

Alaskan Way Viaduct Replacement Program

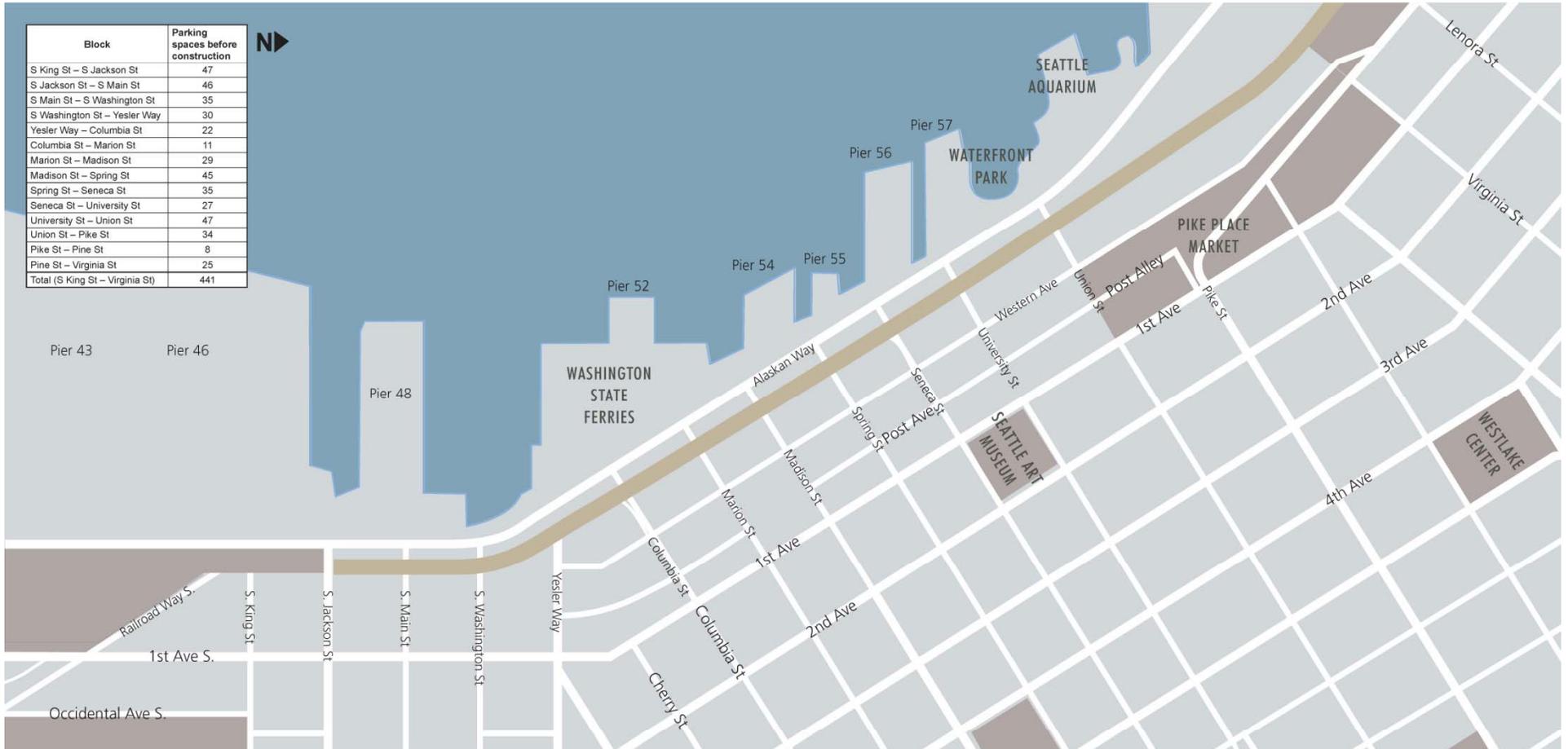


Seattle City Council Brown Bag April 5, 2012

SR 99 Tunnel Construction Parking Impacts

- Projects that are or will impact existing on-street parking include:
 - SR 99 Tunnel Project
 - Seattle City Light Central Waterfront Transmission Line Relocation Project
 - Elliott Bay Seawall Project
 - Waterfront Seattle
- Impacts to the waterfront and Pioneer Square have already occurred, and will continue.

Waterfront area map



Parking Mitigation Implementation

- SR 99 Tunnel Project includes \$30 million to mitigate construction effects on parking.
- Mitigation strategies were included in Final EIS and record of decision, which was approved in August 2011.
- Some parking mitigation strategies are already underway; others will begin this summer and continue until viaduct demolition in 2016.

Working with Affected Stakeholders

- Customers that visit businesses on the waterfront and Pioneer Square rely on parking.
- WSDOT and SDOT have worked with representatives from those businesses to:
 - Review impacts on parking
 - Discuss possible parking mitigation strategies
 - Incorporate feedback
 - Implement short-term strategies
 - Develop long-term strategies
- Representatives include Pioneer Square, Downtown Seattle Association, waterfront businesses and property owners, stadium representatives and the Pike Place Market.

Developing a Parking Mitigation Plan

- Continue to meet twice monthly during strategy development.
- April – draft parking mitigation plan.
- May – receive feedback, refine plan.
- June – finalize and begin implementation plan.
- Post-June – meet semi-regularly to provide updates on implementation and report back on performance.

Parking Mitigation Goal

Retain customers of the central waterfront and Pioneer Square businesses during SR 99 Tunnel construction by making sure parking is:

- Available
- Proximate
- Safe
- Affordable



Parking Mitigation Objectives

- Increase parking for customers.
- Make short-term parking affordable for customers.
- Make customers feel safe within parking facilities and along routes between parking and destination.
- Reduce travel time to find parking facility and reach destination.

Parking Mitigation Considerations

- Utilization of parking facilities.
- Seasonality.
- Temporary vs. permanent parking impacts.
- Different neighborhood issues and goals.
- City-wide policies.

Strategy: Create Partnerships with Parking Facilities

Objective: Reduce the price to park short-term in off-street parking facilities. Set a uniform hourly parking rate that is competitive with on-street parking.

Outcome: Utilization increases along waterfront and in Pioneer Square.

Monitoring: Parking operators report average utilization by length of stay on monthly basis; quarterly data gathered.

Performance measures:

- Spaces in program.
- Distribution of spaces.
- Total cost of program.
- Cost per space.
- Change in utilization.



Strategy: Create Temporary On-street Parking

Objective: Temporarily increase parking supply within public right-of-way on Alaskan Way where possible during construction.

Outcome: More parking available for customers and visitors.

Monitoring: Evaluate pay station data; survey businesses to determine staging and parking is reasonably proximate.

Performance measures:

- Number of spaces provided.
- Cost per space for time available.
- Utilization.



Strategy: Marketing

Objective: Existing customers are educated on locations and travel routes to reach affordable parking that serves the Central Waterfront, Pioneer Square and stadium events.

Outcome: Perception that customers can still visit Pioneer Square, waterfront and sports stadiums during construction and that parking can be found upon arrival; parking spaces are well-utilized.

Monitoring: Collect utilization data and customer counts.

Performance measures:

- Customer perception about parking.
- Pedestrian volumes at key locations.
- Customer volumes at key visitor destinations.
- Parking utilization at partnership facilities.



Strategy: Change On-street Parking Policies

Objectives: Increase on-street parking use through changes to policies and practices that optimize parking occupancy and turnover and enhance customer service.

Outcome: More on-street parking is available for customers with increased turnover.

Monitoring: Evaluate pay station data to determine utilization; partner with DSA.

Performance measures:

- On-street parking utilization for affected periods.
- Public perception about on-street parking.

Strategy: Build New Parking Garage

Objective: Increase parking supply.

Outcome: Additional parking for customers and visitors.

Monitoring: Financial pro-forma analysis.

Performance measures:

- Number of net new parking spaces for public use.
- Cost per space.
- Proximity to Pioneer Square and Central Waterfront destinations.

Strategy: Improve Way-finding

Objective: Improve ability for motorists and pedestrians to reach destinations and parking in Pioneer Square and along the Central Waterfront.

Outcome: Motorists can easily find parking with less circulating; customers find convenient routes to destinations.

Monitoring: Intercept surveys to determine utility of way-finding system.

Performance measures:

- Project milestones:
 - Signs installed.
 - Signs removed.
- Public perception.
- Ease of use.



Strategy: Add e-Park Enhancements

Objective: Remove barriers for garages in close proximity to the central waterfront and Pioneer Square to be able to enter the e-Park program.

Outcome: Motorists can easily find parking with less circulating; customers find convenient routes to destinations.

Monitoring: e-Park system provides comprehensive occupancy data.

Performance measures:

- Change in parking utilization of e-Park program garages.
- Public perception.



Strategy: Make Physical Improvements

Objective: Improvements within key facilities and walking paths that access facilities to increase safety and enhance the customer experience.

Outcome: Positive perception; clean and safe; well-lit and well-signed.

Monitoring: Intercept surveys and pedestrian counts; partner with DSA.

Performance measures:

- Customer perception about safety and attractiveness of parking facilities and walking routes.
- Pedestrian volumes at key locations.
- Parking utilization at partnership parking facilities.



Strategy: Operate Shuttle

Objectives: Make it easier for visitors to park once and reach multiple destinations in Pioneer Square and the Central Waterfront. Also allows visitors to park further from these destinations, which increases available supply for visitors.

Outcome: Perception that you can still visit the area during construction, customers can park once and reach a destination that is not proximate; the shuttle becomes an “experience” unto itself.

Monitoring: Ridership data and counts; intercept surveys.

Performance measures:

- Public awareness and perception about the shuttle service.
- Ridership.
- Cost per rider.



Strategy: Implement Centralized Valet Service

Objectives: Improve customer service with curb-side valet service near key destinations. Can also increase parking supply since valets can festival-park more vehicles in a parking facility than could be self-parked.

Outcome: Customers can easily reach destination without having to find their own parking; customers are comfortable leaving their car with a valet.

Monitoring: Valet company provides usage data; stakeholders/businesses survey customers about the service.

Performance measures:

- Number of vehicles served.
- Cost per vehicle served.
- Increase in parking supply through valet.
- Customer perception.



Summer 2012 Mitigation Strategies

- Up to five parking facilities with special rates and e-Park.
- Approximately 65 new spaces on Alaskan Way north of Spring Street.
- Sunday parking time limits and enforcement.
- Marketing – new brand, website, earned and paid media, outreach to businesses .

Next Steps

- Developing proposed investments in each strategy
- Agree on final plan by June
- Implementation already underway
- Regular monitoring and adjustments, as needed

Final waterfront parking plan still under development

Elliott Bay  Seawall
Project

Waterfront
Seattle.org

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