

# Alaskan Way Viaduct Replacement Program



## Parking Mitigation Marketing Plan March 28, 2012

## Draft Marketing Plan Development

- Assessed marketing goals and objectives before launching 2012 plan
- Worked with marketing subgroup
- Feedback today:
  - Are our goals and objectives correct?
  - What should the brand communicate?
  - How are we measuring effectiveness?
  - What marketing activities should we pursue over the next 12 months?

## Marketing Plan Goal

The goal of the marketing plan is to:

*Retain customers and attract new customers to the businesses and destinations in Pioneer Square and the sports stadiums, along the waterfront, and in the Pike Place Market during construction of the SR 99 bored tunnel and its associated projects.*

## Marketing Plan Objectives

- Educate existing customers on how to get to the neighborhoods during construction, including how to find affordable, safe, short-term parking in close proximity.
- Coordinate with and support existing neighborhood efforts and events.
- Entice customers by highlighting reasons to visit, including making SR 99 tunnel construction an event.

## **The brand will:**

- Communicate parking availability.
- Include a simple, internationally recognized parking icon
- Identify all parking in neighborhoods
- Provide a unique identifier for special rates and e-Park garages
- Be tested before implementation

## **Marketing Measures of Success**

- Customer counts and revenue at major destinations and businesses
- Pedestrian counts
- Customer perception
- Utilization at parking facilities
- Impressions
- Earned media coverage
- Number of businesses/destinations that utilize brand and collateral

## **2012 Planning Activities**

- Communication and media plan
- Test messages and communication channels
- Hold monthly marketing meetings
- Update plans to reflect lessons learned and other changes

## **Marketing Objective: Educate 2012 Activities**

- Develop a web portal
- Investigate a smart phone app
- Develop collateral
- Use earned and paid media to publicize information tools and parking mitigation strategies
- Conduct MID ambassador training
- Work with travel information providers



## **Marketing Objective: Coordinate and Support 2012 Activities**

- Create a toolkit
- Conduct door-to-door outreach
- Attend neighborhood events
- Provide tailored collateral for major events

## **Marketing Objective: Entice 2012 Activities**

- Use earned and paid media to advertise construction events open to the public.
- Extend the reach of existing events by partnering with tunnel activities.
- Coordinate with and expand existing neighborhood marketing efforts
- Coordinate with other waterfront project events.
- Help businesses create SR 99 tunnel-related promotions
- Help attract tunnel-industry conventions

## Marketing Plan Next Steps

- Develop budget
- Assess existing and needed implementation resources
- Begin development of communications and media plans, and brand
- Next update – end of April