



Madison Line



August 2019

Madison St BRT - RapidRide G Line

90% DESIGN OUTREACH SUMMARY



Executive Summary

In July and August 2019, the Madison St BRT – Rapid Ride G Line team returned to the public with the 90% design update and information on project construction. This report summarizes the feedback we heard in summer 2019. We received feedback from an online and in-person survey, and outreach events.

Comment types and counts

During outreach in summer 2019, we met over **200 people** at our events, received **285 survey responses**, and had **2,253 unique visitors** to the online open house.

Feedback topics

Overall, feedback and comments collected via the survey expressed support and excitement to see RapidRide G in operation. Specifically, people expressed excitement for better and faster access to businesses on the corridor as well as downtown. Comments expressed strong support for prioritizing fast and reliable transit, as well as pedestrian and bicycle access, over preserving parking. A summary of specific themes is outlined below. For more detailed themes and responses from the project team, please read the full summary.

1. TOPIC: **Extend RapidRide G to Madison Beach**
 - We received 9 unique comments asking why the RapidRide G line would not extend all the way to Madison Beach.
2. TOPIC: **Decision to use diesel-hybrid bus fleet**
 - We received 9 unique comments expressing disappointment in the choice to use a diesel-hybrid bus fleet.
3. TOPIC: **Parking and loading**
 - We received 34 unique comments about parking and 4 unique comments about loading zones. Generally, there was support to remove parking to prioritize transit, as well as cyclist and pedestrian access.
4. TOPIC: **Existing King County Metro Routes**
 - We received 16 unique comments concerning existing King County Metro Routes.
5. TOPIC: **Other pedestrian and bicycle infrastructure**
 - Pedestrian infrastructure
 - We received 19 unique comments addressing pedestrian infrastructure. Generally, feedback on this topic expressed a need for clearly signed pedestrian detours during construction and to minimize pedestrian detours when possible.
 - Bike infrastructure
 - We received 34 unique comments on bicycle infrastructure. Comments expressed a desire for Madison St BRT – RapidRide G Line bicycle infrastructure to connect to the existing and planned bike network throughout the city.
6. TOPIC: **Specific intersections**
 - Some comments included feedback specific to intersections on the project corridor. Please see full summary for details.
7. TOPIC: **Construction impacts**
 - Multiple comments expressed concern about access, transit delays, and impact on local businesses during construction.

Introduction

In July and August 2019, the Madison St BRT – Rapid Ride G Line team returned to the public with the 90% design update and information on project construction. The 90% design reflects changes made in response to feedback received during the public comment period held spring 2017. The 90% design milestone was delayed because an alternative bus fleet to the electric-trolley bus needed to be incorporated into the design.

This report summarizes the feedback we heard in summer 2019. We received feedback from a survey and outreach events. This summary is organized by topic and provides project team responses. In addition, this report summarizes the outreach methods and tools used during 90% design.

Online open house and survey

During 90% design outreach, we created an online open house to share information about updates to the design, construction schedule, switching from an electric-trolley bus to a diesel hybrid bus, parking, urban environment, and next steps. The information in the online open house mirrored information shared at in-person events. The online open house included a survey with questions about demographics, construction impacts, and parking (see Appendix A).

Outreach events

At the below public outreach opportunities, the public submitted comments in-person as well as online:

- July 14: Pop-up event at Mighty-O Donuts
- July 18: Open house at the Seattle Public Library
- July 21: Pop-up event at Essential Baking
- July 24: Open house at the Miller Community Center
- July 26: Pop-up event at Madrona Farmer's Market
- July 28: Pop-up event at Capitol Hill Farmer's Market
- July 8 - August 5: Online open house
- Via email to the project inbox (MadisonBRT@seattle.gov)
- Verbally during the distribution of flyers along the project corridor

Outreach tools and methods

The above events were advertised in the following ways:

- Digital retargeting
- Display ads
 - Madison Park Times
 - Crosscut
 - Capitol Hill Bog
 - Seattle Chinese Times
 - International Examiner
- Social media – SDOT Twitter and Facebook
- Mailer sent to approximately 16,600 residential and business addresses near and around the Madison St corridor
- Project text notification system
- 50 posters delivered to businesses located along the project corridor
- Rider alert signs hung on bus stops along the project corridor

- Flyers distributed during pop-up events
- Email notifications to project listserv
- Project website

We used **digital retargeting** for the first time during 90% design outreach. Digital retargeting is a paid advertising strategy that places ads on websites accessed by users whose mobile devices pass through designated areas. In this case, if a cellphone or tablet was used within a mile of Swedish First Hill, Virginia Mason, Trader Joe's, The Harvest Vine or McGilvra Elementary School, an ad for the online open house would be displayed on an online publication accessed by the user. This strategy was effective in reaching commuters or other stakeholders who may be impacted by the project but don't necessarily live or work in the project area. In addition, mobile devices associated with project area zip codes (98104, 98122, and 98112) also received digital ads for the online open house when viewing digital publications.

In the three weeks that the digital retargeting campaign was active, the ads made a total of 886,000 impressions, i.e., how many times the ads were displayed on a device. Overall, the ads received a total of 2,106 clicks, i.e., how many people interacted with the ads. The ads linked to the online open house. During the campaign, the ads that performed the best, as measured by click-through rate, were used more frequently. This strategy led to a high engagement rate and may be considered by SDOT for future outreach milestones.

Comment types and counts

During outreach in summer 2019, we met over **200 people** at our events, received **285 survey responses**, and had **2,253 unique visitors** to the online open house.

Public Feedback on Updated Design – Topics and Themes

Overall, feedback and comments collected via the survey expressed support and excitement to see RapidRide G in operation. Specifically, people expressed excitement for better and faster access to businesses on the corridor as well as downtown. Comments expressed strong support for prioritizing fast and reliable transit, as well as pedestrian and bicycle access, over preserving parking. Specific themes, along with responses to questions from project staff, are outlined below.

TOPIC: EXTEND RAPIDRIDE G TO MADISON BEACH

We received 9 unique comments asking why the RapidRide G line would not extend all the way to Madison Beach.

Project team response: The Madison BRT corridor (as described in the Transit Master Plan) was designed to provide service to the First Hill and South Capitol Hill neighborhoods. In the 2012 Transit Master Plan, the eastern terminus of the Madison BRT corridor stopped at 23rd Ave. Additional study and development of a 10% design extended the corridor to Martin Luther King Jr Way E. During that time, it was determined that extending the line further east would not provide speed and reliability benefits to a RapidRide line. We do expect that some riders will continue towards Lake Washington. To accommodate these trips, King County Metro will complete a service restructure process to evaluate options for services related to RapidRide G, with the intent of recommending service changes to the King County Council six

to twelve months prior to the start of RapidRide G service. Their analysis will include Routes 11 and 12, and may include Route 2 given the interaction between Route 2 and RapidRide G.

TOPIC: DECISION TO USE DIESEL-HYBRID BUS FLEET

We received 9 unique comments expressing disappointment in the choice to use a diesel-hybrid bus fleet. Feedback included concerns about climate change, as well as pollution, vibration, and noise. Some comments asked whether diesel would be phased out of King County Metro buses in the future. Multiple comments expressed concern about noise from the diesel-hybrid fleet and asked if there would be any mitigation. In addition, one comment asked whether the overhead trolley wire would be removed, and a couple comments asked how the routes and buses would perform during snow events.

Project team response: We've been working with King County Metro to procure a bus fleet for the project. Together with Metro we carefully reviewed fleet options including electric trolley bus, battery electric bus, and diesel hybrid bus. This review examined the different vehicle types' ability to meet project needs and the team's ability to procure the bus type without impacting the project timeline. Based on this review, a diesel-hybrid coach was chosen based on its ability to meet the goals of the project.

RapidRide G will operate with diesel-hybrid buses in order to provide service in 2022. This change to diesel-hybrid buses removes the need to expand the overhead contact system on the corridor. We will keep the existing overhead contact system to support the current trolley buses. King County Metro will operate the bus service. During severe weather events, Metro may activate its Emergency Snow Network.

TOPIC: PARKING AND LOADING

We received 34 unique comments about parking and 4 unique comments about loading zones. Generally, there was support to remove parking to prioritize transit, as well as cyclist and pedestrian access. Some comments requested that businesses maintain access to loading zones and even requested additional load zones. One comment noted that the middle lane is a backup loading area if the load zone is occupied and they will lose that with the center-running platform. Another comment noted that off-street loading zones are important where there will only be one lane for general traffic. One comment expressed concern about transit riders taking away parking from residents and asked if there could be designated parking for transit-riders, or if residential parking zones could be easier to obtain.

Project team response:

The project design requires removal of approximately 160 parking spaces to make room for new bus-only lanes and bike lanes. The project team has worked with local businesses to understand their load and unload needs. Where possible the team has relocated or added additional loading zones to accommodate these needs. The project team is looking at opportunities to create more parking on side streets. Seneca St between 10th and 11th avenues will have angled parking to create additional stalls. Residential parking zones can be reviewed and implemented at any time should there be a large number of transit users parking near a particular station for an extended period of time, reducing the amount of available parking for residents.

TOPIC: EXISTING KING COUNTY METRO ROUTES

We received 16 unique comments concerning existing King County Metro Routes. Commenters asked questions and expressed concern over changes to existing service, specifically, the future of routes 11, 12, and 2. One commenter asked how existing buses will use the corridor with the center-running platform.

Project team response: King County Metro will complete a service restructure process to evaluate options for services related to RapidRide G, with the intent of recommending service changes to the King County Council six to twelve months prior to the start of RapidRide G service. Their analysis will include Routes 11 and 12, and may include Route 2 given the interaction between Route 2 and RapidRide G.

TOPIC: OTHER PEDESTRIAN AND BICYCLE INFRASTRUCTURE

Pedestrian infrastructure

We received 19 unique comments addressing pedestrian infrastructure. Generally, feedback on this topic expressed a need for clearly signed pedestrian detours during construction and to minimize pedestrian detours when possible. Commenters expressed appreciation for some of the changes made to the design since the 60% plans were prepared but requested additional shortened crosswalks and other pedestrian improvements such as signals.

Project team response: The current design includes improvements to pedestrian crossings at 11 locations. Additional crosswalks may be considered in the future if pedestrian volumes suggest they are needed. Automatic pedestrian signals are used in areas with especially high-density traffic and pedestrian volumes, such as downtown. Where traffic and pedestrian volumes are lower, automatic signals may unnecessarily increase the wait time for those walking to cross the street.

During construction, the contractor will need to occasionally close sidewalk and crosswalks. The construction crews will provide a signed pedestrian detour route.

Bike infrastructure

We received 34 unique comments on bicycle infrastructure. Comments expressed a desire for Madison St BRT – RapidRide G Line bicycle infrastructure to connect to the existing and planned bike network throughout the city. Commenters also expressed a need for clearly signed bike detours during construction. Two comments shared a preference for the front bike racks versus interior bike racks to maximize space. One comment requested extending the Union Protected Bike Lane (PBL) two blocks to connect to Broadway. One comment requested that the PBL on Union St extend between 22nd and 24th Avenues.

Project team response: The project is improving and expanding the existing bike network to create more accessible stations and safer commutes for those on bikes. Bicycle facilities and improvements included in the Madison St BRT – RapidRide G Line construction contract include:

- PBL on Spring St between 1st Ave and 3rd Ave
- PBL on Spring St between 6th Ave and 9th Ave
- PBL on E Union St between 11th Ave and 14th Ave
- Sharrows on 14th Ave between E Union St and Madison St
- Crossbike and bike box at Madison St and 24th Ave E

SDOT is working to implement the [Bicycle Master Plan](#) (BMP) throughout the city to create a connected bike network. Please see the BMP for information on additional bike infrastructure improvements outside of the Madison St BRT –RapidRide G Line project.

TOPIC: Specific intersections

Some comments included feedback specific to intersections on the project corridor, outlined below.

9th Ave and Boren Ave

- A comment expressed concern that the center-running platform between 9th Ave and Boren Ave is challenging to access for people coming from Madison St and Boren Ave

Project team response: Pedestrians will access this station via crosswalks at Terry Ave and Madison St.

10th Ave and Union St

- A comment was shared supporting shorter crosswalks
- A couple comments expressed enthusiasm for the pedestrian signal

12th Ave and Madison St and E Union St

- Multiple comments expressed concern about safety of pedestrian crossing
- Some comments expressed that the design doesn't provide the most direct path for pedestrians and people may cross into the bike lane
- Some comments also expressed that it is challenging for pedestrians currently when cars turn right on 12th across Union St to go down Madison St
- One comment expressed support for the island at this intersection as a potential safety buffer.
- One comment supported safety and mobility improvements at this intersection
- One comment asked how to navigate that there is no right turn from westbound Madison St to westbound Union St

Project team response: This is a complex intersection. Based in part on feedback received during previous rounds of outreach, the design was updated to streamline navigation for, and better separate, those walking and biking. The current design provides a number of safety improvements over today's conditions, such as restricting left turns, extending sidewalk areas to shorten crossing distances, and increased separation between pathways for those biking and walking.

Those traveling westbound on Madison St who would like to turn westbound onto E Union St should instead take a right onto E Pike St (one block before E Union St) and then take a left anywhere after 11th Ave to get to E Union St.

13th Ave and E Madison St/E Union St

- A couple comments requested crosswalk striping and noted that there is limited pedestrian visibility
- One comment expressed appreciation for safety improvements at this intersection
- One comment requested parking restrictions on the north side of E Union St during rush hour to allow cars to pass the bus and prevent traffic back up

- One comment asked if the area on the south side of E Union St between 12th and 13th avenues will be parking or a loading zone

Project team response: During construction, crews will restripe the pedestrian crosswalks to improve visibility. The design includes a new bus only lane on the north side of E Union St which will help separate bus and general-purpose traffic. Parking will be permitted on E Union St between 12th and 13th avenues.

14th Ave and Madison St

- One comment requested the pedestrian crossing be shortened by providing curb bulbs because currently pedestrians have difficulty crossing both Madison St and Pike St on the same light

Project team response: Based in part on feedback received in previous outreach, the crosswalk across E Pike St on the west side of 14th Ave has been added to Madison Street BRT design. Additionally, the triangular island has been enlarged and will have a signature art structure installed that may become a defining element for the neighborhood.

15th Ave and Madison St

- A comment expressed that the current curb ramp is too narrow, and pedestrians will be forced into the planting strip to cross

Project team response: New curb ramps will be installed at the 15th Ave and Madison St intersection that meet current city standards. They will be wider than the existing ramps.

19th Ave and Madison St

- Multiple commenters expressed concerns about safety at this intersection
- One comment expressed disappointment there was no stop for accessing Trader Joes and another comment requested bus service for this intersection, especially as the grade becomes steeper and it is more challenging to walk up the hill to access businesses
- A comment noted that people cross this intersection illegally to cross to the Central Co-op
- One comment requested parking for businesses between Boren St and 19th Ave

Project team response: The current BRT station locations are spread along the corridor to maximize coverage while facilitating connections to current or future public transportation such as Link light rail, Seattle Streetcar, and the future RapidRide on 23rd Ave. The current design also includes improvements to pedestrian crossings at station locations so people can safely reach stations. Additional crosswalks may be considered in the future if pedestrian volumes suggest a crosswalk is needed. Due to the limited right of way on Madison St, most parking between Boren St and 19th Ave will be removed to accommodate the lane changes accompanying BRT operations.

14th and 23rd and Madison St

- One comment asked if we are getting rid of parking between 14th and 23rd avenues on E Madison St

Project team response: Due to the limited right of way on Madison St, most parking between 14th Ave and E Denny Way will be removed to accommodate the lane changes accompanying BRT operations. Parking between E Denny Way and 23rd Ave will remain.

25th Ave and Madison St

- One comment noted this intersection has low visibility and requested a marked crosswalk

Project team response: The current design prioritizes improvements to pedestrian crossings at station locations so people can safely reach stations. Additional crosswalks may be considered in the future if pedestrian volumes suggest a crosswalk is needed.

28th Ave E and Madison St

- Multiple comments noted that cars are seen driving in the wrong direction in the one way
- One comment requested extending the curb bulb all the way to the west sidewalk
- One comment expressed that pedestrians cross dangerously at this intersection

Project team response: Additional signage will be considered to make the one-way streets more noticeable, and a concrete apron will be considered for the southbound approach on 28th Ave E at the intersection with Madison.

Martin Luther King Jr Way E and Madison St

- One comment noted that there is no dedicated bus lane to turn left from Martin Luther King Jr Way to Madison St and expressed concern about the intersection backing up traffic if buses turn left
- One comment requested including a tree on the MLK turnaround island
- One comment expressed concern about conflict between vehicles turning right from MLK to Madison St and pedestrian conflicts

Project team response: There is not adequate width to provide a dedicated bus lane to turn from MLK to Madison St. Buses wanting to make this left should not be delayed because they are turning into a dedicated bus only lane in front of the westbound stop, and the length of this stop has been increased to serve both the local routes and the RapidRide G Line. Existing underground utilities on the MLK turnaround island eliminate the opportunity to place a tree.

TOPIC: CONSTRUCTION IMPACTS

Multiple comments expressed concern about access, transit delays, and impact on local businesses during construction. Some comments requested that businesses maintain access to loading zones during construction. Many comments requested minimal pedestrian detours when possible and requested ample signage if a sidewalk is closed.

Project team response: While roadway improvements benefit the community, we recognize that it is also important to minimize construction impacts to the greatest extent possible. After a contractor is selected, we will be able to determine work schedules and working days, staging sites to reduce the amount of street right-of-way needed to store construction equipment, construction sequencing (how work will

progress through the corridor), and traffic control plans (e.g., intersection, side street, and road closures and detours).

TOPIC: MISCELLANEOUS

Feedback that did not fit into the prior categories is shared below:

- Some comments expressed concern about tree removal
- A few comments requested moving bus stations to major intersections to better facilitate bus transfers
- A couple comments requested a barrier between the bus-only lane and regular transit lane
- One comment expressed concern about safety at sheltered bus stops
- One comment asked what will happen to this project if funding is not secured
- One comment requested wayfinding and redoing covered signal boxes in First Hill

Project team response:

SDOT will plant 2 trees for every 1 tree removed in the corridor during construction.

The current BRT station locations are spread along the corridor to maximize coverage while facilitating connections to current or future public transportation such as Link light rail, Seattle Streetcar, and the future RapidRide on 23rd Ave.

There is insufficient right-of-Way width to include a physical barrier between the general purpose and bus-only lane. No right-of-way is being acquired as part of the project.

King County Metro (KCM) will operate the service after construction.

Madison Street BRT – RapidRide G Line is partially funded by the Levy to Move Seattle, which Seattle voters approved in 2015. Madison Street BRT – RapidRide G Line is included in the Sound Transit 3 package, which voters approved in 2016. We are pursuing Federal Transit Administration (FTA) funding to be able to deliver this project. SDOT is committed to delivering this project. If FTA funding is not secured, we will deliver components of this project based on the other allotted funds.

Station wayfinding is part of the scope of this project. However, covered signal boxes is a different program within the City.

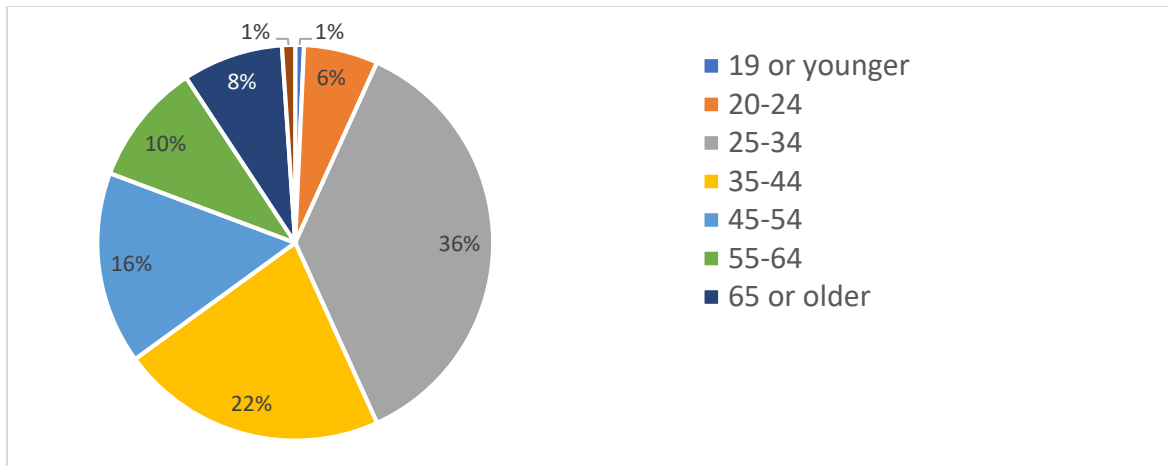
Next steps

We are finalizing the design, based on the responses received from the open houses, pop-up events, and online open house survey. We anticipate finalizing the design by early 2020 and will share the final design and information to prepare for construction with the community. We anticipate construction will begin in summer 2020 and last for 24 months. We will continue to provide schedule updates and next steps throughout the project to provide the community with the latest information.

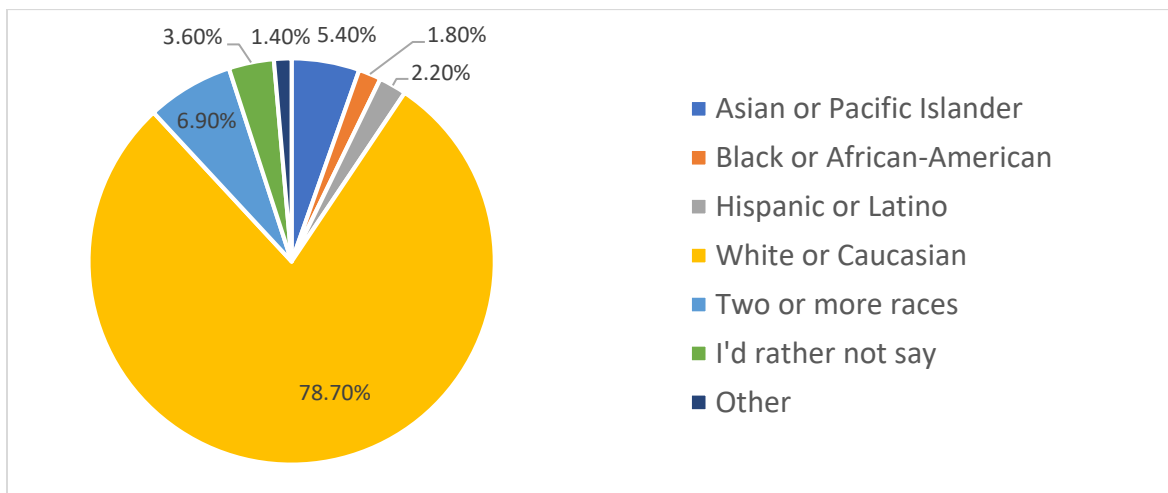
The latest information will also be available on our project website (www.seattle.gov/transportation/MadisonBRT.htm), which includes a form to sign up for the project contact list. Questions about the open houses or the comments we heard can be sent to the project inbox at MadisonBRT@seattle.gov or by calling 206-484-2780.

Appendix A. Demographics Survey

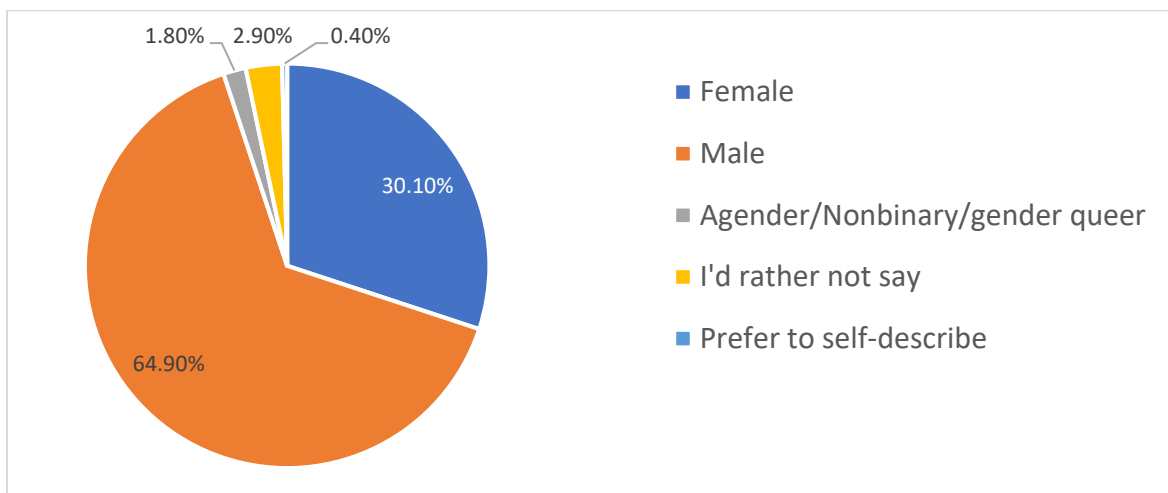
Age



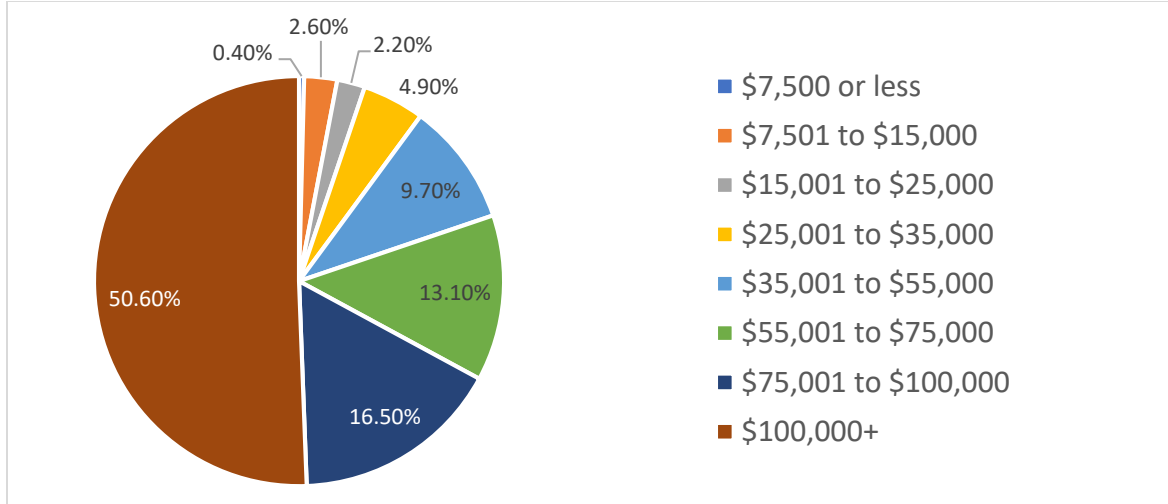
Race/ethnicity



Gender



Annual household income



How did you learn about this project?

