

# ALASKAN WAY VIADUCT PARKING MITIGATION PLAN PERFORMANCE MONITORING PLAN

Performance of the recommended parking mitigation strategies will be regularly monitored to determine if the package of strategies are meeting the program's intended goal of retaining customers to Pioneer Square and Waterfront businesses. Data that will be collected to monitor various elements are defined below and shown on the attached schedule. Reports summarizing monitoring will be prepared quarterly.

## 1. Parking Garage Utilization

Partnerships with several parking facilities will be created to encourage short-term customers (4 hours or less) to park off street. In addition, wayfinding improvements will be made to direct customers to garages with available space. The following data will be provided by participating parking operators each quarter to assess the performance of these programs:

- Number of parking spaces in the partnership program
- Utilization of all spaces in partnership facilities (to assess overall parking availability)
- Number of vehicles that parked for 4 hours or less (to assess program's ability to attract short-term parking)
- Number of garages and spaces served by e-Park
- Utilization of all spaces in the e-Park program
- PSRC biennial parking utilization survey

## 2. Customer Perception

Customer perceptions and knowledge about parking mitigation programs will be collected with a variety of customer survey types. These are described below:

- **Garage customer intercept surveys:** In-person surveys will be developed to ask customers who visit Pioneer Square and/or the Waterfront about various elements of the parking mitigation plan. This could include questions about where customers parked, how long they spent looking for parking, their familiarity with parking garage options in the area, and ideas to improve the experience. Surveys should be performed during the peak summer season.
- **DSA Four-County Survey:** The Downtown Seattle Association conducts a bi-annual survey of residents in a four-county region to understand how Puget Sound residents view downtown Seattle. Past surveys have found that ease and price of parking are the top reasons why people chose to go to other regional destinations. The results of the 2011 survey will be compared to future results to assess the effectiveness of the parking mitigation program.
- **Web-site impressions:** The team will track visits to program websites to determine their utility and customer response to marketing campaign milestones. These data can be tracked monthly (or as needed to assess special or seasonal promotions).
- **Number of smart phone app downloads:** Once a smartphone app is available, the number of downloads will be tracked to determine customer use and knowledge about app.
- **Business links to website:** Businesses that link or utilize web materials will be tracked.

### 3. Customer Activity

One of the measures of success for the Parking Mitigation Program 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:** 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 where historic counts are available to track pedestrian activity are:
  - Pioneer Square – First and Yesler
  - Waterfront – Alaskan & Seneca
  - Waterfront – Alaskan Way & Pike Street Hillclimb
- **Customer counts at businesses:** Customer count data will be requested for key destinations in each neighborhood. Candidate locations include:
  - Pioneer Square – Klondike Museum, Underground Tour
  - Waterfront – Ivar’s Restaurants, Seattle Aquarium, Argosy
  - Western Avenue – McKinnon Furniture
  - Pike Place Market – to be determined
- **Waterfront business data:** Four organizations on the Waterfront regularly interview customers and track customer counts and travel modes. Data that these organizations track will be incorporated into this monitoring plan.

### 4. On-Street Parking Utilization

The number of on-street parking spaces will change during the course of construction as spaces are either removed to accommodate construction activities or temporary spaces are added where possible. In addition, some of the mitigation strategies related to City parking policies (e.g., Sunday parking restrictions) may require before and after studies to determine how on-street parking is being utilized. The availability and use of on-street parking will be tracked with the following:

- **Number of on-street parking spaces:** The inventory of on-street parking within the study area will be documented at least once per year, or in advance of major changes.
- **Sunday parking utilization and duration surveys:** Sunday parking surveys will be performed to assess potential effects of implementing parking restrictions. Studies performed in April 2012 establish a baseline against which post-implementation data can be measured.
- **Pay Station statistics:** SDOT’s pay stations can report various statistics about the use of pay stations. SDOT currently tracks total transactions/day, average duration, paid occupancy, and revenue.

### 5. Special Promotions

The success of occasional promotional events will be tracked by determining number of customers served and their perception of the event. Business perceptions will also be gathered.