

## SR 99 Tunnel Project Parking Mitigation Plan (PMP): Strategy implementation update

| PMP Strategy                  | Context  | Update   | Next steps  |
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| <b>1. Parking Garages</b>     | WSDOT began a process to select a private partner to implement a mixed-use development on the central waterfront to include 300 short-term, public parking spaces. | <p>A Request for Information was issued 8/16 with responses due 9/24.</p> <p>One response was received from Pike Place Market.</p>   | <p>WSDOT, with SDOT input, will release a Request for Proposals and Qualifications.</p> <p>Responses will be due near the end of the year with the goal of selecting a partner in January 2013.</p>   |
| <b>2. Garage Partnerships</b> | SDOT is continuing to work toward agreements with private parking facilities for inclusion in special, short-term rate programs and/or e-Park.                     | <p>SDOT and DSA have developed a template agreement for DSA to enter into special, short-term rate agreements private parking facilities.</p> <p>SDOT is negotiating an extension of the special, short-term rate program, physical improvements, and e-Park with the CPS garage at 1<sup>st</sup> and Columbia.</p>   | <p>DSA and SDOT continue to pursue special, short-term rate agreements with the Hillclimb Garage and Watermark Garage.</p> <p>SDOT is pursuing e-Park agreements with Bell Street Harbor Pier, Waterfront Place, Millennium Tower, Pioneer Square Garage, and Merrill Place.</p>  |
| <b>3. Marketing</b>           | The summer parking campaign is winding down and the marketing team is now developing the media plan for the holiday campaign.                                      | <p>The summer campaign included:</p> <ul style="list-style-type: none"> <li>• Radio/online display ads (ended on Sept. 30)</li> <li>• A new website – DowntownSeattleParking.com. Features garages and lots in both neighborhoods; highlights low \$3/hr. rates.</li> <li>• Rack cards/postcards – will be distributed to businesses and on ferries soon.</li> <li>• Parking ads on viaduct columns – working with City and artist to implement project.</li> </ul> <p>The marketing team is working with Copacino + Fujikado to develop testing methods to measure the effectiveness of the website and parking messages.</p> | <p>Summer campaign final steps:</p> <ul style="list-style-type: none"> <li>• Review website analytics</li> <li>• Paint viaduct columns</li> </ul> <p>Final development and implementation of testing.</p> <p>Final approval and media purchase for holiday media plan.</p> <p>The holiday campaign will include:</p> <ul style="list-style-type: none"> <li>• Online display ads</li> <li>• Radio ads</li> <li>• Search (Google ad words)</li> <li>• Newspaper ads</li> </ul> |

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| <b>4. Public ROW Improvements</b>                    | Lighting and pedestrian improvements between Pike Place Market Garage and Pike hillclimb plaza at the Aquarium crosswalk. Includes widened sidewalks, 5 new pedestrian luminaries, and enhanced pedestrian curb ramps and crossings.         | Design is complete and construction activities are underway. (Project scopes outlined at July 25 stakeholder meeting.)   | Construction is expected to be completed by early November.   |
|  | LED pedestrian lighting on University St. between Western Ave. and the viaduct. Includes LED lighting for 5 trees on the north sidewalk of University St. and LED lighting illuminating the viaduct at the north crosswalk of University St. | Design is complete. Construction is expected to begin mid- to late-October. (Project scopes outlined at July 25 stakeholder meeting.)  | Construction is expected to be completed by Thanksgiving.   |
| <b>5. Temporary On-Street Parking</b>                | No action at this time.  |  |   |
| <b>7. Wayfinding</b>                                 | Waterfront and Pioneer Square vehicle and pedestrian wayfinding signage improvements.  | Identifying potential early implementation of e-Park Pioneer Square and Waterfront neighborhood wayfinding signage for vehicles.   | This winter, begin inventory of all pedestrian and vehicle wayfinding signage associated with Pioneer Square and the Waterfront to identify sign removals and additions.  |
| <b>8. e-Park operations</b>                          | No action at this time.  |  |   |
| <b>9. Parking App</b>                                | No action at this time.  |  |   |
| <b>10. Changes to on-street parking restrictions</b> | SDOT implemented a Sunday time limits for free, on-street parking along in the waterfront neighborhood.  | Following three weeks of education and courtesy notices for time-limit violations, SPD began enforcement of time limits in the pilot area September 16.  | SDOT will assess the performance of the new Sunday time limits through an on-street utilization study in April 2013.  |
| <b>11. Special Events</b>                            | Free parking events will be planned for Pioneer Square in 2012-2013 and the Waterfront for 2013.   | In November, Pioneer Square is planning to begin 6-months of free parking for their First Thursday events (excluding January).<br><br>Initial planning is underway for a Furniture Row event tentatively scheduled for March or April. | The Alliance for Pioneer Square is developing promotional materials (vouchers, posters, etc). SDOT is executing agreements with two to three parking garages to participate.<br><br>Meeting Oct. 11 with McKinnon and other |

October 5, 2012

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|  |  |  | potential participants to discuss options for the Furniture Row event. |
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