



MOTHER'S DAY 2012 PARKING PROMOTION SUMMARY

Event Summary:

For Mother's Day 2012, the AWW Parking Mitigation effort offered up to four hours of free parking at five participating facilities for customers visiting one of nine waterfront businesses. The goal of the event was to tell a good-news story about parking to customers of the waterfront businesses and the general public. The event was successful from customer, business and garage perspectives.

Business feedback:

- *Do you feel that you were well-prepared for the event with materials, support, questions answered, etc?*
 - Even with abbreviated time to coordinate, businesses felt they had the support and proper materials to prepare for the promotion.
- *How was the day-of Mother's Day?*
 - The promotion ran mostly smoothly, with the exception of some confusion caused by the two vouchers. Some customers were not sure which garage they parked in, which would be no problem with one voucher.
 - Some businesses noticed that clientele was a little different and more challenging (no tipping, nasty, etc).
- *Would you participate again?*
 - All but one business has said they would definitely participate again. One business would give additional consideration to their involvement.
- *Specific Feedback*
 - Ivar's: numbers up 10%, sales up 21%. Sunny weather this year, cloudy weather last year. Fish bar: numbers up 21%, sales up 21%
 - Red Robin: after event, sales were even with same point in 2011
 - Aquarium: numbers down 10% due to sunny weather.
 - Other businesses reported higher covers as well

Garage feedback:

- Republic Parking would participate in an event again to be a good neighbor. Western/Seneca and Watermark had typical numbers; Hillclimb was slightly down. The staff's difficulties with the event came from confusion caused by the two vouchers and the time needed to help parkers who had questions about the program.
 - 190 participating cars at Hillclimb
 - 108 participating cars at Watermark
 - 305 participating cars at Western and Seneca
- United Parking, for the Commuter Centre garage, felt the program went well and was successful. After the event, the operator expressed interest in being open on more summer weekends through the AWW Parking Mitigation Program.
 - 89 participating cars (also accepted six vouchers at Harbor Steps)
- At the Pike Place Market Garage, parkers were confused by chaser tickets and separate surveys. Some returned surveys instead of chaser tickets for validation. The unstaffed booth was also problematic for parkers needing assistance.
 - 135 participating cars
- The 1st and Columbia garage, operated by CPS, was the overflow parking location. This operator felt the program went well.
 - 20 participating cars

Marketing collateral and media:

- 385 table tents distributed for bars, counters and tables of participating businesses
- 4,000 rack cards distributed to participating businesses, garages and Seattle MID Ambassador program and customers on day-of
- 80 “Park here on Mother’s Day” posters distributed to display at participating businesses
- Garage maps for day-of distribution
- Web assets provided to participating businesses to use in social media, website and electronic confirmations
- DSA-hosted webpage with event details
- Seattle Aquarium coordinated radio spots
- Media briefing at Pier 55 on 5/3
- Coordination with Maritime Festival on 5/12 for material distribution
- Tweets prior to event
- “Free Parking” and “Garage Full” signs
- Pike Place Market survey

Media coverage:

Downtown has a gift idea for Mother's Day: free parking

www.seattlepi.com/local/transportation/article/parking-3532326.php

The Seattle PI—May 3, 2012

City gifts mom with free parking on Mother’s Day

downtownseattle.komonews.com/news/transportation/745311-city-gifts-moms-free-parking-mothers-day

KOMO Downtown Seattle—May 3, 2012

KING 5 Poll: Seattle residents say parking is a pain

www.king5.com/news/cities/seattle/KING-5-Poll-Seattle-residents-say-parking-is-a-pain-150053875.html

King 5—May 3, 2012

Mother’s Day gift of free parking on Seattle Waterfront

<http://www.courierherald.com/business/150379105.html>

The Enumclaw Courier-Herald – May 6, 2012

Treat Yourself, Mom!

<http://www.seattleschild.com/article/treat-yourself-mom>

Seattle’s Child – May 7, 2012

Touched a Nerve

<http://publicola.com/2012/05/08/touched-a-nerve/>

Publicola – May 8, 2012

Event Costs for Materials and Parking Validation:

Event cost to-date (not including staff time): \$46,850.46

- **Materials:** Design, production, labor and rush printing, event and lot full signs, rack cards, maps, table tents, and electronic media development: \$30,554.82
- **Parking Validation:** \$16,295.64
 - Republic Parking (validation at three garages and extra labor to stay open): \$ 11,166.64
 - United Parking (Commuter Centre): \$1,100
 - Pike Place Market Garage: \$4,029
- **DSA costs:** MID Ambassador OT and agreement/invoice processing: TBD

Customer Feedback Overall:

- **Where did you learn about the promotion?**
 - 44% saw signs at the parking garage
 - 20% learned about it from a restaurant or business
 - 17% heard about it from a variety of places including television spots and radio ads
 - 10% didn't know about it until they got to the waterfront
 - 9% heard about it from word of mouth
- **Why did you come to the waterfront today?**
 - 37% gave a host of reasons including they wanted to visit the Aquarium, they made reservations for a Cruise, their mom like's Ivar's, they're on vacation, they have a City Pass, etc.
 - 30% said they come here often for Mother's Day
 - 21% were spontaneous visitors ("nice day, 80 degrees, enough said")
 - 12% said they heard about the free parking

Lessons Learned and for Future Events:

- **Use one voucher.** A universal voucher will simplify the process for customers, businesses and garages.
- **Signs were important – use more.** Signs were important to the event. e-Park signs and data would be helpful. Add directional signs around Western/Seneca to the other parking locales. Create generic signs (such as "Free Parking Today – Ask for Details") to be reused at multiple events.
- **Have more day-of staff.** Event staff is critical to help circling parkers and answer customer questions. Assign one staff person per garage, place at critical decision points and have a floater serve businesses.
- **Make customer service the top priority.** Examples: Issuing courtesy vouchers, encouraging garages to accept the wrong type of voucher, providing the overflow garage so no one was ever told that the parking was full.
- **Allow more lead time for business partners.** Business-to-customer marketing, media coverage and garage signs were the three primary ways the event was communicated to potential parkers. With additional lead time, businesses can communicate more times to their regular customer base.
- **Confirm logistical requirements early.** After most program materials were generated, an overflow garage was added and end times were adjusted to allow for validation for the last Argosy cruise of the day. Creating additional maps and getting garages to stay open later added material and labor costs.
- **Generate fewer materials.** From this first parking promotion, we will be able to better gauge appropriate quantities of materials.
- **Perform different types of parking events to better gauge effectiveness.** Try off-peak seasons, different business types, or a "series" event, such as "free-parking every Sunday this month", etc.
- **Consider additional marketing.** Radio spots and print/on-line advertising may be necessary to promote off-peak events.

Customer feedback by business

		Where did you learn about promo?				Why did you come to waterfront today?		
Business	# of vouchers/ PPM surveys	From restaurant or business	Didn't know until now	Parking garage	Other	Come here often for MD	Spontaneous	Heard about offer
Argosy	126 (38 filled out survey)	58%	23%	13%	6%	18%	5%	21%
Elliott's	51 (13 filled out survey)	54%	15%	31%	0%	23%	8%	15%
Ivar's	166 (96 filled out survey)	33%	7%	42%	18%	46%	17%	14%
Pier 57	111 (33 filled out survey)	9%	9%	64%	18%	42%	9%	12%
Red Robin	67 (52 filled out survey)	19%	4%	56%	21%	21%	44%	13%
Aquarium	146 (142 filled out survey)	23%	10%	48%	19%	26%	1%	10%
Courtesy	108 (25 filled out survey)	40%	4%	44%	12%	12%	20%	8%