Seattle Department of Transportation

# Burke-Gilman Trail Missing Link 

July 10-23 Online Open House Overview (bgtmissinglink.participate.online) July 2017

Last updated: August 24, 2017

## PROJECT BACKGROUND

The Burke-Gilman Trail is one of the most heavily-used walking and bicycling facilities in Seattle. It is a vibrant, 20 -mile trail connecting multiple neighborhoods and other City and regional trails. It serves as a major transportation corridor for people riding to work or running errands, as well as providing a space for recreation.

The purpose of the Burke-Gilman Trail Missing Link project is to complete the Burke-Gilman Trail through the Ballard industrial and urban hub neighborhoods to improve safety for all, to support a variety of transportation and recreational uses for people of all ages and abilities, and to preserve freight mobility and access to adjacent properties.

The project has been in development since 2001 following the Seattle City Council's direction to evaluate completing the missing portion of the Burke-Gilman Trail. After many years of planning, stakeholder conversations, and environmental review, the Seattle Department of Transportation (SDOT) published a Final Environmental Impact Statement (FEIS) in May 2017 which identified a preferred route for the trail. The Missing Link is now moving forward, and the project is currently in the design phase.


Figure 1: Preferred alignment of the Missing Link

## ONLINE OPEN HOUSE OVERVIEW

Online open house purpose and format
From July 10 to 23, 2017, the Seattle Department of Transportation (SDOT) Burke-Gilman Trail (BGT) Missing Link project held a $24 / 7$ online open house. The website gave participants the opportunity to review information presented at in-person events and submit geotagged comments along the corridor.

## Event Overview

When
July 10 - July 23, 2017 (24/7)
Accessed at BGTMissingLink.participate.online
Comments 98 comments (including 43 geotagged, available at bit.ly/2vHCBs7)


## Pages / Session

Avg. Session Duration
03:32

## Sessions <br> 623 <br> Users




|  | Page Title | Pageviews |
| :--- | :--- | :---: |
| 1. | Burk-Gilman Trail Missing Link Project - Welcome | 588 |
| 2. | Burke-Gilman Trail Missing Link Project - Share Your Ideas | 473 |
| 3. | Burke-Gilman Trail Missing Link Project - Preferred Alignment | 355 |
| 4. | Burk-Gilman Trail Missing Link Project - Project Overview | 304 |
| 5. | Burke-Gilman Trail Missing Link Project - Next Steps | 138 |



## Notifications

The public was directed to the online open house in the following ways:

- Link posted on project webpage on July 5
- Postcard to 15,259 recipients (in mailboxes by July 7)
- SDOT social media posts
- Facebook (4,276 followers) on July 12 and 18
- Twitter (229,000 followers) on July 18
- Email update to 171 listserv subscribers on July 18
- Push signs at 10 locations along the existing and proposed Burke-Gilman Trail
- Handouts to approximately 150 attendees at Ballard SeafoodFest on July 8-9

