

| Element | Key Measures | Applicable Strategies | Baselines | | 2012 | | 2013 | | | | 2014 | | | | 2015 | | | |
|-------------------------------|---|-----------------------|--------------------|-----------|------|----|------|----|----|----|------|----|----|----|------|----|----|----|
| | | | Collection Date | Data | 3Q | 4Q | 1Q | 2Q | 3Q | 4Q | 1Q | 2Q | 3Q | 4Q | 1Q | 2Q | 3Q | 4Q |
| Off-Street Parking Tracking | Number of spaces in Rate program | 1,2,8 | 2Q 2012 | 175 | 701 | | | | | | | | | | | | | |
| | % change over pre-agreement vehicle counts | 1,2,8 | | | | | | | | | | | | | | | | |
| | All Central Waterfront Facilities: Total Number of spaces | 2 | 4Q 2010 | 2790 | 2790 | | | | | | | | | | | | | |
| | All Pioneer Square Facilities: Total Number of Spaces | 2 | 4Q 2010 | 3458 | 3458 | | | | | | | | | | | | | |
| | All-Facility AM occupancy - Central Waterfront | 2 | 4Q 2010 | 62% | 74% | | | | | | | | | | | | | |
| | All-Facility PM occupancy - Central Waterfront | 2 | 4Q 2010 | 70% | 96% | | | | | | | | | | | | | |
| | All-Facility AM occupancy - Pioneer Square | 2 | 4Q 2010 | 48% | 67% | | | | | | | | | | | | | |
| | All-Facility PM occupancy - Pioneer Square | 2 | 4Q 2010 | 50% | 79% | | | | | | | | | | | | | |
| | Cost of rate program | 2,8 | | | | | | | | | | | | | | | | |
| | Cost per space | 2,8 | | | | | | | | | | | | | | | | |
| Number of e-Park participants | 8 | 2Q 2012 | 1 | 1 | | | | | | | | | | | | | | |
| Customer Perception | Customer intercept surveys | 2,4,7,8,9 | | | | | | | | | | | | | | | | |
| | Questions added to business surveys | 2,4,7,8,9 | | | | | | | | | | | | | | | | |
| | DSA biennial survey | All | | | | | | | | | | | | | | | | |
| | Website impressions | 3 | | | | | | | | | | | | | | | | |
| Customer Activity | DSA pedestrian counts - Waterfront | All | 3Q 2011 | 10,350 | | | | | | | | | | | | | | |
| | DSA pedestrian counts - Pioneer Square | All | 3Q 2011 | 3,423 | | | | | | | | | | | | | | |
| | Customer counts at businesses | All | | | | | | | | | | | | | | | | |
| | Waterfront business tracking | All | | | | | | | | | | | | | | | | |
| On-Street Parking Utilization | Number of On-Street Spaces - Waterfront | 5,10 | 2Q 2012 | 506 | 468 | | | | | | | | | | | | | |
| | Number of On-Street Spaces - PSQ | 5,10 | 2Q 2012 | 814 | 614 | | | | | | | | | | | | | |
| | Sunday Parking on Waterfront - Average Utilization | 10 | 2Q 2012 | 88% | | | | | | | | | | | | | | |
| | Sunday Parking on Waterfront - Average Duration | 10 | 2Q 2012 | 3.5 hours | | | | | | | | | | | | | | |
| | Sunday Survey in Pioneer Square | 10 | | | | | | | | | | | | | | | | |
| | Pay Station Transactions - Total for Quarter - Waterfront | 5,10 | 2Q 2012 | 125,123 | | | | | | | | | | | | | | |
| | Pay Station Transactions - Total for Quarter - Pioneer Square | 5,10 | 2Q 2012 | 156,238 | | | | | | | | | | | | | | |
| Special Promotions | Number of Customers Served | 11 | Mother's Day event | | | | | | | | | | | | | | | |
| | Customer Perception | 11 | | | | | | | | | | | | | | | | |

Gray areas show when data will be collected

Strategy references

1. Parking Garages
2. Private Garage Partnerships
3. Marketing
4. ROW Improvements
5. Temporary On-Street Parking
7. Wayfinding
8. e-Park
9. Parking App
10. On-Street Parking Policies
11. Special Event Programs