

AWV Parking Mitigation Plan – 2013 Work Plan

Strategy / staff PM	2013 Work Plan	Q1	Q2	Q3	Q4
1. Parking Garages Matt Preedy, WSDOT	• Prepare feasibility studies on mixed use public parking	X			
	• Continue outreach to developers and property owners regarding interest in partnership	X	X		
	• Negotiate and execute agreements		X	X	X
2. Garage Partnerships Meghan Shepard, SDOT	• Execute Watermark Garage and Hillclimb Garage agreements with Republic Parking <ul style="list-style-type: none"> – Final terms reached in February – DSA executing agreements – Public launched planned by May 1 	X	X		
	• Obtain approval from Pioneer Square Preservation Board for improvements and signs <ul style="list-style-type: none"> – Initial sign design completed; applications pending property owner/manager approvals – Board review planned for April-May 		X		
	• Continue to negotiate additional agreements <ul style="list-style-type: none"> – Final terms reached in March between DSA and WSDOT to increase DSA role in executing and administering current and future agreements 	X	X	X	X
	• Manage garage agreements (implementation, reports, invoices, etc.)	X	X	X	X
	• Evaluate program in 4 th Quarter 2013				X
3. Marketing KaDeena Yerkan, WSDOT	• Continue to work with stakeholder subcommittee on marketing program	X	X	X	X
	• Perform marketing research (March - April)	X	X		
	• Upgrade website (April)		X		
	• Implement summer campaign (May 1 – September 30)		X	X	
	• Implement winter campaign (November 15 – January 31, 2014)				X
4. Public ROW Improvements Brian Henry, SDOT	• Assess 2012 projects and discuss potential future improvements (February – March)	X			
	• Finalize scope of 2013 projects (April)		X		
	• Complete design for 2013 project (June 30)			X	
	• Construct (July – November)			X	X
5. Temporary On-Street Parking	None currently identified				
7. Wayfinding Brian Henry, SDOT	• Receive and install first e-Park directional signs (March – April)	X			
	• Complete analysis of existing wayfinding signage need (May 1)	X			
	• SDOT/WSDOT recommendations for sign removal/additions (May)	X	X		
	• Construction (June – July)			X	X

8. e-Park Meghan Shepard, SDOT	<ul style="list-style-type: none"> • Obtain approval from Pioneer Square Preservation Board for signs <ul style="list-style-type: none"> – Application completion pending property owner/manager approvals – Board review planned for April 	X	X		
	<ul style="list-style-type: none"> • Install e-Park dynamic message signs <ul style="list-style-type: none"> – Facilities signs installed on a case-by-case basis in Spring-Summer – Dynamic right-of-way sign installation scheduled for Summer 		X	X	
9. Parking App KaDeena Yerkan, WSDOT	<ul style="list-style-type: none"> • Assess need for app following marketing research (April) 		X		
10. On-Street Parking Policies Meghan Shepard, SDOT	<ul style="list-style-type: none"> • Repeat April Sunday Occupancy study on waterfront <ul style="list-style-type: none"> – 4/28 (Mariners), 5/5 (NO Mariners) 		X		
	<ul style="list-style-type: none"> • Conduct Pioneer Square curbspace management study <ul style="list-style-type: none"> – Scoping set to begin in May-June with study and outreach process occurring through Fall 		X	X	
11. Special events Kerston Swartz, WSDOT	<ul style="list-style-type: none"> • Continue free parking for First Thursdays in Pioneer Square (monthly through May) 	X	X		
	<ul style="list-style-type: none"> • Develop program for Mother's Day 2013 (May 12, 2013) <ul style="list-style-type: none"> – 4 garages agreements (March – April) – Coordinate with participating businesses (March – May) 		X		
12. Monitoring Marni Heffron	<ul style="list-style-type: none"> • Prepare Quarterly reports 	X	X	X	X
	<ul style="list-style-type: none"> • Perform intercept survey(s) 			X	