

Element	Measure	Applicable Strategy*	2012			2013				2014				2015			
			2nd Q	3rd Q	4th Q	1st Q	2nd Q	3rd Q	4th Q	1st Q	2nd Q	3rd Q	4th Q	1st Q	2nd Q	3rd Q	4th Q
Parking Garage Tracking	Number of Spaces in Program	1, 2, 8	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
	% of Spaces Utilized	1, 2, 8	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
	PSRC Parking Data	2		√									√				
	Number parked for 4 hours or less	2	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
	Cost of program/cost per space	1, 2, 8	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
	Number of e-Park participants	8		√	√	√	√	√	√	√	√	√	√	√	√	√	√
Customer Perception	Customer intercept surveys	2, 4, 7, 8, 9		√				√					√				√
	DSA Four-County Biennial Survey	All		√									√				
	Web-site impressions	3	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
	Number of Smart Phone App Downloads	9					√	√	√	√	√	√	√	√	√	√	√
	Businesses that integrate information	3	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Customer Activity	DSA Pedestrian Counts	All		√	√			√		√			√			√	√
	Customer counts at businesses	All	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
	Waterfront Business Tracking (Donegan)	All	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
On-Street Parking Utilization	Number of On-Street Parking Spaces	5, 10		√				√					√				√
	Sunday Parking Survey on Waterfront	10	√		√	(Post-survey if Sunday restrictions are changed)											
	Sunday Survey in Other Neighborhoods	10			√	(Post-survey if Sunday restrictions are changed)											
	Pay Station Statistics	5, 10	√	√	√	√	√	√	√	√	√	√	√	√	√	√	√
Shuttle Activity (if implemented)	Number of riders	6						√	√	√				√	√	√	
	Customer perception	6						√					√			√	√
Special Promotions	Number of Customers Served	11		√ (As needed, after event)					√				√				√
	Customer perception	11		√ (As needed, after event)					√				√				√