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# **Parking Mitigation Stakeholders Meeting**

## **Feb. 13, 2013**

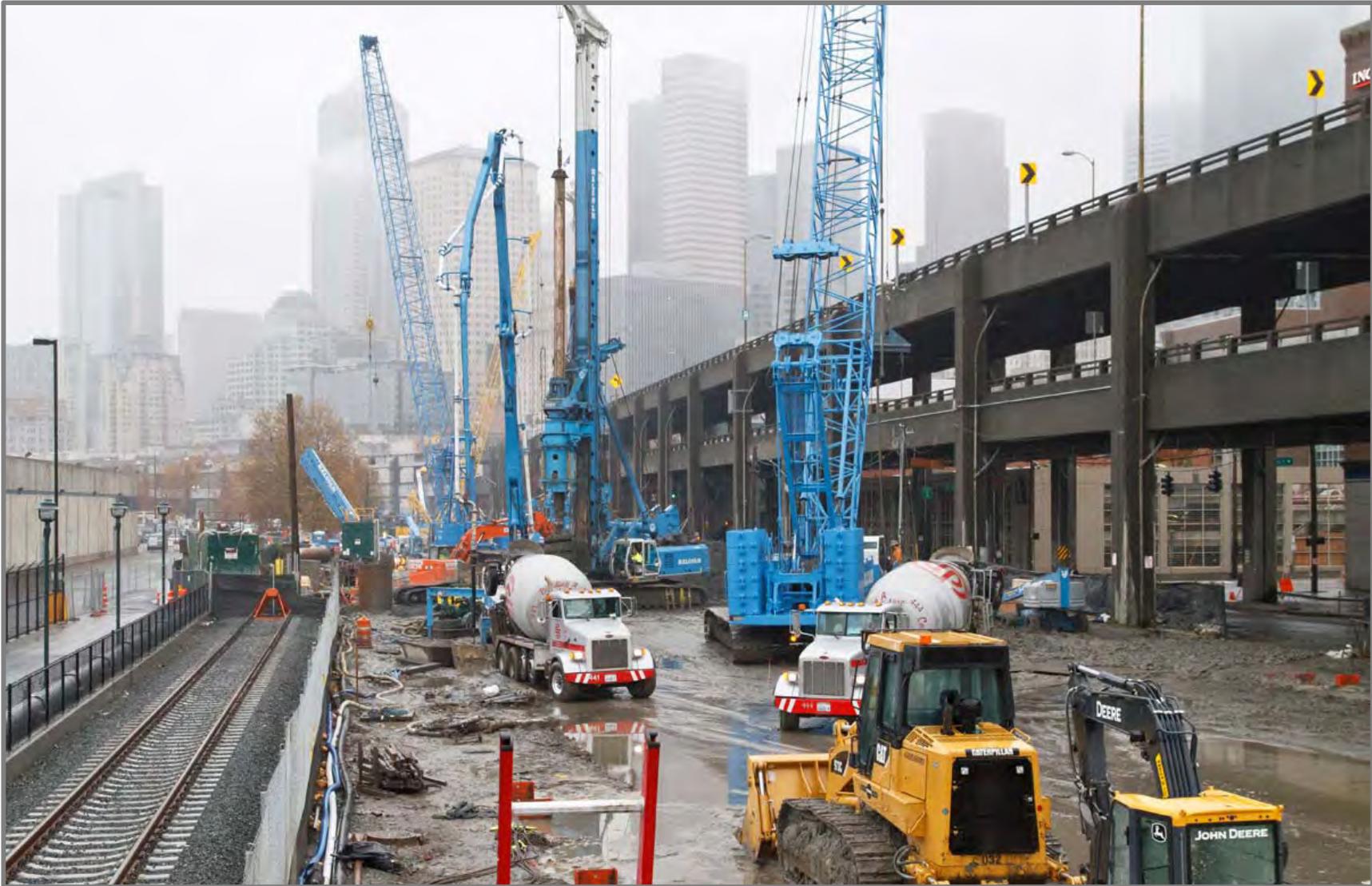


# **SR 99 Tunnel Project CONSTRUCTION UPDATES**

# Excavating the Tunnel Launch Pit



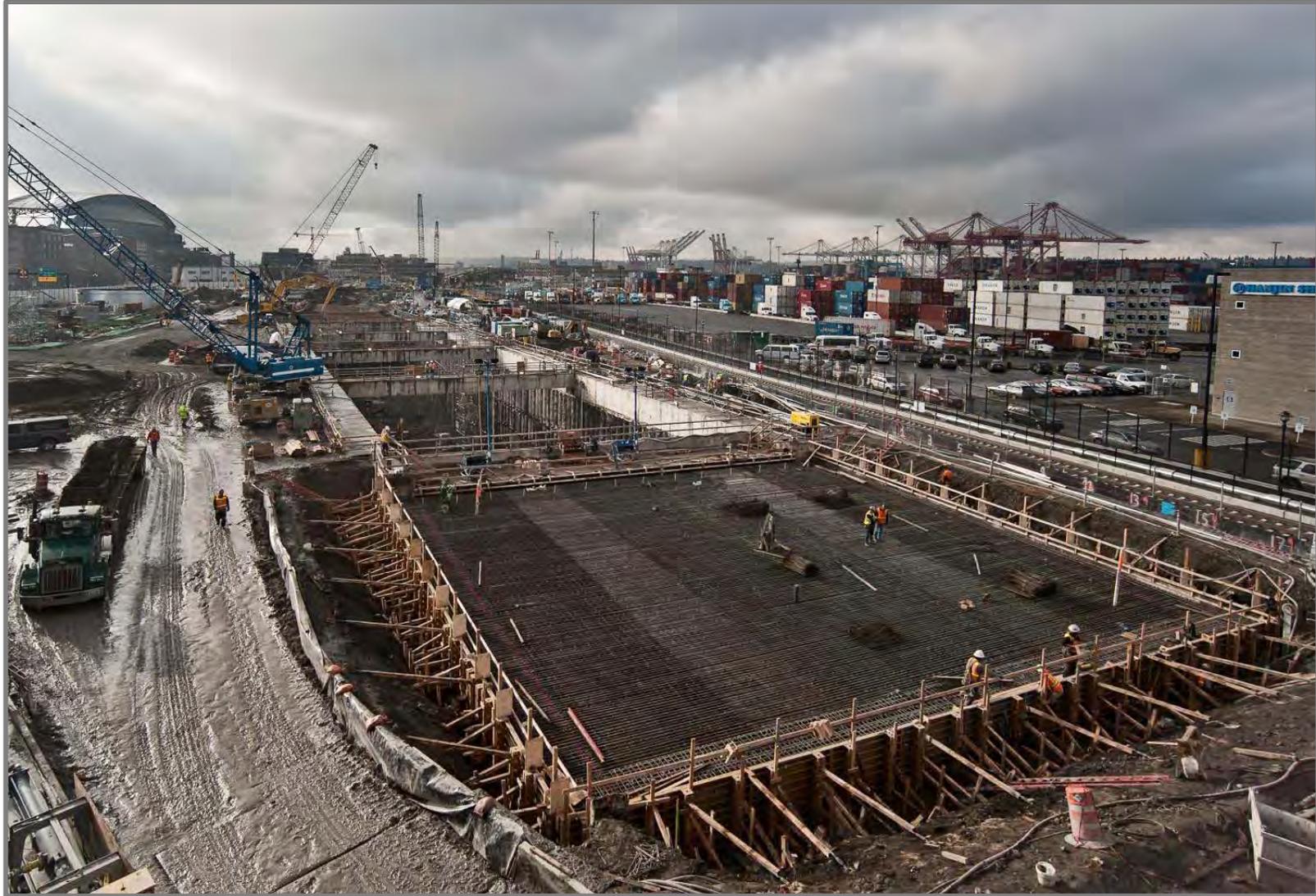
# Building a Protected Area for Tunneling



# Ground Improvement



# Buoyancy Slab



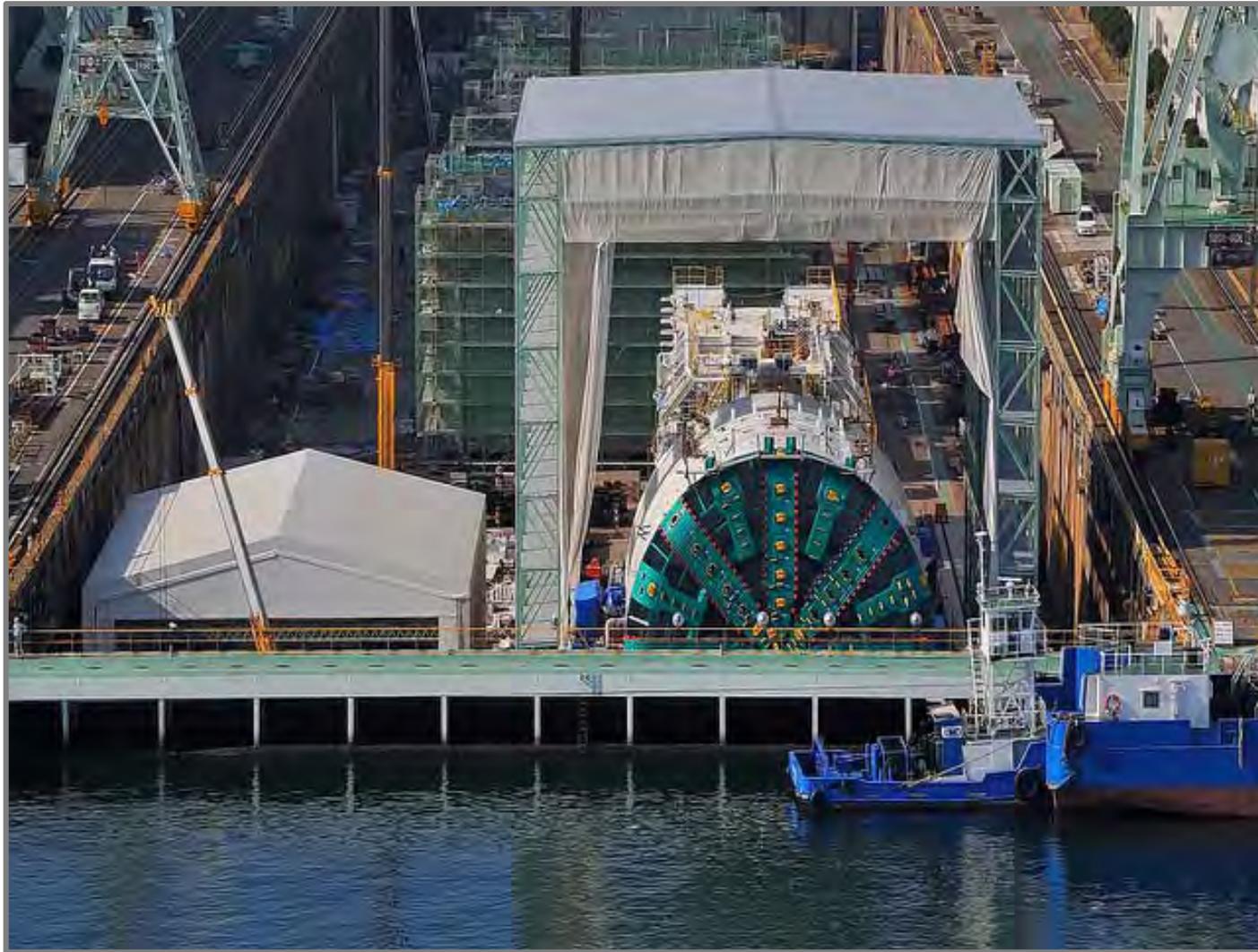
# Protecting Structures Along the Tunnel Route



*Monitoring equipment installed in Pioneer Square.*

- Install monitoring equipment on nearly 200 buildings.
- Install 700 instruments under streets and sidewalks to measure any ground changes.
- Track measurements of excavated material as tunnel boring machine progresses.
- Use satellite images to assess any changes in ground condition.

# Partnering Opportunities for Bertha's Arrival





# Parking Marketing UPDATES



## Quick Review: 2012 Campaign Strategies

1. Change the conversation. Focus on the solution.
2. Keep the message simple.
3. Build resources that are easy to use.
4. Assist consumers at **planning** and **parking** phases.
5. Shine spotlight on low-rate garages.



MORE PARKING. LESS CIRCLING.  
[DowntownSeattleParking.com](http://DowntownSeattleParking.com)



## Where We Were in 2012...

- Radio
- Online
- **News Print**
- Search
- Print Collateral
- **DowntownSeattleParking.com**



Lots of holiday **PARKING** as low as \$3/hour.

So you can **SPEND MORE ON GIFTS.**

 DowntownSeattleParking.com  
Pioneer Square · Waterfront



## 2012 Campaign Results Snapshot

- Nearly 40 million estimated impressions.
- 40,534 page views at [DowntownSeattleParking.com](http://DowntownSeattleParking.com)
- 0.16% click-through rate for online display (industry avg: 0.07%)
- \$3.48 cost-per-click (industry avg: \$5.00-\$6.00)
- 27% of site visits came via referral traffic
- 26% of site visits came via mobile (includes tablets)



**Up Next in 2013:  
Research + Strategic Development**



## Shaping the Strategy and the Message

Learning more about...

1. The planning process
2. The tools we can provide
3. Ways to improve the parking experience
4. Perceptions about the quality and type of parking
5. Value of rates and meaningful parking promotions
6. Effectiveness of existing messaging



## Next Up: Intercept Surveys

### **To shape our strategy and messaging for 2013**

- 400 parkers in Pioneer Square & Waterfront garages
- Late February and March
- Non-commuters (i.e. not everyday parkers)
- Varying times and days of the week
- 80/20 ratio of “locals” to “tourist”
- Utilize existing stakeholder data (SDOT, DSA, etc.)



## Looking Ahead at 2013

- |                           |                             |
|---------------------------|-----------------------------|
| 1. Research & Development | February – May              |
| 2. Spring Promotions      | April – May                 |
| 3. Summer Campaign        | Memorial Day – Labor Day    |
| 4. Mobile Site            | Launch with Summer Campaign |
| 5. Website Upgrades       | Launch with Summer Campaign |
| 6. Holiday Campaign       | November – December         |



# Right of Way IMPROVEMENTS

# Viaduct Washing Lights at University Street



# Pike Place Market Garage Improvements



# Pike Place Market Garage Improvements

