



# Center City Parking Program



April 2008

# *Center City Parking Program mission*

- Convert long-term parking spaces to short-term
- Provide easy-to-find parking with transparent pricing
- Keep the Center City moving and thriving
- Contribute to a sustainable transportation system
- Encourage employees to not drive alone

# *Things are popping*

- Undertaking major construction
  - 2008: Spokane Viaduct Project
  - 2008: SR 519 Intermodal Access Project
  - 2009: South End of Alaskan Way Viaduct (40 percent of entire project)
  - 2012: Remaining viaduct along Central Waterfront comes down



# *Reducing emissions and managing growth*



- Implementing Mayor Greg Nickels' Climate Action Now agenda
- Adding up to 50,000 new jobs by 2024
- Ensuring deliveries and services continue

# True transportation choice is our goal



# What we know

- On-street parking will be removed during construction
- Most off-street parking capacity is occupied by commuters
- Private partnerships are key to our success
- Electronic Parking Guidance Systems already being used



# *Program objectives*



1. Maximize use of existing off-street parking supply as short-term and address truck and passenger loading needs
2. Market parking availability
3. Improve customer and visitor parking with transparent pricing

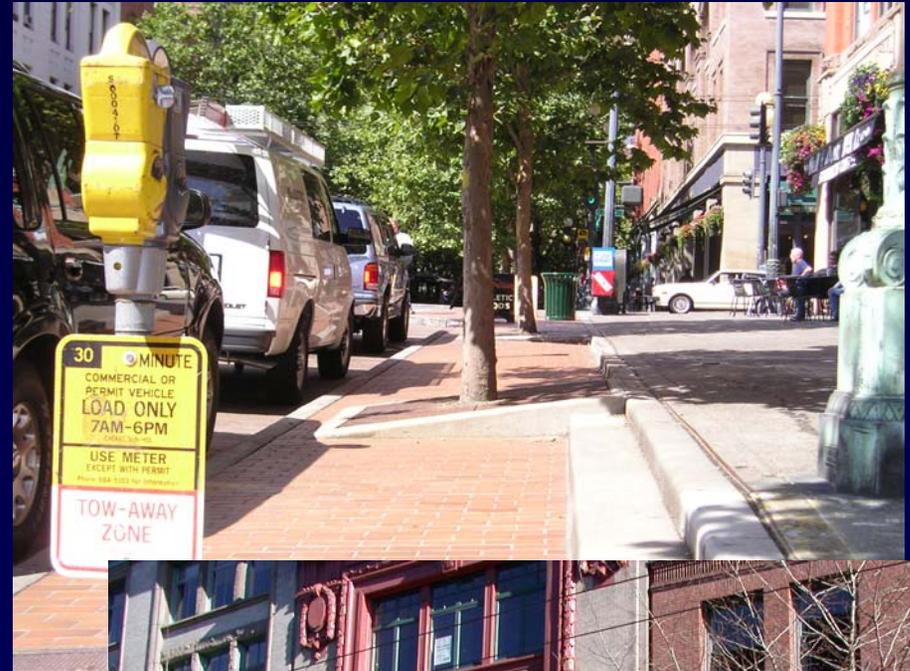
# *Program objectives continued*



4. Direct motorists to parking with new technology
5. Reduce commuter parking to increase short-term supply
6. Address parking losses in Central Waterfront

# Possible projects

- Develop parking information web site
- Negotiate converting commuter parking to short-term
- Implement electronic parking guidance system
- Identify incentives for private garages to participate in guidance system



# *What the program is NOT*



- It is **not** regulating parking prices for private businesses
- It is **not** related to the commercial parking tax

# Unico's innovative parking program

- Eliminate 'early bird parking'
- Offer tenants half-month parking passes
- Give participants three-month free transit pass
- Guarantee return to monthly parking if not working

## Jump on Board

New 1/2 month parking plan begins on July 1

Jump on board with a green alternative. For \$150 a month, you receive:

- Parking for 11 days a month in a Unico garage
- In and out garage privileges with a card key
- FREE 3-month Puget Pass\* (bus/train/transit pass)
- FREE "Plan your Commute" consultation from Urban Mobility Group in Rainier Square
- Flexibility to drive when you need to and the opportunity to save gas and time when you don't
- Cleaner air!

For more information please call Unico at (206) 628-5050.

\*Free 3-month Puget Pass offer good until December 31, 2007.

U-COMMUTE  
BASED COMMUTE INCENTIVE PROGRAM

King County  
METRO

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Seattle's creative connecting resources

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*Thank you*