



CENTER CITY

PARKING PROGRAM

WORK PLAN



July 2008



The Center City Parking Program is the Seattle Department of Transportation's (SDOT's) effort to address changes to on-street parking in the Center City over the next several years with new marketing, way-finding and technology measures. The program goal is to provide easy-to-access off-street short-term parking with transparent pricing that keeps the Center City moving and contributes to a

sustainable transportation system by 2012. The effort responds to the expected loss of a considerable amount of short-term on-street parking and commercial loading spaces in the Central Waterfront, Pioneer Square, and downtown Retail Core.

SDOT is undertaking the program to strategically address changed transportation conditions in Center City. These changes include:

- Center City is expected to be home to about 50,000 new jobs and over 20,000 new households between 2004 and 2024.
- Seattle is working to decrease greenhouse gas emissions by moving more people with fewer cars, including promoting transit, walking and biking in the Center City.
- Upcoming major transportation projects could displace thousands of vehicle trips and on-street parking spaces over a period of several years during construction, and possibly permanently.





In addition to the Alaskan Way Viaduct Central Waterfront construction, other major construction projects will affect on-street parking and loading activities. By this Fall, SDOT expects to have maps and quantitative information about the potential on-street parking curbspace impacts. Currently available information includes:

- Up to 1,200 public parking spaces will likely be removed or restricted due to Viaduct construction in the Central Waterfront and Pioneer Square areas.
- On- and off-street parking (mostly all-day spaces) will likely be removed or restricted with the Alaskan Way Viaduct South End project and other South Downtown transportation projects.
- Bike and transit facility improvements will remove or restrict on-street parking in the downtown area.
- Hundreds of additional on-street short-term spaces could be restricted or removed to ensure mobility for people and goods through the downtown area due to various Center City Access Strategy projects, including the Stewart/Olive Transit Improvements project and any future streetcar expansion.

COMMUNITY ENGAGEMENT

The Center City Parking Program's community engagement strategy is based on several principles:

- To include representatives from all affected interests in the planning process
- To ensure stakeholders are well informed about the parking program
- To provide an opportunity for dialogue and consensus building around recommended strategies and projects

Over the past two years, SDOT has worked closely with stakeholders in numerous arenas to advance the community engagement principles:

- A 35-member Parking Advisory Committee (PAC) was formed representing a cross-section of interests including property owners and managers, parking operators, business owners and others.
- Seven PAC meetings and focus groups were held from 2006 to 2008 to advise the SDOT Director on measures to improve parking management during construction of major transportation projects and to achieve agreement on the Parking Advisory Committee's problem and mission statements.
- A Parking Forum, co-hosted with the Downtown Seattle Association (DSA) and Building and Owners Management Association (BOMA), was held in early 2008 to discuss the Center City Parking Program.
- A presentation was made at a BOMA Board meeting in early 2008 further communicating with downtown stakeholders.
- Four meetings were held in Spring 2008 with downtown building owners, retailers, parking operators and other stakeholders to identify possible parking facilities, to discuss the electronic parking guidance system, to understand what transparent parking means, and to brainstorm marketing tools.
- Two meetings were conducted with various Pioneer Square stakeholders in Spring 2008 to discuss the Center City parking program and to gather feedback and input on marketing and other activities.



STAKEHOLDER ADVICE TO SDOT

As a result of the community engagement efforts, the following advice was provided:

- Off-street short-term parking around key destinations in the Waterfront, Pioneer Square and office core will require further discussions with building owners and major tenants to evaluate availability due to existing building lease commitments.
- SDOT should be cautious and flexible to try easier, less expensive ways to direct users to short-term parking, given potentially high costs for upgrading garages for the electronic parking guidance system.
- Market forces that drive parking pricing and Center City growth need to be recognized.
- Residential and evening activity parking demands need to be addressed in Pioneer Square.
- Multiple strategies are needed because short-term parking demand varies depending on nearby uses; no one solution is the answer.
- Short-term spaces in private garages should be defined as 2-hours, similar to the on-street spaces being removed.

WORKPLAN COMPONENTS

The workplan covers specific program elements and anticipated outcomes. The document provides a project description, background, deliverables, issues and opportunities, budget resources, and related projects.

The fourteen workplan components are:

1. Manage on-street parking and loading

- 1. a. Downtown curbspace policy and strategy development
- 1. b. Curbspace inventory and changes
- 1. c. Downtown curbspace communications plan

2. Maximize use of off-street parking for short-term

- 2. a. Off-street parking conditions documentation
- 2. b. Short-term parking toolbox
- 2. c. Valet parking

3. Market off-street short-term parking

- 3. a. Center City short-term parking brand
- 3. b. Short-term parking locator website
- 3. c. Customer parking maps
- 3. d. Transparent pricing – parking signs

4. Build new technology to direct motorists to short-term parking

- 4. a. Electronic parking guidance system pilot

5. Manage commuter parking

- 5. a. TDM and Center City parking program connection
- 5. b. Visitor satellite parking

6. Address parking losses in Central Waterfront

- 6. a. Central waterfront short-term parking replacement

7. Parking Advisory Committee – Future Roles and Responsibilities

- 7. a. Parking advisory committee meetings

The workplan is based on the Center City Parking Program brochure developed in the Fall of 2007 and has incorporated comments and a variety of input from Center City parking stakeholders and others within the City government.



1. Manage on-street parking and loading

PROJECT START/END DATE

1.a Downtown Curbspace Policy and Strategy Development Study

DATE	ACTIVITY
Q3 2008	Start curbspace study
Q2 2009	Study complete
Q4 2009	Implementation complete



Many public agency transportation and transit projects, as well as private construction projects will temporarily or permanently restrict downtown curbspace, affecting loading, carpool, bus layover, taxi and car-share activities. This project proposes to develop strategies to address impacts related to these competing curbspace uses. One outcome may be to propose new *Comprehensive Plan* parking policies for curbspace priorities.

Background / Work Done to Date

In addition to the anticipated changes to short-term parking, there will be impacts to other curbspace use customers, who themselves are experiencing growth or other issues:

- Consider the increasing number of taxi medallions in the next few years as part of an overall program to green the taxi industry
- Need to address abuse of disabled parking placards (hangtags available from a medical doctor for those with mobility limitations) through public education campaigns, regulations and enforcement
- Need for alternative commercial loading strategies and more enforcement due to high demands for on-street loading zones, especially where buildings or offices do not have off-street loading available

Deliverables / Next Steps

- Develop consultant scope of work and hire consultant
- Organize discussions with key stakeholders
- Refine current curbspace priority policies, potentially amending *Comprehensive Plan*
- Develop and implement specific strategies for commercial loading, disabled placard education, carpool, taxi, bus layover, and other curbspace uses

Issues / Opportunities

- Potential changes to Seattle Municipal Code and *Comprehensive Plan*
- Potential changes to SDOT parking operations programs such as the meter hooding and service building meter (blue) hood program

Parking Advisory Committee Involvement

- Provide input on potential policies and strategies
- Support implementation

Related Projects

Center City Access Strategy, all downtown area transportation projects with parking impacts



1. Manage on-street parking and loading

PROJECT START/END DATE

1.b Curbspace Inventory and Changes

DATE	ACTIVITY
Summer 2008	Create map and list of on-street parking impacts from various projects; complete curbspace inventory (meters, no parking areas) with funds from Urban Ring grant
Fall 2008	Present information to Parking Advisory Committee
Q4 2008	Complete inventory and potential changes documentation



Upcoming transportation projects will temporarily or permanently restrict downtown area curbspace. SDOT needs to document changes to curbspace use throughout the downtown area. This project includes developing maps, a schedule and a quantitative description of potential curbspace impacts associated with major transportation projects.

Background / Work Done to Date

- About 80 percent of the downtown curbspace is included in the City's Asset Management System
- Stakeholders have requested detailed information about potential parking losses and timing

Deliverables / Next Steps

- Complete on-street curbspace data layer for downtown and south downtown in geographic information system (GIS)
- Use SDOT meetings to document potential curbspace impacts and create schedule
- Use GIS resources to map potential changes

Issues / Opportunities

Transportation projects are not all at the same stage and consequently have varying levels of analysis regarding whether parking lanes will need to be restricted.

Parking Advisory Committee Involvement

Report information to Parking Advisory Committee in Fall 2008

Related Projects

- SDOT pay station / parking operations
- Downtown area transportation projects



1. Manage on-street parking and loading

PROJECT START/END DATE

1.c Downtown Curbspace Communications Plan

DATE	ACTIVITY
Q3 - Q4 2008	Plan development
Q1 2009	Present to Parking Advisory Committee
Q2 2009	Complete communications plan



Develop comprehensive communications strategy addressing changes to curbspace and on-street parking so that facts and key messages are conveyed to downtown stakeholders and the media. Communicate curbspace and on-street parking changes and how the Center City Parking Program is addressing short-term parking and loading impacts.

Background / Work Done to Date

Pull from the existing Center City Access Strategy communications plan and Urban Mobility Group Marketing plan to apply to parking

Deliverables / Next Steps

- Work with stakeholders to understand needs
- Identify best venues to disseminate information

Issues / Opportunities

Need for coordination among many project's communications efforts, including the Growth in Transportation Efficiency Centers (GTEC) program

Parking Advisory Committee Involvement

Provide input and support the communication strategy

Related Projects

- Center City Access Strategy
- Urban Mobility Plan
- GTEC



2. Maximize use of off-street parking for short-term

PROJECT START/END DATE

2.a Off-street Parking Conditions Documentation

DATE	ACTIVITY
Q3 2008 – Q1 2009	Collect and organize information



Complete off-street parking inventory in downtown area. Identify how many off-street spaces are currently available for short-term use and estimate how many additional spaces would be needed to replace removed on-street short-term spaces. Identify garages where these additional short-term spaces could be made available.

Background / Work Done to Date

- Interest from Pioneer Square Community Association and Downtown Seattle Association in supporting data collection efforts
- Data from City of Seattle business license for off-street parking locations (includes address and number of spaces) already available
- Have identified information needs to be collected: garage hours of operation, entrance/egress locations, parking operator and owner contact info

Issues / Opportunities

Technical challenges with collecting and storing data in accessible locations for City and other partners

Parking Advisory Committee Involvement

Review and provide feedback on potential location of off-street short-term parking spaces intended to replace on-street spaces as they are removed

Related Projects

Urban Mobility Group's carpool program (S.T.A.R. Carpool for Simply Take Along a Rider)

Deliverables / Next Steps

- Meet with groups to determine best format and resources available to move forward
- Collect off-street parking information in single database for use with marketing, web site, electronic parking guidance system
- Improve mapping of off-street short-term parking spaces



2. Maximize use of off-street parking for short-term

PROJECT START/END DATE

DATE	ACTIVITY
Q4 2008	Start initial conversations to determine interests
Q4 2009	Complete negotiations with commitments

2.b Short-Term Parking Toolbox



The project is to use a toolbox of incentives for downtown building owners, employers and operators to convert long-term stalls for short-term use. Initial incentives have been identified through research, meetings with stakeholders, and discussions with King County Metro, the Downtown Seattle Association (DSA) and the Building Owners and Managers Association (BOMA). This project entails working with downtown retail, Pioneer Square and Central Waterfront building owners, parking operators and major tenants to consider:

- Converting off-street long-term parking to short-term use to replace on-street spaces being removed (depending on facility size and location)
- Connecting parking facilities to electronic parking guidance system (initial pilot in 2009)
- Offering alternative commute options and incentives to reduce monthly all-day parking (example, carpool parking or ½-month parking pass program)
- Considering discontinuing early bird parking sales
- Participating in program marketing, branding and mapping efforts to promote off-street short-term parking
- Offering and signing a “transparent” two-hour rate for customer and visitor use
- Opening parking facilities during weekends and evening hours (if feasible)
- Providing valet parking for short-term use where feasible

Background / Work Done to Date

- Map and list of off-street parking locations and documentation of possible interest of operators/building owners
- Meetings with downtown parking operators and building owners to seek general support for strategies and identify their interest in program participation

Deliverables / Next Steps

- Schedule one-on-one meetings with parking owners and/or operators in conjunction with Urban Mobility Group, DSA and BOMA to confirm and move forward on participation in Center City Parking Program
- Develop brochure and marketing materials to use in meetings

Issues / Opportunities

Need to coordinate outreach with GTEC and S.T.A.R. Carpool program efforts

Parking Advisory Committee Involvement

- Review parking information
- Help set up and attend meetings with various building/parking contacts

Related Projects

- Urban Mobility Plan
- GTEC implementation



2. Maximize use of off-street parking for short-term

PROJECT START/END DATE

DATE	ACTIVITY
Q3 2008 – Q2 2009	Discuss and address barriers to implementation

2.c Valet Parking



This project involves addressing how to add more valet parking in the downtown area office towers or parking garages to expand the capacity for short-term parking. The work may need to modify barriers to valet parking, including potential changes to city regulations where there may be concerns about the City's maximum parking requirements and other parking rules.

Background / Work Done to Date

Initial discussions with Department of Planning and Development (DPD) staff

Deliverables / Next Steps

Meet with DPD staff to discuss City code regulations with respect to valet parking and determine if changes are needed to allow off-street valet parking as a way to increase short-term capacity within existing garages

Issues / Opportunities

May require land use code changes

Parking Advisory Committee Involvement

- Consider facilities that might be appropriate for valet parking
- Work with facilities towards implementation

Related Projects

- Urban Mobility Plan
- GTEC implementation



3. Market off-street short-term parking

PROJECT START/END DATE

3.a Center City Short-Term Parking Brand

DATE	ACTIVITY
Q2 2008	Complete consultant work with PRR, including focus groups
Q3 2008	Scale marketing effort to on-street parking impacts
2009	Start marketing program identifying funding opportunities



In Spring 2008, SDOT hired a consultant to develop a marketing and branding workplan for the Center City Parking Program. The marketing goal is for drivers to have easy access to information they require to make good choices about short-parking in downtown Seattle. The marketing program includes developing a brand and logo; providing information in a timely way to create an environment with no surprises; and supporting program messages through the media.

Background / Work Done to Date

- Comments from Parking Study report and stakeholders that currently there is no logical sign program showing customers and visitors where to park
- Some interest in continuing to use CityPark logo and program versus starting from scratch
- General interest in seeking a predictable user experience and repeat customers to downtown Seattle, Pioneer Square and Central waterfront

Issues / Opportunities

- Initial funding identified based on previously developed concepts in Parking Study report
- Need to build scalable branding and marketing effort to grow eventually beyond downtown

Related Projects

- Center City Access Strategy and other SDOT programs for consistent look and feel
- GTEC marketing and branding strategy

Deliverables / Next Steps

Create unified graphics, messages and experiences throughout the Center City area



3. Market off-street short-term parking

DATE	ACTIVITY
Q3 2008	Write scope of work business requirements
2009 – 2010	Development and implementation

3.b Short-Term Parking Locator Website



Several North American cities have websites for visitors and tourists to locate available parking on-line before they start their trip. Local chambers and business associations often co-sponsors these websites. This project would develop the business requirements and proceed with implementation of a “parking locator” website. Web-based information also could be available for personal cell phone and PDA use. One example is the Philadelphia Parking Authority (PPA) website that explains “finding parking was never this easy: Just enter a destination into our new Philadelphia Parking Authority Parking Locator to find and compare your best parking options—instantly.”

Background / Work Done to Date

Initial conversations at a concept level have occurred with various SDOT divisions

Deliverables / Next Steps

- Write detailed business requirements scope of work
- Elicit support from parking operators and building owners for inclusion in website

Issues / Opportunities

- Need to address feasibility of web development in conjunction with downtown stakeholder groups and private technology companies
- Coordinate with SDOT’s traveler information website that will provide real-time traffic conditions for Seattle arterial streets. Interest in having parking information linked to travel information as well as to bicycling, walking and transit mode information
- Opportunity to connect to rideshare and transportation demand management information

Parking Advisory Committee Involvement

- Review and provide input on web tool
- Consider opportunities to connect to existing businesses (for clients) and tourists websites

Related Projects

- Traveler Information website with SDOT Traffic Management
- Discussions about 5-1-1, travel info



3. Market off-street short-term parking

PROJECT START/END DATE

DATE	ACTIVITY
Q1 2009 – Q2 2009	Hire design firm for map production

3.c Customer Parking Maps



In addition to web information, downtown visitors and tourists could use printed maps showing parking and access information. Maps could show short-term parking locations, garage entrance and egress and the downtown one-way street system. Distribution would include tourist destinations as well as at retail businesses and community gathering spots.

Background/Work Done to Date

- Interest expressed from Parking Advisory Committee members to support project to provide low-tech parking information for downtown Seattle visitors
- Previous SDOT work with a non-profit group to develop a "Getting There" downtown access and parking map (now out of print)

Parking Advisory Committee Involvement

Incorporate map into downtown marketing efforts and GTEC implementation

Related Projects

Other downtown related related transportation and land use communications

Deliverables / Next Steps

Hire design firm to develop proposal for map concept and work with interested private facilities and businesses on map concept

Issues / Opportunities

Contingent on participation of private partners and accurate parking information



3. Market off-street short-term parking

PROJECT START/END DATE

3.d Transparent Pricing – Parking Signs

DATE	ACTIVITY
Q3 2008	Meet with city departments
Q4 2009	Develop branding and sign guidelines



New public parking directional signs located in the public right-of-way (ROW) and attached to buildings would help direct drivers to short-term convenient customer parking. Work with appropriate City Departments to allow for signs that provide transparent pricing both in the public ROW and at building garage entrances. This project would consider additional guidelines or installation of signs to better highlight parking information and access, potentially including:

- Center City Parking Program brand, logo and signs
- Rates for two hours of parking prominently displayed, assuring that customers know up front the cost of a short-term visit
- Garage name and address displayed prominently to connect to on-line and other marketing materials

Background / Work Done to Date

- Discussions with downtown area parking operators seem promising regarding interest in participating in branded program
- Research conducted on other U.S. cities' sign codes and design guidelines

Deliverables / Next Steps

- Meet with other city departments about interest and opportunity for new public parking signage
- Develop brand, public ROW and sign guidelines

Issues / Opportunities

Work with Department of Executive Administration and Department of Planning and Development related to their sign codes and issues of advertising private business in the public ROW

Parking Advisory Committee Involvement

Discuss opportunities with interested parking facility and building management/owners

Related Projects

- Center City wayfinding project
- Electronic parking guidance system



4. Build new technology to direct motorists to short-term parking

PROJECT START/END DATE

4.a Electronic Parking Guidance System Pilot

DATE	ACTIVITY
Q3 2008 – 2009	Pilot construction complete by end of 2009
2011	Complete system installation



Electronic parking guidance system (EPGS) provides motorists with real-time space availability and direction from main access roads to available facilities using dynamic message signage. System will provide information to shoppers, tourists, and visitors and would reduce traffic congestion and vehicle pollution with less circling for vacant parking. Project is to start as a pilot in limited area to test technology and concept for downtown Seattle area.

Background/Work Done to Date

- Initial funding secured
- Initial draft pilot project scope developed and reviewed by SDOT management

Deliverables / Next Steps

- Identify technical requirements for City and private sector partners
- Research other U.S. cities (especially for communications to stakeholders)
- Develop financial model
- Complete concept design of routes, sectors and wayfinding systems
- Develop pilot program implementation scope, schedule and budget for 2009
- Start consultant and vendor selection processes

Issues / Opportunities

Aggressive project timeline. Expertise is required to accomplish goals on time. Project is dependent upon successful negotiations with private parking garages for short-term parking availability. SDOT will consider funding private facility parking upgrades to facilitate participation

Parking Advisory Committee Involvement

- Identify potential public and private facilities to be included in pilot
- Identify potential private facility parking upgrades for SDOT funding considerations

Related Projects

Intelligent Transportation System (ITS) – Active Traffic Management program



5. Manage commuter parking

PROJECT START/END DATE

5.a TDM and Center City Parking Program Connection

DATE	ACTIVITY
Q3 2008 - 2012	Regular coordination through interagency and executive level meetings



Converting long-term parking to short-term use is dependent on effective transportation demand management (TDM) programs and the types of incentives provided to convert drive-alone to alternative modes. Implementation of the Growth and Transportation Efficiency Centers (GTEC) program for downtown Seattle provides a venue to accomplish this mode shift.

Background / Work Done to Date

Staff is working closely with TDM program staff at King County Metro and Downtown Seattle Association to coordinate on workplan items

Deliverables / Next Steps

Continue to coordinate on workplan elements

Issues / Opportunities

Coordination with outreach to businesses, property owners, and employers to avoid multiple contacts with the same people or confusing messages

Parking Advisory Committee Involvement

Support conversations with businesses, property owners, and employers regarding conversion of long-term parking spaces into short term use

Related Projects

Urban Mobility Plan TDM components



5. Manage commuter parking

PROJECT START/END DATE

DATE	ACTIVITY
Q2 2009 – Q4 2009	Develop specific proposals and work with potential locations

5.b Visitor Satellite Parking



Consider using existing satellite parking locations to offer parking alternatives for shoppers and visitors to intercept drivers before arriving into downtown Seattle. Includes addressing transit connections between the following parking garages to downtown destinations as well as marketing measures to support these travel options:

- Seattle Center, with connection via monorail
- Stadium area garages, close to the SODO Sound Transit Light Rail station (at S. Lander St.)

Background / Work Done to Date

As part of the Alaskan Way Viaduct project, staff have considered whether to approach certain garage owners and operators at the north and south ends of downtown Seattle, because large parking garages may have capacity to operate satellite parking

Deliverables / Next Steps

Work with the Urban Mobility Plan team and the SDOT Transit team to evaluate the feasibility of using satellite parking locations and connect them to the downtown core with frequent and reliable transit

Issues / Opportunities

Potential policy issues, including whether to also offer satellite parking program incentives to downtown employees

May be a challenge to promote program to downtown visitors if there is not a savings in travel time or other conveniences

Large amount of construction occurring in the SODO area over the next few years

Parking Advisory Committee Involvement

Comment on facilities and transit connections that might be appropriate

Related Projects

- Sound Transit Link Light Rail
- Streetcar planning and other transit service improvements to Seattle Center or South Downtown



6. Address parking losses in Central Waterfront

PROJECT START/END DATE

DATE	ACTIVITY
Q3 2008 - 2012	Ongoing discussions with central waterfront stakeholders

6.a Central Waterfront Short-Term Parking Replacement



Examine loss of on-street parking associated with the Alaskan Way Viaduct and Seawall Replacement Program.

Deliverables / Next Steps

Look at options, including, but not limited to:

- Consider potential public/private development partnership options to provide off-street parking
- Identify potential sites and assess a range of joint development and parking options
- Examine satellite parking potential
- Revisit joint parking garage supply options with Pioneer Square

Parking Advisory Committee Involvement

Support conversations with businesses, property owners, employers and other Viaduct stakeholders

Related Projects

Urban Mobility Plan



7. Parking Advisory Committee – Future Roles and Responsibilities

PROJECT START/END DATE

7.a Parking Advisory Committee Meetings

DATE	ACTIVITY
Q2 2008 – 2012	Up to four meetings per year



Continue meeting in a regular basis during the implementation of the proposed workplan to seek comments and feedback, and provide updates.

Background / Work Done to Date

In 2006, a 35-member Parking Advisory Committee (PAC) was formed representing a cross-section of interests, including property owners and managers, parking operators, business owners and others. Seven PAC meetings and focus groups were held from 2006 to 2008 to advise the SDOT Director on measures to improve parking management during construction of major transportation projects and to achieve agreement on the Parking Advisory Committee's problem and mission statements.

Parking Advisory Committee Involvement

Review materials distributed via mail and email and attend up to four meetings.

Related Projects

N/A

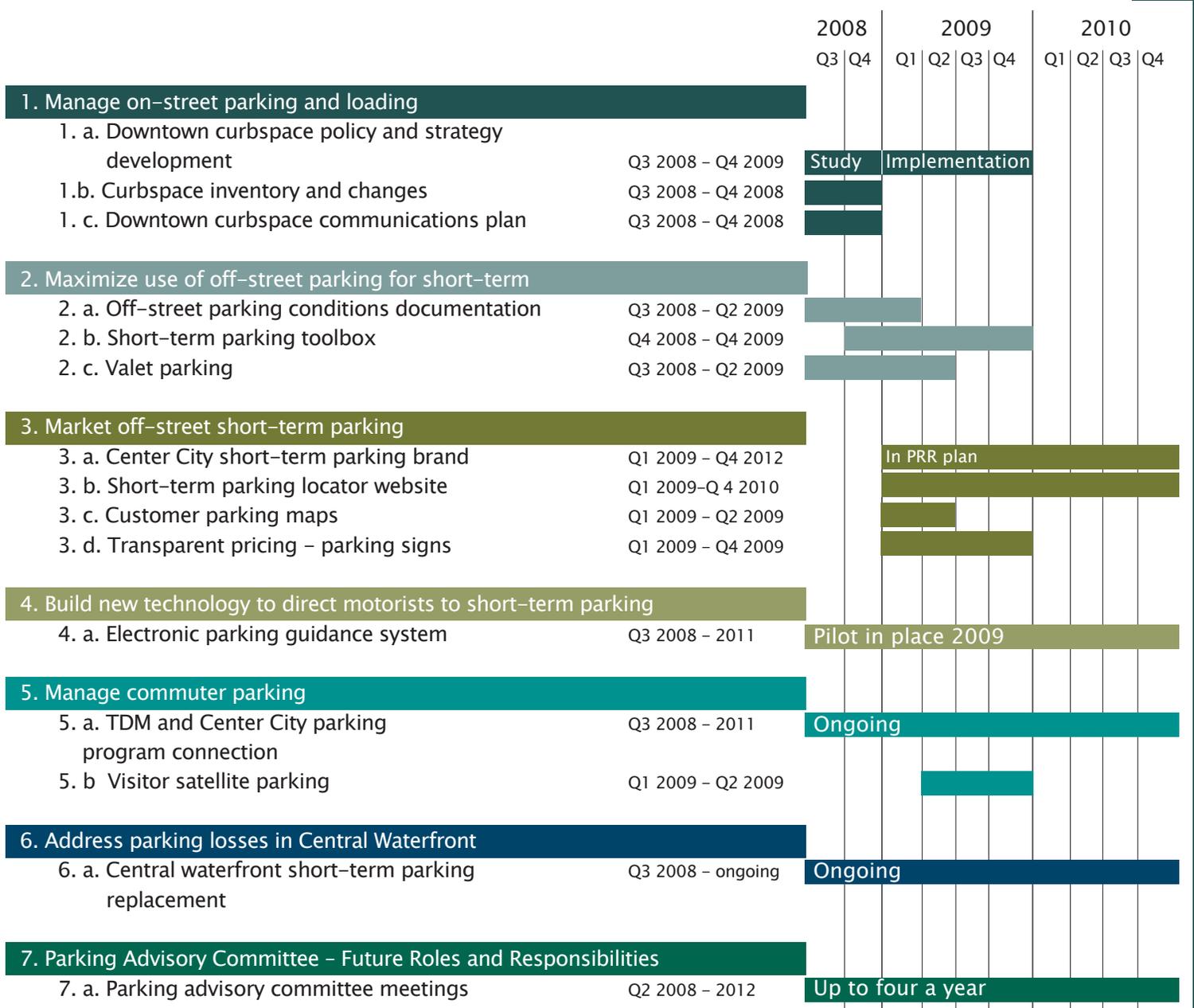
Deliverables / Next Steps

- Hold up to four meetings a year to provide project updates, identifies issues/concerns and solicit input on program
- Generate meeting summaries to document discussions and decisions



CENTER CITY PARKING PROGRAM SCHEDULE

SDOT will continue to directly engage stakeholders as it develops various program components. Project implementation will begin this summer and is anticipated to continue through 2012. SDOT expects to have the entire program up and running prior to major Alaskan Way Viaduct and Seawall Replacement construction along the Central Waterfront scheduled for 2012. The work plan schedule is provided below.



█ Indicates work until 2012



CENTER CITY PARKING PROGRAM BUDGET

SDOT has secured or has requests pending for approximately \$5 million in funds to implement the Center City Parking Program, most of which is for the electronic parking guidance system capital project.

Program Element // Project	Amount	Funding Source	Year \$\$ Available
Curbspace Management			
Downtown Curbspace Policy & Strategy Development Study	\$66,000	Viaduct Major Projects. SDOT's Urban Ring Grant (portion)- 2008 AWV TDM (see note) - 2009	2008
On-street intercept parking survey	\$50,000	AWV TDM	2009 - 2011
Disabled parking placard abuse public education campaign	\$5,000	AWV TDM	2009 - 2011
Complete Downtown curbspace data	\$6,000	SDOT's Urban Ring Grant (portion)	2008
Short-term Parking Management			
TDM incentives for parking conversion	\$100,000	Metro's AWV TDM mitigation budget for SDOT	Between 2009 - 2013
Marketing and Branding			
PRR contract	\$35,000	SDOT's Urban Ring Grant (portion)	2008
Marketing Plan development, implementation and logo development; Collateral materials (e.g., maps)	\$160,000	AWV TDM	2009 - 2011 2011 - 2013
Placeholder for parking marketing concepts from PRR report	\$100,000	Viaduct Major Projects Capital Improvement Program (CIP) request	50% in 2010
Parking locator web site development	\$100,000	Viaduct Major Projects CIP request	50% in 2009 50% in 2010
Electronic Parking Guidance System			
Capital Project Coordinator hired; Vendor / consultant selected; Design pilot project	\$500,000	Viaduct Major Projects CIP request	2008
Implement pilot project. Includes installation of garage count systems, ITS information backbone development and implementation, limited deployment of electronic parking guidance system signs. Design of full system.	\$1,500,000	Viaduct Major Projects CIP request	2009
Begin implementation and construction of full system	\$1,000,000	Viaduct Major Projects CIP request	2010
Continue and complete build out	\$1,500,000	Viaduct Major Projects CIP request	2011
TOTAL BUDGET	\$5,122,000		

Note: AWV TDM funds are Alaskan Way Viaduct Project Transportation Demand Management mitigation funds

