

SOUTH LAKE UNION TRANSPORTATION STUDY

Public Involvement Plan

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Seattle Department of Transportation*

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INTRODUCTION

By 2020, South Lake Union will be home to 20,000 new jobs and 10,000 new housing units. Already South Lake Union has achieved its comprehensive plan growth target for jobs. To prepare for this new influx of growth, the Seattle Department of Transportation (SDOT) is conducting a transportation study. The South Lake Union Transportation Study will develop transportation strategies to support development of the South Lake Union Urban Village. The study will result in a comprehensive set of multi-modal transportation improvements to address existing problems and accommodate the growth in jobs and housing projected for the neighborhood. The study will coordinate analysis and recommendations identified through the South Lake Union Neighborhood Plan, the Alaskan Way Viaduct and Seawall Replacement Project, the Mercer Corridor Project and other recent planning efforts.

The public involvement plan's objective is to provide the public with information about the project and seek input on the study's recommendations. The plan recognizes and will build upon the community work performed to date for other South Lake Union planning efforts. Outreach will be targeted to both the general public and specific stakeholders, including business owners, property owners, and interest groups affected by transportation in the South Lake Union area, as well as those in the surrounding area who must pass through the South Lake Union neighborhood.

A combination of public meetings and stakeholder workshops will be held to invite input. Individual stakeholder group briefings and one-on-one consultation with property/business owners will supplement outreach activities by going to existing community groups and individual business and property owners to solicit input. Project information materials, including a Frequently Asked Questions handout, project website, and a final recommendations brochure will be developed to communicate the project purpose, status, analysis, and involvement opportunities to the public and stakeholders

KEY MESSAGES

Key messages will provide consistency between all outreach methods and ensure that stakeholders are hearing the same messages at each stage of the project. The key messages below will be used throughout the public involvement process. Other messages will be developed specific to each project milestone.

- Transportation changes support investment in jobs and housing in South Lake Union.
- The South Lake Union Transportation Study is looking at ways to improve safety, mobility, and access for pedestrians, bicycles, vehicles and transit within South Lake Union and between South Lake Union and surrounding neighborhoods and downtown.

- Transportation improvements will promote economic vitality, sustainable development, neighborhood livability, and the quality of life for current and future South Lake Union residents and businesses.

PUBLIC INVOLVEMENT STRATEGY

I. ROLE AND INVOLVEMENT OF SLUFAN

SLUFAN is the recognized neighborhood plan stewardship group for South Lake Union and represents a broad coalition of business, neighborhood, and property owner interests. SLUFAN will be the primary contact with the project team as the study is finalized and published. SDOT will also present its draft recommendations to the Cascade Neighborhood Council in January '04. The success of the South Lake Union Study will be greater with an active SLUFAN role in the development of the study's recommendations. SLUFAN's role of providing input and feedback throughout the study to SDOT, and, ideally, being supporters of the study, will take place through several mechanisms:

- **Community Briefings.** SDOT will attend SLUFAN board meetings and Planning Committee meetings 2-3 times throughout the duration of the project. Topics for which feedback will be sought at these briefings include the transportation issues they face, potential solutions, and the draft recommendations. The goal of briefing SLUFAN on a regular basis is to build understanding of the transportation issues and get feedback on the study's recommendations and subsequent implementation.
- **Stakeholder Work Sessions.** In addition, SLUFAN board members and affected businesses will participate in the stakeholder workshops (see list in work session section). This will supplement briefings of the full group by providing an avenue for interested SLUFAN members to engage with other stakeholders in a greater level of detail on the potential solutions and technical analysis. The goal of involving SLUFAN in these workshops is to create an understanding for the technical analysis of the potential solutions and hearing input from other stakeholders.

TIMELINE for these meetings:

- **Goal:** Introduce study, get feedback on issues, potential solutions
 - November 17: SLUFAN Policy & Planning: SDOT presentation to group
 - November 18: Stakeholder work session**
 - November 19: Cascade work session participants will report back to their meeting
 - December 2: SLUFAN Board (tentative)
- **Goal:** Get feedback on analysis, potential solutions
 - December 8: Stakeholder work session**
 - December 10: SLUNET: SDOT presentation
 - December 15: SLUFAN Policy & Planning: SDOT presentation to group
 - December 17: Cascade not holding meeting

- Goal: Get feedback on SDOT's potential recommendations
- January 6: SLUFAN Board (tentative)
 January 14: SLUNET: SDOT presentation to group
 January 19: SLUFAN Policy & Planning: SDOT presentation to group
 January 21: Cascade: SDOT presentation to group

II. PUBLIC EVENTS

The objectives, approach, and outcomes associated with public events held during the course of the study are described in more detail in the text below.

1. OPEN HOUSE

Objective

Open houses will be held to solicit public feedback on the transportation study's goals, objectives, issue areas, potential solutions, and draft recommendations.

Approach

An open house was held on October 16, 2003 to introduce the project to the public and solicit input on the project's goals, objectives, issue areas, and potential solutions. Stations with display boards about the project were available for the public to view and ask questions of city staff and consultants. Attendees were able to complete comment forms or write comments on available flip charts. Comments provided at the open house are being transcribed by the team and will be addressed as the project moves forward.

The first open house was advertised in the following ways: postcards mailed to the project mailing list, e-mail announcement, press release, announcement posted on the City's project website, announcement posted on the Department of Neighborhoods monthly calendar and postcards distributed at other open houses in the project area

A second open house will be held to elicit public feedback on the study's draft recommendations. This open house will provide project closure and act as a follow-up to the October 16, 2003 public open house. The meeting will be a combination of information sharing and dialogue with the community about study recommendations and next steps. The event will coincide with the release of draft recommendations, most likely in mid-February 2004. Invitations will be mailed to the project mailing list and distributed throughout the project area. The open house will also be announced on the project website.

2. STAKEHOLDER WORK SESSIONS

Objective

Because the duration of the study is relatively short, SDOT needs to engage stakeholders in a very time efficient manner. There will not be time to go to each stakeholder group individually so SDOT will host two work sessions to engage stakeholders in South Lake Union and from

surrounding neighborhoods. The work sessions will provide SDOT an opportunity to get a greater level of project information to the leaders of key organizations, solicit more detailed input to the project and enlist these leaders to go back to their organizations and share information.

Approach

Two workshops will be held at key points in the study. Approximately 30 stakeholders will be invited representing key South Lake Union community groups (i.e., SLUFAN, Cascade Community Council), property and business owners, and surrounding neighborhood and business groups. The workshops will allow for information sharing and input, but the group will not act as an advisory committee or decision-making group. Through the workshops, stakeholders will provide input on the project at key project milestones including:

- Identification of goals and objectives
- Documentation of existing conditions, establishing a baseline
- Identification of transportation issues or areas to study
- Identification of potential improvements
- Identification of and input on tradeoffs of potential improvements

Each workshop will last approximately 2 to 3 hours. Invitations will be made by phone by either SDOT or consultant staff. The following stakeholder groups and individuals, or their delegate, will be invited to participate:

Group	Representative/Contact
SLUFAN	Ed Geiger and/or Bob Grossman
South Lake Union Business and Property Owner interests including:	<ul style="list-style-type: none"> • Vulcan – Phil Fujii (SLUFAN Board Member) • Center for Wooden Boats – Dick Wagner (SLUFAN Board Member) • Fred Hutchinson – Annie Gugiu (SLUFAN Board Member) • Seattle Times – Mike Sheehan/Gary Pennock • Wholesale florists (Evergreen Wholesale Florists or Northwest Wholesale Florists) • 222 Westlake Antique Mall – Peter Benson • Shurgard Storage – Christopher Tucker • Ducky’s Office Furniture • REI • PEMCO

West Lake Union representative	Andrew Otterness, Kenmore Air
Cascade Neighborhood Council	Linda Moore, Chair
Seattle Center	Dave Buchan
Queen Anne Community Council	John Coney
Uptown Alliance	Bob Burkheimer
Eastlake business representative	TBD
Denny Triangle Neighborhood Association	Lyn Krizanich
Seattle Parks Foundation	Karen Daubert
Queen Anne Chamber of Commerce	Chris Bihary, QA Office Supply
Eastlake Community Council	Dave Huber, President
Downtown Seattle Association	Kate Joncas
Freight (Interbay, Ballard)	<ul style="list-style-type: none"> • Ronald Hildebrandt, Trident Seafoods • One more TBD

Workshop I – “Existing Conditions/Potential Solutions”

The first workshop will be held on November 18 from approximately 4:00 p.m. to 7:00 p.m. Project overview materials will be sent to participants one week before. The agenda for the meeting will be as follows:

Item #1: Overview of the South Lake Union Transportation Study

- Objective: Build understanding of project, relationship to neighborhood plan, goals and objectives, information to be included the study, and how the results will be used.
- Approach: City staff presentation followed by opportunity for questions and answers.

Item #2: Presentation of Public Comments to Date – What We’ve Heard So Far

- Objective: Present input received to date from the public and build understanding of other perspectives on issues to be addressed.
- Approach: City staff presentation followed by opportunity for questions and answers.

Item #3: Presentation of Analysis to Date

- Objective: Present analysis conducted to date and provide framework for developing potential solutions.
- Approach: Technical team presentation followed by opportunity for questions and answers.

Item #4: Identification of Existing Conditions and Potential Solutions

- Objective: Solicit input on existing conditions, potential solutions, and analysis conducted to date.
- Approach: Workshop attendees will be broken into groups. Each group will be asked to identify existing conditions for a particular subject (i.e., transit, pedestrian/bicycle) and potential solutions the project should consider. The session will be structured to allow groups to consider more than one subject. Maps, markers,

dots, and post-it notes will be provided. Each group will report to the larger group with time allowed for additional suggestions from other attendees.

The project team will use input on existing conditions and potential solutions to analyze and prepare an assessment of all suggested solutions.

Workshop II – “Feasibility of Potential Solutions”

The second workshop, tentatively scheduled for December 8, will provide feedback to the workshop participants on the potential list of feasible solutions. The project team will provide the group with information on the feasibility of potential solutions suggested by technical analysis, at the open house, in stakeholder briefings, and during one-on-one stakeholder outreach. Based on feasibility information, input will be sought on the improvements to be included in the study. Agenda items at this meeting could include:

Item #1: Review Study Goals and Objectives

- Objective: Remind participants of the study’s goals and objectives and how they relate to the feasibility of potential solutions.
- Approach: City staff presentation followed by discussion.

Item #2: Summary of Potential Solutions and Results of Analysis

- Objective: Remind participants of potential solutions suggested and present analysis results.
- Approach: City staff presentation of potential solutions suggested and analysis completed since last meeting. Explain how stakeholder feedback has been incorporated into the analysis conducted to date.

Item #2: Identification of Potential Solutions to Include in Study

- Objective: Solicit input on potential solutions to include in study.
- Approach: Workshop attendees will be broken into groups and given the list of potential solutions along with the analysis results. They will be asked for input on the project team’s assessment and to rank each improvement (i.e. on a scale from 1 to 5) and explain why they assigned each ranking.

The project team will use input from the second workshop to develop draft recommendations.

Stakeholder Input on Draft Recommendations

Using input from the first two work sessions and other public outreach activities, SDOT will develop draft recommendations and seek community feedback. Feedback will be sought to provide closure to the stakeholder process and gather input from stakeholders on the draft recommendations. A variety of methods will be used:

- Letter to stakeholders with draft recommendations and follow-up phone calls, where appropriate.
- Presentation and discussion of next steps at SLUFAN and Cascade Neighborhood Council meetings, and other community groups, as needed.

Input on the draft recommendations will be used by SDOT to finalize the recommendations.

3. COMMUNITY GROUP BRIEFINGS

Objective

SDOT will brief existing community and business groups about the study to solicit input at key project milestones from potentially impacted groups outside of the open houses and stakeholder workshops.

Approach

Community group briefings will allow the project team to go to existing groups and present information about the project at the group's regular meetings, rather than asking them to attend separate project meetings.

The three groups below will be briefed 2-3 times over the course of the project:

- SLUFAN (Board and Planning Committee)
- Cascade Neighborhood Council
- SLUNET

The following groups may be targeted for 1-2 briefings. These briefings will most likely occur in January 2004 and held to solicit input on the draft recommendations:

- Denny Triangle Neighborhood Association
- Seattle Center
- Seattle Parks Foundation
- Queen Anne Community Council
- Queen Anne Chamber of Commerce
- Uptown Alliance
- Eastlake Community Council
- Downtown Seattle Association

Team members will attend regularly scheduled group meetings to give a short presentation on the South Lake Union Transportation Study. They will answer members' questions and ask for comments on the draft recommendations. Materials will include boards from the first open house, project fact sheets, other handouts, as appropriate, and comment forms. Input from community group briefings will be summarized and included in the project's comment database.

4. INDIVIDUAL STAKEHOLDER OUTREACH

Objective

In order to solicit input from property and business owners who may not participate in organized groups, gain a greater level of understanding about the needs of South Lake Union businesses, and build broad public support for the study, door-to-door outreach will be conducted.

Approach

Individual outreach with property owners and business owners will be conducted during November 2003. Outreach will be targeted to study “hotspots” including, Valley and Mercer, and Westlake and 9th. Property and business owners will be asked to provide information on the logistics of their business, identify potential issues, and offer suggestions for potential solutions. Materials will include the existing project flyer and copies of the open house boards. The following steps will be used to conduct individual stakeholder outreach:

1. Identify and prioritize target areas, focusing on key project “hotspots.”
2. Identify key businesses in those areas.
3. Provide a project introduction and gather contact information using a combination of door-to-door outreach and phone calls to reach business and property owners.
4. Set-up interviews with business and property owners.
5. Conduct short interviews using predetermined questions to streamline responses and ease input into project database.
6. Incorporate responses into project comment summary and comment database.
7. Conduct follow-up after the release of draft final recommendations, similar to follow-up for stakeholder work session participants.

Businesses and property owners in the vicinity of 9th and Westlake include:

- Firestone Tires
- Athletic Supply
- 222 Antiques
- Jones Soda Company
- The Kaufer Company
- Cascade Architect and Engineers Supplies
- Boise Office Furniture
- Nelson Truck
- Analytical Resources
- Urban Physiology
- Outdoor and More
- Image Control Systems
- American Mortgage
- Guitar Center
- Wedgewood College
- Trick & Murray

Businesses and property owners in the vicinity of Mercer and Valley include:

- Union 76 Station
- West Marine
- Far Fetched Furniture
- Shurgard Storage
- Jillian's Billiard Club
- Outback Restaurant
- Burger King
- Daniel's Broiler
- Ducky's Office Furniture
- U.S. Bank

Questions to be posed to property and business owners are:

1. Please describe your business.
2. What are the hours of your business?
3. How do people access your business? Where are they coming from? How many customers visit your business on a daily basis?
4. How many employees do you have? How do they get to work?
5. How important is on-street parking to your business?
6. What types of deliveries are necessary for your business?
7. What transportation challenges does your business face?
8. Do you observe transportation issues around your business?
9. What suggestions do you have for improving transportation in and through the South Lake Union area?
10. Is anything missing from the study's goals and objectives?
11. We have heard suggestions to [turn Westlake and 9th Avenue into two-way streets] or [modify Mercer St into a two-way street]. What are your initial thoughts on those ideas?
12. What is the best way to continue to involve you in this study and other South Lake Union activities? How do you generally get your information about neighborhood events (i.e. newspaper, SLUFAN newsletter, mail, e-mail)? Are you involved in SLUFAN?

INFORMATIONAL MATERIALS & TOOLS

1. FINAL RECOMMENDATIONS BROCHURE

A brochure will summarize final study recommendations and will be used by SDOT at related project meetings, for funding discussions, and as a summary of previous work as SDOT implements the recommendations. The brochure will be produced in February or March 2004, following release of the study recommendations.

2. FREQUENTLY ASKED QUESTIONS (FAQs)

One FAQ handout will be developed during the early stages of the public involvement process to define the project objectives, schedule and initial steps. An update to the FAQs will be produced upon release of draft final recommendations. The FAQs will differ from other information materials as the content will not be tied to milestones nor will they announce public events. The FAQ will provide an opportunity to explain the South Lake Union Transportation Study's relationship to other projects in the study area such as the Mercer Corridor Project or the streetcar. Aside from being used at public and stakeholder meetings, the FAQs will be used as an informational piece during door-to-door outreach and will be posted on the project website.

3. PUBLIC COMMENT DATABASE

A public comment database will be maintained to record public and stakeholder comments by category or subject, as well as to code comments to specific hot button issues. The database will record responses from the project team, as applicable. The comment database will be maintained in a Microsoft Access database and will be updated continuously as comments are received, and after all events. A public comment summary will be prepared, based on written and verbal input received throughout the life of the study. Interim copies of the public comment summary will be prepared on a monthly basis.

4. MAILING LIST

The project mailing list will include community members, stakeholder group representatives, and other interested parties. The list will be based in lists developed for the Mercer Corridor project, Terry Avenue Design Guidelines, and other South Lake Union projects. The list will contain both email and postal addresses. The mailing list will be maintained in a Microsoft Access database, along with comments received, and will be updated on a monthly basis following community events.

5. PROJECT WEBSITE

A project website will be maintained by SDOT. The URL of the site is:

<http://www.cityofseattle.net/transportation/southlakeunion.htm>

The website will be updated frequently with new project information, including materials from all public and stakeholder meetings. An online comment form will allow comments to be submitted directly to the project team.

APPENDIX A: SOUTH LAKE UNION TRANSPORTATION STUDY PUBLIC INVOLVEMENT TIMELINE



	Oct	Nov	Dec	Jan	Feb	
Technical Milestones	ID Goals & Objectives	Document Existing Conditions & ID Areas of Concern		Potential Recommendations & Feasibility	Final Recommendations	
	OPEN HOUSE (10/16)				OPEN HOUSE (2/11)	
Public Involvement Milestones		STAKEHOLDER WORK SESSION I (11/18)	AGENCY WORK SESSION (12/3)	STAKEHOLDER WORK SESSION II (12/8)	STAKEHOLDER MAILING about draft recommendations	
	COMMUNITY GROUP BRIEFINGS (SLUFAN, Cascade Neighborhood Council & SLUNET)			COMMUNITY GROUP BRIEFINGS (all stakeholder groups)		
	INDIVIDUAL PROPERTY OWNER AND BUSINESS OUTREACH			FOLLOW-UP INDIVIDUAL PROPERTY OWNER AND BUSINESS OUTREACH?		
	UPDATE PROJECT WEBSITE & MAINTAIN COMMENT DATABASE					
	START DATABASE & MAILING LIST	PRODUCE FAQ			PRODUCE FAQ UPDATE	PRODUCE FINAL RECOMMENDATIONS BROCHURE

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