In 2016, residents from the community submitted a grant request to fund sidewalk improvements along Sand Point Way NE. The initial grant was funded through the former Neighborhood Parks and Streets Fund (NPSF). In 2017, NPSF transformed into the Your Voice, Your Choice: Parks & Streets program.

The community request was driven by the lack of continuous sidewalks, and the safety concerns along the corridor. The request led to a transportation study completed in 2017 by a consulting firm. The study suggested potential ways Sand Point Way NE could be enhanced.

Sand Point Way NE is an arterial street in northeast Seattle lined with single and multi-family homes. Sand Point Way NE connects many activity centers such as University Village, University of Washington, Seattle Children’s Hospital, Magnuson Park, and runs parallel to the Burke-Gilman Trail. 16,000 vehicles travel on Sand Point Way NE each weekday and many bus routes serve the corridor.

There have been numerous pedestrian collisions at the intersections along Sand Point Way NE and there are gaps in the sidewalk network. Our primary goals are to improve safety and mobility along the corridor so people who live, work, and play along Sand Point Way NE can have a more comfortable, enjoyable experience.

This project is a partnership between our Sidewalk Development and Vision Zero program. Vision Zero is Seattle’s plan towards zero traffic deaths and serious injuries on city streets by 2030.
OUTREACH OVERVIEW

We’re seeking input to make travel safer on Sand Point Way NE to reduce crashes at intersections and enhance pedestrian facilities between Princeton Ave NE and NE 125th St. We held a public comment period for feedback on existing conditions from March to April 2018. We’re now expanding on this initial outreach. Throughout 2018, we aim to work with the community to identify common themes to inform project design and develop streets with enhanced connectivity, predictability, and safety for all travelers.

Our outreach strategy combined both online and in-person communication. Online, we created a web page which provided project information and hosted project updates, hosted an online survey to gather feedback, ran a social media campaign and sent email notifications to key stakeholders. We sent ~12,000 postcard notifications to nearby Seattle residents to raise project awareness, direct them to our online survey and notify them of in-person engagement opportunities. In-person, we hosted two drop-in events and held briefings with various committees, City departments and community groups.

The table below outlines outreach activities completed through April 2018:

<table>
<thead>
<tr>
<th>When</th>
<th>What</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>February 5, 2018</td>
<td>Briefing with Seattle Department of Parks and Recreation</td>
<td>Provided project overview, preliminary design, construction timeline, and gathered feedback</td>
</tr>
<tr>
<td>February 26, 2018</td>
<td>Phone meeting with Seattle Department of Parks and Recreation</td>
<td>Identified Proview as the route for seeking approvals</td>
</tr>
<tr>
<td>March 7, 2018</td>
<td>Project web page</td>
<td>Project web page published live; provided project overview, preliminary design and construction timeline</td>
</tr>
<tr>
<td>March 7, 2018</td>
<td>Postcard notifications to ~12,000 Northeast Seattle residents</td>
<td>Raised project awareness; provided survey link, and noted upcoming drop-in events</td>
</tr>
<tr>
<td>March 7, 2018</td>
<td>Email to key stakeholders (identified during 2017 engagement)</td>
<td>Early notification provided notice that the project was resuming outreach efforts. Provided survey link, and noted upcoming drop-in events</td>
</tr>
<tr>
<td>When</td>
<td>What</td>
<td>Details</td>
</tr>
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<td>----------------------</td>
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</tr>
<tr>
<td>March 17, 2018</td>
<td>Drop-in event at Gretchen’s Place</td>
<td>Raised project awareness; provided materials, project overview, preliminary design, construction timeline, and an opportunity to take our survey in-person</td>
</tr>
<tr>
<td>March 22, 2018</td>
<td>Briefing with Cascade Bicycle Club</td>
<td>Raised project awareness; provided materials, project overview, preliminary design, construction timeline, and gathered feedback</td>
</tr>
<tr>
<td>March 24, 2018</td>
<td>Drop-in event at City People’s Sand Point</td>
<td>Raised project awareness; provided materials, project overview, preliminary design, construction timeline, and an opportunity to take our survey in-person</td>
</tr>
<tr>
<td>March 14 – April 12, 2018</td>
<td>Facebook Ad Campaign</td>
<td>Raised project awareness; advertised and linked to project survey</td>
</tr>
<tr>
<td>March 14 – April 13, 2018</td>
<td>Online Survey</td>
<td>Raised project awareness; gathered early community feedback and suggestions. Received 1,184 survey responses</td>
</tr>
<tr>
<td>April 10, 2018</td>
<td>Briefing with Seattle Department of Parks and Recreation – Proview</td>
<td>Presentation; provided project overview, preliminary design, construction timeline, and gathered feedback</td>
</tr>
<tr>
<td>April 10, 2018</td>
<td>Briefing with Sand Point Architectural Review Committee</td>
<td>Provided project overview, preliminary design, construction timeline, opportunity for public comment, and facilitated monument relocation discussion</td>
</tr>
<tr>
<td>April 11, 2018</td>
<td>Briefing with Magnuson Park Advisory Committee</td>
<td>Provided project overview, preliminary design, construction timeline, opportunity for public comment, and gathered feedback</td>
</tr>
<tr>
<td>Ongoing</td>
<td>Website updates</td>
<td>Sharing up to date project information; opportunities for involvement</td>
</tr>
</tbody>
</table>
TRANSLATION NEEDS

About ~10-12% of the residents within the project area speak a language other than English at home. These languages are Spanish (~5-6%) and Chinese (~5-6%). Historically, we see that those who speak a language other than English at home may be less likely to participate in public projects. This can result in an underrepresentation by community members as part of public engagement processes, due to potential distrust of government that input will be used to influence decisions and a history of inaccessibility of information for non-native English speakers.

To help increase public engagement and participation to those who speak English “less than very well” we provided the following:

- Translated project fact sheets in both Spanish and Chinese
- Option to translate web, survey, and other project materials upon request
- Option to provide input via phone, with the use of interpreters
BY THE NUMBERS

- ~12,000 postcard mailers sent to nearby Seattle residents
- 19 email notifications sent to key stakeholders
- 5,339 Seattle residents notified via Facebook and Twitter
- 39 people attended the drop-in session at Gretchen’s Place on March 17, 2018
- 53 people attended the drop-in session at City People’s on March 24, 2018
- 6 briefings held from February 1 – April 18, 2018
- 18 email comments received from February 1 – April 18, 2018
- 1,184 surveys completed from March 14 – April 14, 2018
- 13 written comments received from February 1 – April 18, 2018
WHAT WE HEARD

The following comments represent the most vocalized and common themes gathered during all phases of outreach - comments are not ordered by frequency:

- Do not reduce the number of lanes in the project or consider a road-diet
- Do not install protected bike lanes
- Bicyclists prefer the Burke-Gilman Trail over a PBL on Sand Point
- Create more and improve connections to Burke-Gilman Trail
- Improve safety of project corridor
- Consider repaving Sand Point Way NE
- Address speeding
- Enhance flow of traffic on Sand Point Way NE
- Install sidewalks from NE 65th St to NE 77th St
- Extend sidewalks north of Magnuson and south of NE 65th
- Improve pedestrian crossings
- Install traffic calming devices
- Install crosswalks
- Consider crossing beacons
- Install pedestrian activated crossing beacons
- Improve pedestrian crossing at NE 62nd St near Sand Point Elementary and a bus stop
- Improve pedestrian crossing at NE 123rd St
- Consider curb bulbs or pedestrian refuge islands to shorten crossings and calm traffic
- Do not reduce parking

- Create bus pullouts, north of NE 74th St, where Sand Point Way NE becomes two-lanes
- Install protected left turns to major intersections
- Address the intersection of NE 74th St and create safer crossings and access to Magnuson Park
- Improve access on-and-off Sand Point Way NE at NE 65th St
- Upgrade the connection on NE 65th St, across Sand Point Way NE, to the Burke Gilman Trail to better connect the 65th greenway
- Install protected left turn at NE 65th St
- Consider adding a protected northbound left turn phase at NE 65th St and NE 70th St
- Install a signal at NE 95th St
- Consider adding a signal to NOAA Dr
What Seattle neighborhood do you currently live in?

- Bryant: 15%
- Cedar Park: 13%
- Laurelhurst: 13%
- Matthew’s Beach: 2%
- Meadowbrook: 4%
- Ravenna: 7%
- Sand Point: 16%
- University District: 10%
- View Ridge: 13%
- Wedgwood: 2%
- Windermere: 16%

Which best describes your relationship to the Sand Point Way area?

- Commuter: 80%
- Local resident: 60%
- Local worker: 50%
- Visitor to parks and shorelines: 40%
- Local client (medical facilities and programs): 30%

How do you currently get around Sand Point Way NE? (Pick your top 3)

- Walk (or use mobility device): 90%
- Bike: 80%
- Bus, trolley, or train: 70%
- Personal car, truck, or van: 60%
- Taxi: 50%
- Ridesharing (Uber, Lyft, etc.): 40%
- Carsharing (Car2Go, Zipcar, etc.): 30%

How would you prefer to get around Sand Point Way NE? (Pick your top 3)

- Walk (or use mobility device): 90%
- Bike: 80%
- Bus, trolley, or train: 70%
- Personal car, truck, or van: 60%
- Taxi: 50%
- Ridesharing (Uber, Lyft, etc.): 40%
- Carsharing (Car2Go, Zipcar, etc.): 30%
SURVEY RESULTS - CONCERNS AND PREFERRED UPGRADES

Which of the following are major concerns for you while walking? (Check all that apply)

- Drivers not yielding for you: 40%
- Not enough marked crosswalks: 38%
- Not enough sidewalks: 26%
- Not enough pedestrian signals: 17%
- I have no concerns: 16%
- Other (please specify): 15%

How satisfied are you with the quality and number of pedestrian crossings on Sand Point Way NE? By crossings, we mean marked intersections with a pedestrian traffic signal and crosswalks.

- Very satisfied: 26%
- Somewhat satisfied: 20%
- Neither satisfied nor dissatisfied: 18%
- Somewhat dissatisfied: 16%
- Very dissatisfied: 15%

In your opinion, what are the biggest concerns on Sand Point Way NE (Pick your top 3)

- Speeding/aggressive driving: 53%
- Lack of protected signal phases for left turns: 45%
- Distracted driving: 40%
- Driving under the influence: 38%
- Lack of quality street surfaces: 26%
- Lack of lighting: 25%
- Lack of quality sidewalks: 23%
- Failure to yield right of way to pedestrians: 19%
- Congestion on streets: 18%
- Lower the speed limit: 15%
- None: 15%
- Add more pedestrian crossings: 15%
- Other (please specify): 14%

What improvements would you like to see along Sand Point Way? (Pick your top 3)

- Reduce travel lanes from 4 to 2 with a center turn lane: 70%
- Add sidewalks where there currently are none: 45%
- Add more pedestrian crossings: 25%
- None: 18%
- Lower the speed limit: 15%
- Other (please specify): 15%
SURVEY RESULTS - DEMOGRAPHICS

What is your age?

What race/ethnicity best describes you?

Do you have a disability? (Check all that apply)

How did you learn about this corridor project? (Pick all that apply)

What is your annual household income?

What gender do you identify with?