

Seattle Department of Transportation

# Aurora Ave Project

## Outreach Report 2024



**Seattle**  
Department of  
Transportation

## Table of Contents

Overview.....	3
Project Purpose .....	4
Project Area .....	4
Outreach.....	5
Outreach Goals.....	5
Outreach Timeline.....	5
Inclusive and Equitable Engagement .....	6
Who We Heard From.....	6
Outreach Methods.....	8
Online & Mailing Outreach Methods.....	8
In-Person Outreach Methods .....	14
What We Heard .....	16
Appendices.....	24
Appendix A: Outreach Materials .....	25
Appendix B: Open House Findings.....	30
Appendix C: Survey Findings.....	46

## Overview

The Seattle Department of Transportation (SDOT) and King County Metro (Metro) are creating a new design vision for the Aurora Ave N corridor that improves safety, mobility, and accessibility for all travelers. Aurora Ave N is one of the busiest streets in Seattle, with a RapidRide bus line, freight activity, and people walking, biking, and driving to housing, businesses, social services, and work.

The Aurora Ave Project completed phase 3 outreach and community engagement in May of 2024. In this phase, we shared [draft design concepts](#) and [evaluation criteria](#). We used a [survey](#) to collect feedback from community about whether the draft designs capture the range of ideas and priorities we heard in Phases 1 and 2 from community members.

Between March 6 and May 20, 2024, we reached out to the Aurora Ave N community to learn more about the community's needs and concerns. Outreach included creating an online survey, organizing meetings with businesses and community-based organizations in the area, reaching out to transit riders, presenting to Transportation Advisory Boards, Freight and industrial stakeholders, conducting door-to-door flyering, and setting up in-person and virtual open houses. We provided written materials in Amharic, Chinese (Traditional and Simplified), English, Korean, Spanish, Tagalog, Tigrinya, and Vietnamese. We partnered with the Department of Neighborhoods' Community Liaisons to share information with historically underserved and multilingual communities. The outreach conducted by Community Liaisons was pivotal to the project's feedback phase, and their conversations focused on engaging our most vulnerable communities. Through community outreach, we gathered feedback on proposed design ideas to inform our next steps in developing solutions for Aurora Ave N.

Funding for this project comes from several sources. The Washington State Department of Transportation (WSDOT) gave funds in 2021 from a [Pedestrian and Bicycle Program grant](#). [King County Metro](#) also funds and partners with SDOT, along with the voter-approved [Levy to Move Seattle](#).

As part of this study, we are also working with other programs, departments and agencies that are doing work along this corridor. Metro is listening to your feedback on changes to the RapidRide E Line. We are working with Seattle Public Utilities to include drainage issues and needs into our right-of-way design plans. SDOT's [Home Zone](#) was installed at the Aurora-Licton Urban Village in 2023, and we continue to collaborate.

## Project Purpose

The Aurora Ave Project's purpose is to:

- Develop a new design vision for the Aurora Ave N corridor that enhances safety, mobility, and accessibility for all travelers
- Address the needs of residents, businesses, and corridor stakeholders in a unified vision for the corridor through an equitable and robust engagement process
- Consider collision history and safety challenges along the corridor with a focus on addressing the most serious collisions and crashes involving vulnerable road users
- Identify potential transit service improvements and connections (e.g. with nearby light rail stations), as well as safety and security improvements (e.g. at transit stops)
- Develop a strategy to build corridor improvements as resources become available

**Segment 1:** Harrison St to N 38th St

**Segment 2:** 38th St to Winona Ave N

**Segment 3:** Winona Ave N to N 85th St

**Segment 4:** 85th St to N 115th St

**Segment 5:** 115th St to N 145th St

## Project Area



## Outreach

To date, the Aurora Ave Project has had three community engagement opportunities during the initial planning phase of the project (2022-2024). Input from community members is key to identify priorities, challenges, and opportunities along Aurora Ave N and to give feedback on design alternatives.

This report shares our recent outreach efforts. We listened to different community members responding to early design ideas for the future of Aurora Ave N. Our outreach strategy combined both online and in-person communications.



Survey | Door-to-door | Community conversations | Open houses | Email list | Website | Transportation advisory boards

## Outreach Goals

- Listen, gather feedback, and communicate equitably with all project stakeholders
- Build and strengthen relationships with residents, businesses, and stakeholders along the corridor that can be maintained throughout project planning, design, and construction
- Collect community input on potential design options for each segment of Aurora Ave N between Roy St to N 145th St
- Offer opportunities for underserved businesses and community members to share ideas, concerns, and give feedback through translation, interpretation, and community liaisons

## Outreach Timeline

- **Summer/Fall 2022**  
Survey #1 to understand key concerns and safety priorities for community members
- **Spring/Summer 2023**  
Survey #2 to learn what design changes the community wants to see to fix Aurora Ave's transportation challenges  
  
Community workshops to create a vision and design plans for the future of Aurora Ave, including public transit in the area
- **Spring 2024**  
Share draft design concepts and evaluation criteria with community  
  
Survey #3 to get feedback from community about whether the draft designs include the range of ideas and priorities for Aurora Ave that we heard in earlier phases



## Inclusive and Equitable Engagement

Inclusive and equitable engagement means providing specific access to engagement opportunities for people who might otherwise be excluded or marginalized. This includes people with physical disabilities, people experiencing homelessness, elders, and communities of color. In practice, this meant we used a strategic combination of broad online outreach tactics and localized in-person outreach. This allowed more people from different identities, experiences, and backgrounds to provide feedback on the project. For this phase of engagement, Community Liaisons provided outreach specifically in communities of color (90% of their engagement was with people who identify as Black, Indigenous, or people of color).

## Translation Needs

To find out what languages are spoken in the project area, we did research into the demographics of the communities along Aurora Ave N. You can read about our research in our [2022 Outreach Report](#).

Translation helped us with several of our outreach goals: to communicate equitably and offer opportunities to underserved communities to share ideas and concerns. Based on the demographics of the project segments, we translated:

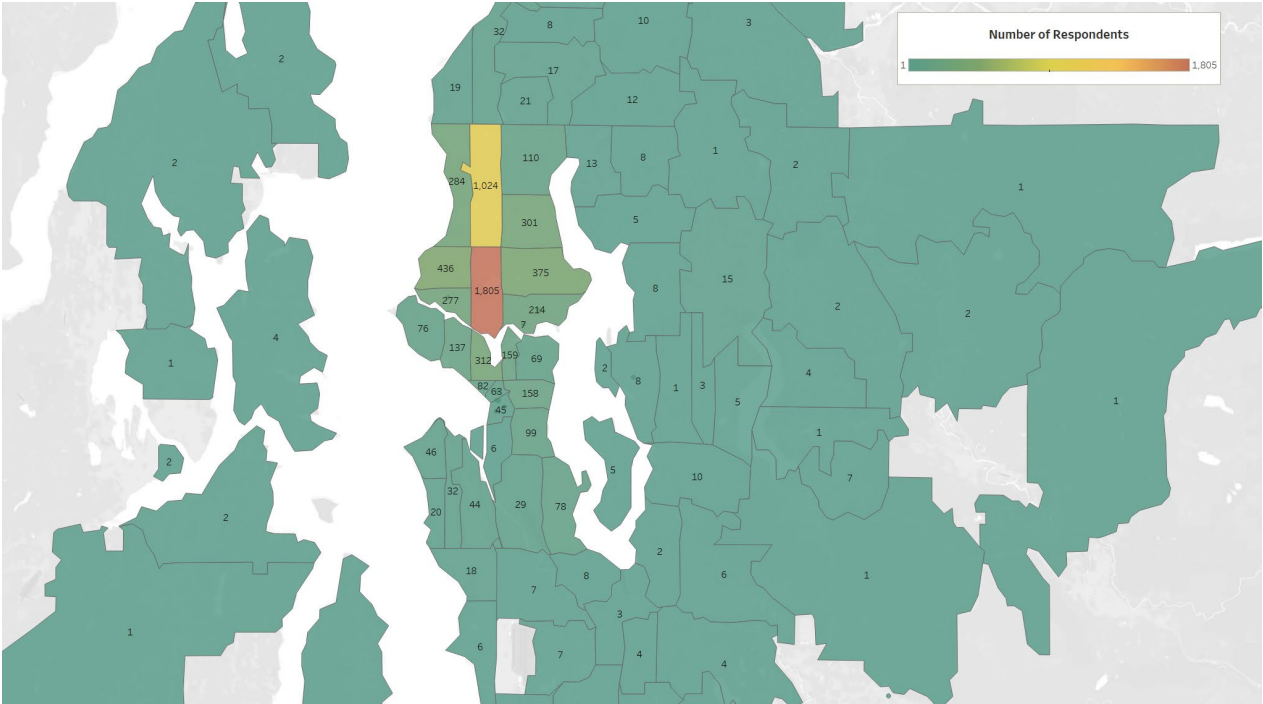
- The online survey into 5 languages: Amharic, Chinese (Traditional), Spanish, Tagalog, and Vietnamese
- Project materials, such as fact sheets, into 8 languages: Amharic, Chinese (Traditional and Simplified), Korean, Spanish, Tigrinya, and Vietnamese

Community Liaisons who are native speakers of Amharic, Cantonese, Mandarin, Spanish, and Tigrinya also took paper copies of the translated survey to their communities. An English-speaking Community Liaison did outreach to people experiencing homelessness and sex workers in the project area.

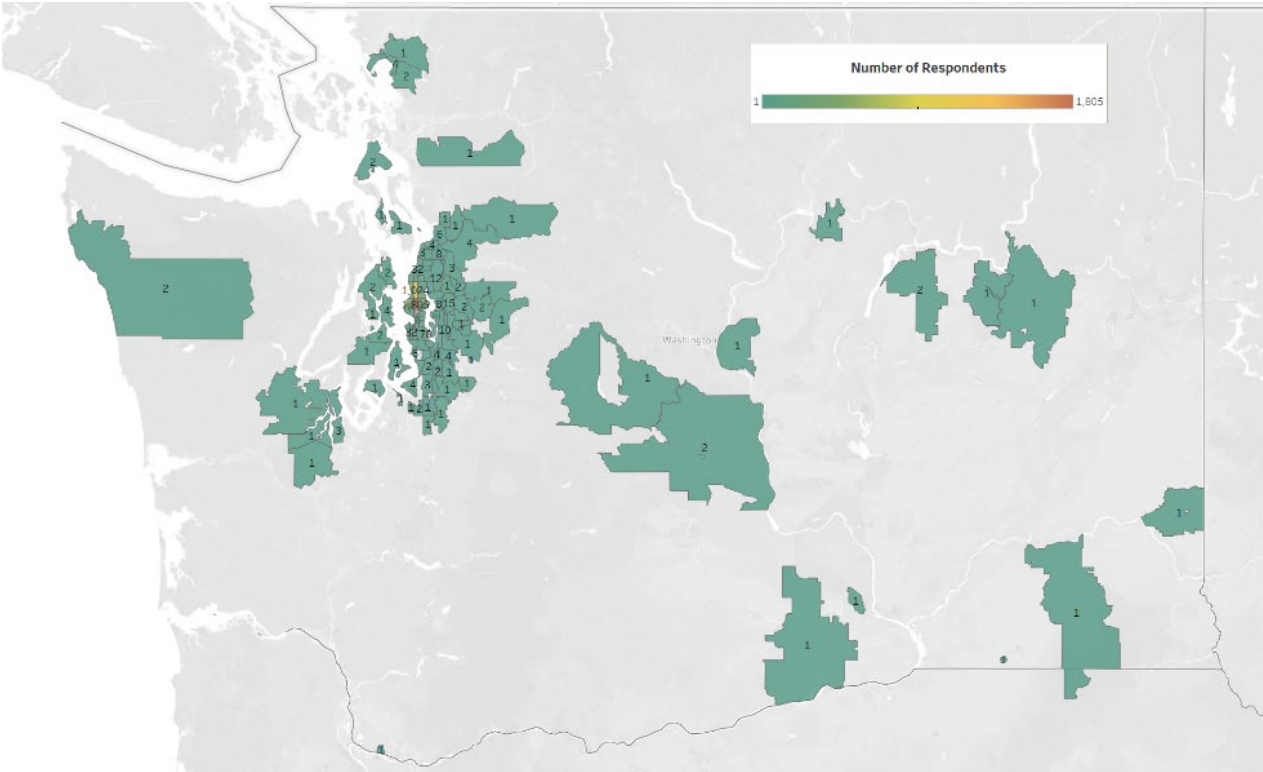
## Who We Heard From

Between March and May 2024, we heard from thousands of people who live, work, or travel on or near Aurora Ave N. Here is a snapshot of who shared their feedback with us:

- **Survey respondents:** We heard from 8,646 people through the online survey, and 6,860 of them completed the survey (filling out information about at least one of the five segments on Aurora Ave). Of the 6,860 completed surveys, 99% (6,771) was completed in English. We received 45 surveys completed in Chinese, 23 in Spanish, 21 in Amharic, and 0 in Tagalog.
- The respondents represented 148 zip codes.



Map of Seattle and the surrounding area showing the number of people who responded to the survey by zip code.



Map of Washington showing the number of people who responded to the survey by zip code.

- **Businesses on Aurora Ave N:** We visited 285 businesses between N 145th St and Winona Ave N. We spoke with business owners, managers, and workers and left fact sheets in Amharic, English, Chinese (Traditional and Simplified), Korean, Spanish, Tagalog, Tigrinya, and Vietnamese. We also received requests for materials in Albanian, French, and Somali.
- **Online feedback (other than survey):** We received 537 comments on SDOT's social media posts about this project. With Facebook, Instagram, and X (Twitter), we reached over 439,000 people! We also received 30 emails from community members in our project inbox.
- **Aurora residents, travelers, transit riders, business owners, and other stakeholders:** Ninety people total came to 2 in-person open houses, and forty people attended a virtual open house on Zoom. We spoke with dozens more at 16 stakeholder briefings representing people who drive and receive freight deliveries, bus drivers, and people who walk, bike, and take transit on Aurora Ave. Community Liaisons from the Department of Neighborhoods spoke with over 120 people in five languages.

## Outreach Methods

We used the following methods to inform and engage with different populations about the Aurora Ave Project.

### Online & Mailing Outreach Methods

#### *Survey*

We made an online survey to ask for community feedback on each of the early design ideas for the five segments of Aurora Ave N. The goal was to know if our design ideas captured the range of opinions that community members want. We opened the survey on March 6 and closed it on April 12, 2024. The survey's original closing date was extended by one week to allow people more time to take the survey. The survey was available in Amharic, English, Chinese (Traditional), Spanish, Tagalog, and Vietnamese. 8,646 people took the survey and 6,860 completed the survey. A survey is considered "completed" if the respondent filled out information about at least one of the five segments of Aurora Ave.

#### *Multicultural media & digital ad campaign*

We set up an ad campaign with the goal of reaching many different people to motivate them to take the online survey. The campaign used a mix of multicultural media and digital ads to reach community members who speak Amharic, Chinese, English, Somali, Spanish, Tagalog, and Vietnamese.

We placed ads in the following media outlets: *Seattle Medium* (English), *NW Asian Weekly* (English), *Runta News* (Somali), and *Se Habla* (Spanish). Digital media ads ran in 7 languages, targeted by zip code to the area around Aurora Ave. The campaign ran from March 5 to April 6, 2024.

For a campaign like this, we look at a few different things to know how successful we were in reaching community members.



**“Impressions”** are the number of times an ad was viewed. One person may view an ad more than once if they look at their phone or another media source multiple times. It can take multiple views—up to 7—before someone decides to take action. Impressions also help us understand how visible this project is to the general public.

**We had 3,745,514 total impressions for people in the project area (either living or working there or traveling through).**

We also look at **“clicks,”** or the number of times an ad is clicked. This lets us figure out the **“click-through rate,”** or the number of clicks divided by the number of impressions. For a project of this size, and for languages with smaller populations, we consider a click-through rate of 1 click for every 50 impressions to be a success.

**This project had a total click-through rate of roughly 1 click for every 15 impressions. By language, the strongest click-through rates were ads in Somali (nearly 1 in 11) and Amharic (nearly 1 in 10).**

The comprehensive Multicultural Media & Digital Campaign report can be found [here](#).



*Sample ads in Spanish and Somali*

### Postcard mailer

We sent a postcard mailer (see Appendix A) to neighbors, businesses, and property owners within one block of Aurora Ave N between N 145th St and Roy St. The postcard mailer shared information about the project and encouraged people to participate in the online survey. We used a postcard because some people don't use social media or may need to see an invitation to a survey more than one time before deciding to take a survey. We sent a postcard to 14,700 community members in March 2024. The postcard linked to our project webpage and shared our scheduled open houses. You can see our postcard mailer [here](#).

### Web updates

Throughout the project, we have updated the [Aurora Ave project website](#) to keep you informed and involved. We also shared design ideas on SDOT's [Community Ideas Hub website](#) (see Appendix A). On March 6 and April 12, 2024, we made web updates to share information about:

- Draft design ideas for each segment
- An online survey for you to share your feedback
- Opportunities to connect with SDOT and Metro at open houses
- Upcoming near-term safety improvements to Aurora Ave N

Website	Number of website visits between March 6 – May 20, 2023	Number of website visits between March 6 – May 20, 2024
<a href="#">Aurora Ave project website</a>	<b>1,087</b>	<b>11,933</b>
<a href="#">Community Ideas Hub website</a>	<i>Not applicable (website built in 2024)</i>	<b>6,304</b>

### Student and family engagement

We sent a flyer (see Appendix A) to parents and caregivers of school-age children through the Peachjar service at Seattle Public Schools to inform them about the project and encourage them to take the survey.

- We sent the flyer to 8 schools around the project area: Broadview-Thompson K-8, B F Day Elementary, Cascadia Elementary, Daniel Bagley Elementary, Green Lake Elementary, Hamilton International Middle, Ingraham High, and Robert Eagle Staff Middle School.
- Peachjar service delivered 7,310 emails. We got 4,484 email impressions (number of times the flyer was shown), and 193 views (number of times a user clicks through).

### *Project email listserv*

An email listserv is an email sent to people who have signed up to receive updates on a topic and want to stay informed. We set up an email listserv for the Aurora Ave Project when the project began. People sign up through the [project website](#) and at community events by sharing their email address. We use the email listserv to send updates on the project and announce upcoming opportunities to give feedback or hear the latest design ideas. Emails were sent on these dates:

- **March 6, 2024:** Introduced the Community Design Hub website and shared the link to the online survey. Shared dates for upcoming Open Houses. 1,322 people received the email.
- **March 14, 2024:** Encouraged people to take the online survey. Shared information about upcoming Open Houses. 1,416 people received the email.
- **March 21, 2024:** Encouraged people to take the online survey. Shared information about last Open House on March 21. 1,451 people received the email.
- **April 3, 2024:** Announcement that the online survey would be open one week longer than expected, until April 12. 1,490 people received the email.
- **April 11, 2024:** Reminder that the survey would close on April 12 at 5 pm PST. Shared about near-term improvements to Aurora Ave and what to expect after the survey closed. 1,503 people received the email.

### *Project email inbox*

We host an email inbox for this project so that people can send questions and feedback to SDOT staff. You can send an email to [aurorastudy@seattle.gov](mailto:aurorastudy@seattle.gov). During this phase of the project, we received 30 emails from community members and project stakeholders.

### King County Metro transit alerts




King County Metro’s transit alerts are emails sent to people who have signed up to receive information about disruptions and changes to bus routes. Metro sent out 4 transit alerts to people signed up for alerts about the RapidRide E Line in March and April 2024.

- **March 27, 2024:** Encouraged people to take the online survey. 10,242 people received the email.
- **April 4, 2024:** Encouraged people to take the online survey. 10,353 people received the email.
- **April 10, 2024:** Encouraged people to take the online survey. 10,417 people received the email.
- **April 11, 2024:** Encouraged people to take the online survey. 10,438 people received the email.

### Blog posts & social media

On March 6, 2024, we posted about the Aurora Ave project on the [SDOT Blog](#). The post shared the design ideas by segment, encouraged people to take the online survey, and invited people to SDOT’s open houses. Over 2,500 people viewed the blog post, and 813 people “re-shared” the blog to another blog or their social media account.

From March 6 to April 11, 2024, we posted 10 times about the Aurora Ave project on our social media accounts (see Appendix A).

Social Media Platform	Posts	Engagement	Number of People Reached
	7	68 retweets	99,200
	1	333 likes 24 comments	Unknown
	2	751 likes 513 comments 313 shares	340,000

### Virtual open house

We hosted a virtual open house on Zoom on March 14, 2024, from 6-7 PM. Anyone with internet or cellular access was welcome to attend. Approximately 40 community members joined the online call. During the open house, SDOT presented the proposed design ideas for each of the five segments and took questions from the community. We encouraged everyone who attended to fill out the online survey.



## In-Person Outreach Methods

### *In-person open houses*

SDOT teamed up with Metro and the Department of Neighborhoods to host 2 in-person open houses. These events are open to the public and designed to be accessible to many people by offering them at different times, days, and locations.

The first open house was on March 12, 2024 from 1-2 PM at the Broadview Library. About 40 community members attended. The second open house was on March 21, 2024 from 6-7 PM at the Bitter Lake Community Center. About 50 community members attended.

At both events, community members had an opportunity to see posters displaying the design ideas and to speak with staff from SDOT, Metro, and the Department of Neighborhoods.



*A group of people looking at a table and posters showing design ideas for Aurora Ave N at the Bitter Lake Community Center open house on March 21, 2024.*

### *Door-to-door business outreach*

We took fact sheets (see Appendix A) about the project to businesses along Aurora Ave N to encourage them to take the online survey. Delivering fact sheets by hand gave us an opportunity to keep building relationships with businesses in the area, and hear questions and concerns directly from business owners. On March 22 and 29, 2024, we visited a total of 285 businesses between N 145th St and Winona Ave N (project segments 3, 4, and 5). We handed out fact sheets in 9 languages, spoke with business owners, managers, and employees, answered questions about the project, and documented any feedback offered.

### *One-on-one outreach and conversations*

We partnered with Community Liaisons from the Department of Neighborhoods (DON) for purposeful in-person outreach. Community Liaisons are trusted advocates from historically underserved communities in Seattle who connect people and city government. For this project, 5 Community Liaisons held conversations with community members, provided paper copies of the survey in 5 languages, and provided support and compensation for people to take the survey. We received 121 completed paper surveys from the Community Liaisons' outreach in Amharic, Chinese (Traditional and Simplified), English (focus on people experiencing homelessness & sex workers), Spanish, and Tigrinya.

### *Stakeholder briefings*

Project staff from SDOT and King County Metro reached out to surrounding community associations and met with over a dozen community organizations and stakeholders in the Aurora Ave Project area. Many of these meetings were virtual, but a handful were hybrid virtual/in-person or in-person. We shared a slide presentation about the project that is available [here](#).

- Aurora Reimagined Coalition
- Bike Advocates meeting with Seattle Neighborhood Greenways, Cascade Bicycle Club, and Transportation Choices Coalition
- Bill & Melinda Gates Foundation
- Councilmember Moore's Aurora Safety Forum
- For North Seattle
- Fremont Neighborhood Council
- Mercer Corridor Group
- North Seattle Industrial Association (NSIA) (two meetings)
- Port of Seattle
- RapidRide E Line Bus Operator Panel
- Seattle Bicycle Advisory Board
- Seattle Freight Advisory Board
- Seattle Pedestrian Advisory Board
- Seattle Transit Advisory Board
- School Traffic Safety Committee
- Wallingford Community Council

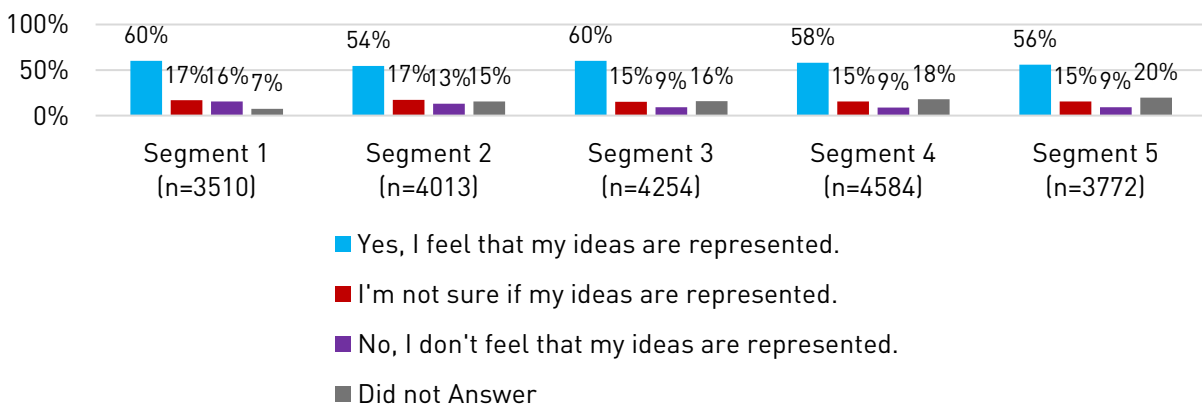
## What We Heard

### *Do the draft designs represent community feedback?*

The goal of the survey was to determine if the design ideas are representative of the vision and feedback of the community. To achieve this, the focus of the analysis is on respondents' answers to the question "Do you feel that at least one of our draft designs reflects your ideas or priorities for Segment X?"

Chart 1 below shows the responses by segment. About 60% of each segment feel that their ideas are reflected, 15% are not sure, and 10-15% feel that their ideas are not represented. However, not all respondents answered this question.

Chart 1: Responses by Segment



To understand a respondent's general sentiment, their responses for each segment are aggregated.

- "Yes, I feel that my ideas are represented" is given a score of 1
- "I'm not sure if my ideas are represented" is given a score 0
- "No, I don't feel that my ideas are represented" is given a score of -1

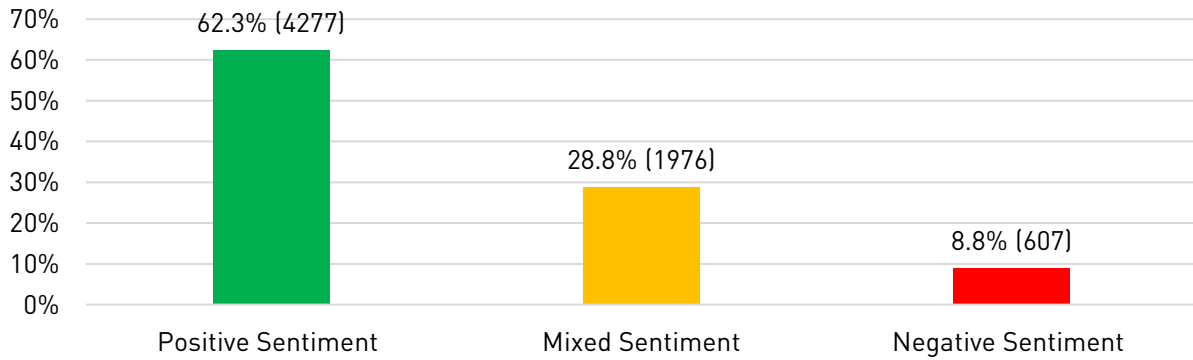
Averaging these scores gave a final sentiment score from -1 to 1.

- A score of **1** means **100%** of respondents liked this feature
- **0.5** means there are **50%** more likes than dislikes (e.g. 60% likes vs. 10% dislikes)
- **0** means responses had mixed and uncertain opinions about the feature
- **-0.5** means there are **50%** more dislikes than likes
- **-1** means **100%** of respondents disliked this feature.

Using this sentiment score we categorized respondents into 3 groups.

- **Positive Sentiment** – These respondents have a score of 1 to 0.5.
- **Mixed and Uncertain Sentiment** – These respondents have a score of 0.49 to -0.49.
- **Negative Sentiment** – These respondents have a score of -0.5 to -1.

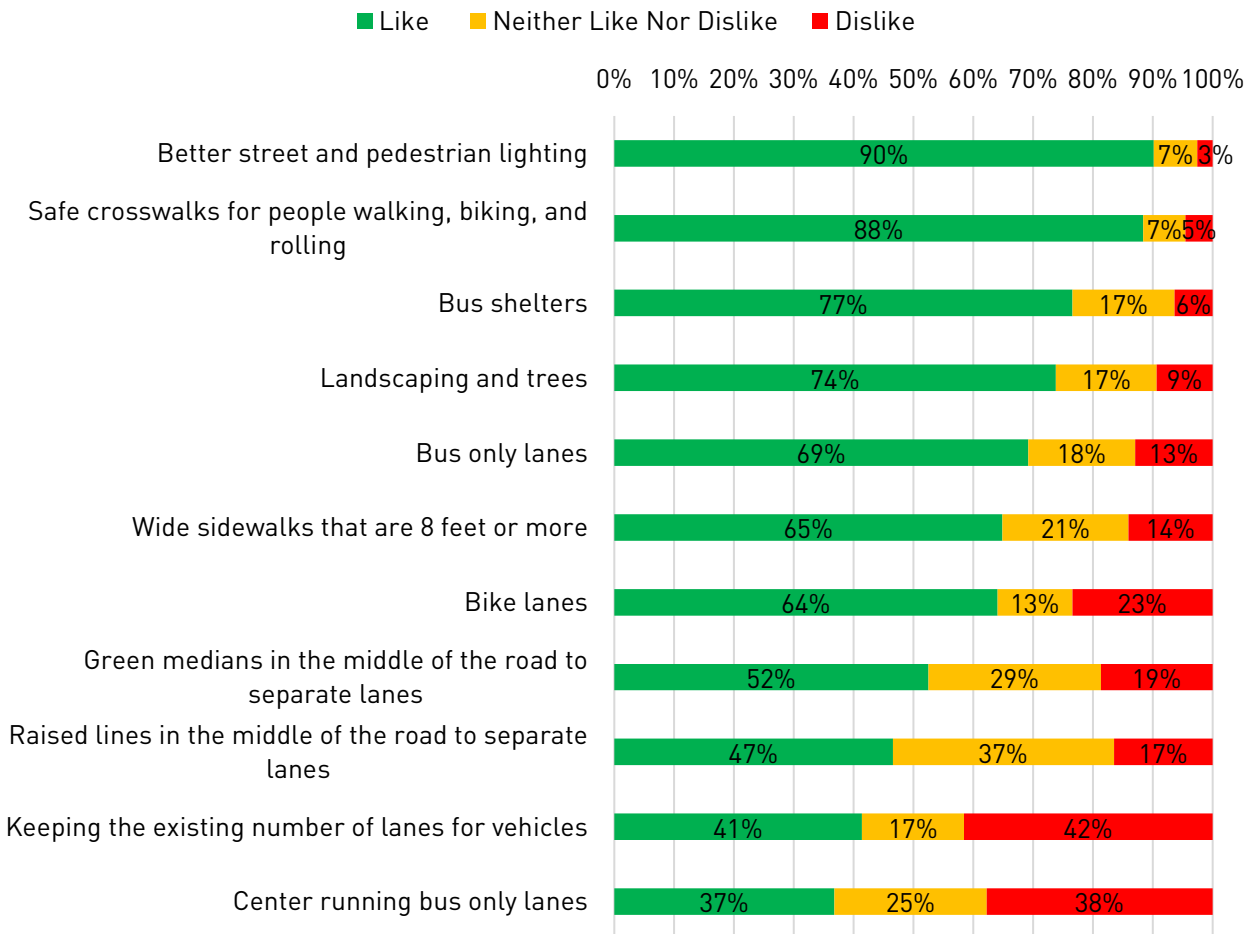
**Chart 2: Respondent Sentiment Group Size (n=6,860)**



### Feature Preferences

The survey asked respondents what design features they liked, neither liked nor disliked, or disliked. Chart 3 shows the overall likes and dislikes of each feature.

**Chart 3: Percentage Likes and Dislikes of All Survey Respondents**



Participants rated whether they liked or disliked the features for each segment. “I like this feature” is given a score of 1; “Neither like nor dislike” is given a score of 0; and “I dislike this feature” is given a score of -1. “I don’t know” is excluded from the analysis. Averaging these scores gave a final score from -1 to 1:

- **1** means **100%** of respondents liked this feature
- **0.5** means there are **50%** more likes than dislikes (e.g. 60% likes vs. 10% dislikes)
- **0** means responses had mixed and uncertain opinions about the feature
- **-0.5** means there are **50%** more dislikes than likes
- **-1** means **100%** of respondents disliked this feature

Chart 4 shows preferences scores for the features by demographic characteristics.

The survey and open house showed that **most people preferred basic street level improvements** like “better street and pedestrian lighting,” “safe crosswalks for people walking, biking, and rolling,” “bus shelters,” “bus only lanes,” and “landscaping and trees.” These features had approximately 70% support from both survey respondents and open house attendees.

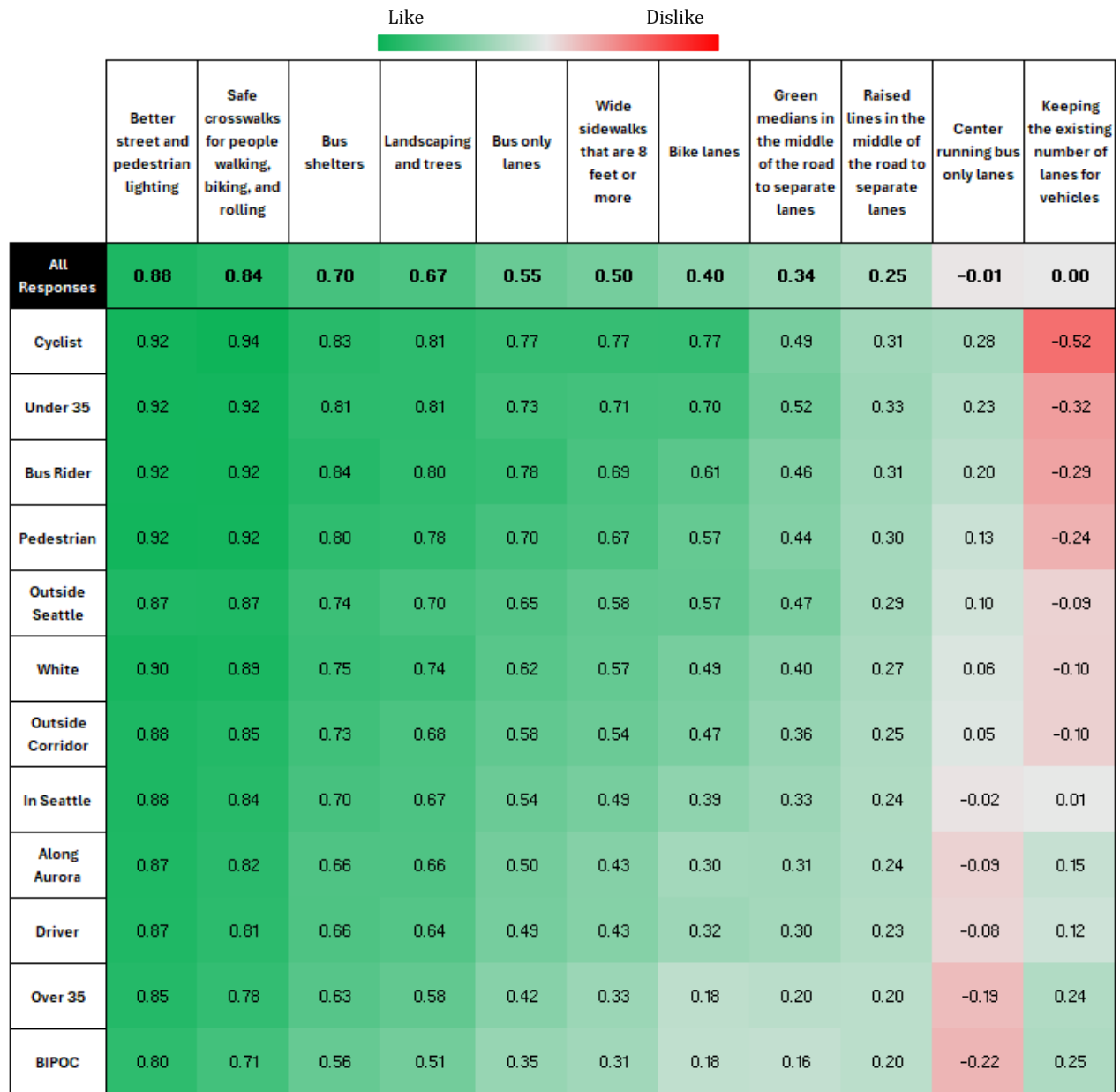
Other features that were liked by around 60-70% of respondents are “bus only lanes,” “wide sidewalks,” and “bike lanes,” although around a quarter of respondents also dislike “bike lanes.” These features are most liked by users of these modes of travel. While bus only lanes were well liked, center running only bus lanes had mixed to negative reception (likely due to perceived safety concerns).

Wide sidewalks, green medians, and raised center lines were still supported, but somewhat less popular, with around 50-60% support, and more dislikes. People who identify as Black, Indigenous, and people of color (BIPOC) and older respondents liked these features the least.

**The biggest differences arose from how to use the street and its lanes.** The features that caused the most disagreements were “keeping the existing number of lanes for vehicles,” and “center running bus only lanes.” With 42% and 38% dislikes respectively, both features have noticeably more dislikes compared to other features. The survey was more positive towards bike lanes, while the open house was more positive towards keeping the existing number of vehicle lanes. These two features also had an inverse relationship: groups that liked one, disliked the other.



**Chart 4: Heat Map of Feature Preference Score by Demographic Characteristics**



**Legend**

**All Responses:** All survey respondents

**Cyclist:** People that bike through Aurora Ave

**Bus Rider:** People that bus through Aurora Ave

**Pedestrian:** People that walk down Aurora Ave

**Driver:** People that drive through Aurora Ave

**Under 35:** People 35 and under

**Over 35:** People over 35 years old

**White:** People that identify as White only

**BIPOC:** People that are Black, Indigenous, or people of color

**Outside Corridor:** People with a zip code outside Aurora Ave

**Along Aurora:** People with a zip code along Aurora Ave

**In Seattle:** People with a zip code in Seattle

**Outside Seattle:** People with a zip code outside Seattle

### *Qualitative Feedback Overview*

Of the 6,860 completed surveys, 3,266 (48%) left additional comments along with their opinions about the features they like and dislike. We had an additional 185 comments from the 3 open houses. The comments should be used to provide context to why respondents chose certain features, and do not reflect the views of the whole corridor. Between the different sentiment groups, the negative sentiment group was overrepresented in the comments, by almost twice as much as in the survey (9% of all respondents vs. 21% of all commentors).

**Safety and congestion were at the core of most disagreements.** Comments often used safety and congestion as a catch-all response to reject and/or support all features and alternatives.

**“Prioritize pedestrian/bike access and safety over vehicle traffic.”**

*Segment 1 Comment (Survey)*

**“The bus lanes being in the middle seems awful for pedestrian safety, accessibility, and comfort.”**

*Segment 4 Comment (Survey)*

**“If anything, car flow needs to be increased along Aurora. I would not sacrifice this for trees or bike lanes.”**

*Segment 2 Comment (Survey)*

This overarching motivation was reflected in other common responses. For example, some comments expressed a dislike for features that put more people sitting, walking, or biking on Aurora Ave N due to the perceived lack of use for these features (e.g. increasing congestion for no reason) or lack of use due to safety and health concerns.

**“Bike lanes and bus lanes everywhere around are empty. You will only increase congestion and pollution as cars idle in traffic.”**

*Segment 4 Comment (Survey)*

**“...why constrict capacity and increase project costs for a minority of road/sidewalk [users]?”**

*Segment 2 Comment (Open House)*

**“Nobody walks along this part of Aurora unless you want to be assaulted. This part of Aurora is commuter only.”**

*Segment 3 Comment (Survey)*

**“I don’t want to walk on aurora, because of noise and pollution, why would I want to sit there to eat or drink.”**

*Segment 5 Comment (Open House)*

Addressing public safety and public health were also high priorities for many community members. Many respondents believed that changes to Aurora won't have the intended effect before these issues are addressed.

**"Use law enforcement to remove... including (but not limited to) jaywalkers, drug addicts, prostitutes, and speeding cars."**

*Segment 2 Comment (Survey)*

**"Prevent street racing, speeding, and general drugs, segment 4 has a lot of deaths."**

*Segment 4 Comment (Open House)*

**"... Address crime. Crime discourage[s] use and business development."**

*Segment 5 Comment (Survey)*

Apart from these broad reasons, bike lanes tended to be more contentious mainly because some respondents perceive that there are existing bike trails and route options on nearby streets.

**"Bike route from N 155th via Interurban, Fremont, Linden, Greenlake, Stoneway, then UW, Fremont or downtown already exists."**

*Segment 1 Comment (Open House)*

**"I am a biker myself, and I think it would be much better to add the bike lanes on parallel streets rather than straight on Aurora (it is too busy)."**

*Segment 2 Comment (Survey)*

Many respondents also supported bike lanes only if they are separated and protected from other traffic.

**"New/inexperienced/slower cyclists often ride on the sidewalk anyways - unless there is a physical barrier between traffic and the bike lane, these riders feel unsafe."**

*Segment 2 Comment (Survey)*

**"Bike lanes need to be truly separated. Paint alone is not cycling infrastructure!"**

*Segment 3 Comment (Survey)*

For vehicle lanes, the main reason for maintaining or increasing the number of lanes for cars and personal vehicles was that Aurora Ave N is a vital route for traveling north and south in Seattle.

**"Commuters in more affordable neighborhoods up north depend on Aurora daily to get to work. Don't clog traffic."**

*Segment 1 Comment (Open House)*

**"... This is a huge step backwards and will make the traffic situation untenable. We need more traffic lanes for cars, not less."**

*Segment 1 Comment (Survey)*

Some respondents expressed concern that people driving would avoid Aurora Ave N to drive on neighborhood and residential streets instead.

**“Linden to 85th is usually so slow, google suggests traffic divert to north Seattle residential streets. This makes extra noise and danger where kids play in the streets...”**

*Segment 3 Comment (Open House)*

**“Reducing travel lanes will only increase dangerous situations as people choose to travel on side streets and other parallel arteries less suited for higher traffic flow.”**

*Segment 5 Comment (Survey)*

The main reason respondents disliked keeping the existing number of vehicle lanes was a desire to de-prioritize cars and use the space for alternative modes of transportation.

**“Sacrifice second car lane so that wide sidewalks, bike lanes, dedicated bus lanes, and greenery can all fit.”**

*Segment 1 Comment (Survey)*

**“There needs [to be a reduction] in the number of lanes for general purpose vehicles. The goal should be to get people out of cars, not to support the current daily car trips.”**

*Segment 4 Comment (Survey)*

**“I think we should enable more options for people traveling and make it safer by slowing and separating vehicles... When extra width is available, it should go towards expanding the walkway and/or landscaping to add additional safety. Prioritize people, not cars.”**

*Segment 2 Comment (Survey)*

For center running bus lanes, respondents who liked them believe that center running lanes are faster and will make buses more reliable.

**“Dedicated bus lanes that aren't shared with turning vehicles will improve bus speeds, further incentivizing drivers to switch to the bus.”**

*Segment 2 Comment (Survey)*

**“I strongly prefer the center running bus lane concept. The E line is the highest ridership route in the network by far, and riders deserve a fast, reliable route to rival the light rail.”**

*Segment 1 Comment (Survey)*

Lastly, having to pick just one idea was a reason some respondents disliked the draft ideas. About 7% of total respondents had this comment, of which a third are people with negative sentiments.

**“Having bus lanes, bike lanes, sidewalks, trees and lanes for cars don't need to be exclusive of each other.”**

*Segment 5 Comment (Open House)*

**“We need wide sidewalks, bike lanes, and dedicated bus lanes. Why are these all mutually exclusive?”**

*Segment 1 Comment (Survey)*

To stay up to date on this project, [sign up for email updates](#) and visit [our website](#). If you have questions or comments, please contact us at (206) 905-3620 or [aurorastudy@seattle.gov](mailto:aurorastudy@seattle.gov).





## **Appendices**

[Appendix A: Outreach Materials](#)

[Appendix B: Open House Findings](#)

[Appendix C: Survey Findings](#)

## Appendix A: Outreach Materials

### 1. Fact sheets

- [Amharic](#)
- [Chinese \(Simplified\)](#)
- [Chinese \(Traditional\)](#)
- [English](#)
- [Korean](#)
- [Spanish](#)
- [Tagalog](#)
- [Tigrinya](#)
- [Vietnamese](#)

## 2. Flyer for student & family engagement

# Help us plan the future of Aurora Ave!

March 2024



### PROJECT DESCRIPTION

SDOT, in partnership with King County Metro, is working to come up with a new design vision for the future of Aurora Ave N. Our goal is for people to get around safely and easily no matter what kind of transportation they use.



For more information, please visit our project webpage:

[www.seattle.gov/transportation/auroraproject](http://www.seattle.gov/transportation/auroraproject)

Project Webpage

### WE WANT TO HEAR FROM YOU!

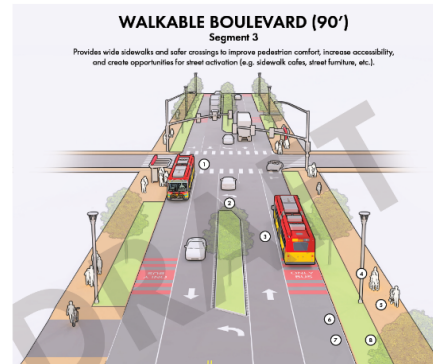
YOUR INPUT IS CRUCIAL TO SHAPING THE FUTURE OF AURORA AVE N.

With community collaboration, we were able to develop a new design vision for the corridor's future and transit services. We are conducting a survey to ask if our draft ideas incorporate your input and priorities for Aurora Ave N. Do our draft ideas reflect the feedback you've shared so far? Have we missed anything? Are we going in the right direction?

Your feedback is a crucial part of making Aurora Ave a safer street for people who walk, bike, take transit, and drive on the corridor.

**Scan the QR code** to take the survey.

The survey will be open until April 5th.



Above is an example option for Aurora Ave N which illustrates community ideas like wider sidewalks, bike lanes, or a center-running bus lane. More drawings are available on our website.

### SHARE YOUR FEEDBACK ON THE DRAFT CONCEPTS!

Your feedback brings us one step closer to a transformative design vision that enhances safety, mobility, and accessibility for all travelers.

To share your feedback, Scan the QR code.



The survey will be open until **April 5th**.

Take the Survey

### Project Contact:

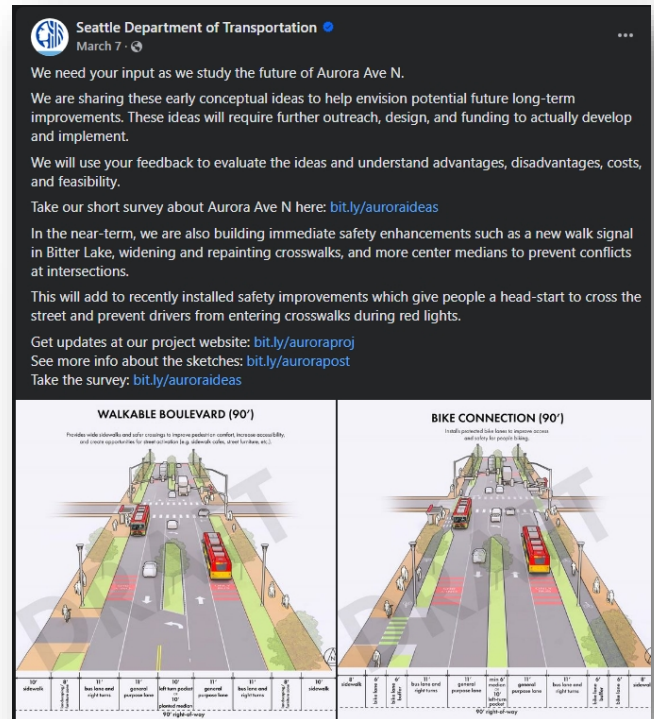
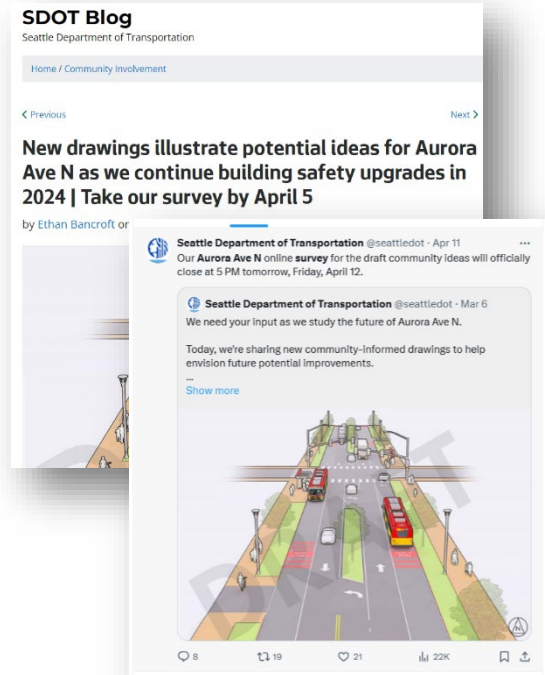
Phone: (206) 905-3620

Email: [aurorastudy@seattle.gov](mailto:aurorastudy@seattle.gov)

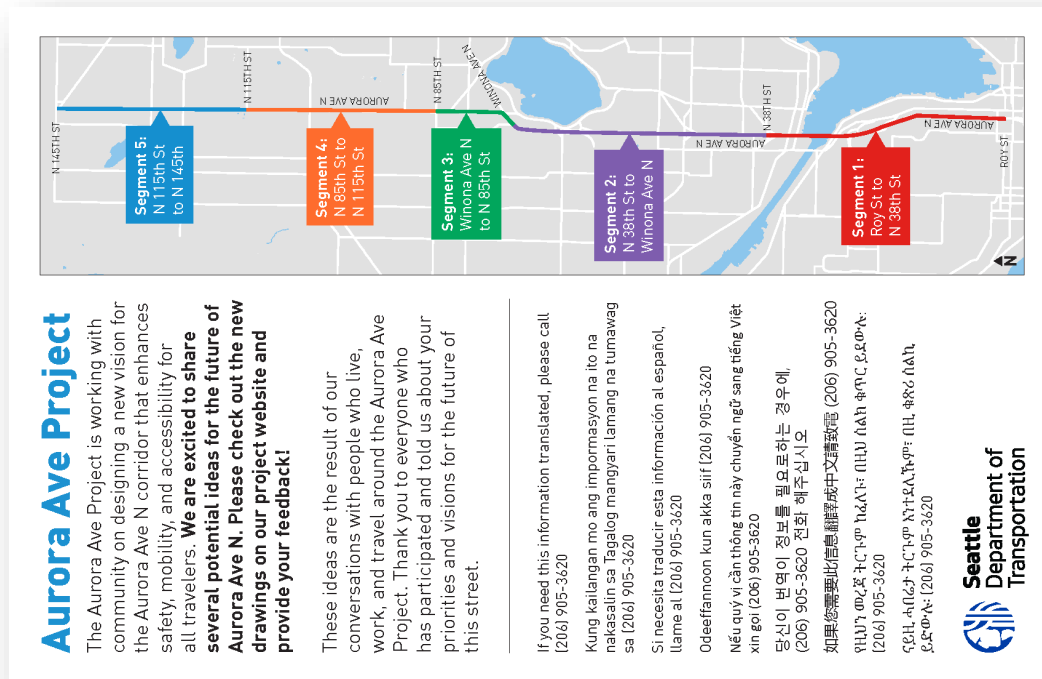
Website: [www.seattle.gov/transportation/auroraproject](http://www.seattle.gov/transportation/auroraproject)



### 3. Social media and blog posts



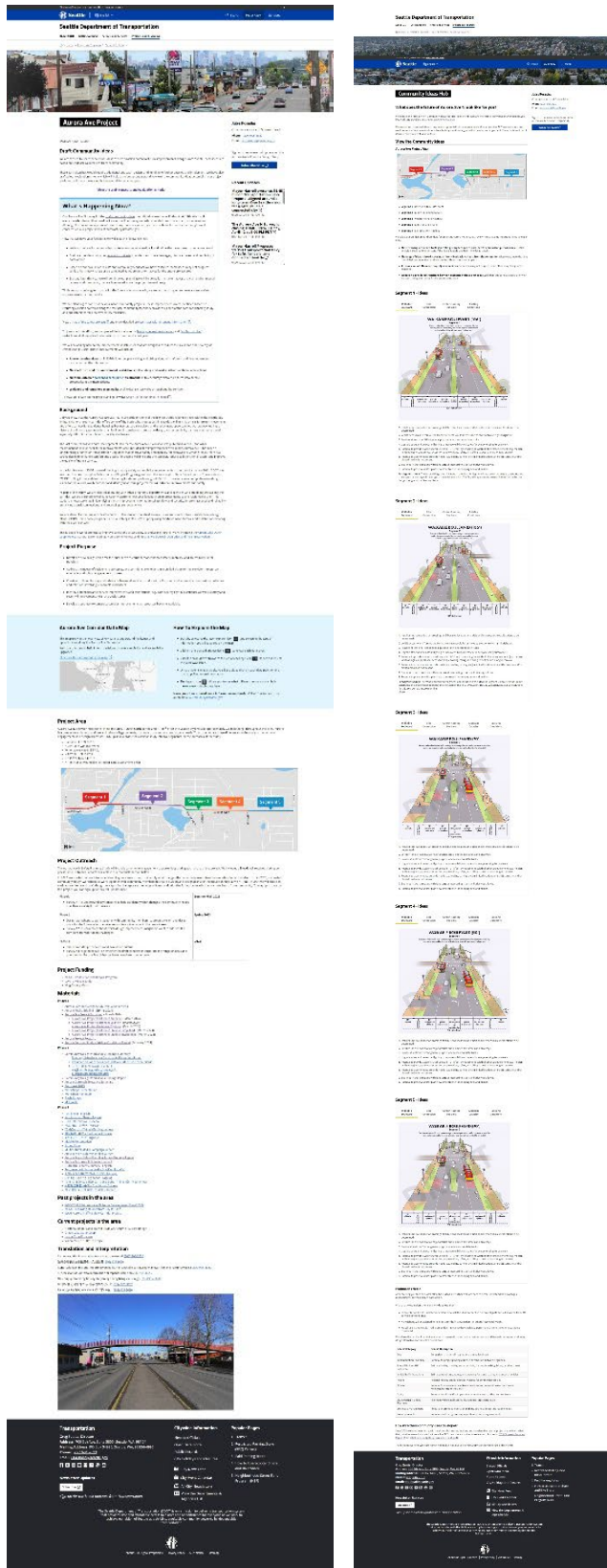
#### 4. Postcard mailer





# Outreach Report 2024

5. Print screens of project website & Community Idea Hub



## Appendix B: Open House Findings

The following key themes summarize what we heard during our 3 open houses in March 2024.

### Feature Preferences

#### *Preference Scoring*

The open house asked the same questions about feature preferences as the survey. Participants rated whether they liked or disliked the features for each segment. “I like this feature” is given a score of 1; “Neither like nor dislike” is given a score of 0; and “I dislike this feature” is given a score of -1. “I don’t know” is excluded from the analysis. Averaging these scores gave a final score from -1 to 1:

- **1** means **100%** of respondents liked this feature
- **0.5** means there are **50%** more likes than dislikes (e.g. 60% likes vs. 10% dislikes)
- **0** means responses had mixed and uncertain opinions about the feature
- **-0.5** means there are **50%** more dislikes than likes
- **-1** means **100%** of respondents disliked this feature

The open house had fewer responses (around 90) than the survey (over 6,000). It also lacked sentiment and demographic data. These limitations mean that the analysis only used the open house feedback without extra demographic and sentiment breakdowns. Segment analysis was also limited because of the small sample size for each segment.

#### *Preference Trends*

All open house feature preference scores are shown in Chart B1. Like the survey findings, the features that most people liked were “better street and pedestrian lighting,” “safe crosswalks for people walking, biking, and rolling,” “bus shelters,” “bus only lanes,” and “landscaping and trees.” These features were liked by more than 75% of participants (Chart B2).

Keeping the existing number of lanes for vehicles, wide sidewalk, green medians, and raised lines are a tier below and not as popular as the first four. They are liked by around 50-60% of open house participants, but each feature also has around 35% dislikes (Charts B1 and B2).

The features that most open house participants did not like were “bike lanes” and “center running bus only lanes,” with more than 60-65% disliking these features. However, there were also 40% of participants who liked and preferred bike lanes (Charts B1 and B2).

Chart B1: Open House Participants’ Feature Preference Score

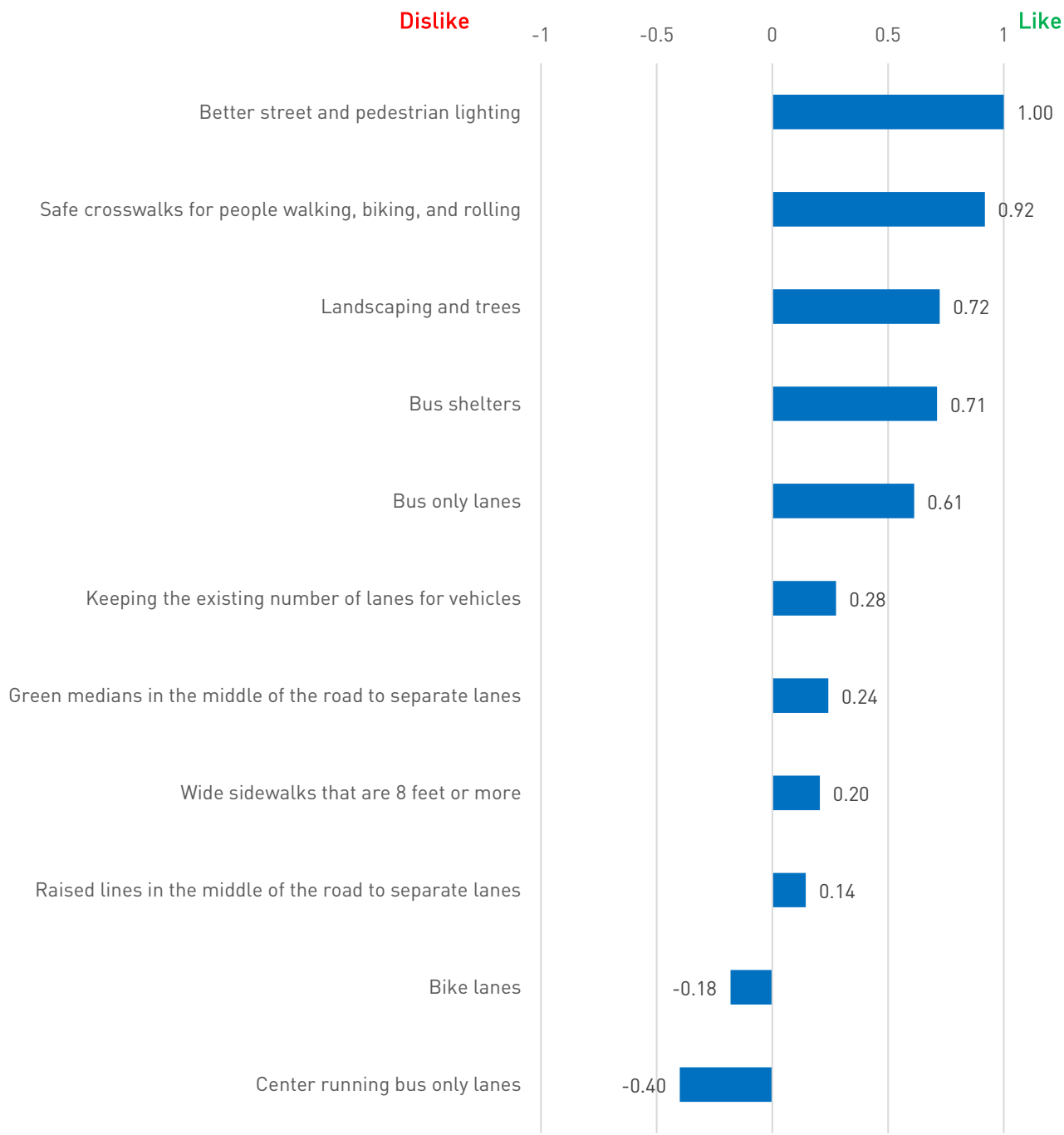
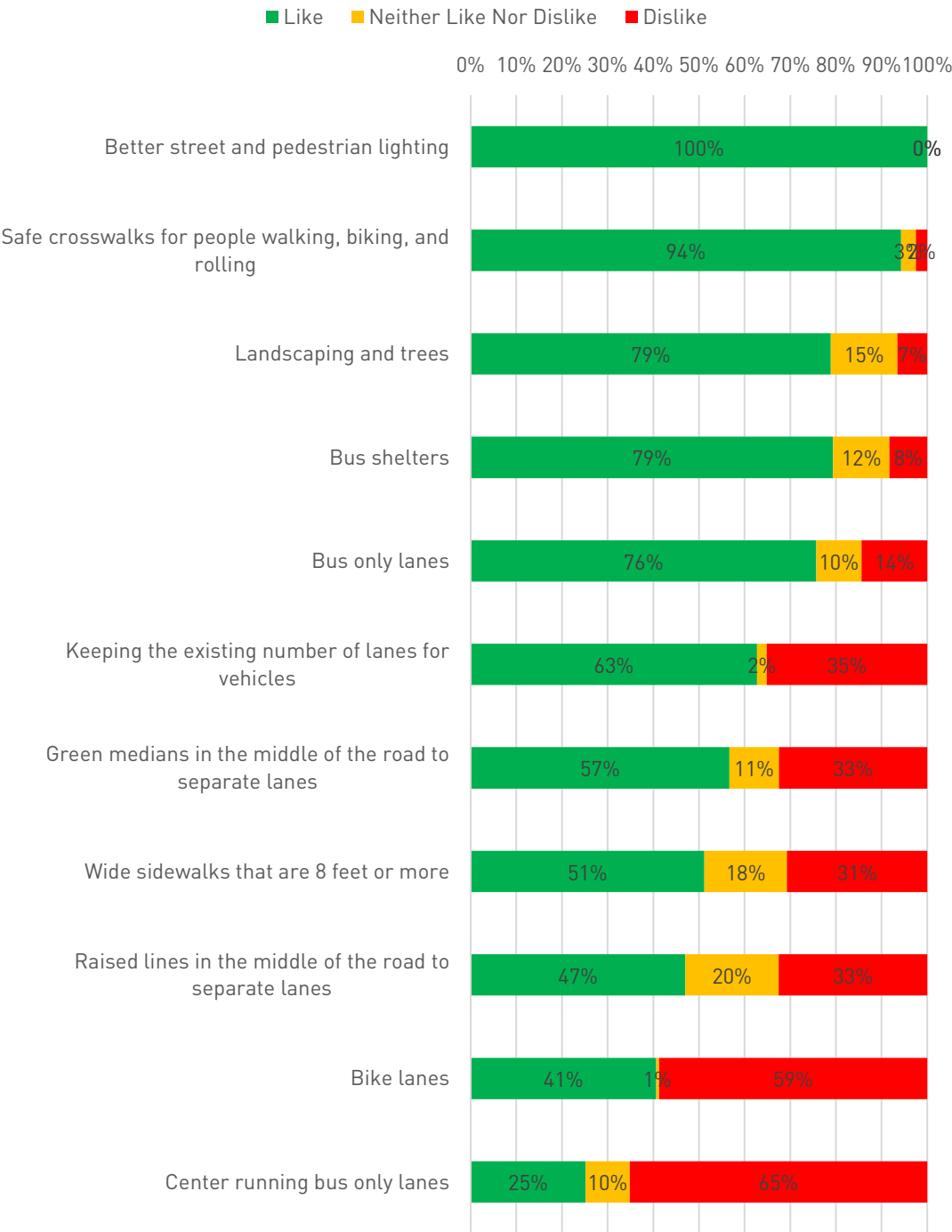


Chart B2: Percentage Likes and Dislikes of Open House Participants



## Comments

### *Comment Scoring*

The method used to examine the comments is the same as before. Comments that supported or endorsed specific themes or topics were given a score of 1. Comments that oppose a theme or topic were given a score of -1. Taking the mean of these scores produced a final approval score from -1 to 1:

- **1** means all comments support or endorse the theme and topic
- **0.5** means there are **50%** more endorsements than oppositions (e.g. 60% endorsements vs. 10% oppositions)
- **0** means responses had mixed and uncertain opinions about the theme and topic
- **-0.5** means there are **50%** more oppositions than endorsements
- **-1** means **100%** of respondents oppose or dislike this theme and topic

We gathered comments on post-it notes at the open house. Participants could also mark post-it notes to show they agreed with someone else's comment. The comments with the most marks are:

**"No bikes on aurora or center tree medians."**

7 Participants in Agreement | *Segment 4 Comment*

**"Hell no, maintain capacity"**

6 Participants in Agreement | *Segment 3 Comment*

**"Aurora is a highway, moving people and freight! Commuters depend on it."**

6 Participants in Agreement | *Segment 4 Comment*

**"No bikes on aurora or center tree medians."**

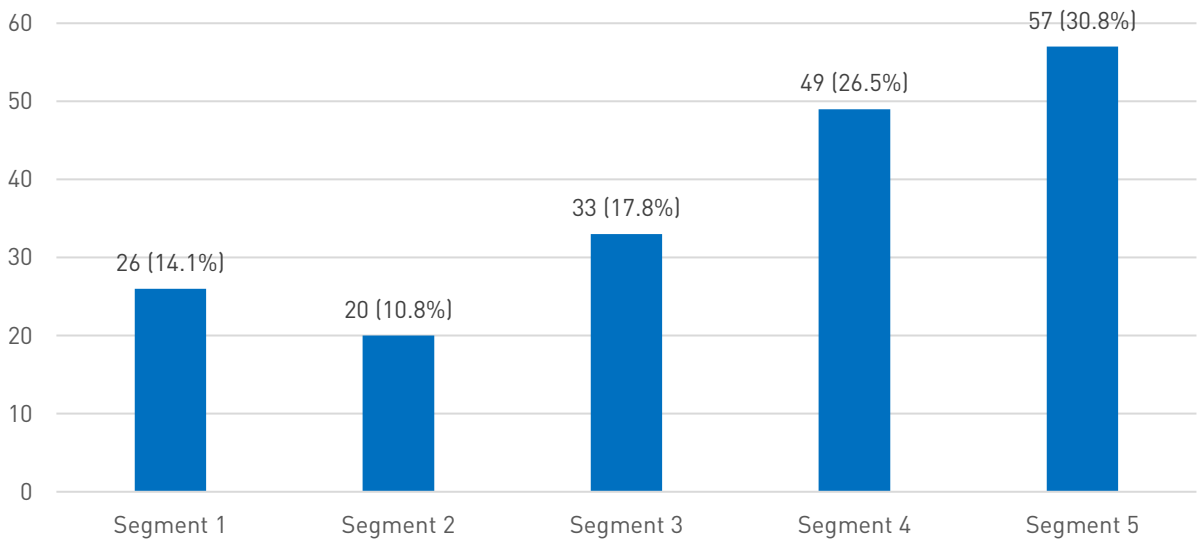
5 Participants in Agreement | *Segment 5 Comment*

As seen above, the same comment was sometimes posted across different segments. These kinds of duplicate comments across segments, as well as marks supporting a particular comment, were all counted as individual comments for our analysis. This leaves us with 185 comments across 5 segments. Segments 4 and 5 had more participation and over 55% of all comments, but once categorized into specific themes and topics, the sample size for each segment becomes too small for any meaningful analysis (Chart B3).

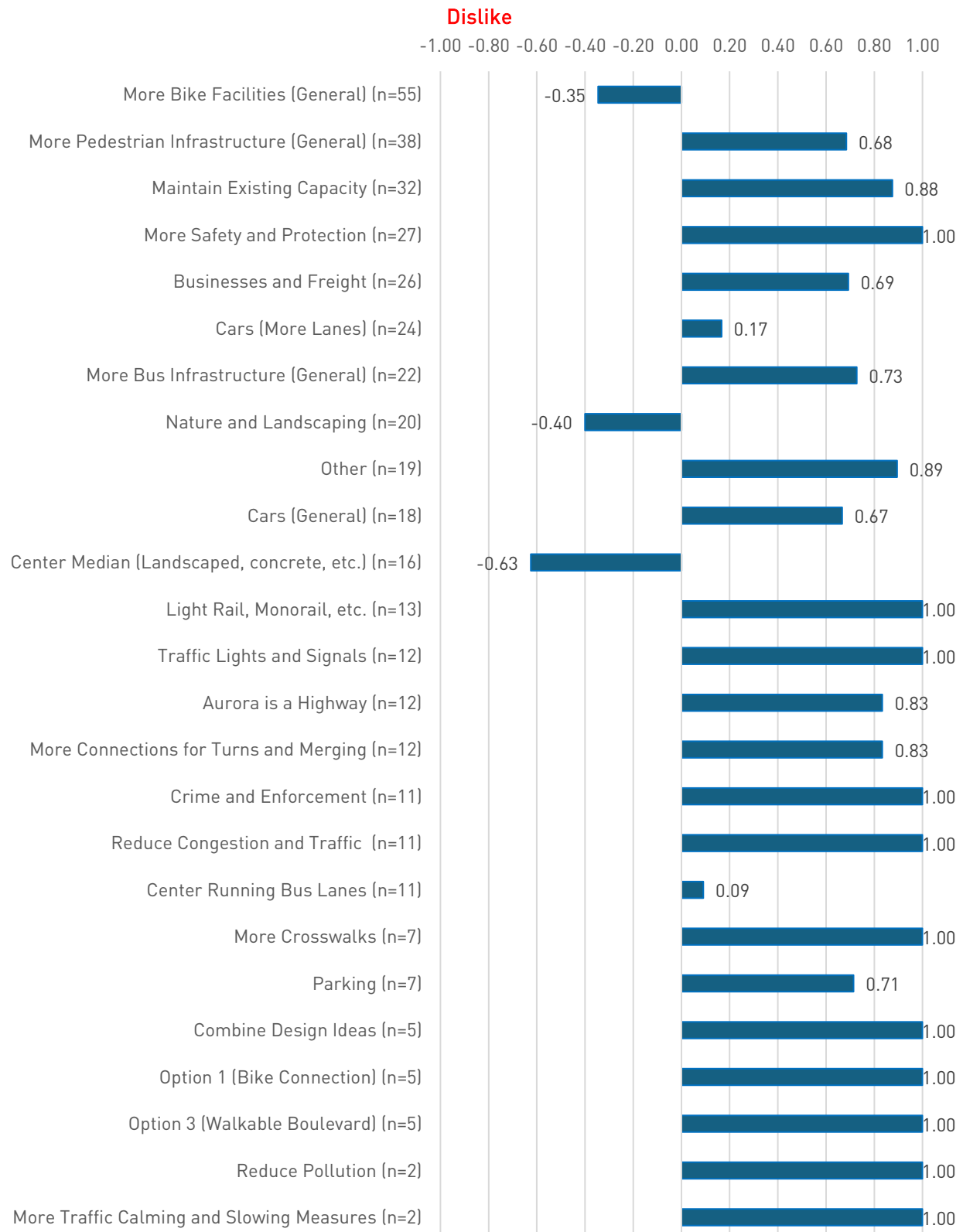
Chart B4 shows the approval score of all themes and topics in the comments organized by number of mentions. The most mentioned themes and topics and their general approval are:

- Bike Infrastructure: Some Opposition
- Pedestrian Infrastructure: Most in Support
- Maintain Capacity: Most in Support
- Safety and Protection: All in Support
- Businesses and Freight: Most in Support
- Two or More Car Lanes: Slightly in Support
- Bus Infrastructure: Most in Support
- Nature and Landscaping: Some Opposition
- Car Infrastructure: Most in Support
- Median: Most Oppose

**Chart B3: Number of Comments and Percentage of Total Comments by Segment (n=185)**



**Chart B4: Comment Score Ordered by Number of Mentions**





## Comments about People Biking

Bike infrastructure is the most top of mind for participants, but not all are in support. Like the features preferences above, there is a negative sentiment towards bike infrastructure in the comments (Chart B4 and B5).

Most comments cite existing trails and better alternatives on nearby streets as the reason they are against bicycles on Aurora.

**“Bike route from N 155th via Interurban, Fremont, Linden, Greenlake, Stoneway, then UW, Fremont or downtown already exists.”**

*Segment 1 Comment*

**“There's a bike friendly route on Fremont Ave, at least south of 85th.”**

*Segment 3 Comment*

**“I would prefer bike improvements along more scenic, quieter, lower-traffic routes than SR-99.”**

*Segment 5 Comment*

Two comments talked about limited usage as reasons they are against bike lanes.

**“...why constrict capacity and increase project costs for a minority of road/sidewalk [users]?”**

*Segment 2 Comment*

**“...bikes and buses only work for some.”**

*Segment 1 Comment*

A few participants are also concerned about the interaction between people on bikes, people walking, and bus riders.

**“Bike lanes travelling through bus stop-board and deboard areas is unsafe - will be added risk to transit users and bicyclists.”**

*Segment 3 Comment*

**“Bikers don't yield to pedestrians.”**

*Segment 2 Comment*

**“How do bikes interact with center running bus lane[?]”**

*Segment 5 Comment*

The comments that support bikes and bike lanes are broad. They simply prioritize non-vehicle modes of transportation and just prefer bike lanes.

**“I like the options that reduce car lanes in favor pedestrian and biking.”**

*Segment 3 Comment*

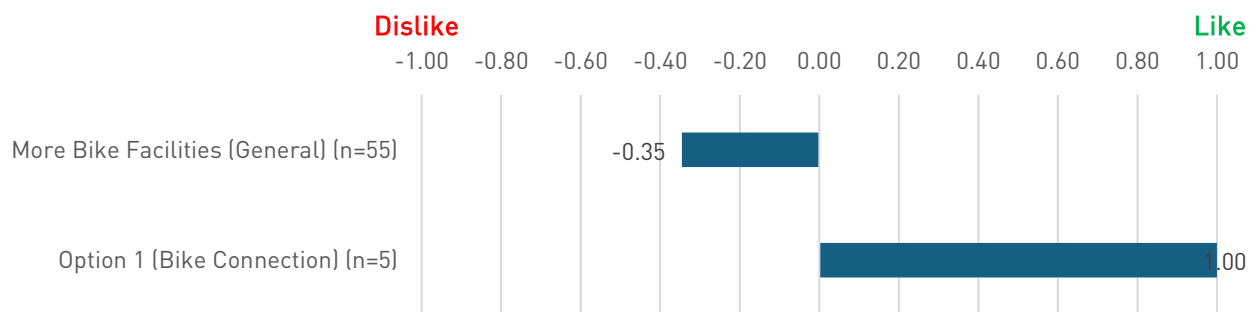
**“Walkable boulevard and bike connection! Especially around Greenlake, bike and pedestrian safety access should be priorities.”**

*Segment 3 Comment*

**“The bike connection option is ideal.”**

*Segment 4 Comment*

**Chart B5: Comment Score of Bicycle Related Comments**



### Comments about People Walking

Safety and infrastructure improvements for people walking are important to most participants, and were the second most common theme in the comments. However, many people do not provide much reasoning beyond saying that there is a need to prioritize people over cars (Chart B4 and B6).

**“Add sidewalks needed for any remodel.”**

*Segment 3 Comment*

**“The walkable boulevard is the best idea of all of them.”**

*Segment 2 Comment*

**“Everyone is a pedestrian, are we still at the top of your transportation pyramid[?].”**

*Segment 5 Comment*

**“All options that prioritize people and reduce car lanes are great.”**

*Segment 4 Comment*

Some participants singled out additional crossings as a particular need.

**“[Add lighted crosswalks]. Enforce jaywalking laws.”**

*Segment 1 Comment*

**“Improve the pedestrian crossings and lighting to make it safer.”**

*Segment 2 Comment*

**“... We need good crossings every 1/4 mile.”**

*Segment 5 Comment*

A couple of participants support pedestrian crossings and sidewalks but in combination with other accompanying safety or business improvements.

**“Improve the pedestrian crossings and lighting to make it safer.”**

*Segment 2 Comment*

**“Make segment 4 for pedestrians. We want more businesses to walk to and enjoy, it's an urban village.”**

*Segment 4 Comment*

**“Put sidewalks where there are none. Completely eliminated prostitution... graffiti... crime on Aurora Avenue.**

*Segment 5 Comment*

Public health, safety, and pollution were the biggest concerns for people who are against infrastructure improvements for people walking. They don't believe the changes will lead to the improvements as intended.

**“I don't want to walk on aurora, because of noise and pollution, why would I want to sit there to eat or drink.”**

*Segment 5 Comment*

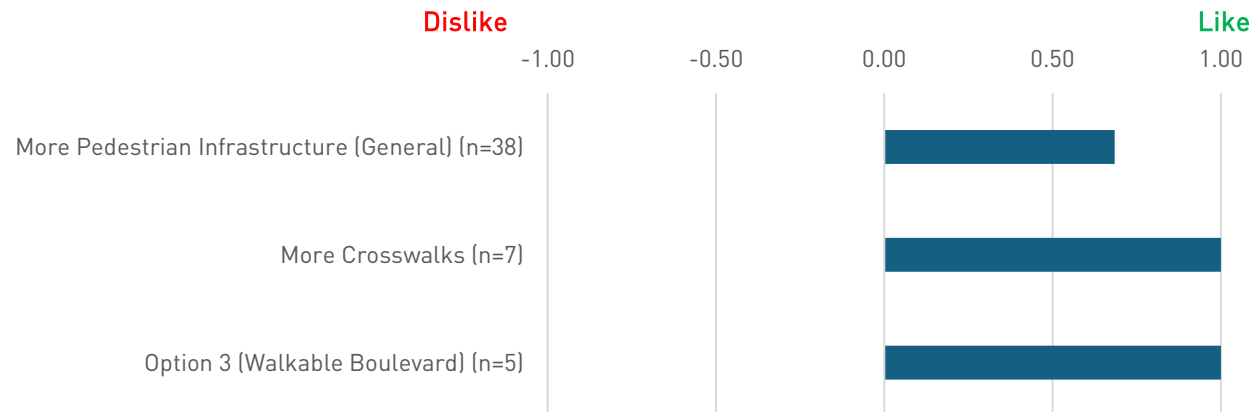
**“...wider sidewalks would allow room for campers!”**

*Segment 1 Comment*

**“[The only people who will use the walkable boulevard on Aurora] are homeless drug addicts.”**

*Segment 1 Comment*

**Chart B6: Comment Score of Pedestrian Related Comments**



### Comments about Buses and Transit

A lot of comments advocated for the importance of buses and bus only lanes. Smoother and faster service were mentioned most frequently (Chart B7).

**“[Imagine] buses being faster than cars.”**

*Segment 5 Comment*

**“[Bus] only lanes that isn't impacted by traffic would be fantastic.”**

*Segment 5 Comment*

**“...buses should get priority.”**

*Segment 5 Comment*

Some comments against buses cite limited accessibility as a main reason.

**“Not everyone can bus.”**

*Segment 1 Comment*

**“...bikes and buses only work for some.”**

*Segment 1 Comment*

Center-bus lanes were more controversial; some see it as a good idea.

**“I would love to see center bus lanes with only one car lane each way...”**

*Segment 2 Comment*

**“I like prioritizing buses with the center lane, but other lanes [should be reduced to improve] the experience.”**

*Segment 1 Comment*

Others dislike the idea because they are hesitant to board and disembark the bus in the middle of the road.

**“Do not want to get off bus in middle of road with a stroller and distracted by crying baby.”**

*Segment 5 Comment*

**“Do not want to exit a bus in the middle of a road.”**

*Segment 2 Comment*

A few respondents also want more research and information before deciding.

**“[For center running bus lanes, where] have they been used? Safety record on the vs. non-center bus lanes. How easy have they been for people of many abilities to use them[?]”**

*Segment 5 Comment*

**“Is there data to support improved safety of center bus lane?”**

*Segment 2 Comment*

Respondents also called for light rail and prioritizing transit, but not at the expense of traffic on the roads.

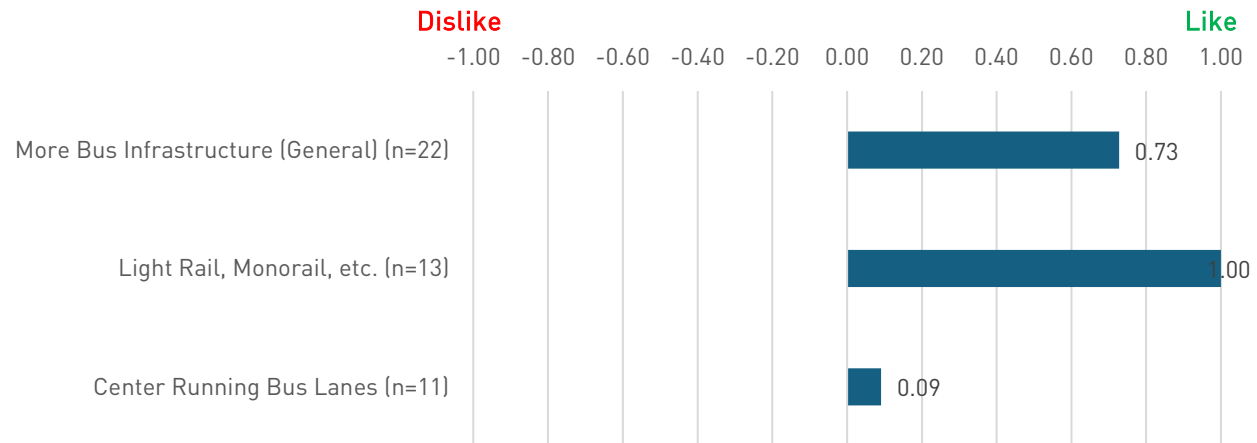
**“Cut and cover, light rail or elevated, multi-use trail separate from traffic...”**

*Segment 4 Comment*

**“I support improved public transit but not at the expense of existing traffic lanes, please do not sacrifice current capacity for other features.”**

*Segment 3 Comment*

**Chart B7: Comment Score of Bus and Transit Related Comments**



### Comments about Personal Vehicles

Maintaining vehicle capacity is particularly important for commenters, being the third most commented theme in the comments (Chart B4).

The main reasons cited by commenters is that Aurora Ave N is an important arterial moving commuters and freight, and any changes would increase congestion and traffic.

**“Commuters in more affordable neighborhoods up north depend on aurora daily to get to work. Don't clog traffic.”**

*Segment 1 Comment*

**“I support improved public transit but not at the expense of existing traffic lanes, please do not sacrifice current capacity for other features”**

*Segment 3 Comment*

**“Aurora is a highway, moving people and freight! Commuters depend on it.”**

*Segment 4 Comment*

Another concern and reason for maintaining capacity is the fear of traffic diverting into neighborhoods residential streets.

**“Keep capacity. Hwy 99 is already a traffic mess. Traffic needs better flow. Time the lights better, most drivers will divert to residential streets...”**

*Segment 1 Comment*

**“Linden to 85th is usually so slow, google suggests traffic divert to north Seattle residential streets. This makes extra noise and danger where kids play in the streets...”**

*Segment 3 Comment*

To many, the solution is not limiting turns off Aurora Ave N. Having turn lanes as an option is important for people as well.

**“Allow left and right turns, make aurora part of the grid - not a car sewer...”**

*Segment 5 Comment*

Participants have mixed feelings in the comments about maintaining two or more car lanes. People in support of reducing capacity generally focus on reducing car lanes and prioritize the safety of people walking or biking on Aurora Ave N (Chart B8).

**“All options that prioritize people and reduce car lanes are great... Please do no maintain the number of lanes.”**

*Segment 4 Comment*

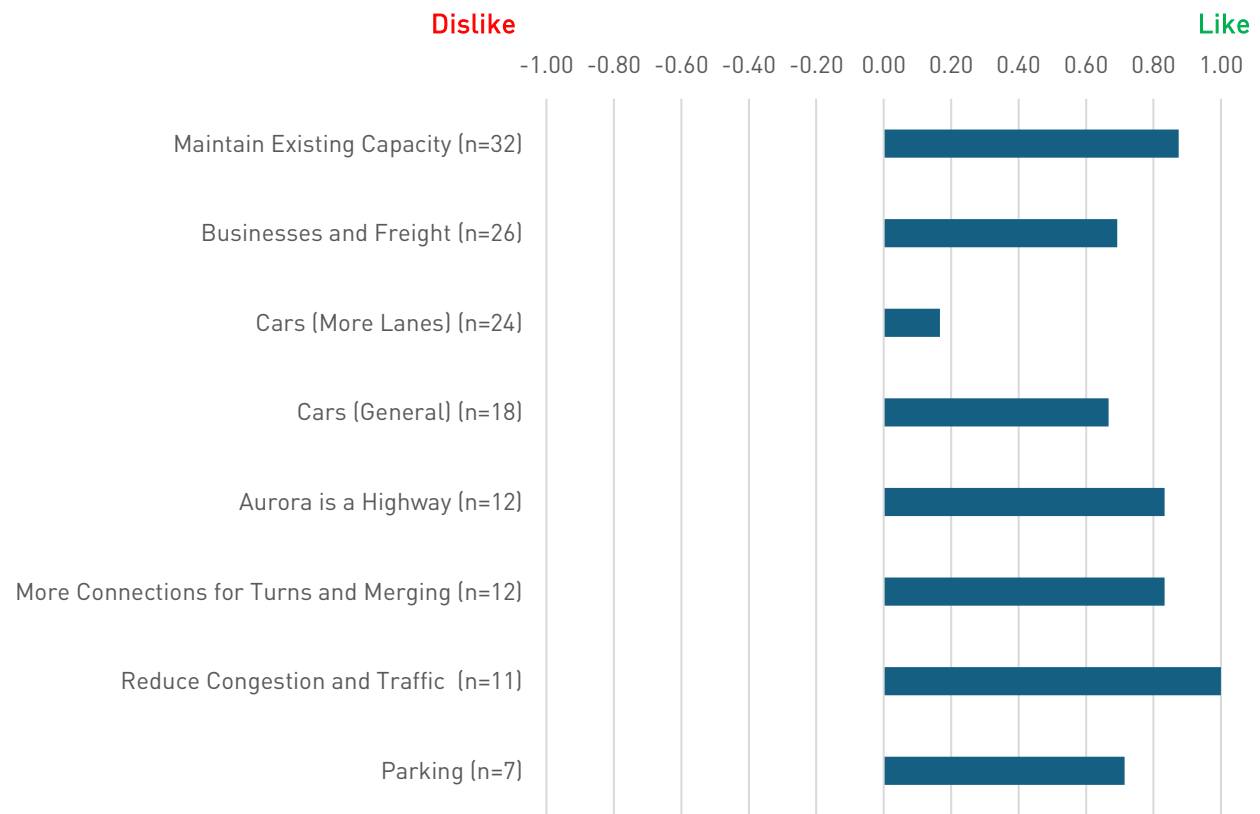
**“Too many car lanes, it would be unpleasant or dangerous to walk or bike etc.”**

*Segment 1 Comment*

**“I like the options that reduce car lanes in favor pedestrian and biking.”**

*Segment 3 Comment*

**Chart B8: Comment Score of Personal Vehicle Related Comments**





## Other Comment Themes

Other common comment themes are safety and protection from traffic, which is generally a justification for more pedestrian protection and infrastructure.

**“Slowing cars and increasing safety should be the priority. I want a safe place to live along.”**

*Segment 3 Comment*

**“Prioritize elderly and disabled in all conversations. They are truly vulnerable and need protection from all modes of traffic.”**

*Segment 1 Comment*

**“It would be nice to not have segment 4 be the center of traffic deaths on aurora because there is no safe space to walk.”**

*Segment 4 Comment*

**“Safety for pedestrians is important, lighting is important, buses should get priority.”**

*Segment 5 Comment*

Public health and safety issues on Aurora Ave N (and the perceived need for enforcement) were also major reasons that people feel unsafe along the corridor.

**“Walkable boulevard on Aurora, the only people who will [use] it are homeless drug addicts.”**

*Segment 5 Comment*

**“Completely eliminated prostitution on Aurora Avenue.”**

*Segment 5 Comment*

**“Eliminate graffiti on the streets, businesses, speed plates, etc. on Aurora Avenue.”**

*Segment 5 Comment*

**“Prevent street racing, speeding, and general drugs, segment 4 has a lot of deaths.”**

*Segment 5 Comment*

Landscaping and green medians are generally disliked by open house participants. Complaints include perceived lack of maintenance and taking capacity from other features.

**“Not sure pedestrian median can be maintained, may create a visibility issue.”**

*Segment 2 Comment*

**“What the hell is furniture doing in this conversation? Bus benches ok, anything else is unnecessary.”**

*Segment 1 Comment*

**“Keep the medians clear, adding gardens takes up needed space for capacity and encourages jaywalkers.”**

*Segment 1 Comment*

One comment highlights how landscaping could lead to a more attractive neighborhood for developers.

**“Landscaping will attract development. [It’s a] must have.”**

*Segment 5 Comment*

Improved lights and signals, for both cars and people walking, are mentioned in the comments as ways to improve safety and reduce congestion.

**“Add better lights, especially at crosswalks and bus stops.”**

*Segment 5 Comment*

**“Improve the pedestrian crossings and lighting to make it safer.”**

*Segment 5 Comment*

**“Traffic needs better flow. Time the lights better...”**

*Segment 5 Comment*

**“...use AI technology to make the buses get through the light efficiently but use the walkable boulevard design without bus only lanes.”**

*Segment 5 Comment*

Some commentors disliked the draft ideas because they didn’t want to choose between the design options, but rather combine them, as they feel all features are needed.

**“I would like to see options for bus and bike not a choice of one or the other.”**

*Segment 5 Comment*

**“I would like to see both bus and bike lanes not an either/or choice, less car lanes.”**

*Segment 5 Comment*

**“Having bus lanes, bike lanes, sidewalks, trees and lanes for cars don't need to be exclusive of each other.”**

*Segment 5 Comment*

Other less common themes that came up in the comments include pollution on Aurora Ave N that makes the road less hospitable, confusion about some of the features listed, and displacement of drivers.

**“I don’t want to walk on aurora, because of noise and pollution, why would I want to sit there to eat or drink.”**

*Segment 5 Comment*

**“Please define what raised lanes means. Staff person told me it means like a barrier, this was not clear to us at all.”**

*Segment 5 Comment*

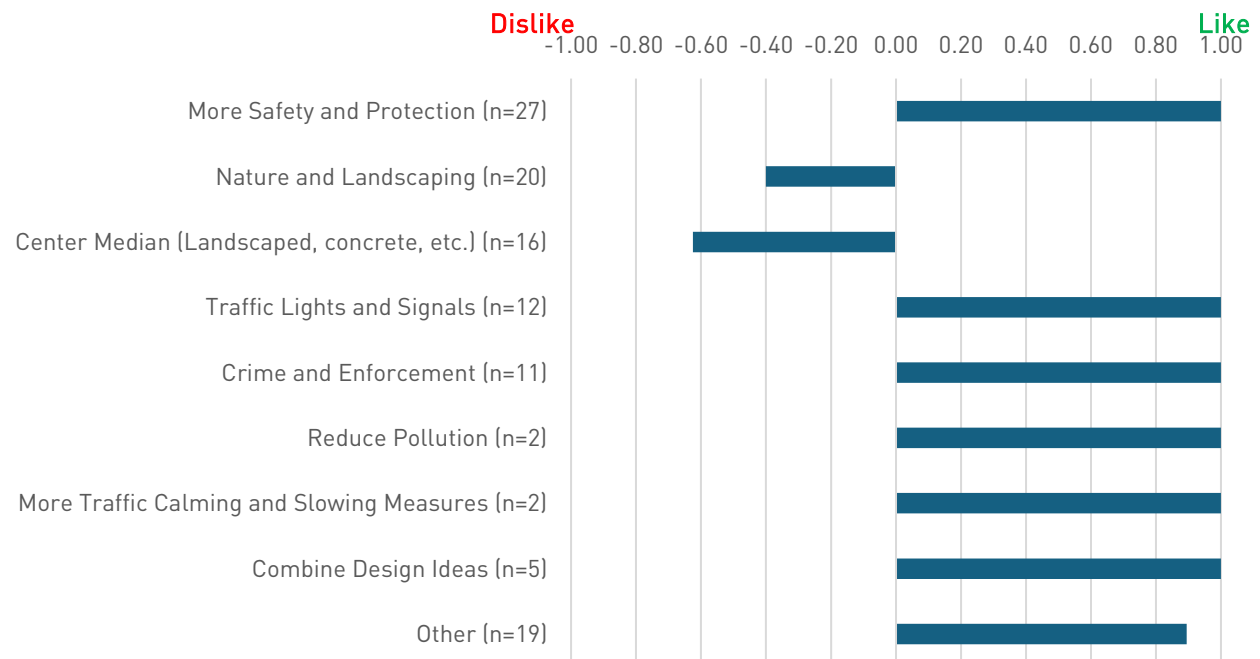
**“The people in the affluent areas around green lake want a pretty, walkable Aurora. But pushes commuters from more affordable neighborhoods [out].4”**

*Segment 5 Comment*

**“Segment 5 is only 90' wide, but [segments 1 and 2] is 106 ft wide. Not fair.”**

*Segment 5 Comment*

**Chart B9: Comment Score of Other Road Improvement and Priorities.**



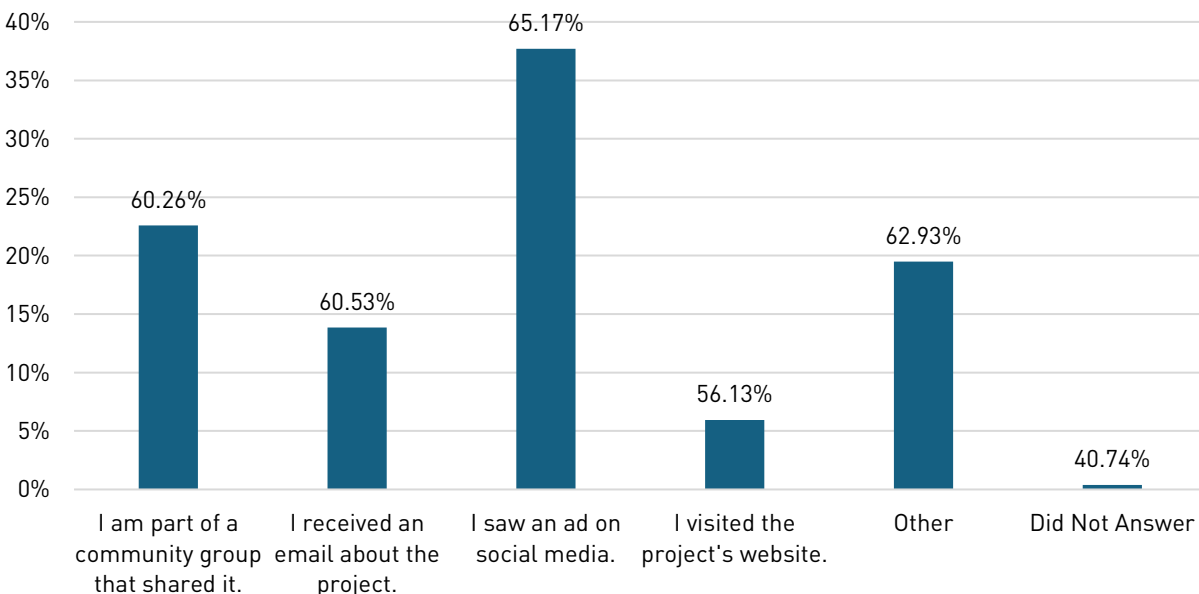
## Appendix C: Survey Findings

8,646 people took the survey and 6,860 completed the survey, a 79% completion rate. We consider a survey “completed” if the respondent filled out information about at least one of the five segments of Aurora Ave N.

Of the 6,860 completes, 99% (6,771) were completed in English. 45 surveys were completed in Chinese, 23 were completed in Spanish, 21 were completed in Amharic, and 0 in Tagalog.

Around 60% of respondents discovered the survey thorough a social media ad or from a community group. Among responses for ‘Other’: friends and family, and social media posts (not ads) are the most popular channels (Chart A1).

**Chart A1: How respondents found out about the survey (n=6,860)**



### Overall Sentiment

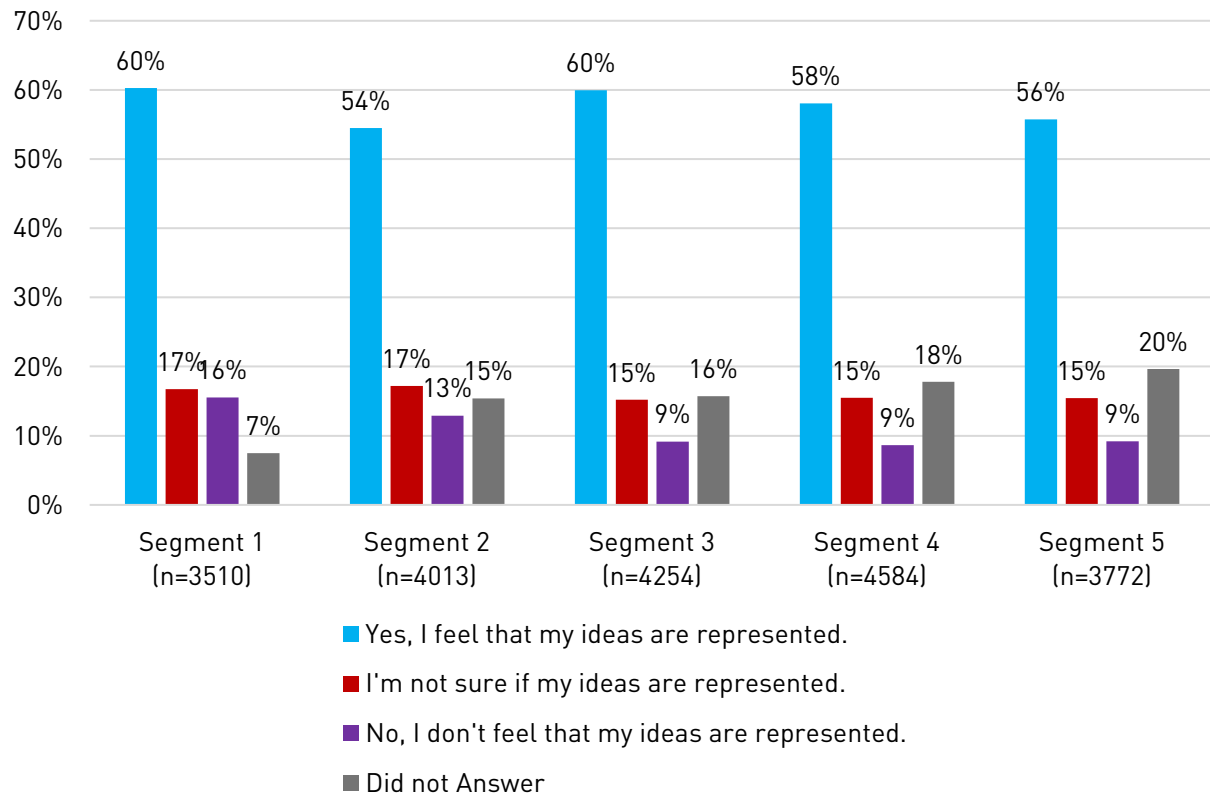
#### *Scoring and Categorization*

The goal of the survey was to determine if the design ideas are representative of the vision and feedback of the community. To achieve this, the focus of the analysis is on respondents’ answers to the question “Do you feel that at least one of our draft designs reflects your ideas or priorities for Segment X?” Respondents were asked to choose from 3 options after seeing the design ideas:

- Yes, I feel that my ideas are represented
- I’m not sure if my ideas are represented
- No, I don't feel that my ideas are represented

Chart A2 below shows the responses by segment. About 60% of each segment feel that their ideas are reflected, 15% are not sure, and 10-15% feel that their ideas are ignored. The chart also shows segment 4 has the most feedback with 4,584 responses, and segment 1 with the fewest at 3,510 responses. (Some people filled out more than one section of the survey, completing multiple segments.)

**Chart A2: Draft Design Relevance by Segment**



As respondents can provide answers to more than one segment, to understand their general sentiment, their responses for each segment are aggregated. “Yes, I feel that my ideas are represented” is given a score of 1, “I’m not sure if my ideas are represented” is given a score 0, and “No, I don’t feel that my ideas are represented” is given a score of -1. Averaging these scores gave a final sentiment score from -1 to 1. Using this sentiment score we categorized respondents into 3 groups.

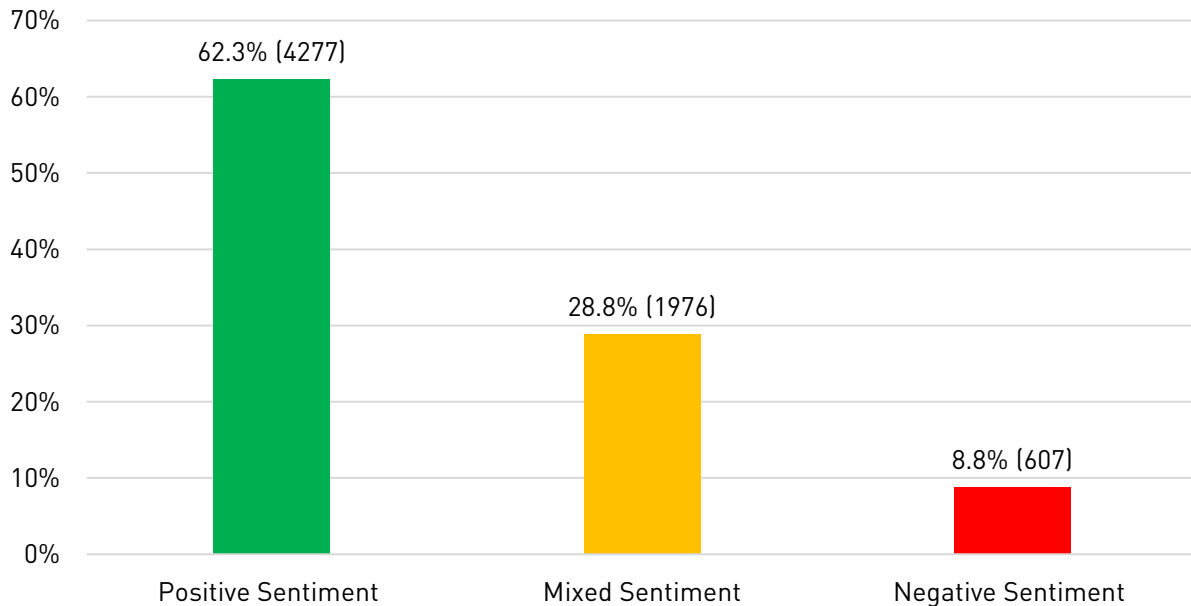
**Positive Sentiment** - These respondents have a score of 1 to 0.5, meaning they selected “Yes, I feel that my ideas are represented” for all or most of the segments they reviewed.

**Mixed and Uncertain Sentiment** - These respondents have a score of 0.49 to -0.49, meaning they selected “I’m not sure if my ideas are represented” for all or most of the segments they reviewed. Or in rare cases, respondents selected “Yes, I feel that my ideas are represented” for some segments, and “No, I don’t feel that my ideas are represented” for others. Respondents that did not provide an answer were also sorted into this category.

**Negative Sentiment** - These respondents have a score of -0.5 to -1, meaning they selected “No, I don’t feel that my ideas are represented” for all or most of the segments they reviewed.

The results show most respondents (62%) like the design ideas, a few (9%) dislike them, and more than a quarter (28%) are unsure or have mixed feelings (Chart A3). By segment, chart A3 shows a similar distribution to chart A2, except for the unsure or mixed group, which is larger because it also counts those who didn’t answer.

**Chart A3: Respondent Sentiment Group Size (n=6,860)**



### Behavior and Demographics Differences

Demographically and behaviorally the differences between the three sentiment groups are:

#### **Positive Sentiment**

- Leans younger compared to the other two groups (Chart A4)
- Zip codes with the most positive attitudes are north of Aurora Ave N (around the 98133 zip code) and outside of Seattle.
- More people who ride the bus, ride bikes, or walk (Chart A12)

#### **Mixed and Uncertain Sentiment**

- Slightly older compared to the positive sentiment group (Chart A4)
- Slightly higher representation of people with disabilities (Chart A7)
- More likely to be east and south of Aurora Ave N. Areas of note in Seattle are West Seattle, Queen Anne, and Broadview (Chart A10).
- Slightly more people who ride the bus, ride bikes, or walk (Chart A12)

### ***Negative Sentiment***

- Older (Chart A4)
- Fewer women (Chart A5)
- Higher representation of people who are Black, Indigenous, or people of color (BIPOC), LGBTQ, and people with disabilities (Charts A5, A6, and A7)
- More likely to live outside of the Aurora Ave Project area. Areas of note within Seattle are Magnolia, South Seattle, and Alki (Charts A8 and A11).
- More truck and commercial vehicle drivers (Chart A12)
- More likely to use Aurora Ave N during off-peak hours (Chart A13)

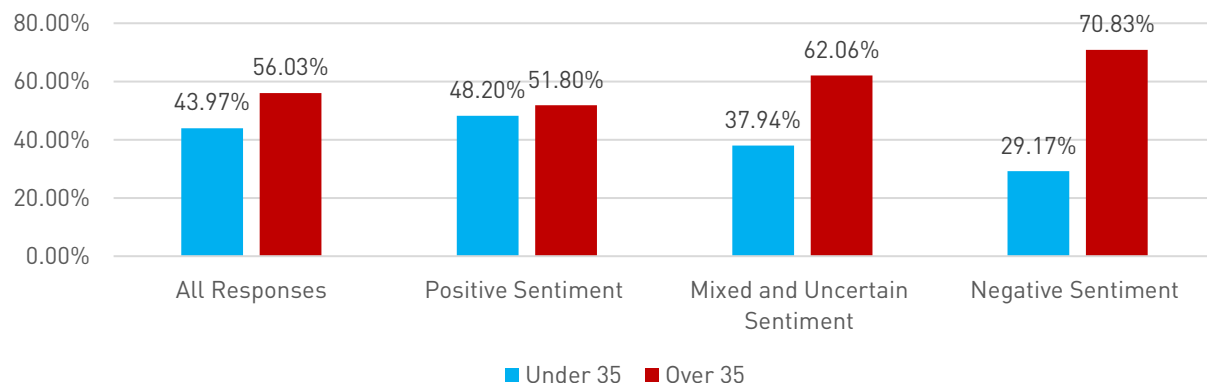
Similarities between the three groups include that around 85% of respondents among all three sentiment groups drive through the corridor and travel during the afternoon/evening (3 – 7 PM) (Charts 12 and 13).

White, male, and older respondents are overrepresented in the survey, based on data from the 2020 American Community Survey (ACS).

- The median age of residents along Aurora Ave is 35, 56% of survey respondents are over 35. (Chart A4)
- The gender distribution of the project area is around 50/50, excluding gender identities beyond male and female. In the survey, we have 20% more male respondents than female respondents. (Chart A5)
- According to the census data only around 70% of residents along Aurora Ave identify as white, while 76% of survey respondents identify as white. (Chart A6)

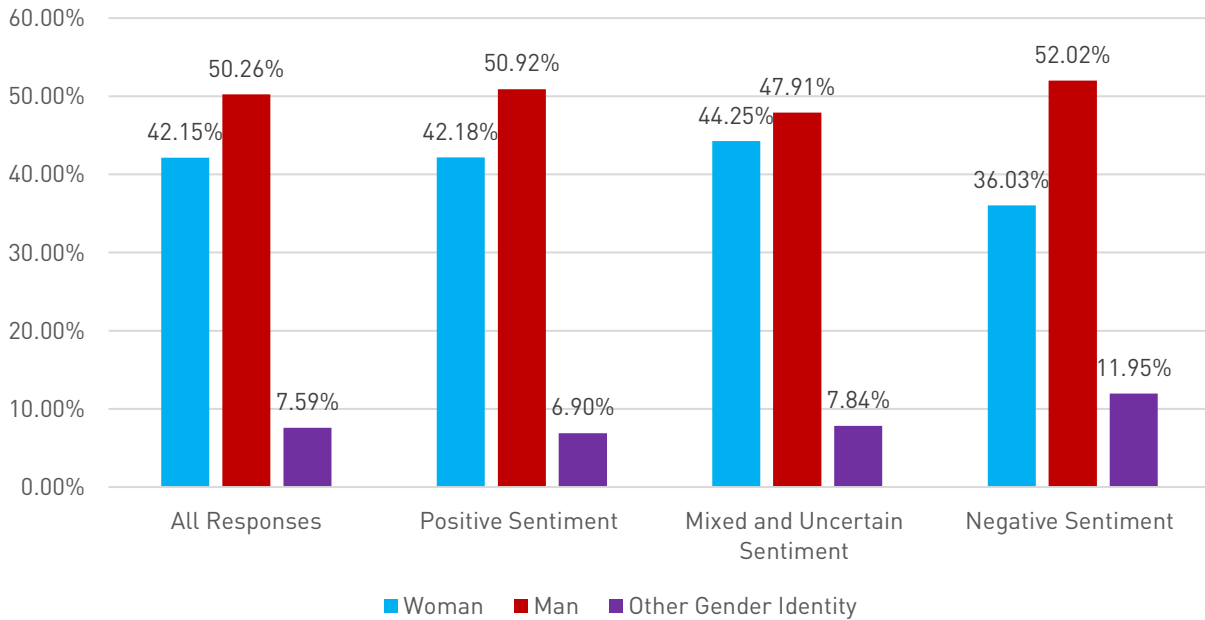
The charts below only highlight the responses that shared their demographic information. Responses where they did not answer the question or selected “I’d rather not say” are excluded.

**Chart A4: Respondent Age (n=6,204)**

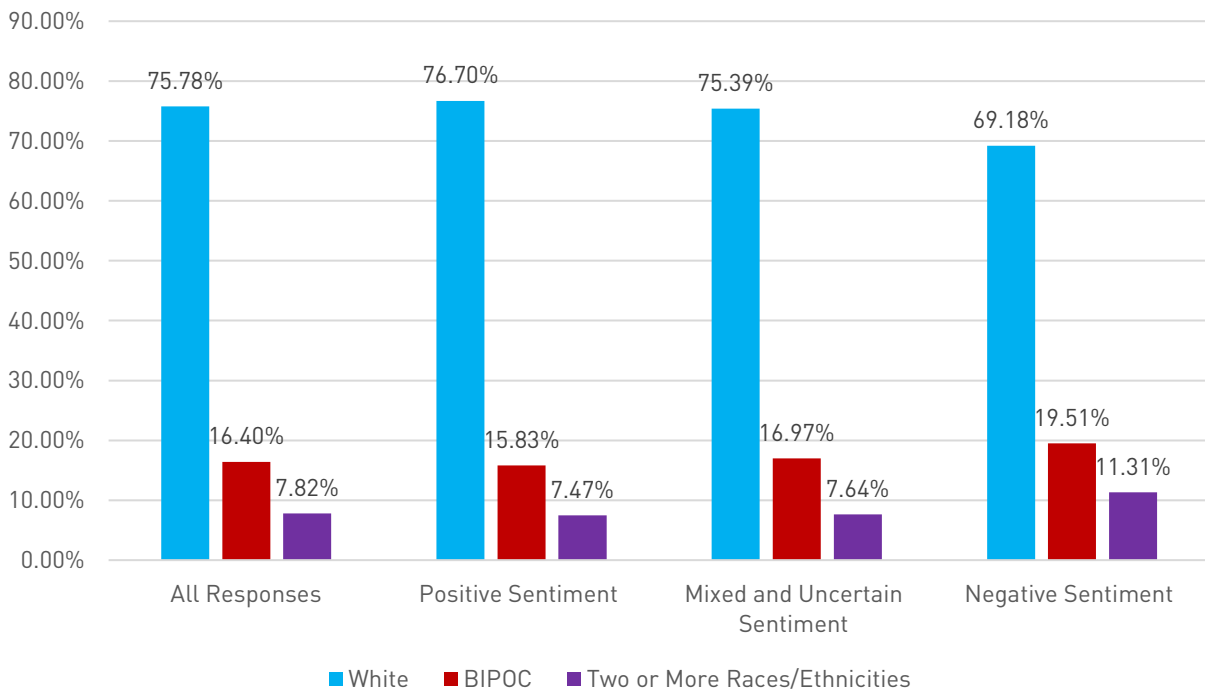




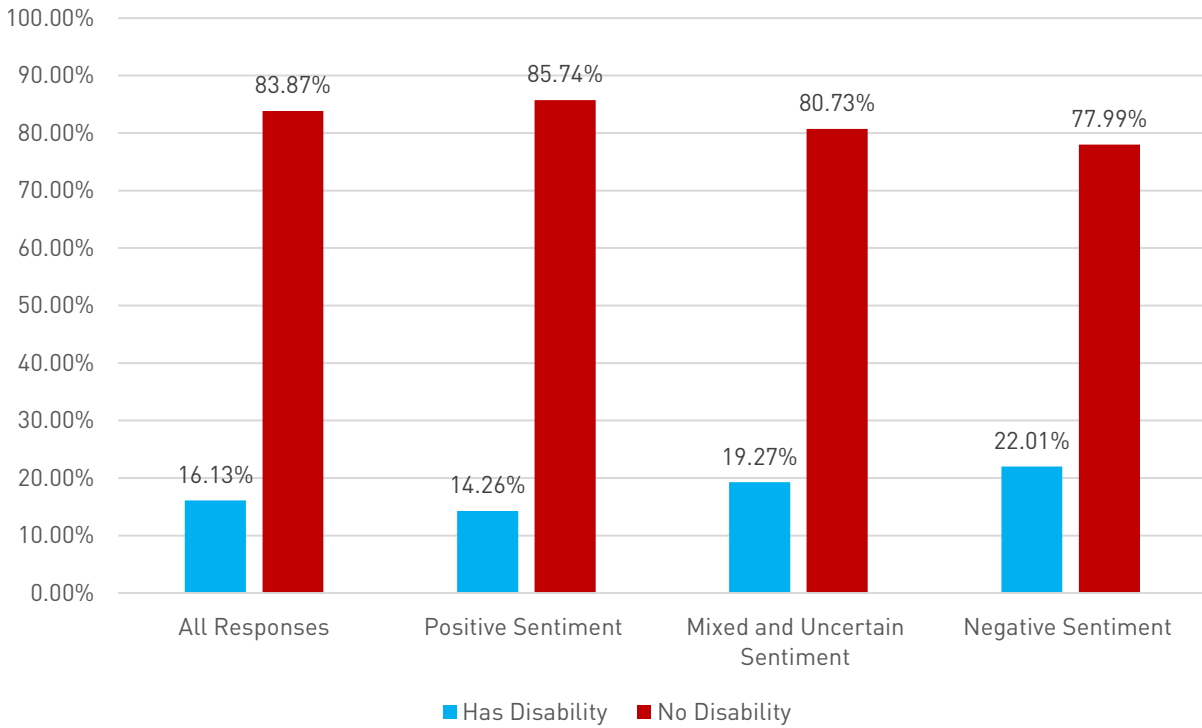
**Chart A5: Respondent Gender Identity (n=6,283)**



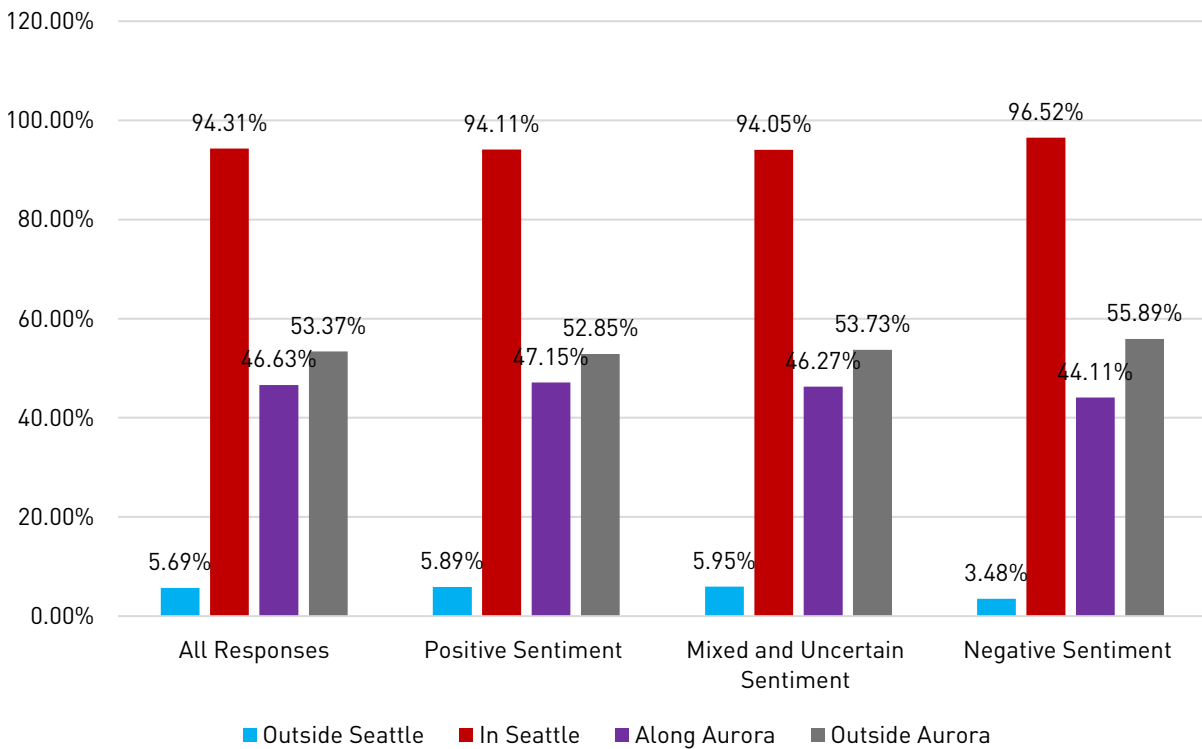
**Chart A6: Respondent Race and Ethnicity (n=5,653)**



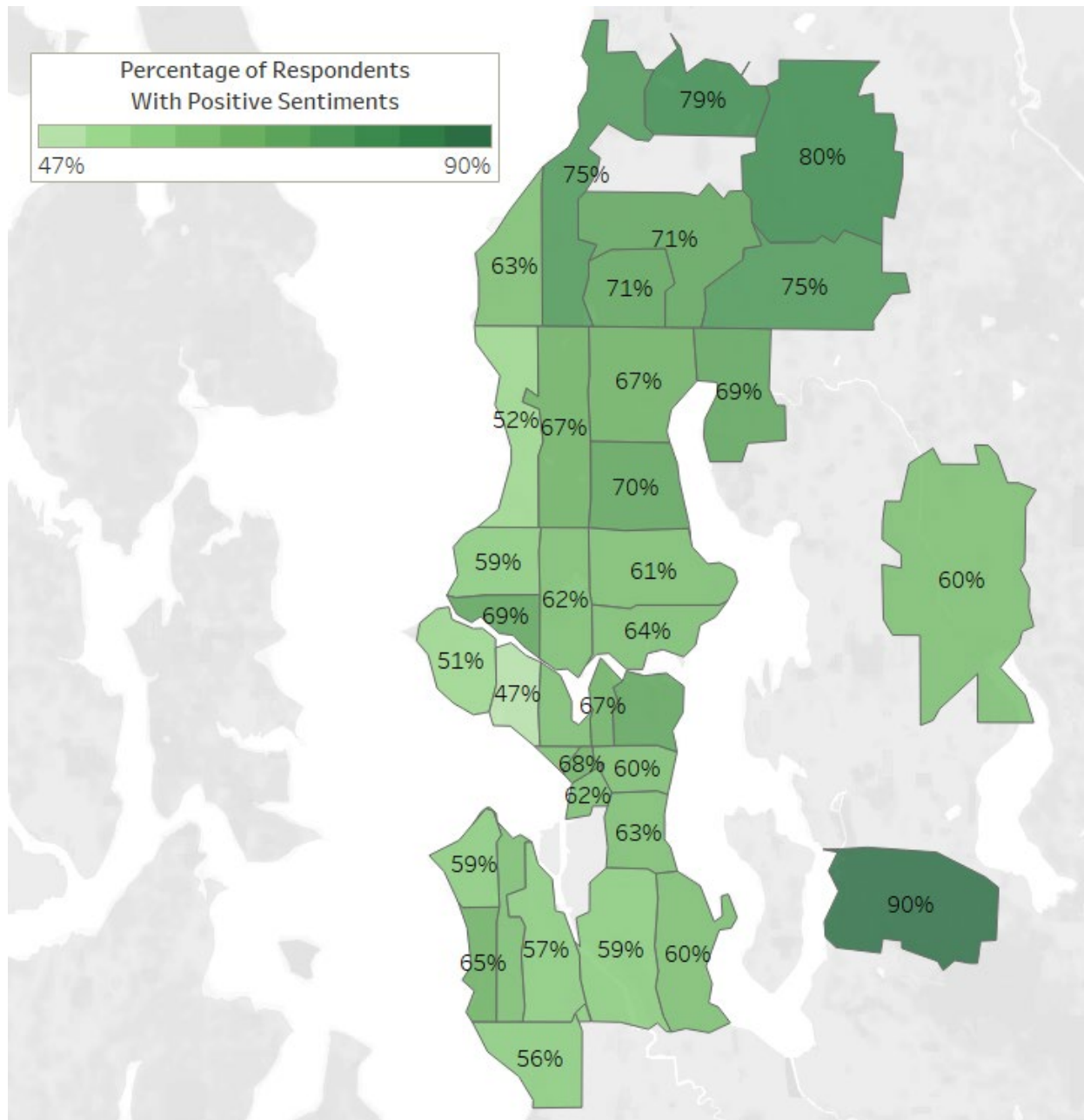
**Chart A7: Respondent Disability Status (n=5,721)**



**Chart A8: Respondent Geography (n=6,732)**

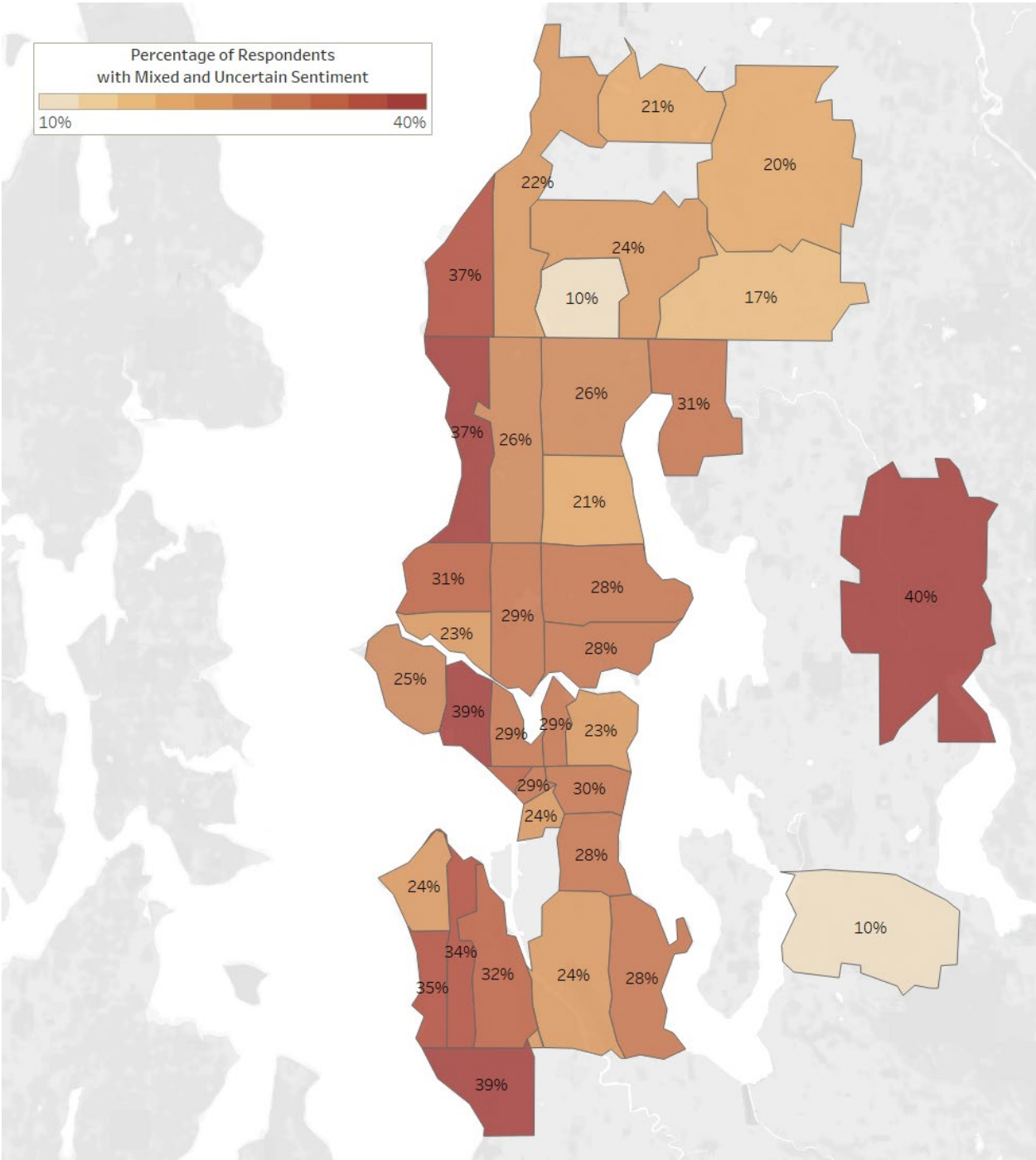


**Chart A9: Positive Sentiment Respondent Geography by Zip Code\* (n=6,732)**



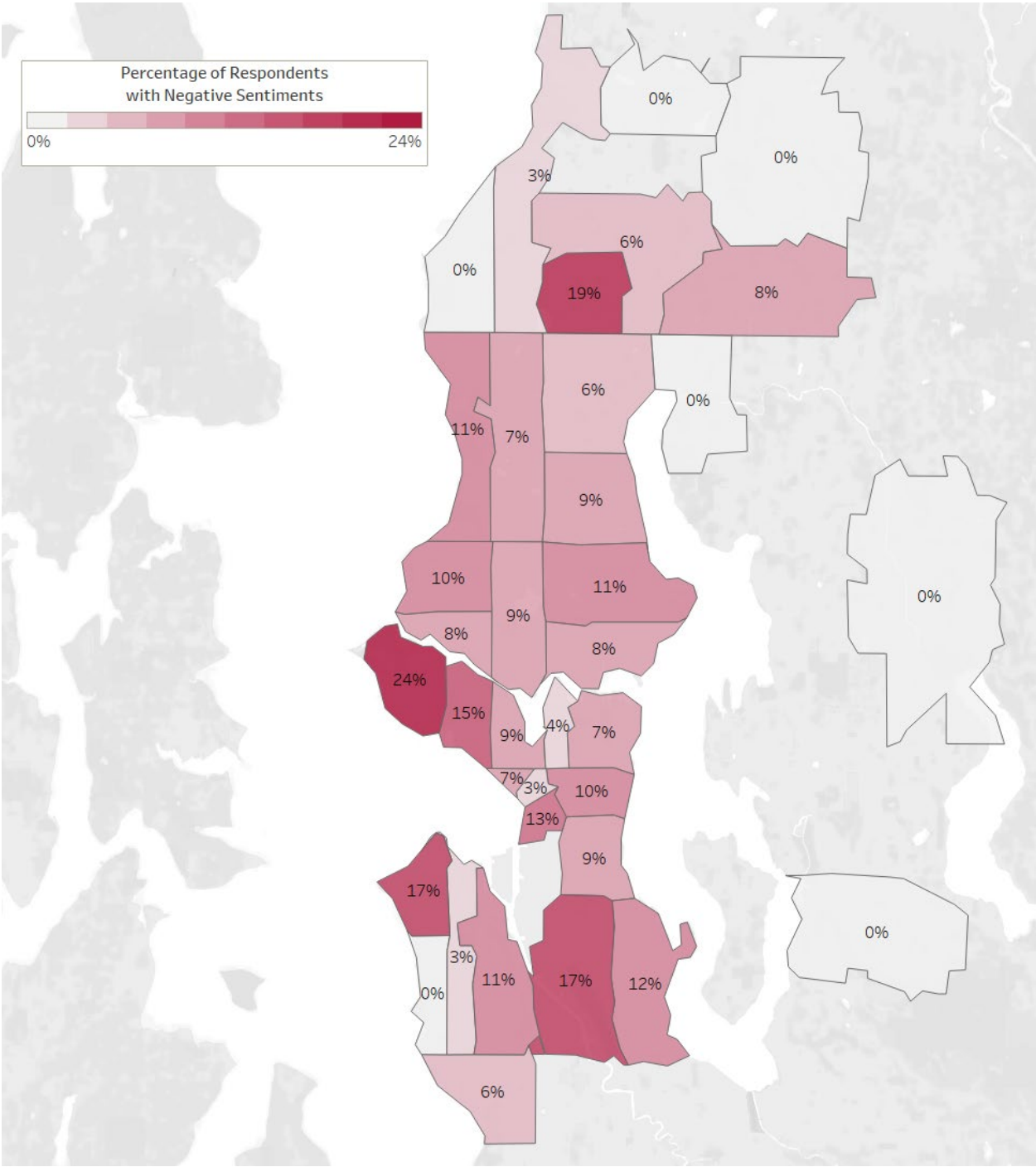
\*Only includes zip codes with more than 10 responses

Chart A10: Mixed and Uncertain Sentiment Respondent Geography by Zip Code\* (n=6,732)



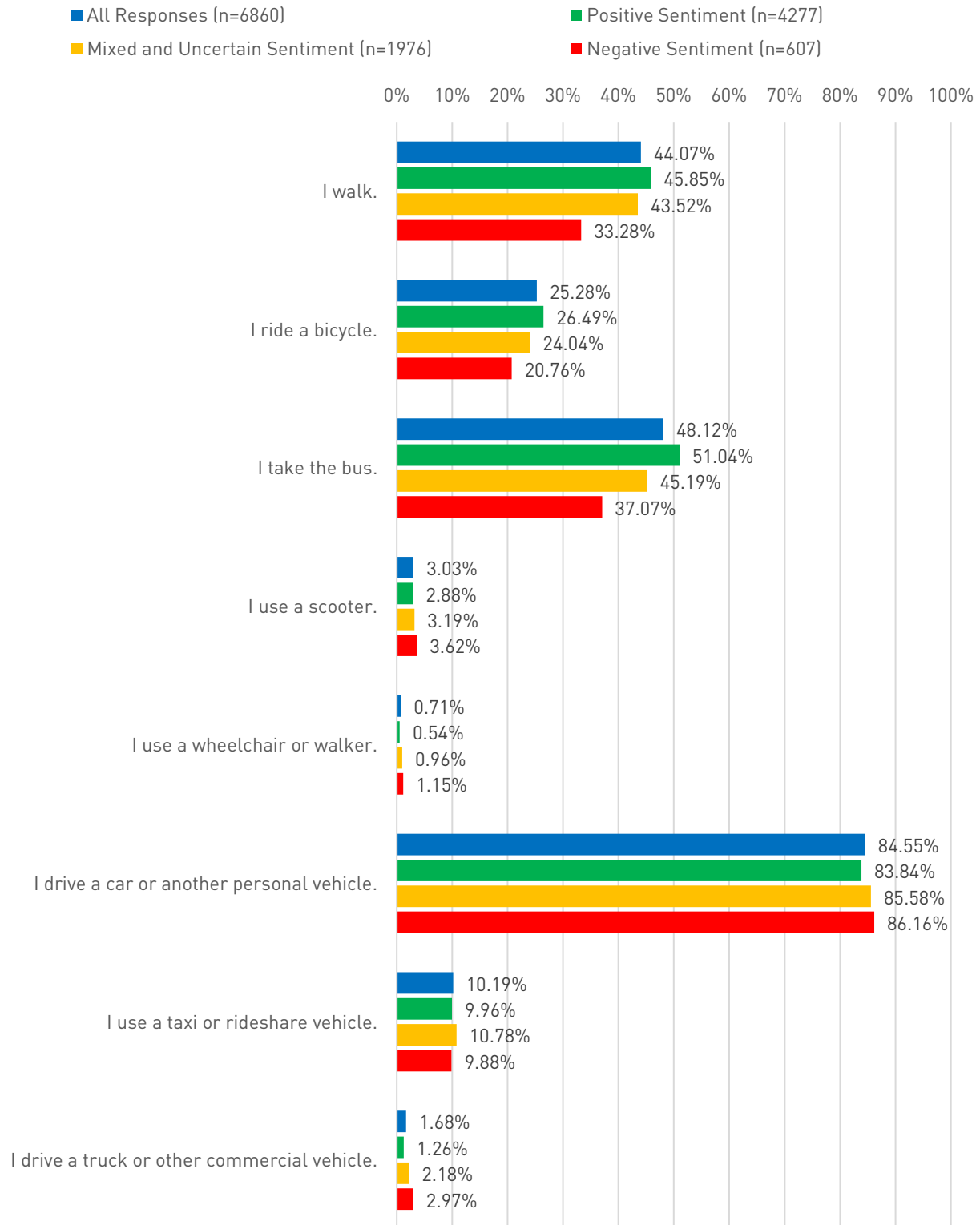
\*Only includes zip codes with more than 10 responses

Chart A11: Negative Sentiment Respondent Geography by Zip Code\* (n=6,732)

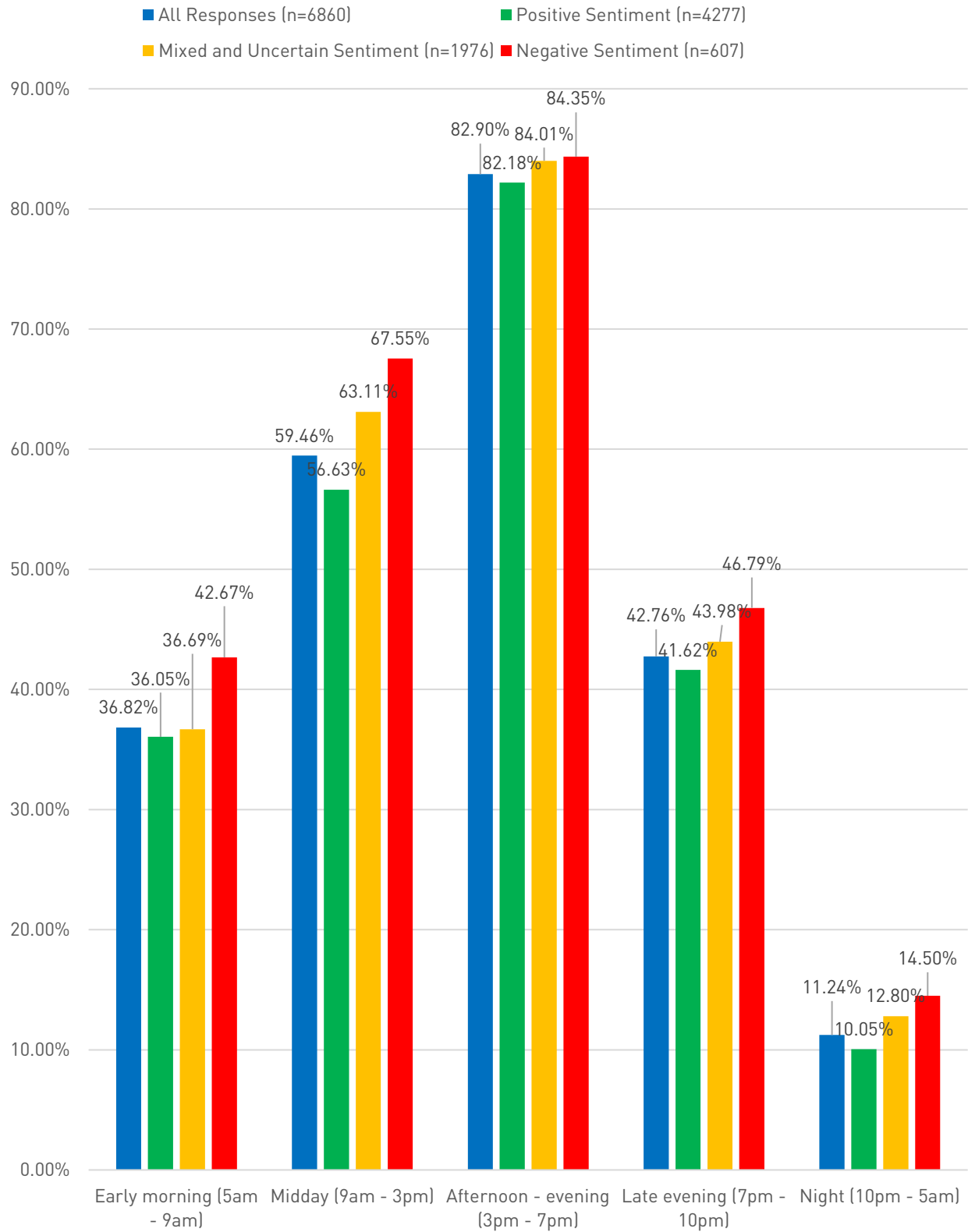


\*Only includes zip codes with more than 10 responses

**Chart A12: Respondent Mode of Travel on Aurora Ave (n=6,860)**



**Chart A13: Respondent Travel Time on Aurora Ave (n=6,860)**





## Feature Preferences

### *Preference Scoring*

The survey asked respondents for every segment “Do you like the design features in our ideas for Segment X?” We asked respondents to rate the following 11 features:

1. Better street and pedestrian lighting
2. Wide sidewalks that are 8 feet or more
3. Keeping the existing number of lanes for vehicles
4. Bus shelters
5. Bus only lanes
6. Safe crosswalks for people walking, biking, and rolling
7. Center running bus only lanes
8. Landscaping and trees
9. Raised lines in the middle of the road to separate lanes
10. Green medians in the middle of the road to separate lanes
11. Bike lanes

The text was mistakenly changed for features in segment 1. Instead of “Landscaping and trees,” we wrote “Wide area for landscaping, trees, and furniture on the sidewalks.” Instead of “Green medians in the middle of the road to separate lanes,” we wrote “Landscape medians with plants in the middle of the street.” We omitted “Raised lines in the middle of the road to separate lanes” from the list of features.

Respondents evaluated each feature using the 4 choices given:

- I like this feature
- I dislike this feature
- Neither like nor dislike
- I don't know

Participants rated whether they like or dislike the features for each segment. “I like this feature” is given a score of 1; “Neither like nor dislike” is given a score of 0; and “I dislike this feature” is given a score of -1. “I don't know” is excluded from the analysis. Averaging these scores gave a final score from -1 to 1:

- **1** means **100%** of respondents liked this feature
- **0.5** means there are **50%** more likes than dislikes (e.g. 60% likes vs. 10% dislikes)
- **0** means responses had mixed and uncertain opinions about the feature
- **-0.5** means there are **50%** more dislikes than likes
- **-1** means **100%** of respondents disliked this feature

### *Preference Analysis*

The preferences scores for the 11 features that we showed to the survey respondents are displayed by demographic characteristics in Chart A14.

The features that most people liked were “better street and pedestrian lighting,” “safe crosswalks for people walking, biking, and rolling,” “bus shelters,” and “landscaping and trees.” About 75% or more respondents liked these features. Even the negative sentiment group, who rated all features lower than average, showed some interest in “better street and pedestrian lighting,” “safe crosswalks for people walking, biking, and rolling,” and “bus shelters” (Charts A14, A15, and A18).

Other features that were liked by around 60-70% of respondents are “bus only lanes,” “wide sidewalks,” and “bike lanes,” although around a quarter of respondents also dislike “bike lanes.” These features are most liked by users of these modes of travel. BIPOC and older respondents like these features the least (Charts A14 and A15).

Green medians and raised lines in the middle of the road are liked by around 50% of respondents, without a strong preference from any demographic group. Around a third of respondents are not sure how to feel about it. (Charts A14 and A15).

The most divisive features were “keeping the existing number of lanes for vehicles” and “center running bus only lanes.” Around 40% liked these features and 40% disliked them. These two features also had an inverse relationship, groups that liked one, disliked the other (Charts A14 and A15).

Feature preferences for the three sentiment groups are:

#### ***Positive Sentiment***

- This group was very supportive of most features. Over 50% of this group liked every feature apart from “center running bus only lanes,” and “keeping the existing number of lanes for vehicles” (Chart A16).
- Most disliked features are “keeping the existing number of lanes for vehicles,” “center running bus only lanes,” and “bike lanes” at 44%, 31%, and 16%, respectively (Chart A16)
- Preferences are most similar for respondents who take the bus, ride bikes, walk, and are younger, white, and live outside Seattle (Chart A14)

#### ***Mixed and Uncertain Sentiment***

- This group generally liked most features. Over 50% of this group liked every feature apart from “green medians in the middle of the road to separate lanes,” “raised lines in the middle of the road to separate lanes,” and “center running bus only lanes” (Chart A17).
- On the other hand, the percentage of dislikes for most features more than doubled compared to the positive sentiment group. For example, dislikes for “bike lanes” jumped from 16% to 32% (Charts A16 and A17).

- The exceptions are “keeping the existing number of lanes for vehicles” where the number of dislikes dropped by around 15%, “center running bus only lanes” which increased 40%, and “raised lines in the middle of the road to separate lanes” which increased by 67% (Charts A16 and A17)
- Preferences are most similar for respondents who drive cars, are older, identify as BIPOC, and live along Aurora Ave (Chart A14)

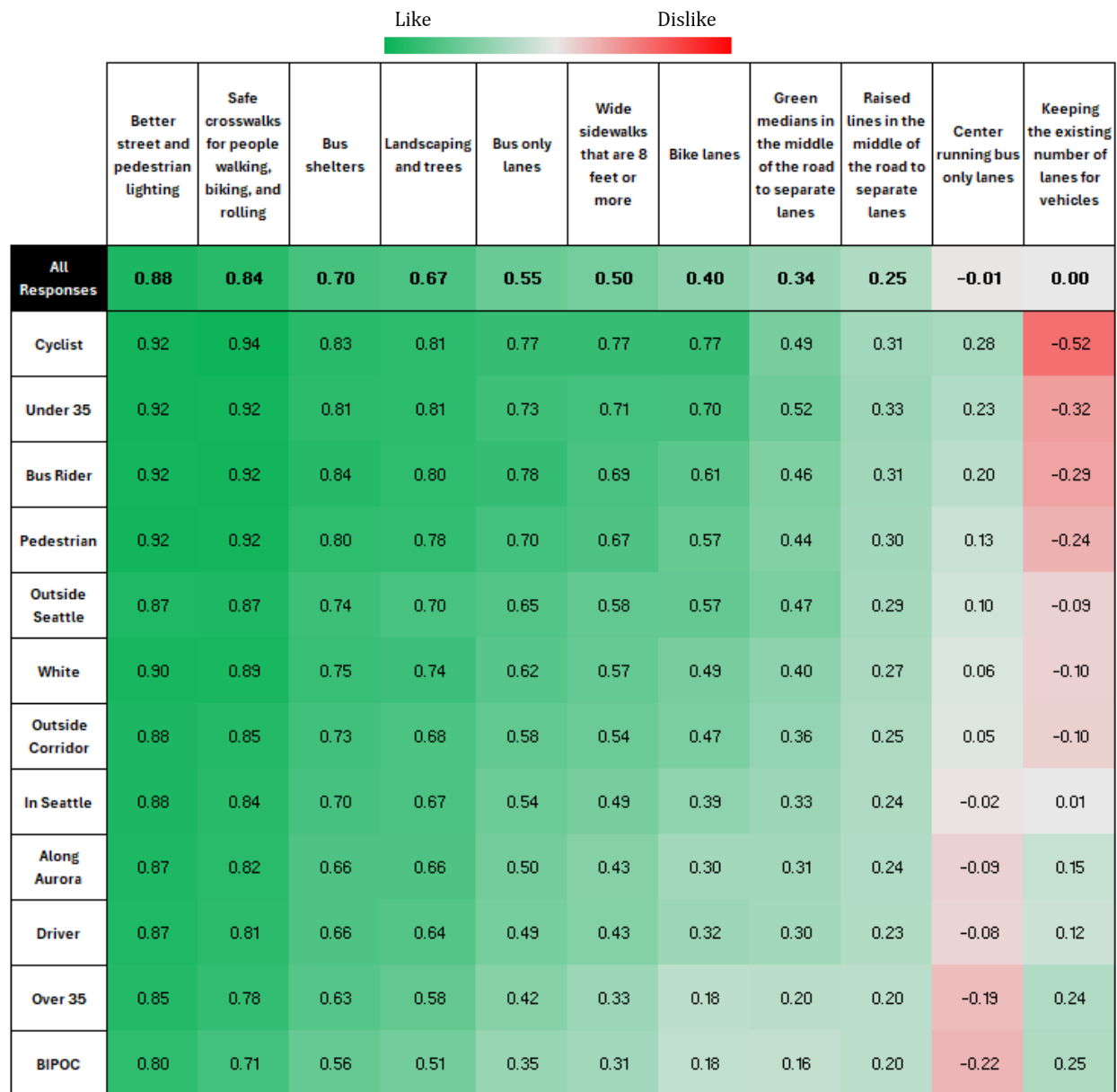
### ***Negative Sentiment***

- This group was significantly more critical of all the features compared to any other demographic or sentiment group (Chart A14)
- The only features that over 50% of this group liked are “better street and pedestrian lighting,” “safe crosswalks for people walking, biking, and rolling,” “keeping the existing number of lanes for vehicles,” and “bus shelters” (Chart A18)
- Over 50% of this group disliked “center running bus only lanes,” “bike lanes,” “green medians in the middle of the road to separate lanes,” and “wide sidewalks that are 8 feet or more” (Chart A18)
- On average, the percentage of dislikes for features more than tripled compared to the mixed and uncertain sentiment group, or seven-times higher compared to the positive sentiment group (Charts A16, A17, and A18)
- The only feature that is liked more is “keeping the existing number of lanes for vehicles.” The percentage of likes increased by around a fifth compared to the mixed and uncertain sentiment group, and almost doubled that of the positive sentiment group (Charts A16, A17, and A18).

Between segments, the differences in feature preferences are shown in Charts A19, A20, and A21:

- Segment 1 respondents dislike “Landscaping and trees” more as the option was incorrectly labeled as “Wide area for landscaping, trees, and furniture on the sidewalks.” This erroneously labeled option was more disliked by respondents.
- Segments 1 and 2 show a slightly stronger preference for bike, bus, and pedestrian focused features, like “bike lanes,” “bus shelter,” and “center running bus only lanes.” These segments also had a slightly stronger dislike of “keeping the existing number of lanes for vehicles.”
- Conversely, Segments 3 through 5 show a stronger preference for keeping the existing number of lanes for vehicles, and more dislike of bike, bus, and pedestrian focused features
- Segment 2 shows slightly stronger preferences for features in the middle of the road to separate lanes, whether it be a green median or raised lines
- Except for “Landscaping and trees” for segment 1, the differences between the segments are noticeable, but not significant enough to suggest completely different priorities and preferences between segments

**Chart A14: Heat Map of Feature Preference Score by Demographics Characteristics**



### Legend

**All Responses:** All survey respondents

**Cyclist:** People that bike through Aurora Ave

**Bus Rider:** People that bus through Aurora Ave

**Pedestrian:** People that walk down Aurora Ave

**Driver:** People that drive through Aurora Ave

**Under 35:** People 35 and under

**Over 35:** People over 35 years old

**White:** People that identify as white only

**BIPOC:** People that identify as Black, Indigenous, or people of color

**Outside Corridor:** People with a zip code outside Aurora Ave

**Along Aurora:** People with a zip code along Aurora Ave

**In Seattle:** People with a zip code in Seattle

**Outside Seattle:** People with a zip code outside Seattle

Chart A15: Percentage Likes and Dislikes of All Survey Respondents

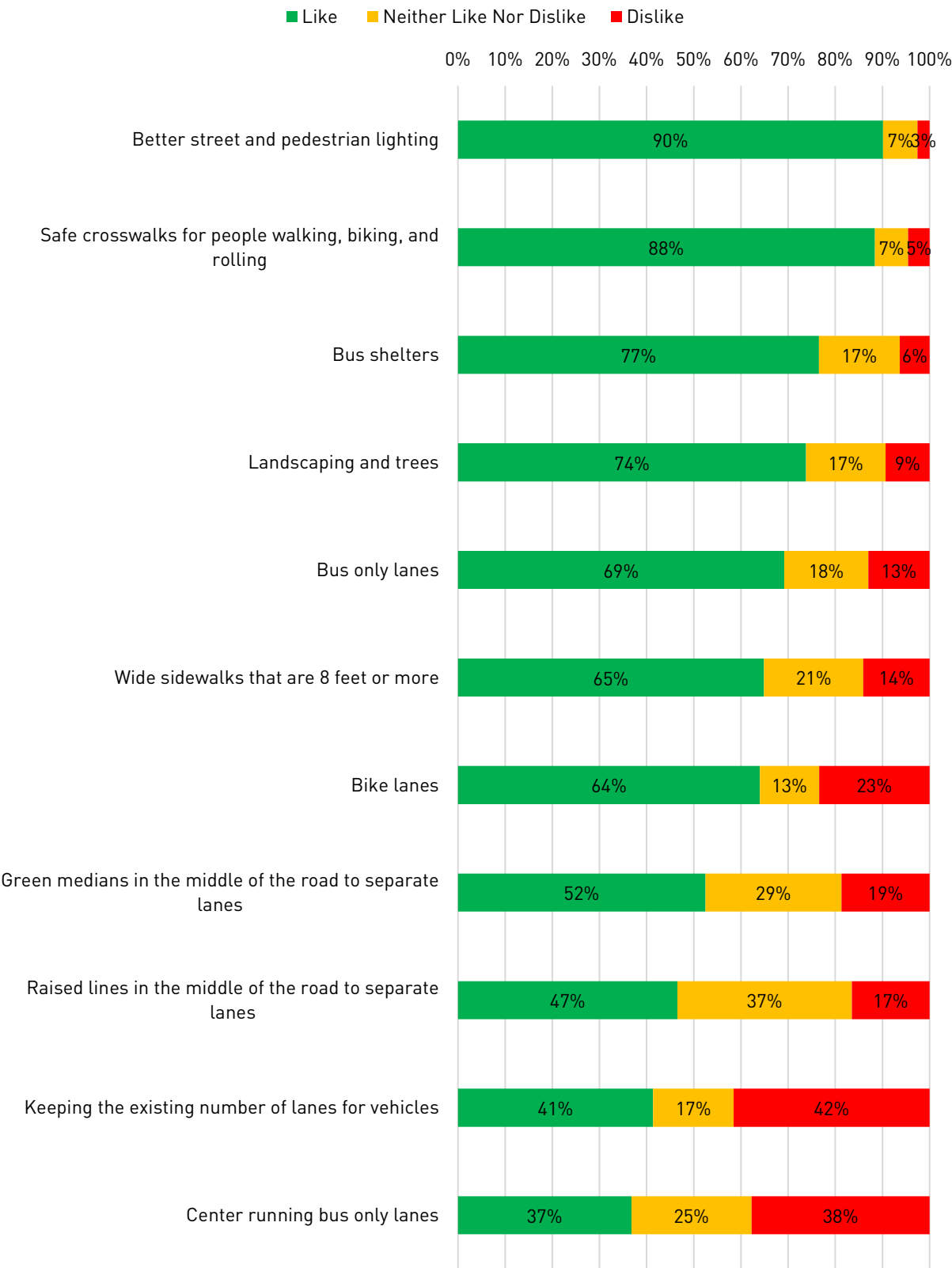


Chart A16: Percentage Likes and Dislikes of Positive Sentiment Group

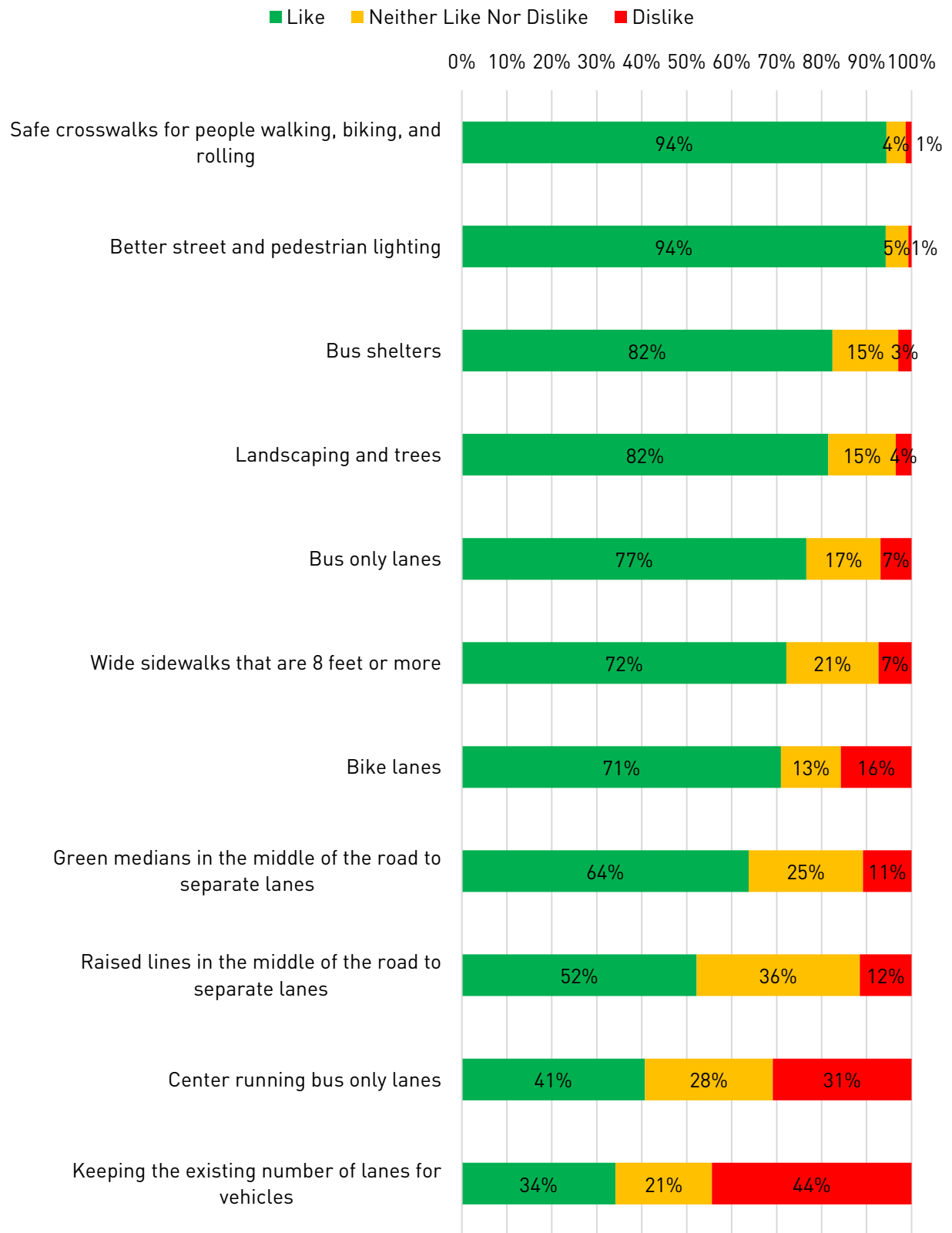
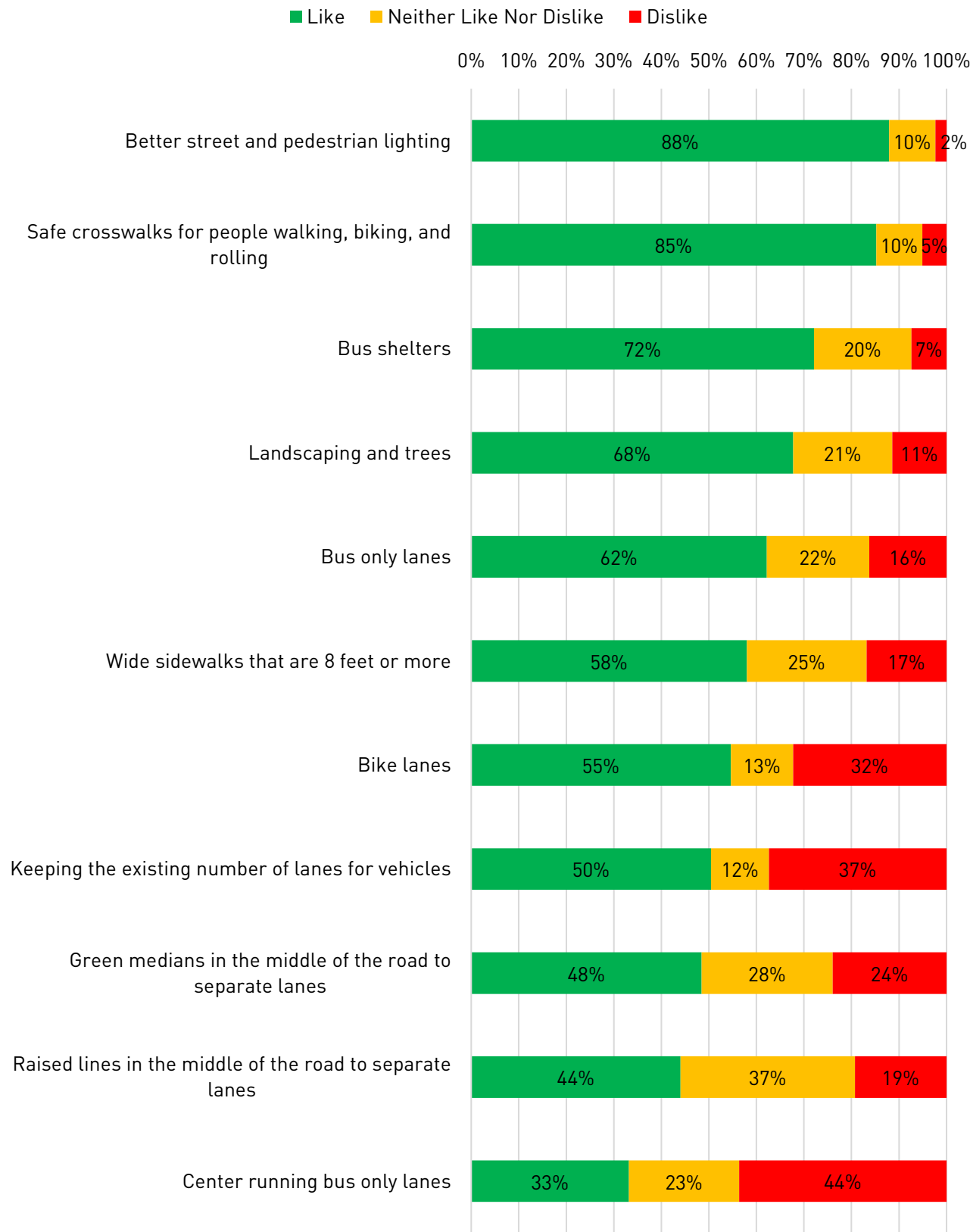
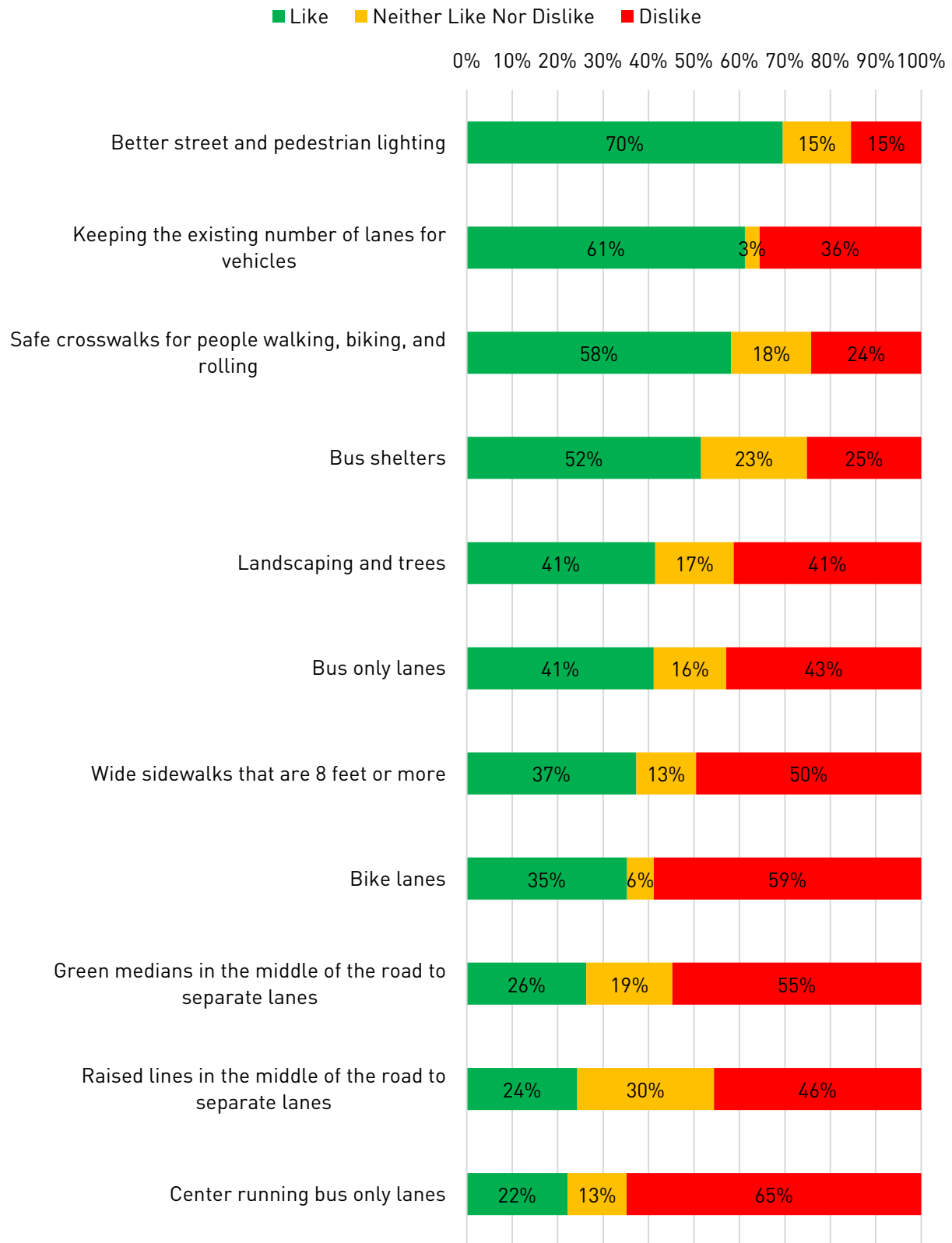


Chart A17: Percentage Likes and Dislikes of Mixed and Uncertain Sentiment Group

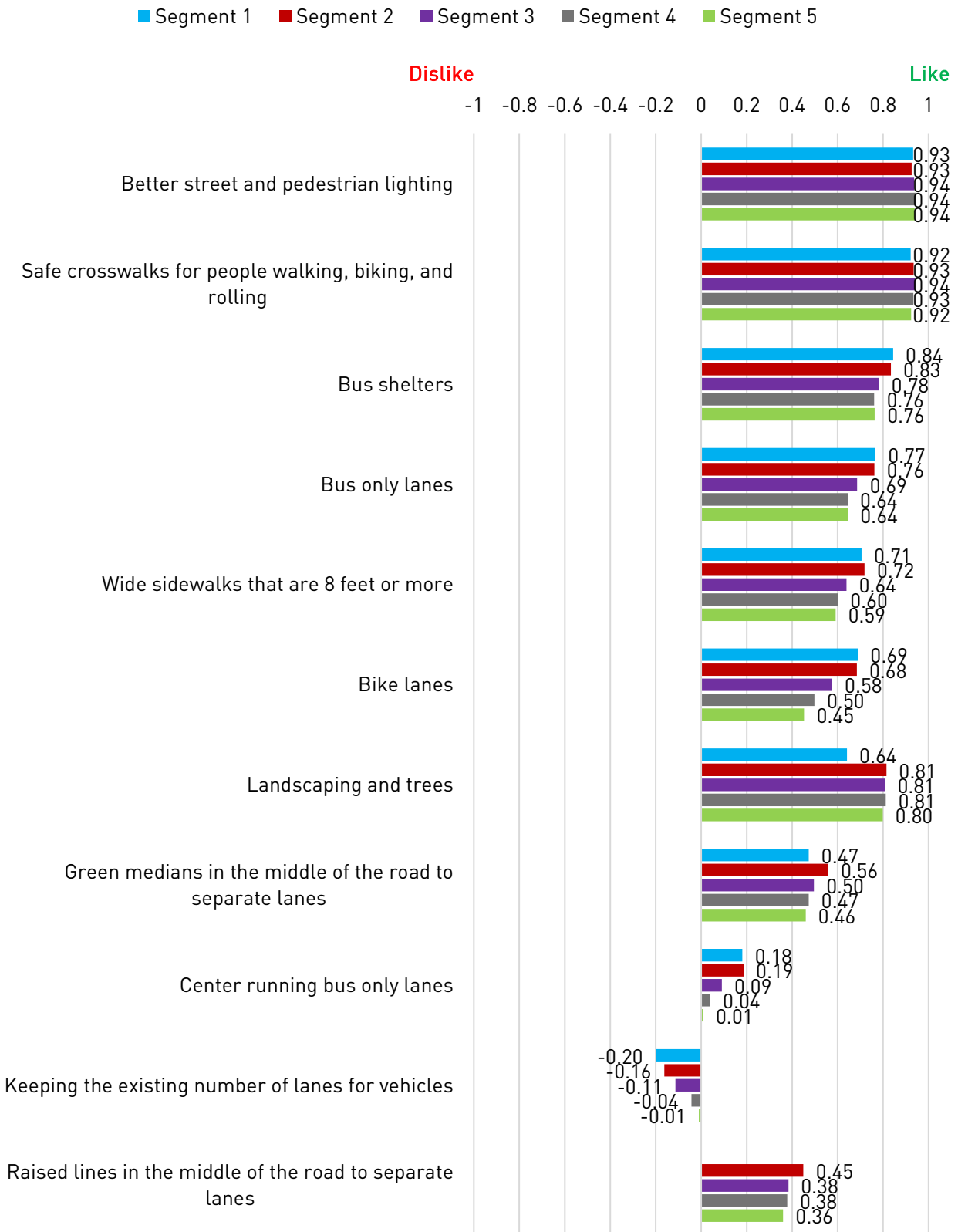


**Chart A18: Percentage Likes and Dislikes of Negative Sentiment Group**

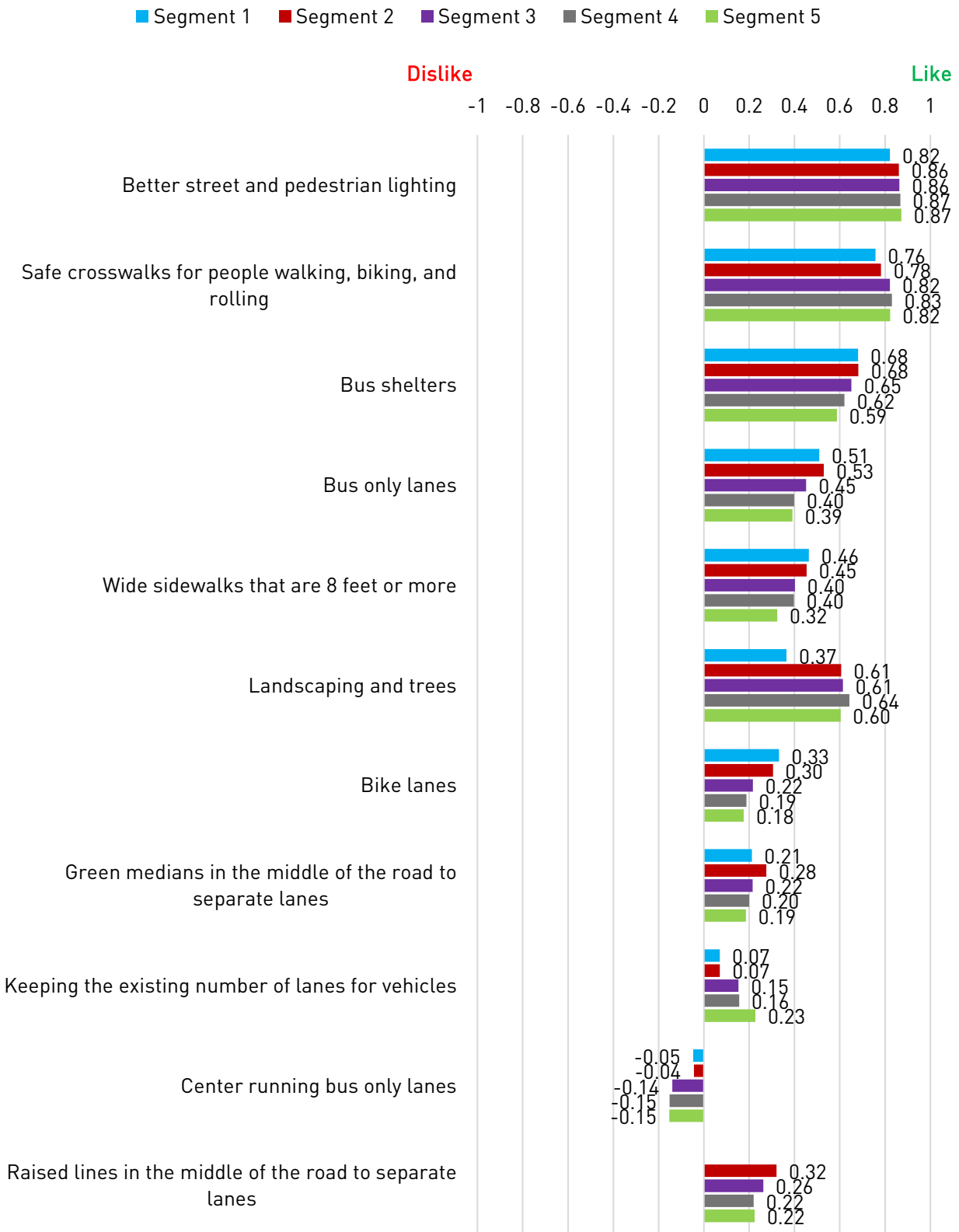




**Chart A19: Positive Sentiment Group's Feature Preference Score by Segment**



**Chart A20: Mixed and Uncertain Sentiment Group's Feature Preference Score by Segment**



**Chart A21: Negative Sentiment Group's Feature Preference Score by Segment**



## Comments

### *Comment Scoring*

A similar method was used to evaluate the qualitative comments provided, except all comments fit into 2 groups. Comments that supported or endorsed specific themes or topics were given a score of 1, for example:

**“[Maintaining] vehicle traffic volume is my priority.”**

**“Would like to see an alternative with bus lanes and bike lanes”**

Comments that opposed a theme or topic were given a score of -1, for example:

**“There are too many lanes for cars.”**

Averaging these scores gave a final approval score from -1 to 1:

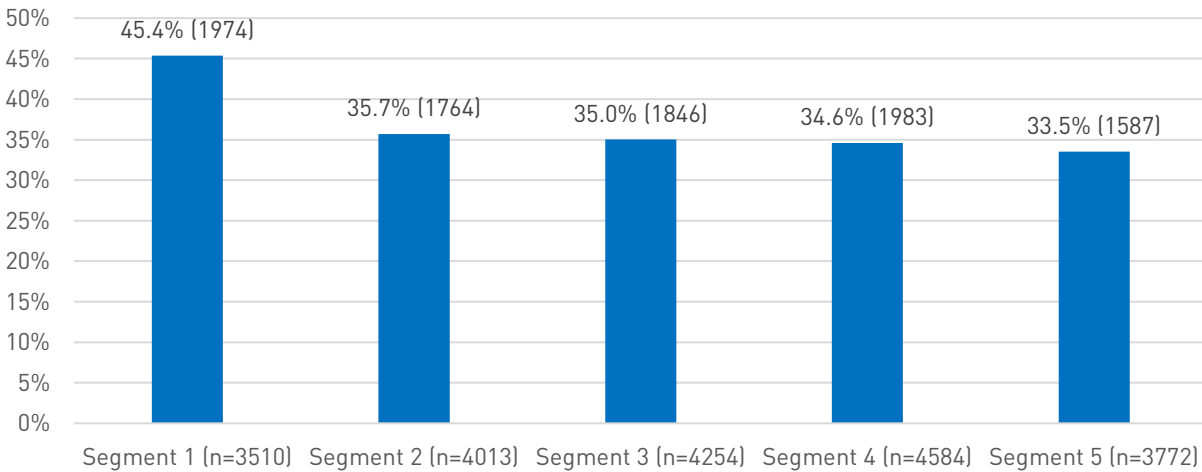
- **1** means all comments supported or endorsed the theme and topic
- **0.5** means there were **50%** more endorsements than oppositions (e.g. 60% endorsements vs. 10% oppositions)
- **0** means responses had mixed and uncertain opinions about the theme and topic
- **-0.5** means there were **50%** more oppositions than endorsements
- **-1** means **100%** of respondents opposed or disliked this theme and topic

Of the 6,860 completes, 3,266 (48%) left additional comments along with their feature preferences. Respondents were more likely to leave comments for segment 1, where 45% of all respondents that reviewed the segment shared one more comment. This is compared to around 35% for the other 4 segments (Chart A22).

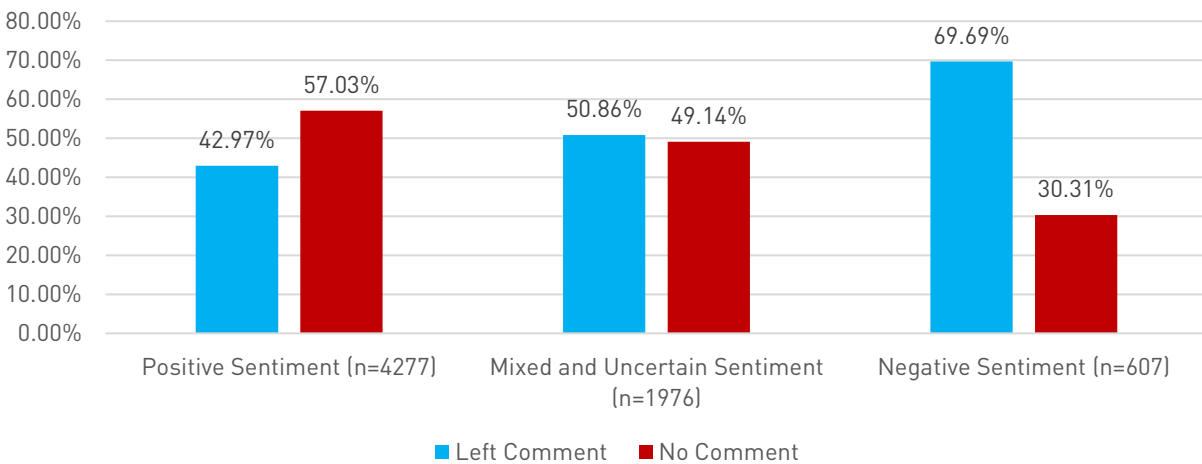
Between the different sentiment groups, only around 43% of respondents with positive sentiments left a comment. Around 50% of the mixed and uncertain sentiment group left a comment, and 70% of the negative sentiment group left a comment. This means the negative sentiment group is overrepresented in the comments, by almost twice as much as in the survey. The comments should be used to provide context to why respondents chose certain features, and do not reflect the views of the whole corridor (Charts A23 and A24).

Chart A25 shows the approval score of the themes and topics in the comments organized by number of mentions. People are more likely to comment on their needs as opposed to coming out against specific features or improvements, so the comment scores will tend to lean supportive. And some themes and topics, like “Safety and Protection,” are unlikely to have any opposition.

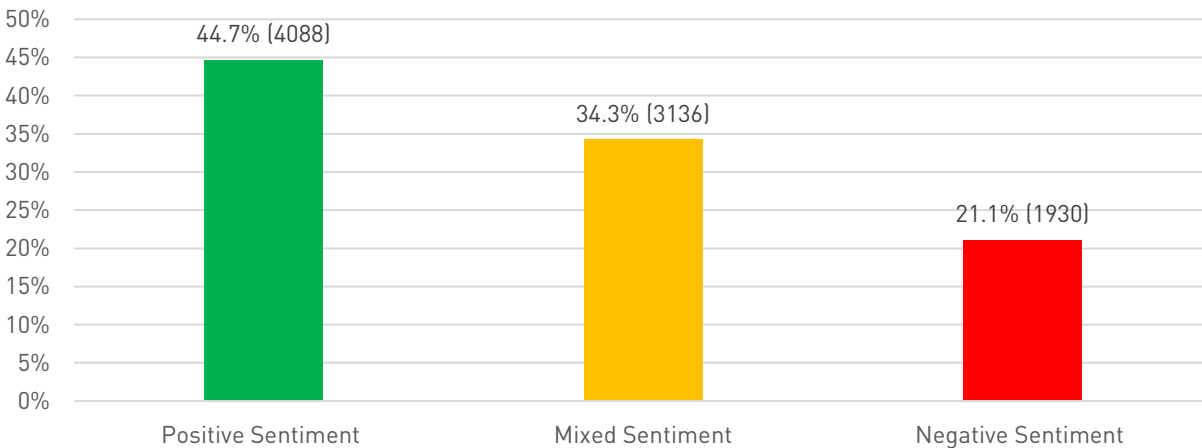
**Chart A22: Percentage of Respondents that Commented by Segment**



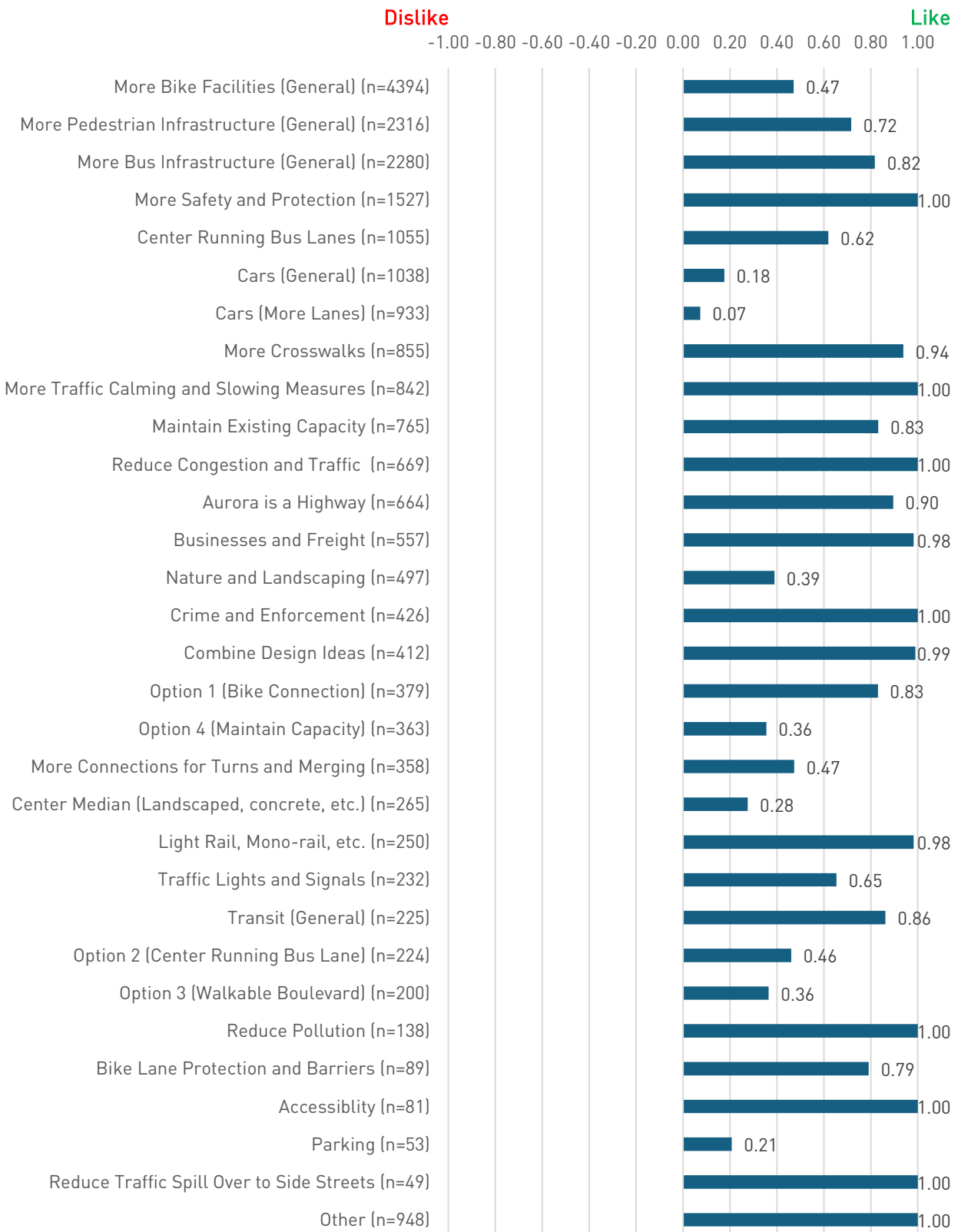
**Chart A23: Percentage of Respondents that Commented by Sentiment Group**



**Chart A24: Percentage of Total Comments by Sentiment Group (n=9154)**



**Chart A25: Comment Score Ordered by Number of Mentions**



## Comments about People Biking

Bike lanes and related improvements are mentioned in almost half of the comments. Many citing de-prioritize cars and emphasize safety as major reasons for their support.

**“Need to prioritize wider protected bike lanes... De-prioritize car left turns, make car lanes narrower to calm traffic, and only have one car lane in each direction.”**

*Segment 4 Comment*

**“More emphasis on lane narrowing and traffic speed reduction and other traffic calming devices [to make] biking more safe and pleasant.”**

*Segment 1 Comment*

Many respondents expressed a need for raised buffers between traffic and bike lanes, which were included in all bike connection concepts.

**“New/inexperienced/slower cyclists often ride on the sidewalk anyways - unless there is a physical barrier between traffic and the bike lane, these riders feel unsafe.”**

*Segment 2 Comment*

**“Provide dedicated, concrete-protected biking facilities without compromising transit or walking.”**

*Segment 5 Comment*

**“Bike lanes need to be truly separated. Paint alone is not cycling infrastructure!”**

*Segment 3 Comment*

Improved connections to other trails and bike facilities are also mentioned by a few respondents.

**“What other protected bike facilities do they connect to?”**

*Segment 1 Comment*

**“[Provide] a bike lane that is continuous and links to other bike infrastructure (not just starts and ends on a whim)?”**

*Segment 2 Comment*

**“One thing missing from this survey/study is how to improve or incorporate the Interurban Bike Trail that runs parallel to Aurora Ave to this plan.”**

*Segment 4 Comment*

For commenters in opposition to more bike infrastructure, they think parallel streets and trails off Aurora Ave N are better alternatives.

**“There are bike lanes and mass transit on Dexter which is a quieter, slower street that's running parallel.”**

*Segment 1 Comment*

**“I am a cyclist... bike lanes are important to me. However, Aurora Avenue is a very busy arterial and I would not feel safe biking on Aurora... [Even with concrete barriers protecting the bike lanes], cyclists would need to contend with cars entering the roadway. A good north-south bike corridor is needed, but Aurora Avenue would not be my first choice.”**

*Segment 5 Comment*

**“I am a biker myself, and I think it would be much better to add the bike lanes on parallel streets rather than straight on Aurora (it is too busy).”**

*Segment 2 Comment*

Keeping Aurora Ave N traffic flowing as a principal arterial is also a priority for these respondents.

**“DO NOT ADD BIKE LANES! This is a major, major arterial for vehicles and should remain as such with the same number of vehicle lanes as it has now.”**

*Segment 4 Comment*

**“There is no need for [ bicycles to be on a highway.] There are plenty of side streets that are safer alternatives and allow traffic to keep moving.”**

*Segment 1 Comment*

**“I fully support a bike friendly city. I commute on a bike or by running. But Hwy 99 is the absolute only way to get [north to south] in a car west of I-5. We should look to maximize throughput by [cars and buses].”**

*Segment 3 Comment*

A few respondents also worry about how bikes and bike lanes will interact with people walking.

**“Bikers can be too aggressive towards pedestrians.”**

*Segment 1 Comment*

**“The bike lanes are important, but option #1 which makes bikes and pedestrians share the sidewalk at bus stops seems insanely dangerous as it's well know bicyclist go fast and don't stop for pedestrian, and transit riders tend to be slow/still around stop so it would be so dangerous.”**

*Segment 2 Comment*



Lastly, some commentors also remarked on the lack of use and accessibility of bike lanes around Aurora and the city.

**“I’ve seen far too many bike lanes put in only to remain empty the vast majority of the time.”**

*Segment 1 Comment*

**“...bear in mind that parents transporting children to school, practices, or other events, vehicles carrying loads, the elderly, those living with disabilities, and a number of other folks will not be using bicycles...”**

*Segment 4 Comment*

### **Comments about Personal Vehicles**

Space for vehicles along Aurora Ave N was one of the most controversial topics in the comments. Similar to the feature preferences, a major point of contention is whether to keep 2 vehicle lanes in each direction.

People in favor of having two lanes and maintaining capacity say Aurora Ave N is an important north - south thoroughfare, and a reduction in lanes will increase congestion and negatively impact the lives of many people.

**“These ideas are a nightmare for anybody trying to go north or south in Seattle. I5 is often above its carrying capacity as it stands. 99 is the only other main option to travel north and south. If you limit it in any way, you’re crippling the traffic situation and reducing options for getting through the city...”**

*Segment 5 Comment*

**“Seattle doesn’t have enough high flow thoroughfares in the city to accommodate the population or traffic volume. I5 is often a parking lot during rush hour and often non rush hour times. 99 is the alternative and often also gets clogged with traffic. Reducing volume on 99 seems like a nightmare as there’s nowhere else for this traffic to go... you’re crippling people’s ability to get around, or through, the city.”**

*Segment 4 Comment*

**“Stop trying to make bike lanes happen, especially if it’s going to impact traffic patterns. It’s a shitshow in other parts of the city and benefits a small elite segment of the population.”**

*Segment 5 Comment*

**“I-5 is going to need some major work in the upcoming decade. You need to give N/S traffic a viable alternative.”**

*Segment 1 Comment*

The people who support keeping existing lanes are not necessarily against other features, but they do not want features added at the expense of increased traffic and congestion. They don't think other alternatives are ready to replace cars.

**“Long-term and city-wide I agree with the goal of making things more pedestrian and transit friendly. I don't think you should reduce the number of auto lanes without increasing transit.”**

*Segment 3 Comment*

**“I think reducing lane capacity at this point in time would bottleneck Aurora more than what already happens. Bike lanes are fine but not at the expense of current vehicle capacity. Buses at this time are not reliable enough to transport efficiently around the city and until this happens, reducing car lanes would make current Aurora problems worse.”**

*Segment 4 Comment*

**“In a perfect world... adding waking and cycling options may be good. But not at the expense of [the flow] of vehicles.”**

*Segment 1 Comment*

**“Walking intentionally to bus stops and business is reasonable. But bus traffic is being replaced by trains that aren't yet reliable so why create a bus only lane when we need to support the flow of other auto traffic?”**

*Segment 1 Comment*

For people in support of reducing car lanes, some want the extra space for other pedestrian and bike features.

**“Sacrifice second car lane so that wide sidewalks, bike lanes, dedicated bus lanes, and greenery can all fit.”**

*Segment 1 Comment*

**“I'd prefer to see the traffic lanes reduced to a single lane and the space used for pedestrian/business use (e.g. tables, benches).”**

*Segment 5 Comment*

**“It seems incredible to me how much the street can be improved by just removing one car lane and converting it to more productive uses. For this reason, I strongly oppose option 4.”**

*Segment 3 Comment*

**“When extra width is available, it should go towards expanding the walkway and/or landscaping to add additional safety. Prioritize people, not cars.”**

*Segment 3 Comment*

While many are more against cars than they are in favor of alternatives, they say removing car lanes is part of planning for the future and for a safer road.

**“Keeping it largely the same with small improvements is just going to create more of the same problem in the future... Fewer lanes [help signal to people in cars that they’re] going to need to share space with others and that it’s not a highway.”**

*Segment 2 Comment*

**“Get rid of car lanes. The future is NOT in cars.”**

*Segment 5 Comment*

**“[Option 1] is the future-oriented choice. [Option 4] belongs back in 1970. Car supremacy has led to nothing but problems.”**

*Segment 3 Comment*

**“There needs [to be a reduction] in the number of lanes for general purpose vehicles. The goal should be to get people out of cars, not to support the current daily car trips.”**

*Segment 4 Comment*

**“Reduce vehicle lanes in favor of greater, safer space for pedestrians and people on bikes.”**

*Segment 1 Comment*

## **Comments about People Walking**

Similar to biking, people named de-prioritizing cars and emphasizing safety as the major reasons for their support.

**“Providing more space for bikes, pedestrians and transit by taking away one car lane in each direction would make the corridor a lot more safe and comfortable to travel along using non-vehicular modes of transportation.”**

*Segment 2 Comment*

**“Prioritize pedestrian/bike access and safety over vehicle traffic.”**

*Segment 1 Comment*

**“I think we should enable more options for people traveling and make it safer by slowing and separating vehicles... When extra width is available, it should go towards expanding the walkway and/or landscaping to add additional safety. Prioritize people, not cars.”**

*Segment 2 Comment*

People are looking for improvements like wider sidewalks as well as more frequent and safer crossings.

**“Give pedestrians more space. The sidewalks on Aurora is narrow and people walk into the street.”**

*Segment 4 Comment*

**“Improved crossings and pedestrian facilities are always welcome. Lots of pedestrians cross Aurora at cross-streets (most notably to/from PCC). This feels sanctioned (given gaps in the median divider) but unsafe.”**

*Segment 3 Comment*

**“I think pedestrians are more interested in crossing Aurora than walking along it in this section. Need crossings like Valley/Aloha to better connect neighborhoods.”**

*Segment 1 Comment*

What differs among these comments from the comments about bike lanes is that more people driving also see the need for pedestrian protection and crossings. They recommend over- or under-passes for people walking so people walking don't disturb traffic.

**“Both segment #1 and segment #2 need more overpasses/underpasses - not crosswalks.”**

*Segment 2 Comment*

**“...I would NOT be in favor is further restricting traffic by cutting out lanes for cars. We DO, however, need to provide protection for pedestrians, perhaps via the aforementioned pedestrian bridges.”**

*Segment 5 Comment*

**“Pedestrian crossings need to be improved, but via over/underpasses, not impeding traffic.”**

*Segment 1 Comment*

The main reason that some people are against additional pedestrian infrastructure improvements is because they fear that public health and safety issues will deter use regardless of changes.

**“The only people that walk in this area is drug addicts/dealers, homeless and prostitutes.”**

*Segment 2 Comment*

**“Nobody walks along this part of Aurora unless you want to be assaulted. This part of Aurora is commuter only.”**

*Segment 3 Comment*

**“I like the idea of making this segment more walkable, but until the crime (drug sales, pimp activity, shootings) in this area of Aurora is addressed, this is not an area in which I feel safe being a pedestrian.”**

*Segment 4 Comment*

## **Comments about Buses and Transit**

Similar to biking and walking, the reason many people preferred bus only lanes was to de-prioritize cars.

**“Separate bus lanes are very good to see. Make them 24x7 bus only and keep single cars out of the way.”**

*Segment 1 Comment*

**“I LOVE strict bus only lanes. Make buses fast and convenient and more people will ride them, meaning fewer cars and less traffic.”**

*Segment 2 Comment*

**“Bus infrastructure and pedestrian safety is more important than maintaining the lanes of traffic for vehicles.”**

*Segment 5 Comment*

Some respondents thought that the bus lanes are important but should be limited to rush and peak hours.

**“I like the bike lane idea provided that the bus lane is open to all users outside of rush hour.”**

*Segment 1 Comment*

**“Bus only lanes need to be restricted for certain hours only and opened up to all vehicular traffic for parts of every day.”**

*Segment 5 Comment*

For option 1, a few also highlighted that bike lanes should go outside the bus shelter.

**“Move the bus stop cover in front of the bike lane so bikers don’t have to navigate people getting on and off the bus.”**

*Segment 1 Comment*

**“Make sure to route your bike lanes behind the bus stops, so that there’s no conflict between bus riders and bike riders.”**

*Segment 3 Comment*

Comments that oppose bus only lanes cited lack of use as one of main reasons.

**“No bus only lanes! They don't run frequent enough to warrant a dedicated lane for only buses.”**

*Segment 5 Comment*

**“Bike lanes and bus lanes everywhere around are empty. You will only increase congestion and pollution as cars idle in traffic.”**

*Segment 4 Comment*

**“I strongly suspect that your proposed changes won't increase [transit use in segments 3 through 5] ... there is a limit to how far people will walk to get to transit, removing car lanes will only increase auto traffic congestion, no matter how much you improve walkability and transit in the area.”**

*Segment 3 Comment*

Public health and safety issues and maintenance of bus shelters were also concerns for many.

**“More security measures: lightning in bus shelters, emergency panic button, proper trash disposal...”**

*Segment 5 Comment*

**“I'm worried about safety in this segment, especially in bus shelters and for people commuting by bike.”**

*Segment 5 Comment*

**“I love the idea of a bus shelter, but I worry that metro won't be able to service them properly and keep them clean.”**

*Segment 1 Comment*

A couple of comments also emphasized the importance of enforcement of bus only lanes, an area that they feel is currently lacking.

**“I think in all segments cameras for people driving in the bus lanes is good, but especially in this area.”**

*Segment 2 Comment*

**“You should photo enforce the bus lanes. People always drive down then when not turning right.”**

*Segment 4 Comment*

Some respondents suggested making the bus lanes shared use with freight, bikes, or HOV lanes.

**“If there is a dedicated bus lane, this could be shared with bicyclists.”**

*Segment 4*

**“Shared freight/bus lanes could allow for greater narrowing of the remaining vehicle lanes while still allowing freight movement.”**

*Segment 1*

**“Bus lanes, if any, should be shared with HOV, bikes (the current bus only lanes are empty 90% of the time).”**

*Segment 2*

**“Aurora Ave is a great opportunity to use freight & bus only lanes.”**

*Segment 5*

When it comes to center running bus only lanes, a common reason for support was that respondents believed center running lanes are faster and would make the buses more reliable.

**“Dedicated bus lanes that aren’t shared with turning vehicles will improve bus speeds, further incentivizing drivers to switch to the bus.”**

*Segment 2 Comment*

**“If the center-running transit is the fastest for bus service, then do it! Make bus transit a preferred mode!”**

*Segment 1 Comment*

**“I strongly prefer the center running bus lane concept. The E line is the highest ridership route in the network by far, and riders deserve a fast, reliable route to rival the light rail.”**

*Segment 1 Comment*

A few commentors also cited examples from other cities where center running lanes have worked.

**“I really love the idea of the bus lanes in the middle, they do this in Seoul, and it works really well.”**

*Segment 1 Comment*

**“Prefer center-lane bus lanes over outer ones - they work really well on Geary in San Francisco.”**

*Segment 4 Comment*

Center running bus lanes were also popular among respondents who want to see light rail implemented. They see the center running bus lanes as a precursor to light rail in the future.

**“[Include] center-running bus lanes that can be converted to light rail in the future...”**

*Segment 2 Comment*

**“If a center-running bus lane is implemented, maintaining the option for future light rail should be considered.”**

*Segment 1 Comment*

**“I like the center running bus lanes... I would also hope that planning is done such that a future elevated Aurora Link line can use the center ROW.”**

*Segment 5 Comment*

On the other hand, the main reason that many people opposed the center running lane is the perceived danger of being in the center of the road, and the perception that additional crossing is required to access the bus stop.

**“The bus lanes being in the middle seems awful for pedestrian safety, accessibility, and comfort.”**

*Segment 4 Comment*

**“Very much don't think it's a good idea to have more pedestrians crossing Aurora (to middle-lane bus shelters).”**

*Segment 1 Comment*

**“Bus stops in the middle of the road is a terrible idea. You'll be surrounded on both sides by traffic - either way you face, your back will be towards large vehicles passing only a few feet away from you.”**

*Segment 3 Comment*

## Comments about Traffic

A major point of conflict in the comments was between reducing congestion and reducing vehicle speeds. Increased congestion was a catchall among the comments for respondents to reject various changes and updates.

**“State highway 99 is already congested enough, [how is] any option that reduces general travel lanes is being considered viable in any plan.”**

*Segment 5 Comment*

**“Aurora is one of the busiest roadways in Seattle... Any attempt to lessen the general-purpose lanes will also create even more gridlock than there is now.”**

*Segment 1 Comment*



**“Aurora is already very crowded. Any plan which would cause further crowding should be avoided.”**

*Segment 2 Comment*

**“99 is a highway, reducing lanes of traffic seems like it will greatly decrease ability of road to move cars which will not be matched by increase in bike access.”**

*Segment 5 Comment*

Turns, both left and right, were of particular concern for commenters who fear increasing congestion. Both turns off Aurora Ave N...

**“The loss of the outside, northbound access for cars not turning right will produce more significant delays for no apparent reason.”**

*Segment 1 Comment*

**“...stop the not allowing turns on red lights. It causes so much congestion.”**

*Segment 2 Comment*

**“Reducing capacity and/or blocking left turns will create major congestion and will severely impact the businesses in segment 4.”**

*Segment 4 Comment*

... and turns onto Aurora Ave N were mentioned.

**“Please don't block all side street access to/from Aurora. That will only cause more bottlenecks to get on/off and it will spill onto Aurora (for cars exiting) and side residential streets for cars entering Aurora. Allow some side streets to remain open for access.”**

*Segment 1 Comment*

**“The city has made traffic horrible for those of us who live on Greenlake by making Winona the only east street off Aurora close to the lake. We can no longer turn out of our own neighborhood. Traffic is sometimes halfway around the west side of the lake!!”**

*Segment 4 Comment*

**“Restricting aurora access from side streets is a STUPID idea! How are smaller neighborhoods supposed to access the main thoroughfare? Putting more traffic needlessly onto Winona or 62nd will create major backups.”**

*Segment 2 Comment*

The fear of many respondents was that as congestion increases, more traffic will spill over to small neighborhood and residential streets.

**“If you make Aurora a one-lane general purpose road for car traffic... many of the car drivers will look for other nearby/parallel roads to use/cut through. For example, what will happen to Linden Ave? Just because you decrease 99 to one lane does not mean you will decrease traffic... Pushing cars off of 99 to residential streets is unsafe.”**

*Segment 2 Comment*

**“Removing a lane is going to push traffic onto the side streets.”**

*Segment 4 Comment*

**“Reducing travel lanes will only increase dangerous situations as people choose to travel on side streets and other parallel arteries less suited for higher traffic flow.”**

*Segment 5 Comment*

Conversely, slowing vehicles speeds and related safety improvements were a major reason for comments that want lane reductions and other features added to Aurora.

**“There should only be one lane of general use traffic... Having two lane of general use will not increase safety as people will continue to speed...”**

*Segment 3 Comment*

**“Travel speeds on general purpose lanes would be safer if they were 10 feet in width instead of 11.”**

*Segment 5 Comment*

**“[I’d like to see more trees] - they help slow down traffic.”**

*Segment 1 Comment*

Similarly, for people wanting slower car speeds, turn restrictions were also mentioned as a way to reduce speed and increase safety.

**“No right turn on red is a fantastic idea that adds safety for all non-car road users.”**

*Segment 5 Comment*

**“I would be in favor of blocking off some of the side streets, which can be problem areas for car vs pedestrian accidents (as high-speed drivers exit Aurora or negligent drivers enter Aurora paying only attention to car traffic)...”**

*Segment 4 Comment*

**“When traffic builds up in areas with reserved transit lanes that allow for right turns, some drivers speed up and use these lanes for multiple blocks at a time, creating an unsafe environment for drivers that use the lanes as expected.”**

*Segment 3 Comment*

## Comments about Other Features

Some of the other features the comments touch on were trees and landscaping, medians, and lighting and signals.

Comments support green medians and landscaping primarily for their traffic calming effects.

**"I would want... landscaping and design that encourages slower car speeds, and reduced car capacity. We should be prioritizing safety for everyone and sustainability for the planet on all Seattle streets."**

*Segment 3 Comment*

**"Plants in the middle of the street is only effective at slowing down traffic if they are big plants i.e. trees."**

*Segment 1 Comment*

**"More emphasis on... traffic calming devices like trees to make walking and biking more safe and pleasant... Without more trees as an emphasis, I'm worried about urban heat Island effect and whether or not these places would even be comfortable to be in during the summer."**

*Segment 1 Comment*

Some respondents also recognized the social impacts of more trees in combating urban heat island effects and improving the climate.

**"Make sure it is an effective multi-modal usage with needed amenities for social justice like shade trees for heat islands."**

*Segment 1 Comment*

**"Without more trees as an emphasis I'm worried about urban heat Island effect and whether these places would even be comfortable to be in during the summer."**

*Segment 4 Comment*

**"Trees are so important. In the draft images, trees are hinted at but are far apart, and there would need to be a lot more in the future. Trees cool the road and the whole city, especially for low-income residents (who tend to live closer to highways than the general population). They'd also help to improve air quality."**

*Segment 3 Comment*

But there are many reasons respondents were hesitant about more landscaping or green medians on Aurora Ave N. Concerns about increasing traffic and congestion were reflected in many comments.

**"...while it would be great to "green up" the area, I don't know that option is truly feasible without making traffic worse than it already is."**

*Segment 3 Comment*

**“If anything, car flow needs to be increased along Aurora. I would not sacrifice this for trees or bike lanes.”**

*Segment 2 Comment*

**“While landscaping and trees are important to our environment, this cannot supplant transportation needs in the Aurora transit corridor. Existing trees need to be retained, when possible, vs. providing additional landscaping.”**

*Segment 5 Comment*

Lack of maintenance of the green medians and plants was also a concern for many respondents.

**“I don't care for the landscaping because everywhere it has been installed in Seattle it is rarely maintained and ends up looking terrible.”**

*Segment 1 Comment*

**“I would like to see more landscape but the city never performs long range maintenance so it all looks bad in the future...”**

*Segment 4 Comment*

**“The green median only works if Seattle actually maintains them, which they don't.”**

*Segment 2 Comment*

Public health and safety concerns also impacted respondents' enthusiasm for more landscaping in the center or on the sidewalks.

**“...no more tree planting. It gives individuals areas for them to park their tents and trees are not maintained and block the sunshine.”**

*Segment 1 Comment*

**“Adding green space for more drug ridden and prostitutes folks to linger is not smart.”**

*Segment 4 Comment*

**“This is a commuting route. Your garden strips are never maintained and simply a waste of money. Great place to throw garbage and toss used needles.”**

*Segment 5 Comment*

For many who were not against green medians or landscaping, they shared that they would rather the space be used for other features they prioritize more.

**“Green medians are fine, but bus and/or bike lanes should have priority.”**

*Segment 2*

**“I really like the idea of the Center bus lanes, but is it possible to turn the furniture zone into a bike lane? I would prefer a bike lane more than landscaping.”**

*Segment 1*

**“Really important to maintain vehicle capacity. Don't need things that decrease that, like trees in the middle of the road. Use all available footage for transportation purposes, whether foot, vehicle or bus.”**

*Segment 5*

Some were concerned that trees could create poor visibility for drivers.

**“Plantings are lovely, but they can block vision...”**

*Segment 3 Comment*

**“Plants often create poor visibility when places in the middle of the road.”**

*Segment 1 Comment*

**“...landscaping would need to be strategic in order to ensure visibility of pedestrians (many who tend to be intoxicated/impaired, female solicitors, and/or homeless).”**

*Segment 4 Comment*

Lighting, visibility of lanes, and visibility in general were a concern for some commenters.

**“... paint lane delineations so as to be visible at night and in rain.”**

*Segment 2 Comment*

**“If you upgrade lighting, please follow DarkSky standards, because brighter lights can waste energy and create glare and make visibility worse.”**

*Segment 4 Comment*

**“Lighting and other changes supporting (non-traffic) safety are critical here. Make Aurora an unattractive place for criminal activity.”**

*Segment 3 Comment*

Respondents concerned about increasing congestion also wanted better timed or fewer lights and signals to improve traffic flow on Aurora.

**“This section and the southern portion of segment 4 have frustrating lights. This is where traffic constantly gets backed up. It would be nice if there was a way to address this issue.”**

*Segment 3 Comment*

**“There is no information about how changes in the stop light programming will help with the flow of traffic. There is so much stop and go at lights, synchronizing them would very much help the flow.”**

*Segment 3 Comment*

**“Highway 99 is a major throughway that has already been slowed down by... absolutely terrible timing of the Red / Green lights.”**

*Segment 1 Comment*

The respondents asking for slower speeds also supported more signals and lights to control traffic.

**“Would love... more stop lights. People drive way too fast on this road.”**

*Segment 1 Comment*

**“Signals should be used as a way to calm traffic - too many times of the day, people are driving 45-50 mph on here... timing the signals so that people drive 30 mph and hit every green should be considered.”**

*Segment 5 Comment*

**“There needs to be one or more stoplights between the bridge and the tunnel both to slow traffic and to allow people and cars to cross without great inconvenience and long detours.”**

*Segment 1 Comment*

### **Comments about the Environment**

This group of comments talked about the environment in and around Aurora Ave N. We already see from previous sections that a sense of safety is at the heart of why respondents prefer one feature over another (whether they were for or against a feature).

**“I am unsure about the safety of biking on aurora, even with the dedicated lanes.”**

*Segment 1 Comment*

**“Protect. People. Walking. And. Biking. Priority number 1 is safety. Start with the most vulnerable and make cars work around that.”**

*Segment 1 Comment*

**“The bus lanes being in the middle seems awful for pedestrian safety, accessibility, and comfort.”**

*Segment 4 Comment*

**“I want myself and my elderly family who live near this road to be safe to walk instead of trapped in their homes in fear... of drivers.”**

*Segment 2 Comment*

Beyond just safety from traffic, public safety and public health were the highest priorities for many respondents as well.

**“Use law enforcement to remove... including (but not limited to) jaywalkers, drug addicts, prostitutes, and speeding cars.”**

*Segment 2 Comment*

**“Please, please, PLEASE do something to end the rampant prostitution problem!!! It’s the worst part of Aurora Ave N, by far!”**

*Segment 3 Comment*

**“Need to upgrade the environment adjacent to the road, I.e., get rid of graffiti, trash, rundown buildings, prostitution, etc... Otherwise, no matter what you do with the road, it won’t be conducive to walking or biking.”**

*Segment 1 Comment*

Some of them named public health and safety issues impacting businesses and developments along Aurora Ave N.

**“Same issue as other segment. Address crime. Crime discourage use and business development.”**

*Segment 5 Comment*

**“Development of mixed use businesses/residential buildings must be a part of the plan and increased enforcement of drug/sex trade.”**

*Segment 3 Comment*

**“Business have been leaving because of theft and lack of safety, which really must be addressed first.”**

*Segment 4 Comment*

The desire to support Aurora Ave N or other neighborhood businesses was also a factor for supporting fewer cars and a more people-friendly area.

**“[Idea number 4] is awful. This section is a community business hub that is plagued by high-speed vehicles and roads in poor condition.”**

*Segment 4 Comment*

**“I’d prefer to see the traffic lanes reduced to a single lane and the space used for pedestrian/business use (e.g. tables, benches).”**

*Segment 5 Comment*

**“Walkable, I don’t want to drive. Let me spend money at local businesses please, but not by risking my life.”**

*Segment 3 Comment*

However, the business environment was also the reason some used to justify maintaining existing lanes and capacity.

**“It is essential that freight mobility be maintained for access to commercial businesses.”**

*Segment 4 Comment*

**“Preserve access to businesses and parking. Preserve width and number of general traffic lanes.”**

*Segment 2 Comment*

Similarly, increased pollution from congestion, both from vehicle noise and exhaust, was a concern for some commenters and the reason why they prefer to maintain car lanes and improve traffic flow.

**“I feel like adding any more constriction to traffic is a horrible idea. There is already a lot of wasted time, CO2 and energy on the roads.”**

*Segment 3 Comment*

**“Nobody wants to ride their bike on Aurora. There are other parallel like paths that are safer and have less air pollution.”**

*Segment 1 Comment*

**“For idea #3 most of Aurora is so loud that making it a walkable pleasant environment is borderline delusional.”**

*Segment 2 Comment*

**“Keep car lanes... Slow traffic creates more pollution.”**

*Segment 4 Comment*

But pollution from cars was also a reason why people supported reducing lanes, and focusing on other modes of transportation.

**“Quit giving so much space to cars. They’re the least efficient, most costly, most dangerous, and most polluting way to get around”**

*Segment 1 Comment*

**“...nothing should be sacrificed to add more lanes for single occupancy vehicles, which contribute to more pollution, more traffic violence, and a less pleasant experience for all.”**

*Segment 2 Comment*

**“[We need a] sound / noise / collision barrier separating pedestrians and bikes from 50+ mph traffic.”**

*Segment 1 Comment*

Respondents were also concerned about light pollution.

**“I also believe installing light pollution reducing lights would be beneficial to the community.”**

*Segment 4 Comment*

**“I am worried about increased lighting contributing to even more light pollution. If lighting is added/improved, please explore ways that it can be effective in illuminating the street visibility below while not projecting above as much.”**

*Segment 1 Comment*



**“[Have] you considered softer lighting? The harsh bright light at night is intense... when warmer LEDs would give a much nicer atmosphere.”**

*Segment 3 Comment*

A few respondents commented that because of the pollution, street activation along the corridor will be unappealing.

**“... I don't see the need for street activation - Aurora is fast and loud and no one wants to sit at a sidewalk Cafe along it.”**

*Segment 2 Comment*

**“Of note through this section, more business entrances lie directly on the street today... Standing in the space directly outside the entrance is mostly not a pleasant place to spend much time due to the noise and traffic moving so close by.”**

*Segment 5 Comment*

**“Given the amount of vehicle traffic here, and the public health hazard all the exhaust introduces, I'm not a huge fan of sidewalk cafes that are very near the road. If there's a way to reduce this exposure, I'd be in favor. Seattle needs more outdoor social spaces.”**

*Segment 3 Comment*

## **Other Comments**

Some respondents disliked the draft ideas because they didn't want to choose between the design options, but rather combine them. 33% of comments regarding combining designs were left by the negative sentiment group.

**“We need wide sidewalks, bike lanes, and dedicated bus lanes. Why are these all mutually exclusive?”**

*Segment 1 Comment*

**“I want a complete north-south bike route, center-running transit-only lanes, safe sidewalks, AND space for cars and trucks in each of the five segments of Aurora. Now is the time for bold change!”**

*Segment 2 Comment*

**“I want a complete north-south bike route, center-running transit-only lanes, safe sidewalks, AND space for cars and trucks in each of the five segments of Aurora. Now is the time for bold change!”**

*Segment 3 Comment*

The most requested combination were bike and bus lanes, specifically center running bus lanes.

**“Needs an option with protected bike lanes AND bus only lanes.”**

*Segment 4 Comment*

**“Why is there no option with center bus lanes AND bike lanes?”**

*Segment 1 Comment*

**“...ideas 1 & 2 appear like they should be doable together and not mutually exclusive.”**

*Segment 2 Comment*

Consistency across segments was also called out in some comments.

**“We need the road layout to be as predictable as possible across the entire corridor.”**

*Segment 4 Comment*

**“This is getting better. One through lane each direction should be the max for the whole road, not just this segment.”**

*Segment 3 Comment*

**“It really depends if the capacity and continuity of throughput for cars and bikes is congruent along the whole project. Piecemeal and ever-changing by the half-mile isn't feasible.”**

*Segment 4 Comment*

A handful of respondents also highlighted the importance of considering emergency vehicle access on and around Aurora Ave N.

**“...need access to emergency facilities - hospital, police”**

*Segment 4 Comment*

**“I am deeply concerned about emergency vehicles being able to navigate the freeway when traffic is high.”**

*Segment 2 Comment*

Many commenters suggested replicating designs from the City of Shoreline and other cities that have seen success in similar projects.

**“JUST COPY SHORELINE. A working template has been in operation for years! Why are we pissing all this money away to reinvent the wheel???”**

*Segment 1 Comment*

**“What a tough job! Aurora is such a death trap you have your work cut out; don't reinvent the wheel! Do what has been SUCCESSFUL in other cities.”**

*Segment 1 Comment*

A concern for some was the exclusion of the Aurora Bridge and Woodland Park area from the project area.

**“The BIG issue with that area is the bridge - doing anything without addressing the bridge still feels so dangerous.”**

*Segment 1 Comment*

**“I don't understand how you can evaluate these possibilities without factoring in the constraints of the Aurora Bridge from the beginning of this project. This seems shortsighted, like designing a house before you understand the lot lines and setbacks. The Aurora bridge is already a challenging space, and this seems like it could just add substantial confusion if the bridge isn't factored in from the beginning.”**

*Segment 1 Comment*

**“The [Woodland Park/Zoo] section should be included at this time because it is the worst of the whole section.”**

*Segment 2 Comment*

The remaining miscellaneous comments were ideas that are mentioned by only a few respondents, such as:

**“Please bury the cables for electricity and lighting”**

*Segment 3 Comment*

**“Anything "raised" in the street is bad for motorcycles.”**

*Segment 3 Comment*

**“Don't lose track of Vision Zero, this will only exasperate people in their commutes.”**

*Segment 4 Comment*

**“This should not need to be a matter of public opinion! To reduce deaths, follow the data!!”**

*Segment 1 Comment*