

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 4th Quarter 2012

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DRAFT

 **Washington State
Department of Transportation**

 **SDOT**
Seattle Department of Transportation

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1. INTRODUCTION AND PURPOSE

The *SR 99 Tunnel Project Parking Mitigation Plan*, completed on July 24, 2012, details strategies to mitigate for the loss of short-term parking during SR 99 tunnel construction between 2011 and 2018. The Plan also identified 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 4th Quarter 2012 Monitoring Report for the *SR 99 Tunnel Project Parking Mitigation Plan* is the second report for this project. It builds on materials presented in the 3rd Quarter 2012 report, and presents new information for the period from September through December 2012.

2. SUMMARY OF PROGRAM PROGRESS

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

2.1. Build and Acquire Parking Garages

This plan strategy sets aside funds for the purpose of helping to construct, or acquire, garages for short-term public parking. In the 3rd Quarter 2012, 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.

During the 4th Quarter, WSDOT began preparation of preliminary conceptual level development plans and pro-forma analysis for potential sites to learn more about how a partnership could be structured. This information will be used to inform next steps in outreach to seek a partnership to fulfill the intent of this strategy.

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 was made during the 4th Quarter:

- Agreed to framework with Downtown Seattle Association (DSA) for it to become the fiscal agent for most private garage partnerships.
- Negotiated terms for extension at CPS garage at 1st and Columbia
- Negotiated terms for two other garages—Hillclimb Garage and Watermark Garage—which will be contracted through DSA.
- Selected sign vendor (Tube Art) for private garage sign packages.

2.3. Marketing

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

Building on the success of the 2012 summer campaign, the marketing subcommittee ran a holiday campaign during the 4th Quarter. This campaign included:

- Radio/online display ads.
- Holiday gift guide ad and 'power note' on Black Friday in the *Seattle Times*.
- Integration of DSA's holiday design/look on DowntownSeattleParking.com.
- Search optimization (Google ad words).

Both of 2012's marketing campaigns have been evaluated using website analytics for DowntownSeattleParking.com (see results in Section 4.2.1). The subcommittee is now planning to complete a one-on-one intercept survey that will capture information from visitors to the neighborhoods immediately after they parked. These findings will help shape the next version of the parking website as well as reveal potential future marketing strategies. The survey will be completed in spring 2013.

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. The following progress was made in the 4th Quarter:

- Pike Hillclimb – Most of the construction for this element was complete, which included widening sidewalks, adding five new luminaries, and enhancing pedestrian curb ramps and crossings.
- University Street between Western Avenue and the viaduct - LED pedestrian lights were added to five trees on the north sidewalk of University Street. Construction was mostly complete to add LED lighting illuminating the viaduct at the north crosswalk of University Street. The Viaduct lights were activated in January 2013.

2.5. Create Temporary On-Street Parking

This strategy will strive to increase on-street parking supply, where possible, as construction progresses. No new spaces were added in the 4th Quarter.

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. An inventory of existing signage was commenced in December 2012 to locate all existing signs along major access routes. These will be used to identify gaps in the existing wayfinding system and/or signs that should be removed.

In December 2012, 39 e-Park neighborhood destination wayfinding signs for the waterfront and Pioneer Square were ordered and scheduled for installation throughout downtown in 1st quarter 2013.

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. In the 4th Quarter, SDOT continued to negotiate with several parking facilities to install e-Park signage and counting equipment.

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 real-time parking availability in the e-Park system in a smart phone application. The new website, DowntownSeattleParking.com, can already be accessed by mobile devices. The marketing team will determine if a separate app is necessary.

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. Changes were made in the 3rd Quarter 2013 to enact Sunday time limits along the Waterfront. Enforcement of these restrictions continued, but no additional changes were made in the 4th Quarter.

2.10. Implement Programs for Special Events

This strategy uses special event promotions for various neighborhoods by offering parking incentives. During the 4th Quarter, free parking on First Thursdays in Pioneer Square was implemented. This program offers free parking at three garages during the First Thursday Art Walks. Planning also commenced for 2013 Mother's Day free parking promotion modeled after the successful 2012 event. A Western Avenue event targeted for spring 2013 has been postponed due to lack of interest from potential business participants.

3. BUDGET UPDATE

Table 1 details the expenditures on the entire program through December 31, 2012, and compares those to the budgets for each element established in the *Parking Mitigation Plan*. As shown, all elements, except for Strategy 1 – Parking Garages, are under the established budget through 2012. For Strategy 1, there were expenses in 2012 for strategic and financial analysis associated with potential public/private garage partnerships. Overall, the program has spent just under \$1.6 million of the \$30 million budget.

Table 1. SR 99 Tunnel Project Parking Mitigation Plan - Budget Status through December 31, 2012

Approved June 11, 2012; Actual Costs Paid through December 31, 2012

STRATEGIES	Expenditures through 2012*	Budget through 2012	Remaining Budget from 2012	Budget 2013	Budget 2014	Budget 2015	Budget 2016	Total Remaining Budget	Total Plan
1 Parking Garages	\$42,578	\$0	(\$42,578)	\$5,000,000	\$5,000,000	\$5,000,000		\$14,957,422	\$15,000,000
2 Garage Partnerships								\$2,632,679	\$2,870,000
a. Short-term rate payments	\$176,128	\$370,000	\$193,872	\$700,000	\$700,000	\$350,000	\$175,000	\$2,118,872	
b. E-park signs and equipment at garages	\$9,000	\$170,000	\$161,000					\$161,000	
c. Physical improvements to garages	\$52,193	\$205,000	\$152,807	\$200,000				\$352,807	
3 Marketing Program	\$603,754	\$988,800	\$385,046	\$750,000	\$750,000	\$750,000	\$750,000	\$3,385,046	\$3,988,800
4 Public ROW Improvements (Sidewalks, lighting, curb bulbs, etc.)	\$3,402	\$100,000	\$96,598	\$250,000				\$346,598	\$350,000
5 Temporary On-Street Parking	\$335,833	\$350,000	\$14,167	\$100,000	\$100,000	\$100,000	\$100,000	\$414,167	\$750,000
6 Waterfront Shuttle									\$0
7 Wayfinding Improvements	\$10,200	\$70,000	\$59,800	\$100,000	\$100,000	\$50,000	\$50,000	\$359,800	\$370,000
8 E-Park Operations	\$0	\$0	\$0			\$100,000	\$100,000	\$200,000	\$200,000
9 Parking App	\$0	\$0	\$0	\$100,000	\$10,000	\$10,000	\$10,000	\$130,000	\$130,000
10 Changes to on-street parking restrictions (e.g., Sunday restrictions)	\$41,655	\$200,000	\$158,345	\$100,000	\$100,000			\$358,345	\$400,000
11 Special event programs	\$48,757	\$70,000	\$21,243	\$70,000	\$70,000	\$70,000	\$70,000	\$301,243	\$350,000
12 Administration	\$266,866	\$347,800	\$80,934	\$220,000	\$220,000	\$170,000	\$170,000	\$860,934	\$1,127,800
13 Contingency**	\$0	\$445,700	\$445,700	\$1,326,600	\$1,232,200	\$1,153,600	\$305,300	\$4,463,400	\$4,463,400
Total	\$1,590,366	\$3,317,300	\$1,726,934	\$8,916,600	\$8,282,200	\$7,753,600	\$1,730,300	\$28,409,634	\$30,000,000

* Includes all expenses paid from program inception in 2011 through December 31, 2012.

** Contingency has been allocated proportionately to the other costs in each year. Actual allocation of the contingency will depend on need.

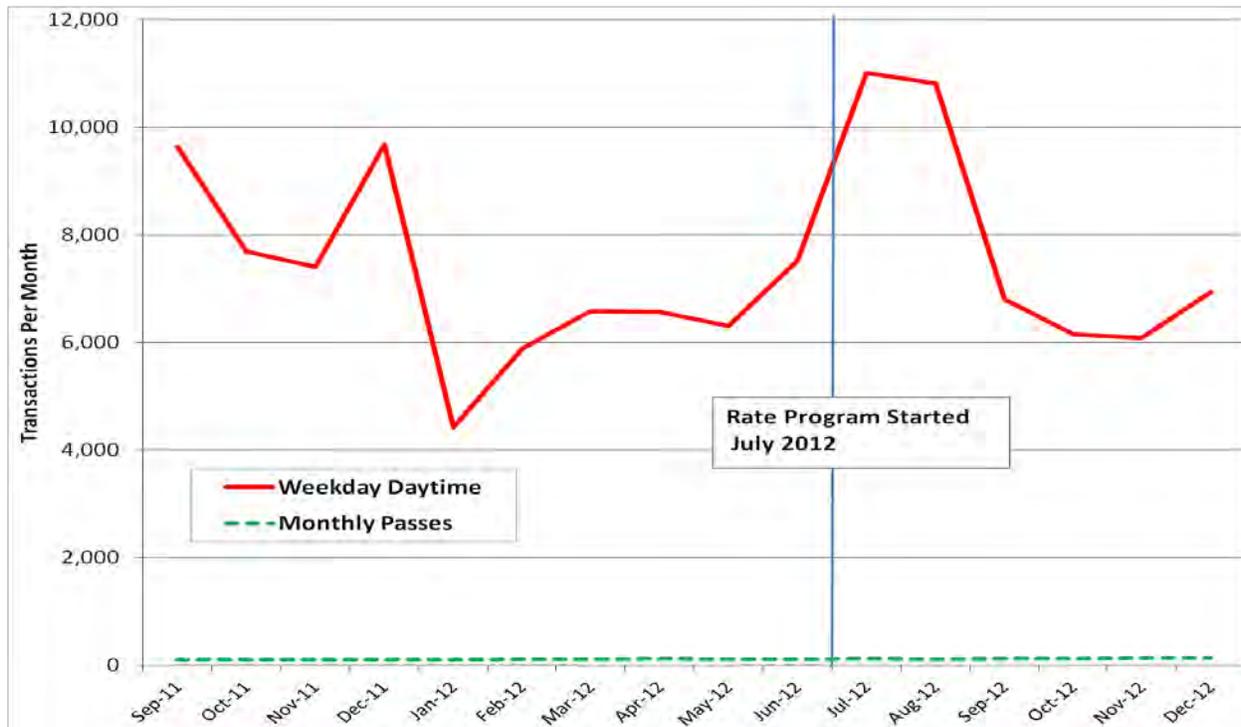
4. MONITORING DATA

The following sections present only new data obtained for the 4th Quarter 2012. The prior 3rd Quarter Report included more extensive information about background and base line conditions.

4.1. Parking Facility Utilization

Parking utilization data for major public parking facilities along the Waterfront and in Pioneer Square were presented in the 3rd Quarter Report. This section presents additional data for the Pike Place Market garage utilization through the end of the 4th Quarter.

Figure 1. Monthly Parking Transactions for Pike Place Market Garage



Source: Data provided by Pike Place Market Development Authority.

4.1.1. 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.

4.2. 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.

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

4.2.1. Parking Website Marketing

The 2012 holiday parking campaign was launched on November 12 and continued through December 31. WSDOT's parking website, DowntownSeattleParking.com, was promoted in all campaign elements, and was given a festive holiday "treatment" for the season.

Table 2 summarizes analytics from the website. The key takeaways reported by the team's marketing consultant, Copacino + Fujikado, are as follows:

- Online display continued to perform well after the momentum of the summer campaign with a click-through rate¹ of 0.13 percent, which is above industry standards (0.07 percent). Cost-per-click was \$4.31.
- The Tribal Fusion network delivered the best click-through rate at 0.18 percent.
- Traffic source breakdown was online display (37.2 percent), search (25.3 percent), referral (20.1 percent), organic search (11.1 percent) and direct (6.3 percent).
- Stakeholders sourced 17.9 percent of visits.
- Top performing keyword searches include "cheap parking downtown Seattle," "parking Seattle" and "parking downtown Seattle."
- Web traffic increased 35 percent on Friday and Saturday of Thanksgiving weekend, following the power note and gift guide ad in the *Seattle Times* on Black Friday.

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

Table 2. Website Analytics

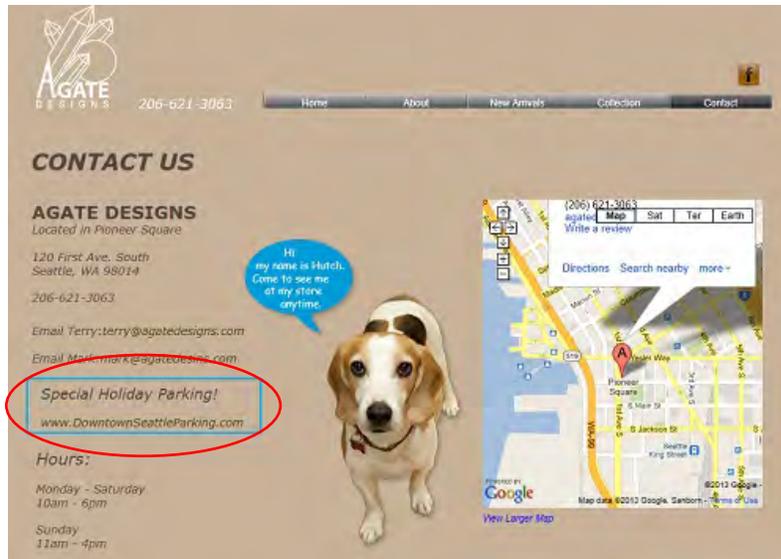
Website visits – Nov. 12 – Dec. 31, 2013 (summer 2012 analytics in parenthesis)	
Page views	15,553 (24,981)
Unique visitors	12,701 (19,244)
Average time spent on page	3:51 (3:26)
Desktop	68.7% (81%)
Mobile (includes smartphone and tablets)	31.3% (19%)
Traffic Sources	
Online display	37.2% (54%)
SEM	25.3% (n/a)
Referral	20.1% (34%)
Organic search	11.1% (5%)
Direct	6.3% (7%)
Top sources of "engaged" visits :	
1. Google (organic and paid)	5,383 (335)
2. Tribal Fusion	1,952 (4,839)
3. KING 5	1,577 (n/a)
4. Seattle Times	1,073 (1,676)
5. Seattle Great Wheel	1,033 (593)
6. wsdot.wa.gov	490 (2,839)
7. Seattle Aquarium	444 (534)
8. Tacoma News Tribune	440 (n/a)
9. Argosy Cruises	439 (n/a)

Source: Copacino + Fujikado, February 6, 2013.

4.2.2. Business Marketing Integration

One additional business integrated the DowntownSeattleParking.com website link into its own marketing materials in the 4th Quarter:

Websites: Agate Designs: <http://www.agatedesigns.com/contact.html>



4.3. 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

New pedestrian count data were available from December 2012 and are reported below. Customer and business data will be reported after summer 2013 and compared to the prior two years of data.

4.3.1. 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 in the Pioneer Square and waterfront study areas where historic counts are available to track pedestrian activity are:

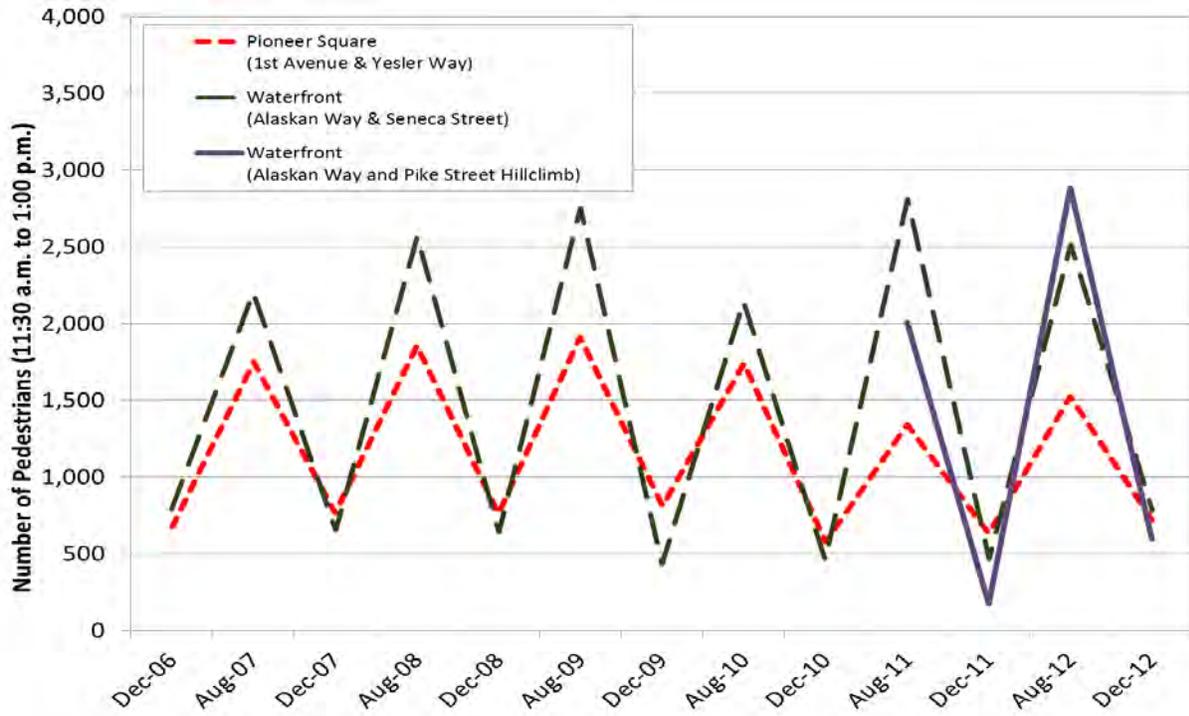
- Pioneer Square – 1st and Yesler
- Waterfront – Alaskan and Seneca
- Waterfront – Alaskan Way and Pike Street Hillclimb

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 following charts show pedestrians counted during the midday (see Figure 2) and afternoon (see Figure 3). As expected, there are consistently more pedestrians counted in August

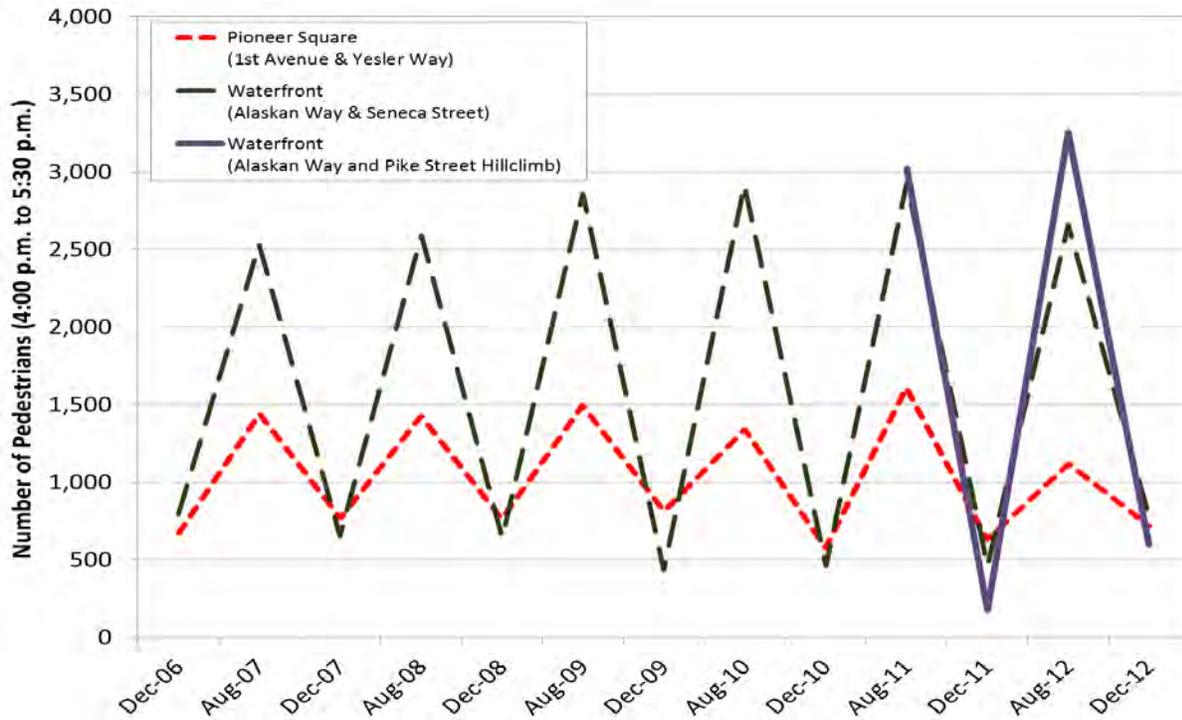
compared to December. The seasonal difference is more substantial at the Waterfront locations than at the Pioneer Square location.

Figure 2. Midday Pedestrian Counts (11:30 A.M. to 1:00 P.M.)



Source: Downtown Seattle Association, December 2012.

Figure 3. Afternoon Pedestrian Counts (4:00 to 5:30 P.M.)

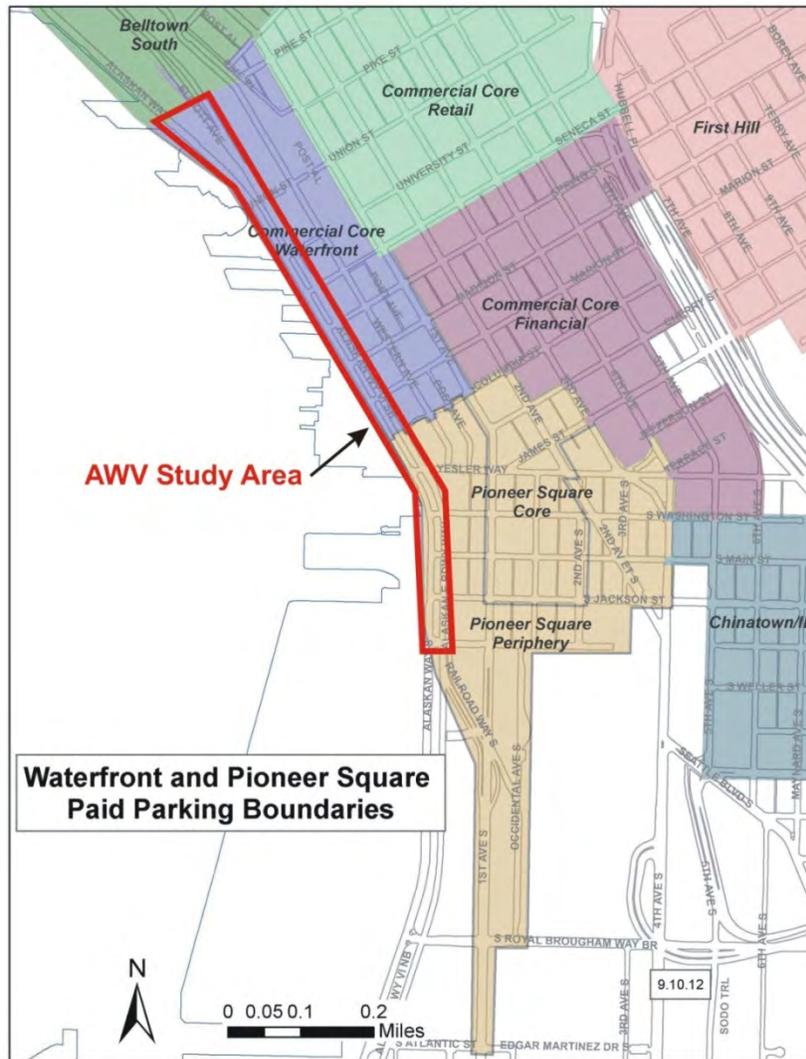


Source: Downtown Seattle Association, December 2012

4.4. 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 4 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. Below is information about on-street parking in these areas.

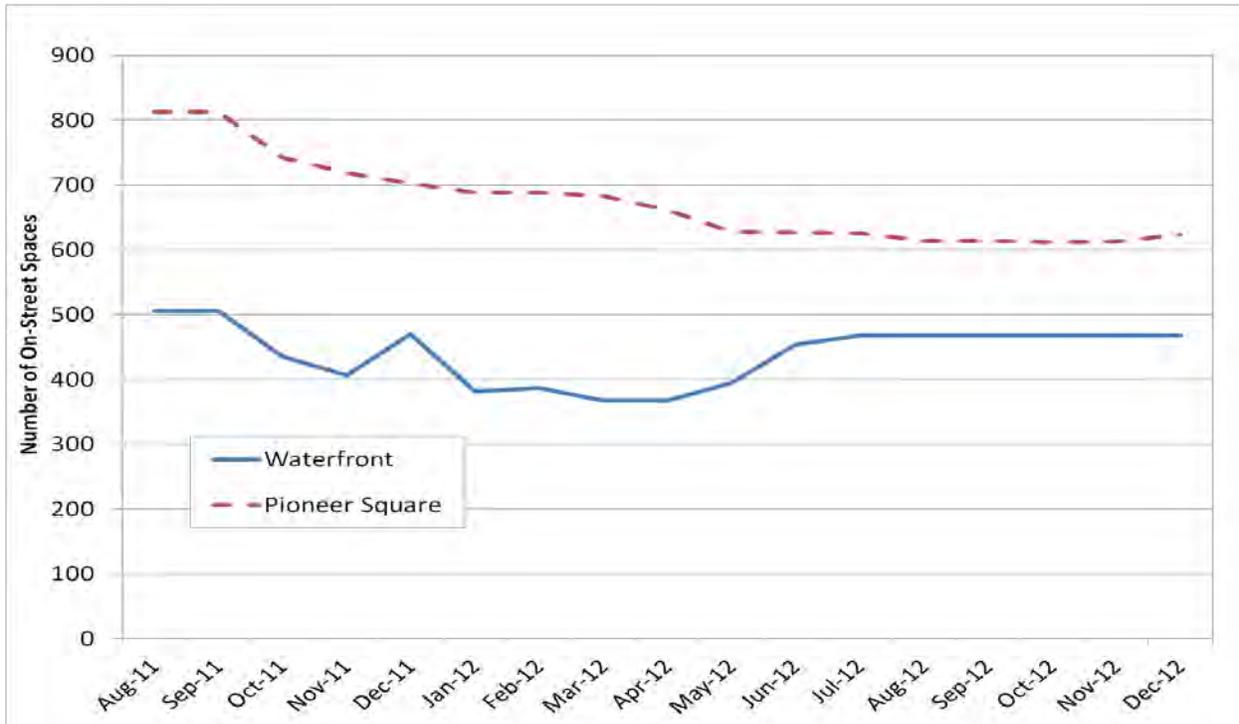
Figure 4. Map of Areas for Paid Parking Data Tracking



4.4.1. 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 5. 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 in fall 2011, with the spaces being returned in December 2011, and then removed again in January 2012. Parking supply was then increased in May 2012 when the SCL project was completed and new parking spaces were created on the former trolley tracks along Alaskan Way. Parking supply was relatively stable in the 4th Quarter 2013.

Figure 5. Number of On-Street Pay Station Parking Spaces

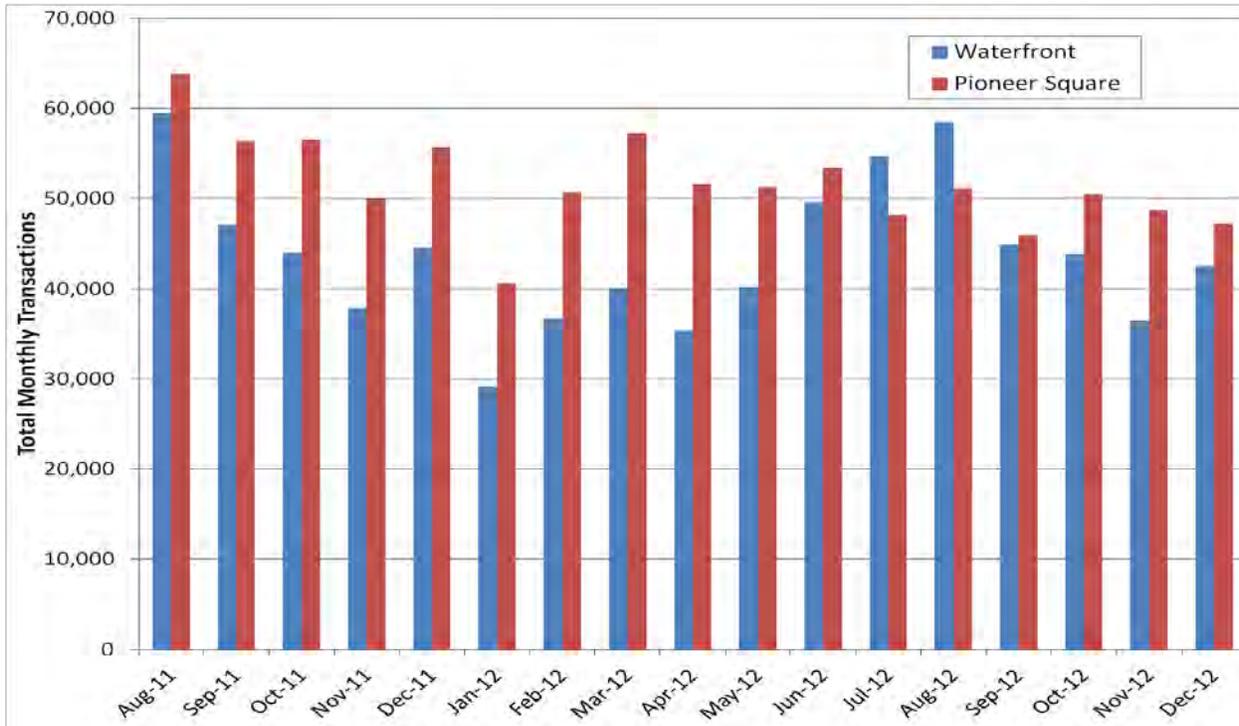


Source: SDOT, January 2013. The areas are reflected in Figure 4.

4.4.2. Pay Station Statistics

The number of transactions (each time a customer purchases parking at the pay station) is also tracked, and shown on Figure 6. These data show the seasonal variation in on-street parking.

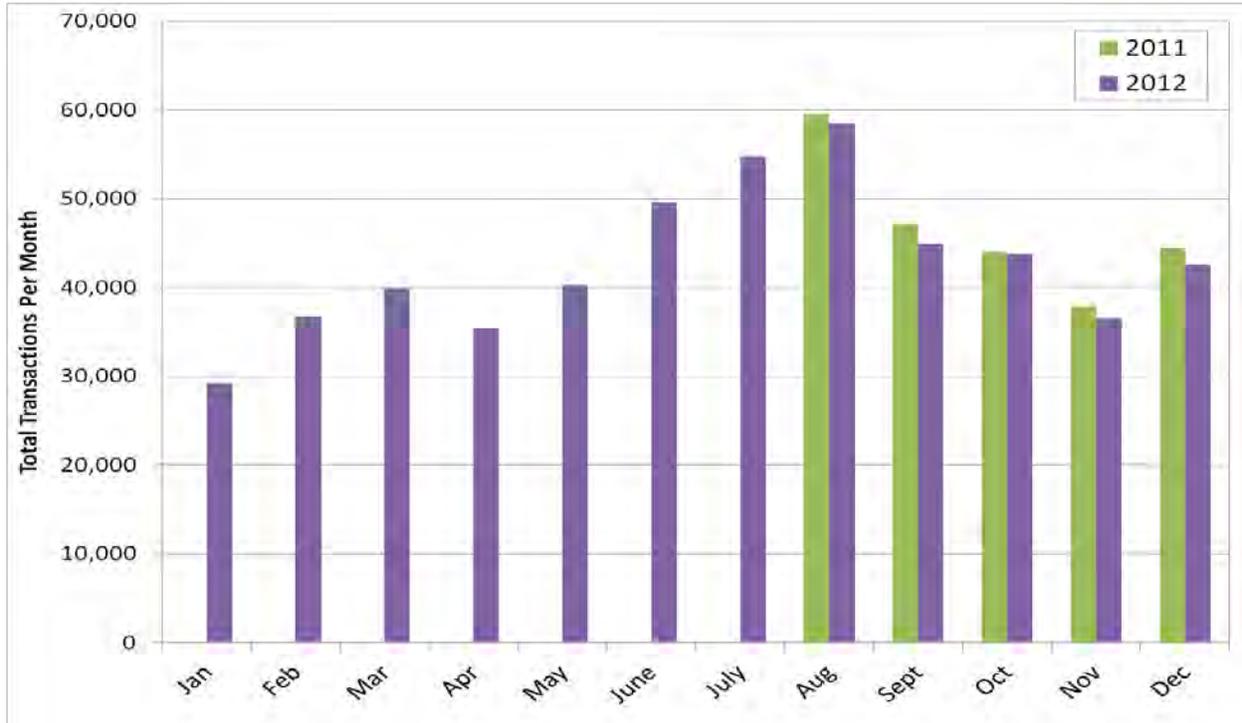
Figure 6. Pay Station Transactions by Month



Source: SDOT, October 2012. The areas are reflected in Figure 4.

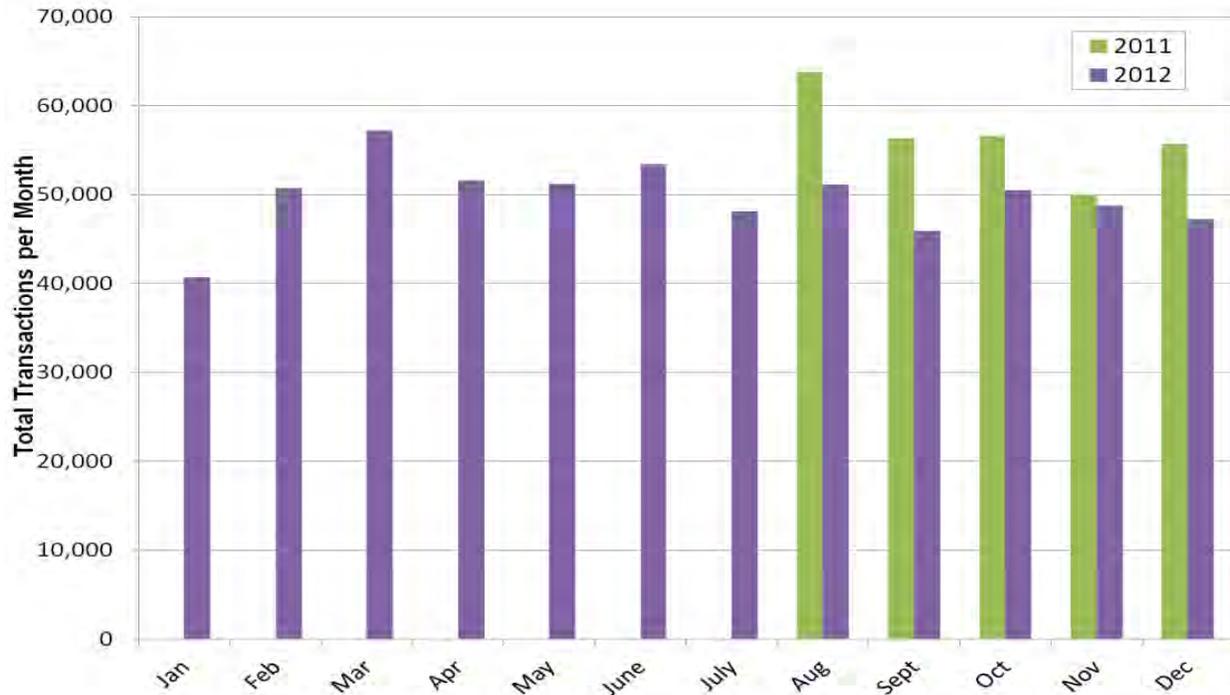
The following two charts track pay station transactions by month (as in Figure 6), but show year-to-year variation as well as seasonal variation in the total number of transactions. The Central Waterfront (see Figure 7) experienced a slight decline in the total number of transactions per month, while the decline in Pioneer Square (see Figure 8) was more substantial. It is noted that some of the decline is related to the fact that there are fewer parking spaces in each neighborhood.

Figure 7. Waterfront Monthly Transactions Year-Over-Year Comparison



Source: SDOT, January 2013.

Figure 8. Pioneer Square Monthly Transactions Year-Over-Year Comparison

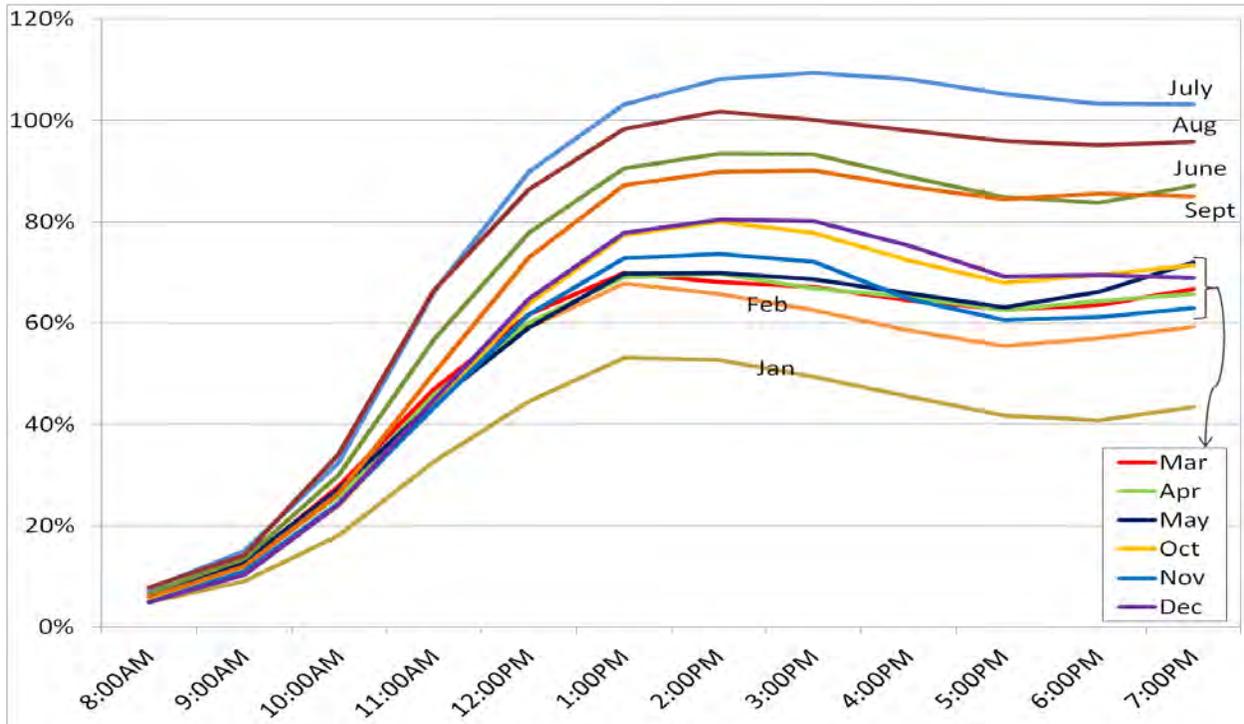


Source: SDOT, January 2013.

For each neighborhood area, the paid occupancy by time of day is also tracked, and is shown on Figure 9 for the Central Waterfront and Figure 10 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 100percent since patrons often pay for a longer period than they actually stay (e.g., pay for four hours but only stay for three). Transactions are not tracked beyond when the pay stations are no longer in service – 8:00 P.M. on the Waterfront and 6:00 P.M. in Pioneer Square.

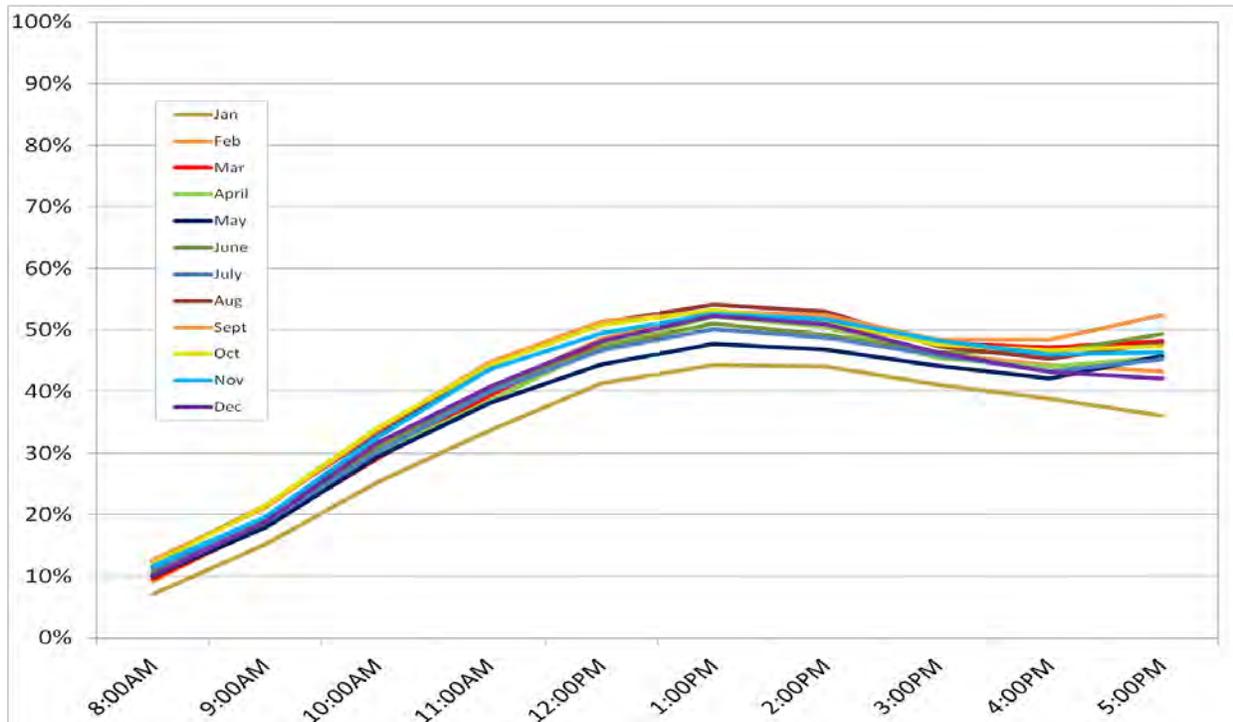
The transaction data show that parking in the Central Waterfront area is highly seasonal with the highest number of daily transactions during the summer months. Transactions in Pioneer Square are fairly consistent from month to month.

Figure 9. Paid Occupancy by Month and Time of Day – Central Waterfront



Source: SDOT, January 2013. The area reflected is shown on Figure 4.

Figure 10. Paid Occupancy by Month and Time of Day – Pioneer Square



Source: SDOT, January 2013. The area reflected is shown on Figure 4.

4.5. Special Promotions – Free Parking for First Thursday Art Walks

A series of special parking promotions were launched on November 1, 2012 in Pioneer Square. Patrons of the neighborhood’s First Thursday Art Walk are offered free parking between 5:00 and 10:00 P.M. at one of the three participating garages, as space allows. This report includes information for the November and December events. The next series is scheduled to begin in February and run through May 2013. Table 3 summarizes the customers and vehicles served by the first two events in November and December 2012.

Table 3. Customers Served by First Thursday Parking Promotions

Participating Garages	Customers/Vehicles Served per First Thursday Event		
	November 1, 2012	December 6, 2012	Total
Frye Garage	67	114	181
Pioneer Square Garage	39	50	89
Merrill Place Garage	12	31	43
Total	118	195	313

Customer Perception

Customers are asked to complete a survey on the back of the parking voucher, which is collected at the parking garages. Survey results have been gathered from the November and December events.

- i. Where did you learn about free parking? (205 respondents total)
 - 30% at a participating venue
 - 21% sign at a participating garage
 - 29% promotion (brochure/email/web/newsletter/social media)
 - 19% word of mouth

- ii. Why did you attend the art walk? (181 respondents total)
 - 47% regularly attend
 - 7% was in Pioneer Square (not for the art walk)
 - 17% heard about free parking
 - 29% other reason

- iii. Where is your home zip code?

The zip codes provided by participants stretched from Portland to Bellingham with the majority in the Seattle and the surrounding metropolitan area. Figure 11 shows the zip codes of customers to the First Thursday event in December in Pioneer Square. 182 respondents provided a zip code. It shows responses from the four-county (King, Snohomish, Pierce, Kitsap) Central Puget Sound area. Figure 12 shows the detail map for just respondents in Seattle.

Figure 11. Zip Codes for First Thursday Free Parking Customers – December 2013

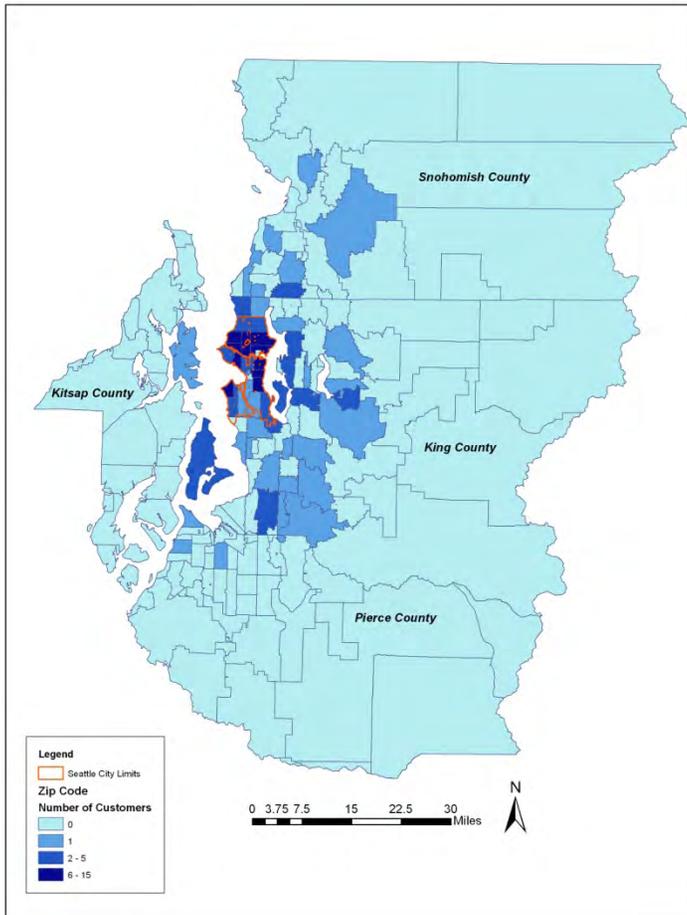
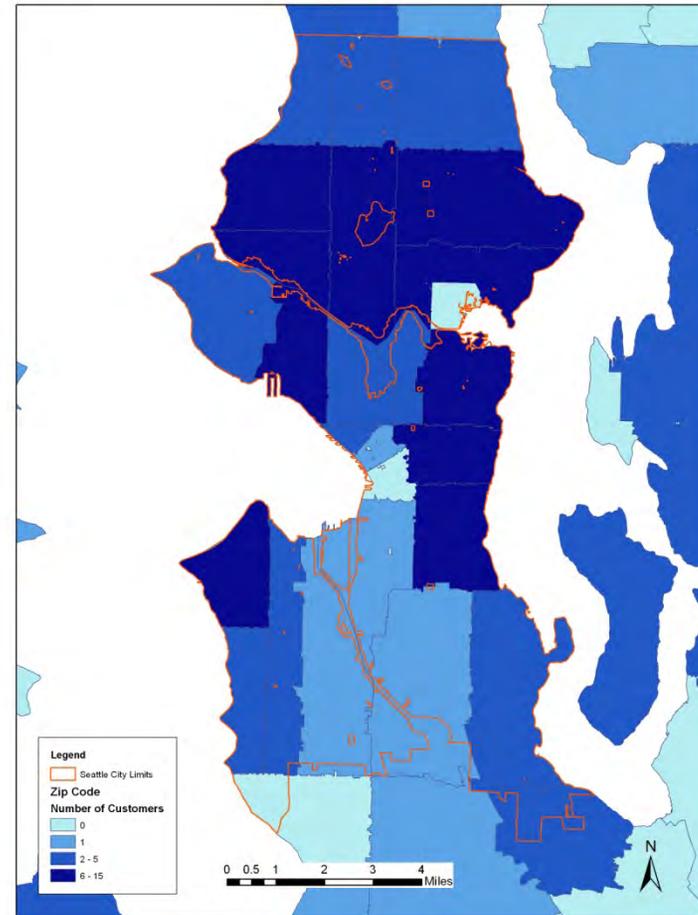


Figure 12. Zip Codes for First Thursday – Seattle Detail Free Parking Customers – December 2013



Source: SDOT, Created from December 2013 survey responses. Note that 8 customers reported being from outside the four-county area (Olympia, Burlington, Bellingham and out of state). Note: This does not include zip codes provided on vouchers for December at the Pioneer Square Garage.

Business Perception

The day following the event, businesses are asked to complete an online survey. Results have been gathered from the November and December events.

i. November 1, 2012

A total of 11 responses were collected from the businesses. Overall, respondents were pleased with the program and found the system easy to understand and administer. However, they felt that participation in the kick-off event was low for several reasons, including poor weather. Additionally, they would have appreciated more communication with businesses beforehand to allow for better promotion.

The overall rating of the event on a scale of 1-10 was 4.8.

18% of respondents felt free parking increased the number of attendees.

ii. December 6, 2012

A total of 8 responses were collected for the businesses. Overall, respondents felt this event was more successful than November. Many would like to see additional promotion outside of the businesses, including a larger geographic area extending beyond the neighborhood. A request was also made to extend the program beyond May 2013.

The overall rating of the event on a scale of 1-10 was 6.43.

38% of respondents felt free parking increased the number of attendees.