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
1. Parking Garages *Provide incentive to build new or acquire existing garages for short-term public parking.*	Create a "parking mitigation bank" for the purpose of helping to fund the construction of, or acquisition of, garages for short-term public parking. Consider various types of projects, including public-private partnerships for a mixed-use development with publically-available parking, or partnerships with a non-profit or public entity to build or buy a garage.	• Additional parking for customers and visitors	• Financial pro-forma analysis	• Number of net new parking spaces for public use. • Cost per space • Proximity to Pioneer Square and Central Waterfront destinations • Timing of garage construction and impact to existing parking spaces
2. Private Garage Partnerships *Partner with private garages to provide a low parking rate for short-term stays. Improve safety and aesthetics within garages*	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). *Improve lighting and aesthetics of garage facilities to enhance customer safety and experience.*	• 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.	• Participating parking operators report average utilization by length of stay on a monthly basis. • Consultant team collects utilization and duration data quarterly	• Spaces in program • Distribution of spaces • Total cost of program • Cost per space • Net change in use for durations of 4 hours or less. • Customer perception about safety and attractiveness of parking facilities and walking routes

Strategy	Objective	Desired Outcome	Monitoring Method	Monitoring Measures
3. Marketing *Market parking availability and preferred travel routes.* *Support existing neighborhood marketing programs.*	Existing customer are educated on locations and travel routes to reach affordable parking that serves P Support "business as usual" by retaining existing customers and attracting new customers to the businesses and destinations in Pioneer Square, the sports stadiums, along the waterfront, and in the Pike Place Market during construction of the SR 99 tunnel and its associated projects.	• 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.	• 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	• Customer counts and revenue at major neighborhood destinations. • Pedestrian counts in the target neighborhoods are at the same levels as before construction began. • Customer perception, measured through existing surveys and questionnaires conducted by neighborhood businesses and destinations. • Parking Utilization increases at parking facilities participating in the partnership parking facility program. • Total impressions and earned media coverage. • Number of businesses/websites that integrate the provided information into their media.
4. Public ROW Improvements *Make physical improvements to facilities and key walking routes.*	Make physical improvements within key facilities and to walking paths that access facilities to enhance the customer experience.	• Customers easily connect through the construction area on well-lit and well-signed walking routes. • Pedestrian counts are at pre-construction levels.	• DSA four-county regional survey is repeated in 2012 and bi-annually thereafter. • Consultant team performs customer intercept surveys at participating 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.	• Customer perception about walking routes • Pedestrian volumes at key locations
5. Temporary On-Street Parking *Temporarily increase on-street parking*	*Temporarily increase parking supply within public right-of-way on Alaskan Way where possible during construction.*	• More parking available for customers and visitors.	• 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.	• Number of spaces provided • Cost per space for time available • Utilization
6. Waterfront Shuttle *Shuttle visitors between key destinations and parking*	*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.*	• 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 and "experience" unto itself.	• 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.	• Ridership • Cost per rider • Public awareness and perception about the shuttle service

Strategy	Objective	Desired Outcome	Monitoring Method	Monitoring Measures
7. Wayfinding *Improve wayfinding to destinations and parking*	*Improve ability for motorists and pedestrians to reach destinations and parking in Pioneer Square and along the Central Waterfront.*	• Motorists can easily find parking with less circulating around street system. • Customers find convenient walking routes to destinations.	• Consultant team performs customer intercept surveys to determine utility of wayfinding system. .	• Project milestones • Public perception about ease of use
8. e-Park *Improve wayfinding to destinations and parking*	*Help customers find available and proximate parking through City's e-Park program, which provides parking guidance and real-time information about spaces in off-street facilities. Reduce the time a visitor would spend circulating to find parking. Remove barriers to entry for Pioneer Square and Central Waterfront garages that would not typically enter the program. Install e-Park signs, upgrade software, and install counting systems as needed to incorporate facilities into the program.*	• Motorists can easily find parking with less circulating around street system. • Systems provide robust tracking data	• Consultant team performs customer intercept surveys to determine utility of wayfinding system. • e-Park participants provide utilization data quarterly	• Number of participating garages • Change in parking utilization of e-Park program garages • Public perception awareness of brand and program purpose
9. Parking App Commission development and maintenance of a smart phone application, in multiple formats, that integrates real-time parking availability and location data about off-street parking.	*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.*	• Motorists can easily find parking with less circulating around street system.	• Developer to track App downloads • Survey customers about knowledge of and perception of App	• Number of Apps downloaded • Customer awareness of application measured through existing business and destination surveys

10. On-Street Parking Policies *Change on-street parking policies and practices to increase parking turnover.*	*Increase on-street parking use through changes to policies and practices that optimize parking occupancy and turnover and enhance customer service.*
	   • *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*
		• More on-street parking is available for customers with increased turnover.	• 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.
				• On-street parking utilization for affected periods
				• Visitor awareness of Sunday time-limits and perception of change as a customer improvement.

11. Special Event Programs *Implement programs for special events such as validation or valet*	*Improve customer service through special offerings such as a special event validation program to increase customer demand or valet service to increase parking supply during high demand periods.*	• Customers are incentivized to visit neighborhood businesses • Increased parking demand is accommodated	• Survey customers about special programs	• Number of customers served • Cost per customer served • Increase in parking supply through valet • Customer perception