



# SR 99 PARKING MITIGATION PROGRAM

## Parking help is here: now all we need is you

Seattle has a lot to offer. We know that. We also know that recent road and tunnel construction has challenged not only you and your neighbors, but also drivers looking for short-term parking that has become increasingly scarce since all those workers in orange vests first appeared.

That's why the Washington State Department of Transportation, with assistance from the City of Seattle, Downtown Seattle Association, and the Alliance for Pioneer Square are working hard to help drivers find affordable, convenient parking in your neighborhood.

*We're here to help you get the word out about easy parking in your area.*

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## You + WSDOT = parking for your visitors

*Your customers likely ask you where to park near your business. Now you can tell them about hundreds of cheap and available spots just footsteps away.*



Our ready-made materials focus on sending your neighborhood's visitors to **DowntownSeattleParking.com**, an interactive, mobile website that helps drivers find off-street, low-rate parking near you. We also have tools you can offer — via email, brochures, your website, social media, and articles and advertisements in your frequent publications — that will help your visitors find the perfect parking spot. We've even written sample Facebook posts and tweets to help you get started.

## Here's how to get involved

1. Call the AWW hotline at [206-805-2875](tel:206-805-2875) and talk about what you can do to spread the word. We'll develop a custom-made plan just for you.
2. Familiarize yourself with our informational materials.
3. Set up a regular way of distributing information.
  - Posting a link, parking information or parking updates on your website or social media site
  - Highlighting information about parking in your advertising
  - Forwarding parking email updates to your email lists
  - Handing out parking postcards and other WSDOT-supplied materials
  - Publishing articles/information in newsletters or other publications
  - Posting information at your workplace
4. Give us feedback!

## FAQs

### What should I write in a social media post, flyer or newsletter?

We're happy to supply you with plenty of sample messages and content to get you started. We can also provide you with photos or helpful links for your customers. Sample social media posts look like this:

*Coming to (your business or event name here) this weekend? Find parking spots with rates the same as or less than on-street parking at [DowntownSeattleParking.com](http://DowntownSeattleParking.com).*

*Don't circle for a parking spot near (your business or event name here). Find close and cheap parking at [DowntownSeattleParking.com](http://DowntownSeattleParking.com).*

*Next time you come to (your business or event name here), check out [DowntownSeattleParking.com](http://DowntownSeattleParking.com) from home or your phone to find nearby parking.*

### How do I add the [DowntownSeattleParking.com](http://DowntownSeattleParking.com) logo and buttons to my website?

1. **Talk with us** about the best location on your website for the logo or link. The location could be your home page, a parking information page or a Frequently Asked Questions page.
2. **Choose the logo** that fits best. The images below are available at <https://ws.onehub.com/folders/kuvhniu7> for download, and look like this:




**MORE PARKING. LESS CIRCLING.**  
DowntownSeattleParking.com



DowntownSeattleParking.com



3. **Add [www.DowntownSeattleParking.com](http://www.DowntownSeattleParking.com) as a hyperlink** from the logo to the parking website.
4. If you need tech support, just call **206-805-2875** and we can help.
5. There are lots of ways to incorporate **DowntownSeattleParking.com** into your website. Here is an example below.

- ▶ Turn left onto 5th Ave.
- ▶ Turn right onto Madison St.
- ▶ Turn right onto Alaskan Way.
- ▶ 1483 Alaskan Way Pier 59 is on the left.



**Alaskan Way Viaduct**

- ▶ For information on the Alaskan Way Viaduct construction, go to the [WSDOT website](#).

**Walking / Waterfront Bus / Biking**

The Seattle Aquarium encourages visitors to consider climate-friendly choices for your next visit.

- ▶ Metro Transit offers many bus routes to take you within a 15 minute walk of the Aquarium.
- ▶ From downtown, walk down the Pike Street Hillclimb via the Pike Place Market.
- ▶ Metro's Route 99 travels north on First Avenue from the International District and Pioneer Square to Broad Street, then south along the Waterfront on Alaskan Way where it stops in front of the Aquarium.

**To check out the regional bus trip planner [click here](#).**

- ▶ In addition, look for our new Octopus bike rack just north of our main entrance.

**Parking**

Four-hour metered parking is available along Alaskan Way. Republic Parking Hillclimb Garage and the Pike Place Market Parking Garage are also located across the street from the Aquarium.

- ▶ **Republic Parking Hillclimb Garage**  
(206) 622-7672  
Open 6am-6pm Monday-Friday  
and 9:30am to 6pm Saturday-Sunday.
- ▶ **Pike Place Market Parking Garage**  
Open 6am-12am daily
- ▶ Wondering where to park on Seattle's Waterfront or in Pioneer Square? Visit [www.DowntownSeattleParking.com](http://www.DowntownSeattleParking.com) to locate a \$3/hour space near your destination!

*\*Link to [DowntownSeattleParking.com](http://DowntownSeattleParking.com)*