

Seattle Department of Transportation

CITY OF SEATTLE PEDESTRIAN MASTER PLAN

APPENDICES

Public Review Draft
July 2016

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Pedestrian Master Plan

APPENDIX 1: PUBLIC INVOLVEMENT PLAN

LAST UPDATED: August 3, 2015

Appendix A: Project Area Map & Locations

BACKGROUND

SDOT is conducting a technical update of the city's Pedestrian Master Plan (PMP). The project will assess the progress the city has made to date on implementing the PMP since it was adopted in 2009; update the Plan data, prioritization methodology and toolbox; establish performance targets; develop an implementation plan; and compile the information into an updated citywide Pedestrian Master Plan document.

KEY MESSAGES

Key outcomes and deliverables of the PMP update will include:

- Assessment of the progress made implementing the 2009 PMP
- Assessment of whether our current prioritization methodology is still in alignment with best practices (based in part on the analysis of what has been implemented since 2009)
- Updated GIS data used for prioritization with new, current data
- Review of the performance measures developed in the 2009 plan
- Updated implementation "toolbox" with any new, innovative implementation tools not included in the 2009 plan, including neighborhood greenways
- A 5-year implementation plan
- A printed Pedestrian Master Plan Update document (in lieu of the web-only existing plan)

PROJECT TEAM

Project manager: Michelle Marx

Deputy PM: Ian Macek

PIO: N/A

Outreach support: Allison Schwartz

PUBLIC OUTREACH

Objectives

- Educate the public about the current PMP, including the Plan's prioritization methodology and how the Plan has guided SDOT walkability investments since 2009;
- Get feedback from the public on the key pedestrian improvement priorities (both type and location) the City should be prioritizing as part of the Plan update;
- Inform the public about the new low cost sidewalk concepts, and get feedback on the various design options;
- Get public feedback on other toolbox elements the Plan update should include to improve walkability in Seattle.

Strategies

- Work with the Seattle Pedestrian Advisory Board (SPAB) as the key public sounding board, attending their regular monthly meetings to review ongoing progress and key deliverables. These meetings are open to the public. SDOT staff will also schedule special work sessions with the SPAB to discuss key issues as needed.
- Work with the Department of Neighborhoods (DON) and the Office of Immigrant and Refugee Affairs (OIRA) on a strategy for engaging residents citywide. This may include making the project team available for District Council briefings. The project team is working with OIRA on potentially holding focus groups and/or conducting targeted survey outreach with translators to engage more difficult to reach populations.
- Brief and get feedback from City Boards and Commissions, as well as other community groups and organizations to inform them about the 2015 update.
- Engage residents citywide via a digital public survey to get feedback on the updated prioritization and updated toolbox items. The survey will be translated into the Tier 1 languages.

- Use social media, ethnic media, and blog posts to notify residents to take the PMP update survey.
- Attend public events/meetings, and hold two, joint PMP/Trails update public open houses to provide information about the Plan update and encourage participation in the citywide survey.
- Work with advocacy organizations (such as Feet First and Seattle Neighborhood Greenways) to help get the word out about the project and encourage participation in the citywide survey.
- Maintain project website, and post all SPAB presentation materials, public events, and key deliverables.
- Maintain project email list, and send out notifications for public meetings, public survey, and when key deliverables are released.

Anticipated Concerns

- Reaching all of the various stakeholder groups citywide with a limited budget

Media & Stakeholders

Appendix B: Stakeholder List

Public Project Contact

Michelle Marx

Email: Michelle.marx@seattle.gov

Demographics

Appendix C: Demographic Information

Zip code(s): Citywide

Census tract(s): Citywide

Translation need(s): Tier I Languages

BUDGET

Total Funds: \$ 130,000 total project budget

Funding sources:

Funding dedicated to outreach/engagement: Total outreach budget: \$30,000

OUTREACH DEVELOPMENT TIMELINE APPENDIX D: ACTIVITIES LOG & IOPE ELEMENTS

When	What	Why	Complete
June 2015	Website update	Update the project website with the PMP update info	✓
August 17-24	Project team work sessions	Project Team work sessions to develop draft survey questions.	
August 25/26	Steering Committee Meeting	Meet with Steering Committee to review the draft public survey	✓
August 26-31	Revise draft survey	Revise based on Steering Committee review	✓
September 3	E-Team Briefing	Review survey and outreach messaging with the E-Team for input	✓
September 3-8	Revise draft survey	Revise draft survey/messaging based on input from E-Team	✓
September 9	SPAB meeting	Review draft survey with the SPAB	✓
August 31 – Sept 11	Develop project postcards, outreach boards, and misc. materials in preparation for attending public events	Work with SDOT Communications to develop a handout and interactive boards to gather public feedback on pedestrian improvement priorities	✓
Mid-September	Revise public survey	Revise based on input from SPAB and consultant review	✓
September 28-October 2	Translation of survey	Translate survey into the Tier I languages	✓
September 28-October 2	Survey creation and testing	Digitize survey using Survey Monkey and test	✓
Early October	Release public survey	Use digital media, project website, project mailing list, ethnic media, and partner organizations to spread the word about the public survey	✓
September, October, November 2015	Attend public events and meetings and brief City Boards and Commissions (see outreach event log)	Inform residents about the PMP update, and to distribute survey	✓
January 2016	Release and distribute Public Survey Report	Inform participants of feedback received via the public survey	✓
April 2016	Release public review draft of updated Plan	Provide an opportunity for the public to review and comment upon the draft Plan	
April – May 2016	Brief City Boards and Commissions, and work with DON to brief district and community councils on draft Plan	Provide an opportunity for the public to review and comment upon the draft Plan	

OUTREACH EVENT LOG

Event	Date	Location	Complete
Summer Parkways	9/12/15	Central District Block Party	✓
Feet First Walks	9/12/15	Citywide	✓
Seattle Design Festival (Feet First booth)	9/12/15 – 9/13/15	Downtown/Pioneer Square	✓
Freight Advisory Board	9/15/15	City Hall	✓
Seattle Design Commission	9/17/15	City Hall	✓
Commission for People with Disabilities	9/17/15	City Hall	✓
Park(ing) Day	9/18/15	Downtown	✓
Summer Parkways	9/19/20	Ballard Salmon Bay Park	✓
Planning Commission	9/24/15		✓
Freight Master Plan Open House	9/25/15	Ballard Library	✓
Immigrant and Refugee Commission	10/6/15	City Hall	✓
Freight Master Plan Open House	10/6/15	Seattle College Georgetown	✓
Urban Forestry Commission	10/7/15	SMT	✓
Bicycle Advisory Board	10/7/15	City Hall	✓
Uptown Urban Design Framework Public Meeting	10/8/15	Seattle Center	✓
PMP/Trails Update Open House	Mid-October	Two meetings, north and south (tbd)	✓

SCHEDULE & MAJOR MILESTONES

Project Launch: 2/2015

Outreach: Sept & Oct

Draft Plan: April 2016

Final Plan: Late Spring 2016

What is happening now: Developing Public Review Draft

Webpage: <http://www.seattle.gov/transportation/pedMasterPlan.htm>

Live? Yes

PLEASE NOTE

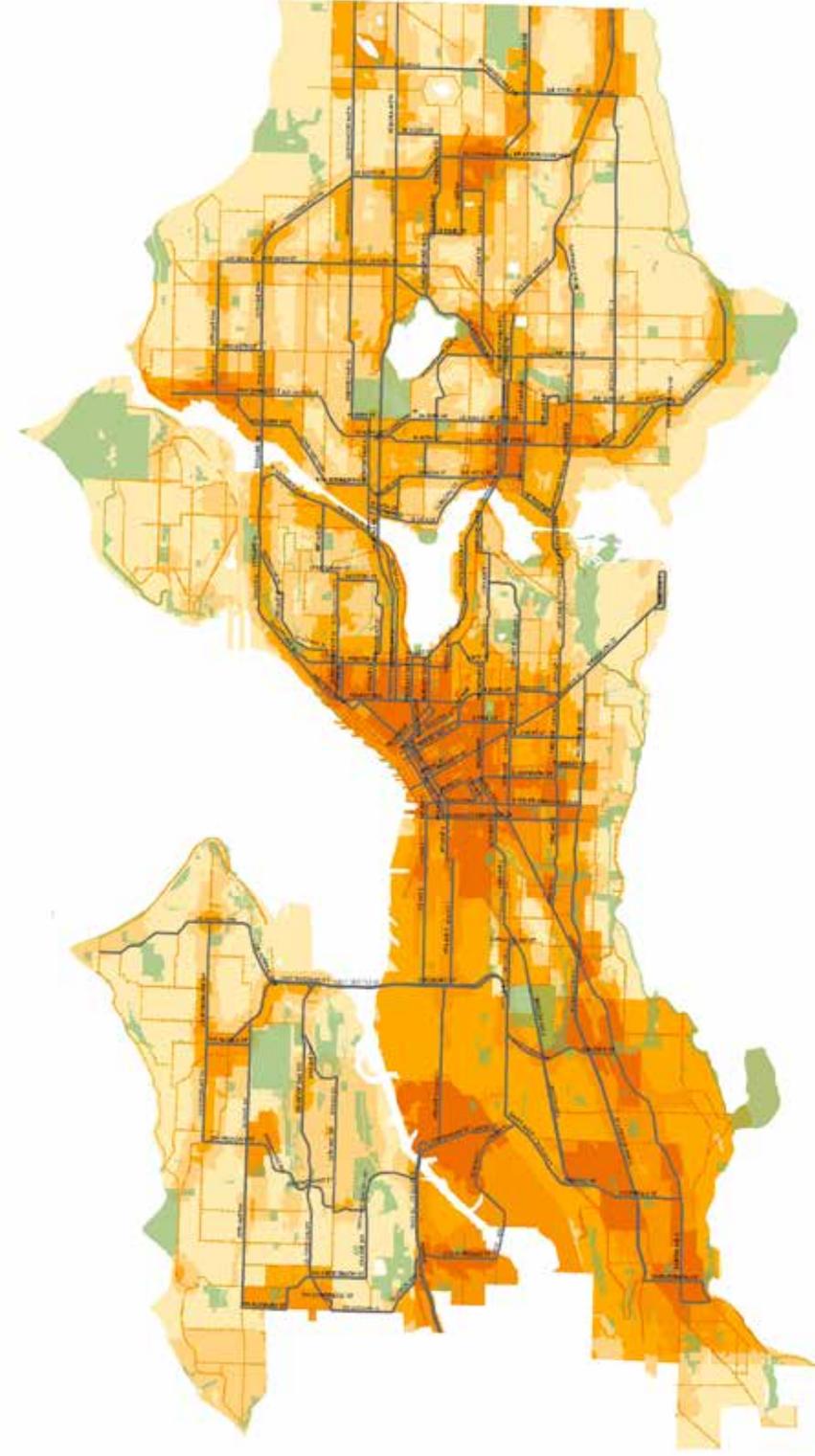
This is a living document intended to guide SDOT staff through the public involvement process. The contents of this Public Involvement Plan cover sheet are intended to provide an overview of the public involvement/ outreach plan, but in some cases does not demonstrate the full extent of work. In such cases, the appendices should be referenced for a full project description.

SDOT is committed to being efficient, effective, and responsible. This document is guided by the Inclusive Outreach and Public Engagement (IOPE) policy and illustrates a methodology that aims to build strong and sustainable relationships and partnerships.

Please check with the project manager or public information officer to ensure that you have the latest version of the Public Involvement Plan cover sheet and associated content before messaging this document to other City departments or the general public.

APPENDIX A: PROJECT AREA MAP & LOCATIONS

PROJECT AREA MAP Citywide



APPENDIX B: STAKEHOLDER LIST

Shared Stakeholder List with Trails Upgrade
Plan: <https://docs.google.com/spreadsheets/d/1AmqFzoV8YMOYfTAj-mYobKxdm3sl7nz84u-lXCs-khA/edit#gid=2052982304>

STAKEHOLDER CHECKLIST

Incorporated? (Y or N)	Audiences to Consider	Examples
N/A	Adjacent property owners and tenants, including businesses and residents	
Y	Typical users of project area	Pedestrians, cyclists, freight, drivers, commuters, tourists
Y	District Councils	
Y	Community groups and neighborhood organizations	
Y	Cultural and religious organizations	
Y	Chambers of commerce and local business organizations	
Y	City of Seattle Departments	SDOT, Public Utilities, City Light, Department of Parks and Recreation, Fire Department, Police Department, Department of Neighborhoods, Department of Planning and Development, Office of Immigrant and Refugee Affairs
Y	Other agencies	WSDOT, King County Metro Transit, Sound Transit, Community Transit, Port of Seattle
N	Other transportation/utility companies	Puget Sound Energy, charter bus companies, Amazon/Microsoft/other company shuttles, cruise ships
N	Universities and institutions	University of Washington, community colleges
Y	Public facilities	Community centers, parks
N	Schools and childcare facilities	K-12
N	Hospitals	Harborview, Swedish, and Virginia Medical Centers

Incorporated? (Y or N)	Audiences to Consider	Examples
	Social service organizations and facilities (including those serving people with disabilities)	Boys and Girls Club, Lighthouse for the Blind
Y	Bicycle and pedestrian advocacy groups	Cascade Bicycle Club, WA State Bicycle Alliance, Feet First
Y	City of Seattle Advisory Boards	Bicycle, Pedestrian, Freight
Y	City of Seattle Commissions	Commission for People with Disabilities, Seattle Planning Commission, Seattle Design Commission, Urban Forestry Commission, Immigrant and Refugee Commission
N	Railroads	BNSF
N	Major developers/property owners	Vulcan, Clise, etc.
N	Major employers	Amazon, Microsoft, Boeing, Starbucks
N	Event Centers	Seattle Center, CenturyLink Field, Safeco Field
N	Freight	BINMIC
Y	Media Outlets	Seattle Times, PI, Capitol Hill Times, Belltown Messenger, West Seattle Herald, Queen Anne/Magnolia News, Ballard News Tribune, Skanner, FACTS, The Seattle Medium, La Raza
Y	Populations that may need targeted outreach to due to cultural barriers, language differences, etc.	Working with the Office of Immigrant and Refugee Affairs on targeted outreach

APPENDIX C: DEMOGRAPHIC INFORMATION

GUIDING QUESTIONS

1. What are the goals of the project?

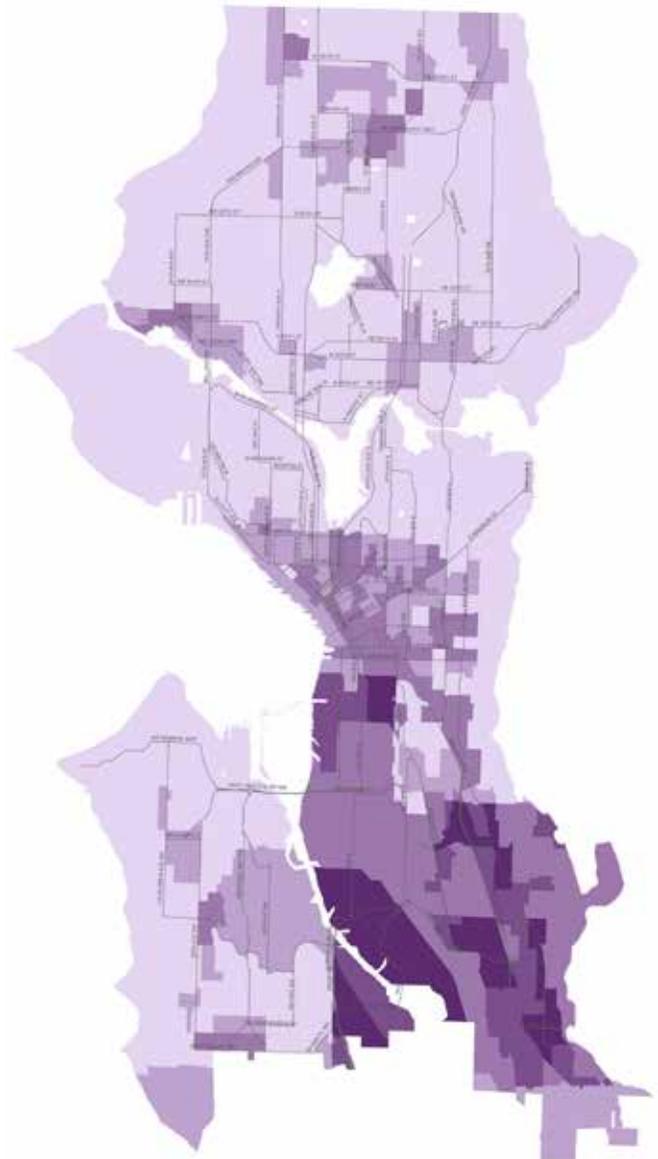
- Safety: Reduce the number and severity of crashes involving pedestrians.
- Equity: Make Seattle a more walkable city for all through equity in public engagement, service delivery, accessibility, and capital investments.
- Vibrancy: Develop a connected pedestrian environment that sustains healthy communities and supports a vibrant economy.
- Health: Get more people walking to improve mobility, health, and prevent disease.

2. What racial or social inequities currently exist in the project area?

With information taken from the 2010 Census, Seattle's population is made up of 69.5% white people, 7.9% Black or African American, 13.8% Asian, and 6.6% Hispanic or Latino. According to an American Community Survey, 17.3% of Seattle's population is foreign born. As a whole, recent studies from the American Community Survey also showed a wide disparity in socio-economic wellbeing between different races in Seattle. Minority populations in Seattle are highly concentrated in SE Seattle, north of 85th St, far SW Seattle, the University of Washington, and portions of downtown.

Analysis from the 2009 Pedestrian Master Plan highlights areas where pedestrian improvements would serve residents with the greatest need (people who have lower

incomes, disabilities, and diabetes, who do not own a car, and who are obese and/or less physically active). This analysis (being updated as part of the plan) will help target some of the public outreach.



3. How do the project goals address or consider the existing racial or social inequities? How will the project increase or decrease racial or social equity?

The project goals specifically address equity. In addition, the prioritization process will be updated as part of the plan to review the equity inputs and make additions to align with current city policies (i.e. RSJI).

4. How will you address the project's impacts (including unintended consequences) on racial or social equity?

The RET conducted for the Pedestrian Master Plan Update includes the following strategies for addressing impacts on equity.

- PROGRAM STRATEGIES:
 - Develop tool/strategies that can improve walking beyond focusing only on sidewalk construction to address pedestrian safety concerns for communities of color.
 - Focus pedestrian programs on the areas with the highest need, and fewest resources, including minority populations.
- POLICY STRATEGIES:
 - Carry the equity analysis through plan implementation - which includes communities of color as part of the analysis.
 - Update policies to align with needs for those that rely on walking for transportation. Determine if policies are included that target or benefit communities of color.
 - Focus investments on areas with the highest need.
 - Develop tool/strategies that can improve walking beyond focusing only on sidewalk construction to address pedestrian safety concerns for communities of color.

- PARTNERSHIP STRATEGIES:
 - Work with partners to identify additional funding sources and/or shared funding opportunities, especially opportunities to reach communities of color.
 - Work with partners during outreach to ensure it reaches communities of color, as well as immigrant and refugee populations.

LANGUAGE NEEDS

Projects are required to provide materials and information in non-English languages if five (or more) percent of the population in that project area speaks a given language. For any project, materials in other languages are available upon request.

TRANSLATIONS THRESHOLD

Indicate the agreed-upon threshold for translations as determined by Project Manager and Public Information Officer/outreach team with an explanation of this decision. (e.g. Translations of major project materials in Spanish; translations upon request; only those languages on SPU Language Map)

The project team is working with OIRA and their CBO contacts to translate the public survey materials, and conduct targeted outreach to non-English speaking communities via survey collection and/or focus groups:

The project team is currently working with OIRA on a strategy for organizing focus groups.

The projected cost for translations of survey and focus group activities is \$20,000.

APPENDIX D: ACTIVITIES LOG & IOPE ELEMENTS

ACTIVITIES LOG

See project Activity Log.

IOPE ELEMENTS

In addition to the outreach activities listed on the cover sheet, the project team will ensure that the project's public participation opportunities are inclusive of the affected stakeholders.

Accordingly, outreach activities will include:

Events

- Provide materials at events
- Work with OIRA to determine what types of focus groups are possible

Survey

- Develop project survey containing translated text
- Accessible web version of survey
- Work with partners to ensure surveys are disseminated to a wide variety of audiences
 - Ethnic media
 - Boards/Commissions, Feet First, Neighborhood Greenway, disseminate
 - Cards at community centers
 - UW Transportation, CTR, SDOT neighborhood, affinity groups etc. listservs

Web

- When the survey is completed and translated, develop translated text block on the website explaining that project materials in other languages can be provided upon request

Advertising/Media

- Targeted ethnic media
- Social media