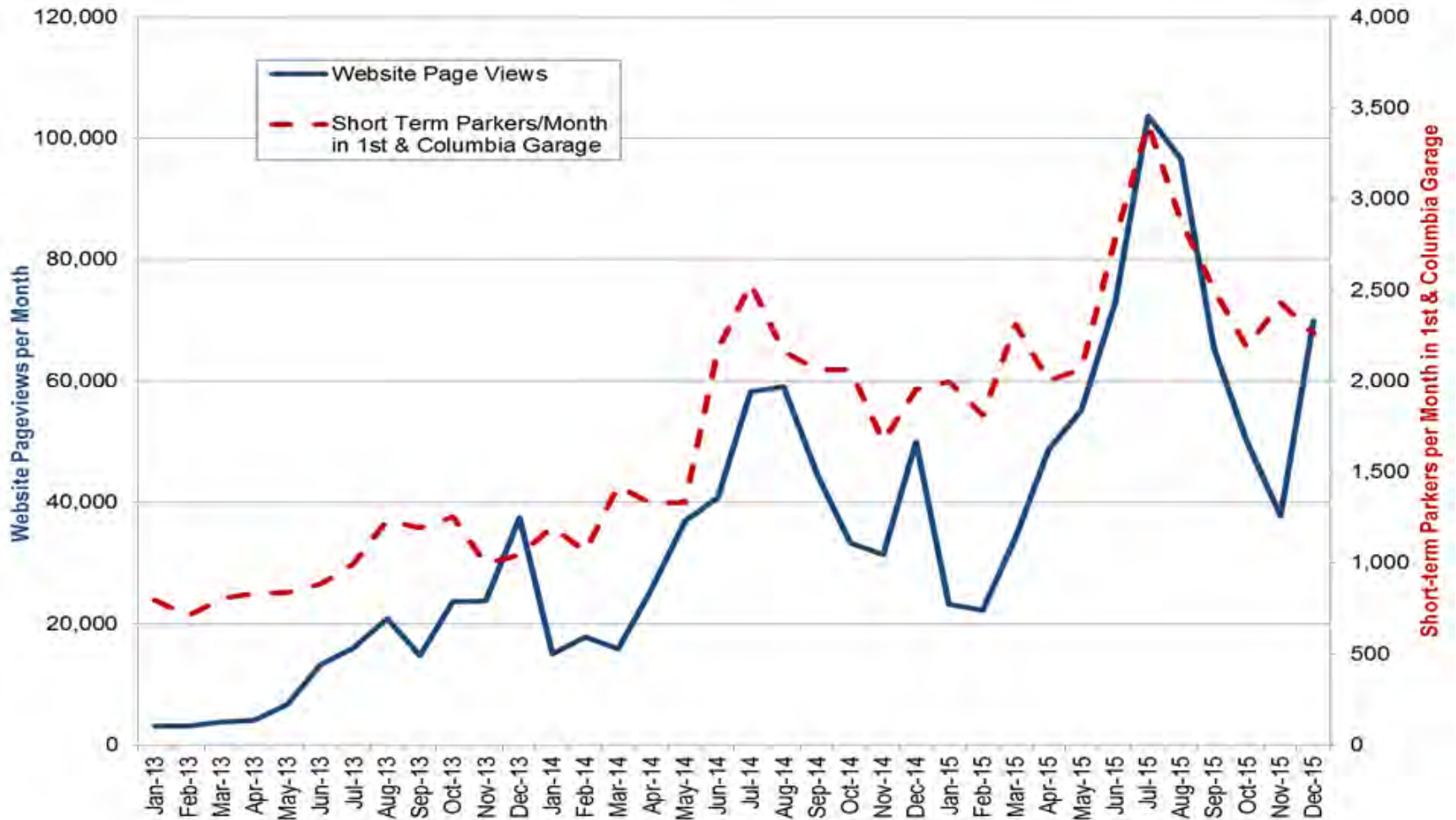
- Exceptional campaign performance
 - 50.2MM impressions
 - Click thru rate is .38%
 - 4-5x better than U.S. benchmark
- Paid media drives web traffic and awareness
- Website traffic increasing



Marketing Campaigns and Website Page Views per Month



Website Pageview vs. Parking at 1st & Columbia Garage



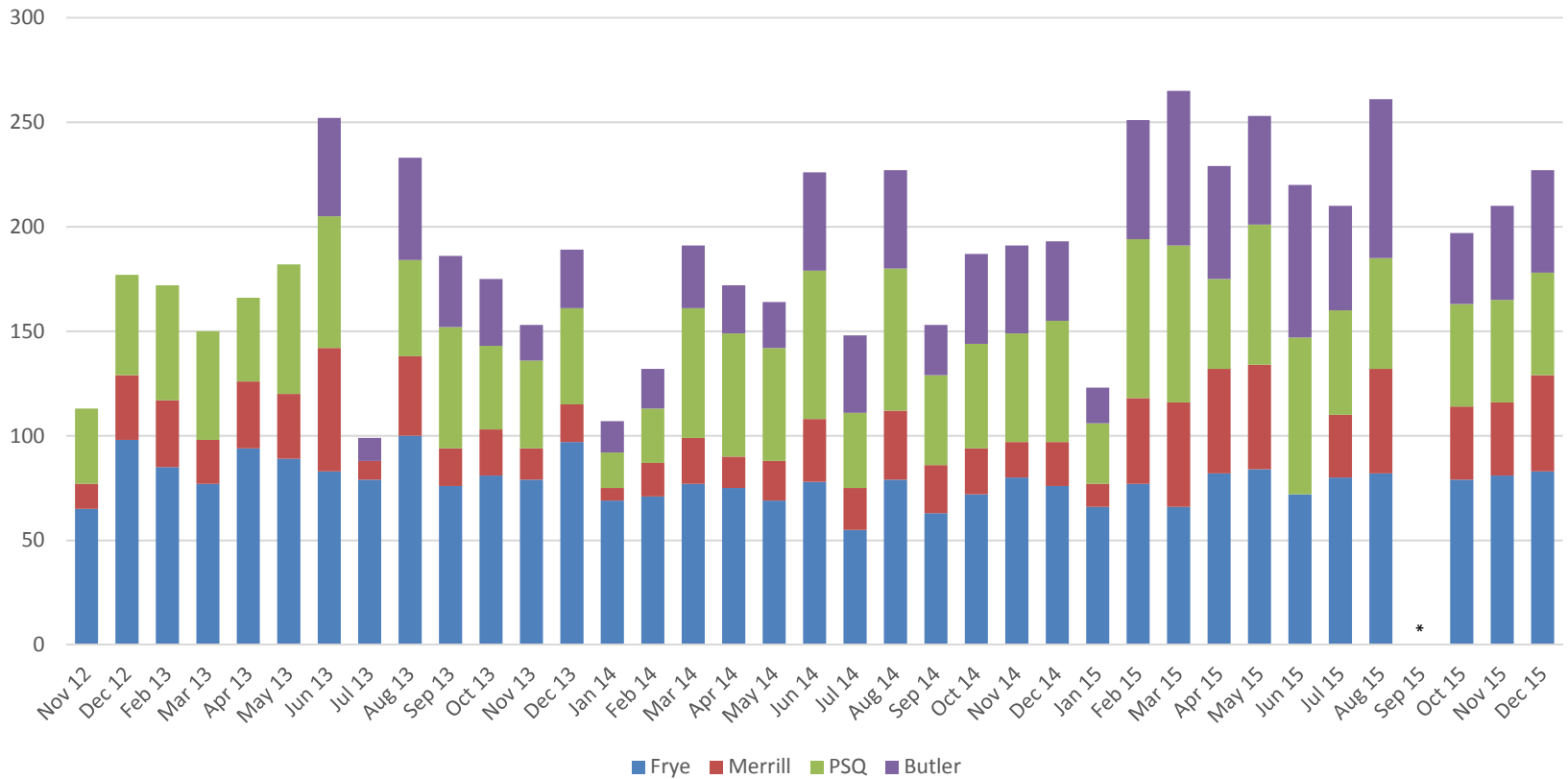
Marketing Program Takeaways

- Marketing builds awareness and drives visitors to mobile website
- Strong correlation between website traffic and garage volumes
- Large proportion of mobile users (81%) shows reach to “non-planners”
- Campaign performance is excellent and outperforming US averages

SPECIAL EVENT EVALUATION

	First Thursdays	Mother's Day/ Waterfront Events	Western Ave. Events
Engagement/Visibility	✓	✓	
Participation	✓	✓	
Relationship-Building	✓	✓	✓
Cost-Effective	✓		
Feasibility	✓		

FIRST THURSDAY FREE PARKING VOUCHER REDEMPTION



6,784 Vouchers Redeemed

*Sept. 2015 event cancelled due to Seahawks game

Special Event Takeaways

- One-time events are appreciated and effective but costly (time, people and material-intensive)
- Western Avenue events helped build relationships, but had poor performance
- First Thursdays are well-attended, appreciated by businesses and very cost-effective

Overall Takeaways

- Behaviors have changed
- Marketing drives people to garages
- Garage improvements pay off
- Agreements offer more leverage
- Most effective special events will continue
- We're meeting our objectives

Vision

- A legacy program through partnerships with neighborhoods and leadership from DSA
- Flexible program strategies
- A robust marketing campaign and tools (web and mobile) that markets available spaces and dispels myths that parking is hard to find and costly
- Change consumer behavior: seek off-street as 1st choice
- Change garage owner/manager behaviors: short-term spaces are economically viable; that clean and safe facilities will attract parkers; and marketing works

The Path Forward: Our Strategic Approach

- Address extended timeline (November 2019)
- Align budget to focus on strategic actions
 - Gonzaga
 - Covenants
 - Operator agreements
 - Marketing
 - Special events

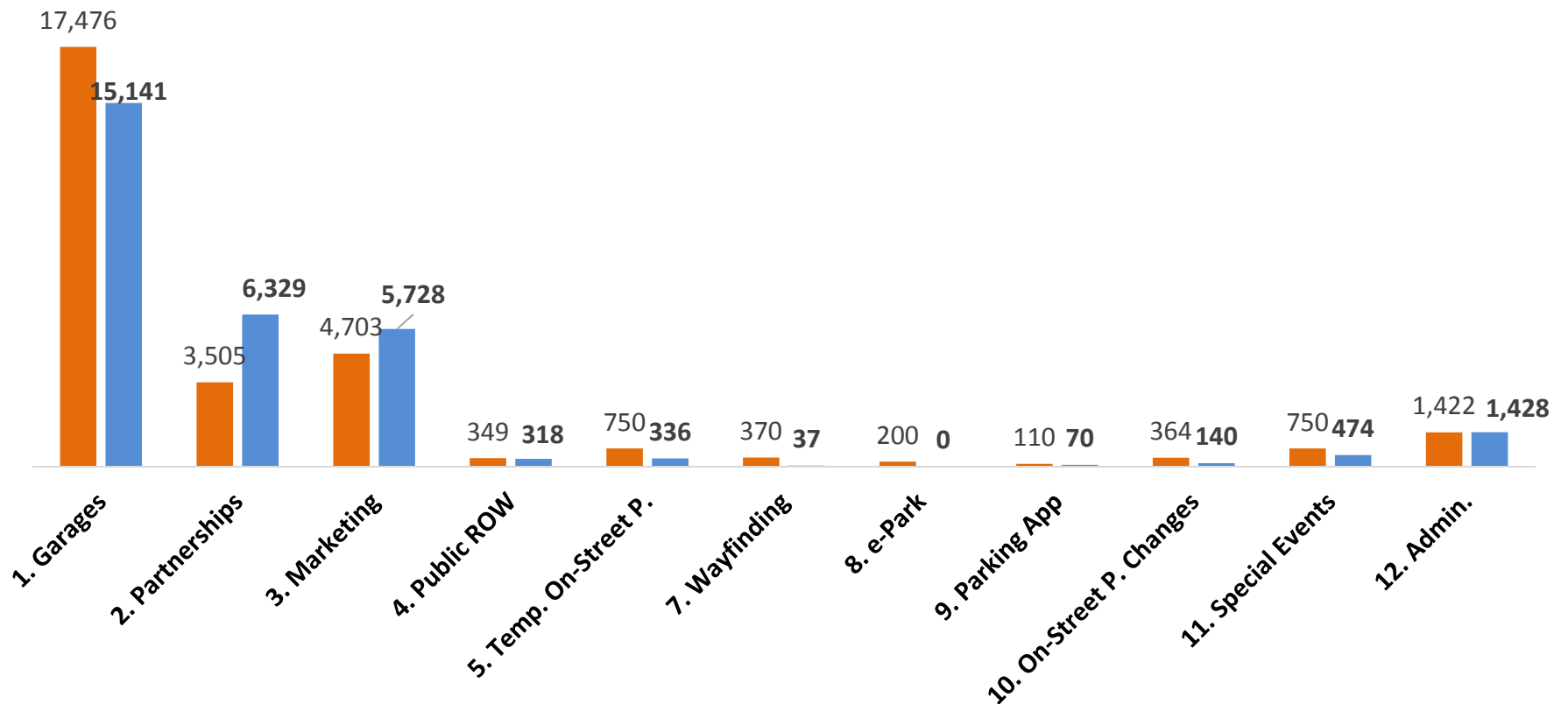
2016 Strategies and Budget (See Handout)

	A	B	C	D	E	F	G	H	I	J	K
	Parking Mitigation Plan Strategies	Original Budget	Budget Updated 2014	Proposed Budget	2011-2014 Expenditures	2015 Expenditures	2016 Plan	2017 Plan	2018 Plan	2019 Plan	Total Plan (K=E thru J)
1	1. Parking Garages:										
2	Subtotal Parking Garages	15,000,000	17,475,626	15,140,683	6,609,528	2,523,654	6,007,500	0	0	0	15,140,683
3											
4	2. Garage Partnerships:										
5	Subtotal Garage Partnerships	2,870,000	3,505,425	6,328,675	1,509,705	790,276	1,044,561	1,029,038	1,020,038	935,058	6,328,675
6											
7	3. Marketing Program:										
8	Subtotal Marketing Program	3,988,800	4,703,477	5,727,949	2,423,300	942,059	687,000	618,300	556,470	500,820	5,727,949
9											
10	4. Public ROW Improvements:										
11	Subtotal Public ROW Improvements	350,000	349,335	317,909	306,584	11,125	200	0	0	0	317,909
12											
13	5. Temporary On-Street Parking:										
14	Subtotal Temporary On-Street Parking	750,000	750,000	335,833	335,833	0	0	0	0	0	335,833
15											
16	7. Wayfinding Improvements:										
17	Subtotal Wayfinding Improvements	370,000	370,000	37,473	37,287	186	0	0	0	0	37,473
18											
19	8. e-Park Operations:										
20	Subtotal e-Park Operations	200,000	200,000	0	0	0	0	0	0	0	0
21											
22	9. Parking App:										
23	Subtotal Parking App	130,000	110,000	70,000	60,000	10,000	0	0	0	0	70,000
24											
25	10. Changes to On-Street Parking:										
26	Subtotal Changes to On-Street Parking	400,000	364,211	139,838	111,191	28,647	0	0	0	0	139,838
27											
28	11. Special Events:										
29	Subtotal Special Events	350,000	750,000	473,690	135,683	50,822	78,393	72,132	70,533	66,127	473,690
30											
31	12. Administration (includes monitoring)										
32	Subtotal Administration	1,127,800	1,421,926	1,427,951	734,967	169,175	214,914	146,940	90,240	71,715	1,427,951
33											
34	Contingency	4,463,400	0	0							
35											
36	Parking Mitigation Totals	30,000,000	30,000,000	30,000,000	12,264,079	4,525,944	8,032,567	1,866,409	1,737,280	1,573,721	30,000,000

Budget Comparison (Previous vs. Recommended)

Budget dollars in thousands

PREVIOUS PROPOSED



Transition Plan



- Mid-yr: Deliver plan for reduced WSDOT role

- Execute agreement
- DSA takes on additional responsibilities

- November: DSA-sustained

DSA'S ROLE	
CURRENT	FUTURE (Additional)
<ul style="list-style-type: none"> • Marketing/media leadership • Program outreach to stakeholders and garages • Lead role in expansion/growth • Garage agreement/invoicing administration • Program reporting (utilization, marketing results) • Managing website content/maintenance • Marketing and website reporting • Design support • Provides significant additional marketing funds 	<ul style="list-style-type: none"> • Compliance • Fiscal tracking and monitoring • TBD

Next Steps in 2016

- Work on garage agreements – extensions/re negotiations as necessary
- Streamline marketing for spring, summer and holiday
- Continue First Thursday promotion
- Prepare for transition
- Deliver plan for expanded DSA role
- Send Annual Report (end of Feb.)

Discussion



Thank You