

TMP BEST PRACTICES: PARKING MANAGEMENT

Implementing innovative parking management strategies allows you to better serve your tenants by providing flexible parking options and freeing up parking availability for their clients and other short-term parking customers. Offering free parking bundled with leases simply is no longer the norm in Seattle.

SIGNAGE

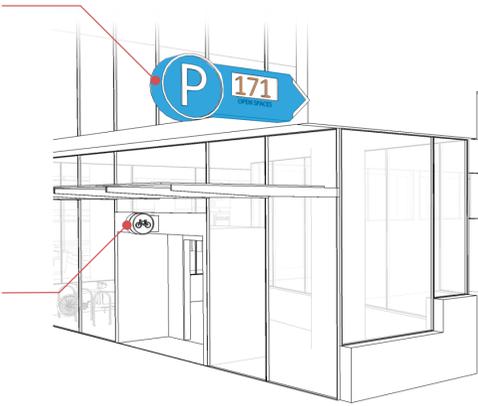
Help your visitors find the perfect parking spot by working with DowntownSeattleParking.com.

This tool helps people find the an available spot without circling the block or wondering about price.



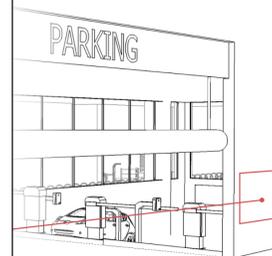
MORE PARKING. LESS CIRCLING.
DowntownSeattleParking.com

Always choose a highly visible location for short term or long term bicycle parking. Consult city guidelines for applicable access requirements or suggestions.



PRICING

PARKING PRICES	
0 - 1	hour: \$4.00
1 - 2	hours: \$8.00
2 - 3	hours: \$12.00
3 - 4	hours: \$16.00
4 - 10	hours: \$24.00
10 - 24	hours: \$30.00
Evening Rate: \$5 (Enter after 5 pm and exit by 2am)	
Electric Vehicle (EV) charging station hourly rate: \$1.00 (plus parking)	
Certified Carpool Parking: 50% Discount Applied	
Vanpool/Vanshare Parking: Always free	
The garage does not offer monthly parking at this time.	



Flexibility

To offer more flexibility, potentially maximize revenues, ensure availability for visitors, charge for daily parking and/or offer flex-use parking passes that provide fewer days than a monthly pass.

Capacity

On-demand parking options can increase parking capacity and profit margins, provide an affordable parking alternative for commuters concerned about the rising costs of drive-alone commuting, and support investments in transportation amenities like bike facilities or transit pass subsidies. Short-term parking also provides a higher profit margin and allows for higher parking turnover compared to monthly parking, which can significantly increase parking revenue.

Revenue and Reinvestment

By offering daily parking rates, discounted daily carpool parking permits, pay-as-you-go parking accounts, ticket books, or other on-demand parking options, commuters can drive on the days they need to, but have the option of taking transit, carpooling, walking or biking when convenient throughout the month.

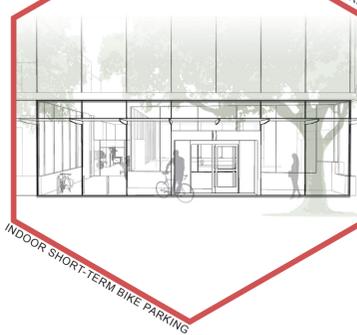
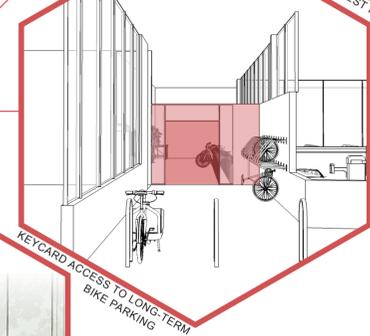
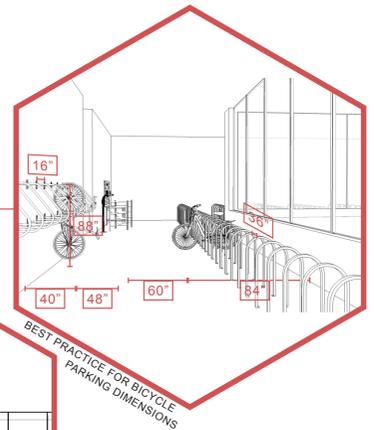
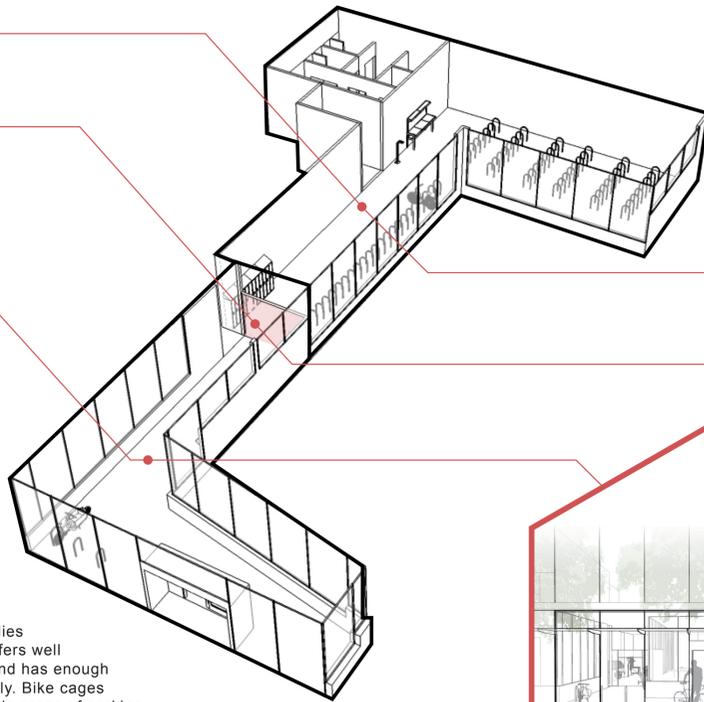
BIKE PARKING

Long term bike parking with easy access to elevators and building amenities

Keycard access to long-term bike parking

Indoor short-term bike parking

Encourage people to bike to your building by providing convenient and pleasant secure bicycle parking that complies with minimum city guidelines. Ensure that your property offers well designed racks that fit a variety of bike styles and locks, and has enough space for employees to maneuver their bicycles comfortably. Bike cages are also a great way to create secure bike parking spaces in areas of parking garages that may otherwise go unused. Key card access and colorful screens can increase the security of the bike cage.



VEHICLE PARKING



Reserve the most accessible parking spots for short term customer parking, ADA, and bicycle parking.



Provide reserved parking for certified carpools, vanpools and vanshare.



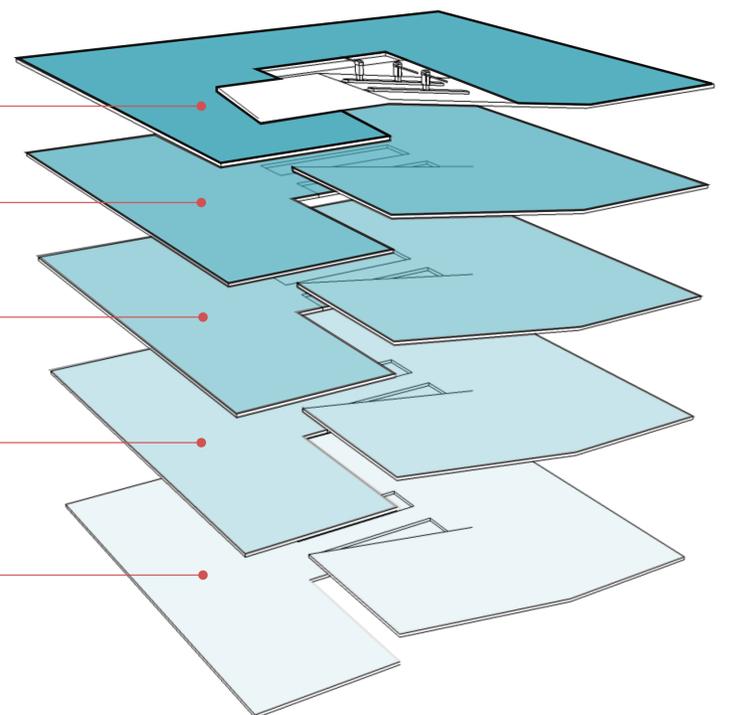
Install EVSE (electric vehicle supply equipment) to at least 2% of available parking spots. The EVSE must provide a Level 2 charging capacity (208 – 240 volts) or greater.



Provide spaces for carshare like Zipcar or BMW ReachNow to offer tenant employees convenient access to a variety of vehicles during the workday without needing to bring one from home.



Provide daily parking for single occupancy vehicles for days when employees need to drive to work.



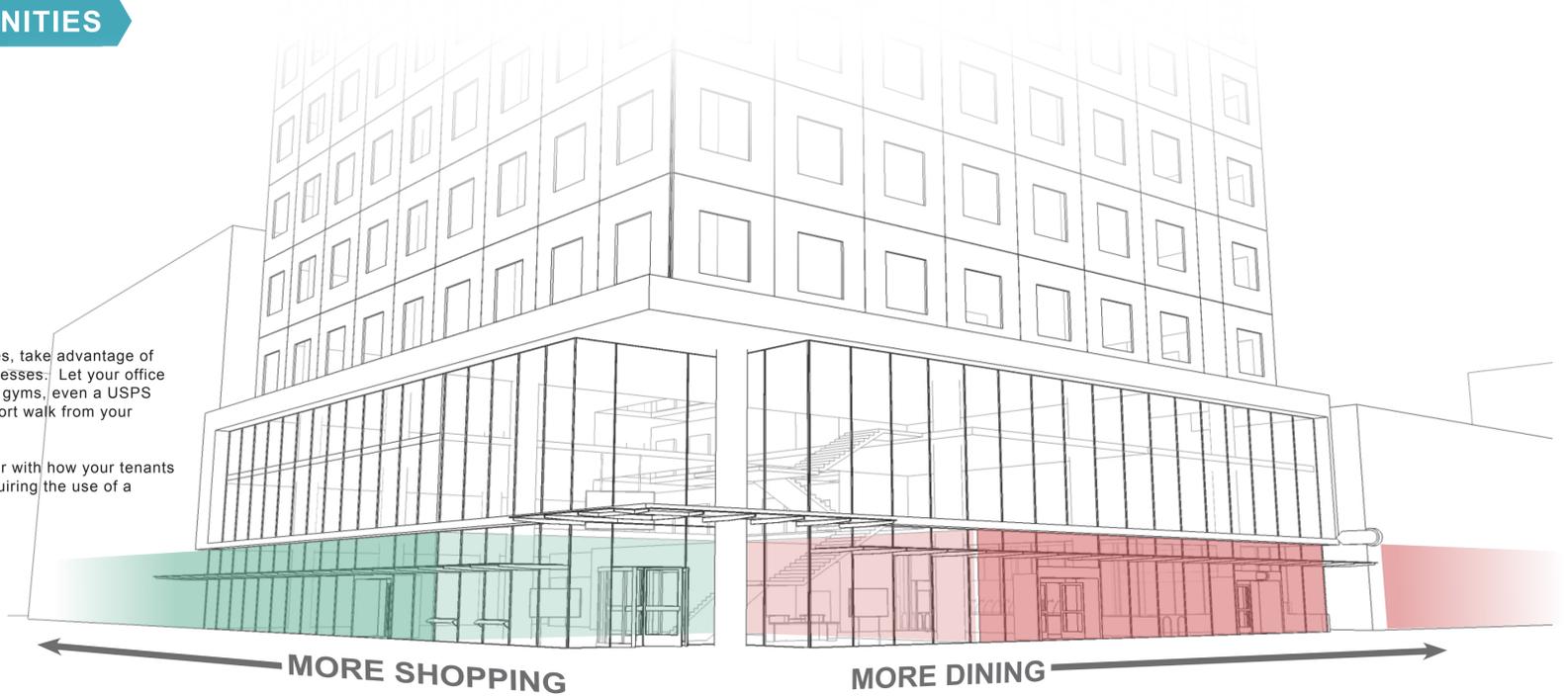
TMP BEST PRACTICES: COMMUTER AMENITIES

Installing amenities for commuters in your building supports and encourages use of multiple modes of transportation, making it easier for your tenants to walk, bike, or ride transit into work. As moving to and through Seattle can be challenging, developing your building's reputation for easy access is a great way to encourage long term tenants to stay, and their employees to recommend your property as a great commute destination.

GROUND FLOOR AMENITIES

If your building includes or is near a mix of uses, take advantage of and serve as a promoter of those nearby businesses. Let your office tenants know about the restaurants, childcare, gyms, even a USPS dropoff location that may be inside or just a short walk from your building.

Not available in your neighborhood? Be familiar with how your tenants can reach a variety of destinations without requiring the use of a personal car.

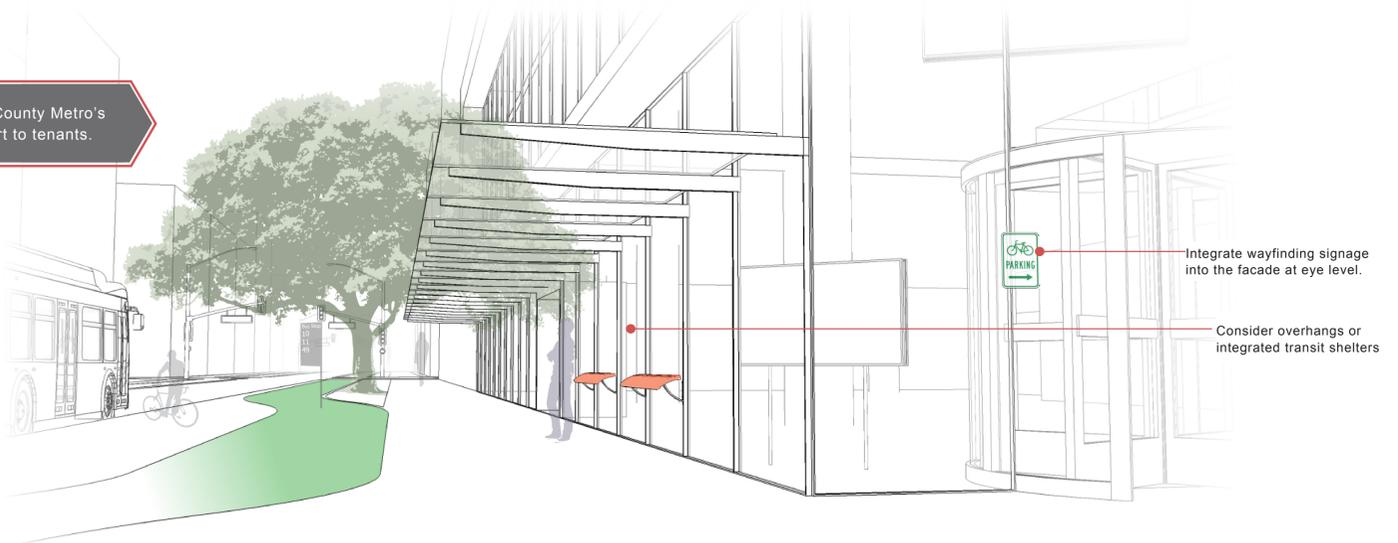


PEDESTRIAN AMENITIES

 Offer a guaranteed ride home or share information about King County Metro's *Home Free Guarantee* if your building provides ORCA Passport to tenants.

You can boost your building's appeal to pedestrians by considering your immediate property's characteristics. Providing amenities like good lighting, park benches, outdoor tables, shade trees, and public wifi can transform the pedestrian experience and emphasize your building as a welcoming destination. Create vibrant, pedestrian-friendly outdoor spaces where people will be glad to walk a few blocks to a transit stop or walk to a restaurant for lunch.

Provide information to tenants on what they can reach within a short walk. Work with City to consult on pedestrian upgrades in your neighborhood.

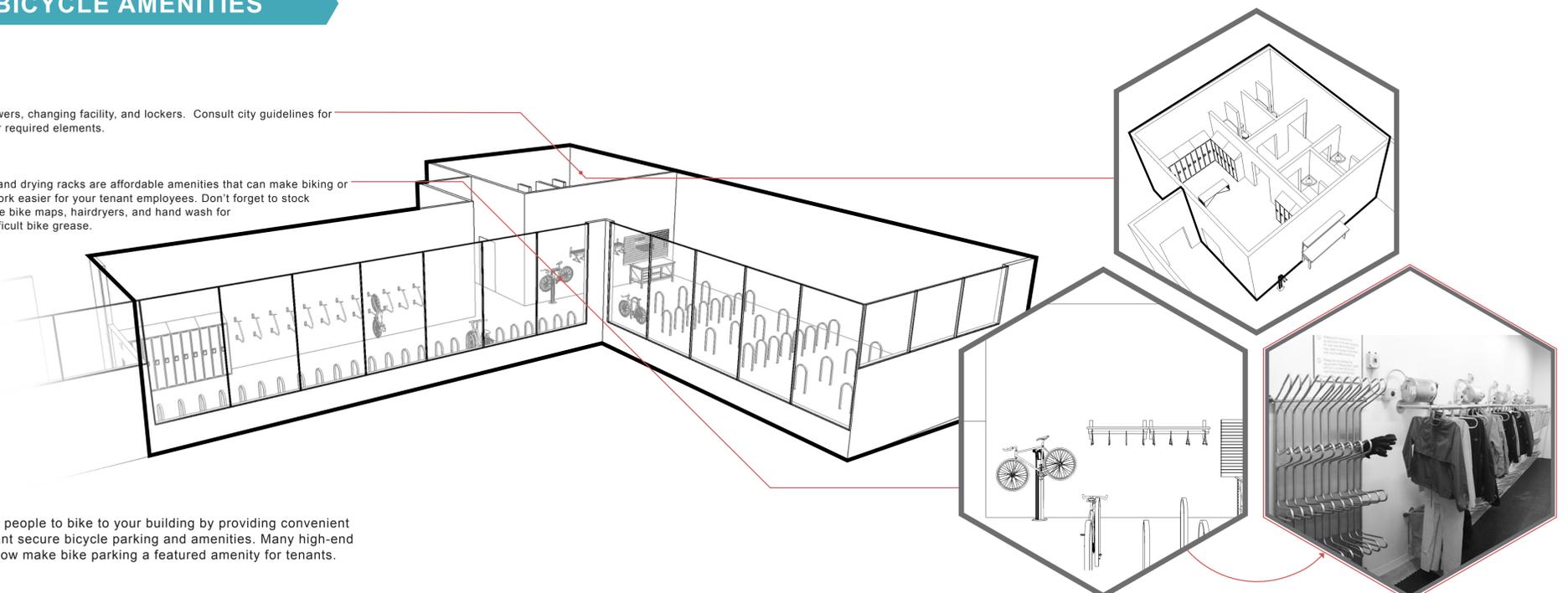


BICYCLE AMENITIES

Provide showers, changing facility, and lockers. Consult city guidelines for suggested or required elements.

Fixit stands and drying racks are affordable amenities that can make biking or walking to work easier for your tenant employees. Don't forget to stock amenities like bike maps, hairdryers, and hand wash for removing difficult bike grease.

Encourage people to bike to your building by providing convenient and pleasant secure bicycle parking and amenities. Many high-end buildings now make bike parking a featured amenity for tenants.



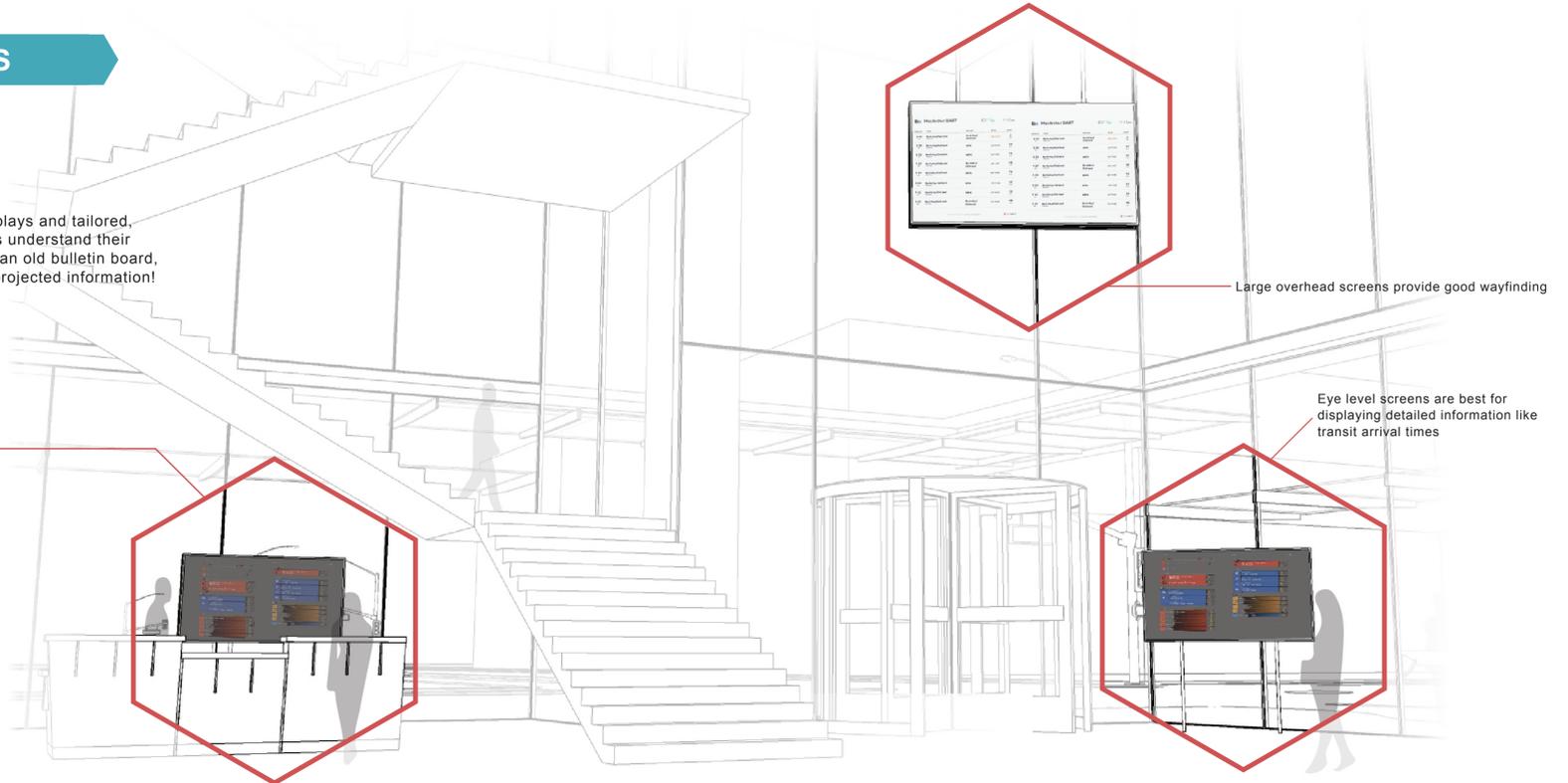
TMP BEST PRACTICES: COMMUTER INFORMATION

Property managers and employers alike work hard to make excellent programs, amenities and benefits available to employees. Unfortunately, engagement can remain low if employees simply don't know about the offerings or how to access them. By providing recurring education through multiple channels, you can ensure that individuals and companies in your building are able to appreciate the benefits you've provided.

DIGITAL SCREENS

Provide real-time transportation information displays and tailored, hyper-localized transit marketing to help tenants understand their options. Be creative- you don't have to maintain an old bulletin board, but can provide glossy transit screens or even projected information!

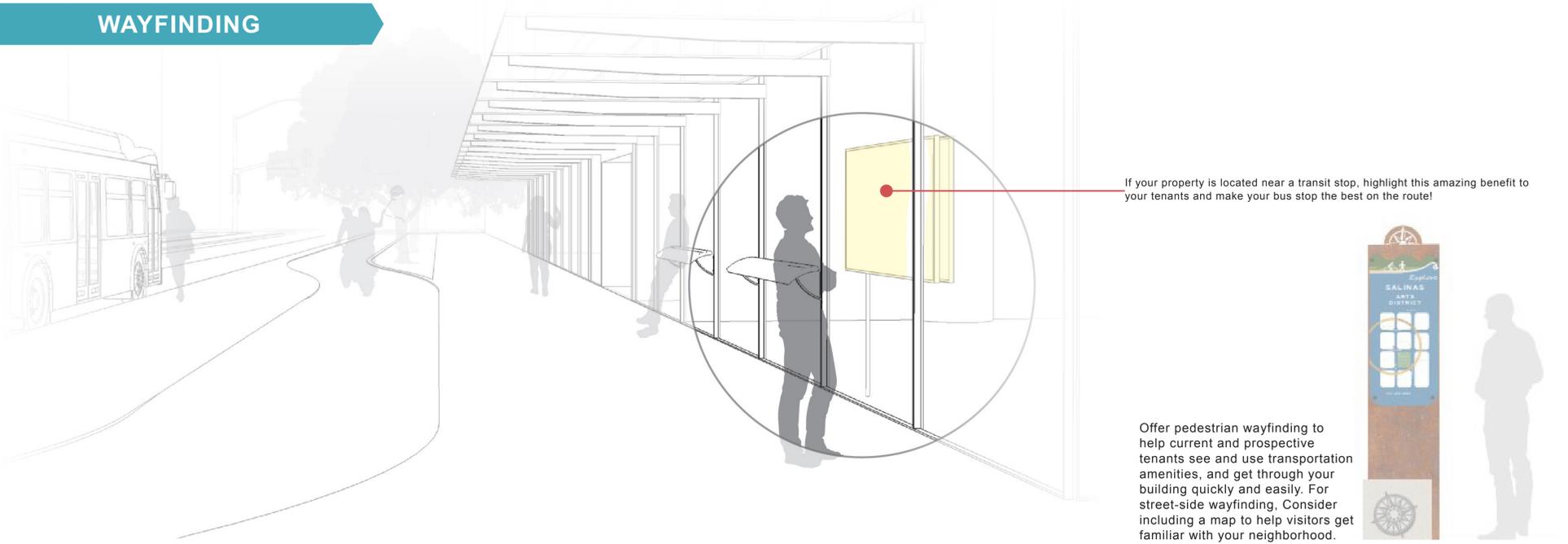
Do not place screens behind reception desks



WAYFINDING

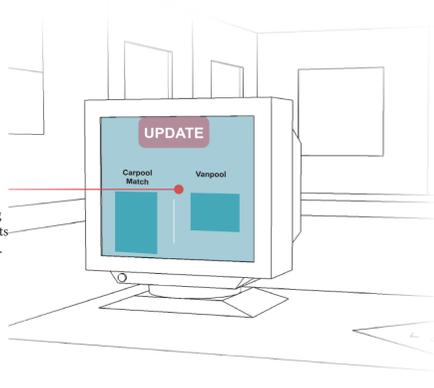
If your property is located near a transit stop, highlight this amazing benefit to your tenants and make your bus stop the best on the route!

Offer pedestrian wayfinding to help current and prospective tenants see and use transportation amenities, and get through your building quickly and easily. For street-side wayfinding, consider including a map to help visitors get familiar with your neighborhood.



INTRANET

Maintain a website, intranet or email blast to inform tenants of their transportation options and upgrades. By maintaining an online presence, property managers can ensure that tenants can take advantage of the amenities provided by the building.



PROMOTION & SERVICES

Promote events such as Bike to Work day, campaigns like Ride Transit Month, and other active transportation activities to your tenants to familiarize them with their options and improve your reputation for full service support. Add transit screens and share information about upcoming promotions to captive employee audiences, such as in building elevators.

Keep your tenants informed about new transportation options, including on-demand carpool providers, Uber and Lyft pooled rides, bikeshares, and more!

Schedule commute concierge services to introduce building employees to new transportation choices, offering them the friendly encouragement to change their habits and tailored options that fit their needs.



Make sure employees know who to contact for transportation information by posting the Building Transportation Coordinator's name and contact information.