Seattle Sustainable Neighborhoods Assessment Project

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City Hall, January 28, 2015
“I believe there is a need for greater transparency and consistency in providing information and soliciting input from community leaders.”

– Mayor Ed Murray
SCOPE AND PURPOSE

- Data Driven Pilot Study
- Analytic Tool: 22 Urban Sustainability Indicators
- Scope Exclusions
  - Selected Urban Villages
  - Manufacturing & Industrial
  - Zoning Regulation
  - Architecture & Urban Design
  - Neighborhood Plans
URBAN VILLAGES STRATEGY – What is it?

- Bedrock of Seattle’s Comprehensive Plan
- Planning tool to guide and manage urban growth
- Direct growth strategically into established mix-use neighborhoods
- Provide targeted, efficient use of public investments in infrastructure and services
- Protect Single Family Neighborhoods

“The neighborhood is the most basic increment for defining community. Planning should therefore be organized as neighborhoods.”

--The Smart Growth Manual, 2010
1994 – 2014 20 YEAR URBAN GROWTH
Urban Village Strategy working as intended to distribute growth

- **RESIDENTIAL GROWTH** _PROJECTED_: 50,000 – 60,000 HHs
- **NEW HOUSHOLDS** _ACTUAL_: 60,524 = 100% _growth target_
- 74.7% **NEW Households** _Occurred within urban centers & villages_

- **JOB GROWTH** _PROJECTED_: 131,400 – 146,600 _new jobs_
- **NEW JOBS** _ACTUAL_: 56,594 = 38% of 20 year _growth target_
- 80% **NEW Jobs** _Occurred Within Urban Centers & Villages_
METHODOLOGY

FOUR CORE VALUES identified under the 1994 – 2014 Seattle Comprehensive Plan: Toward a Sustainable Seattle

- Community
- Environmental Stewardship
- Economic Opportunity
- Social Equity
To Measure Results: 22 SSNAP INDICATORS Representing 4 Outcome Groups
SSNAP INDICATOR OUTCOME GROUPS

A. RESOURCE USE & CONSERVATION
B. HEALTHY COMMUNITIES
C. OPEN SPACE & DEVELOPMENT
D. SHARED PROSPERITY & OPPORTUNITY
# A. Resource Use and Conservation

<table>
<thead>
<tr>
<th>Label</th>
<th>SSAP Indicator</th>
<th>Symbol</th>
<th>Metric</th>
<th>Data Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>A1</td>
<td>Transit Ridership</td>
<td>🚌</td>
<td>Annual average weekday boardings as a factor of population density</td>
<td>King County Metro</td>
</tr>
<tr>
<td>A2</td>
<td>Vehicle Traffic Screenline Counts</td>
<td>🚄</td>
<td>Screenline traffic counts volume to capacity (V/C) ratio</td>
<td>Seattle Department of Transportation</td>
</tr>
<tr>
<td>A3</td>
<td>Residential Energy Use</td>
<td>⌀</td>
<td>Annual residential kWh energy sales per capita</td>
<td>Seattle City Light</td>
</tr>
<tr>
<td>A4</td>
<td>Residential Water Consumption</td>
<td>🌐</td>
<td>Annual residential water consumption per capita (100 cubic feet)</td>
<td>Seattle Public Utilities</td>
</tr>
<tr>
<td>A5</td>
<td>Residential Landfill Waste</td>
<td>🗑️</td>
<td>Annual residential tons of garbage to landfill per capita</td>
<td>Seattle Public Utilities</td>
</tr>
<tr>
<td>A6</td>
<td>Historic Landmarks</td>
<td>🏛️</td>
<td>Count of designated historic landmarks</td>
<td>Department of Neighborhoods</td>
</tr>
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</table>

# B. Healthy Communities

<table>
<thead>
<tr>
<th>Label</th>
<th>SSAP Indicator</th>
<th>Symbol</th>
<th>Metric</th>
<th>Data Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>B1</td>
<td>Crime-Related 911 Calls</td>
<td>⚠️</td>
<td>Crime related 911 calls per 1,000 people</td>
<td>Seattle Police Department</td>
</tr>
<tr>
<td>B2</td>
<td>Access to Arts and Culture</td>
<td>🎨</td>
<td>Count of public art sites and cultural spaces</td>
<td>Office for Arts and Culture</td>
</tr>
<tr>
<td>B3</td>
<td>Farmers Markets</td>
<td>🥗</td>
<td>Count of farmers markets</td>
<td>Seattle Farmers Market Association, Neighborhood Farmers Market Alliance, Pike Place Market PDA</td>
</tr>
<tr>
<td>B4</td>
<td>Community Gardens</td>
<td>🥗</td>
<td>Count of community garden</td>
<td>Department of Neighborhoods</td>
</tr>
<tr>
<td>B5</td>
<td>Low Birth Weight</td>
<td>🍼</td>
<td>Percent of births with birth weight below 2,500 grams</td>
<td>Public Health Seattle &amp; King County</td>
</tr>
<tr>
<td>B6</td>
<td>Life Expectancy</td>
<td>🏥</td>
<td>Years a newborn can expect to live if the current age-specific death rates stay the same for his/her life</td>
<td>Public Health Seattle &amp; King County</td>
</tr>
</tbody>
</table>
### C. Open Space and Development

<table>
<thead>
<tr>
<th>Label</th>
<th>SSNAP Indicator</th>
<th>Symbol</th>
<th>Metric</th>
<th>Data Source</th>
</tr>
</thead>
<tbody>
<tr>
<td>C1</td>
<td>Area of Parks and Open Space</td>
<td>🌾</td>
<td>Acres of parks and open space per 1,000 households</td>
<td>Seattle Parks and Recreation</td>
</tr>
<tr>
<td>C2</td>
<td>Proximity to Parks and Open Space</td>
<td>🔞</td>
<td>Percentage of population within one quarter mile from parks and open space</td>
<td>Seattle Parks and Recreation</td>
</tr>
<tr>
<td>C3</td>
<td>Tree Canopy Coverage</td>
<td>🌳</td>
<td>Percentage of tree canopy coverage</td>
<td>City of Seattle 1993 Orthophotography (WAGDA) and Google Earth</td>
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</tbody>
</table>

### D. Shared Prosperity and Opportunity

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<tr>
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<th>Data Source</th>
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</thead>
<tbody>
<tr>
<td>D1</td>
<td>City Investments in Infrastructure and Capital Facilities</td>
<td>💲</td>
<td>Capital Improvement Program (CIP) appropriations per capita</td>
<td>City of Seattle Budget Office</td>
</tr>
<tr>
<td>D2</td>
<td>Neighborhood Matching Fund</td>
<td>🗣️</td>
<td>Neighborhood Matching Fund awarded amount</td>
<td>Department of Neighborhoods</td>
</tr>
<tr>
<td>D3</td>
<td>Academic Performance</td>
<td>📚</td>
<td>Percent passing fourth grade reading standardized test in Seattle Public Schools</td>
<td>Washington State Office of the Superintendent of Public Instruction</td>
</tr>
<tr>
<td>D4</td>
<td>Unemployment Rate</td>
<td>📈</td>
<td>Percent unemployed</td>
<td>U.S. Census Bureau</td>
</tr>
<tr>
<td>D5</td>
<td>Poverty Rate</td>
<td>🥞</td>
<td>Percent living in poverty</td>
<td>U.S. Census Bureau</td>
</tr>
<tr>
<td>D6</td>
<td>Housing Cost Burden</td>
<td>🏠</td>
<td>Percent of households spending over 30% of household income on housing</td>
<td>U.S. Census Bureau</td>
</tr>
</tbody>
</table>
# 10 SSNAP URBAN VILLAGES

<table>
<thead>
<tr>
<th><strong>2 URBAN CENTERS</strong></th>
<th><strong>5 RESIDENTIAL URBAN VILLAGES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>University Community</td>
<td>Westwood-Highland Park</td>
</tr>
<tr>
<td>Downtown</td>
<td>Rainier Beach</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>3 HUB URBAN VILLAGES</strong></th>
<th><strong>North Beacon Hill</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>West Seattle Junction</td>
<td></td>
</tr>
<tr>
<td>Ballard</td>
<td></td>
</tr>
<tr>
<td>Lake City</td>
<td>Eastlake</td>
</tr>
<tr>
<td></td>
<td>Aurora-Licton Springs</td>
</tr>
</tbody>
</table>
FOUR SELECTED INDICATORS

- **Transit Ridership** (Resource Use & Conservation)
- **911 Crime Related Calls** (Healthy Communities)
- **Tree Canopy** (Open Space & Development)
- **City Investments in Infrastructure and Capital Facilities** (Shared Prosperity and Opportunity)
TRANSIT RIDERSHIP

Figure 1: Downtown Average Weekday Boardings and Population Density

Figure 2: Urban Center Average Weekday Boardings per Person per Acre
Figure 3: Residential and Hub Urban Village Average Weekday Boardings per Person per Acre
RECOMMENDATION: Transit Ridership Demand

- To meet future growth demand we will need to significantly increase bus ridership service hours and routes, BRT, and possibly intra-city light rail throughout the city, and especially in Urban Centers, Villages, and heavy transportation corridors.
Figure 4: Crime Related 911 Calls per 1,000 Residents
RECOMMENDATIONS: Crime related 911 Calls

- Urban Village level data revealing, further analysis needed
- Establish better performance goals for crime prevention in high activity areas
- Increase preventative policing opportunities
- Target resources use “micro” community policing model
TREE CANOPY

Figure 5: Urban Village Tree Canopy Cover 1993 & 2014
RECOMMENDATIONS: Tree Canopy

- Improve, refine city’s measuring & monitoring methods
- Establish tree coverage goals for Urban Villages and continuously monitor
- Need for stronger tree preservation strategies to prevent loss
- Track mature *tree loss* more precisely - both private and publicly-owned lands
CITY INVESTMENTS IN INFRASTRUCTURE AND CAPITAL FACILITIES

Figure 6: Capital Improvement Program (CIP) Appropriations per Capita (2005-2014)
RECOMMENDATIONS:
City Investments

- Better coordinated, performance-based CIP data tracking
- Monitor Urban Villages investments and results to ensure desired outcomes
- Consider a six year Strategic Investment Plan tied to the Urban Villages where growth and density is increasing
- Ensure areas outside Urban Villages have adequate resources
KEY FINDINGS
Comprehensive Plan Achievements

- **URBAN VILLAGE STRATEGY IS WORKING** as intended to distribute most of Seattle’s growth to urban villages

- **TRANSPORTATION AND MOBILITY SYSTEM** is evolving toward a multi-modal system, with significant increased demand for transit ridership, bicycle, and pedestrian improvements

- **CITYWIDE ENVIRONMENTAL STEWARDSHIP** of our utilities and natural resources has largely met goals and achieved impressive conservation results
KEY FINDINGS
Opportunities for Improvement

- **CITY’S DATA COLLECTION METHODS INCONSISTENT & UNCOORDINATED:** gaps in data availability, variances in scale, boundaries, format, timeframes

- **SOCIAL AND ECONOMIC INDICATORS ARE A SERIOUS CONCERN:** pockets of poverty, uneven progress across city neighborhoods

- **JOB GROWTH SIGNIFICANTLY LESS** than projected

- **JOBS/HOUSING IMBALANCE:** approx. 38.2% of city’s in-area labor force work outside Seattle – creating greater Regional Transportation Demand
“We don’t measure what really matters.”

--Robert Kennedy
CONCLUSION

- **URBAN VILLAGE STRATEGY** – efficient, smart tool for channeling city resources, needs better inter-departmental coordination and tracking

- **USE OF NEIGHBORHOOD LEVEL INDICATORS** – can be of great strategic value in creating new policies, tracking progress, allocating public resources, and informing outcomes

- **COORDINATED DATA COLLECTION SYSTEM** – tool for strategic investments, ability to measure outcomes, and means to strengthen community engagement

- **TRULY SUSTAINABLE CITY** – all communities must be equally served, and share opportunities, quality of life, and good health
“The best way to predict the future is to plan it.”
Thank you!