

Alaskan Way Viaduct
REPLACEMENT
PROGRAM



U.S. Department of Transportation
Federal Highway Administration

 **WSDOT**

 King County

 Port
of Seattle

 City of Seattle

SR 99 Tunnel Project Parking Mitigation Plan

Monitoring Report for 3rd Quarter 2012

November 14, 2012

DRAFT

 **Washington State
Department of Transportation**

 **SDOT**
Seattle Department of Transportation

Table of Contents

- 1. INTRODUCTION AND PURPOSE 1
- 2. SUMMARY OF PROGRAM PROGRESS..... 1
 - 2.1. Build and Acquire Parking Garages 1
 - 2.2. Partner with Private Parking Facilities..... 1
 - 2.3. Marketing 2
 - 2.4. Improve Key Walking Routes within Public Rights of Way 2
 - 2.5. Create Temporary On-Street Parking..... 3
 - 2.6. Improve Wayfinding to Destinations and Parking 3
 - 2.7. Expand E-Park Program 3
 - 2.8. Develop Smart Phone Application 3
 - 2.9. Change On-Street Parking Policies and Practices..... 3
 - 2.10. Implement Programs for Special Events 4
- 3. MONITORING DATA..... 4
 - 3.1. Parking Facility Utilization 4
 - 3.1.1. Partnership Program Parking Spaces 7
 - 3.1.2. Garage Utilization 8
 - 3.1.3. e-Park Program 9
 - 3.2. Customer Perception..... 9
 - 3.2.1. Garage Customer Intercept Surveys 9
 - 3.2.2. Customer Perceptions About Parking in General 10
 - 3.2.3. Customer Perceptions About e-Park 10
 - 3.2.4. Parking Website Marketing 10
 - 3.2.5. Business Marketing Integration 12
 - 3.3. Customer Activity 13
 - 3.3.1. DSA Pedestrian Counts 13
 - 3.3.2. Business Sales 15
 - 3.4. On-Street Parking 16
 - 3.4.1. On-Street Parking Spaces..... 17
 - 3.4.2. Pay Station Statistics..... 17
 - 3.4.3. Sunday Parking Restrictions..... 20
 - 3.5. Special Promotions..... 23

Tables

- Table 1. Parking Facility Utilization - July 2012 vs. September 2010 6
- Table 2 . Walking Distance from Partnership Facilities to Neighborhoods..... 7
- Table 3. Website Analytics..... 11
- Table 4. AWV Parking Mitigation – Business Integration, September 2012 12
- Table 5. Mother's Day 2012 Special Promotion - Customer Survey Results 23

Figures

- Figure 1. Off-Street Parking Facilities Surveyed for Monitoring Report..... 5
- Figure 2. Parking Utilization 7
- Figure 3. Monthly Parking Transactions for 1st and Columbia Garage 8

Figure 4. Monthly Parking Transactions for Pike Place Market Garage 9
Figure 5. Screenshot from "DowntownSeattleParking.com" 10
Figure 6. Pedestrian Counts in August - Midday (11:30 A.M. to 1:00 P.M.) 14
Figure 7. Pedestrian Counts in August - Afternoon (4:00 P.M. to 5:00 P.M.) 14
Figure 8. Waterfront Business Sales Trends - % Change from 2011 to 2012 15
Figure 9. Map of Areas for Paid Parking Data Tracking 16
Figure 10. Number of On-Street Pay Station Parking Spaces 17
Figure 11. Pay Station Transactions by Month 18
Figure 12. Paid Occupancy by Month and Time of Day – Central Waterfront 19
Figure 13. Paid Occupancy by Month and Time of Day – Pioneer Square 19
Figure 14. Sunday Parking Utilization Study Area 21
Figure 15. Parking Utilization by Time of Day – Sunday Before Restrictions Were Implemented 22
Figure 16. Parking Duration – Sunday Before Restrictions Were Implemented 22

1. INTRODUCTION AND PURPOSE

Construction activities have commenced for the SR 99 Tunnel Project. A significant impact of tunnel construction is the removal of on street parking under the viaduct, primarily along the waterfront and in Pioneer Square. Businesses that rely on short term parking are feeling the effects of this loss as customers choose other neighborhoods to spend their time and money. It is critical that the loss of short-term parking from related construction from 2011 to 2018 be mitigated to minimize the impacts to business and neighborhoods.

The *SR 99 Tunnel Project Parking Mitigation Plan*, completed on July 24, 2012, details parking mitigation strategies, as well as the methods to monitor the effectiveness of the strategies once they are implemented. The full plan can be found under the notes for the July 25, 2012 meeting at: <http://www.wsdot.wa.gov/Projects/Viaduct/Library/Meetings/PSG>

This report presents the progress made implementing the Plan's strategies through the end of the 3rd Quarter 2012. It also presents data collected to monitor performance. Because most of the strategies are newly implemented, these data establish the baseline for evaluating future performance.

2. SUMMARY OF PROGRAM PROGRESS

The *SR 99 Tunnel Project Parking Mitigation Plan* included ten mitigation strategies. The progress that has been made on each of these strategies is described below.

2.1. Build and Acquire Parking Garages

This plan strategy creates a "parking mitigation bank" for the purpose of helping to fund the construction of, or acquisition of, garages for short-term public parking. 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. A Request for Information was issued August 16, 2012 and one response from the Pike Place Market was received. WSDOT, with SDOT input, will release a Request for Proposals and Qualifications. Responses will be due near the end of the year with the goal of selecting a partner in January 2013.

2.2. Partner with Private Parking Facilities

This strategy provides 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). The following progress has been made on this strategy:

- SDOT had three partner garages under agreement to provide \$3/hour parking rates through summer 2012: CPS garage at 1st and Columbia; Pike Place Market Garage, and Merrill Place Garage.

- SDOT is working to extend the three above agreements to multi-year terms. In addition to the rate, the new agreements will include e-Park signage and for the CPS garage, physical improvements.
- SDOT and DSA have developed a template agreement for DSA to enter into special, short-term rate agreements with private parking facilities.
- DSA and SDOT continue to pursue special, short-term rate agreements with the Hillclimb Garage and Watermark Garage.
- SDOT is pursuing e-Park agreements with Bell Street Harbor Pier, Waterfront Place, Millennium Tower, Pioneer Square Garage, and Merrill Place.

2.3. Marketing

The plan's marketing program is intended to inform customers about the availability of parking as well as attractions in Pioneer Square, along the central waterfront, near the sports stadiums and in Pike Place Market during construction of the SR 99 tunnel.

The summer parking campaign for 2012 wrapped up in September. The summer campaign included:

- Radio/online display ads (ended on September 30)
- A new website – *DowntownSeattleParking.com*. Features garages and lots in both neighborhoods; highlights low \$3 per hour parking rate.
- Rack cards/postcards for distribution at businesses and on ferries.
- Parking ads on viaduct columns, which will be painted by Thanksgiving.

Work is now underway for the 2012 holiday campaign, which will include:

- Online display ads
- Radio ads
- Search (Google ad words)
- Newspaper ads

2.4. Improve Key Walking Routes within Public Rights of Way

This strategy will make physical improvements to walking paths that access parking facilities to enhance the customer experience. In the third quarter of 2012, progress was made to improve the positive perception of parking facilities and walking routes in the following areas:

- Pike Hillclimb - Design is complete and includes widening sidewalks, adding five new luminaries, and enhanced pedestrian curb ramps and crossings. Construction activities are scheduled to begin November 2012, with anticipated completion by mid-December 2012.
- University Street between Western Avenue and the viaduct - Design is complete and includes LED pedestrian lighting added to five trees on the north sidewalk of University Street and LED lighting illuminating the viaduct at the north crosswalk of University Street will be added. Construction activities are scheduled to begin in November 2012, with anticipated completion by early December 2012.

2.5. Create Temporary On-Street Parking

This strategy will strive to increase on-street parking supply, where possible, as construction progresses. New spaces were added in May 2012, when approximately 66 spaces were built by removing the waterfront trolley tracks between Spring and Pike streets and repaving the right of way. These new spots are metered and limited to four hours. They will be in place until late 2013 when Elliott Bay Seawall construction is expected to begin. Additional spaces (12) were also created after the Seattle City Light utility relocation was completed and spaces under the viaduct were restriped. SDOT and WSDOT will continue to look for opportunities to add spaces wherever practical as construction continues.

2.6. Improve Wayfinding to Destinations and Parking

This strategy will design a comprehensive wayfinding system that adds to, supplements and or replaces existing wayfinding efforts to connect visitors with neighborhood destinations and parking. SDOT has developed a comprehensive plan to install e-Park signage along key access routes to Pioneer Square and the Central Waterfront. In addition, a detailed inventory is underway along major access routes to determine the gaps in the sign system and identify redundant and obsolete signs that could be removed. The inventory is expected to be completed in December 2012.

2.7. Expand E-Park Program

This strategy will help customers more quickly find available and proximate parking through the City's e-Park program, which provides parking guidance and real-time information about spaces in off-street facilities. SDOT has been negotiating to have e-Park signage and counting equipment installed at the following parking facilities. 1st and Columbia, Bell Street Harbor Pier, Waterfront Place, Millennium Tower, Pioneer Square Garage, Merrill Place, and the west side of the Pike Place Market Garage (signs are already installed on the east side of the garage). The systems will provide the real-time parking availability information for the e-Park wayfinding signs described in Section 2.6.

2.8. Develop Smart Phone Application

This strategy will 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. The new website, *downtownseattleparking.com*, can be accessed by mobile devices. No work has yet been done on a separate mobile phone app.

2.9. Change On-Street Parking Policies and Practices

This strategy seeks to increase on-street parking use through changes to policies and practices that optimize parking occupancy and turnover, and enhance customer service. To this end, in August 2012, 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 on September 16, 2012. SDOT will assess the performance of the new Sunday time limits through an on-street utilization study in April 2013.

2.10. Implement Programs for Special Events

This strategy uses special event promotions for various neighborhoods by offering parking incentives. The first special event was held on Mother's Day 2012 which provided free parking to customers of participating restaurants. Starting in November 2012, the program will provide free parking at three Pioneer Square garages for patrons who attend First Thursday events. This promotion will last through May 2013. Along Western Avenue, a special promotion for a Spring 2013 furniture event is now being planned.

3. MONITORING DATA

Performance of the recommended parking mitigation strategies will be regularly monitored to determine if the package of strategies are meeting the program's intended goal of retaining customers to Pioneer Square and waterfront businesses by ensuring short-term parking is available, proximate, safe and affordable. The data are grouped into the following categories:

- Parking facility utilization
- Customer perception
- Customer activity
- On-street parking
- Special promotions

Data collected through the 3rd Quarter of 2012 are presented below. These data establish the baseline for evaluating future performance

3.1. Parking Facility Utilization

This measure tracks the number of vehicles that park in off-street parking facilities that serve Pioneer Square and the Central Waterfront. The pre-tunnel construction baseline was established by parking demand counts performed by the PSRC in September of 2010. New parking utilization counts were performed in July 2012 to provide a basis of comparison to prior counts and to establish a peak-season baseline for future counts. Figure 1 shows the location of the garages; the results are summarized in Table 1.

Figure 1. Off-Street Parking Facilities Surveyed for Monitoring Report



Table 1. Parking Facility Utilization - July 2012 vs. September 2010

| Map Key | Facility Name | Address | Supply | Weekday Parking Demand | | | |
|---------|------------------------------------|--------------------------------------|--------|-------------------------|------------------------|--------------------------|------------------------|
| | | | | Morning (8:30-11:30 AM) | | Afternoon (1:30-3:00 PM) | |
| | | | | SDOT 2012 ^a | PSRC 2010 ^b | SDOT 2012 ^a | PSRC 2010 ^b |
| 1 | Public Market Garage | 1531 Western Ave | 526 | 373 | 224 | 480 | 258 |
| 2 | Hillclimb Court Garage | 1422 Alaskan Way | 146 | 120 | 81 | 135 | 93 |
| 3 | Republic Lot Pittman Automotive | 1407 Western Ave 1400 Alaskan Way | 51 | 42 | 32 | 47 | 39 |
| 4 | Seattle Steam Lot | 1301 Western Ave | 71 | 23 | 39 | 68 | 51 |
| 5 | Harbor Steps Garage | 1200 Western Ave | 635 | 560 | 580 | 585 | 600 |
| 6 | Watermark Tower Garage | 1100 Western Ave | 130 | 120 | 75 | 125 | 92 |
| 7 | Waterfront Place | 1011 Western Ave | 204 | 166 | 125 | 186 | 148 |
| 8 | Western/Seneca Lot | 1101 Western Ave | 130 | 103 | 65 | 129 | 105 |
| 9 | Commuter Centre Garage | 809 Western Ave | 139 | 130 | 102 | 135 | 145 |
| 10 | Norton Building | 801 2nd Ave | 212 | 100 | 155 | 300 | 162 |
| 11 | 1st and Columbia Garage | 721 1st Ave | 695 | 315 | 413 | 477 | 431 |
| 12 | Butler Garage | 114 James St | 421 | 271 | 262 | 301 | 288 |
| 13 | Pioneer Square Garage | 74 S Jackson St | 116 | 95 | n/a | 95 | n/a |
| 14 | Merrill Place Garage | 72 S King St | 148 | 106 | 101 | 130 | 94 |
| 15 | 505 1st Ave S Garage | 505 1st Ave S | 427 | 317 | 166 | 365 | 214 |
| 16 | 5 Star Parking | 714 1st Ave | 230 | 164 | 192 | 161 | 147 |
| 17 | Commuter Centre Lot | 801 Western Ave | 58 | 48 | n/a | 49 | n/a |
| 18 | Impark | 122 Occidental Ave S | 56 | 55 | n/a | 53 | n/a |
| 19 | Diamond Lot | 202 Occidental Ave S | 132 | 78 | 81 | 109 | 94 |
| 20 | Sinking Ship Garage | 515 2nd Ave | 182 | 155 | 114 | 162 | 135 |
| 21 | Qwest Field Parking - North Lot | 201 King St | 706 | 488 | n/a | 584 | n/a |
| 22 | King Street Center | 200 King St S | 345 | 269 | 330 | 301 | 323 |
| 23 | Desimone Lot | 1615 Western Ave | 84 | 35 | 61 | 76 | 62 |
| 24 | Market Place North | 65 Lenora St 2001 Western Ave | 404 | 245 | 195 | 353 | 202 |

a. Count performed July 23 - 31, 2012 by Heffron Transportation, Inc.

b. Source: PSRC, 2010 Parking Survey Data (collected September 2010).

n/a Facility not counted in 2010.

 Garages with partnership agreements to offer low short-term rates are highlighted.

Parking utilization—the percentage of parking spaces that are occupied—was determined for each neighborhood, and are shown on Figure 2. Utilization was highest during the afternoon period (1:30 to 3:00 P.M.). In July 2012, 96% of the Central Waterfront’s off-street parking spaces were occupied in the afternoon; in Pioneer Square, the afternoon utilization was 79%. Although the utilization has increased, some of the increase may be due to seasonal variations between demand in summer (July 2012) and autumn (September 2010).

Figure 2. Parking Utilization



Source: Counts from 2010 performed by the PSRC in September of that year. Counts for 2012 performed by Heffron Transportation, Inc. in July of that year.

3.1.1. Partnership Program Parking Spaces

As of July 1, 2012, there were three garages in the parking partnership program that were offering a rate of \$3 per hour for stays up to four hours. This included the following garages:

- 1st and Columbia Garage = 695 spaces
 - Pike Place Market Garage = 526 spaces
 - Merrill Place Garage = 148 spaces
- Total 1,369 spaces

The three participating garages serve both the Central Waterfront and Pioneer Square neighborhoods. The walking distance and estimated walk times to these neighborhoods from each facility are summarized in Table 2.

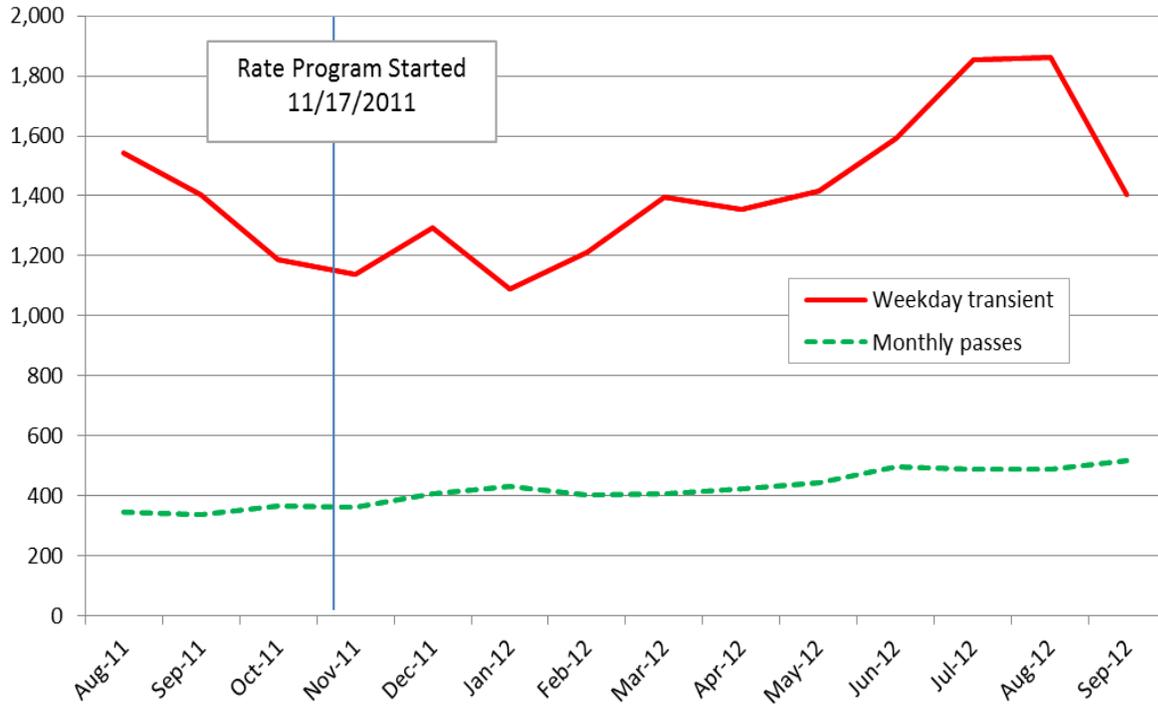
Table 2 . Walking Distance from Partnership Facilities to Neighborhoods

| Garage | To Waterfront Park | To Occidental Park |
|-------------------------------------|---------------------------|---------------------------|
| 1 st and Columbia Garage | .5 miles / 11 minute walk | .3 miles / 6 minute walk |
| Pike Place Market Garage | .2 miles / 5 minute walk | .8 miles / 17 minute walk |
| Merrill Place Garage | .8 miles / 16 minute walk | .2 miles / 4 minute walk |

3.1.2. Garage Utilization

Monthly transaction data were provided by two garages in the partnership program: 1st and Columbia garage and Pike Place Market garage. Figure 3 and Figure 4 show the monthly transactions for monthly passes as well as weekday transient parking with stays of four hours or less. The data will continue to be tracked to assess how the rate program—and related marketing, e-Park, and improvement projects—will affect short-term parking, and to assess seasonal variations in parking demand.

Figure 3. Monthly Parking Transactions for 1st and Columbia Garage



Source: Data provided by Central Parking Systems.

Figure 4. Monthly Parking Transactions for Pike Place Market Garage



Source: Data provided by Pike Place Market Development Authority.

3.1.3. e-Park Program

Data will be provided in 2013 after e-Park systems are installed at targeted facilities, and e-Park wayfinding signs are located along routes to Pioneer Square and the Central Waterfront.

3.2. Customer Perception

Customer perception is a broad category that includes customers’ and area residents’ perception of parking in Pioneer Square and the waterfront—whether parking in these areas is available, safe, proximate and affordable. In all, the goal is to determine if parking is more of a barrier today than prior to construction when it comes to visiting the project area.

3.2.1. Garage Customer Intercept Surveys

Surveys are proposed to be performed in summer 2013 after more garages are in the program, e-Park has been implemented and the 2013 marketing program is underway. Survey questions will focus on:

- a. availability
- b. safety
- c. proximity
- d. affordability

3.2.2. Customer Perceptions About Parking in General

The DSA conducted a four-county regional telephone survey in 2011 to understand how Puget Sound residents view Downtown Seattle as a unique and preferred destination. It interviewed a total of 1,003 adult residents (age 18+) in King, Pierce and Snohomish counties. One of the survey goals was to determine barriers that may keep people from visiting downtown Seattle. A majority of the respondents (65%) said that expensive parking is the biggest barrier that keeps them from visiting downtown more frequently. The hassle of the trip downtown (53% agree) is the second biggest barrier.

The DSA will likely retake this survey in 2013, and the new results will be compared to the 2011 results.

3.2.3. Customer Perceptions About e-Park

Future surveys will be conducted to determine the level of awareness of the brand and purpose of the e-Park system as well as the ease of use and ability to decrease circling time.

3.2.4. Parking Website Marketing

To monitor the success of the parking website marketing efforts, it is useful to look at the sheer volume of visitors to the website, as well as how waterfront and Pioneer Square businesses are spreading the word about the parking website.

The summer marketing campaign started on July 23, 2012 and lasted until September 30, 2012. The website "DowntownSeattleParking.com" was created to provide parking information for the Central Waterfront and Pioneer Square neighborhoods (see Figure 5).

Figure 5. Screenshot from "DowntownSeattleParking.com"

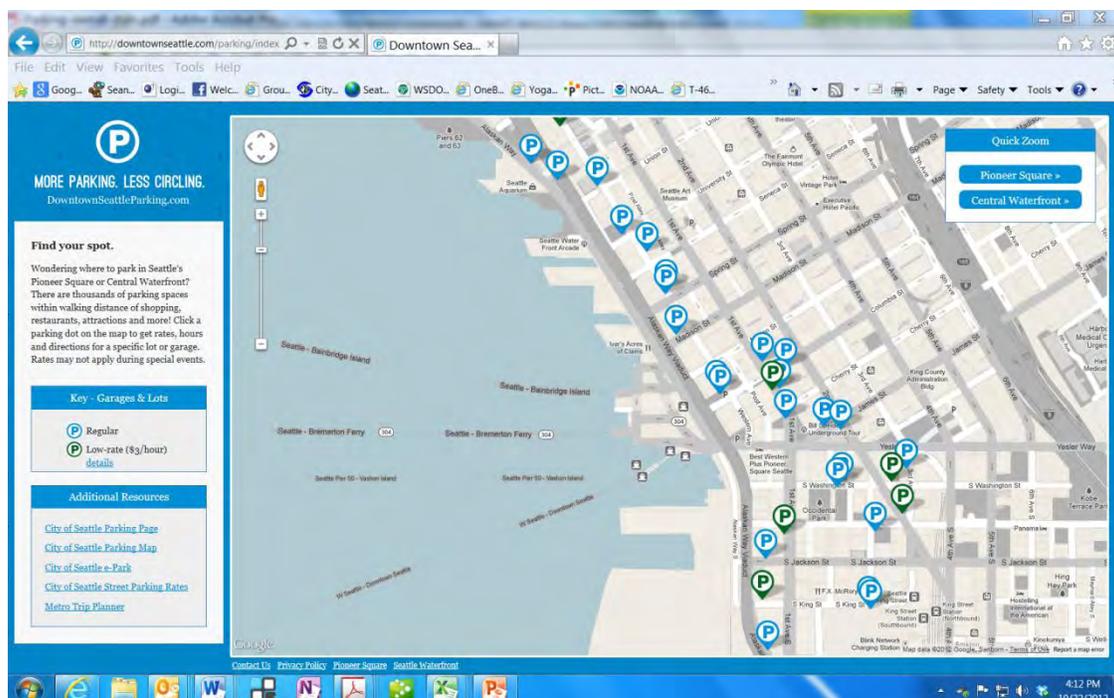


Table 3 summarizes the key website analytics related to visits, traffic sources, and the sources for visits of longer than 15 seconds. The key takeaways reported by the team’s marketing consultant, Copacino Fujikado, are as follows:

- Online display continued to performed very well with a click-through rate¹ of 0.21%, which is well above industry standards (.07%). Cost-per-click (CPC) was also a very affordable at \$2.20.
- The Tribal Fusion network delivered the best click-through rate at 0.29% and a CPC of \$1.17.
- The high percentage of referral traffic (34%) reminds us how important it is to use the communications plan to get stakeholders involved for the holiday campaign and beyond.
- Stakeholders sourced 26% of engaged visits (15+ seconds).
- More than 1 in 5 searchers found the site by using some order combination of "downtown Seattle parking." These key words will help shape the approach to the holiday campaign.

Table 3. Website Analytics

| | |
|---|--------------------------------------|
| Website Visits | |
| Page views | 24,981 |
| Unique page views | 22,267 |
| Average time spent on page | 3:26 |
| Desktop | 81% |
| Mobile | 19% (includes tablets) |
| Apple iPad | 1,162 (32% of mobile, 6% all visits) |
| Apple iPhone | 942 (26% of mobile, 5% all visits) |
| Traffic Sources | |
| Online Display | 54% |
| Referral | 34% |
| Direct | 7% |
| Search | 5% |
| Top sources of "engaged" visits (0:15+): | |
| 1. Tribal Fusion (online display) | 4,839 |
| 2. <i>wsdot.wa.gov</i> | 2839 |
| 3. Seattle Times (online display) | 1,676 |
| 4. <i>seattlegreatwheel.com</i> | 593 |
| 5. <i>seattleaquarium.org</i> | 534 |
| 6. Facebook | 470 |
| 7. <i>ivars.com</i> | 408 |
| 8. Google (search) | 335 |
| 9. <i>pioneersquare.org</i> | 289 |

Source: Copacino Fujikado, October 17, 2012.

Italics indicate stakeholders

¹ Click-through rate = the number of mouse clicks per advertisement ÷ number of times the ad is shown.

3.2.5. Business Marketing Integration

Website Integration

The AWW Team conducted telephone interviews of 55 businesses in September 2012 to determine how they integrate with the website materials and parking information provided by the team. The results are summarized in Table 4.

Table 4. AWW Parking Mitigation – Business Integration, September 2012

| Integration Measure | Data |
|---|----------------|
| Number of Businesses Surveyed ² | 55 Businesses |
| · Waterfront | 23 |
| · Pioneer Square | 32 |
| Business that have incorporated marketing materials | 6 Businesses |
| · Waterfront | 4 |
| · Pioneer Square | 2 |
| Where have they incorporated marketing materials? | 7 Integrations |
| · Their Website | 5 |
| · Their Facebook Page | 1 |
| · Their Twitter Feed | 0 |
| · Their Newsletter/Ad | 1 |
| Which marketing tool did they incorporate? | 7 Integrations |
| · Link | 6 |
| · Logo | 1 |
| · Button | 0 |

Examples of Integration:

Websites:

- Seattle Aquarium - <http://www.seattleaquarium.org/directions>
- Argosy Cruises - <http://www.argosycruises.com/royalargosy/maps.cfm>
- Cuttysark Nautical Antiques - <http://cuttyantiques.com/directions.html>
- McKinnon Furniture - <http://www.mckinnonfurniture.com/directions.htm>

Facebook:

The Seattle Great Wheel

We're loving this new website that helps you find the cheapest parking downtown! Check it out before you head to the wheel.
<http://downtownseattle.com/parking/index.html>

² Businesses websites, Facebook pages and Twitter feed were viewed between 9/14/12 and 9/21/12 for this report.

Other Marketing Materials

Once marketing materials such as brochures are available, the number of businesses displaying the brochures and/or the number of brochures requested from businesses will be reported.

3.3. Customer Activity

One of the measures of success for the Parking Mitigation Plan is that customer counts and revenue at major neighborhood destinations remain at the same levels as before construction began. Several mechanisms are available to track customer activity in the neighborhood:

- DSA Pedestrian counts
- Customer counts at key destinations
- Business sales

3.3.1. DSA Pedestrian Counts

The DSA performs one-day pedestrian counts in August and December of each year (and sometimes in April) at 17 key locations throughout downtown. Three locations where historic counts are available to track pedestrian activity are:

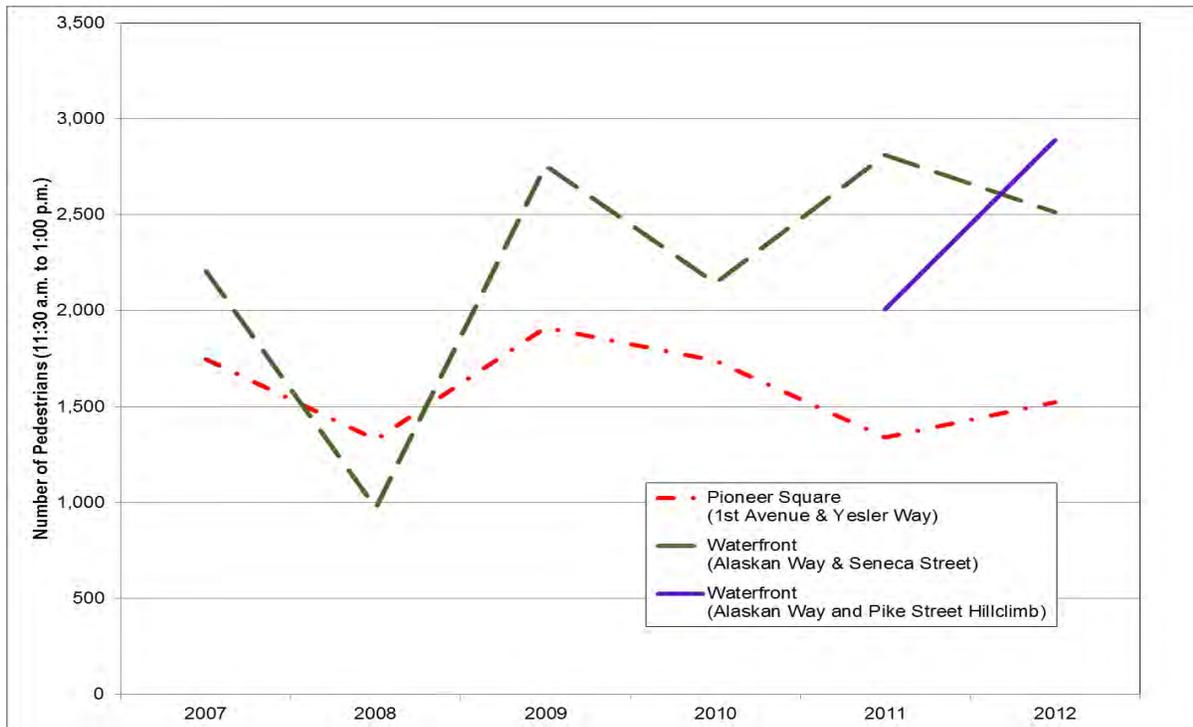
- Pioneer Square – 1st and Yesler
- Waterfront – Alaskan and Seneca
- Waterfront – Alaskan Way and Pike Street Hillclimb

Counts at the first two locations have been performed since December 2006; the last location (at the Pike Street Hillclimb) was added in 2011.

Pedestrians were counted during three 90-minute time periods: morning from 7:30 A.M. to 9:00 A.M.; midday from 11:30 A.M. to 1:00 P.M.; and afternoon from 4:00 P.M. to 5:30 P.M. The midday and afternoon periods are most reflective of potential customer activity since businesses and attractions are open at these times. The pedestrian volumes for August are shown on Figure 6 for the midday period and on Figure 7 for the afternoon period.

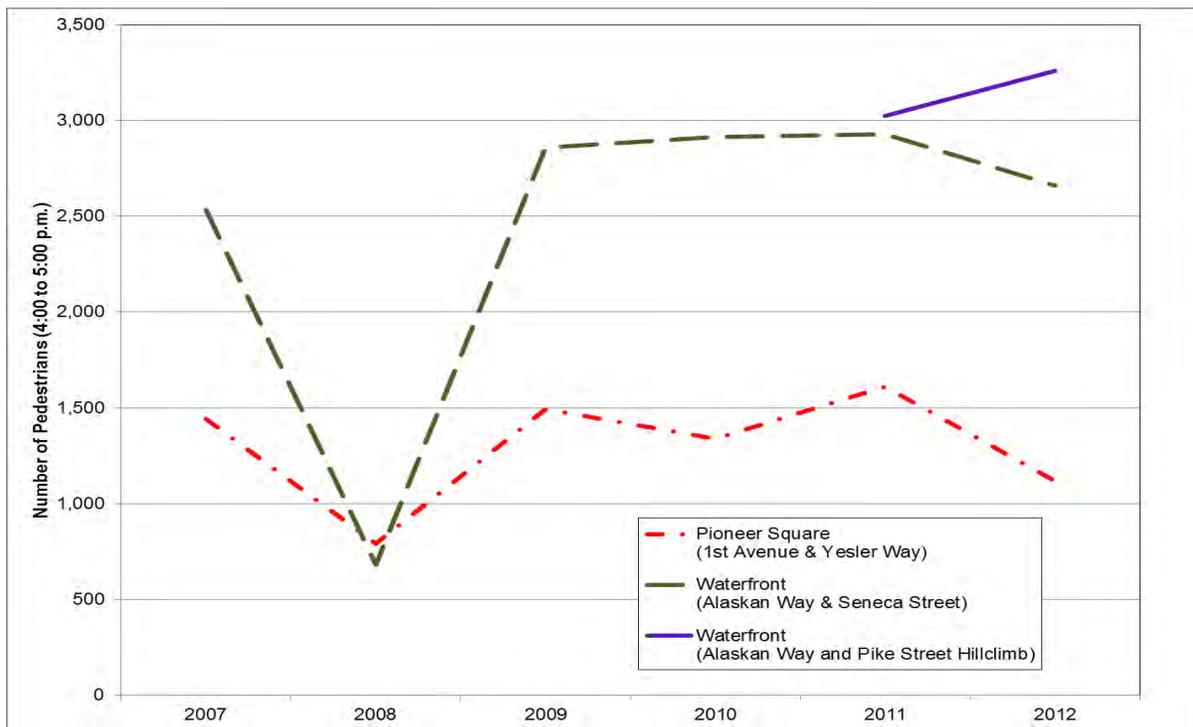
The data show that since 2011 pedestrian volumes have increased at the Pike Place Hillclimb at the north end of the study area, and midday volumes were up in Pioneer Square. However, pedestrian volumes have decreased in the Central Waterfront area near Seneca Street and in the afternoon in Pioneer Square. It is noted that many locations throughout downtown experienced decreases in pedestrian volumes. The full report about pedestrian counts throughout downtown can be found at <http://downtownseattle.com/files/file/August2012PedCountAnalysis.pdf>

Figure 6. Pedestrian Counts in August - Midday (11:30 A.M. to 1:00 P.M.)



Source: Metropolitan Improvement District's Business Development & Market Research team, in cooperation with the Downtown Seattle Association.

Figure 7. Pedestrian Counts in August - Afternoon (4:00 P.M. to 5:00 P.M.)

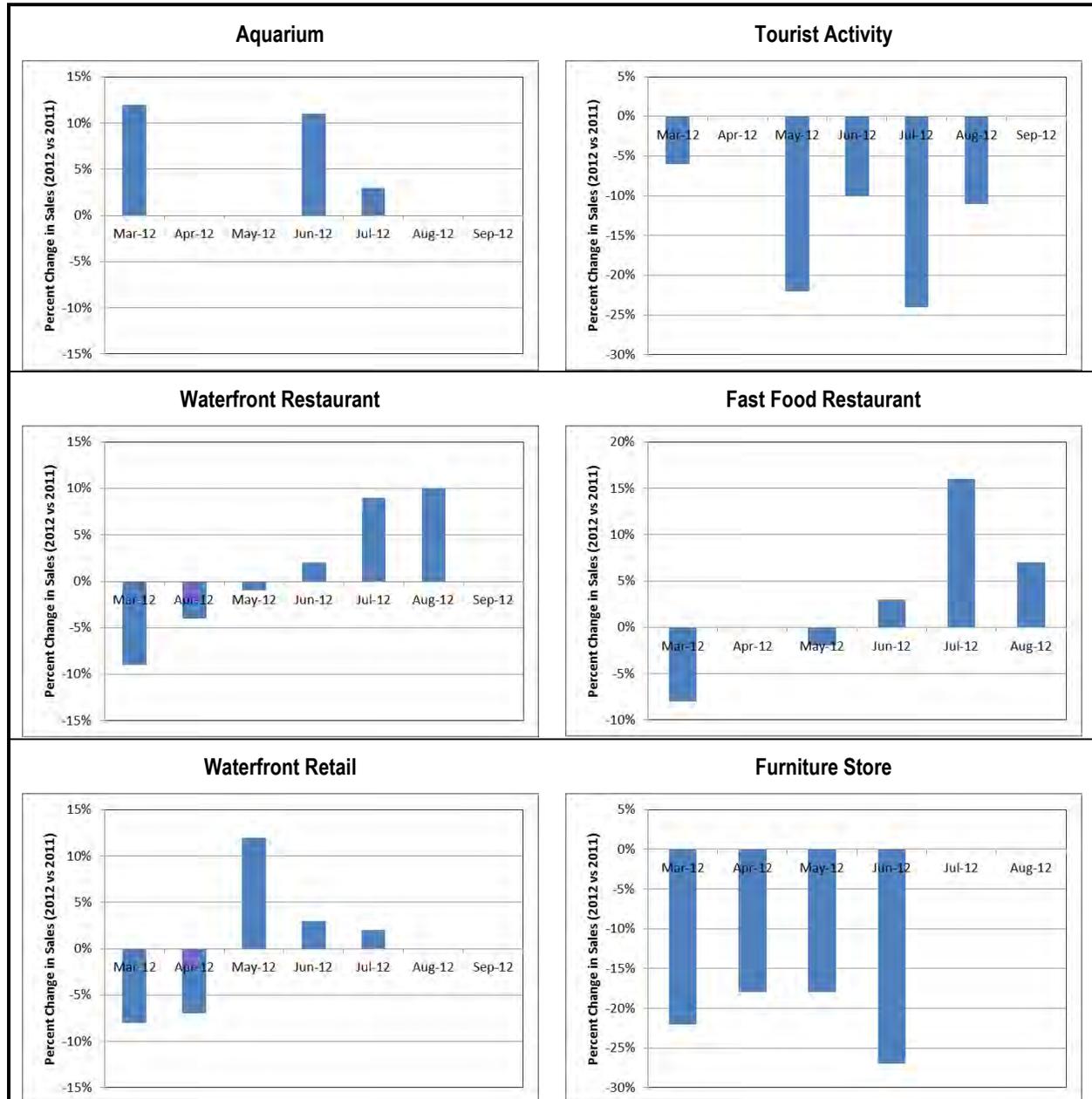


Source: Metropolitan Improvement District's Business Development & Market Research team, in cooperation with the Downtown Seattle Association.

3.3.2. Business Sales

A consortium of businesses along Alaskan Way and Western Avenue track their business sales information. Year-over-year trends in sales from 2011 to 2012 (see Figure 8) show the trends for different types of businesses.

Figure 8. Waterfront Business Sales Trends - % Change from 2011 to 2012

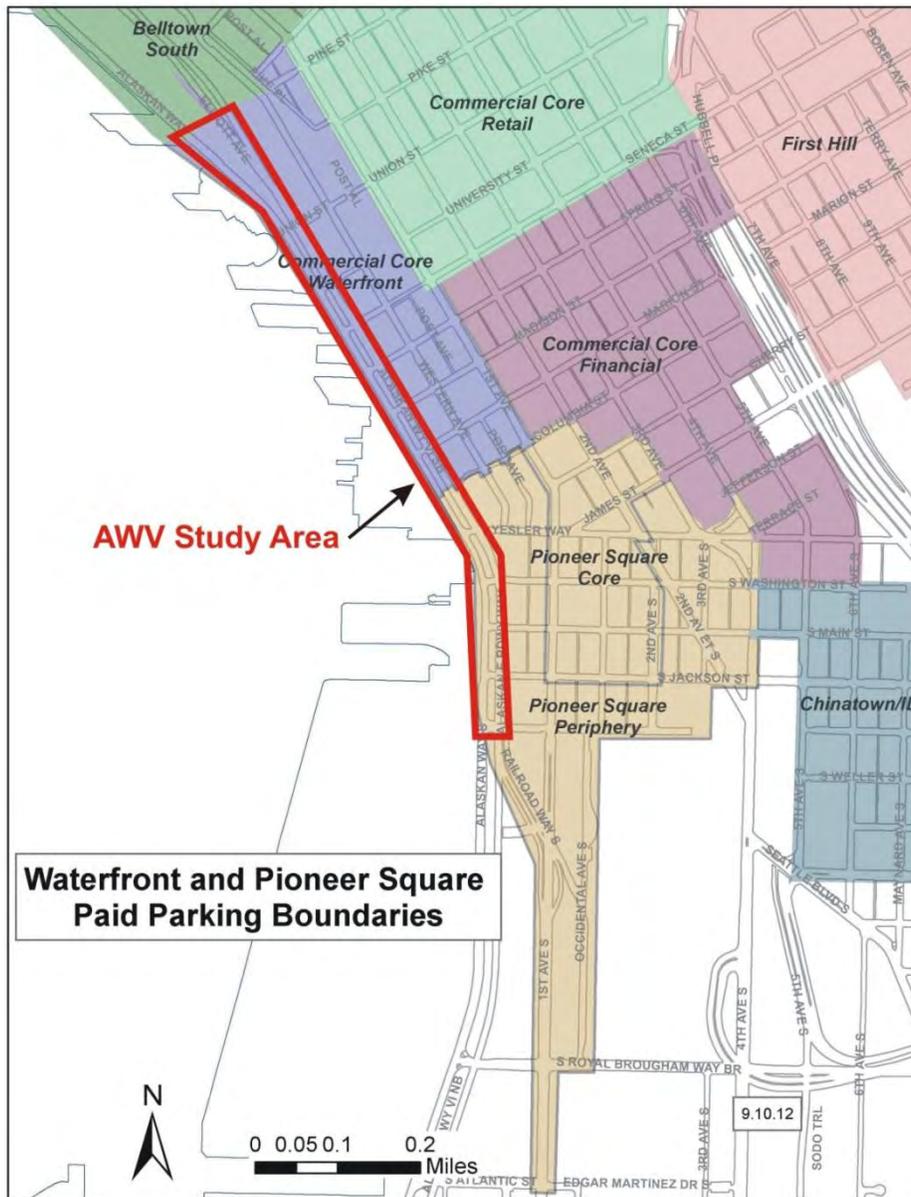


Source: Waterfront businesses, October 22, 2012.

3.4. On-Street Parking

The City of Seattle tracks data from its pay stations throughout Seattle. The areas tracked for Pioneer Square and the Waterfront are much larger than the areas previously studied for Alaskan Way Viaduct construction impacts. However, these data are useful in broadly showing how parking demand at the pay stations in impacted areas change by month and by time of day. Figure 9 shows the boundaries of the “Pioneer Square Core” and the “Commercial Core Waterfront” for which on-street parking data will be tracked. The figure also shows the study area where on-street parking space loss during AWV tunnel construction has previously been tracked.

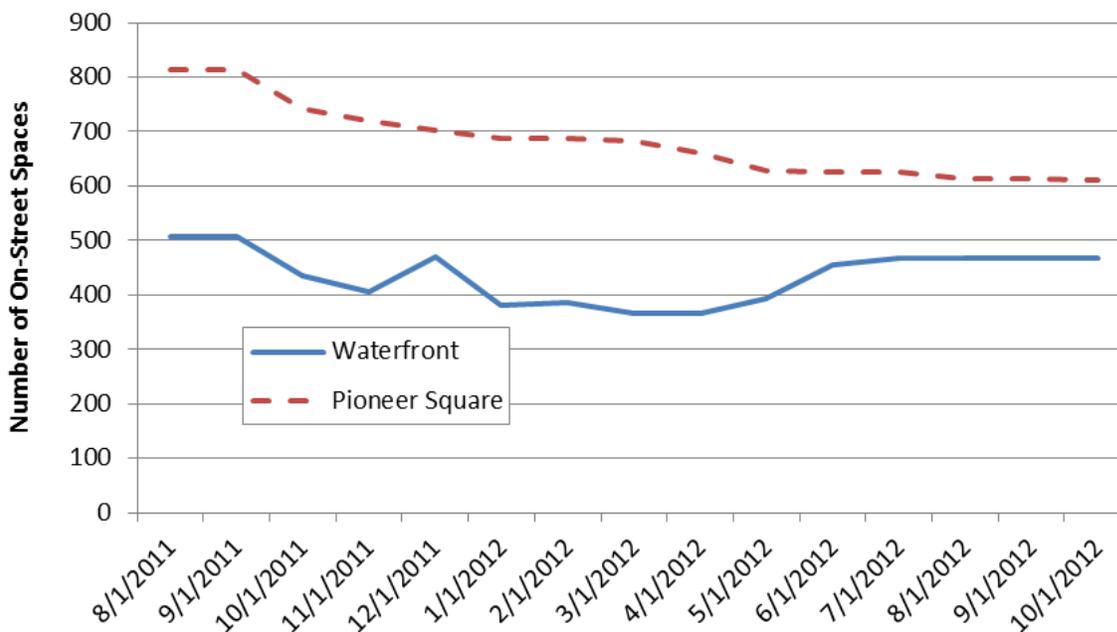
Figure 9. Map of Areas for Paid Parking Data Tracking



3.4.1. On-Street Parking Spaces

The number of on-street pay parking spaces in the full Pioneer Square Core area and Central Waterfront Commercial Core are shown on Figure 10. These were tracked for one day in each month. While this provides a trend of space additions and losses, it may not reflect the total number of spaces that may have been temporarily lost to parking on other days of the month due to construction. For Pioneer Square, the majority of the parking loss is related to bored tunnel construction, which eliminated parking under the Alaskan Way Viaduct, on Railroad Avenue, and on surface Alaskan Way. The trend for the Waterfront shows the loss of parking associated with the Seattle City Light (SCL) utility work last fall, with the spaces being returned in December, and then removed again in January. Parking supply was then increased in May when the SCL project was completed and new parking spaces were created on the former trolley tracks along Alaskan Way.

Figure 10. Number of On-Street Pay Station Parking Spaces



Source: SDOT, October 2012. The areas are reflected in Figure 9.

3.4.2. Pay Station Statistics

The number of transactions (each time a customer purchases parking at the pay station) is also tracked, and shown on Figure 11. These data show the seasonable variation in on-street parking.

Figure 11. Pay Station Transactions by Month

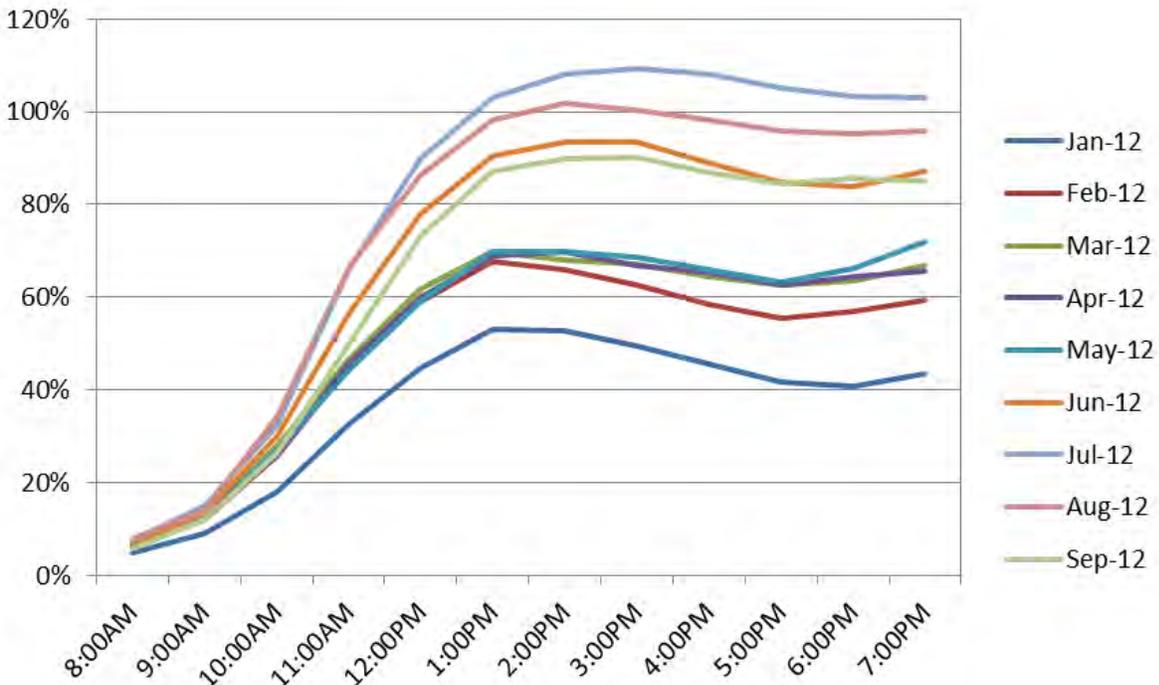


Source: SDOT, October 2012. The areas are reflected in Figure 9.

For each neighborhood area, the paid occupancy by time of day is also tracked, and is shown on Figure 12 for the Central Waterfront and Figure 13 for Pioneer Square. Paid occupancy is the ratio of the number of transactions compared to the parking capacity in each neighborhood. These data show that the percent occupancy can exceed 100% since patrons often pay for a longer period than they actually stay (e.g., pay for four hours but only stay for three). It also shows that transactions are not tracked beyond 8:00 P.M. since the pay stations are no longer in service.

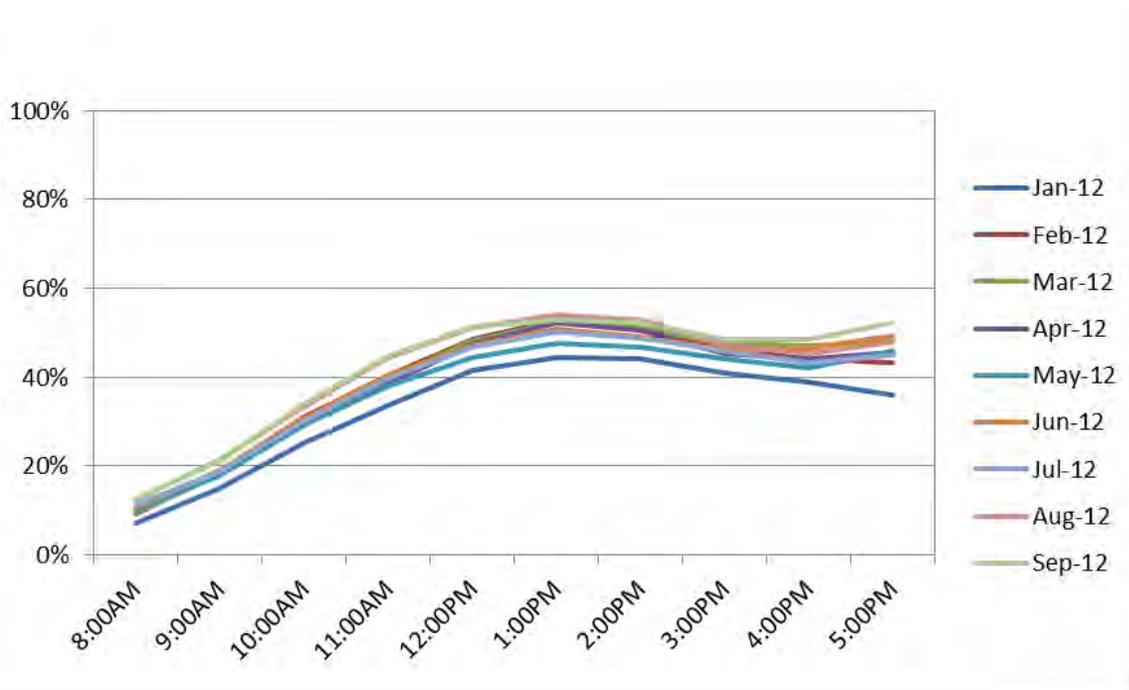
The transaction data show that parking in the Central Waterfront area is highly seasonal with the highest number of daily transactions during the summer months. Transactions in Pioneer Square are fairly consistent from month to month.

Figure 12. Paid Occupancy by Month and Time of Day – Central Waterfront



Source: SDOT, October 2012. The area reflected is shown on Figure 9.

Figure 13. Paid Occupancy by Month and Time of Day – Pioneer Square



Source: SDOT, October 2012. The area reflected is shown on Figure 9.

3.4.3. Sunday Parking Restrictions

In August 2012, SDOT implemented Sunday time limits for free, on-street parking along in the waterfront neighborhood. These restrictions were requested by stakeholders after data had been collected showing that parking is highly utilized on Sundays, and that the majority of parkers stayed for longer than four hours. The surveys before the restrictions were enacted were performed on two Sundays in April: April 15, 2012, a day with a Mariner's game that started at 1:10 P.M., and April 29, 2012, a day with no Mariner's game. The study area for the Sunday parking survey is shown on Figure 14. Overall parking utilization (the percentage of spaces occupied by a vehicle) and parking duration by subarea are shown on Figure 15 and Figure 16, respectively.

The project team will perform another utilization survey in April 2013 to determine how the Sunday parking restrictions have affected utilization and duration.

Figure 14. Sunday Parking Utilization Study Area

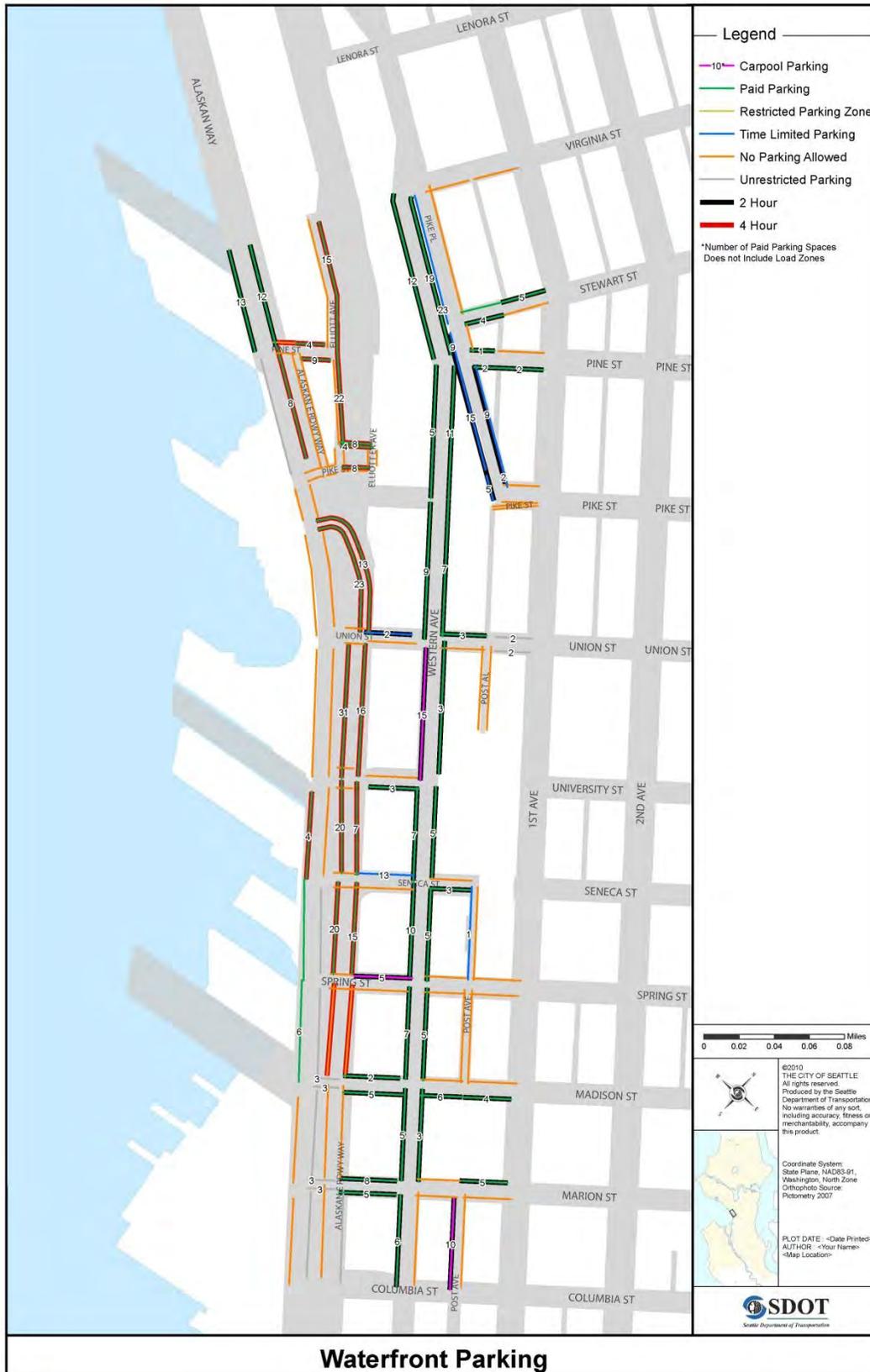
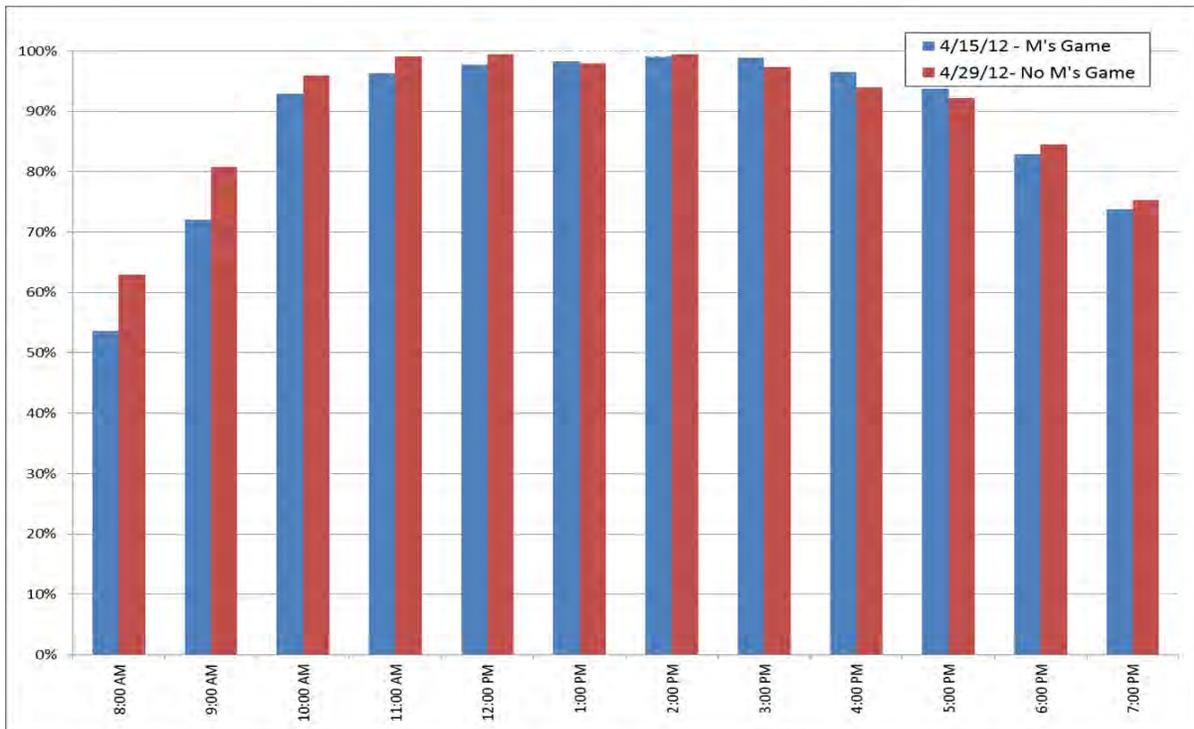


Figure 15. Parking Utilization by Time of Day – Sunday Before Restrictions Were Implemented



Source: Heffron Transportation, Inc., April 2012.

Figure 16. Parking Duration – Sunday Before Restrictions Were Implemented



Source: Heffron Transportation, Inc. April 2012.

3.5. Special Promotions

Data were compiled from the Mother’s Day 2012 event in which free parking was provided for customers of restaurants, the Seattle Aquarium and other businesses along the Central Waterfront. A total of 775 vouchers for free parking were used during this promotion. A survey performed as part of that special event was compiled and summarized in Table 5. The survey found that a significant number of participants came to the waterfront because of the free parking promotion.

Table 5. Mother's Day 2012 Special Promotion - Customer Survey Results

| Business | # of vouchers / surveys | Where did you learn about promo? | | | | Why did you come to waterfront today? | | |
|-----------|-----------------------------|----------------------------------|-----------------------|----------------|-------|---------------------------------------|-------------|-------------------|
| | | From restaurant or business | Didn't know until now | Parking garage | Other | Come here often for MD | Spontaneous | Heard about offer |
| Argosy | 126 (38 filled out survey) | 58% | 23% | 13% | 6% | 18% | 5% | 21% |
| Elliott's | 51 (13 filled out survey) | 54% | 15% | 31% | 0% | 23% | 8% | 15% |
| Ivar's | 166 (96 filled out survey) | 33% | 7% | 42% | 18% | 46% | 17% | 14% |
| Pier 57 | 111 (33 filled out survey) | 9% | 9% | 64% | 18% | 42% | 9% | 12% |
| Red Robin | 67 (52 filled out survey) | 19% | 4% | 56% | 21% | 21% | 44% | 13% |
| Aquarium | 146 (142 filled out survey) | 23% | 10% | 48% | 19% | 26% | 1% | 10% |
| Courtesy | 108 (25 filled out survey) | 40% | 4% | 44% | 12% | 12% | 20% | 8% |
| Total | 775 (399 filled out survey) | | | | | | | |

Source: Enviroissues, June 2012.

Surveys will be conducted for future special promotions such as the First Thursday promotions in Pioneer Square and the furniture event for Western Avenue.