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 Third Quarter 2013

December 10, 2013

Washington State Department of Transportation

SDOT
Seattle Department of Transportation

Table of Contents

Tables

Figures

1. INTRODUCTION AND PURPOSE

The *SR 99 Tunnel Project Parking Mitigation Plan,* completed in July 2012, is in its second year of implementation. In the plan, the Washington State Department of Transportation (WSDOT), the City of Seattle, partners and stakeholders identified 10 strategies to help offset the loss of on-street parking during construction of the SR 99 tunnel. This monitoring report details the status of the strategies from July through September 2013, and provides information to help assess each strategy's effectiveness.

Information on the parking program, including a copy of the Parking Mitigation Plan, can be found at:

http://www.wsdot.wa.gov/Projects/Viaduct/Traffic/ParkingInformation

Parking mitigation strategies are regularly measured to determine their success and evaluate if they are meeting the program's intended goals. These goals are:

- Minimize SR 99 tunnel construction impacts to businesses and help maintain the vitality of Pioneer Square and the waterfront.
- Provide available, convenient, safe and affordable short-term parking for visitors to Pioneer Square and the waterfront.
- Provide the public, stakeholders, political leaders and media accurate and timely information regarding Pioneer Square and the waterfront neighborhood parking to 1) improve the perception of parking availability and 2) provide drivers effective tools to find available, proximate, safe, affordable parking before, during and after viaduct demolition.

Section 2 provides a summary of the program progress for each of the strategies, followed by monitoring data for the third quarter of 2013 in Section 3.

2. SUMMARY OF PROGRAM PROGRESS

The *SR 99 Tunnel Project Parking Mitigation Plan* identifies 10 mitigation strategies. Significant accomplishments in the third quarter of 2013 include:

- City Council began the acquisition process for the lot located at Western Avenue and Seneca Street to preserve short-term parking on the waterfront (Strategy 1).
- WSDOT and Stadium Place executed a covenant to provide 75 spaces at on-street rates through 2028 (Strategy 1).
- Increased number of parking spaces in low-rate programs by 421 spaces; there are a total of 2,083 spaces available in the participating garages (Strategy 2).
- Completed summer and launched fall marketing campaign (Strategy 3).
- Completed 100 percent design for projects to improve key walking routes (Strategy 4).
- Completed motorist and pedestrian wayfinding implementation plan for routes to targeted neighborhoods and garages (Strategy 6).
- Held three monthly First Thursday free parking promotional events in Pioneer Square (Strategy 10).

The status of each strategy, including overviews of progress made during the third quarter of 2013, is described below.

2.1. Build and Acquire Parking Garages

Strategy 1: Create a "parking mitigation bank" for the purpose of helping to fund the construction of, or acquisition of, garages for short-term public parking.

As of September 31, 2013, progress in this strategy included:

- Continued negotiations for a second funding agreement with the Pike Place Market Preservation and Development Authority (PDA) for the proposed new PC1-North Garage.
- City Council began the acquisition process for the lot located at Western Avenue and Seneca Street to preserve short-term parking on the waterfront through construction.
- Executed a long-term covenant through 2028 securing low-rate, short-term parking for 75 spaces at Stadium Place, located on the north lot of CenturyLink Field.

2.2. Partner with Private Parking Facilities

Strategy 2: Provide 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).

As of September 30, 2013, six garages were participating in the low-rate partnership program, all offering a rate of $3 per hour up to four hours. One other garage, Stadium Place, is offering the same low rate through the covenant negotiated as part of strategy 1. Participating garages include:

• First and Columbia Garage	=	703 spaces
• Pike Place Market Garage	=	540 spaces
• Hillclimb Garage	=	150 spaces
• Watermark Tower Garage	=	121 spaces
• Merrill Place Garage	=	148 spaces
• Butler Garage	=	421 spaces
Strategy 2 total spaces	**=**	**2,083 spaces**
• Stadium Place Garage	=	75 spaces
Strategy 1 total spaces	=	**75 spaces**

Total of spaces offered at low-rate garages for strategies 1 and 2 = 2,158 spaces

Five out of six of these garages, plus the Bell Street Pier Garage, also agreed to be part of the City of Seattle's e-Park program. In this program, space availability is monitored and displayed on facility signs, e-Park dynamic message signs located throughout downtown, and on the parking mobile website. The status of partner garages at the end of the third quarter of 2013 is listed in Table 1.

Table 1. Partner garages

Garage name	Low-rates agreement	e-Park agreement
Bell Street Pier Garage	n/a	√
Pike Place Market Garage	Renewal pending	√
Hillclimb Garage	√	√
Watermark Tower Garage	√	√
First and Columbia Garage	√	√
Butler Garage	√	√
Merrill Place Garage	Renewal pending	Target: 4Q 2013
Stadium Place Garage	√	Target: 4Q 2013

Note: The program had been pursuing low-rate and e-Park agreements with the Frye Garage; however, due to limited available spaces for public use during weekday hours, and that there are four other Pioneer Square garages participate in the low-rate program, these agreements will not be pursued.

2.3. Marketing

Strategy 3: Market parking availability and preferred travel routes.

The 2013 summer marketing campaign was two-phased and straddled the second and third quarters of the year. The first phase ran from May 27 to June 16, the second from June 17 to September 16. Given the momentum of the summer campaign, the marketing subcommittee extended efforts and ran a shoulder season (fall) campaign from September 17 to November 10. This report will discuss marketing activities and analytics for the third quarter only (July 1 through September 30), which includes most of phase two of the summer campaign and the first two weeks of the fall extension. The summer and fall marketing campaigns included:

- Radio ads
- Online display ads
- Mobile ads
- Search optimization (Google ad words)
- Seattle Times summer guide ad
- “Summer in Seattle” visitor guide ad (Downtown Seattle Association publication)
- Interior and exterior bus ads
- Posters (small outdoor billboards)
- Mobile application launch
- Desktop website updates
- Viaduct column painting

The parking marketing subcommittee will keep the momentum of the summer/fall campaigns by executing a holiday campaign (November 18 through December 31).

2.4. Improve Key Walking Routes within Public Rights of Way

Strategy 4: Improve walking routes between partnership parking facilities and destinations along the waterfront and in Pioneer Square to enhance the customer experience.

During the third quarter of 2013, the design to improve two additional pedestrian corridors reached 100 percent completion. Improvements include:

- Columbia Street – Festive lighting between First and Western avenues along the side of the existing viaduct ramp.
- Spring Street – Festive tree lighting between Post Alley and Alaskan Way.

Project implementation for these two projects is expected to occur in the fourth quarter of 2013. A previously proposed lighting enhancement at Yesler Way and Alaskan Way is not being pursued at this time due to the unavailability of a low cost power source for the lighting improvements.

2.5. Create Temporary On-Street Parking

Strategy 5: Increase on-street parking supply, where possible, as construction progresses.

New temporary on-street parking was not created or lost in the third quarter of 2013. The most recent change to on-street spaces was in spring 2013 when 28 angled parking spaces were added by the Elliott Bay Seawall Project.

2.6. Improve Wayfinding to Destinations and Parking

Strategy 7: Create a comprehensive wayfinding system to connect visitors with neighborhood destinations and parking.

To supplement e-Park signs that will be installed in early 2014, a sign inventory was completed in the third quarter of 2013 to identify parking and directional signage leading drivers to Pioneer Square and the waterfront and to both parking and key destinations within those neighborhoods. In the third quarter of 2013, stakeholders and staff participated in two workshops to identify older signs that should be removed or replaced, as well as locations in need of new signs. Sign removals and installations are expected to begin in early 2014.

2.7. Expand e-Park Program

Strategy 8: Help customers more quickly find available and proximate parking through the City's e-Park program.

Table 1 outlines participating e-Park garages. Third quarter activities in this strategy included the installation of e-Park signs at the First and Columbia and Bell Street Pier garages, as well as development of application materials to seek approval for e-Park signs from the International Special Review District and the Pioneer Square Preservation Board.

2.8. Develop Smart Phone Application

Strategy 9: 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.

In July 2013, the parking marketing subcommittee launched a mobile application for *DowntownSeattle Parking.com*. In the third quarter, the number of mobile and tablet users visiting the website averaged about 50 percent of all visits. Detailed information is provided later in this report in Section 3.3.

2.9. Change On-Street Parking Policies and Practices

Strategy 10: Increase on-street parking use through changes to policies and practices that optimize parking occupancy and turnover, and enhance customer service.

In the third quarter of 2013, work began in Pioneer Square to examine on-street parking regulations and supply issues/opportunities and to develop near-term solutions to improve on-street parking management. Working with the Alliance for Pioneer Square, SDOT completed a parking survey of key business/organization stakeholders and finalized the on-street data collection scope.

2.10. Implement Programs for Special Events

Strategy 11: Use special event promotions for various neighborhoods by offering parking incentives.

In Pioneer Square, the monthly free parking promotion during First Thursday Art Walks continued through the third quarter of 2013. Detailed participation information is provided later in this report in Section 3.4.

3. MONITORING DATA

The following sections present monitoring data from the third quarter of 2013, and are grouped into the following categories:

1. Parking facility (off-street) utilization
2. On-street parking
3. Customer perception
4. Special promotions

3.1. Parking Facility (Off-Street) Utilization

3.1.1. PSRC Parking Surveys

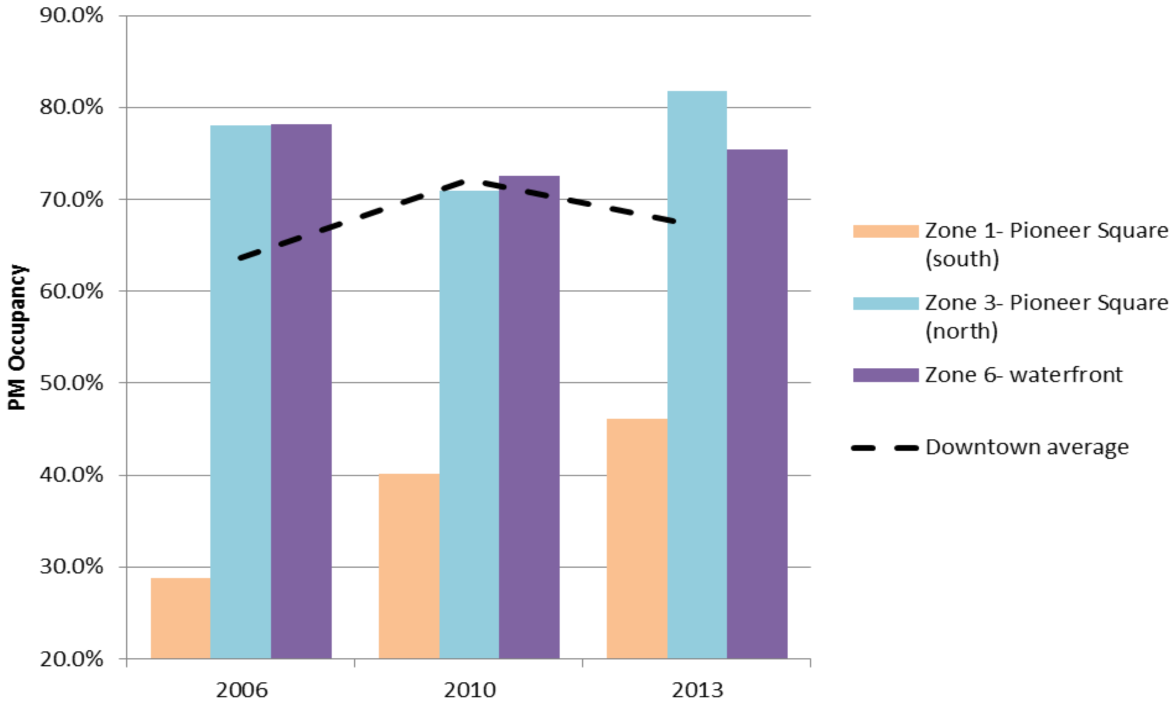
In spring 2013, the Puget Sound Regional Council (PSRC) performed a four-county parking survey that gathered information regarding off-street parking supply, demand and rates. The 2013 survey replicates surveys that occurred in 2006 and 2010. The study area relevant to the Parking Mitigation Plan is encompassed by three PSRC zones:

- Zone 1- Pioneer Square (south)
- Zone 3- Pioneer Square (north)
- Zone 6- Waterfront (from Columbia Street to Virginia Street)

Figure 1 illustrates off-street parking facilities utilization in the study area (zones 1, 3 and 6) compared to downtown Seattle as a whole, and focuses on peak times for weekday utilization (1:30 to 3:00 p.m.). Also shown are the last three PSRC surveys which were performed in 2006, 2010 and 2013.

Comparing the PSRC results from spring 2013 to fall 2010, the average occupancy increased by 6.5 percent for the three zones during the afternoon surveys. Also, zones 3 and 6 have utilization rates higher than the downtown average.

Figure 1. Off-street parking supply and demand – afternoon peak parking period over time



Source: Puget Sound Regional Council, draft Seattle dataset, September 2013.

3.1.2. Partner Garage Utilization

As of September 2013, seven garages were part of the low-rate partnership program. Two of these garages—Pike Place Market and First and Columbia—have data to provide a year-over-year comparison for the quarter. Three other garages have reported their first dataset, and data for the remaining two garages will be reported in 2014. Table 2 summarizes the garages in the partnership program, their contract start dates, and the number of short-term vehicles (four hours or less) that parked for each month in the quarter. More detailed information is provided about these garages in subsequent sections.

Table 2. Third quarter of 2013- number of short-term parkers per month in partnership garages

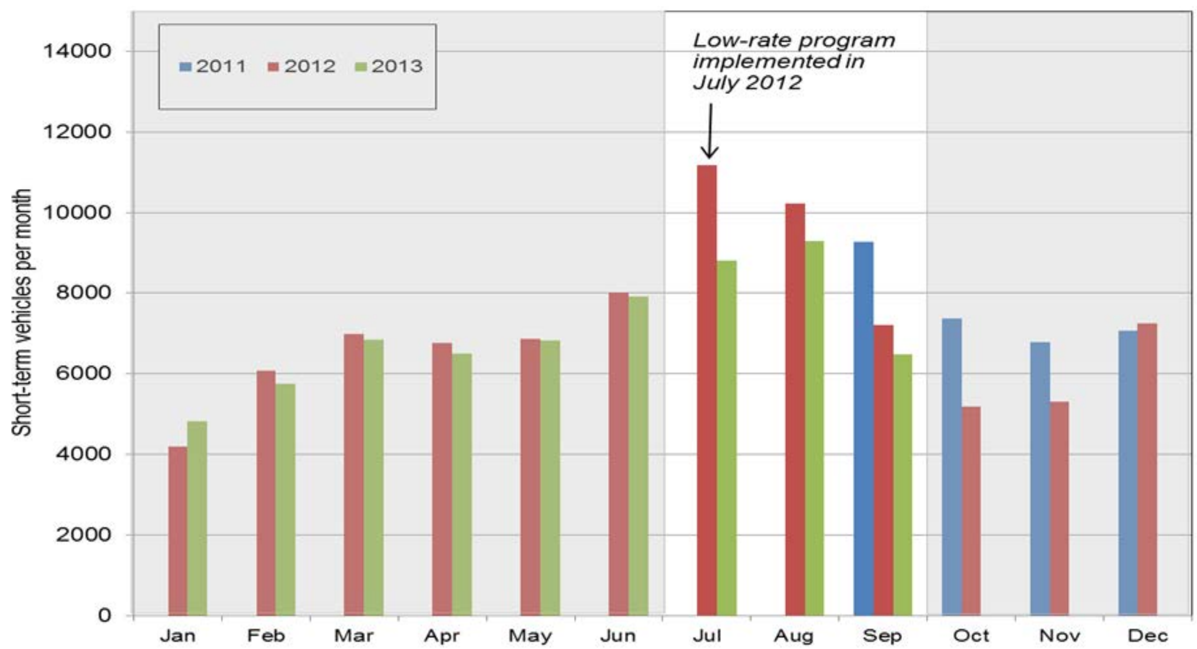
Garage	First month in program	July		August		September	
		2012	2013	2012	2013	2012	2013
Pike Place Market	July 2012	11,185	8,805	10,224	9,291	7,205	6,480
Hillclimb	May 2013	--	2,841	--	3,544	--	540
Watermark	May 2013	--	1,426	--	1,410	--	586
First and Columbia	November 2011	1,046	997	1,096	1,233	752	1,194
Butler	September 2013	--	--	--	--	--	1,344
Merrill Place	March 2012	Not yet available [a]					
Stadium Place	September 2013	Not yet available [b]					

Utilization data are only shown for months in which the garage was participating in the low-rate program.
Note: Great Wheel opening in July 2012 increased parking utilization in those months above normal trend.
a. Garage is not under contract to provide data.
b. Data reported quarterly. First report is scheduled for January 2014.

Pike Place Market Garage

Since the Pike Place Market garage implemented the low-rate program in July 2012, over 180,000 short-term parkers have taken advantage of the affordable parking. Figure 2 shows short-term parking utilization from September 2011 to September 2013, highlighting the current quarter. For July, August and September, the number of parkers was generally lower in 2013 than in 2012.

Figure 2. Pike Place Market Garage – number of short-term parkers per month



Low-rate program implemented in July 2012, data prior to July 2012 does not reflect low-rate utilization.
Source: Data provided by Pike Place Market, and compiled by SDOT

Two full years of utilization data are now available for the Pike Place Market Garage. Data for the one-year period from September 2011 through August 2012 reflects pre-implementation of the low-rate program and then two months at the outset of the program before it was well-recognized. The period from September 2012 through August 2013 reflects post-implementation conditions. Table 3 summarizes the total number of vehicles parked during these two periods. As shown, the total number of vehicles parked in the garage increased by 1.2 percent between the two periods. However, short-term parkers (including those who park in the evening) increased by about 2 percent

Table 3. Pike Place Market Garage before and after implementation of low rates

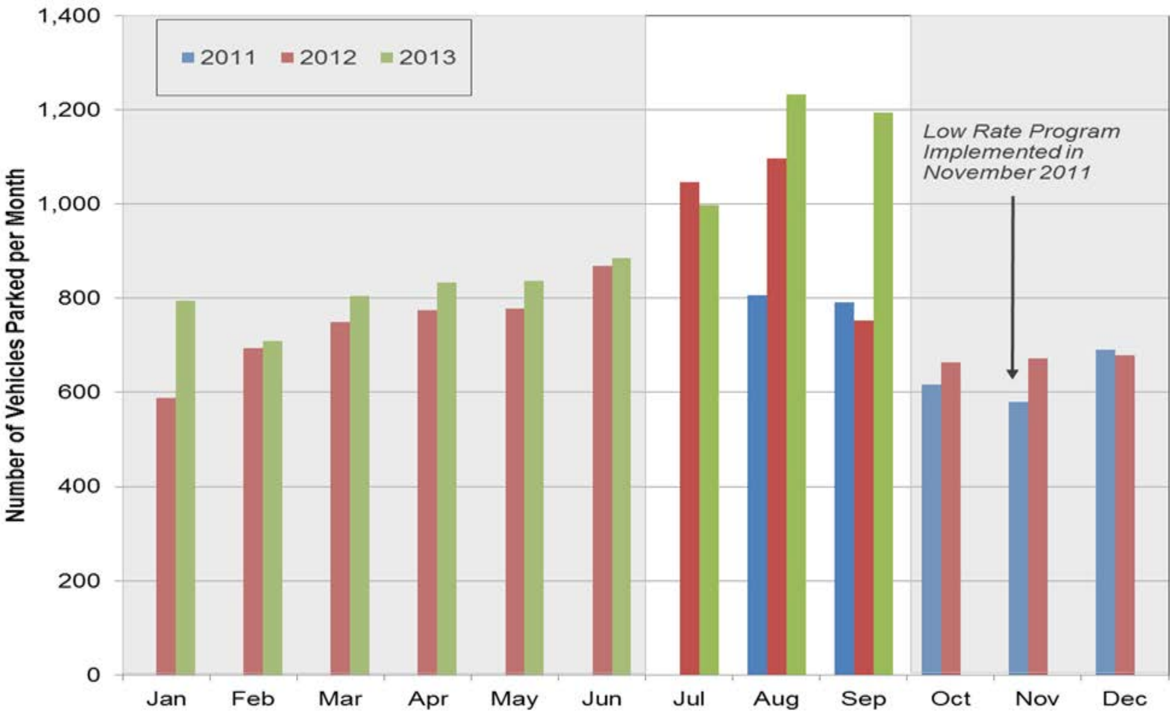
	Pre-implementation (September 2011 -August 2012)	Post-implementation (September 2012 -August 2013)	Difference	% Change
Total vehicles parked	227,750	230,421	+2,671	+1.2%
Short-term/evening vehicles parked	176,986	180,545	+3,559	+2.0%

Low-rate program implemented in July 2012.
Source: Data provided by Pike Place Market and compiled by SDOT.

First and Columbia Garage

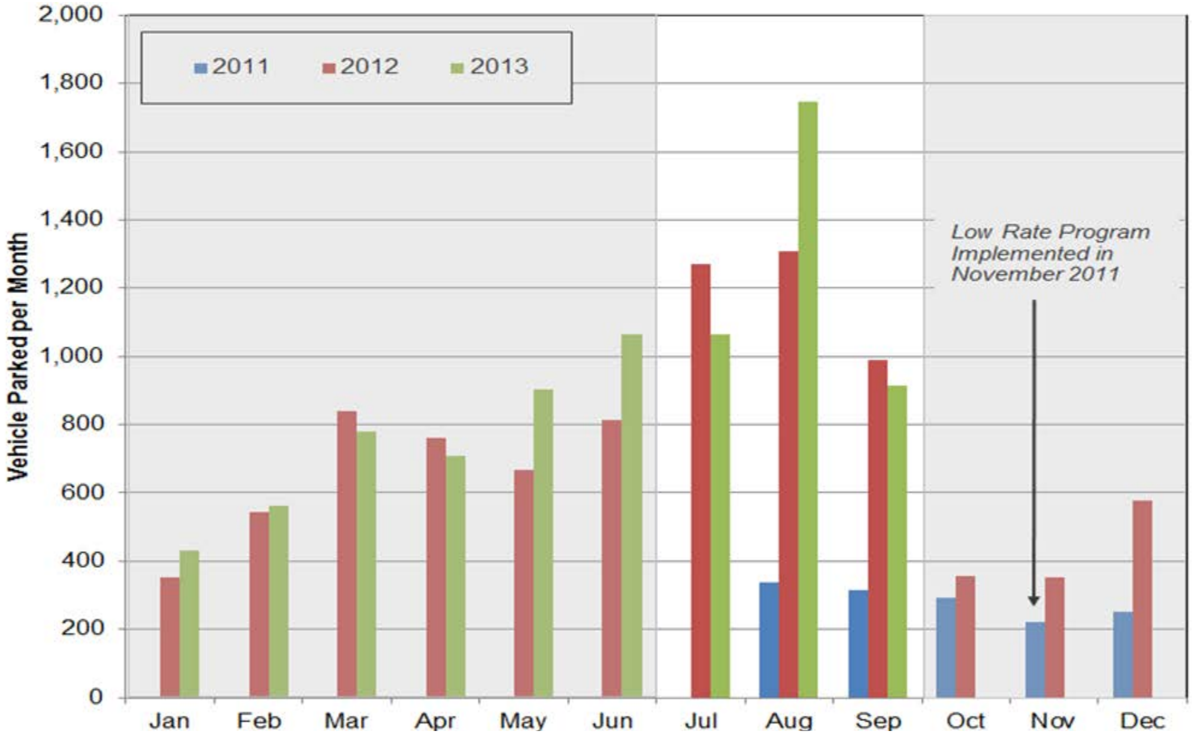
Since implementation of the low-rate program at the First and Columbia Garage in November 2011, the program has provided over 40,000 drivers with affordable short-term parking (including weekday, evening and weekend parkers). Figure 3 presents the number of short-term weekday parkers (those who parked for four hours or less). Figure 4 shows the number of weekend and evening parkers. Both figures highlight the current quarter.

Figure 3. First and Columbia Garage – weekday short-term parking (four hours or less) by month



Low-rate program implemented in November data prior to November 2011 does not reflect low-rate utilization.
Source: Data provided by CPS, Inc. and compiled by SDOT.

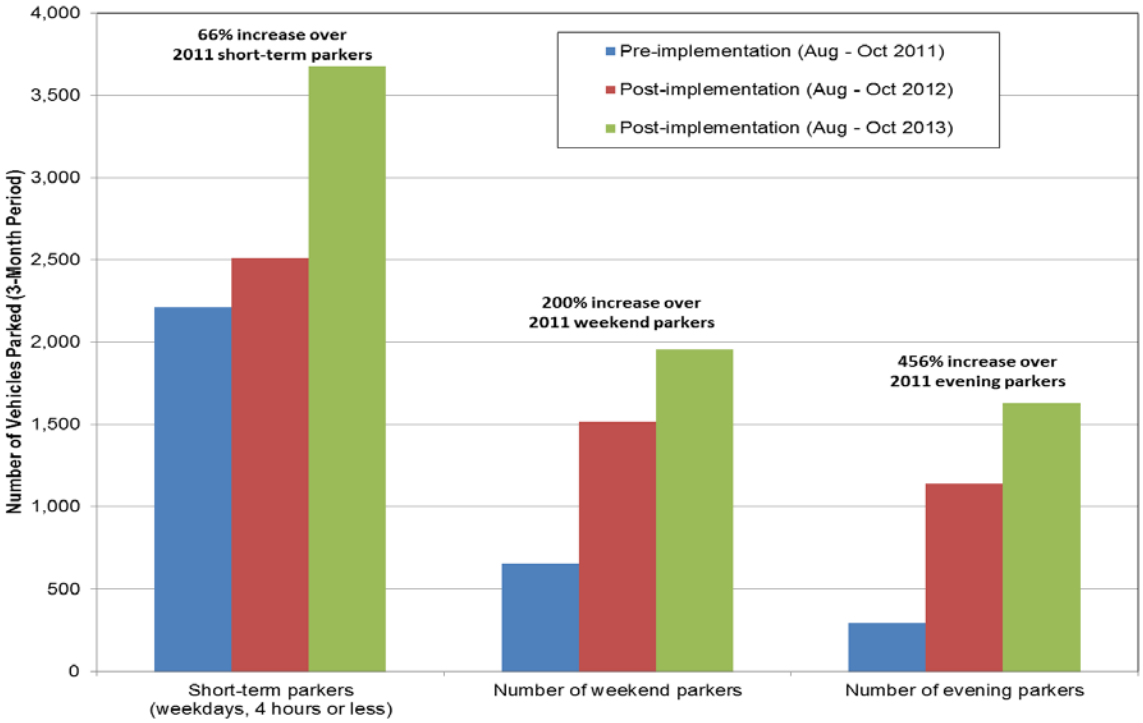
Figure 4. First and Columbia Garage – weekend and evening parkers



Low-rate program implemented in November data prior to November 2011 does not reflect low-rate utilization.
Source: Data provided by CPS, Inc. and compiled by SDOT.

Data from the First and Columbia Garage are available for the three months prior to the garage joining the program (August to October of 2011). These data were then compared to the same period in 2012 and 2013 to show the effect of the low-rate program; the results are shown in Figure 5. As shown, the number of vehicles parked has increased substantially since the program started. Short-term parking in the garage has increased 66 percent since 2011, and weekend and evening parking has increased 200 percent and 456 percent, respectively.

Figure 5. First and Columbia Garage - Three-month comparison pre- and post-implementation



Source: Data provided by CPS, Inc. and compiled by SDOT.

Hillclimb and Watermark Garages

The Watermark and Hillclimb garages were brought into the low-rate program in May 2013. Data are tracked through an agreement with the Downtown Seattle Association. Data comparing parking from July, August and September in both 2012 and 2013 are summarized in Table 4. Overall, parking demand decreased in both garages since the program started. Figure 6 and Figure 7 show short-term utilization at the Watermark and Hillclimb Garage, respectively.

Table 4. Number of vehicles parked per month - Watermark and Hillclimb Garages

	Watermark Garage			Hillclimb Garage		
Month	2012	2013	% Change	2012	2013	% Change
July	1,923	1,426	-26%	4,076	2,841	-30%
August	2,083	1,410	-32%	4,292	3,544	-17%
September [a]	489	586	20%	378	540	43%
Q3 Total	4,495	3,422	-24%	8,747	6,925	-21%

Source: Data provided by Republic Parking to Downtown Seattle Association.

a. *Weekend rates went into effect in September; starting in September of both 2012 and 2013 only weekday short-term usage is included.*

Figure 6. Watermark Garage – short-term parking (four hours or less) by month

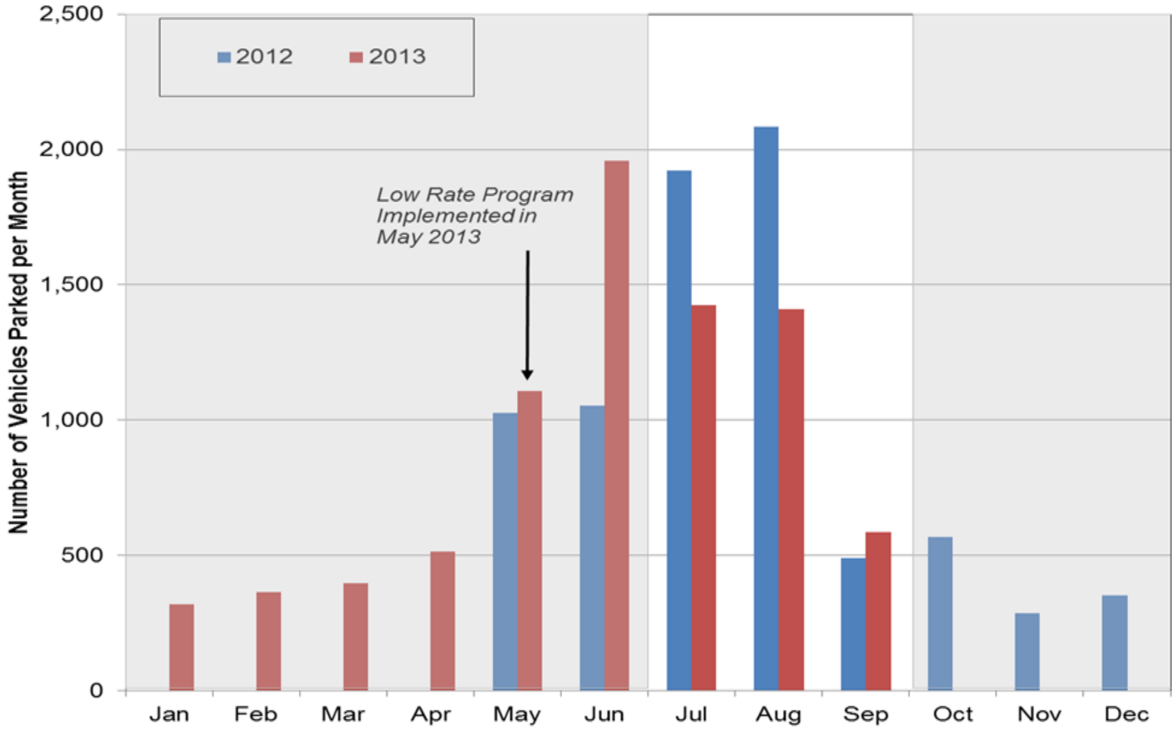
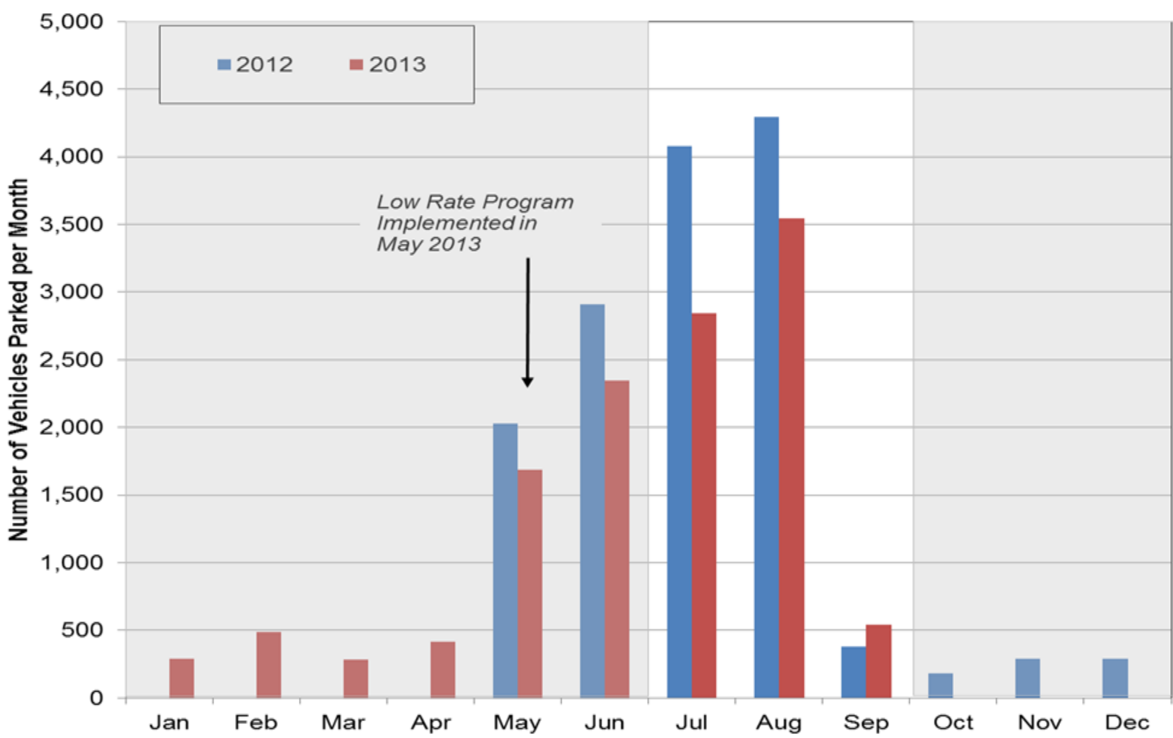


Figure 7. Hillclimb Garage –short-term parking (four hours or less) by month



Utilization from May to August includes weekday and weekend parkers; data from September to April includes only weekday parkers.
Low-rate program implemented in May 2013, data prior to May 2013 does not reflect low-rate utilization.
Source: Data provided by Republic Parking and compiled by SDOT.

3.2. On-Street Parking

SDOT tracks on-street parking demand using transaction data from pay stations. SDOT's designated monitoring areas for Pioneer Square and the waterfront are larger than the focus area for the Parking Mitigation Plan. However, area-wide pay station data are useful in broadly showing parking demand trends. The study areas tracked have been detailed in previous monitoring reports.

Overall, parking within these neighborhoods shows the following trends through September 30, 2013:

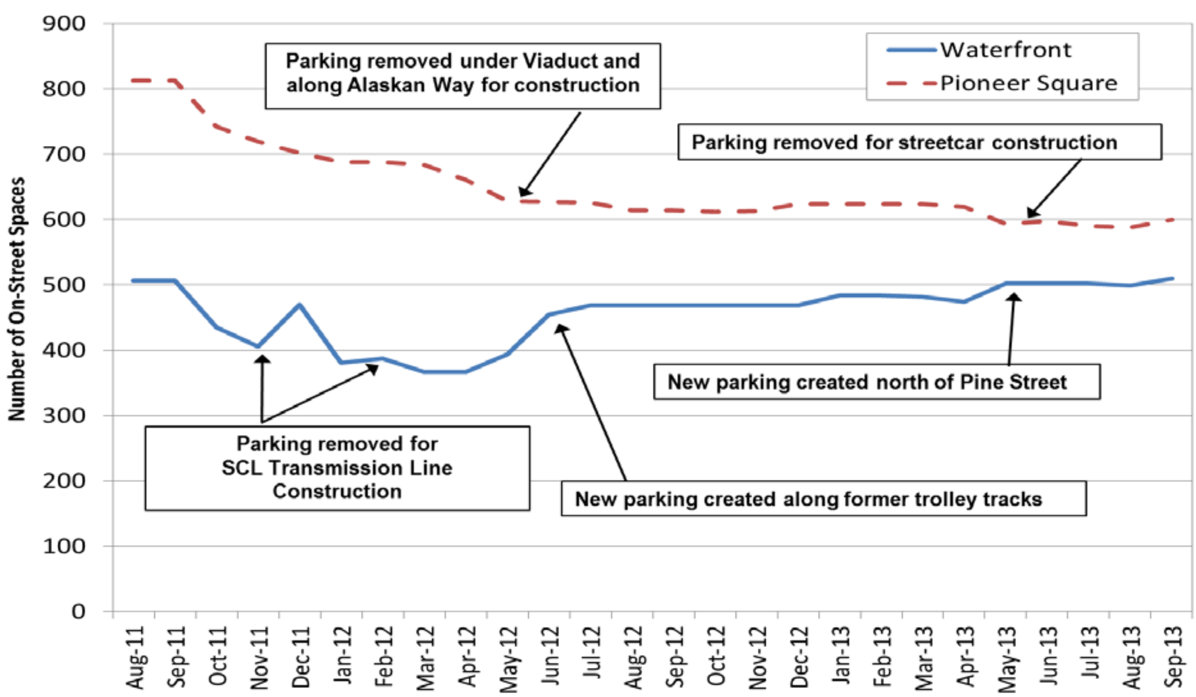
- Parking supply has been relatively stable since summer 2012.
- Along the waterfront, data show a high number of transactions per space during the peak summer seasons, with fewer transactions per space in the winter months.
- In Pioneer Square, the transactions per spaces are consistent from month to month.

Looking ahead to the fourth quarter of 2013, SDOT anticipates a decrease in on-street parking utilization due to the Elliott Bay Seawall Project.

3.2.1. On-Street Parking Spaces

The number of on-street pay parking spaces in Pioneer Square and the waterfront are shown on Figure 8. There were no substantial changes in parking supply in either neighborhood during third quarter 2013. In September 2013, 11 on-street spaces were added along the waterfront and 12 on-street spaces were added in Pioneer Square.

Figure 8. Number of on-street pay station parking spaces



Source: SDOT, October 2013.

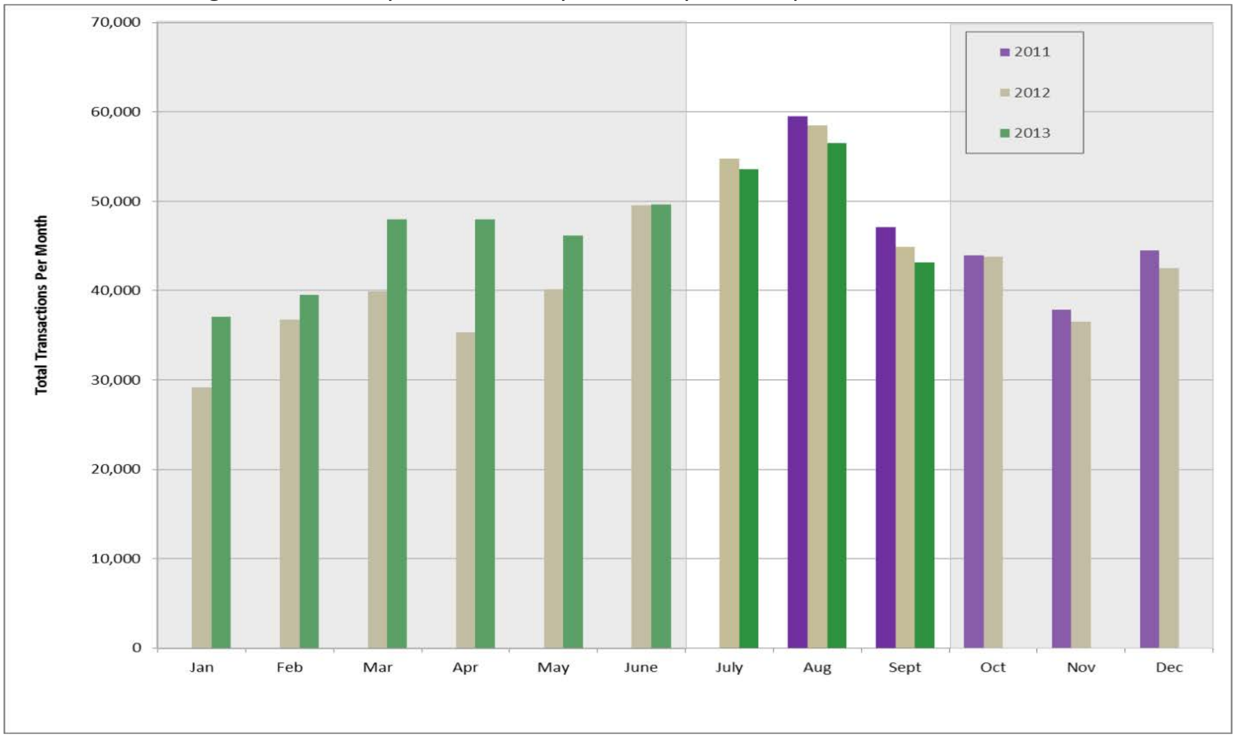
3.2.2. Pay Station Transactions

The number of transactions per month represents each time a customer purchases parking at the pay station. The space transaction data were compiled to show the year-over-year trends. These are shown in Figure 9 for the waterfront and Figure 10 for Pioneer Square.

As shown, for the first six months of the year, parking transactions along the waterfront increased from 2012 to 2013. For July to September, 2013 transactions were down compared to 2012.

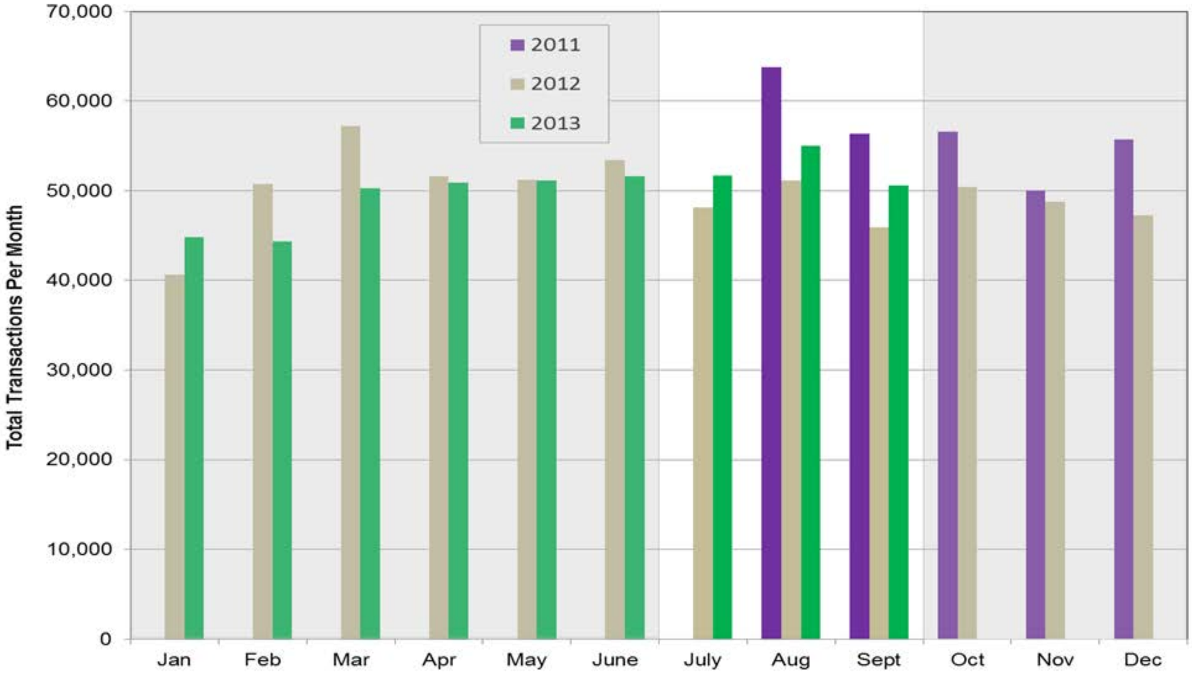
The transactions trend in Pioneer Square was the opposite of the waterfront—transactions decreased in the first six months of 2013 compared to 2012, but increased from July to September in 2013.

Figure 9. Monthly transactions year-over-year comparison – waterfront



Source: SDOT, October 2013..

Figure 10. Monthly transactions year-over-year comparison – Pioneer Square



Source: SDOT, October 2013.

3.3. Customer Perception

3.3.1. Parking Website Analytics

The marketing subcommittee implemented a two-phased summer campaign during the second and third quarters of 2013. Phase 1 ran from May 27 to June 16; phase 2 ran from June 17 to September 16. The fall campaign was then extended to November 10. All messaging directs users to *DowntownSeattleParking.com* for help finding affordable and convenient parking in Pioneer Square and the waterfront.

The following analytics cover the period from July 1 to September 30, 2013, which includes the summer marketing and two weeks of the fall extension. Although paid advertising was used in summer 2012, 2013 was the first year a full summer campaign was planned and implemented.

Table 5 compares user analytics from DowntownSeattleParking.com between summer 2013 and summer 2012. Key takeaways from these analytics, as reported by the team's marketing consultant Copacino + Fujikado, are:

- Launching the new mobile application for *DowntownSeattleParking.com* in July was a major marketing milestone for the program. An increase was observed early on in mobile and tablet users: of all visitors to the website in the third quarter, 41 percent were mobile and 22 percent were tablet, in comparison to a combined 2013 first and second quarter analytic of 23 percent mobile and 17 percent tablet users.

- The percentage of users viewing *DowntownSeattleParking.com* via mobile continues to climb each month and is approaching 50 percent of all users, which is in line with industry trends.
- Referral from other websites is once again showing high value, especially from stakeholders' websites. Referral traffic makes up 25 percent of all traffic, top sources including Argosy Cruises, the Great Wheel and the Seattle Aquarium.
- The top performing keyword searches were "parking," "downtown," "Seattle," "map," and various combinations of these words.
- The percentage of site visits coming from direct traffic continues to grow (9 to 10.2 percent) implying greater campaign familiarity.

Table 5. Website analytics – summer 2012 vs summer 2013

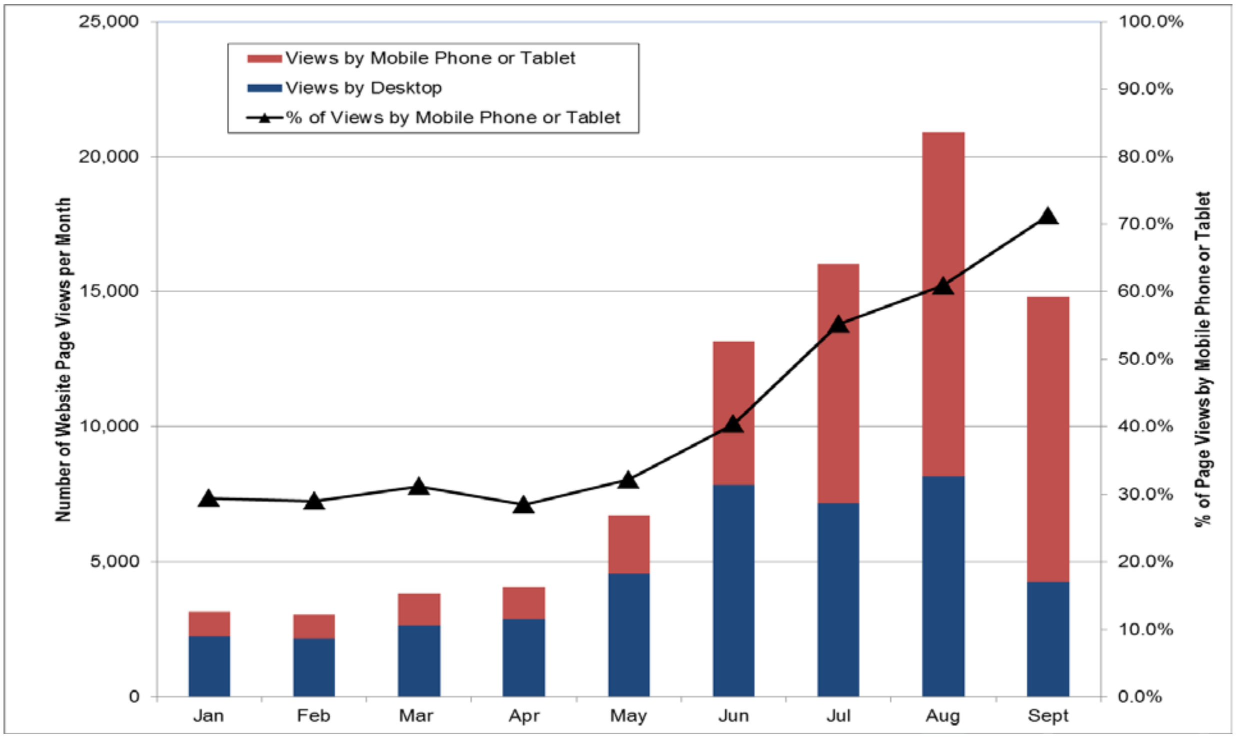
Website visits	Summer 2012 [a]	Summer 2013 [b]
Site visits	24,981	51,736
Desktop	81%	38%
Mobile	19% [c]	41%
Tablet	n/a [c]	22%
Traffic sources	**Summer 2012**	**Summer 2013**
Online display	54%	51%
Referral	34%	25%
Organic search	5%	13%
Direct	7%	10%
Top sources of visits	**Summer 2012 [d]**	**Summer 2013**
Google (organic and paid)	n/a	24%
Greystripe (mobile ads)	n/a	18%
Tribal Fusion (online display)	32.2%	13%
Pandora	n/a	12%
Direct	n/a	10%
Argosy Cruises	n/a	7%

Source: Copacino + Fujikado, November 13, 2013.

a. *Summer 2012 marketing campaign started on July 23, 2012 and lasted until September 30, 2012.*
b. *Data for summer 2013 marketing campaign are for the period from July 1, 2013 through September 30, 2013.*
c. *Summer 2012 mobile analytic includes mobile and tablet users.*
d. *Some sources did not appear on top sources of visits list in summer 2012 campaign. Top six sources of visits from summer 2012 were Tribal Fusion (32 percent), WSDOT (18 percent), Seattle Times (online display) (11 percent), Great Wheel (4 percent), Seattle Aquarium (4 percent) and Facebook (3 percent).*

Figure 11 shows the increase of page views due to the summer marketing campaign. A significant spike in site views was observed in June, the first month of the campaign, and a peak in August when the focus was on gaining earned media attention for the launch of the mobile site and the column painting. The chart also shows how the percentage of views made by mobile phone or tablet increased, especially since the July launch of the mobile application. Mobile use peaked in September, when about 71 percent of all website visits were made by a mobile device.

Figure 11. Website page views per month



Source: Copacino + Fujikado, November 13, 2013.

3.4. Special Promotions

3.4.1. Free Parking during Pioneer Square's First Thursdays Art Walk

Each month, free parking vouchers are offered to patrons of Pioneer Square's monthly First Thursday Art Walk. Vouchers provide four hours of free parking at four neighborhood garages. Table 6 summarizes the number of vouchers used (vehicles participating) by month from January to September.

Table 6. Vouchers redeemed for First Thursday events, January through September 2013

	Frye Garage	Merrill Place Garage	Pioneer Square Garage	Butler Garage [a]	Total Vouchers Redeemed
January			no event		
February	85	32	55		172
March	77	21	52		150
April	94	32	40		166
May	89	31	62		182
June	83	59	63	47	252
July	79	9	0	11	99
August	100	38	46	49	233
September	76	18	58	34	186
Total	683	240	376	141	1440

a. *Butler Garage joined the program in June, 2013*

b. *July First Thursday was moved from July 4th to July 11th. In addition, there was an afternoon Mariner's Game and two evening soccer games at Quest Field. As a result, only Frye Garage and Butler Garage officially participated in the free parking program. Merrill Place agreed to accept vouchers if customers presented them.*

Customer Perception of First Thursday Free Parking Promotion

Customers are asked to complete a survey on the back of the First Thursday parking voucher, which is later collected at the garages. Combined survey results are as follows:

Where did you learn about free parking? *

- 32% at a participating venue
- 21% at a participating garage
- 39% promotion (brochure/email/web/newsletter/social media)
- 18% word of mouth

Why did you attend the art walk? *

- 58% regularly attend
- 6% was in Pioneer Square for another reason (not for the art walk)
- 17% heard about free parking
- 36% other reason

* *Percentages are based on total number of respondents. Total may exceed 100 percent since some respondents selected multiple answers.*