

AWV Parking Mitigation - Monitoring Plan

Draft for Discussion Purposes
March 12, 2012

Goal of the AWV Parking Mitigation Program: Retain customers of the Central Waterfront and Pioneer Square businesses by making sure that short-term parking is: *Available, Affordable, Safe, and Proximate.*

Goal of the Monitoring Plan: Evaluate the effectiveness of the AWV parking mitigation strategies in supporting “business as usual” on the Central Waterfront and Pioneer Square. Data—both quantitative and qualitative—will be collected and reviewed with the Stakeholders to determine if strategies need to be adjusted to better meet the mitigation plan goals.

Summary of Monitoring Measures by Parking Strategy

Strategy	Objective	Desired Outcome	Monitoring Method	Monitoring Measures
Private Garage Partnerships <i>Partner with private garages to provide a low parking rate for short-term stays.</i>	Reduce the price to park short-term (less than four hours) in off-street parking facilities that are proximate to Pioneer Square and the Central Waterfront. Set a uniform hourly parking rate that is competitive with on-street parking (\$3 - \$4/hour). Brand program as “Your Spot is Here.”	<ul style="list-style-type: none"> Pioneer Square and Central Waterfront customers use the program’s parking facilities Utilization of spaces increases (as does garage revenue) so that monthly fee paid to the operators can decrease over time. 	<ul style="list-style-type: none"> Participating parking operators report average utilization by length of stay on a monthly basis. Consultant team collects utilization and duration data quarterly 	<ul style="list-style-type: none"> Spaces in program Distribution of spaces Total cost of program Cost per space Change in utilization
Marketing <i>Market parking availability and preferred travel routes.</i> <i>Support existing neighborhood marketing programs.</i>	Existing customer are educated on locations and travel routes to reach affordable parking that serves Pioneer Square, the Central Waterfront and stadium events.	<ul style="list-style-type: none"> Customers perceive they can still visit Pioneer Square, the Waterfront and sports stadiums during construction and that parking is affordable and easy to find once they’re there. Customer counts in neighborhoods and at major destinations are at pre-construction levels. “Your Spot” parking spaces are well utilized. 	<ul style="list-style-type: none"> DSA four-county regional survey is repeated in 2012 and bi-annually thereafter. DSA organizes and repeats previous pedestrian counts on an annual basis. Additional locations identified and included. Stakeholders share customer counts. Potential sites to measure include Klondike Museum, Underground Tour, Ivar’s, and the Seattle Aquarium. Consultant team collects utilization and duration data quarterly 	<ul style="list-style-type: none"> Customer perception about parking Pedestrian volumes at key locations Customer volumes at key visitor destinations Parking utilization at “Your Spot” facilities
Physical Improvements <i>Make physical improvements to facilities and key walking routes.</i>	Make physical improvements within key facilities and to walking paths that access facilities to increase safety and enhance the customer experience.	<ul style="list-style-type: none"> Positive public perception of parking facilities. Existing customers find participating “Your Spot” facilities clean and safe. Customers easily connect through the construction area on well-lit and well-signed walking routes. Pedestrian counts are at pre-construction levels. 	<ul style="list-style-type: none"> DSA four-county regional survey is repeated in 2012 and bi-annually thereafter. Consultant team performs customer intercept surveys at “Your Spot” facility pedestrian access points to assess perceptions of facilities and walking routes. DSA organizes and repeats previous pedestrian counts on an annual basis. Additional locations identified and included. 	<ul style="list-style-type: none"> Customer perception about safety and attractiveness of parking facilities and walking routes Pedestrian volumes at key locations Parking utilization at “Your Spot” facilities
Temporary On-Street Parking <i>Temporarily increase on-street parking</i>	<i>Temporarily increase parking supply within public right-of-way on Alaskan Way where possible during construction.</i>	<ul style="list-style-type: none"> More parking available for customers and visitors. 	<ul style="list-style-type: none"> City evaluates pay station data quarterly to determine utilization and average parking duration. Survey business in area to determine if commercial vehicles have adequate staging and parking within reasonable proximity. 	<ul style="list-style-type: none"> Number of spaces provided Cost per space for time available Utilization

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Shuttle <i>Shuttle visitors between key destinations and parking</i>	<i>Make it easier for visitors to park once and reach multiple destinations in Pioneer Square and the Central Waterfront. Also allows visitors to park further from these destinations, which increases available supply for visitors.</i>	<ul style="list-style-type: none"> • Customers perceive they can still visit Pioneer Square, the Waterfront and sports stadiums during construction. • Customers can park once and reach destinations that are not proximate to that parking. • The shuttle becomes an “experience” unto itself. 	<ul style="list-style-type: none"> • Shuttle operator provides ridership data with detailed counts performed periodically to determine ridership by time of day and day of week. • Consultant team performs customer intercept surveys on shuttle and at key destinations to assess who is using system, their perception of it, and if improvements are needed. 	<ul style="list-style-type: none"> • Ridership • Cost per rider • Public awareness and perception about the shuttle service
New Garage <i>Build a new parking garage</i>	<i>Increase parking supply</i>	<ul style="list-style-type: none"> • Additional parking for customers and visitors 	<ul style="list-style-type: none"> • Financial pro-forma analysis 	<ul style="list-style-type: none"> • Number of net new parking spaces for public use. • Cost per space • Proximity to Pioneer Square and Central Waterfront destinations
Wayfinding and e-Park <i>Improve wayfinding to destinations and parking</i>	<i>Improve ability for motorists and pedestrians to reach destinations and parking in Pioneer Square and along the Central Waterfront.</i>	<ul style="list-style-type: none"> • Motorists can easily find parking with less circulating around street system. • Customers find convenient walking routes to destinations. 	<ul style="list-style-type: none"> • Consultant team performs customer intercept surveys to determine utility of wayfinding system. • e-Park participants provide utilization data quarterly. 	<ul style="list-style-type: none"> • Project milestones <ul style="list-style-type: none"> – Signs installed – Signs removed • Public perception • Ease of use • Change in parking utilization of e-Park program garages
On-Street Parking Policies <i>Change on-street parking policies and practices to increase parking turnover.</i>	<i>Increase on-street parking use through changes to policies and practices that optimize parking occupancy and turnover and enhance customer service.</i> <ul style="list-style-type: none"> • Add time-limits or paid parking on Sundays or during events to generate turnover • Limit disabled placard and plate parking to 4-hours to generate on-street parking turnover • Extend on-street time limits to 4-hour in lower-demand areas to allow longer visitor stays • Explore variable rates for events and different times of day to achieve target occupancy 	<ul style="list-style-type: none"> • More on-street parking is available for customers with increased turnover. 	<ul style="list-style-type: none"> • City evaluates pay station data quarterly to determine utilization and average parking duration. • DSA four-county regional survey is repeated in 2012 and bi-annually thereafter. 	<ul style="list-style-type: none"> • On-street parking utilization for affected periods • Public perception about on-street parking
Valet Parking <i>Implement centralized valet parking service</i>	<i>Improve customer service with curb-side valet service near key destinations. Can also increase parking supply since valets can festival-park more vehicles in a parking facility than could be self-parked.</i>	<ul style="list-style-type: none"> • Customers can easily reach destination without having to find their own parking. • Customers feel comfortable leaving their vehicle with the valet. 	<ul style="list-style-type: none"> • Valet company provides information about usage by time of day and day of week. • Stakeholders survey customers about valet service 	<ul style="list-style-type: none"> • Number of vehicles served • Cost per vehicle served • Increase in parking supply through valet • Customer perception