

PIONEER SQUARE PARKING IS A TAP AWAY



Pioneer Square 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.

That's why WSDOT, the City of Seattle, Downtown Seattle Association, Alliance for Pioneer Square, and the Seattle Waterfront are working hard to help drivers find affordable, convenient parking. Together, we created **DowntownSeattleParking.com**, a website to help you find low-rate garage parking in Pioneer Square, the Waterfront and Retail Core.

Get the word out about parking

Do your customers and clients ask where to park near your business? Easy and low-rate parking can be found at **DowntownSeattleParking.com**. This interactive, mobile website helps drivers find off-street, low-rate parking just a few blocks from Pioneer Square. Spots are as low as \$3 per hour or a flat \$7 rate on evenings and weekends.

To help spread the word, we have ready-made materials that focus on sending neighborhood visitors to DowntownSeattleParking.com. We also have tools you can share — via email, brochures, your website, social media, articles and advertisements in your frequent publications — that will help your visitors find parking.

How to get involved:

1. Contact our outreach partner, Alliance for Pioneer Square at 206-667-0687 x106 for brochures and to talk about what you can do to spread the word.
2. Familiarize yourself with our informational materials.
3. Set up a regular way of distributing information. This can include:
 - Post a link, parking information or updates on your website or social media channels
 - Include information about parking in your advertising
 - Forward parking email updates to your email lists
 - Display parking brochures (we provide)
 - Publish articles/information in newsletters or other publications
 - Post information at your workplace
 - Give us feedback!



DowntownSeattleParking.com

FREQUENTLY ASKED QUESTIONS:

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 and helpful links for your customers. Sample social media posts could be:

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.

Don't circle for a parking spot near (your business or event name here). Find close and affordable parking at DowntownSeattleParking.com.

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

How do I add the DowntownSeattleParking.com logo and buttons to my website?

1. Choose 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 you to download, and look like this:



MORE PARKING. LESS CIRCLING.
DowntownSeattleParking.com

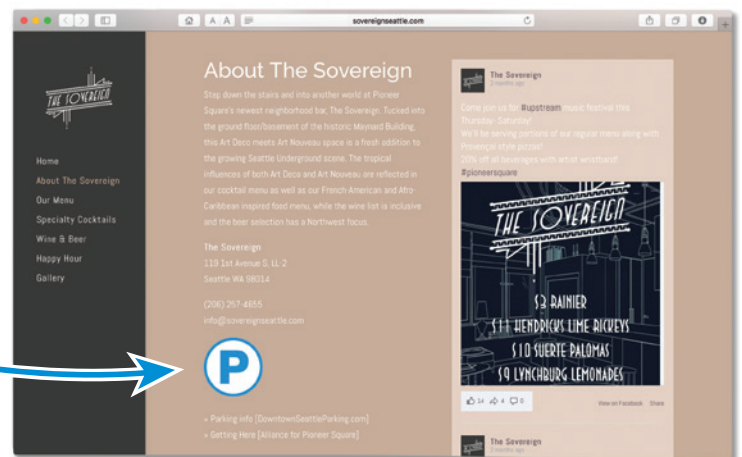


DowntownSeattleParking.com

3. Hyperlink the DowntownSeattleParking.com logo on your site to the parking website.

4. If you need tech support call Kevin Futhey at 206-613-3230 or email kevinf@downtownseattle.org for help.

5. There are lots of ways to incorporate DowntownSeattleParking.com into your website. Here's an example:



DowntownSeattleParking.com

In Partnership With



Metropolitan Improvement District

