





# Central Area Neighborhood Greenway Open House

November 6, 2013

**Event Summary** 



















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#### OVERVIEW

#### **Background**

The mission of the Seattle Department of Transportation (SDOT) is to deliver a safe, reliable, efficient, and socially equitable transportation system that enhances Seattle's environment and economic vitality. Neighborhood greenways—residential streets where signs and pavement markings are used to guide people along the route and speed and volume management measures discourage cars from cutting through neighborhood streets to avoid arterials—are one piece of that system.

Greenway amenities can be especially beneficial for families, children and seniors who might find these routes more comfortable than busier nearby streets. Local access to homes along neighborhood greenways is always preserved and there are usually minimal, if any, changes to on-street parking. Neighborhood greenways provide people of all ages and abilities with comfortable and attractive places to walk, ride a bike, skate and run. They connect people to community facilities like parks, schools, community centers and libraries and to local shops and services.

SDOT plans to implement a greenway adjacent to 23rd Avenue between E. Roanoke Street on the north and Rainier Avenue S. on the south. Prior to final decisions on route and design, SDOT hosted an open house on November 6, 2013, for the public to learn about the project, meet the project team, obtain answers to questions, and provide comments.

## **Objectives**

Objectives of the open house were to:

- Raise public understanding about the project's purpose, need, and benefits
- Provide an update on the program's elements and schedule
- Introduce the project team
- Emphasize commitment to working with stakeholders and the broader community
- Provide opportunities for the public to comment on the route and amenities and to get questions answered

#### **EVENT INFORMATION**

Event: Central Area Neighborhood Greenway Open House

Host: Seattle Department of Transportation

Date & Time: Wednesday, November 6, 2013

5:30 - 7:30 pm

Presentation: 6:00 pm

Location: Nova High School

Auditorium

300 20<sup>th</sup> Avenue E. Seattle, WA 98112

## **EVENT NOTIFICATION**

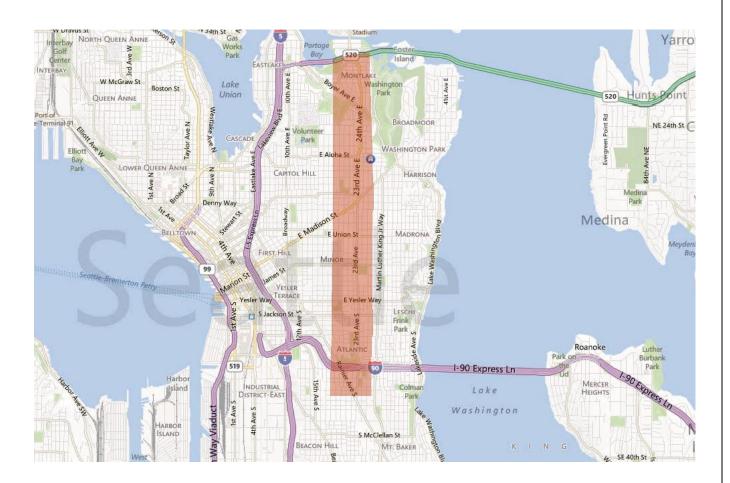
SDOT conducted extensive outreach in the weeks leading up to the open house to notify stakeholders and the general public of the open house. The table below provides a summary:

Outreach Tool	Recipients
Mailer	10,600 residences and businesses in the 23 <sup>rd</sup> Ave. Corridor
Email notification	Stakeholders in and near the 23 <sup>rd</sup> Ave. Corridor, pedestrian and bicycle interest groups, and citywide organizations working with underrepresented populations  • More than 100 organizations  • 170 individuals
Project website	Over 1,200 page views in one month.
Community calendars	13 online citywide and neighborhood event calendars
Posters	17 community gathering spots in the 23 <sup>rd</sup> Avenue Corridor
Reminder phone calls	All 14 schools on email notification list

These outreach efforts are discussed in greater detail on the following pages.

## **MAILER**

The mailer publicizing the open house consisted of an 11" x 17" informational brochure with an  $8\frac{1}{2}$ " x 11" open house invitation enclosed. It was sent to 10,600 residences and businesses in the area bounded by Highway 520 on the north, S. Plum Street on the south,  $18^{th}$  Ave. on the west and  $26^{th}$  Ave. on the east:



#### **EMAIL NOTIFICATION**

An announcement of the open house was emailed to more than 100 organizations in and near the 23<sup>rd</sup> Avenue Corridor, including community councils, social service and other non-profit organizations, schools, churches, and businesses. Citywide groups with an interest in bicycling and pedestrian mobility were also included in the email notification. The project brochure and the open house invitation were attached to the email, and recipients were asked to share the information with their respective audiences.

In addition, the email announcement and attachments were sent to more than 170 subscribers to relevant City email distribution lists.

#### WEBSITE

The project website (<a href="www.seattle.gov/transportation/centralgreenway.gov">went live three weeks prior to the open house and included the map of route possibilities, timeline, open house invitation, and contact information. This information was posted until the completion of the open house, at which point the website was updated with open house materials and an online survey.

The website received a total of 1,231 page views in roughly a month. A graph depicting the page views is below:



# COMMUNITY CALENDARS

Notice of the open house was posted in 13 online event calendars leading up to the event, reaching the audiences of citywide news organizations, neighborhood blogs, and interest groups:

Name	Туре	URL
City of Seattle	Government website	http://www.seattle.gov/calendar/
Seattle PI	Online newspaper	http://events.seattlepi.com/
Seattle Weekly	Newspaper website	http://www.seattleweekly.com/calendar/
komonews.com	TV station website	http://www.komotv.com/
KING5.com	TV station website	http://www.king5.com/
kirotv.com	TV station website	http://www.kirotv.com/events/detail/4340324/
Seattle Bike Blog	Special interest blog	http://www.seattlebikeblog.com/calendar/
Seattle Transit Blog	Special interest blog	http://seattletransitblog.com/events/
Montlake.net	Neighborhood blog	http://montlake.net/calendar/
Capitol Hill Seattle Blog	Neighborhood blog	http://www.capitolhillseattle.com/calendar/
Central District News	Online newspaper	http://www.centraldistrictnews.com/calendar/
Rainier Valley Post	Online newspaper	http://rainiervalleypost.com/category/news/
Cascade Bicycle Club	Special interest e- newsletter	http://www.cascade.org/

#### POSTER DISTRIBUTION

The invitation flyer, enlarged to 11" x 17", became a poster for distribution to community gathering spots in the 23<sup>rd</sup> Avenue Corridor. Seventeen posters were distributed for display at such locations, including the Garfield, Miller and Montlake community centers, the Montlake and Douglass-Truth public libraries, and a variety of coffee houses.



#### **North of Madison**

24<sup>th</sup> & McGraw Montlake Library Montlake Community Center 1618 E. Calhoun Montlake Bicycle Shop 24<sup>th</sup> & Lynn 24<sup>th</sup> & Lynn **Fuel Coffee** Vios Café and Marketplace

19<sup>th</sup> & Aloha (NW corner) 19<sup>th</sup> & Aloha (SE corner) Tully's Coffee 19<sup>th</sup> between Mercer & Roy **Fuel Coffee** 

19<sup>th</sup> & Thomas Miller Community Center

#### **South of Madison**

Judkins Street Café

El Portal Coffee Madison between 23<sup>rd</sup> & 24<sup>th</sup> Cortona Coffee 2425 E. Union Katy's Corner Café 2000 E. Union 18<sup>th</sup> between Union & Pike Tougo Coffee 23<sup>rd</sup> & Cherry **Garfield Community Center** 23<sup>rd</sup> & Yesler Douglass-Truth Library 20<sup>th</sup> & Yesler Community Board Yesler between 19<sup>th</sup> & 20<sup>th</sup> **Broadcast Coffee** 

2608 S. Judkins

Broadcast Coffee (1) Community Board (1) Cortona Coffee (1) Douglass-Truth Library (1) El Portal Coffee (1) Garfield Community Center (1) Judkins Street Café (1) Katy's Corner Café (1) Miller Community Center (1) Montlake Community Center (1) Montlake Library (1) Tully's Coffee (1) Vios Cafe and Marketplace (1)

## INCLUSIVE OUTREACH

#### **TRANSLATION**

#### **Direct Mail/Email:**

The invitation flyer that was included in the direct mail and email notification efforts for the open house contained project information in English and seven other languages spoken by residents of the 23<sup>rd</sup> Avenue Corridor. Those seven languages were:

- Spanish
- Vietnamese
- Chinese
- Korean
- Oromo
- Tigrinya
- Amharic

#### INTERPRETATION

The availability of interpretation services was publicized on the printed version of the mailer invitation and the electronic version used in email notification. Interpretation information also appeared on the poster.

#### **TARGETED ORGANIZATIONS**

Of the more than 100 organizations that received email and/or follow-up phone notification of the open house, several represent or serve populations historically underrepresented in public planning processes. Most of these were located within or near the 23<sup>rd</sup> Avenue project area, while others outside it were included because of their ability to reach citywide audiences with barriers to participation (e.g., language, culture, physical disabilities, and/or socioeconomic factors). These included:

- Office of Immigrant and Refugee Affairs City of Seattle
- Commission for People with disAbilities City of Seattle
- Lighthouse for the Blind
- Hearing, Speech & Deafness Center
- Casa Latina
- El Centro de la Raza
- Central Area Senior Center
- Black Dollar Days Task Force
- Centerstone
- Catholic Community Services
- St. Mary's Food Bank
- Metropolitan Urban League of Seattle
- Seattle Neighborhood Group
- Monica's Village Place
- Central Area Youth Association

#### **OPEN HOUSE**

The open house drew more than 150 area residents, business people, and organization representatives, as well as others generally interested in the development of neighborhood greenways.

Twelve display boards arranged around the perimeter of the room welcomed attendees to the event and provided information about what neighborhood greenways are, their benefits and goals, route options both east and west of 23<sup>rd</sup> Avenue, selection criteria, findings of



route evaluations to date, the project timeline, and how to contact the project with questions and comments.

Several comment tables, supplied with pens, comment forms, and a box for collecting them, were set up throughout the room to give attendees a place and tools to offer written feedback.

In addition, a roll plot of the project area provided context for questions and comments from those attendance. Many wrote their comments on adhesive notes and affixed them to the relevant area of the roll plot.

A PowerPoint presentation by SDOT staff supplemented the information on the display boards and was followed by a question-and-answer period. An audience response survey embedded in the PowerPoint asked attendees what should be the greenway's most important objectives and whether they preferred the routes on the east or the west side of 23<sup>rd</sup> Avenue.<sup>1</sup>

Before and after the presentation, attendees studied the display boards and roll plot, filled out comment forms and wrote notes at the roll plot, and talked with project representatives who were available throughout the room to answer questions and take comments.

#### **PROJECT REPRESENTATIVES**

- Terry Plumb, Seattle Department of Transportation
- Maribel Cruz, Seattle Department of Transportation
- Norene Pen, Seattle Department of Transportation
- Josh Stepherson, Stepherson & Associates
- Emily Mannetti, Stepherson & Associates
- Marjorie Skotheim, Stepherson & Associates
- Raffaela Oeler, Stepherson & Associates

<sup>&</sup>lt;sup>1</sup> Results of the audience response survey were corrupted by computer malware and could not be tabulated.

#### **MATERIALS**

Attendees were handed the project brochure, a survey/comment form, and information about the 23<sup>rd</sup> Avenue Corridor Improvement Project as they signed in for the open house.

Following the open house, the PowerPoint presentation, display boards and survey were posted on the project website, in addition to a Frequently Asked Questions (FAQ) document that was developed to answer the most common questions that had come up at the meeting.

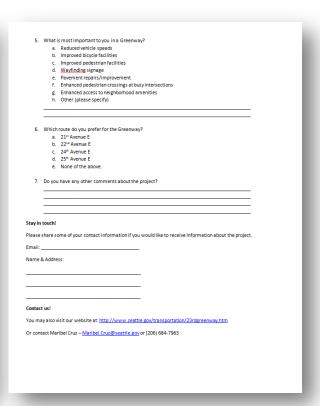
#### COMMENT FORMS

Open house attendees received a printed survey/comment form upon check-in. 115 forms were completed and returned at the event.

Survey questions solicited feedback concerning respondents' reasons for walking or biking in their neighborhood, the improvements that would make them likely to walk or bike more frequently, what is most important to them in a greenway, and the corridor (east of 23<sup>rd</sup> or west of 23<sup>rd</sup>) they would prefer as a greenway route.

## **Comment form:**

	ent Form
1.	What are the cross streets closest to your place of residence?
2.	What are the reasons you walk or bike in your neighborhood?  a. For exercise
	b. For pleasure
	c. To visit friends/family
	d. To walk the dog
	e. To get to work
	f. To get to the bus stop
	g. To get to school
	h. To get to shopping areas
	i. Other (please specify)
٥.	What improvements would increase your likelihood to walk in your neighborhood or walk more frequently?  a. Safer intersection crossings (please specify which intersections)
	Slower car speeds     Fewer cars on the street     Signs that tell me how to get to neighborhood destinations     Other (please specify)
4.	Fewer cars on the street     d. Signs that tell me how to get to neighborhood destinations     e. Other (please specify)  What improvements would increase your likelihood to bike in your neighborhood or bike more frequently?
4.	C. Fewer cars on the street d. Signs that tell in a how to get to neighborhood destinations e. Other (please specify)  What improvements would increase your likelihood to bike in your neighborhood or bike more frequently? a. Safer intersection crossings (please specify which intersections)
4.	C. Fewer cars on the street d. Signs that tell me how to get to neighborhood destinations e. Other (please specify)  What improvements would increase your likelihood to bike in your neighborhood or bike more frequently? a. Safer intersection crossings (please specify which intersections) b. Slower car speeds
4.	Fewer cars on the street     Signs that tell me how to get to neighborhood destinations     Other (please specify)  What improvements would increase your likelihood to bike in your neighborhood or bike more frequently?     Safer intersection crossings (please specify which intersections)     Slower car speeds     Slower car speeds     Fewer cars on the street
4.	C. Fewer cars on the street d. Signs that tell me how to get to neighborhood destinations e. Other (please specify)  What improvements would increase your likelihood to bike in your neighborhood or bike more frequently? a. Safer intersection crossings (please specify which intersections) b. Slower car speeds C. Fewer cars on the street d. Signs that tell me how to get to neighborhood destinations
4.	C. Fewer cars on the street d. Signs that tell me how to get to neighborhood destinations e. Other (please specify)  What improvements would increase your likelihood to bike in your neighborhood or bike more frequently? a. Safer intersection crossings (please specify which intersections) b. Slower car speeds C. Fewer cars on the street d. Signs that tell me how to get to neighborhood destinations e. Bike parking
4.	C. Fewer cars on the street d. Signs that tell me how to get to neighborhood destinations e. Other (please specify)  What improvements would increase your likelihood to bike in your neighborhood or bike more frequently? a. Safer intersection crossings (please specify which intersections) b. Slower car speeds C. Fewer cars on the street d. Signs that tell me how to get to neighborhood destinations
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# ONLINE MEDIA COVERAGE

Coverage regarding the open house appeared in local online newspapers and blogs in the days leading up to and following the event:

Date	Publication	URL
Nov. 3	Miller Park Neighbors blog	23 <sup>rd</sup> Avenue Corridor Neighborhood Greenway: Nov. 6 <sup>th</sup>
		Open House
Nov. 3	Nov. 3, montlake.net	City to extend 23rd Ave Greenway route to Montlake
		Open house Nov. 6th
Nov. 5	Central Seattle Greenways blog	Let's Create a Great 23 <sup>rd</sup> Ave Corridor Greenway
Nov. 5	Seattle Bike Blog	Meeting will discuss options for neighborhood greenway
		near 23rd Ave
Nov. 5	Capitol Hill Seattle Blog	What streets are best for a bike-safe corridor from the CD
		to Capitol Hill to Montlake?
Nov. 6	Central Seattle Greenways blog	Nov. 6 <sup>th</sup> public meeting on 23 <sup>rd</sup> corridor greenway
		possibilities
Nov. 6	Seattle Bike Blog	So many bike meetings tonight: Beacon Hill, 23 <sup>rd</sup> Ave
		greenway, Bike Advisory Board
Nov. 7	Capitol Hill Times	Miller Park neighbors launch
Nov. 14	Capitol Hill Times	Greenway rendered useless by changes to 23rd Ave.
Nov. 17	Capitol Hill Seattle Blog	What exactly will the 23rd Ave greenway be? It's up to you
Nov. 17	Central District News	What exactly will the 23 <sup>rd</sup> Ave greenway be? It's up to you

#### WHAT WE HEARD

During open house discussion and from written comments gathered at the meeting, a few main themes emerged. The themes listed below only reflect comments received at the open house, and do not reflect any comments received before or after the event. Open house themes included:

**19**<sup>th</sup> **Avenue as a potential route for the greenway** – During the question and answer period of the presentation, many attendees inquired as to the feasibility of using 19<sup>th</sup> Avenue as the neighborhood greenway. They felt it already had some bicycle amenities, was a less residential street, and had more "attractions."

**Connectivity and grade on the north end of the project route** – Residents located in the north end of the project area had questions and concerns as to how the greenway will connect in the Montlake and arboretum areas.

Specific amenity requests, including pavement improvements, traffic circles and speed bumps – Attendees cited specific requests for amenities and upgrades in their areas to reduce cut-through traffic, improve safety for pedestrians and bicyclists, and improve pavement conditions.

Pay special attention to high traffic areas – Some attendees voiced concern over emergency access to Holy Names as well as the very busy areas of Jackson Place Square and the 21<sup>st</sup>/Madison/Safeway intersection.

**Parking, parking –** Many members of the community were interested in potential changes to parking. Additionally, some local residents were interested in attaining zoned parking areas along the greenway to ensure it is maintained for residents.

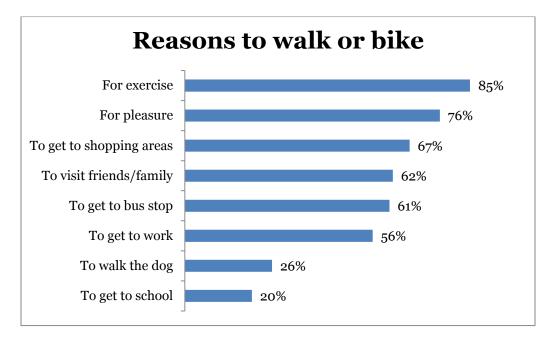
**How will the street function when complete?** Many in attendance wanted more information on potential pedestrian and bicycle traffic increases as well as how cut-through vehicle traffic can be reduced.

In addition to questions and comments on the Central Area Neighborhood Greenway, many attendees had comments and questions about the nearby 23<sup>rd</sup> Avenue Corridor Improvement Project.

Comment forms at the open house posed four questions, responses to which are summarized below:

## What are the reasons you walk or bike in your neighborhood?

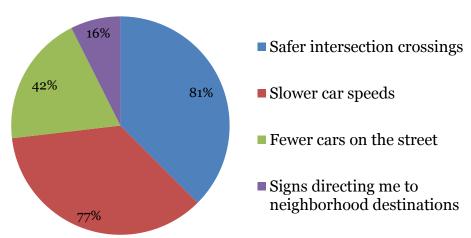
108 respondents



What improvements would make you more likely to walk and/or bike in your neighborhood or walk and/or bike more frequently?

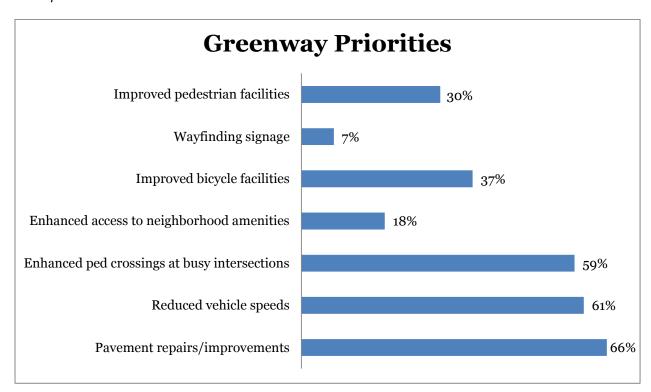
77 respondents

# **Improvements**



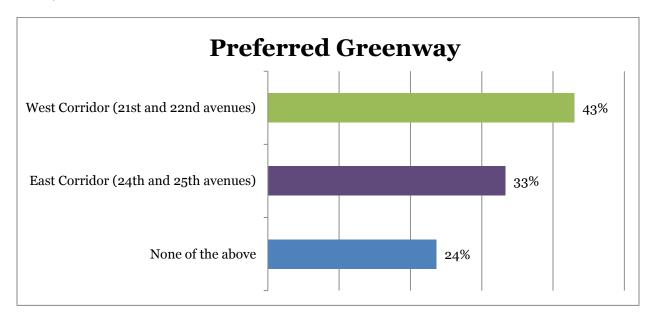
## What is most important to you in a greenway?

82 respondents



# Which corridor do you prefer for the greenway and why?

93 respondents



#### **OPEN HOUSE MATERIALS**

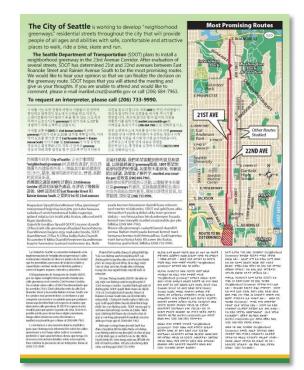
#### **Brochure**





#### Invitation



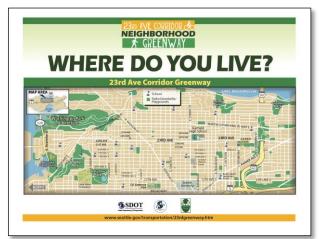


#### **Poster**



#### Display boards (1 - 6 of 12)













#### Display boards (6 - 12 of 12)





