

# Delridge Natural Drainage Systems Project

## *Community Survey Report*

Prepared for Seattle Public Utilities

August 2, 2013



PRR

# Key Findings

- Many have water drainage problems:
  - Almost a fifth (18%) have groundwater in their basement/crawl space more than two times a year.
  - A quarter (24%) have standing water on their property more than two times a year.
  - More than a quarter (28%) have water running on their block after rain more than two times a year.
- Almost three-fourths (72%) are somewhat or very supportive of the project, with more than half (53%) very supportive.
- Many walk or bike in their neighborhood for exercise (88%), pleasure (75%), getting to bus stop (47%), or getting to shopping areas (37%).
- Biggest improvement for increasing walking and biking in neighborhoods is slower car speeds.
- Preferred locations for the project:
  - A third (32%) chose 26<sup>th</sup> Ave SW as their first choice, with more than a quarter (27%) choosing 17<sup>th</sup> Ave SW as their first choice (and another 12% choosing it as their second choice).
  - As popular as 26<sup>th</sup> Ave SW is, only 3% chose it as their second choice and almost two-fifths (39%) chose it as their very last choice.
- Direct mail (65%) is the most preferred method to keep people informed about the project, followed by the West Seattle Blog (44%), email (35%), and project signs in the neighborhood (21%).
- There are three customer segments:
  - Low support for project (26%)
  - High support for project (33%)
  - Highest support for project (41%)

# Background and Purpose

- Seattle Public Utilities (SPU) is working with the Seattle Department of Transportation in the Delridge neighborhood to find the best walking and bicycling route – a neighborhood greenway – that could be combined with natural drainage – rain gardens built along the edges of the streets.
- The initial review of information and visits to the neighborhood were used to identify five possible routes to the east of Delridge Way SW. Another route, which is being installed in 2013, is also under consideration for the addition of natural drainage systems.
- The results of this survey and community meetings will help to decide if one of the routes is feasible for a Neighborhood Greenway and if natural drainage systems should be added to the route being installed this year. The survey also obtained input about known drainage issues in and around Delridge neighborhood homes. SPU will use this information to identify up to 22 blocks where natural drainage could be built.

# Methodology

- PRR conducted a multi-mode survey from June 17, through July 7, 2013, using the following methods:
  - Mailed an invitation letter and paper version of the questionnaire to 1,456 Delridge neighborhood residences. (59 letters were returned as undeliverable because these residences were vacant.)
  - Door-to-door outreach was also conducted in 24-block area, which included completing surveys. Multi-lingual outreach contractors conducted the outreach, enabling translation as needed in Somali, Spanish, and Vietnamese.
  - The survey could also be completed online and copies of the questionnaire were available at several community meetings.
  - A follow-up reminder post card (including the online survey url) was mailed one week after the initial survey invitation had been mailed.
  - Of the 1,397 occupied residences, a total of 273 completed the questionnaire. This is a 20% response rate, with a margin of error of +/- 5.32%.
  - 48 paper questionnaires arrived after the analysis had been completed. A total of 525 cases are included in the analysis.
  - All reported relationships in this report are statistically significant at the .05 level or better.

# Sample Profile

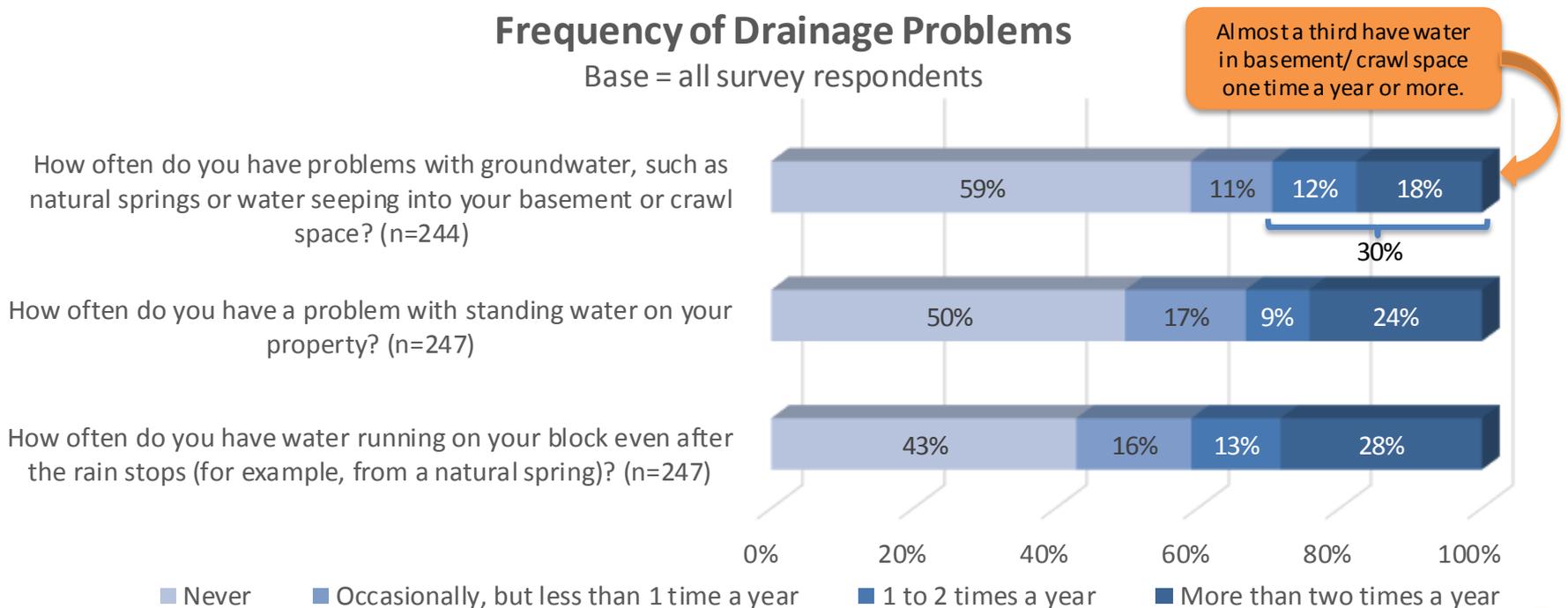
- **Years lived in neighborhood**
  - Less than 2 years – 12%
  - 2-5 years – 16%
  - 6-10 years – 20%
  - 11-20 years – 20%
  - More than 20 years – 32%
- **Own or rent**
  - Own – 84%
  - Rent – 16%
- **Gender**
  - Male - 42%
  - Female - 58%
- **English not native language** – 12%
- **Age**
  - 20 to 24 – 1%
  - 25 to 34 – 11%
  - 35 to 44 – 28%
  - 45 to 54 – 20%
  - 55 to 64 – 23%
  - 65 to 74 – 10%
  - 75 and older – 7%
- **Hispanic/Latino background** – 3%
- **Race**
  - Black/African American – 30%
  - White/Caucasian – 62%
  - American Indian or Alaska Native – 2%
  - Asian – 1%
  - Other race or combination – 5%

# How Frequently Do Drainage Problems Occur?

- Three-fifths (59%) never have problems with groundwater in their basement or crawl space, but almost a fifth (18%) do more than two times a year.
- Half (50%) never have a problem with standing water on their property, but a quarter (24%) do more than two times a year.
- More than two-fifths (43%) never have water running on block after rain. But, more than a quarter (28%) do more than two times a year.

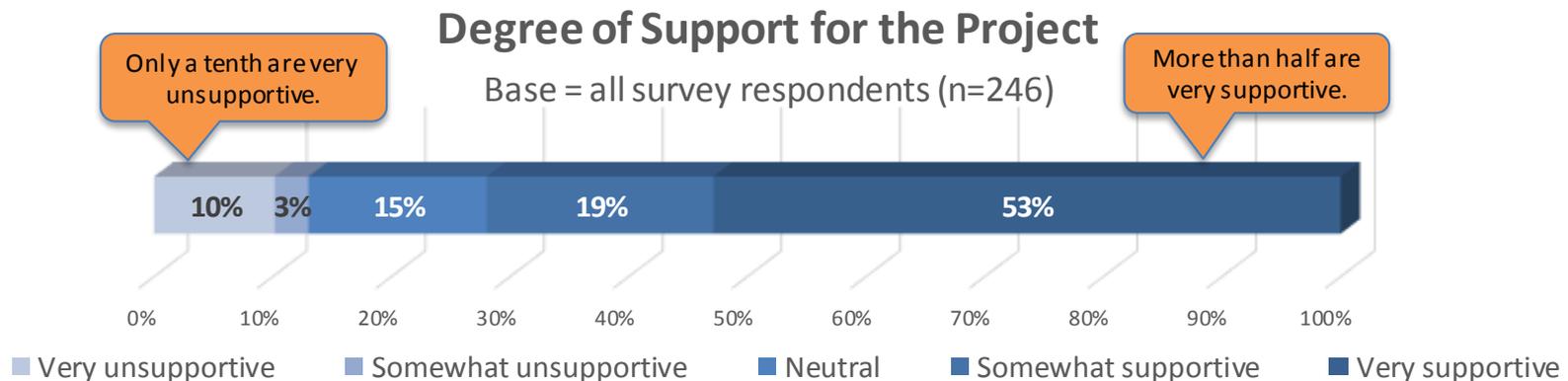
## Frequency of Drainage Problems

Base = all survey respondents



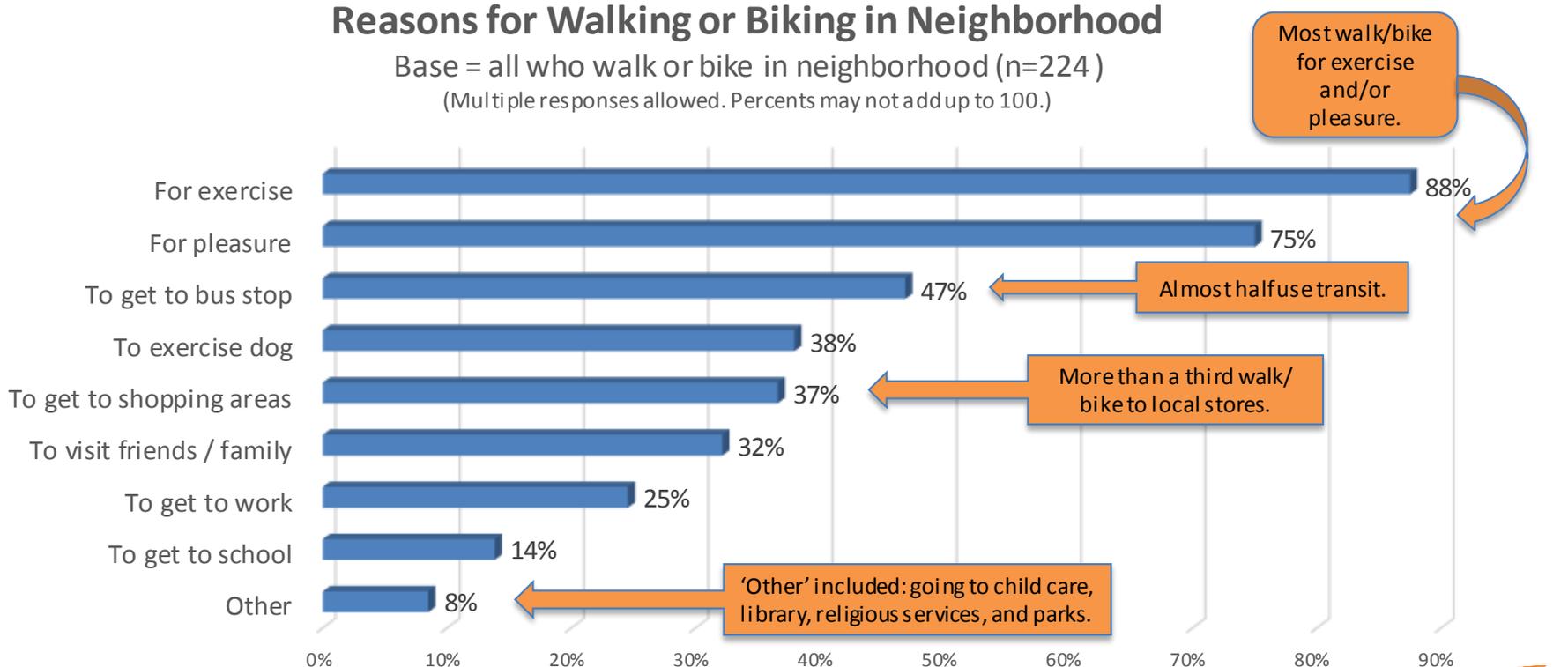
# How Much is the Project Supported?

- Almost three-fourths (72%) are somewhat or very supportive of the project, with more than half (53%) very supportive.
- Those who are more supportive are those who:
  - Have more frequent problems with water running down the block
  - Have more frequent problems with standing water on their property
  - Have more frequent problems with groundwater in their basement/crawl space
  - Have lived in the neighborhood less than 11 years
  - Are less than 65 years of age
- Additional analysis indicated that of the aforementioned variables, the two that are most predictive (and which account for 20% of the variance in support) are:
  - Problems with groundwater in the basement/crawl space
  - Having lived less than 11 years in the neighborhood



# Reasons for Walking and Biking in Neighborhood?

- The vast majority (88%) walk or bike in their neighborhood.
- Many walk or bike in their neighborhood for exercise (88%), pleasure (75%), getting to bus stop (47%), or getting to shopping areas (37%).



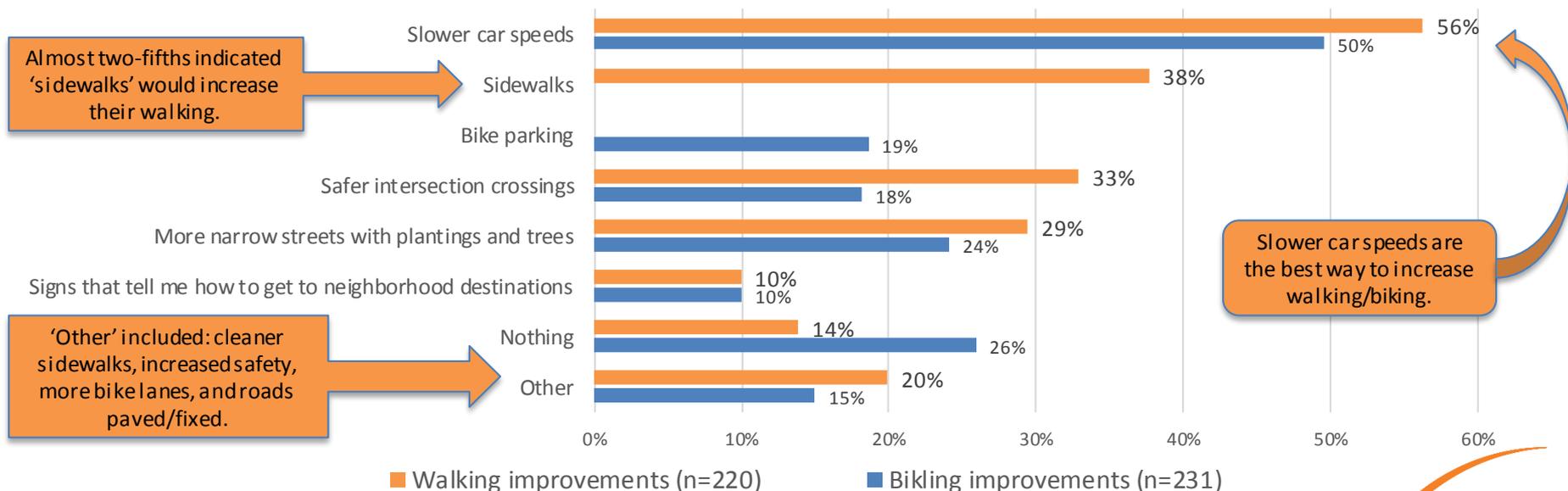
# What Improvements Would Increase Walking and Biking in the Neighborhood?

- Biggest improvements for increasing walking in neighborhoods are: slower car speeds (56%), sidewalks (38%), and safer intersection crossings (33%).
- Biggest improvements for increasing biking in neighborhoods are: slower car speeds (50%), more narrow streets with plantings and trees (24%), bike parking (19%), and safer intersection crossings (18%).
- Further supporting the importance of slower car speeds, almost half (47%) rated the need for slower traffic on their block a 6 or 7 (on a 7-point scale), with a third (33%) indicating a 7.

## Improvements to Increase Walking or Biking in Neighborhood

Base = all survey respondents

(Multiple responses allowed. Percents may not add up to 100.)



Almost two-fifths indicated 'sidewalks' would increase their walking.

'Other' included: cleaner sidewalks, increased safety, more bike lanes, and roads paved/fixed.

Slower car speeds are the best way to increase walking/biking.

# Which Are the Preferred Project Locations?

- More than half (56%) indicated they had a preference for where the neighborhood greenways with natural drainage should be located.
- Those less likely to indicate a preference were those who :
  - Have lived in the neighborhood 20 or more years
  - Are older, especially 65 or older
- Among respondents who indicated they had a preference, a third (32%) chose 26<sup>th</sup> Ave SW as their first choice, with more than a quarter (27%) choosing 17<sup>th</sup> Ave SW as their first choice (and another 12% choosing it as their second choice).
- As popular as 26<sup>th</sup> Ave SW is, it should be noted that only 3% chose it as their second choice and almost two-fifths (39%) chose it as their very last choice.

## First and Second Choices for Neighborhood Greenway with Natural Drainage Systems

Base = all respondents who indicated they had a preference (n=118)

Especially preferred by those with water running on block 1 or more times a year.

Hispanics/Latinos more likely to prefer.

Route A (26th Ave SW) - Add natural drainage

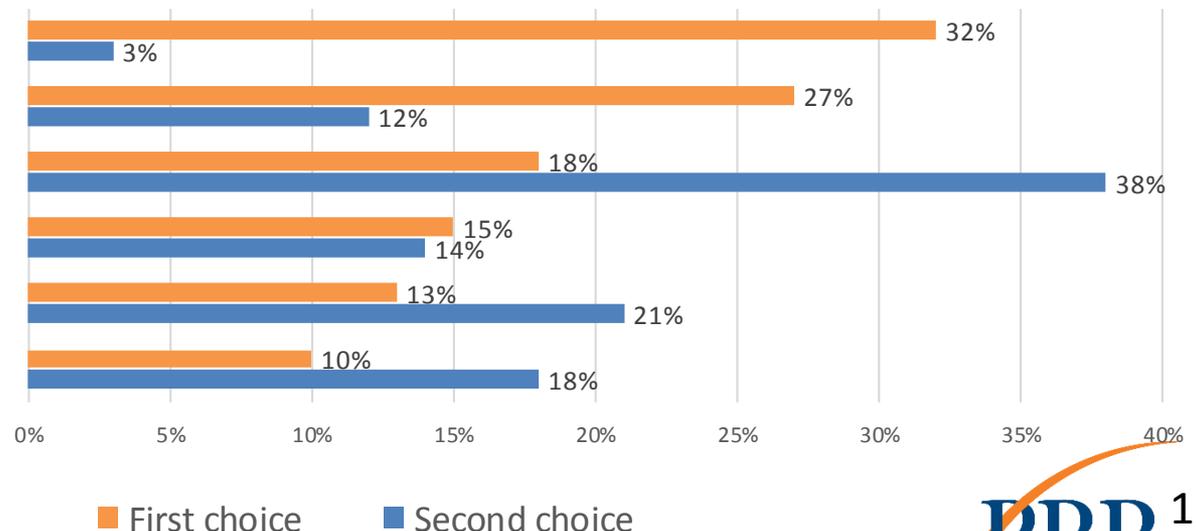
Possible Route D (17th Ave SW)

Possible Route C (18th Ave SW)

Possible Route E (12th Ave SW)

Possible Route B (20th Ave SW)

Possible Route F (10th Ave SW)



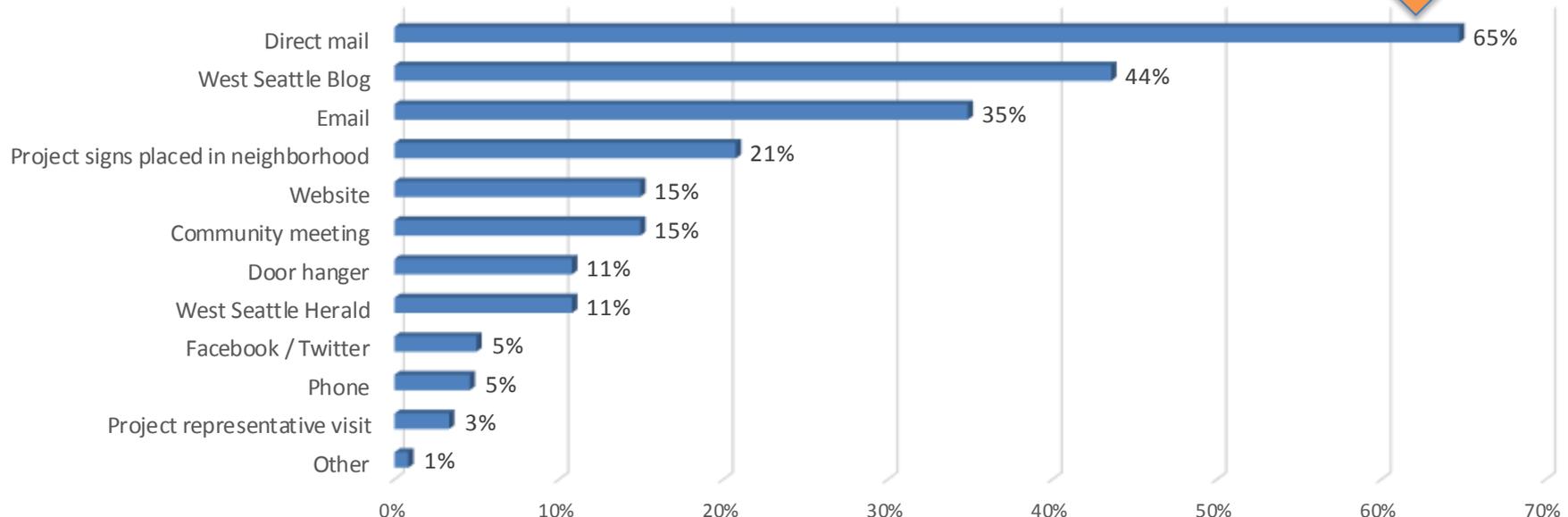
# What Are the Best Ways to Keep People Informed?

- Direct mail (65%) is clearly the most preferred method to keep people informed about the project.
- The West Seattle Blog (44%), email (35%), and project signs in the neighborhood (21%) are also fairly highly preferred methods.
- Neither a website (15%) nor community meetings (15%) were much preferred.
- Somewhat surprisingly, the West Seattle Herald (11%) was not much preferred.

## Best Ways to Keep Informed About the Project

Base = all survey respondents (n=241)

(Multiple responses allowed. Percents may not add up to 100.)



# Are There Any Distinct Customer Segments?

Cluster analysis indicated three customer segments:

1. Low support for project (26%)
  - Least support for the project
  - Least problems with water running on block
  - Less problems with water standing on property
  - Least problems with groundwater in basement/crawl space
  - Least likely to walk or bike in neighborhood
  - Least likely to think block needs slower traffic
  - Least likely to have a preference for project location
  - Most likely to prefer 26<sup>th</sup> Ave SW as first project location choice (59%)
  - Likely to own home (79%)
  - Most likely to be 55 years of age or older (54%)
2. High support for project (33%)
  - Next highest support for the project
  - Most problems with water running on block
  - Most problems with water standing on property
  - Most problems with groundwater in basement/crawl space
  - Next most likely to walk or bike in neighborhood
  - Next most likely to think block needs slower traffic
  - Next most likely to have a preference for project location
  - Next most likely to prefer 26<sup>th</sup> Ave SW as first project location choice (31%)
  - Most likely to own home (94%)
  - Least likely to be 55 years of age or older (32%)
3. Highest support for project (41%)
  - Highest support for the project
  - Less problems with water running on block
  - Least problems with water standing on property
  - Less problems with groundwater in basement/crawl space
  - Most likely to walk or bike in neighborhood
  - Most likely to think block needs slower traffic
  - Most likely to have a preference for project location
  - Most likely to prefer 17<sup>th</sup> Ave SW as first project location choice (28%)
  - Likely to own home (80%)
  - Less likely to be 55 years of age or older (37%)