

AWV Parking Mitigation Plan – 2013 Work Plan

Strategy	2013 Work Plan	Q1	Q2	Q3	Q4
1. Parking Garages	<ul style="list-style-type: none"> • Prepare feasibility studies on mixed use public parking • Continue outreach to developers and property owners regarding interest in partnership • Negotiate and execute agreements 	X X	X X	X	X
2. Garage Partnerships	<ul style="list-style-type: none"> • Execute Watermark Garage and Hillclimb Garage agreements with Republic Parking • Gain approval from Pioneer Square Preservation Board for improvements and signs • Continue to negotiate additional agreements • Manage garage agreements (implementation, reports, invoices, etc.) • Evaluate program in 4th Quarter 2013 	X X X X	X X	X X	X X X
3. Marketing	<ul style="list-style-type: none"> • Continue to work with stakeholder subcommittee on marketing program • Perform marketing research • Upgrade website • Implement summer campaign • Implement winter campaign 	X X X	X X X	X X	X X
4. Public ROW Improvements	<ul style="list-style-type: none"> • Assess 2012 projects and discuss potential future improvements • Finalize scope of 2013 projects • Complete design for 2013 projects • Construct 	X	X	X X	X
5. Temporary On-Street Parking	None currently identified				
7. Wayfinding	<ul style="list-style-type: none"> • Receive and install first e-Park directional signs • Complete analysis of existing wayfinding signage needs • SDOT/WSDOT recommendations for sign removal/additions • Construction 	X X X	X	X	X
8. e-Park	<ul style="list-style-type: none"> • Gain approval from Pioneer Square Preservation Board for signs • Install e-Park dynamic message signs 	X	X X		
9. Parking App	<ul style="list-style-type: none"> • Assess need for app following marketing research 	X			

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10. On-Street Parking Policies	<ul style="list-style-type: none"> • Repeat April Sunday Occupancy study on waterfront • Conduct Pioneer Square curbspace management study 		X X	X	
11. Special events	<ul style="list-style-type: none"> • Continue free parking for First Thursdays in Pioneer Square • Develop program for Design Day Furniture Row (March/April) • Develop program for Mother's Day 2013 (TBD) 	X X	X X X		
12. Monitoring	<ul style="list-style-type: none"> • Prepare Quarterly reports • Perform intercept survey(s) 	X	X	X X	X