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Madison Street Corridor Bus Rapid Transit (BRT)

# **Environmental Justice and Social Community Discipline Report**

Prepared for  
**Seattle Department of Transportation  
Federal Transit Administration**

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October 2016



*Seattle Department of Transportation*



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# 1 Introduction

The City of Seattle's Department of Transportation (SDOT) and the Federal Transit Administration (FTA) propose to provide new Bus Rapid Transit (BRT) service on Madison Street between 1<sup>st</sup> Avenue and Martin Luther King, Jr. Way East (MLK Jr. Way E.), Spring Street between 1<sup>st</sup> Avenue and 9<sup>th</sup> Avenue, and 1<sup>st</sup> Avenue and 9<sup>th</sup> Avenue between Madison Street and Spring Street as part of the Madison Street Corridor Bus Rapid Transit (Madison BRT) Project.

FTA would provide funding for the project. Under Executive Order 12898, the FTA is required to identify and address disproportionately high and adverse impacts on minority and/or low-income populations that result from its actions. USDOT Order 5610.2(a) and FTA circular 4703.1 provide guidance on how to evaluate and address environmental justice impacts on minority and low-income populations. Both documents require that the assessment of "disproportionate impacts" consider (a) impacts, (b) mitigation, and (c) any offsetting benefits that may also result from the project.

FTA is also subject to Title VI of the Civil Rights Act of 1964. Title VI prohibits discrimination by recipients of Federal financial assistance on the basis of race, color, and national origin, including carrying out otherwise neutral programs, projects or policies that could have a discriminatory impact on minority populations. Executive Order 13166 "Improving Access to Services for Persons with Limited English Proficiency" (65 FR 50121, Aug 11, 2000), requires recipients of federal aid to take reasonable steps to ensure meaningful access to benefits, services, information, activities for individuals who are Limited-English Proficient (LEP). FTA Circular 4702.B summarizes these requirements as they apply to FTA projects and describes a process for evaluating when translated written materials are required.

This memorandum evaluates potential impacts of the Madison BRT Project on minority, low-income, and LEP residents within the project study area and documents public outreach efforts to engage minority, low-income, and LEP populations as part of the project planning process. This memorandum also examines potential social and community impacts of the project.

## 2 Project Description

### 2.1 Background

The Madison BRT Project is located in a dense and rapidly developing area that includes portions of Madison Valley, the Central District, Capitol Hill, First Hill, and Downtown Seattle. These areas are among the densest residential neighborhoods in the City and are sizable employment centers due to the presence of two major medical centers and Seattle University. Providing BRT service along this 2.4-mile corridor is identified in the Seattle Transit Master Plan and listed as a near-term action in the 2016 Move Seattle Strategic Vision. This project would improve transit capacity, travel time, reliability, and connectivity in an area that is highly urbanized and has a lower rate of automobile ownership than other parts of the city.

The Madison BRT Project would connect with dozens of bus routes, the Center City Connector Streetcar, the South Lake Union Street Car, and First Hill Streetcar, and would improve access to ferry service at the Colman Dock Ferry Terminal, First Hill medical institutions and housing, Seattle University, and Link light rail. As part of the project, pedestrian and bicycle access along the corridor would also be improved and enhancements would be made to the streetscape and public realm to increase comfort, visibility, and legibility in the Madison Street corridor.

## **2.2 Project Location**

The project site is located in Seattle, Washington (Figure 1). The 2.4-mile corridor would begin and end at MLK Jr. Way E in the east. Figure 2 shows that from MLK Jr. Way E the Madison BRT Project would head west on Madison Street for 2.26 miles to 1<sup>st</sup> Avenue, head north on 1<sup>st</sup> Avenue for 290 feet, head east on Spring Street for 0.43 mile, south on 9<sup>th</sup> Avenue for 290 feet, and head east on Madison Street for 1.78 miles. The project corridor traverses several Seattle neighborhoods: Downtown, First Hill, Capitol Hill, Central Area, and Madison Valley.

### **Downtown**

The Downtown neighborhood is located at the westernmost end of the project corridor from 1<sup>st</sup> Avenue to the Interstate 5 (I-5) crossing. Downtown Seattle is primarily commercial, including large office towers in the city center, and is the largest employment center in the city.

### **First Hill**

Moving east to First Hill, from I-5 to Broadway Avenue, the density decreases and there is a greater mixture of mid- and low-rise buildings with mixed residential-commercial uses. On the summit of First Hill, and heading east toward Broadway, institutional uses line the south side of Madison and commercial uses line the north. Virginia Mason Hospital and Swedish Hospital both have several large medical facility buildings adjacent to, or within, one block of the Madison Street corridor.

### **Capitol Hill**

North of the project corridor, the Capitol Hill neighborhood runs from Broadway Avenue to 26<sup>th</sup> Avenue. The Pike-Pine corridor, Madison Valley, and Broadway areas are located along the Madison Street corridor. It includes mid-rise development, transitioning into low-rise and mixed commercial and residential development.

### **The Central Area**

South of the project corridor, the Central Area neighborhood also runs from Broadway Avenue to 26<sup>th</sup> Avenue. It includes mid-rise development, transitioning into low-rise and mixed commercial and residential development. The Seattle University campus is adjacent to the Madison Street corridor.

### **Madison Valley**

The Madison Valley neighborhood is located between 26<sup>th</sup> Avenue to MLK Jr. Way and east of the project corridor to Madison Park. Low-rise and mixed commercial and residential development dominates the corridor in this neighborhood.



SOURCE:  
Wa. Dept. of Ecology 2016; ESA 2016; OSM 2015.

SDOT Madison BRT Design . 150820

**Figure 1**  
Project Vicinity





## 2.3 Description of Proposed Work

The Project would create a new BRT line along the Madison Street corridor. It would include approximately 11 BRT station areas with 21 directional platforms along the project corridor, new Transit Only Lanes (TOLs) and Business Access & Transit (BAT) lanes, pedestrian and bicycle improvements, and signal and utility upgrades along the corridor. The Madison BRT would replace portions of the King County Metro Route 12 where they would otherwise overlap. Metro anticipates they would revise Route 12 to compliment the BRT and continue to serve the east Capitol Hill areas as it currently does.

The Madison BRT Project would use nine new buses, seven of which would be on the road at any one time. The BRT would operate Monday through Saturday from 5 a.m. to 1 a.m. and on Sundays and holidays from 6 a.m. to 11 p.m. They would run every six minutes between 6 a.m. and 7 p.m. on weekdays and every 15 minutes during all other hours of operation. Construction would start in 2018 and conclude in the fall of 2019.

### What is a Sidewalk Station?

A sidewalk station is a station that would be located at the curb. They are typically 60 feet long.

### What is an Island Station?

An island station is a platform in the center median of the street. Island stations are at least 60 feet long and approximately 9 feet wide.

## Stations

### 1st Avenue

The western end would be located on 1<sup>st</sup> Avenue and would be shared with Center City Connector streetcars. It would include a northbound island station.

### Spring Street

On Spring Street, all of the BRT buses would be eastbound. Three stops would be provided on Spring Street, one at 3<sup>rd</sup> Avenue, one at 5<sup>th</sup> Street, and one on the nearside of 8<sup>th</sup> Avenue. The Route 2 bus would also utilize the stop at 5<sup>th</sup> Avenue.

### Madison Street

On Madison Street, BRT buses would be westbound only between 1<sup>st</sup> Avenue and 9<sup>th</sup> Avenue and bidirectional between 9<sup>th</sup> Avenue and MLK Jr. Way E. Ten sidewalk stops would be provided. Westbound-only sidewalk stations would be provided on the western side of 3<sup>rd</sup> Avenue and the eastern side of 5<sup>th</sup> Avenue. Sidewalk stations would be provided in both directions at the intersections with 17<sup>th</sup> Avenue, E Denny Way, 24<sup>th</sup> Avenue and the western side of MLK Jr. Way E.

There would be six island stations. One island station, on the western side of 8<sup>th</sup> Avenue would provide westbound service only. There would be two island station pairs (westbound island adjacent to eastbound island station) at Terry Avenue and the east side of Summit Avenue. One bidirectional transit island would be east of the 12<sup>th</sup> Avenue intersection.

One westbound curbside bus layover stall would be provided on Madison Street, west of the intersection with MLK Jr. Way E.

### *Layover*

On MLK Jr. Way E, two curbside bus layover stalls would be provided at the intersection with E Harrison Street, and a third curbside layover would be provided on westbound Madison Street, just west of MLK Jr. Way E.

## **Right-of-Way Improvements**

### *Reconfiguration of Lanes*

As part of the project, new TOLs and BAT lanes would be provided. TOLs can be located anywhere within the right-of-way and only allow transit use. They are typically painted red to inform all corridor users that this lane is for transit only. BAT lanes are a type of bus lane located on the curbside and permit general traffic use for accessing driveways or crossing streets (but not for through travel).

For the Madison BRT Project, 1.98 miles of new TOLs would be provided. Between 5<sup>th</sup> Avenue and 9<sup>th</sup> Avenue there would be 0.24 mile of center, unidirectional TOL. Between 9<sup>th</sup> Avenue and 15<sup>th</sup> Avenue there would be 0.80 mile of center TOLs heading in both directions (1.60 miles total). TOLs would also be provided throughout the corridor (about another 0.14 mile cumulatively) to ensure adequate transit flow. This would include TOLs being placed in front of transit stops, to keep them from being blocked, and on 9<sup>th</sup> Avenue to ensure buses can easily make the transition from Spring Street to Madison Street.

Approximately 0.82 mile of BAT lanes would be provided under the project. Unidirectional BAT lanes would be provided on Spring Street between 1<sup>st</sup> Avenue and 6<sup>th</sup> Avenue (0.3 mile heading east) and on Madison Street between 1<sup>st</sup> Avenue and 5<sup>th</sup> Avenue (0.24 mile heading west) and between 15<sup>th</sup> Avenue and 17<sup>th</sup> Avenue (0.14 heading east). BAT lanes would be provided for both directions on Madison Street between 17<sup>th</sup> Avenue and 18<sup>th</sup> Avenue (0.14 mile total).

### *Parking*

Bus lanes must be at least 10.5 feet, and preferably 12 feet wide, according to American Public Transportation Association (APTA) standards (APTA, 2010). Many of the existing rights-of-way within the corridor would not allow for the addition of a new 10.5-foot-wide bus lane without the removal of on-street parking. The Madison BRT Project would remove 222 on-street parking spaces within the corridor, 10 of which would be passenger or delivery loading spaces, 113 would be street parking spaces, and 99 would be spaces that are restricted (currently allowing parking during non-peak hours only).

### *Alterations to Existing Street Corridor*

According to APTA standards, bus lanes must be at least 10.5 feet wide (APTA, 2010). Many of the existing rights-of-way within the corridor would not allow for the addition of a new 10.5-foot-wide bus lane without the narrowing of other existing lanes. In certain sections of the roadway, existing general purpose lanes may need to be converted for BRT use (Table 1). A list of the changes to the existing street corridor is provided below:

- Roadway curb widening on seven blocks of Madison Street;
- Full depth PCCP roadway restoration under proposed BRT travel lanes corridor wide;
- Sidewalk restoration and repairs impacting approximately 75 block faces;
- Storm water detention system construction underneath Madison Street (up to 72" detention pipe diameter);

- Corridor wide roadway restriping;
- Remove north/south crossing of Madison Street via Terry Avenue; and
- Remove left turn lanes on Madison Street to Minor Avenue, Summit Avenue, and Boylston Avenue.

Table 1 General Purpose Lane Removal

Location	Existing General Purpose Lanes (ft.)	Proposed General Purpose Lands (ft.)	Percent Reduction
1st to 9th	14,096	12,559	10.9%
9th to 18th	21,103	11,433	45.8%
18th to MLK	11,610	9,789	15.7%
<b>Total</b>	<b>46,809</b>	<b>33,781</b>	<b>27.8%</b>

### Signal and Utility Improvements

As part of the Madison BRT Project, Transit Signal Priority (TSP) would be provided at most signalized corridor intersections between 7<sup>th</sup> Avenue and MLK Jr Way. Signal priority would be used to hold lights green for approaching BRT vehicles and shorten red times for BRT vehicles at intersections. Separate “queue jump” transit only phases would be employed where BRT vehicles need to go in advance of general purpose traffic. In addition, two new signals would be provided on Spring Street: one at the 8<sup>th</sup> Avenue intersection and one at the 9<sup>th</sup> Avenue intersection.

The vehicles would be electrically powered using either electric trolleybus (ETB) technology requiring overhead contact systems (OCS) or some combination of ETB/OCS and emerging battery-powered technology allowing for substantial “off wire” operation. In order to power the line, new overhead wires would need to be installed in the following areas:

- 1<sup>st</sup> Avenue from Madison Street to Spring Street (approximately 300 feet)
- Spring Street from 1<sup>st</sup> Avenue to 3<sup>rd</sup> Avenue, and from 7<sup>th</sup> Avenue to 9<sup>th</sup> Avenue (approximately 0.5 mile);
- 9<sup>th</sup> Avenue from Spring Street to Madison Street (approximately 300 feet);
- Madison Street from 19<sup>th</sup> Avenue to MLK Jr. Way E (approximately 0.7 miles); and
- MLK Jr. Way E from Madison Street to E Harrison Street (approximately 800 feet).

A new traction-powered substation (TPSS) would be needed somewhere near the eastern end of the project, where the existing overhead catenary system would need to be extended. The project would also include stormwater infrastructure improvements and utility relocations as part of the work within the right-of-way.

### Pedestrian and Bicycle Improvements

The Project would include a number of improvements for pedestrians and bicyclists.

Where the project is impacting the existing sidewalks along the corridor, repairs or replacements would be completed to restore them to ADA standards. Corner bulb-out sidewalk extensions would be provided at a number of locations, which reduce street crossing distance and increase visibility of pedestrians. At Boren Avenue, Broadway Avenue, and Union Street sidewalks would be narrowed slightly to accommodate left turn lanes.

Protected Bicycle Lanes (PBLs) would remain on Spring Street between 2<sup>nd</sup> Avenue and 4<sup>th</sup> Avenue and added on Union Street between 12<sup>th</sup> Avenue and 14<sup>th</sup> Avenue. A sharrows situation would be created in the left lane on Spring Street from 1<sup>st</sup> Avenue to 2<sup>nd</sup> Avenue.

Additional crosswalk and bicycle crossings would be provided at the intersection of 12<sup>th</sup> Avenue and Union Street, in accordance with the Seattle Bicycle Master Plan. As part of the project, a wide crosswalk would be constructed on Madison Street on the east side of the intersection, enabling transitions between the bike facilities on Union Street, to the east across Madison Street, and 12<sup>th</sup> Avenue.

A short segment of bicycle lane would be striped through the intersection of 24<sup>th</sup> Avenue and John Street and improvements to the sidewalk on Madison Street west of the intersection would be included in the project in order to facilitate through movements on the 24<sup>th</sup> Avenue greenway.

### **Landscaping Improvements**

In order to complete construction of the stations, lane widening, utility relocations, and sidewalk and other frontage improvements, approximately 70 existing street trees may be removed. All trees removed would be replaced in accordance with the City of Seattle's Tree Replacement Standards (SMC 15.43) and in coordination with SDOT Urban Forestry.

As part of the project, SDOT would be installing a new 2,600 square-foot Pocket Plaza with sidewalk and landscaping at the intersection of Madison Street, E Pike Street and 14<sup>th</sup> Avenue.

### **Art**

The City has committed to contributing 1% of City funds to add public art (1% for Art Program); federal and state funds do not apply to this program. These funds are combined with other project art contributions to fund larger art installations which may or may not be located on the Madison Street corridor; this decision is made by the City's Art Council.

## **3 Methodology**

The following methodologies were used to assess environmental justice, Title VI, and general social and community impacts. The study area for analysis of impacts extends one quarter (0.25) of a mile in all directions from the project alignment.

### **3.1 Environmental Justice Populations**

The methodology used for this environmental justice analysis is in accordance with Executive Order 12898 and follows the guiding environmental justice principles provided in USDOT Order 5610.2(a) and FTA Circular 4703.1(FTA, 2012).

For this environmental justice analysis, the study area includes all areas within 0.25 mile of the project corridor where impacts could occur. Block-level Census and American Community Survey (ACS) data were used to identify minority and low-income populations. School enrollment data from the nearby elementary schools (the Washington State Report Card) were gathered to verify US Census and ACS data. To determine whether or not there would be disproportionately high and adverse effects on identified minority or low-income populations, this report discusses environmental burdens existing within the study area, discusses potential adverse effects of the project during and after construction, identifies actions incorporated into

the project to address adverse effects, and notes potential positive effects of the project on environmental justice populations.

### 3.2 Title VI Populations

The project follows FTA's methodology for compliance with Title VI and Executive Order 13166 to ensure that minority, low-income, and LEP persons receive the benefits from the City's project, are provided meaningful access to the services offered by the project, and are provided full and fair participation in decision making process.

### 3.3 Social and Community

To assess potential social and community impacts, the analysis identifies intrinsic qualities of the study area communities (demographics and neighborhood characteristics) and social services that serve the community and determines whether or not the project would disrupt the underlying community cohesion or would hinder access to key services through the influences identified above. A 0.25-mile radius around the project corridor is also used for this assessment. The 2014 American Community Survey (ACS) Data (2010 – 2014 5-Year Estimates) serve as the primary data source to gather demographic data for this analysis.

#### **Who is considered a minority?**

A person who is Black, Hispanic, Asian American, American Indian or Alaskan Native, or Native Hawaiian or other Pacific Islander

#### **What is a minority population?**

Any readily-identifiable groups of minority persons who live in geographic proximity and would be similarly affected by a proposed program, policy, or activity

#### **Who is considered low-income?**

A person whose household income is at or below the Department of Health and Human Services poverty guidelines

## 4 Affected Environment

### 4.1 Study Area Demographics

The Madison BRT Project is located in a dense and rapidly developing area that includes portions of Downtown, First Hill, Capitol Hill, the Central Area, and Madison Valley. These areas are among the densest residential neighborhoods in the City and are sizable employment centers due to the presence of two major medical centers and Seattle University. When compared to the larger Seattle area, the study area has more seniors and fewer children, has a smaller average household size, consists largely of renters, has a much higher percentage of persons with disabilities, and is more dependent on transit than the City of Seattle as a whole (ACS, 2014). Homeless populations are present within the general vicinity of the project. There are approximately 10 shelters located in the study area (ShelterListings.Org, 2016). In addition, there are approximately 3,800 homeless people typically on the street in the Seattle area, some of which may frequent the project area (Coalition on Homelessness, 2015).

Table 2 provides a breakdown of the minority, LEP, and low-income populations in the neighborhoods across the study area.

Table 2 Minority, LEP, and Low-Income Populations by Neighborhood

Neighborhood	Percent Minority <sup>a</sup>	Percent Non-English <sup>b</sup>	% Below Poverty Level <sup>c</sup>	% Below FTA Grant Poverty Level <sup>d</sup>
<b>Downtown</b>	44.1%	9.8%	25.5%	43.0%
<b>First Hill</b>	38.4%	8.7%	23.7%	44.0%
<b>Capitol Hill</b>	27.0%	3.1%	12.2%	25.9%
<b>Central Area</b>	42.3%	6.0%	15.2%	28.1%
<b>Madison Valley</b>	24.4%	2.5%	9.8%	18.4%
<b>Madison Park</b>	15.7%	1.1%	4.7%	10.2%

Source: US Census, 2010

<sup>a</sup> Total Minority is calculated by adding the populations for all non-white races and the population for white-Hispanic.

<sup>b</sup> Those who do not speak English well or at all.

<sup>c</sup> Census data is provided in salary ranges. For this analysis, persons with a household income of less than \$35,000 was used.

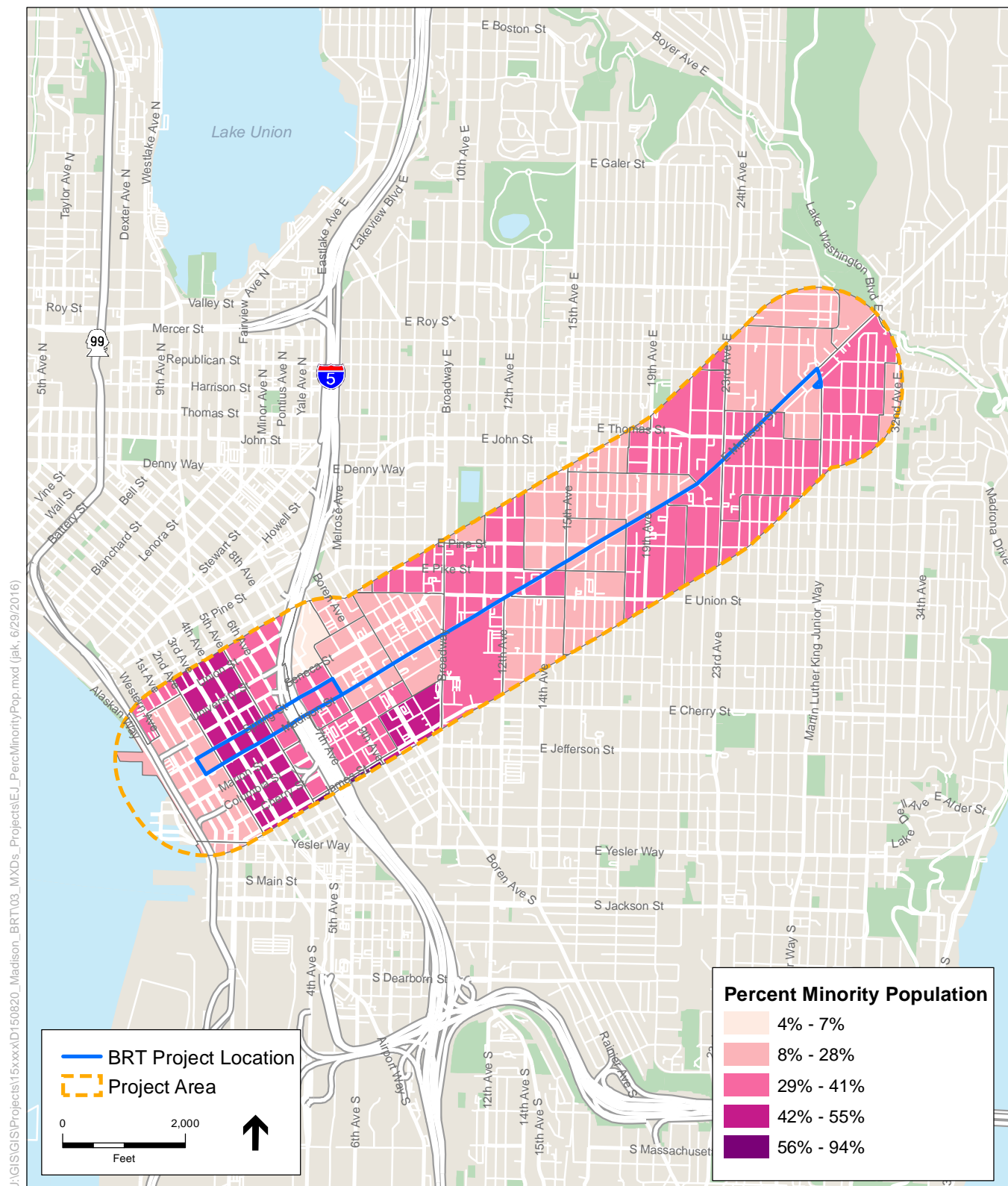
<sup>d</sup> The threshold that is used for FTA's grant program states that a low-income individual is one "whose family income is at or below 150 percent of the poverty line" (FTA, 2012). That would include all persons with a family income that is at or below \$36,450

## 4.2 Minority Populations

Table 3 summarizes the "Population by Race" 2010 Census Data, reported at the Census block level for the area within 0.25 mile of the centerline of the project and for the City of Seattle. It shows they study area as having a similar percentage of minority populations compared to the city as a whole.

Figure 3 shows that the distribution of the minority populations is spread out within the study area, with the highest concentrations being located between 2<sup>nd</sup> Avenue and 5<sup>th</sup> Avenue and south of Columbia Street between Terry Avenue and Broadway.





SOURCE:  
Wa. Dept. of Ecology 2016; American Housing  
Survey 2014; ESA 2016; OSM 2015.

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**Figure 3**  
Percent Minority Population

Table 3 Minority Populations in the Study Area

Area	Total Population	White	Black	American Indian/ Alaska Native	Asian	Native Hawaiian/ Other Pacific Islander	Some Other Race/ Two or More Races	Hispanic	Total Minority <sup>b</sup>
<b>Study Area<sup>a</sup></b>	50,156	35,390 (70.6%)	5,256 (10.5%)	486 (1.0%)	5,298 (10.6%)	120 (0.2%)	3,606 (7.2%)	3,149 (6.3%)	17,915 (35.7%)
<b>City of Seattle</b>	637,850	445,886 (69.9%)	46,687 (7.3%)	4,562 (0.7%)	90,799 (14.2%)	2,985 (0.5%)	46,931 (7.4%)	40,577 (6.4%)	232,541 (36.4%)

Source: US Census, 2010

<sup>a</sup>The study area includes the area within 0.25 mile of the proposed project. This table includes data for all populated Census block groups that intersect the study area.

<sup>b</sup> Total Minority is calculated by adding the populations for all non-white races and the population for white-Hispanic.

Another method of identifying minority residents is reviewing the percentage of minority students attending neighborhood schools. According to the Seattle Public School District, 63 percent of students at Lowell Elementary, 47 percent of students at Stevens Elementary, 74 percent of students at Madrona K-8 School, and 37 percent of students at McGilvra identify as being part a minority group (OSPI, 2015).

### 4.3 Low-Income Populations

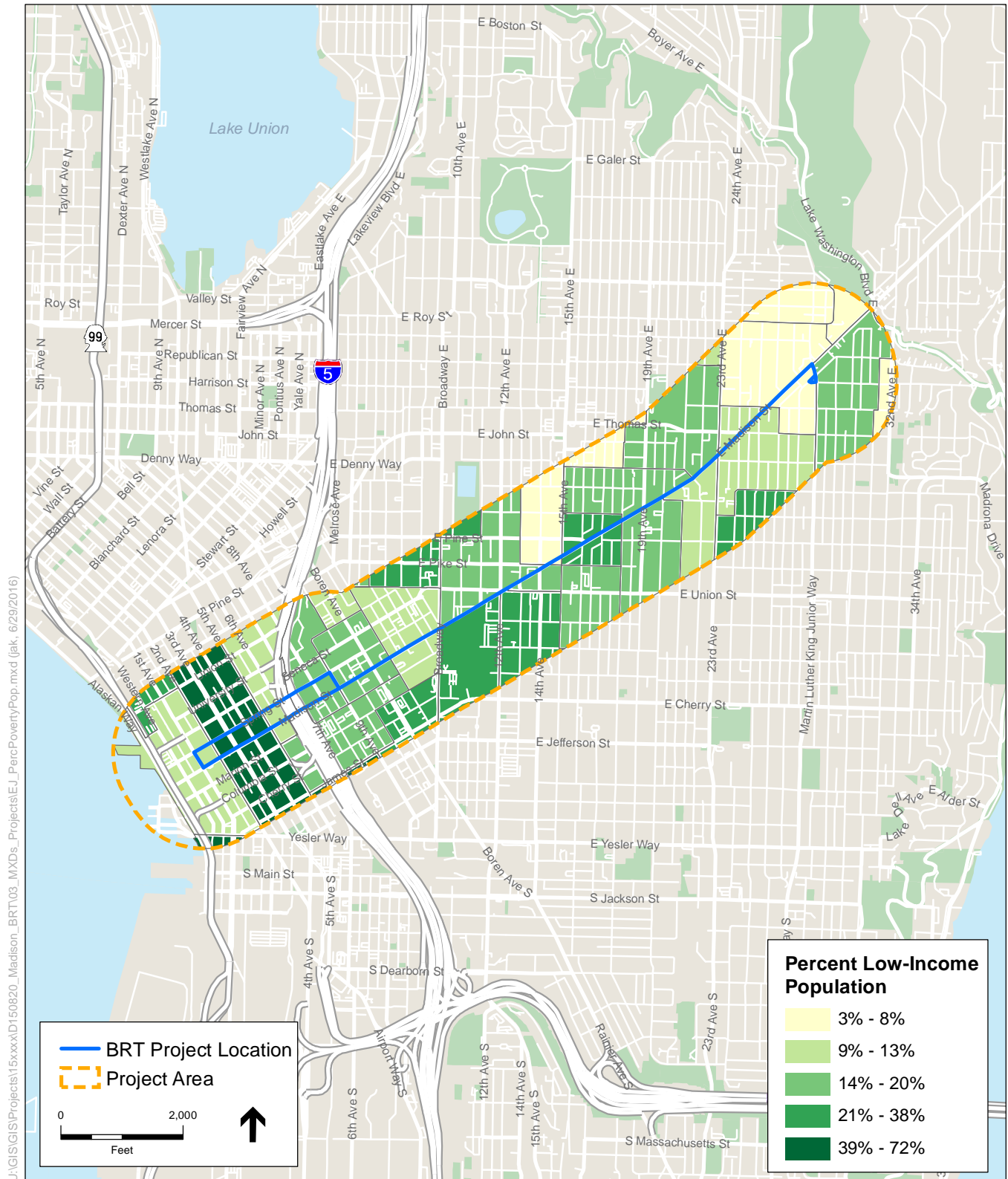
Low-income status is determined by the poverty threshold, which is set annually by the US Department of Health and Human Services. The 2016 poverty level for a 4-person household is \$24,300 (HHS, 2016). According to 2014 ACS data, approximately 18 percent of the study area population have incomes below the poverty level.<sup>1</sup> That is approximately 5 percent higher than the City of Seattle as a whole (ACS, 2014). The distribution of low-income populations along the project corridor is shown in Figure 4. The percent of low-income populations is distributed throughout the study area, with the highest concentrations along the project corridor being located between 2<sup>nd</sup> Avenue and 5<sup>th</sup> Avenue.

The threshold that is used for FTA's grant program states that a low-income individual is one "whose family income is at or below 150 percent of the poverty line" (FTA, 2012). That would include all persons with a family income that is at or below \$36,450.<sup>2</sup> Using this threshold, approximately 35 percent of the study area population would be considered low-income (ACS, 2014).

<sup>1</sup> Census data is provided in salary ranges. For this analysis, persons with a household income of less than \$25,000 were used.

<sup>2</sup> Census data is provided in salary ranges. For this analysis, persons with a household income of less than \$35,000 were used.





SOURCE:  
 Wa. Dept. of Ecology 2016; American Housing  
 Survey 2014; ESA 2016; OSM 2015.

SDOT Madison BRT Design . 150820  
**Figure 4**  
 Percent Low-Income Population

Another method of determining income level is reviewing the number of students participating in the free or reduced-price meals program. To qualify for this school program, a family of four must earn \$44,863 or less annually (SPS, 2015). The Seattle Public School District reported that 38 percent of Stevens Elementary School students, 10 percent of McGilvra Elementary School students, 60 percent of Madrona K-8 School students, and 52 percent of Lowell Elementary School students participated in the free or reduced-price meals program (SPS, 2015). The disparity between the Census data and the school program data is likely due to the fact that the school program boundaries cover a geographic area that extends significantly beyond the extent of the project study area, and the higher percentage in medium- and high-income families choosing to place their children in private schools. In addition, the income threshold for eligibility in the school program is almost twice that of the 2016 poverty level, resulting in more qualifying families.

Within the study area, there are three low-income housing establishments: Rose Manor and the Olive Ridge Apartments (Seattle Housing Authority) and the Glen Hotel (Low Income Housing Institute). Rose Manor (1420 Western Ave., 98101) and the Glen Hotel (1413 3rd Ave., 98101) are located near the edge of the study area, while the Olive Ridge Apartments (1700 17th Ave., 98122) are located a block north of Madison Street. Geared toward people earning less than 80 percent of the area's median income, the Olive Ridge Apartment complex includes 105 1- and 2- bedroom units (Seattle Housing Authority, 2016).

#### **4.4 Limited English Proficiency (LEP)**

Presidential Executive Order 13166 directs agencies to ensure LEP populations have fair and equal access to services. LEP individuals are those who do not speak English as their primary language and who have limited ability to read, speak, write or understand English. English, Spanish, Chinese, Hindi, French, German, and Korean are spoken along the project corridor (SDOT, 2016). According to 2010 Census data, approximately 4 percent of people in Seattle do not speak English well or at all. Within the study area, 2 percent of the population speaks English not well or not at all (EPA, 2016).

Data on LEP individuals can provide additional information on minority populations in the study area that can increase awareness of potential language barriers that help makes outreach more effective. Where demographic data indicates that at least 5 percent of the population speaks English less than well, it is general practice to provide equal access to project information in the spoken language. Equal access provisions may include posting webpage notices in the appropriate language(s); printing and distributing translated project brochures, meeting invitations, and newsletters in the appropriate languages(s); or providing a translator or interpreter services upon request. For this project outreach, translation services are provided in Spanish and Chinese in the Downtown neighborhood, and in Spanish in the First Hill neighborhood (SDOT, 2016). Once the project is implemented, a project goal is to have BRT information materials (bus schedule books, system change materials, etc.) and ticket vending machines provided in English, Spanish, and Chinese. Additional BRT informational materials would be provided in other languages upon request.

## 4.5 Social Community

There are approximately 100 community facilities in the study area, including social services, cultural institutions (such as libraries, museums, theaters, and landmarks), religious institutions, and government offices. There are also approximately 15 park facilities in the study area which consist of small green spaces, garden, and open plazas. The following is a list of those community facilities that are directly adjacent to the project elements:

### Social Services

- Pioneer Human Services
- Planned Parenthood
- Powerful Voices
- Pride Foundation
- Puget Sound Blood Center
- Swedish Medical Center
- Virginia Mason Seattle Main Campus

### Cultural

- Bakke Graduate University
- First A.M.E. Child Development Center
- Seattle Academy of Arts and Sciences Arts Center
- Seattle Public Library – Central Library
- Seattle University

### Government Offices

- Federal Trade Commission
- Office of Senator Maria Cantwell
- Seattle Housing and Urban Development Office
- Seattle Inspections Department
- US Appeals Court
- US Coast Guard District 13
- US Immigration Review Court
- US Internal Revenue Services
- US Social Security Administration

### Religious Institutions

- First A.M.E. Church
- Madison Temple Church of God
- Sanctuary Church – Capitol Hill
- Seattle First Presbyterian Church

## 5 Project Effects on Environmental Justice and LEP Populations

Environmental justice and community impacts encompass both human health and environmental effects. This analysis considers both short-term (construction) and long-term (operation) effects. In evaluating potential effects, it is important to first assess environmental

effects to elements of the environment and then apply those findings along with mitigation measures in considering potential effects to communities and environmental justice populations within the study area. Table 4 below summarizes the likely project effects to various elements of the environment.

**Table 4**      **Impact Summary Table**

Element	Short-term Effects	Long-term Effects	Beneficial Effects	Proposed Mitigation
<b>Transportation</b>	Construction vehicles and temporary lane closures due to construction activities will increase congestion in the study area.  Sidewalks will also require short term closures for utility work and roadway widening.	Project would remove 222 on-street parking spaces	Minimize cross-neighborhood dependency on cars by providing non-motorized alternative and better connections to transit	Construction traffic management plan to reduce disruptions
<b>Noise &amp; Vibration</b>	Noise and vibration from construction equipment & traffic could be disruptive to residents and businesses	None	Electrically-powered buses are quieter than traditional buses.	Construction BMPs per Seattle Noise Control code; project will be required to obtain a Noise Variance for nighttime work
<b>Air Quality</b>	Exhaust emissions & fugitive dust from construction equipment & activity could temporarily decrease air quality	None	Reduction in emissions due to use of electrically-powered buses; minimize cross-neighborhood dependency on cars by providing non-motorized alternative	Construction BMPs to minimize emissions from equipment & control fugitive dust
<b>Hazardous Materials</b>	Excavation activities could uncover unknown contaminated soils; potential spills of hazardous materials from construction equipment	Property acquired for right-of-way may contain hazardous materials requiring the City to assume remediation responsibility	None	Construction BMP's to avoid and control spills; implementation of a Spill Pollution Control & Countermeasures Plan; SDOT will coordinate with WA Department of Ecology on current cleanup activities within the project area
<b>Cultural Resources</b>	Potential to disturb known & unknown resources	None	None	Development of an ARMP/IDP; monitor construction work west of I-5

Element	Short-term Effects	Long-term Effects	Beneficial Effects	Proposed Mitigation
<b>Aesthetics</b>	Construction equipment & activity would be visible from the surrounding roadways and residences; street trees would be removed for construction	Bus stops would be a new visual element	Replacement trees and improvements to sidewalks, curb extensions, curb ramps and roadway paving seen as an enhancement in visual quality	Construction screening for staging areas; placement of staging areas in less visible locations outside of the project area; nighttime lighting would be directed downward to reduce the impacts of light on adjacent residences.
<b>Land Use</b>	Approximately 70 temporary construction easements would be required; construction would occur at all hours; potential traffic delays and disruptions to residential and business uses in and around the project corridor	A site for the new TPSS may be need to be acquired; 1 permanent easement within King County Parcel Number 6003000095, the Pony Bar, would be required	Provide better access to multi-modal transportation options and to surrounding land uses	N/A
<b>Energy</b>	Energy used by construction equipment and to manufacture the equipment, materials, and supplies to transport them to the worksite.	None	Project would indirectly reduce future automobile vehicle miles traveled and would thereby decrease energy consumed by private automobiles	Construction BMPs would minimize energy consumption by maintaining all construction equipment in good operating condition and reducing equipment idling time
<b>Wildlife &amp; Vegetation</b>	Some vegetation clearing of landscaped areas would be required, included the removal of street trees	None	Landscaped areas would be added	Restoration of temporarily disturbed areas and replacement of trees removed for construction; creation of a pocket plaza will include landscaping
<b>Water Resources</b>	Erosion, debris and fugitive dust from construction could enter surface waters increasing turbidity	Approximately 10 acres of new and replaced pavement and sidewalk would be placed under the project	Existing stormwater facilities within the corridor would be upgraded to current city standards.	Stormwater infrastructure enhancements

Element	Short-term Effects	Long-term Effects	Beneficial Effects	Proposed Mitigation
<b>Public Services &amp; Utilities</b>	Could affect access to some areas for public service providers; removal of on-street parking and delivery zones could affect public services; potential service outages from utility relocations where the roadway would be widened.	The project would replace existing stormwater infrastructure impacted by the project	Existing stormwater facilities within the corridor would be upgraded to current city standards.	Ongoing coordination with service and utility providers; coordination with construction HUB group for business district areas; use of stormwater BMPs to meet the requirements of the City of Seattle Stormwater Manual

## 5.1 Construction Impacts

Most project impacts would be construction-related and felt in the immediate vicinity of the project site. Construction is anticipated to take approximately 1 year, with work occurring until the fall of 2019. The project would be staged, with work moving along the project corridor throughout the construction period. By sequencing construction, impacts on neighborhoods would be shorter in duration. Typically construction would occur during weekdays, but nighttime work would be required to reduce traffic impacts.

Minor negative effects during construction would be minimized through implementation of proposed mitigation measures and best management practices. Although approximately 70 temporary construction easements would be required for the project, access to all properties would be maintained during construction. Coordination with the Office of Economic Development may occur to ensure vulnerable businesses along the corridor are prepared for construction. Due to the short-term nature and locations of project effects, none would create or contribute to a disproportionately high and adverse environmental effect on minority, low-income, LEP populations.

## 5.2 Operational Impacts

There is the potential for long-term impacts resulting from operation of the project. These would include property acquisition, changes in existing bus routes, permanent loss of parking, and changes to traffic routing.

Once the project is completed, the BRT would replace portions of Metro Route 12 where the two lines would otherwise overlap. Metro anticipates they will revise Route 12 to complement the BRT, while still continuing to serve the Capitol Hill areas as it currently does. However, how exactly the route would be changed is still to be determined. Long-term, changes in existing bus routes should benefit low-income and minority groups along the corridor because the overall provision of public transit would be improved.

In order to provide the new bus lane, removal of on-street parking is required. The Madison BRT Project would remove 222 on-street parking spaces within the corridor, 10 of which are passenger or delivery loading spaces, 113 are street parking spaces, and 99 are restricted spaces (currently allowing parking during non-peak hours only). Car ownership within the project study area is significantly lower than other parts of the city. Although the loss of parking may reduce the accessibility of businesses along the corridor to those driving automobiles, the

accessibility of businesses via public transit would be improved; therefore, the permanent loss of parking is not expected to result in significant impacts.

In addition, the project would permanently remove southbound access across Madison Street via Terry Avenue and would hinder the ability for westbound travelers on Madison to make a left turn onto Summit Avenue. Changes to traffic routing would reduce the accessibility of Swedish Medical Center for westbound drivers. However, emergency response routes would be updated to accommodate the change. Removal of southbound access on Terry Avenue south of Madison would reduce accessibility of the Puget Sound Blood Center and the Seattle Surgery Center. However, these facilities could be accessed via neighboring streets. These changes to traffic routing would not be disproportionately borne by any low-income, minority, or LEP populations.

## **6 Project Effects on Social and Community**

### **6.1 Construction Impacts**

As stated in Section 5.1, most project impacts would be construction-related and felt in the immediate vicinity of the project site. Construction impacts associated with the project would be minor and temporary and would include the presence and movement of equipment and materials, lighting for nighttime work, storage of construction materials, and general visual nuisance around staging and construction areas. During construction, closures of intersections along the route would be limited to evenings and weekends to minimize impacts on circulation during business hours.

Residents and community facilities would experience short-term impacts associated with construction, including the following:

- Temporary vehicle, bike, and pedestrian detours (and potentially avoidance of the immediate construction area by pedestrians);
- Temporary increases in noise and vibration;
- Temporary increases in fugitive dust levels and other emissions; and
- Temporary traffic impacts, including changes in travel patterns, accessibility, and the loss of on-street parking and loading and unloading access.

Despite some negative impacts near construction activities, the overall neighborhood quality for residents would be affected for relatively short periods of time. Access to all buildings would be maintained throughout construction, including to community facilities along the alignment.

### **6.2 Operational Impacts**

As stated in Section 5.2, property acquisition, changes in existing bus routes, permanent loss of parking, and changes to traffic routing would occur as a result of the project.

Conversion of existing general purpose travel lanes to transit-only lanes would result in traffic diversion to adjacent streets and the project would also require some turning restrictions for general purpose vehicles. These changes would cause some increase in traffic delays as traffic disperses among adjacent roadways; however, they would not adversely affect travel through

and across the neighborhoods or considerably impair access to businesses. Two areas where permanent reduction in access would occur include southbound access on Terry Street and westbound left turn access on Summit Avenue (the main access point to Swedish Medical Center). The loss of on-street parking would affect some study area residents; however, these parking locations are predominantly time-restricted parking stalls. The project would change the Metro 12 route, but it would continue to serve the study area.

Changes to the visual setting in neighborhoods would be minimal because project design would incorporate neighborhood design guidelines to integrate with the surrounding context and character of the neighborhood. The project would not result in negative changes in neighborhood quality, bar social interaction, or adversely affect community facilities because the project would predominantly be located within existing right-of-way and would maintain building access.

## **7 Beneficial Effects**

The project would provide a convenient, reliable, and frequent transit service to the community and would improve connections to other areas of the city. This would result in better access to community facilities, employment, and education within and outside of the study area. Increased transit access would also result in improved quality of life for persons working and living in the study area, especially those who do not own an automobile (35 percent) (ACS, 2014). The project would also make the study area more pedestrian and bicycle friendly by including improvements to sidewalks, curb ramps, landscaping, bicycle facilities, and a new 2,600 square-foot pocket plaza at the intersection of Madison Street, E Pike Street, and 14<sup>th</sup> Avenue. In addition, the project would upgrade crosswalks to meet ADA guidelines.

## **8 Mitigation**

The subsections below describe mitigation measures specific to environmental justice and social and community impacts. Other technical memorandums and discipline reports for the Madison BRT NEPA assessment describe specific mitigation measures for project construction and operation. Those are summarized in Table 2.

### **8.1 Environmental Justice**

The City of Seattle requires programs and projects to develop and implement an Inclusive Outreach and Public Engagement (IOPE) plan that outlines how the City will continue to provide outreach to traditionally underrepresented populations, including low-income, minority, homeless, and LEP individuals. Public outreach efforts have been ongoing since project inception and included three open houses, two online surveys, and three design workshops during the design concept study and 10% design phase. Design outreach will continue to include meetings with project stakeholders, property owners, and the public. These will be held at key project milestones: the 30% design and final design. The public will also be updated on the project's status through frequent website updates, email updates, social media content, and blog postings (SDOT, 2016). A comprehensive explanation of the public outreach strategy for this project is detailed in the IOPE plan, and a summary of the outreach to date is in Appendix A.

SDOT will translate materials such as project open house and construction notices into Spanish, Chinese, Korean, and Hindi and distribute these materials at social service agencies and at



affordable housing sites and offices throughout the study area. No other mitigation specific to environmental justice would be required.

## **8.2 Social and Community**

No adverse social impacts or impacts to community facilities and neighborhoods have been identified for this project; therefore, no mitigation is proposed. During construction, SDOT would develop and implement a public information plan, which will include the following elements:

- Apprise community organizations and service providers in the study area of construction activities that may affect them.
- Provide targeted outreach to businesses and individuals directly affected (fronting construction areas) by the project.
- Hold regular coordination meetings with project team and public outreach staff so that public messages are current, timely, and, to the extent possible, provide advanced warning of construction activities that may affect routine daily activities.

## **9 Environmental Justice Determination**

The majority of adverse effects associated with this project would occur during construction and be minor and temporary in nature. The long-term project effects would be the beneficial, providing improved public transit, better connections to multi-modal transportation options, and enhanced bicycle and pedestrian facilities in neighborhoods with diverse communities. No minority or low-income populations would be disproportionately adversely affected by the project, and the project would not disrupt the underlying community cohesion or hinder access to key community services. A concerted effort was made to identify and engage minority, low-income, and LEP populations in development of the project and will continue throughout construction. The project has complied with Executive Order 13166 and Title VI of the Civil Rights Act and has met the provisions of Executive Order 12898.

## 10 References

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# **Appendix A**

## **Public Outreach Summary**



## Outreach Summary

The Seattle Department of Transportation (SDOT) has provided information on and sought public input into the development of Madison Street Bus Rapid Transit (BRT) since fall 2014, when it began planning the route. Following that, SDOT held numerous public and stakeholder meetings on various phases of project design:

- 2014: SDOT held two open houses on the Madison Street BRT conceptual design, developed the project website and conducted interviews with 57 stakeholders.
- 2015: SDOT held two open houses on the 10% concept design plans, distributed an online survey that was completed by 1,660 respondents and made public a report on the Locally Preferred Alternative (LPA).
- 2016: SDOT expanded its neighborhood public outreach efforts along the corridor. It held three in-person open houses and one online open house on the 30% design, attended 27 neighborhood meetings and briefings, knocked on more than 140 doors to introduce hard-to-reach populations to the project, mailed 15,000 newsletters with a project update and invitation to open houses, placed 12 print and web media ads in traditional and ethnic media outlets the community was likely to see, and received 372 comments from the public and stakeholders on the 30% design.

Open house materials and other project information can be found on the project website at: [www.seattle.gov/transportation/MadisonBRT.htm](http://www.seattle.gov/transportation/MadisonBRT.htm). This appendix includes copies of the:

- 2014 Stakeholder Interview Summary Report (p. 3-22)
- 2015 Online Survey Summary Report (p. 23-50)
- 2016 Outreach Summary Report (p. 51-76)
- Inclusive Outreach and Public Engagement (IOPE) Plan (p. 77-96), which is used to guide SDOT's outreach activities

## 2014 Stakeholder Interview Summary Report

The Seattle Department of Transportation

## Madison Corridor BRT Study

# Stakeholder Interview Summary

September 2014



 **SDOT**  
Seattle Department of Transportation

  
**NELSON**  
NYGAARD

## Madison Corridor Bus Rapid Transit Study – Stakeholder Interview Summary

Following is a summary of the Madison Street Bus Rapid Transit (BRT) Conceptual Design Study stakeholder interviews conducted between July 15 and September 3rd, 2014. Interviews were conducted at the Seattle Municipal Tower or by phone and during a meeting of the First Hill Improvement Association (FHIA). Stakeholder interviews were conducted with the following interviewees:

Alex Brennan	12th Ave Stewards/Capitol Hill Housing
Alex Hudson	FHIA Coordinator
Alfonso Lopez	Seattle Bicycle Advisory Board
Andi Pratt	Downtown Seattle Association
Andrew Taylor	East District Council
Anne Knight	Route 2 rider
Anne Ornsby	FHIA, Horizon House resident
Betsy Braun	Virginia Mason
Bill Zosel	Central District Council Chair & 12th Avenue Neighborhood Plan Stewardship Committee
Brenna Davis	Virginia Mason
Chance Hunt	Seattle Public Library
Chauncey DeVitis	Silver Cloud Inn
Chris Rogers	Seattle Town Hall
Cindi Raykovich	Sound Sports
Colleen Walsh	Bullitt Center
Cynthia Klever	Downtown Seattle YMCA
Detra Segar	FHIA
Devor Barton	Seattle Pedestrian Advisory Board
Diane Snell	Advisory Council on Aging
Don Blakeney	Capitol Hill Resident
Edward Wolcher	Seattle Town Hall
Eva Strickland	Key Bank
Genevieve Rucki	WSDOT
Glenn Osako	Seattle Public Library
Jackie Claessens	FHIA, Community Relations and Marketing Officer, Horizon House
Jessica Szlag	Commute Seattle
Jim Erickson	Chair of FHIA Open Space Working Group
Jim Mueller	JC Mueller LLC
Joanna Cullen	Central Area Resident and President of the Squire Park Community Council
Jon Scholes	Downtown Seattle Association
Kendall Baker	FHIA Transportation Working Group Chair



Madison Corridor Bus Rapid Transit Study  
Seattle Department of Transportation

Karen Lee Kimber	FHIA, Swedish Hospital
Kathy O'Kelley	Hines Property / DTA member
Lara Branigan	Seattle University
Liat Nikolayevsky	JC Mueller LLC
Linda Mitchell	Downtown Residents Association
Maggie Walker	Central Waterfront Committee
Mark Adreon	Seattle Commission for People with Disabilities
Mary Cutler	Seattle Town Hall
Mary Ellen Hudgins	First Hill resident and FHIA Board President
Matt Stoner	Property Owner
Merlin Rainwater	Seattle Central Greenways
Michael Wells	Capitol Hill Resident / Capitol Hill Community Council
Mirel Gutarra	Downtown Seattle Families
Monisha Harrell	Community Activist
Pamela Banks	Urban League of Metropolitan Seattle
Pat Feary	FHIA, First Hill Plaza resident
Ray Deardof	WSDOT
Rene Neidhard	Renaissance Seattle Hotel
Rob Johnson	Transportation Choices Coalition
Robert Canamar	Seattle Commission for People with Disabilities, Transportation Commission
Ross Baker	FHIA, Virginia Mason
Shalimar Gonzalez	YMCA East Madison
Sherry Williams	Swedish Hospital
Steve Cook	Schnitzer West Madison Centre
Theresa Mayer	Seattle Public Library
Tom Gibbs	FHIA, Skyline resident

## *Executive Summary*

Stakeholder interviews were designed to follow a general “script,” which is attached as an appendix to this memorandum. Topics included perceptions of existing transit service, possible benefits and tradeoffs from the BRT project, project design elements, and community concerns. The findings in this document primarily represent common themes expressed over many interviews. There were numerous dissenting viewpoints, which are also represented.

Overall, there was general consensus among stakeholders that the Madison corridor would benefit from improvements to transit. However, there were differing opinions as to the project’s priority relative to other needs such as impending Metro service cuts, as well as uncertainty about how BRT would work in a corridor that is already constrained and congested for all modes. High-priority improvements for most stakeholders included improvements to transit service (more reliable, more frequent, later service, better waiting areas) as well as avoidance of traffic congestion, pedestrian conditions, personal security, and opportunities to add open space, enhance urban design, and better connect neighborhoods. Parking was a concern for many stakeholders, although there were mixed opinions on the subject.

Major themes included:

- There was support from stakeholders for the concept of Bus Rapid Transit in the Madison corridor; people were quick to clarify that more frequency, better reliability and a greatly enhanced passenger experience on- and off-vehicle were top transit improvement priorities. A few stakeholders went so far as to suggest that there was the need for an east-west connection that was frequent enough to act as a “moving sidewalk” between Capitol Hill and downtown. It was also apparent that stakeholders had varying perceptions and misconceptions about BRT.
- The corridor itself is generally perceived somewhat negatively, which people saw as both a challenge and an opportunity for the corridor to “remake” itself. Personal safety is a major concern, particularly on First Hill. The street is also viewed as a “speedway” and a “cut across” threatening pedestrian safety and acting as a barrier between neighborhoods. The built environment on First Hill is viewed as institutional and sterile, and there is a lack of street trees and open space all along the corridor.
- Several interviewees expressed significant frustration and concern about traffic congestion in the corridor, particularly around Center City and I-5. People seemed intellectually challenged to imagine greatly improved transit in a corridor that has severe traffic congestion in certain locations. Some indicated concern that BRT might make the problem worse by worsening congestion on Madison. Many felt the City of Seattle lacked a clear vision or coherent strategy for improving mobility.
- There are relatively few intersection “hot-spots,” but conditions at them are very challenging. The area around I-5 was viewed as especially problematic for two reasons: one, traffic congestion associated with I-5 ramps; and two, the steep grades leading up First Hill. Being able to communicate design solutions for this will be a key challenge.
- Several interviewees expressed similar levels of frustration with pedestrian conditions, both in the corridor and citywide, describing Center City and neighborhoods east of I-5 as unnecessarily disconnected from one another. Interviewees who had previously lived in cities with more walkable neighborhoods were most likely to cite this as a concern, and felt that transit and pedestrian improvements could work synergistically to overcome geographic obstacles and improve mobility in the study area.
- There is concern about changes to curb uses on Madison. Some were concerned about potential impacts on business access and on surrounding neighborhoods from spillover parking. Others view curbside parking as an important buffer between pedestrians and traffic. Those who strongly support transit, active transportation and urban development were less concerned about parking loss. Interestingly, a few commenters expressed a sense of resignation about potential parking removal, noting that significant amounts of parking had already been removed from the corridor. Others, meanwhile, noted that the relatively few cars parked on Madison act as traffic bottlenecks, and some commenters expressed a belief that parking should not be allowed on major arterial streets.
- There are perceived to be several distinct travel markets within the corridor. Longer-distance commute trips between the residential neighborhoods to the east and Center City make up one large market. Trips between Center City and the major institutions on First Hill are another. Most believed there was less demand for travel within segments to the east of First Hill.

It is important to note that the opinions expressed in this memorandum simply restate the views expressed in stakeholder interviews. There has been no attempt to “fact check” or change the opinions expressed in these interviews.

## *Detailed Summary*

### *Proposed Project and Project Need*

1. While stakeholders generally agreed that Madison is a key corridor and transit improvements would be beneficial, opinion was mixed as to whether the level of investment was necessary and whether it is technically and politically feasible to implement a meaningful level of BRT.
  - a. Political feasibility was seen as limited by parking and vehicular traffic concerns, as well as neighborhood opposition.
  - b. With regard to technical feasibility, many stakeholders expressed skepticism that a transit-only lane would provide meaningful benefits for transit. At the same time, several stakeholders opined that dedicated lanes would be critical to project success.
2. Despite some uncertainty about whether the project is necessary and how it would be designed, there was consensus that the project could provide important benefits:
  - a. Improved transit service would benefit residents, employees, and visitors, would improve travel options, and could contribute to reduced auto travel and traffic congestion within the corridor. Several participants noted that they currently avoid the corridor due to congestion, so any improvements to travel options would be beneficial.
  - b. High-priority service improvements included increased frequency, later service, more reliable service, and ability to operate in inclement weather. Use of a dedicated facility by emergency vehicles would also be a potential benefit.
  - c. Nearly all participants cited potential improvements to the pedestrian environment and overall urban design within the corridor as key potential project benefits. The corridor is perceived as uninteresting and institutional from a design perspective. Pedestrian facilities and current stops are not seen as comfortable. The topography is also challenging.
  - d. Improved bicycle facilities were seen as a potential benefit. Most stakeholders agreed that there is not enough room on Madison to accommodate a bicycle facility, so a parallel facility would be desirable. Some riders currently reach First Hill using elevators at Freeway Park and inside of First Hill institutions.
  - e. BRT was also viewed as a potential contributor and complement to economic development. In general, there was interest in ensuring that investment in infrastructure kept up with the pace of development (particularly developments with little or no parking), and in the greater freedom of movement associated with increased mobility options (e.g., enhanced access to neighborhood shopping districts and open space), especially where there are barriers to pedestrian travel. Planned development also represents an opportunity to coordinate improvements within the corridor and make streetscape improvements.

- f. Several stakeholders commented on the potential of the project to better connect Capitol Hill and the Central District, as well as improve connections to the waterfront, First Hill, Madison Valley, and Capitol Hill. For most stakeholders, the ability to make off-peak trips was of greater interest than peak-period travel. First Hill and Downtown employers and major institutions were most interested in peak-period travel.

## *Perceptions of Existing Transit and Needed Improvements*

1. Stakeholders identified several general weaknesses and strengths of the current service structure. Many of the interviewees are not regular riders in the corridor, so did not offer specific suggestions or locations for changes to the transit system.
  - a. For some stakeholders, the benefits of having both Route 12 and Route 2 operating in different corridors are substantial. The current Metro service reduction proposal would consolidate these two routes, which is a source of great concern for some stakeholders, particularly in First Hill. Benefits to Route 2 include a one-seat ride to Queen Anne, better connections to Link Light Rail, more opportunities for boarding at level sites, rather than on slopes, and better access to senior and medical facilities (The methadone clinic on Summit and Seneca has 800 daily patients, who are often accompanied by others. Sometimes patients are directed to use Route 2 so as to avoid drug-dealing activity on and around Route 12.) Some stakeholders identified improved schedule coordination at shared stops as an issue.
  - b. Numerous stakeholders identified legibility and reliability as key issues with current service. For some, not being able to immediately understand service in the corridor is a barrier to using transit. Some perceive the Pike/Pine corridor as easier to navigate. Several stakeholders said they would visit destinations along the Madison corridor more frequently if they knew they would be able to make a return trip on transit.
  - c. Capacity is a significant issue, with reports of pass-ups at peak hours. There was some interest in exploring feasibility of articulated vehicles on the corridor to increase capacity.
2. For many stakeholders, the need for improvements to pedestrian facilities and the overall urban environment of the corridor is even greater than the need to improve transit service. (This is discussed in greater detail in subsequent topics.)
3. Safety both aboard buses and at stops is an issue for many stakeholders. For example, one stakeholder noted that in winter months and evenings, there are fewer female visitors to her facility due to lack of safe travel options. Stakeholders suggested pedestrian-scale lighting, better-programmed open space, and increased security presence on buses as potential needs. The methadone clinic on Summit Avenue was cited numerous times as a source of safety concerns.
4. The corridor currently serves a wide array of passengers and travel needs:
  - a. The ridership is seen as very diverse. Passenger markets include downtown commuters, students (Seattle University, Seattle Central Community College), employees and visitors of medical facilities on First Hill, residents, and seniors. Because of the

significant travel demand associated with First Hill's medical facilities and significant senior housing along the corridor, accessibility for passengers with reduced mobility is extremely important.

- b. Travel within the corridor includes both trips through the corridor end-to-end between Downtown and Madison Valley/Madison Park as well as more local neighborhood connections. Given the topography in the area, numerous stakeholders expressed concern about removal of stops and resulting longer walks to stops.
- c. For some, the street is viewed as a barrier between the Central District and Capitol Hill, largely due to its width and speeding traffic.
- d. There are numerous unique neighborhoods within the Madison corridor, so knitting these together is one potential project benefit.

### *Potential Project Conflicts and Tradeoffs*

- 1. Stakeholder opinions on the potential tradeoffs that may be necessary varied widely. Parking and traffic were the top concerns, cited by nearly all stakeholders.
  - a. Those who travel by car are very concerned about vehicle capacity and flow. Several stakeholders noted that this concern is more likely to affect those who live farther away than those who live within the corridor. Some stakeholders were hopeful that the project could provide opportunities to address known bottlenecks and signal timing issues. For example the intersections at Boren, 12<sup>th</sup> and 14<sup>th</sup> avenue and around Interstate 5 were identified repeatedly as bottlenecks.
  - b. There was skepticism that vehicular capacity could be reduced without major impacts, both to congestion on Madison and in terms of spillover onto other streets. Some noted that the existing substandard traffic lanes effectively reduce capacity by discouraging use of the curb lanes, where there is more friction. Turning movements at some locations are also unclear and contribute to delays. Motorists also sometimes try to turn left from Madison onto 6<sup>th</sup> Avenue (signage at that location may not be adequate). Concern was expressed about emergency vehicle access to First Hill hospitals. Some felt that where there is a grid allowing left-turn movements to be made using a series of right turns, left turns could be restricted.
  - c. Nearly all stakeholders expressed concern about parking and loading zones, particularly for their importance to local businesses. On the other hand, on-street parking is perceived as very limited in the corridor already, so many stakeholders were prepared for this parking to be eliminated. In some cases, the few on-street spots contribute to bottlenecks for congestion, so some stakeholders hoped that these spots would be removed (for example just east of Boren). Aside from concern for businesses, very few stakeholders expressed a personal interest or need in retaining on-street parking. Parking reductions could also negatively impact customers with disabilities. Several stakeholders had specific access concerns regarding their property. The center turn lane on First Hill is used for loading.

- d. Several stakeholders suggested that parking could spillover into adjacent neighborhoods, and mitigation for this possibility as well as mitigation for reduced commercial parking should be considered. First Hill has very high parking occupancy for metered spaces, in part due to high disability placard use. Some stakeholders mentioned that there could be unused capacity in existing garages.
  - e. Parking was also identified as a pedestrian amenity by several stakeholders, who noted that curbside parking buffers pedestrians who are already on very narrow sidewalks. Removal of this parking buffer was a concern for some.
2. Several stakeholders expressed concern about construction impacts. Numerous projects in the area including the First Hill Streetcar, repaving, and the Capitol Hill Link Light Rail station have caused construction detours and delays recently.
3. There was generalized concern about whether the City was successfully integrating all of the new travel options being implemented (streetcars, BRT, bikes, etc.). “How it all fits together” was expressed as a top concern by several stakeholders.

## *BRT Amenities and Design*

1. First Avenue was viewed by most as a logical terminus which is relatively accessible from Colman Dock (there were concerns about the impact of a Colman Dock-area transit lane on ferry access). Connections to Colman Dock are important to waterfront and downtown stakeholders, while stakeholders farther to the east are concerned that the route would primarily serve this market at the expense of local riders. MLK was seen as a better eastern terminus than 23<sup>rd</sup>, because that is where residential density begins to decline and connections can be made north-south.
2. Several stakeholders noted dissatisfaction with the Rapid Ride stations, which were described as “sterile”. Station suggestions included:
  - a. Stations that better-represent the “unique” nature and personality of the city, incorporating natural elements.
  - b. Real-time information, off-board payment and improved lighting were also cited as key station amenities. There was some concern about off-board payment in terms of enforcement and usability (it was suggested on-board readers should also be available).
  - c. Other design considerations include not blocking businesses, providing some weather protection without blocking the sidewalk (Portland’s transit mall was cited as an example), and sheltering passengers from street traffic.
3. Level boarding at platforms would be viewed as a major improvement. Stakeholders believed this would be very important to reducing dwell time and improving the passenger experience for transit riders with reduced mobility. Being able to bring bikes and strollers on board easily would also be desirable. Noise from wheelchair lifts could be reduced.
4. The need for major infrastructure improvements was questioned by several stakeholders, who suggested incremental improvements or smaller changes to improve speed and reliability on

existing service. On the other hand, several stakeholders felt that a dedicated lane is necessary and the only way to make a meaningful improvement.

5. Stop spacing is a considerable concern for some stakeholders. Initial project materials represented theoretical stop locations, which some felt were not frequent enough. There is concern in some areas that their neighborhood will be skipped over in order to improve travel times, as well as that passengers with disabilities or mobility impairments will have reduced access to fixed-route transit, and in some cases, may need to use dial-a-ride service.
6. Vehicles themselves are not of huge interest to most stakeholders. Current vehicles are satisfactory and cleaner than in the past. Reducing seating is not desirable for some, especially in First Hill. Audible signals at stop locations should be considered to help passengers with low vision safely access stops. Several stakeholders mentioned that they like the trolleybuses, and many stakeholders mentioned that they would like to see clean-fuel vehicles. Air conditioning in the summer would be nice. An increase in capacity is also needed at peak.
7. Any design solution should accommodate emergency vehicles.
8. Any median dedicated lane should include measures to prevent sudden left- or U-turns by motorists across the lane.

## *Bicycle Facilities*

1. A bicycle assist of some kind was viewed by some as an attractive amenity, although several stakeholders expressed concerns about maintenance and mentioned negative experiences with maintenance of city-owned assets in the area.
  - a. Virginia Mason Hospital allows bicycles during open hours to utilize elevators as a hill climb. There are also elevators at Freeway Park, although there are some safety and maintenance concerns with public elevators.
  - b. One stakeholder mentioned they had seen cyclists grab hold of pickup trucks going uphill on Madison.
2. Although there was some consensus that Madison should not be the primary route for cyclists (and some felt it should not be used by cyclists at all), several stakeholders felt that cyclists would continue to ride there and should be accommodated. For alternate routes, greenways are perceived positively. Traffic on shared streets is a deterrent, and grades are an issue. There are a number of north-south corridors existing or in development, including Broadway and the 23rd Avenue corridor, but there are fewer east-west routes.
  - a. The intersections of Madison and 17<sup>th</sup> and 21<sup>st</sup> avenues were identified as difficult crossings where north-south greenways are planned.
  - b. Possible route suggestions included Seneca for crossing over I-5 (compared to Madison), Spring, which currently has sharrows but is quite steep, and University.
3. Wayfinding and improvements to ensure that facilities for cyclists in the corridor are more than just sharrows would be important to stakeholders who bicycle. Some of the major institutions on First Hill have significant numbers of bicycle commuters. Shifts at these locations are around the clock, so lighting and safety are important.

4. Several stakeholders expressed skeptical attitudes toward the new cycletrack on Broadway, saying they would take a "wait and see" approach but noting that it seems lightly used up to this point. Some stakeholders also had safety concerns about a Broadway-style design.
5. There was interest in bikeshare as a "last mile" solution that might be integrated with and extend the reach of the project.

## *Pedestrians/Public Realm*

1. The pedestrian environment was one of the most important issues for many stakeholders. Sidewalks are generally viewed as too narrow, adjacent land uses/facades in parts of First Hill are institutional (blank walls or empty plazas), corporate or vacant, and I-5 is a barrier.
  - a. Virginia Mason plans to widen the sidewalk adjacent to its campus, and Swedish redevelopment may create additional space.
  - b. Numerous stakeholders described the corridor's character as "dull" and suggested façade improvements and vibrant activities at street level. The lack of setbacks contributes to a cold feeling in some areas.
2. While some would welcome new landscaping and seating, others feel existing trees should be removed to improve pedestrian flow (or that sidewalks should be better designed to accommodate tree roots). Existing bus stops are viewed as bottlenecks and in some cases unsafe due to loiterers.
3. Lighting and security in general are issues. Nearly all stakeholders mentioned safety as a concern within the corridor and on transit in particular. Smoking at bus stops is also an issue for families.
4. Open space is important, although many stakeholders are cautious about when and where it would be appropriate. Several parcels are being considered by the Parks Department, and triangular parcels to the east were viewed as potential locations for new open spaces and/or stops. Any open spaces would need to be managed to deter drug use and illicit activity.
5. The highway (I-5) is a significant barrier between downtown and First Hill, and prevents easy trip-making between the two areas. Connections over I-5 should be improved, including efforts to improve the pedestrian experience on overpasses.
6. There is a shortage of wheelchair ramps in the corridor, and existing ramps are too narrow.

## *Hotspots and Trouble Locations*

1. The complex intersection of 12<sup>th</sup> Avenue and Union was repeatedly raised as problematic. The 12<sup>th</sup> Avenue Stewards have been looking at this location for potential redesign. Problems include:
  - a. Vehicle speeds are high through this intersection, where the roadway appears wider.
  - b. Crossings for pedestrians and cyclists are challenging. There are sometimes children crossing to and from the Seattle Academy.
  - c. Turning movements are unclear and often cause traffic delays.



- d. Transit service is confusing here. Both Route 2 and 12 now serve the same stop.
2. Intersections near I-5 are congested by freeway-bound traffic and signals timed for ramp access as well as by valet parking queues at the hotel at 6th and Marion, although the shuttle loading zone is valued by the hotel.
3. The area of Pike Street, Pine Street, 16th Avenue and Madison is busy, complicated, and unsafe due to traffic speeding downhill.
4. The area around 10th and 11th avenues is a "dead zone" between Seattle University and the Pike/Pine corridor, and pedestrian access to the campus is problematic. Several stakeholders identified this area and nearby stops as an area with potential for improvement.

### *Other Comments*

1. Signage at Madison and 6<sup>th</sup> should be improved; one stakeholder regularly observes near collisions when cars try to turn left onto 6<sup>th</sup>, which is one way in the opposite direction. There were additional comments that signage and markings could be improved around I-5 entrances.
2. Communication and public outreach are important. Sound Transit has done a good job with outreach for the First Hill Streetcar.
3. Major development and redevelopment is projected on First Hill, and it will need direct access to transit.
4. Continued collaboration between King County and SDOT will be necessary to ensure that service is coordinated, transfers are easy, and wayfinding makes navigating the system simple.
5. One stakeholder mentioned they would like to see advertising in the right-of-way.
6. Transportation is a public health issue. There are opportunities for synergies with the large concentration of medical providers within the corridor.
7. Costs for Access ADA paratransit service are very high, so the City and Metro should be careful not to force seniors currently using fixed-route service to switch to demand-response.
8. There was some skepticism about the city's long-term growth projections, and whether the projected levels of growth could be accommodated.
9. The existing RapidRide vehicles are viewed by some as problematic for wheelchair users.

### *Additional Groups and Stakeholders to Involve*

Stakeholders were asked to suggest groups and individuals who should be involved in the planning process. Those groups included in the stakeholder interview process suggested by other interviewees are not included in this list. Suggestions included:

- Mt. Zion
- Saint James Cathedral
- First AME
- Young professionals/new residents
- Madison Valley restaurants

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- Dave Meinert, Capitol Hill restaurant owner
- Madison Valley Merchants Association
- Madison Park Business District
- Harrison Footwear
- Pike/Pine Urban Neighborhood Council
- John Hajduk, Seattle Academy
- Cascade Bicycle Club
- Pioneer Square Alliance
- Plymouth Congregational
- Women's University Club
- Sunset Club
- YWCA
- Northwest School
- O'Dea High School
- Madrona Community Council
- Capitol Hill Eco-District
- Polyclinic
- Serrento Hotel
- Emerald City Crossfit
- Michael Troyer, Rainier Club
- Seattle Transit Blog
- Social Service Housing (Jefferson Place, Yesler Terrace)
- Squeaky Wheels
- Ferry advisory committees
- Friends of the Waterfront
- Hotel associations
- 12<sup>th</sup> Avenue Stewards
- Sustainable Capitol Hill
- Seattle Mental Health
- Squire Park community group
- Bailey-Boushay House
- Minority Business Association
- Seattle/King County Commission on Homelessness
- Center for Neighborhood Technology
- Deaf/blind services center
- Puget Sound Blood Center
- Trader Joes

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- Madison Co-op
- East District Community Council
- Washington Council of the Blind
- National Federation of the Blind Washington

## APPENDICES

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## APPENDIX A STAKEHOLDER INTERVIEW SCRIPT

### *Introduction*

The Seattle Department of Transportation (SDOT) is in the process of initiating a one-year study of options for Bus Rapid Transit (BRT) service in the Madison Street corridor. Madison is one of five corridors in the City of Seattle identified as priority locations for introduction of high-capacity transit service by the City's 2012 Transit Master Plan. Madison was identified as a high priority corridor because of the potential for increased ridership and significant travel time savings for transit riders with capital improvements. The Madison BRT Conceptual Design Study will identify a preferred transit design concept including bicycle, pedestrian and streetscape elements on Madison and parallel and adjoining streets. Transit improvements will be designed to enhance the speed and reliability of service as well as connectivity to other services and the overall passenger experience.

### *Study Background, Content and Process*

SDOT and a consultant team led by Nelson\Nygaard Consulting Associates completed the TMP in 2012. In addition to priority corridors, the study identified preferred modes of transit. In the Madison corridor, high-capacity bus service was recommended due to the steep grades.

As defined for purposes of the Madison BRT Conceptual Design Study, the corridor includes Madison from the waterfront to 23<sup>rd</sup> as well as a segment of Marion Street downtown. Related bicycle and pedestrian improvements may also be recommended on adjacent streets.

BRT improvements may consist of a range of measures, from speed- and reliability-related treatments such as transit-only lanes and transit priority at traffic signals to more elaborate "station"-style stops with off-board fare payment and other amenities and custom-designed stops and vehicles. In general, BRT improvements are intended to enable bus transit service to perform more like traditional rail service.

BRT improvements may require changes to the configuration of the street, including improvements for transit riders and other users as well as possible impacts in areas including traffic and parking capacity. In addition to transit performance, potential benefits and impacts for pedestrians, bicyclists, motorists, business and property owners, residents and employees in the corridor will be the subject of a rigorous process of technical analysis and evaluation. An extensive outreach process will be a critical part of this process.

The study is scheduled to be completed in July 2015, at which point a preferred design concept and cost estimate will allow the City to evaluate options for early implantation of some elements and a strategy to secure funding to advance the project. The Madison BRT Conceptual Design Study is a critical first step in the process of securing federal and local resources for improvements in the corridor.

## Stakeholder Meetings

The purpose of these stakeholder meetings is to discuss and document perceptions of transit and other needs in the Madison corridor, including any issues that stakeholders believe are relevant to the Study and of which the project team should be made aware. These include perceptions of potential benefits and impacts from the BRT project, perceptions of existing transit service, broader mobility and access needs and any other location-specific issues.

In order to allow for stakeholders to speak freely and in confidence, quotations will not be attributed.

### Discussion Topics

*[Note: Not all topics or questions are relevant for all stakeholders. Also, additional questions may be asked of certain types of stakeholders, for example merchant representatives who may be asked questions specific to local businesses.]*

Stakeholder Name:

Organization/Role:

Contact Information:

1. Do you foresee possible benefits from improvement of transit service in the Madison corridor? If so, what do you think those might be?
2. What are your perceptions of existing transit service in the corridor? Is there room for improvement? If so, what needs to be improved? Is the service frequent or reliable enough? Does it run early or late enough? Does it go where people want to go? Are stops and vehicles comfortable enough? Are there security or other issues?
3. In your view, who uses transit service in the corridor? What destinations are transit riders and others trying to access?
4. In a broader sense, how do people travel within the corridor? What are their needs, and where is there room for improvement?
5. In addition to benefits, changes to Madison Street could have negative impacts. Are you concerned that there might be such impacts? If so, what sorts of impacts do you believe could occur?
6. What are the major challenges you believe this study will face in terms of “trade-offs” between conflicting priorities?
7. Are there locations with specific issues, challenges or opportunities that we should be cognizant of?
8. Are there groups, neighborhoods, institutions or other organizations with specific issues of which we should be made aware?

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9. In addition to improvements to mobility and access for transit users, this project will seek to make improvements for other users of the street as well as improvements to the streetscape itself. It will also seek to identify changes that might be beneficial to the social, economic, and environmental health of the community. What do you believe our priorities should be in these areas? How do you believe a transit and streetscape project can contribute to broader community needs?
10. In addition to your responses to questions, we are collecting relevant information on land uses, demographics and other key contextual factors. Do you have any data, materials or other information that you believe might be helpful to us, and that you would be willing to share?
11. What haven't we covered that's important to you?
12. Any other comments, questions or concerns?

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10.15.2014





## 2015 Online Survey Summary Report

The Seattle Department of Transportation

# Madison Street Corridor Bus Rapid Transit Study Survey Summary Report

March 2015



**N**  
NELSON  
NYGAARD

in association with:

PB  
DKS  
JTK  
VIA  
SASASKI



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# 1 INTRODUCTION AND METHODOLOGY

Between January 19 and February 6, 2015, SDOT conducted an online survey for the Madison Corridor BRT Study. The survey instrument was developed in SurveyMonkey and a print survey version was distributed for those without access to a computer.

This report summarizes survey results and key findings. The purpose of the survey is to better understand the community's transit need along the Madison Street corridor, determine community preferences for end-of-line routing and bikeway routing options. Question topics included general travel behaviors, terminus routing preferences, corridor improvement priorities, and importance of various transfers. The survey was completed by 1,660 respondents. Most surveys were completed using SurveyMonkey; only 16 completed on paper forms.

At the end of the survey, respondents were directed to an interactive web-mapping exercise hosted by Wikimaps. The final section of this report summarizes the results of the mapping exercise.

## Respondent Demographics

A comparison of the ages of the survey respondents to the age of people living near the planned BRT line<sup>1</sup> is presented in Figure 1-1. The survey respondent sample is generally consistent with the actual age distribution for those living along the corridor. According to American Community Survey data from 2013, residents between the ages of 25 and 34 are the largest age group in the study area, at 28%. They were also well-represented in the survey, where 31% of respondents are in this same age group. Residents aged 35 to 44 are over-represented in the sample by 8 percentage points.

Figure 1-1 Age, Survey Sample vs. Population

	0-4	5-14	15-24	25-34	35-44	45-54	55-64	65+
Sample	0%	4%	31%	23%	16%	14%	8%	4%
Population <sup>(a)</sup>	9%	14%	28%	15%	12%	11%	6%	5%

Data source: (a) 2013 ACS 5-Year Estimates, Table B01001

Figure 1-2 shows the proportion of Hispanics/Latinos represented in the sample compared to their actual share of the population. The survey sample is very close to the actual ethnic make-up, but slightly under represents the Hispanic/Latino population of the area (by 2 percentage points). Figure 1-3 shows the percent of respondents by race compared to the actual share of the population in the study area.

Figure 1-2 Ethnicity, Survey Sample vs. Population

<sup>1</sup> For the purpose of this analysis, the population living near the planned alignment are all residents of 2013 ACS Block Groups that intersect a 3/8 mile buffer of Madison St between Western Avenue and MLK Jr Way.

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Sample	95%	5%
Population <sup>(a)</sup>	93%	7%

Data source: (a) 2013 ACS 5-Year Estimates, Table B03002

*Figure 1-3 Race, Survey Sample vs. Population*

Sample	59%	9%	3%	26%	3%	0%
Population <sup>(a)</sup>	71%	11%	1%	11%	0%	6%

Data source: (a) 2013 ACS 5-Year Estimates, Table B03002

Geographically, survey respondents live in close proximity to the study area. Fifty-five percent of respondents live in the five closest ZIP codes to the corridor (see Figure 1-4). This signals that the responses generated from the survey are reflective of the immediate community's needs and preferences.

*Figure 1-4 Top home ZIP codes*

98122	352	21.5%
98112	266	16.2%
98104	132	8.0%
98101	90	5.5%
98102	75	4.6%

## 2 KEY FINDINGS

Overall, the respondents to the survey use a mix of transportation modes to meet their daily mobility needs. Walking, transit and driving were the most common modes used by the respondents. This transportation mix influenced respondents decisions for selecting the issues related to BRT on Madison Street. Key findings from the survey include:

- **High existing transit use.** Most respondents use transit at least once per week, indicating existing demand for transit service in the corridor.
- **Transit service and safety improvements.** Transit service and pedestrian safety are ranked as the two most important corridor improvements, followed closely by sidewalk conditions and transit passenger comfort. These improvements indicate the importance of transit and the pedestrian realm for survey respondents.
- **Importance of transfers.** Respondents communicated the need to connect the Madison BRT to Seattle's regional transit network. The top four transfer points ranked by survey respondents would provide connections to the Downtown Seattle Transit Tunnel (DSTT), the Seattle Streetcar, multiple bus lines, and Washington State Ferries. Additionally, there was a significant volume of comments on the mapping exercise suggesting that planned stations should move as close as possible to major intersections to facilitate existing or future transfers.
- **Preference for MLK as eastern terminus.** There is strong support for the MLK terminus option. Over 50% of respondents supported the eastern terminus option at MLK Jr Way, compared to only 15% who supported the 23<sup>rd</sup> Avenue terminus. The mapping exercise also revealed strong preferences for a terminus at MLK as well as demand for destinations beyond MLK, particularly the Arboretum and Madison Park.
- **Balanced support for two western terminus options.** There was almost equal support of each western terminus routing option.
- **Preference for Union bicycle route.** More than half of respondents supported developing a bicycle route using Union (Alternative 2).
- **Station locations.** The mapping exercise indicated that survey respondents care first and foremost that station locations facilitate transfers and minimize walking to major north-south corridors (even those without existing transit service). Respondents indicated support for decreasing stop spacing in Downtown and First Hill to allow for a second downtown stop near 5<sup>th</sup> Avenue and revised spacing in First Hill (8<sup>th</sup>/9<sup>th</sup> Avenue, Boren, and Broadway were all popular stops).

## General Travel Behavior

The respondents to the survey use a variety of modes for their personal mobility (Figure 2-1 and Figure 2-2).

- More than half (53%) of the respondents who live in Seattle use public transit three or more times a week; 72% of non-Seattle resident respondents ride transit at least three times a week.
- Only 41% of Seattle respondents drive a car three or more times a week; 53% of non-Seattle respondents drive three or more times a week.



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- Two-thirds (67%) of Seattle respondents walk at least three times a week, but only 48% of non-Seattle respondents do so.
- Very few respondents to the survey bike, use taxis, car-share, or other on-demand transportation services, but Seattle residents use these modes at greater frequencies than non-Seattle residents.

Figure 2-1 Frequency of mode use; Resident respondents

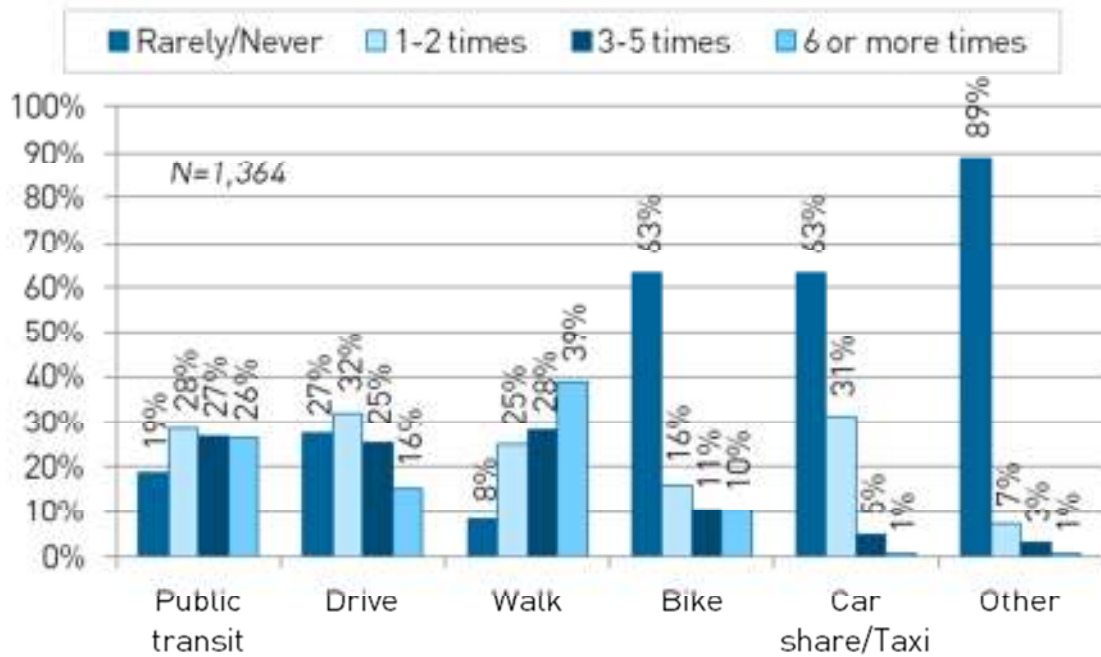
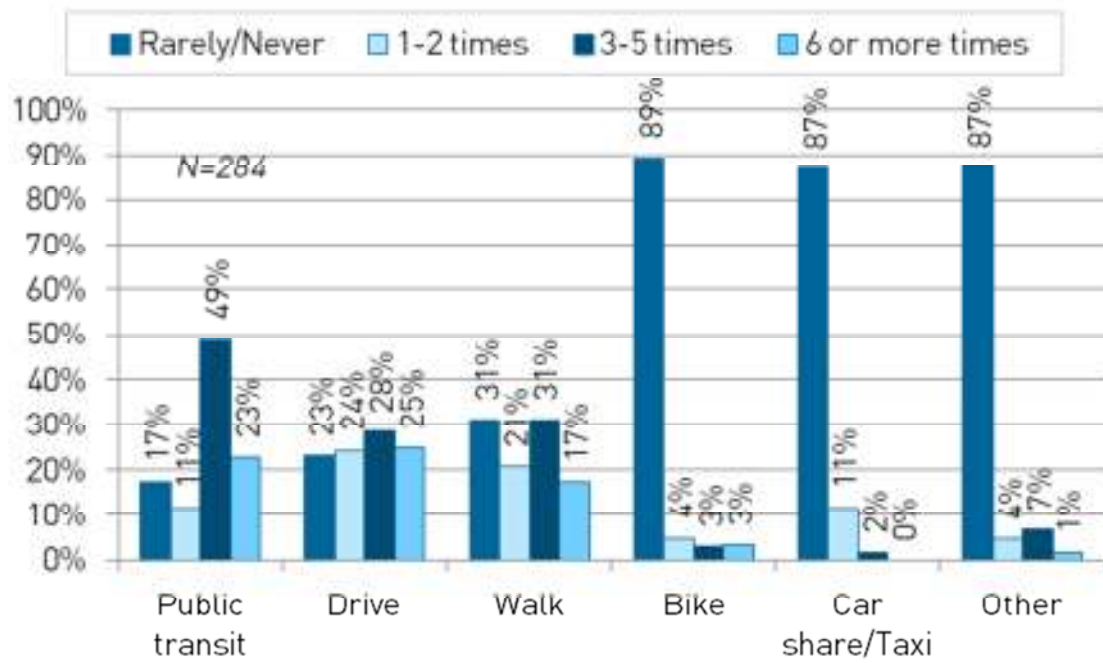


Figure 2-2 Frequency of mode use, Non-resident respondents

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## Local Transportation Issues

Survey respondents were asked to rate the level of importance for various transit, street, access, and mobility improvements in the Madison Corridor.

Two items respondents believed were most important were transit service reliability and pedestrian crossings and safety (Figure 2-3 and Figure 2-4). These two were considered very important by more than half of respondents (72% and 55%, respectively), with non-Seattle residents supporting these more than Seattle residents.

Sidewalk conditions along Madison Street and transit passenger comfort and waiting areas were two other highly rated improvements, both considered very important, important or moderately important by more than 90% of respondents living in and out of Seattle.

The improvement which had the highest share of respondents indicating it was of little importance or not at all important was maintaining on-street parking. Non-Seattle residents rate this the lowest (39% indicated it was very important or important), although they did rate this higher than Seattle residents (25%). This signals that respondents are willing to reduce on-street parking supply in exchange for better transit facilities.

Figure 2-3 Corridor improvements; Resident respondents

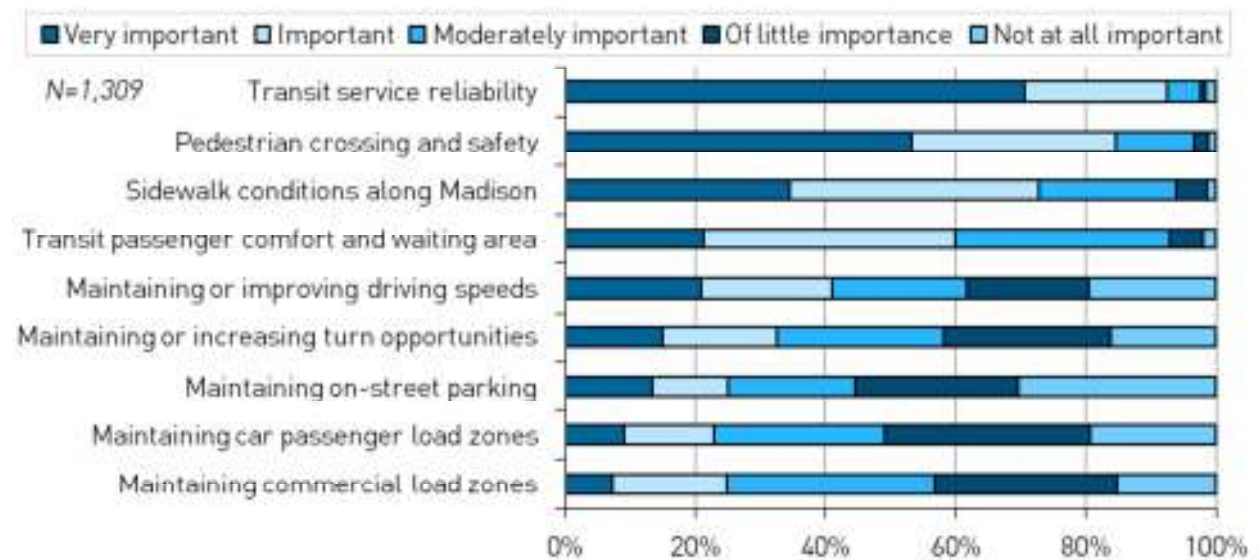
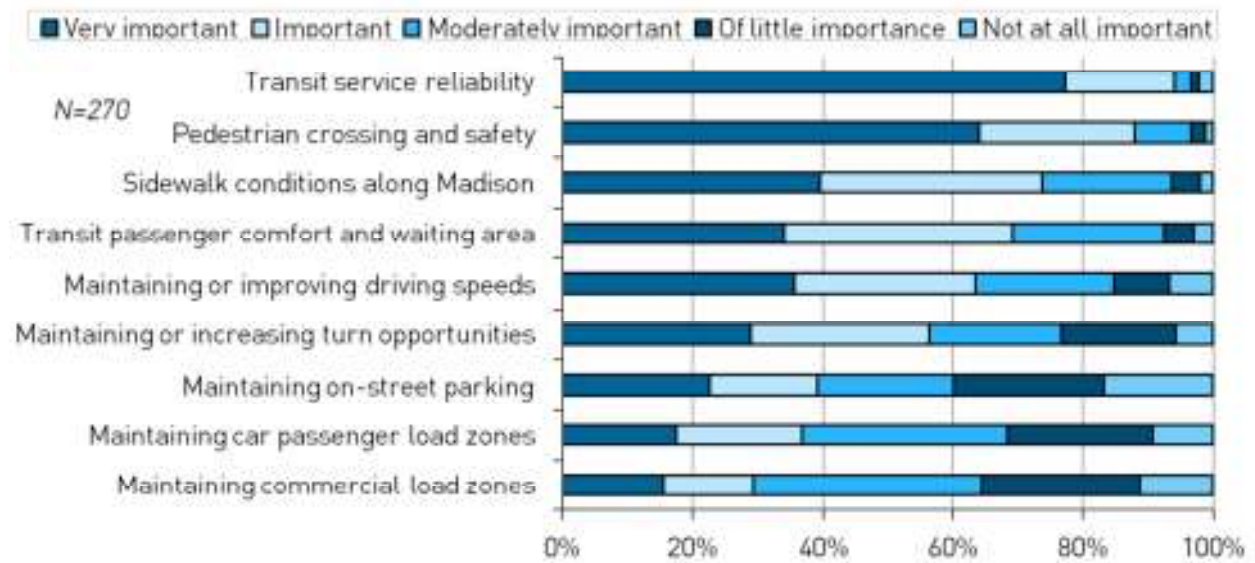


Figure 2-4 Corridor improvements; Non-resident respondents

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Survey respondents who use transit often (three or more times per week) indicated that transit service reliability was the most important corridor improvement, followed by pedestrian safety, sidewalk conditions and transit passenger comfort.

For those respondents who only use transit two or fewer times per week, they also chose transit reliability, pedestrian safety and passenger comfort as their top choices. Infrequent transit users were more likely to support maintaining turn opportunities and driving speeds.

Figure 2-5 Corridor improvements; Frequent transit users

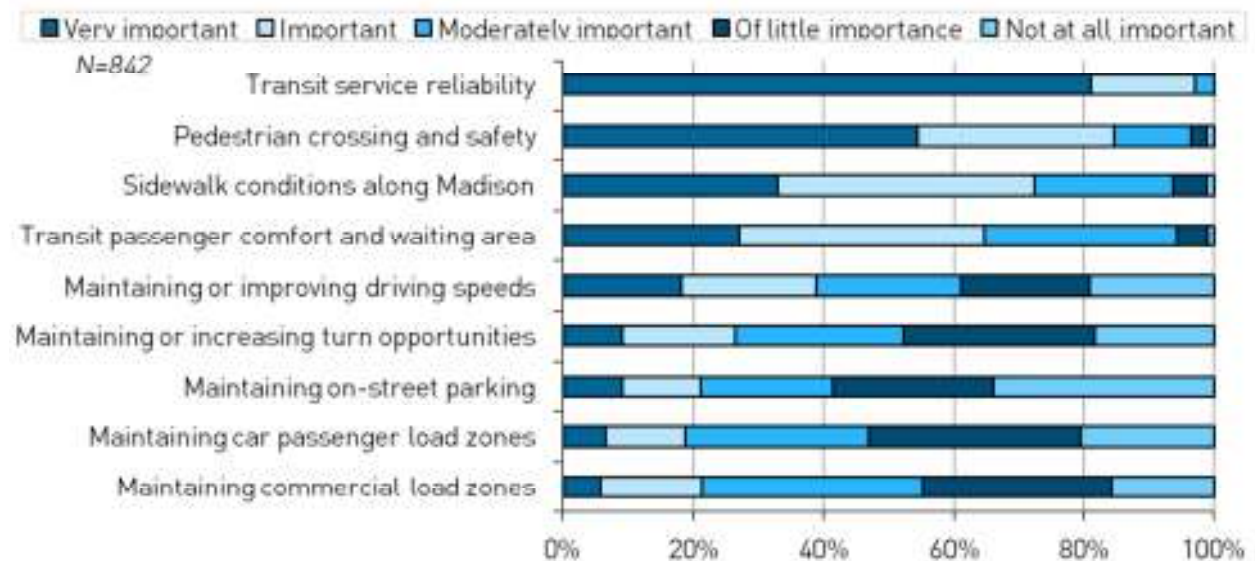
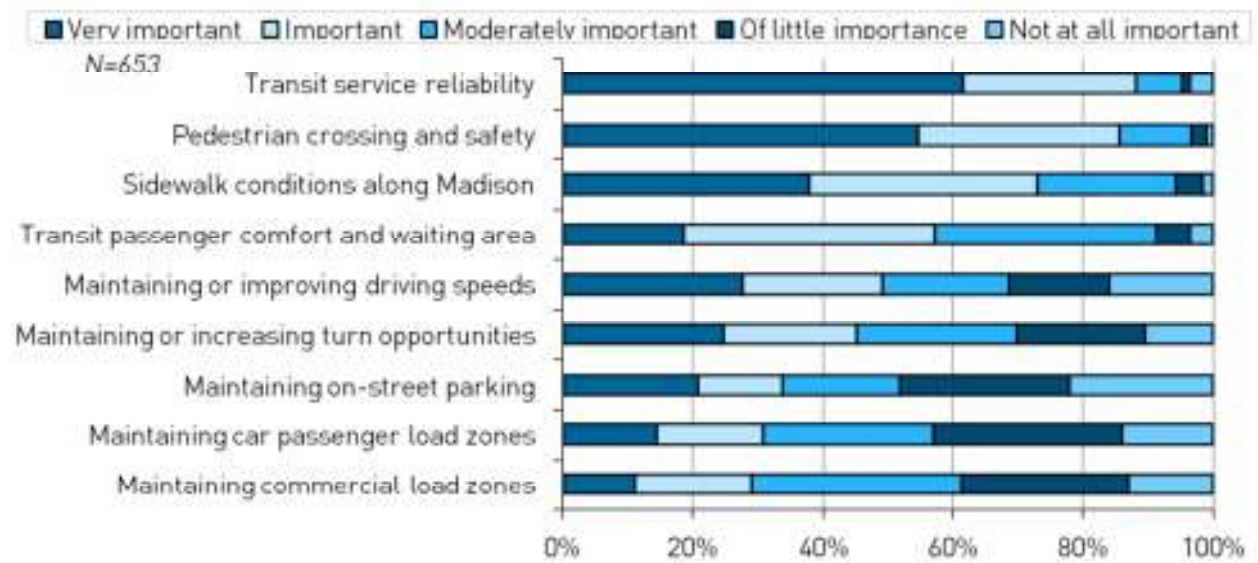


Figure 2-6 Corridor improvements; Infrequent transit users

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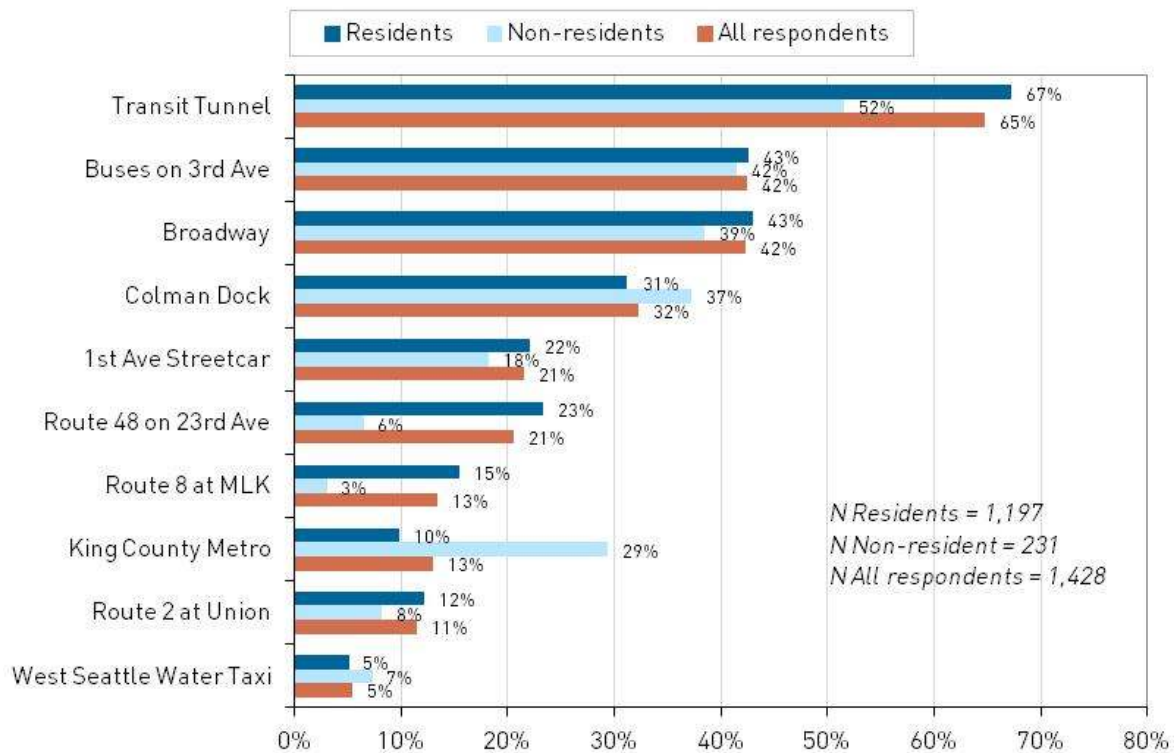
Respondents were asked to select the transit transfer points that were most important for connecting to or from a future Madison BRT line (Figure 2-7). The top three locations were:

- The Downtown Seattle Transit Tunnel (65%)
- 3rd Avenue (42%)
- Broadway (42%).

Response rates were similar between Seattle and non-Seattle residents, though Seattle residents were much more likely to want to transfer to the Transit Tunnel, Route 48, and Route 8. Non-Seattle residents were more likely to want to transfer to King County Metro routes.

Figure 2-7 Importance of transfer points along Madison

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Survey respondents were also asked to provide their input on the BRT alignment at both ends of the line (Figure 2-8 and Figure 2-9 show the alignment options). Survey respondents were almost equally supportive of both options at the west end in downtown Seattle, with the Madison/Spring couplet having more support by 8 percentage points. Non-Seattle residents, though, were more likely to support the Madison/Spring couplet (Figure 2-10).

In responses regarding the eastern terminus, there was a noticeable difference between Seattle residents and non-Seattle residents (Figure 2-11). Sixty-one percent of Seattle residents supported the MLK Jr Way terminus, while 50% of non-Seattle residents had no opinion. Only 15% of all respondents supported the 23rd Avenue/Olive terminus.

Figure 2-8 Western alignment options



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Figure 2-9 Eastern alignment options



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Figure 2-10 Western alignment preference

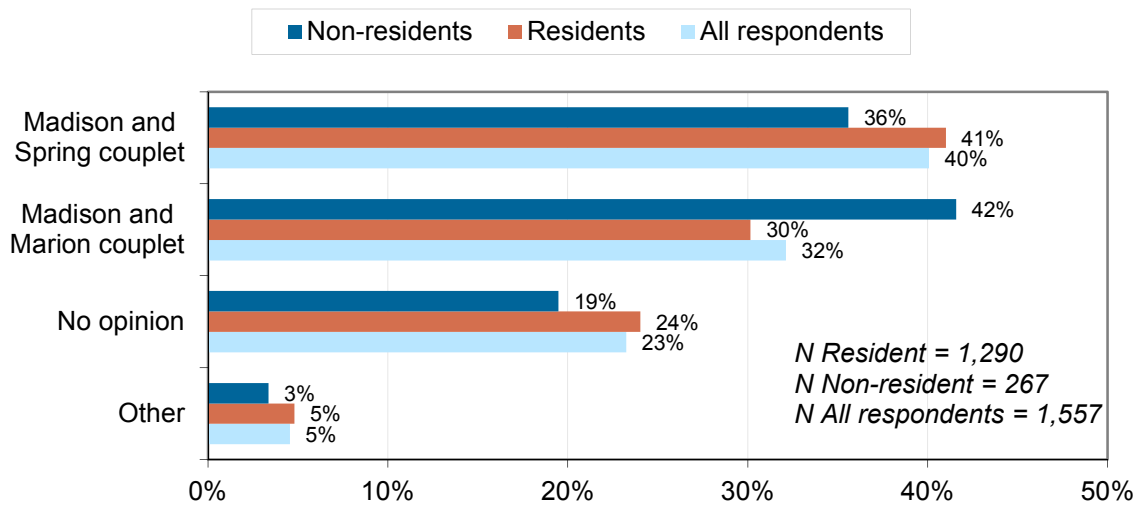
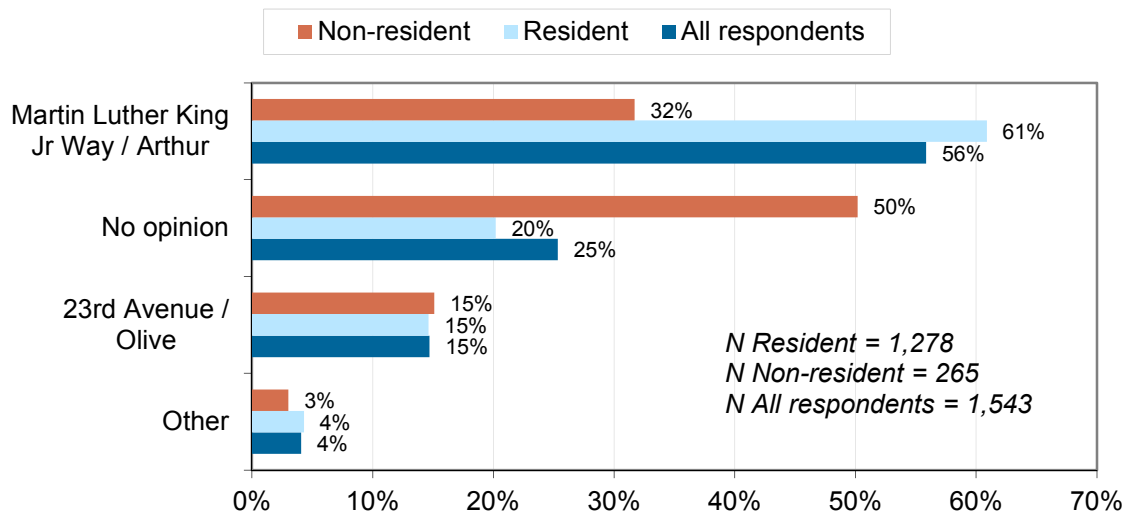


Figure 2-11 Eastern alignment preference



As part of the Madison Corridor BRT project, SDOT is planning improvements on one east/west bicycle facility in the general vicinity of the Madison Street corridor (Figure 2-12). The survey presented two options for improved bicycle access. Of the respondents who indicated an opinion<sup>2</sup>, Alternative 2 received the most support with 63% of Seattle residents and 52% of non-Seattle residents (Figure 2-13). This option would enhance bicycle facilities along Union St, 27th Ave and Arthur Pl. Alternative 1 (which would improve Broadway, Denny Way, 21st Ave, Thomas St, and 24th Ave) was supported by roughly three-tenths of respondents.

<sup>2</sup> 40% of respondents to this question indicated "No opinion." The data presented here ignores these responses and calculated the percent of people who selected Alternative 1, Alternative 2 or Other.



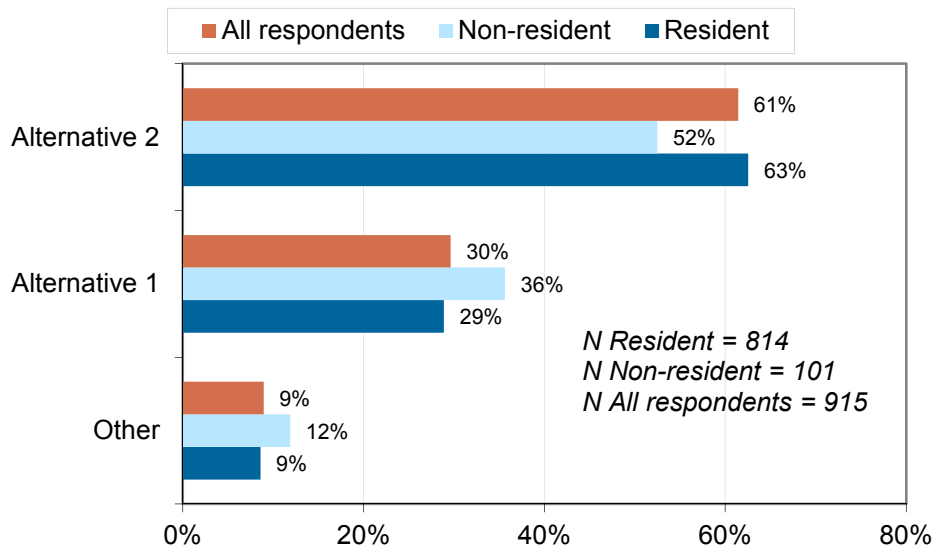
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Figure 2-12 Bicycle route options

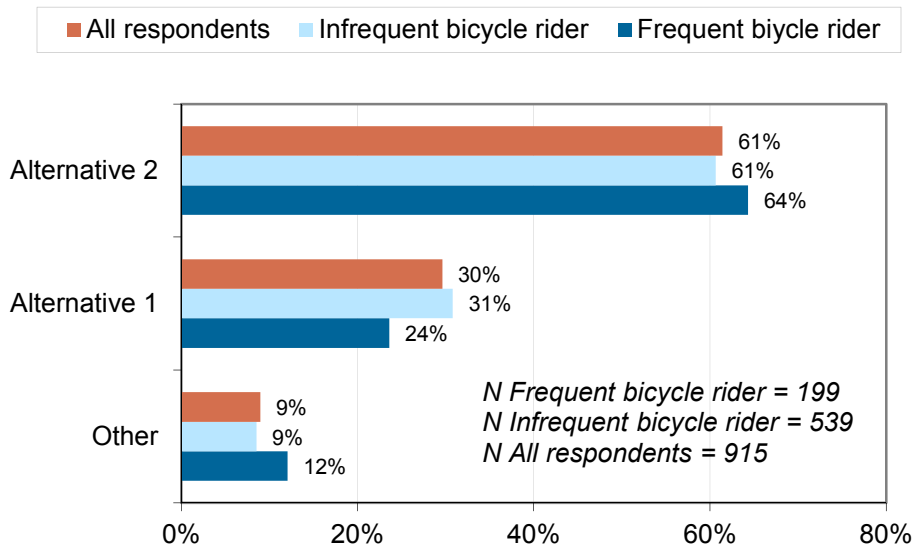


Figure 2-13 Bicycle route preference



There was minimal difference between frequent and non-frequent bicycle riders in the route selected for improvements (Figure 2-14). More than 60% of both frequent and infrequent bicycle users<sup>3</sup> selected Alternative 2 as their top choice.

Figure 2-14 Bicycle route preference, by frequency of bicycle use



Additionally, the survey asked respondents to select the intersections which are most important to enhance access and improve safety for people traveling on foot and by bicycle (Figure 2-15). The intersection of 12th Avenue and Madison Street was selected by three-fifths of respondents, followed by 23rd Avenue and Madison and 12th Avenue and Denny. These rates were very similar for people who are frequent bicycle riders and those who are not (Figure 2-16).

Figure 2-15 Intersection enhancement preference

<sup>3</sup> Frequent riders are those who indicated they ride a bicycle at least three times a week. Infrequent riders ride two or fewer times per week.

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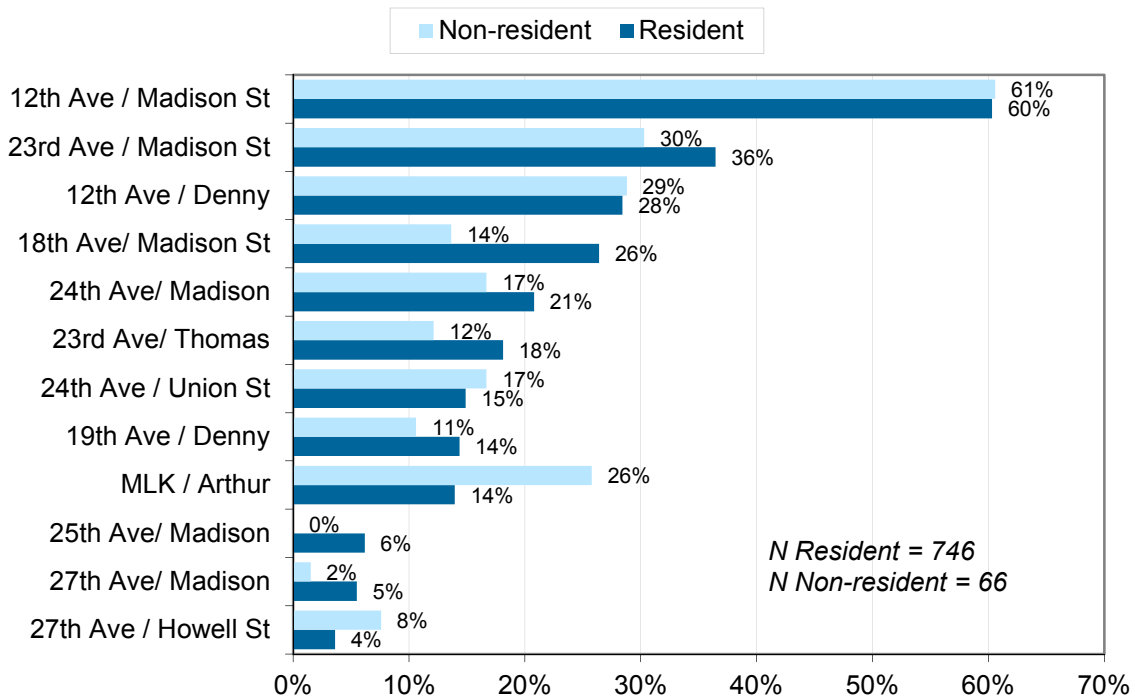
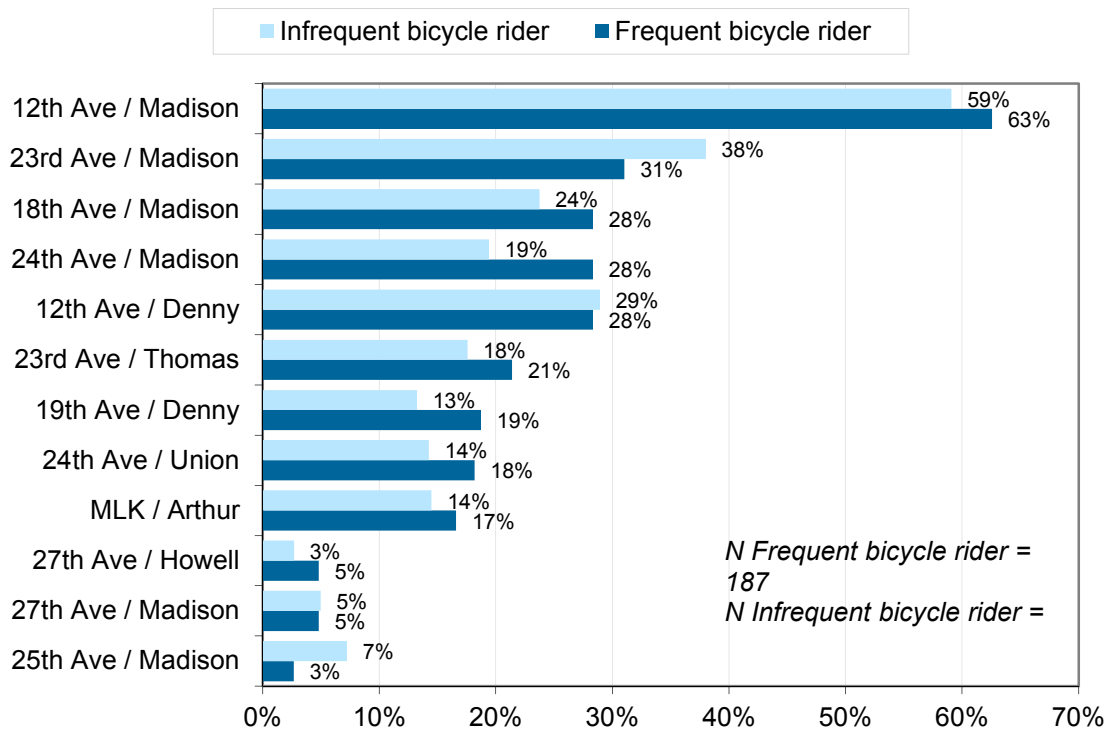


Figure 2-16 Intersection enhancement preference, by frequency of bicycle use



### 3 WIKIMAP SUMMARY

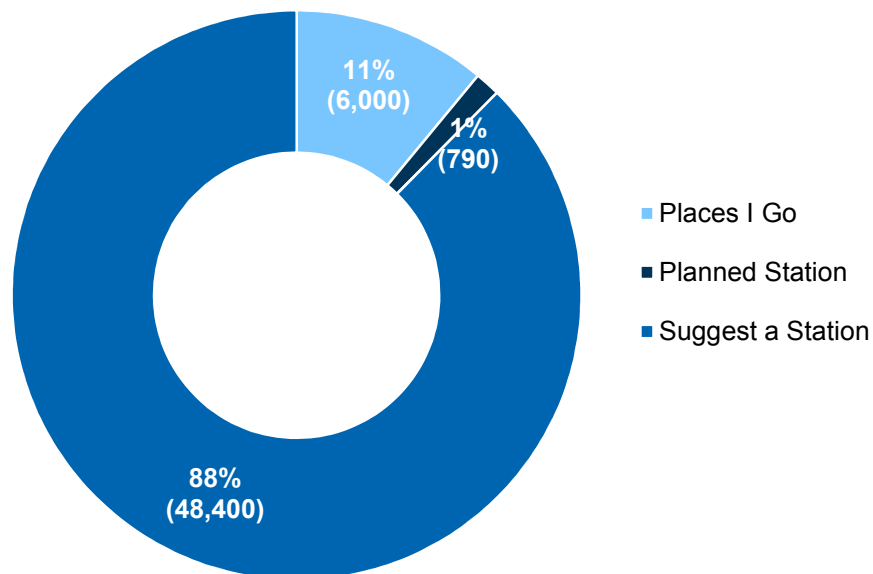
#### Overview

The Madison Street Corridor BRT Study’s online survey was supplemented by a web-based mapping exercise, linked from the final survey page. The mapping exercise was hosted on the Wikimap platform, a program that allows people to place new content on a map and vote (agreed or disagree) on other’s content. Survey participants were asked to comment on three topics:

- **Planned Stations.** Survey respondents could vote “like” or “dislike” for planned stations but could not add comments.
- **New Proposed Stations.** Respondents could also propose new station locations and comment and vote on those proposed by previous survey respondents.
- **Destinations.** Respondents were asked to identify places they travel to in the Madison corridor, which other participants could also vote and comment on.

A total of nearly 3,000 votes and comments were added to the online map from nearly 500 respondents, including 170 points for suggested stations and 397 points for destinations. The majority of votes and comments were related to user suggested stations (Figure 3-1). Some stations attracted as many as 200 votes and comments from survey participants. Planned (proposed) station comments are low because respondents could not comment on an existing station; rather they could suggest a station in the same location to add a comment. Some “suggested” stations are placed to comment on proposed station locations.

Figure 3-1 Total Votes and Comments by Type



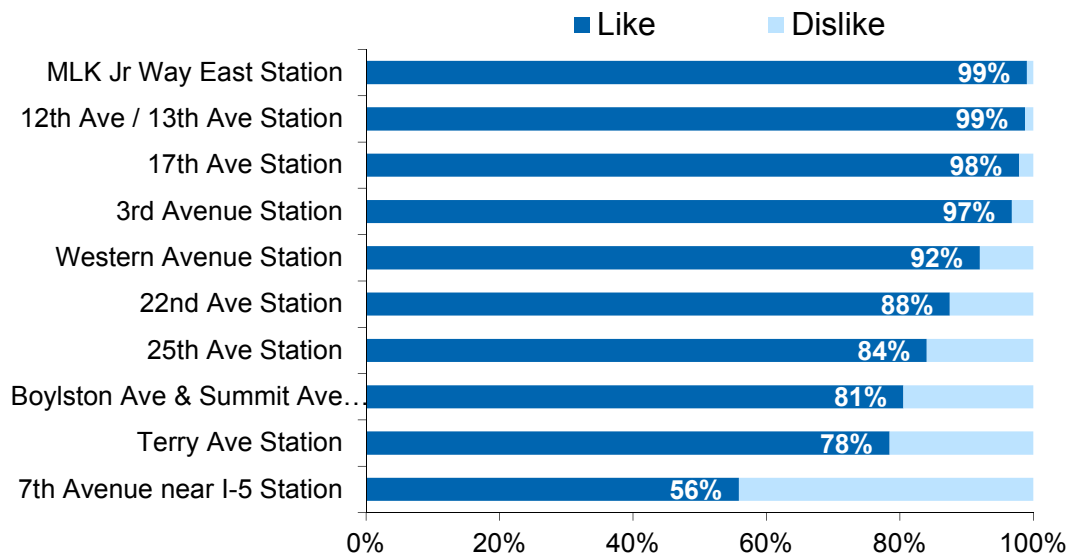
## Proposed Stations

A total of 10 proposed stations were shown in the mapping exercise (general locations), and respondents were able to indicate their like or dislike of the proposed station locations. Figure 3-2 and 3-3 (on page 3-20) show survey results by station. The most popular stations, in terms of percentage of voters who liked the station, were the stations at MLK Jr. Way East, 12<sup>th</sup>/13<sup>th</sup> Avenue, 17<sup>th</sup> Avenue, and 3<sup>rd</sup> Avenue. The 3<sup>rd</sup> Avenue station and MLK Jr. Way East station both received the highest number of total votes, indicating strong preference for ensuring Madison BRT provides easy transfer opportunities to the 3<sup>rd</sup> Avenue Transit. There was also significant support for extending the corridor past 23<sup>rd</sup> Avenue to MLK Jr. Way.

The station receiving the lowest support was the station located on 7<sup>th</sup> Avenue. The comments in this area (detailed further in the following section) suggest that many survey respondents would like a station at 5<sup>th</sup> or 6<sup>th</sup> Avenue downtown, and/or a station at 8<sup>th</sup> or 9<sup>th</sup> Avenue.

Although 78% of respondents liked the Terry station location, suggestions for stations at 8<sup>th</sup>, 9<sup>th</sup>, and Boren avenues were also popular, indicating that some would prefer these locations to Terry. Several other stations had less than 90% agreement (Boylston & Summit, 25<sup>th</sup> Avenue, and 22<sup>nd</sup> Avenue), although this does not represent significant disagreement with these station locations.

Figure 3-2 Proposed Station Voting Summary



## Suggested Stations

A total of 174 points were provided as suggested stations. A total of 260 likes and comments were made on points further than a half mile from the study corridor, compared to 1,050 within a half mile. Other streets that attracted a significant number of suggested stations included Seneca downtown and in First Hill, E Union to Madrona Beach, and Broadway north of Madison. These stations included locations in Lower Queen Anne, Belltown, South Lake Union, Capitol Hill, SODO, and the Central District.

There were over 250 likes and comments related to improving transfer opportunities. This input suggests that many survey respondents do not envision making trips that start and end on Madison, but rather using the line to reach other transit routes. There appears to be a preference to locate stations as close as possible to major intersections and north-south corridors, regardless of whether there is current transit service.

Top station suggestions and their relation to planned stations are summarized below and are shown in Figure 3-3.

- **Broadway & Madison (related to the proposed Boylston & Summit station).** A significant number of respondents supported moving the proposed Boylston & Summit station closer to Broadway (211 votes and comments). Respondents noted that Broadway serves Seattle University and Central Seattle students as well as a planned Whole Foods development. However, the primary component of support for a Broadway station is the transfer opportunities provided at Broadway, with over 100 comments and “I agree” votes for a Broadway station. The First Hill Streetcar, which has a planned station at Broadway and Marion, was mentioned by numerous survey respondents, although Routes 9, 60, and a variant of Route 43 also serve Broadway. (It should be noted that Boylston provides a shorter and flatter connection to the streetcar and bus stops).
- **23<sup>rd</sup> & Madison (related to the proposed 21<sup>st</sup> & Madison station).** Several station locations were suggested east of the proposed 21<sup>st</sup> & Madison station. There were 80 total comments and “I agree” votes in support. Many comments indicated that transfer activity at this location is very important, particularly to Route 48, but also to Routes 43 and 8.
- **5<sup>th</sup> & Madison (related to the proposed 7<sup>th</sup> Avenue/1-5 station).** There were 63 total comments and “I agree” votes for station at 5<sup>th</sup> and Madison. While the primary attraction is the Seattle Central Library, a stop at 5<sup>th</sup> Avenue would also serve other downtown destinations uphill from 3<sup>rd</sup> Avenue; there is an approximately 70ft elevation gain between 3<sup>rd</sup> and 5<sup>th</sup>.
- **Boren & Madison (related to the proposed Terry Avenue station).** There were 73 comments and votes in favor of a station at Boren instead of Terry. Comments emphasized that this location seems like a more intuitive station location. Commenters stated that this station location serves more destinations

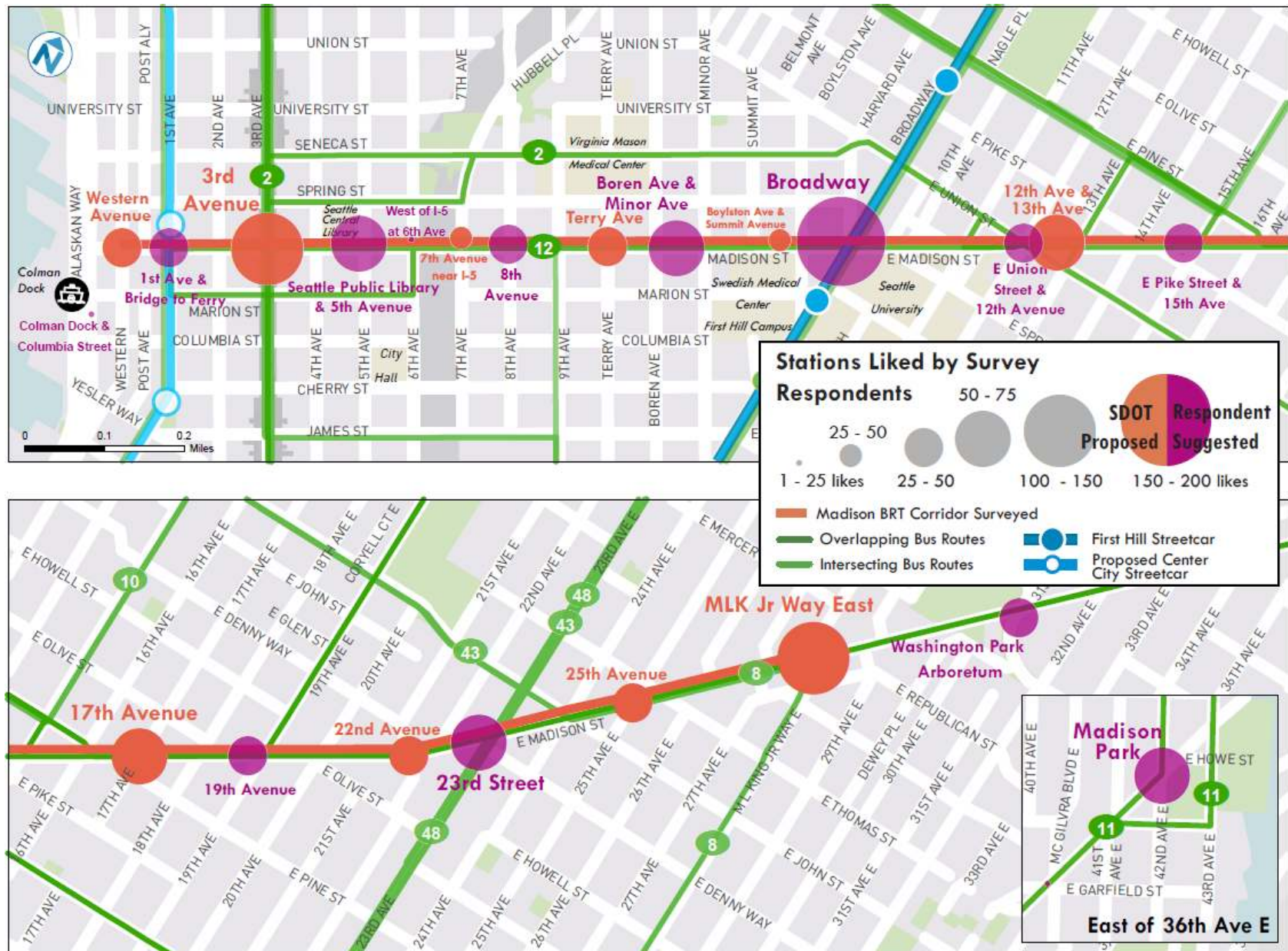
and bus transfers and better positions passengers to make the hill connection to Swedish Hospital.

- **Arboretum Station.** There were 70 votes in favor of a station near the Arboretum at Lake Washington Boulevard and E Madison.



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*Figure 3-3 Proposed and Suggested Stations Input Map*





## Corridor Destinations

Respondents who participated in the mapping exercise were also asked to indicate the places they regularly visit along the Madison corridor. A total of 400 destinations were added to the map, with nearly 600 additional comments and likes. Destinations pinpointed by respondents are mapped in Figure 3-4.

Destinations in downtown were concentrated heavily along Madison Street, with smaller concentrations north along 1<sup>st</sup> and 3<sup>rd</sup> Avenues and south of Madison where a number of office towers are concentrated. In comments, a number of people indicated destinations along 1<sup>st</sup> Avenue, such as the Seattle Art Museum, and Pike Place Market (30 votes), and along 3<sup>rd</sup> Ave including the Downtown Seattle Transit Tunnel. Colman Dock drew 20 votes.

First Hill destinations fell mostly south of the corridor, with the exception of Virginia Mason. Other notable destinations included the Polyclinic (15 votes), Town Hall (10 votes), Horizon House, and several destinations on Cherry Street.

Capitol Hill destinations were most concentrated on the corridor with the highest number of votes at proposed station locations. Other significant vote areas were north of Madison along Broadway, Pike, and Pine (80 votes) with many smaller destinations such as bars and restaurants in the Pike/Pine area several blocks from Madison Street. There were two large clusters of destinations around the grocery stores at 17<sup>th</sup> and Madison, specifically at the Central Co-op (40 votes) and Traders Joes (50 votes).

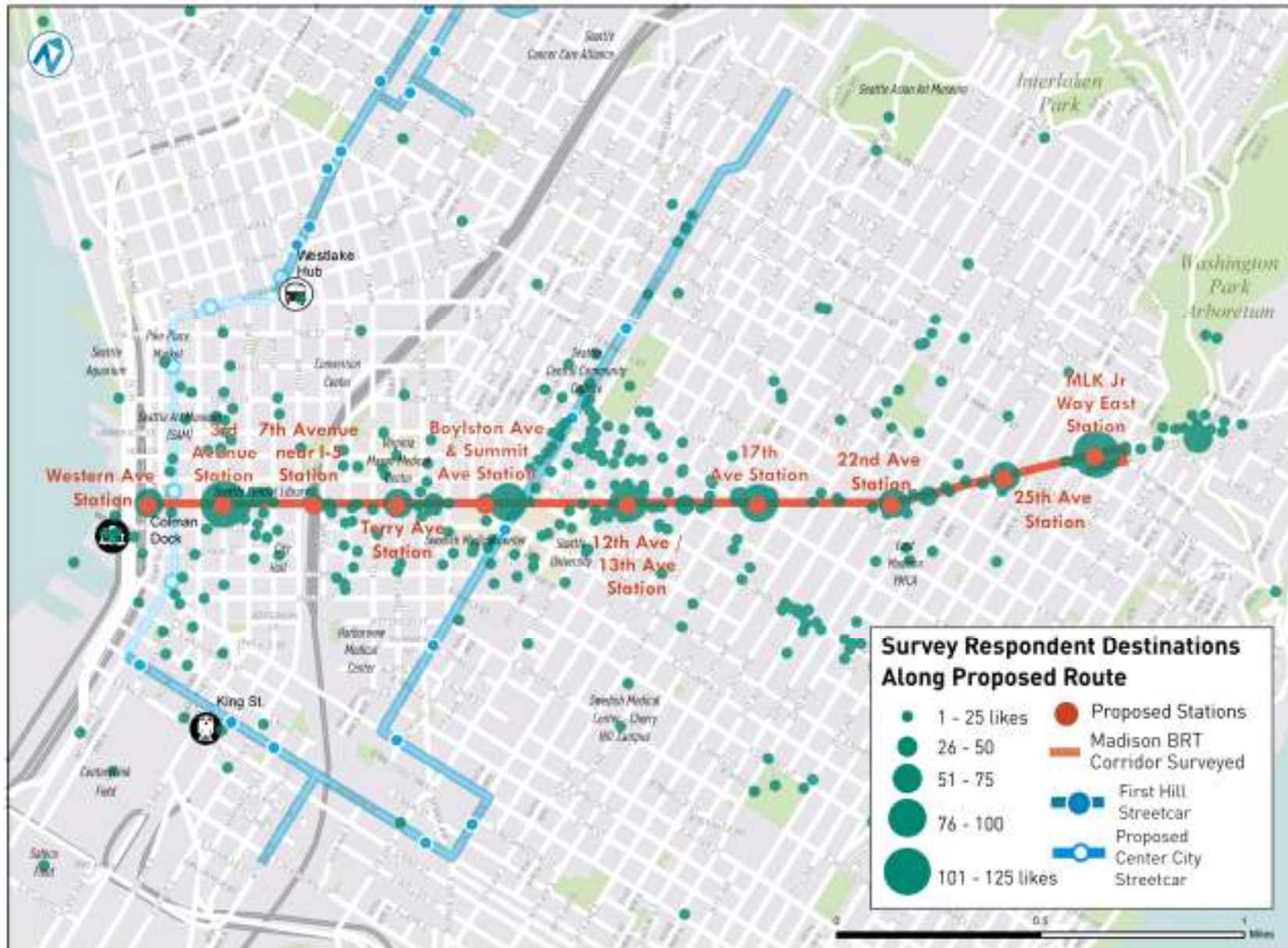
In the eastern portion of the corridor, destinations were much more closely clustered, with pockets on E. Union between 20<sup>th</sup> and 23<sup>rd</sup> (53 votes) composed primarily of small businesses including several bars, shops, a post office, and movie theater. Around 22<sup>nd</sup> and Madison where there is a Safeway grocery store with apartments and several other services (46 votes), and around MLK and Madison where this also a concentration of small businesses (64 votes).

The area at the southern tip of the Arboretum, just beyond the potential MLK terminus, also attracted 50 votes.

Respondents also added numerous destinations outside of the corridor, particularly to the east along Madison in the Madison Park area (40 votes) and north on 19<sup>th</sup> Avenue (30 votes).

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Figure 3-4 Destinations Input Map





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03.17.2015



## 2016 Outreach Summary Report

### Executive summary

The Madison Street corridor traverses the center of Seattle, touching dense neighborhoods with a diverse array of populations and land uses. Outreach for Madison Street BRT was informed by and customized to each neighborhood's distinct character, history, needs and concerns. Downtown Seattle's business focus, First Hill's many medical facilities and senior living residences, the vibrant small businesses and increasingly dense residential developments in Capitol Hill, the Central Area and Madison Valley required outreach approaches as unique as each neighborhood.

For the project to maintain the positive momentum and community support it has experienced thus far, SDOT focused the 30% outreach phase on deeper engagement tailored to every community along the corridor, introducing the project to new people and updating those who have already been involved.

Presenting the 30% design gave SDOT the opportunity to demonstrate how the public's concerns and ideas heard during previous outreach phases had influenced the design, and gather feedback on new roadway and station design specifics. SDOT expected this new level of detail to elicit detailed questions as the design more clearly articulated potential effects to people's homes, businesses, commutes or community.

SDOT deployed a neighborhood-based outreach approach, partnering with outreach consultants who have preexisting relationships with neighborhood communities and stakeholder groups to design a multi-channel outreach strategy that combined individualized, in-person conversations with in-person and online open houses. Neighborhood leads were assigned to respective sections of the 2.3-mile corridor, helping the project reach communities with language barriers or other impediments to participation and facilitating culturally competent conversations intended to be comprehensive and inclusive. SDOT also partnered with the Seattle Department of Neighborhoods to leverage City staff knowledge of community concerns and overlapping projects within the Madison Street corridor.

SDOT also made targeted ad buys in local traditional and ethnic media outlets, including Facebook, to spread the word about the open houses, and saturated the corridor with a mailing and email





notifications. The project kept a steady stream of multi-lingual notifications and responded promptly to inquiries from late spring through August 16, 2016, when the outreach period ended. The ethnic media ad buy approach was reviewed and supported by the City's Ethnic Media Coordinator with the Office of Immigrant and Refugee Affairs.

The project's Inclusive Outreach and Public Engagement (IOPE) Plan guided the design of an inclusive multi-channel approach:

- **Community briefings:** SDOT provided 27 briefings to community and stakeholder groups, many of which were made possible by the outreach leads' local relationships. Briefings will continue throughout the design phase.
- **Door-to-door outreach:** SDOT spoke to 113 businesses on or near Madison Street, reaching an audience that was mostly absent from the in-person open houses. These included many small, independent businesses and some franchises.
- **Notifications:** Seven of the 12 advertisements were translated and placed in ethnic media outlets, while the mailed newsletter and reminder emails included text in Chinese (Mandarin), Spanish, Korean, Somali and Hindi.
- **Open houses:** Translated materials were available at every open house (both in-person and online), and four interpreters staffed all three in-person open houses.

## Outreach overview

The outreach effort began in late spring with an email update to the program's distribution list. Project briefings also began in late spring, giving individualized attention to stakeholders who requested a meeting or whom SDOT or outreach leads thought warranted additional outreach. In July, a corridor-wide newsletter mailing announced the open houses in seven languages spoken commonly in the area to reach historically underrepresented populations. At this time, neighborhood outreach leads began conducting door-to-door outreach to businesses and residences along the corridor, explaining the project and inviting people to attend the open houses. Email updates, traditional and ethnic media ads, and social media were also used to announce and encourage attendance at the in-person and online open houses, held between August 2 and 16.

## Neighborhood-based outreach

The outreach for 30% design is rooted in a neighborhood-based approach, using existing relationships established during the project planning phase and supported by the IOPE Plan. The outreach consultant team and the City of Seattle Department of Neighborhoods project liaison supported development of the IOPE plan. Knowledge of these communities allowed SDOT to prioritize residents, business owners and community representatives who were historically underrepresented or expected to require greater attention. Additionally, this approach allowed the project team to coordinate with existing projects and meet people at convenient locations:

- The Downtown/First Hill open house was held at lunchtime to reach people on their lunch break including senior citizens who live in the area. Similarly, briefings instead of door-to-door outreach were used to accommodate busy schedules in Downtown.
- In the Central Area where many historically underrepresented people live and where a current road construction project runs perpendicular to the Madison Street BRT project area, the project team recognized the value in engaging businesses on Madison Street BRT proactively and earnestly prior to construction. In door-to-door outreach and briefings, outreach leads

communicated that SDOT is already thinking about construction, and will be returning to them later this year to discuss a construction phasing plan.

- The project team conducted door-to-door outreach in Capitol Hill/Central Area and Madison Valley to gather the input of busy small businesses owners, in case they could not attend the open houses. Similarly, Madison Valley door-to-door outreach emphasized the online open house due to community preferences, and many online open house comments spoke to Madison Valley.

### Face-to-face engagement

In early August the project shared the 30% design at a series of three in-person open houses. The open houses were held at the Seattle University Campion Ballroom (August 3), Town Hall community space (August 4) and a neighborhood YMCA on 23rd Avenue (August 9). SDOT located these events geographically across the corridor, holding two of the open houses in the evening to reach Capitol Hill, Central Area and Madison Valley neighborhoods and one at mid-day in Downtown Seattle/First Hill to reach people who could attend on their lunch break. For those who could not attend in-person, an online open house was available from August 2 – 16. Each open house presented the same information and contained a number of ways for attendees to engage with the project:

- 15+ display boards provided background context and new design information
- A 40-foot long roll plot of the full BRT service route, with sticky notes and pens for people to make comments about specific locations. Legends were provided in English, Spanish, Chinese, Korean, Vietnamese, Somali and Hindi.
- Interpreters for Spanish, Chinese, Korean, Somali and Hindi-speaking attendees
- Project staff and designers identified by nametags, present and ready to answer questions
- A narrated video in English (with English subtitles for those with impaired hearing), Spanish and Chinese
- Paper comment forms and sign-in materials in English, Spanish, Chinese, Korean, Somali and Hindi, as well as laptops displaying the online open house and digital comment forms
- Information and staff from other agency projects pertinent to the audience or the corridor, including the One Regional Card for All (ORCA) Lift program for people of low-income who ride transit

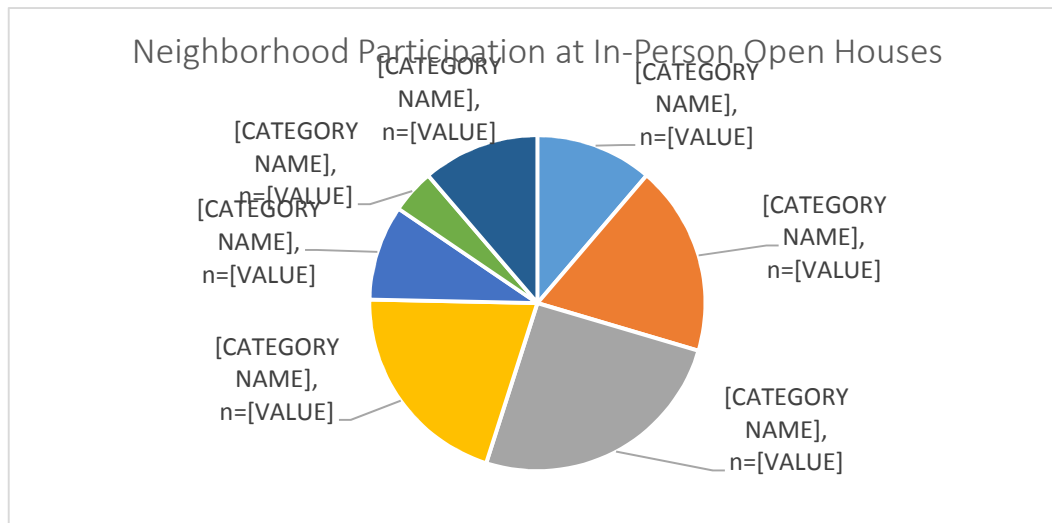


Figure 1. The chart shows the self-reported neighborhoods of the 142 in-person open house attendees who chose to provide this information. Additional demographic information is provided separately.



SDOT supplemented this face-to-face engagement with a wide variety of digital outreach tools. Guided by an analysis of the project area’s demographic and language data, the project placed 12 print and web media ads, seven of which were translated into other languages. The translated web ads took people to project websites that contained text in that language, so users did not encounter a barrier of English-only text (Figure 2).



Figure 2. Display ad in Korea Daily

For those people who could not attend one of the open houses, SDOT created an online open house that ran from August 2 – 16 (Figure 3). This website featured the same content as the open house, allowing visitors a virtual walk-through of the display board content, and giving them the ability to take notes as they went and submit comments and questions at the end. Translated versions of the content in Spanish and Chinese were available for download, and a note in Spanish, Chinese, Korean, Somali and Hindi encouraged visitors to contact SDOT for more information for translated materials on the online open house.

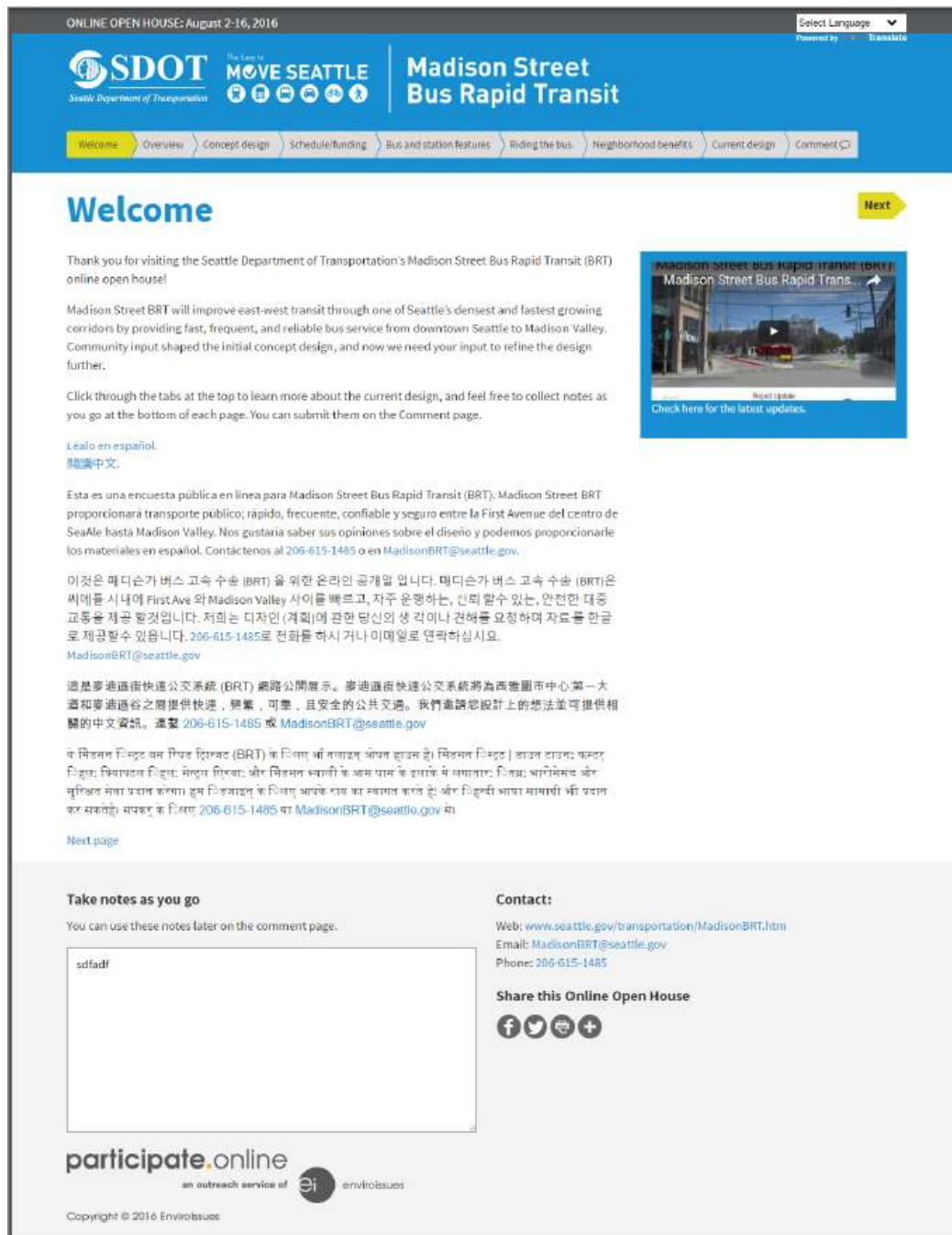


Figure 3. Online open house Welcome page

## Key themes

SDOT heard several common themes about the current outreach phase and design, including areas of agreement and disagreement. These are detailed below. Sample comments are presented as they were provided, with grammar, spelling and punctuation unchanged. Altogether, SDOT received 372 comments from the public and stakeholders on the 30% design. Of these, 156 were provided in open house comment cards, emails and online comments; the remaining 216 comments were written on the roll plots at the in-person open houses.

### Outreach themes

Two key themes about the outreach approach emerged from comments provided during briefings, door-to-door outreach, email communication and open houses:

- General support for the project
- Community feedback on outreach approach

### **Project support**

Discussions at briefings, open houses, and during door-to-door outreach showed overall support for the BRT route and increased service. During door-to-door outreach for example, many Capitol Hill and Central Area businesses reported they were very supportive of the project. Of the 156 open house comment cards, emails and online comments submitted, 50 people also expressed explicit support for the project:

- *"With all the residential development going in along Madison, BRT looks like a smart idea here."*
- *"I am so excited that it is coming to Madison Valley! It is great to connect the central district and the retail shops in Madison Valley. Can't wait for this fantastic service."*
- *"I am pleased to see the route moved off of Marion to avoid ferry-induced delay... I was pleased to see the center-lane stop on Madison before I-5 on the WB bus."*

Twenty-one comments expressed a lack of support for the project, largely due to perceived design flaws or a sense transportation priorities are misplaced. The remaining comments were neutral or focused on particular aspects of the design (see Design Themes).

### **Community feedback on outreach approach**

Eleven comments showed appreciation for community outreach techniques, especially the online open house and ability to comment online:

- *"Thank you for allowing an opportunity to comment on the project even though I am unable to get to any of the open forums about the project."*
- *"Great website - thank you for putting this together!!"*
- *"Thank you for having translators and translating materials into various languages. My one question/comment was with regard to the green spaces; can you assure me that they will plant more trees after they remove trees?"*
- *"Thank you for inviting community participation in the Madison BRT planning."*

### **Design themes**

Of the 372 individual comments submitted through the three in-person open houses, roll plots, online open house and via email, there were 583 mentions of key design themes (Figure 4) and 503 mentions of a particular location in the corridor (Figure 5).

Eleven participants positively acknowledged the changes between the 10% and 30% designs, especially regarding the increased number of bus-only lanes in the 30% design that were the result of previous community feedback. Many participants expressed concern for how bike facilities were presented, and three commented on how facilities may have changed between 10% and 30% design. These comments are described in detail in the Bicycle Infrastructure section below.

SDOT heard many comments in support of a corridor that meets the needs of all roadway users, including those driving, walking, biking and riding transit. This overarching theme is reflected more specifically in additional themes below. Specific design and construction themes (Figure 4) were related to:

- BRT service
- BRT bus and station features
- Bicycle infrastructure
- Pedestrian infrastructure and access
- Lane configuration
- Traffic and drivers
- Parking
- Metro service
- Project extension
- Project schedule
- Construction

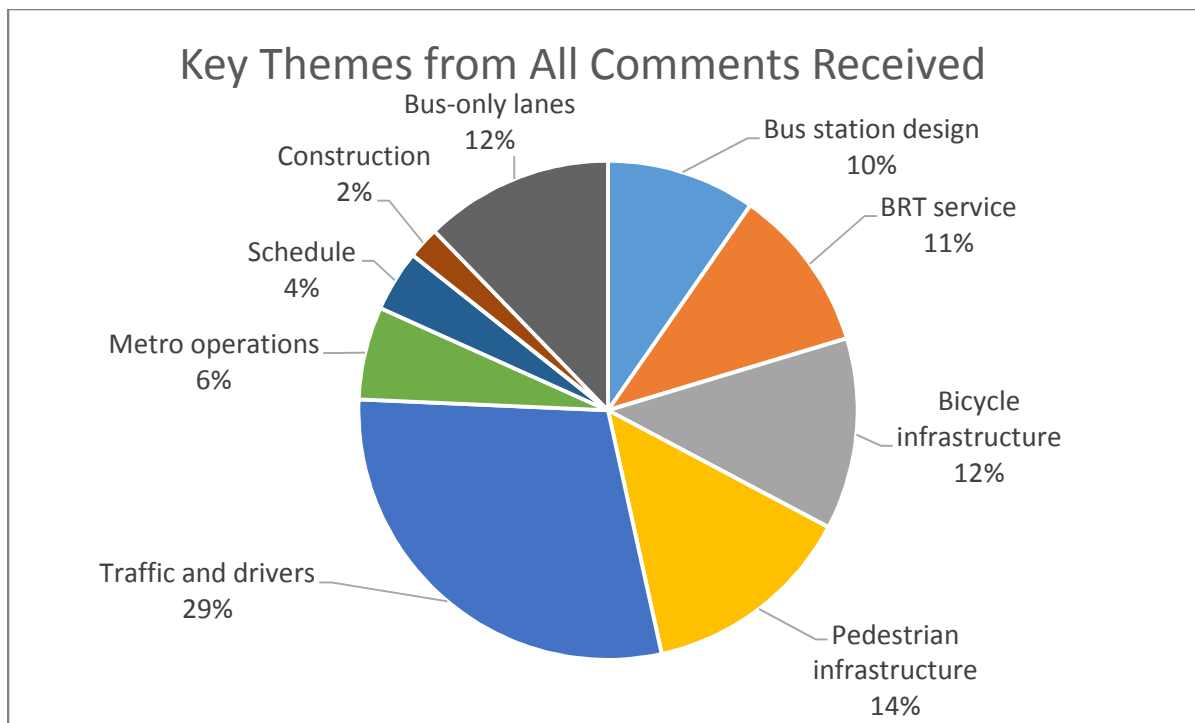


Figure 4. Key themes from the three in-person open houses (comment cards and roll plots), online open house and email comments are summarized in the chart above. Of the 372 comments, there were 583 mentions of key themes (n=583).

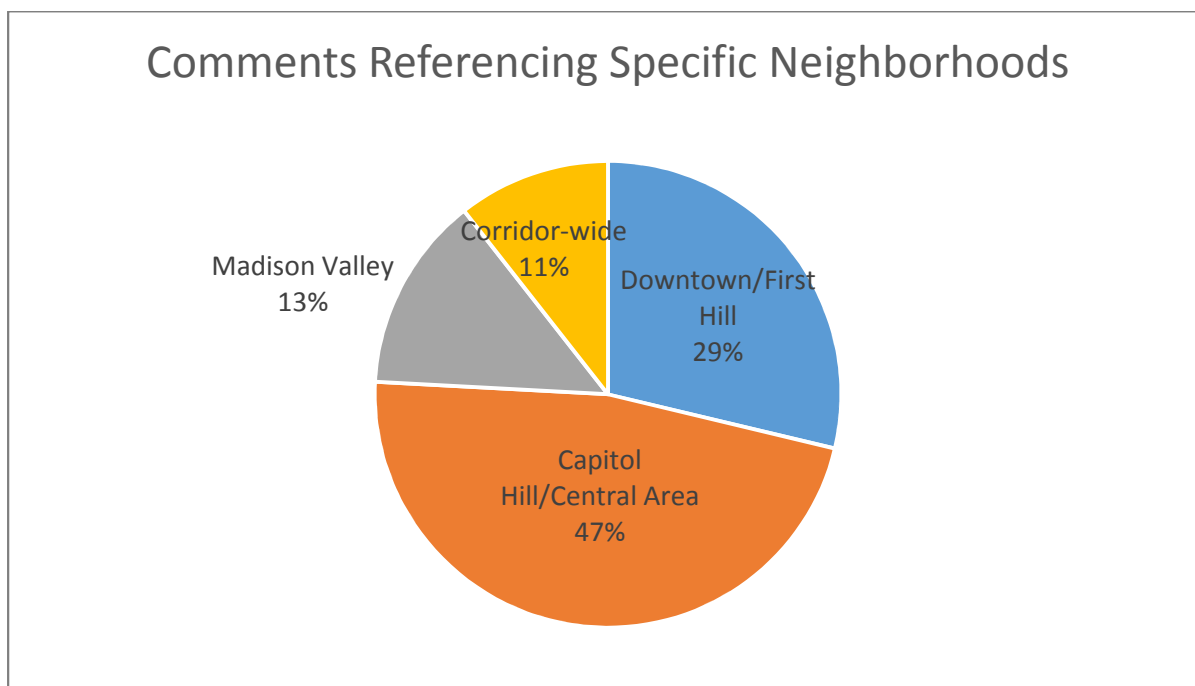


Figure 5. Many comments included specific feedback on a particular location along the corridor or neighborhood. Of the 372 comments submitted, there were 503 mentions of a location (n=503). In particular, feedback on 12th and 24th avenues was provided. Downtown/First Hill extends from 1st Avenue to Broadway Ave, Capitol Hill/Central Area extends from Broadway Ave to 26th Ave, and Madison Valley extends from 26th Ave to Martin Luther King Jr Way.

## BRT service

Seventy-one comments submitted online and in-person discussed BRT service. Many online comments and comment cards looked forward to BRT service, especially its expected reliability and speed:

- *“Knowing buses are coming every ten minutes makes this much more usable for me.”*
- *“Madison Street BRT is a great start for people who are low-in-come who cannot afford bying cars and insurance and maintainence. Seattle needs more services like this. It will reduce traffic conjection.”*
- *“As someone who lives in Madison Valley at 26th and Madison, it is very frustrating to take a bus to get to downtown where I work. It usually takes 50 minutes, which is the same amount of time as it takes me to walk. It also takes two buses. This route will greatly improve the transportation options along the cooridor to get downtown or capitol hill.”*

SDOT also heard feedback on the speed of BRT service. In door-to-door outreach, many business owners in Capitol Hill and the Central Area requested the route run until at least 3 a.m. to serve their employees, since many are late night businesses. This feedback was reflected in the public comments submitted online, at the open houses, and through emails:

- *“This and any major bus network (but especially one lavished with \$120 million) should offer late night service to serve bar-goers, wait staff, and other members of the community who need late night service.”*
- *“Would like to see greater than 15 minute frequency after 7pm. Many people are still active and out-and-about past that time. 10 minute frequency from 7-10pm may be more acceptable.”*



A major component of feedback regarding BRT service was the need for quick and smooth transfers between the future BRT line and current bus routes. Of these comments, seven focused on the intersection of Madison Street and 23rd Avenue, a key transit connection for transit-dependent communities living or working in east Seattle. Community members were concerned that BRT stations were placed far away from the bus routes they use, and would not facilitate easy transfers:

- *“Seattle is full of “just missed” transfer possibilities and this should not be one of them if at all possible. This line is great for going downtown but horrible for connecting to the regional system for at least 20 years (if ST3 passes).”*
- *“Will these be shared stations with existing local stops? Helpful for smooth transfers.”*
- *“I am concerned about the transfer between Madison BRT and 23rd Ave, given 23rd will be a RapidRider+ Corridor but there will be no station on 23rd to make for a quick transfer.”*



- *“...the connection with the 48/8 at 23rd/Madison- that's a pretty key transfer, and I'm not sure that the stops for the various buses are well synced up. I am hopeful that the 12/BRT, 11, 8, and 48 will be more proximately connected.”*

Another consideration for BRT service was the need for education about transit modes, including BRT service. Several members of the Central Area and Madison Valley communities asked questions about current bus service and future BRT service. While King County Metro and ORCA card representatives attended each open house, many participants at the Town Hall and YMCA open houses indicated unfamiliarity with how different transit modes interact and how to pay for transit using an ORCA card. The representatives noted that bus education may be needed in the communities around Town Hall (Downtown/First Hill) and the YMCA (Central Area/Madison Valley).

### **BRT bus and station features**

Community feedback regarding BRT bus features was focused on support for on-bus bicycle storage. Of the 35 comment cards, emails and online comments submitted that referenced bicycles, 17 discussed on-bus bicycle storage. All 17 were very positive:

- *“The interior bus layout proposed here is exceptional. Specifically, there are no single seats and the four interior bike racks will significantly improve speed and comfort.”*
- *“I like it! Open floorplans and onboard bike loading look good, though the seats across from the bike parking may be in the way. Can the forward-facing seats just behind the second door be turned sideways to open up the aisle so that people don't cluster near the doors?”*
- *“Can the bus bike racks fold away during crowded times to make more room for standing folks? Bike space is great, but it needs to allow multiple uses where possible.”*

Fifty-six comments discussed BRT station features and locations. The feedback submitted formally and gathered during door-to-door outreach indicated support for the BRT station features, including weather protection. Of these, six discussed station location for transfer ease. Three mentioned safety concerns, two requested a larger canopy for weather protection, four expressed desire for increased seating, and two indicated concern for privacy and cleanliness of the areas surrounding the stations.

### **Bicycle infrastructure**

Bicycle access on the corridor was discussed frequently during outreach, with members of the bicycle community actively participating in the feedback process. Of the 156 comment cards, emails, and online comments submitted, 35 referenced bicycle infrastructure. Of the 216 comments on the project roll plot, which was displayed for comments at the three open houses, 37 referenced bicycle infrastructure. The majority



of all comments regarding bicycle infrastructure expressed desire for more infrastructure than is included in the 30% design:

- *“Madison is really an ideal road for a bike line, as it is direct to downtown and doesn't have the steep slopes.”*
- *“It is essential that this project include high quality bike routes for the length of the entire project, as had been promised until they were recently downgraded to a maybe depending on additional funding... Building this project will render a long stretch of Madison Street utterly inaccessible to cyclists.”*

Those commenting on bicycle infrastructure specifically prioritized the intersections of Madison Street with 12th and 24th avenues:

- *“There is and will continue to be significant bike traffic along 24th, north of Union. This results in bikes regularly crossing Madison/John along 24th. It is therefore critical that the updated infrastructure at this intersection includes bike crossing along 24th that is safe, and also fast enough to discourage bikes from running red lights out of impatience.”*
- *“Thank you for keeping bikes in mind at the Madison/12th/Union street tangle. It's currently not a fun place to bike and the addition of BRT could make the spot more dangerous if not planned for. It seems like more sidewalk treatments could be used to help mark the transition to the sidewalk for cyclists as well as to communicate to drivers that bikes are going a less predictable route than normal.”*
- *“West of 12th Ave between 11th and 12th, please put the protected bike lanes on the north side of Union Street. This will make it much safer for cyclists and not require crossing Union at 12th to continue on Madison. The long crosswalk along the line of Madison does not work.”*





### Pedestrian infrastructure and access

SDOT received 80 comments regarding pedestrian infrastructure and access. Comments generally advocated for additional crosswalks, especially to the center-running bus stations. Many participants used the roll plot to point out where crosswalks could be added. Comments regarding crosswalks and pedestrian infrastructure included:

- *“Need cross walk on west side of 24th across Madison. Pull stop line back to west side of Madison. Allow bikes through on 24th.”*
- *“Please maintain pedestrian crossings at Terry & Madison.”*

At briefings, organization representatives expressed desire for improved sidewalks that would aid pedestrian access to stations. Representatives from senior living communities echoed this request and also advocated for stations located nearby. Six individual comments expressed this as well, for example:

- *“I have mobility issues and hope that you intend to keep the stops @ 17th, as diagramed. Walking up and down the hill to a different stop would be problematic for me.”*
- *“...sidewalk conditions are poor in many locations. Old concrete heaved up with tree roots. Broken concrete patched with asphalt. Much of it not ADA compliant, I'm sure. You're asking bus riders to walk an extra block or two to catch the bus, so that has to be a decent walk.”*

### Lane configuration

Participant feedback differed widely regarding bus-only lanes and center-running stations, with 71 comments specific to bus-only lanes and 11 of those specific to the intersection of Madison Street and 23rd Avenue. Fifty-five of the 71 comments on bus-only lanes favored bus-only lanes, including extension of the lanes further east into the Central Area and Madison Valley, enforcement of the bus-only policy and grade or other separation of the lanes:

- *“My suggestion would be to make the route 100% transit only lanes.”*
- *“What are SDOT and KC Metro doing to coordinate effective enforcement of Bus Only and BAT lanes, along with box-blocking?”*
- *“More separation than just red paint. Raise lines, dividers, planting strips, anything”*

Of the 71 comments, eight discouraged bus-only lanes and two requested off-peak car access to the lanes, expressing concern that the bus-only lanes would increase congestion for drivers. Comments included:

- *“Based on what I have seen of other projects around town where a lane is lost to transit, it is causing more traffic back-up and delays.”*



- *“Concerned about right turn conflicts in downtown clogging up buses- need more separation, eliminate turns if need be.”*

Businesses who participated in briefings and door-to-door outreach also advocated to keep load zones and parking adjacent to their properties, and expressed concern that new lane configurations would impede access to buildings. Businesses and residents along the corridor expressed concern that left turns would be limited along the corridor. Six comments also reflected concern for the lane configuration near the hospitals on First Hill:

- *“No station in intersection. Will block N/S ambulance traffic on Terry Avenue.”*
- *“If traveling westbound on Madison, will people still be able to turn left to Swedish Hospital? If traveling eastbound on Madison, will people still be able to turn left to Virginia Mason?”*

### Traffic and drivers

There were 111 comments regarding traffic, many of which expressed dismay with the existing heavy traffic in the corridor. Commenters were divided on whether the project would improve traffic conditions. Twenty-six comments noted traffic would be worse with Madison Street BRT and 27 comments noted BRT service would help move people quickly through the corridor:

- *“Even now, with two lanes of traffic, left turning vehicles really slow things down (of course we don't have left-turning lights in most places right now).”*
- *“The traffic on East John and on Madison is terrible as it is. Now all the traffic will be joined by buses running with greater frequency, creating a true nightmare.”*
- *“Transit-only Lanes- The project should include more transit-only lanes downtown, not BAT lanes. Most of the traffic congestion is downtown, and buses will be delayed by right turning general purpose traffic in the BAT lanes.”*



### Parking

Feedback on parking was divided between those who supported bus-only lanes and those who wanted to retain parking. Bus-only lane supporters generally advocated for further removal of parking. Many businesses and Madison Valley residents advocated to keep street parking in place. Overall, 40 comments were submitted that mentioned parking. Of these, 15 advocated removing street parking for BRT use and 13 advocated keeping street parking:

- *“With parking spaces being removed while multiple City-approved dense apartment and efficiency housing projects are under construction in our neighborhood (totally without or without sufficient parking), I request serious consideration that no additional parking be removed.”*

- *"Lots of traffic between 23rd & MLK/Lake Wash Blvd. Dedicated lane & take away parking please!"*

### **Metro service**

Multiple comments submitted online, via email, and in person referenced existing King County Metro bus routes. Many participants were apprehensive of future changes in service. A total of 35 comments were submitted regarding Metro service, and many of them referenced the Madison Street and 23rd Avenue connection:

- *"Where are the #48 stops for connections at 23rd Avenue? It looks hard to transfer!"*
- *"Concern over congestion of buses & cars at MLK intersection with BRT + Route 8 + Route 11."*

### **Project extension**

The project was originally slated to end at 23rd Avenue, but public feedback in the 10% design phase encouraged extension to Martin Luther King Jr Way. In the 10% design phase, comments indicated support for the extension to Madison Valley. Four comments expressed explicit support for this extension:

- *"So great! I'm very glad service was extended to MLK."*
- *"I am so excited that it is coming to Madison Valley! It is great to connect the central district and the retail shops in Madison Valley. Can't wait for this fantastic service."*

In the 30% design phase, 10 comments supported extension to the Madison Park neighborhood and Lake Washington:

- *"Would love to eventually extend all the way to Lake Washington to maximize the use of public investment and to create a true water-to-water transit option. Please plan for that in the future."*
- *"If it goes east of Capitol Hill, it should go all the way to Madison Park. But, don't do it if you can't do dedicated ROW."*

### **Project schedule**

Many of the transit riders SDOT spoke with during briefings and door-to-door outreach expressed desire for the service to begin before 2019. For example, many transit riders advocated for earlier construction of project elements, especially on Spring Street:

- *"When will this bus only lane be implemented between 3rd and 6th? It should be done as soon as possible."*
- *"My additional comment have to do with Route 2 Bus-only lane and advocate early implementation on Spring St."*

Businesses contacted through briefings and



door-to-door outreach were most concerned with the construction schedule and how it would affect their business and, in some cases, planned development.

### Construction

Businesses contacted through briefings and door-to-door outreach expressed concern for construction impacts, especially the duration of construction directly in front of their doors. Submitted comments advocated for SDOT to coordinate construction with ongoing and planned projects, and many of them referenced the Madison Street and 23rd Avenue connection:

- *“I hope someone will have the common sense NOT to plan two major constructions projects at once as has been done on 23rd and Union area where road improvements along with huge new buildings are happening all at the same time.”*

### Next steps

Following this phase of outreach, the following actions are underway:

- SDOT and the design team are assessing and will respond to all comments indicating how the feedback was considered and incorporated or not incorporated into the design. SDOT and the outreach team will also prepare a summary of the key themes heard during the Summer 2016 outreach phase, which will be shared widely with the community.
- SDOT and outreach leads are convening a working session to discuss potential design changes for bicycle facilities and infrastructure, will continue to schedule and attend briefings with stakeholders, property owners and businesses, and will continue to actively manage the project inbox, phone line and webpage. The outreach team is also updating the project fact sheet to use as a leave-behind document in upcoming briefings.
- The outreach team is evaluating all outreach tactics and will update the IOPE plan to further increase cultural competency of the outreach and broaden and deepen awareness of and access to the project, particularly for neighbors (residents/businesses), potential transit riders, and other key stakeholders such as potentially affected and traditionally underrepresented communities.
- The entire project team will also work with communities to develop a draft construction phasing plan, which will be presented for feedback and input along with the 60% design at the next open houses (anticipated in early 2017).

## Detailed summary of outreach activities and people reached, by neighborhood

The following outreach activities are detailed:

- Briefings and tabling events
- Door-to-door outreach
- Open houses (in-person and online)
- Digital and print outreach
- Networking with partner organizations

### Briefings and tabling events

Briefing and tabling events reached 33 community organizations and businesses and more than 230 people. Events were distributed along the corridor, with 59% (16) in Downtown/First Hill, 30% (8) in Capitol Hill/Central Area, and 4% (1) in Madison Valley. About 11% (3) of the events covered the entire corridor. Due to success with briefings in previous outreach phases, outreach leads suggested briefings as the primary method to reach stakeholders in Downtown/First Hill prior to the open houses. The balance of briefings reflects this recommendation.

Stakeholder name	Date	Type of organization	People reached	Downtown	First Hill	Capitol Hill	Central Area	Madison Valley
Tabor 100	7/30	Community	60 members	X	X	X	X	X
Transportation Choices Coalition	7/26	Community	1 representative	X	X	X	X	X
Women's University Club	7/13	Community	2 representatives	X	X	X	X	X
First Presbyterian Church	7/11	Church	4 church representatives, 1 developer	X	X			
1111 3rd Ave Property	6/15	Business	2 employees	X				
Abraham Lincoln Building	6/15	Business	1 employee	X				
Downtown District Council	7/12	Community council	14 members	X				

Stakeholder name	Date	Type of organization	People reached	Downtown	First Hill	Capitol Hill	Central Area	Madison Valley
Kimpton Hotel Monaco	7/14	Business	2 employees	X				
Olympic Hotel Garage	5/16	Business	2 employees	X				
Seattle Public Library	5/12	Community	2 employees	X				
Seattle Public Library	7/27	Community	1 employee	X				
Watermark Tower	7/26	Business / residences	5 employees/2 residents	X				
SafeCo Plaza (tabling)	7/28	Business	31 people received fliers	X				
Safeco Plaza (roundtable)	6/30	Business	7 businesses (employees)	X				
Seattle University	7/27	Education	3 employees		X	X		
First Hill Improvement Association	7/11	Community	15 committee members		X			
Lennar Multifamily Communities	6/23	Apartment developer	1 employee		X			
Sorrento Hotel	7/22	Business	2 employees		X			
Town Hall	6/27	Community	1 employee, 1 manager		X			
12th Ave Stewards	7/12	Community	9 members			X		
23rd Ave Action Community Team	6/27	Community	12 members			X	X	

Stakeholder name	Date	Type of organization	People reached	Downtown	First Hill	Capitol Hill	Central Area	Madison Valley
Central Area Community Festival (tabling)	8/20	Community festival	25 community members				X	
Central Area Land Use Review Committee	6/22	Community & business	4 members				X	
Central Area Neighborhood District Council	7/14	Community council	30 members				X	
Squire Park Community Council Quarterly General Meeting	7/9	Community council	30 members				X	
Aegis on Madison	7/25	Residential (senior living)	40 people				X	
Bailey-Boushay House	7/22	Medical	1 (Director)					X

### Door-to-door outreach

Door-to-door outreach reached 113 businesses, 30 homes and three existing bus stops throughout the project area. Outreach to businesses was distributed along the corridor, with 31% (35) in First Hill, 48% (54) in the Capitol Hill/Central Area, and 21% (24) in Madison Valley. Most businesses in Capitol Hill, Central Area and Madison Valley were small, independent businesses whose owners and employees were unable to attend the open houses. Outreach leads did not suggest door-to-door outreach for downtown Seattle, as previous experience in the 10% design phase suggested briefings were the most successful way to reach Downtown businesses and community organizations.

Neighborhood	Date	Activity	Number of people/businesses reached
Capitol Hill / Central Area	7/12	Distributed fliers to businesses and discussed project	24 businesses between 12th and 22nd avenues
Central Area	7/13	Distributed fliers to businesses and discussed project	8 businesses between 22nd to 26th avenues
Central Area	7/29	Distributed fliers to businesses and discussed project	22 businesses within a one-block radius of Madison Street
First Hill	7/21	Distributed fliers to businesses and transit riders at bus stops	35 businesses between 7th Ave and Broadway; 3 bus stops (9th & Seneca, Boren & Madison, 9th & Madison)
Madison Valley	7/8	Distributed fliers to businesses and discussed project	10 businesses between 26th Avenue and Martin Luther King Jr Way
Madison Valley	7/20	Distributed fliers to businesses and discussed project; distributed fliers to residences	14 businesses between Martin Luther King Jr Way and 29th Avenue; 30 immediately adjacent homes between 26th Avenue and Martin Luther King Jr Way



### Open houses (in-person and online)

Altogether, 843 people attended the in-person and online open houses. Attendance at the in-person open houses was distributed nearly evenly across the three neighborhoods and generally reached different parts of the community:

- Students and many people with prior involvement in the project at Seattle University in First Hill/Capitol Hill
- People on their lunch breaks including senior citizens at Town Hall in Downtown/First Hill
- Residents from nearby neighborhoods, including those working out at the YMCA in Central Area/Madison Valley

Neighborhood	Date	Location	Attendees
First Hill/Capitol Hill	8/3	Seattle University	50
Downtown/First Hill	8/4	Town Hall	52
Central Area/Madison Valley	8/9	Meredith Mathews East Madison YMCA	60
Online	8/2 – 8/16	madisonBRT.participate.online	681

## Digital and print outreach

Guided by an analysis of the project area's demographic and language data, the project placed 12 print and web media ads in outlets the community was likely to see. Seven of these media ads were translated into other languages spoken in the corridor. Five email updates, three separate Facebook events, and eight Tweets were used to supplement other outreach methods and encourage open house attendance leading up to the events. The newsletter announcing the open houses was sent to all properties within one-quarter mile of the project corridor.

Outreach method	Date	Content	Language(s)	Metrics/Information
Display ad: digital	7/25 - 8/1	Open house invitation	English	Facebook; targeted zip codes 98101, 98104, 98122, 98112
Display ad: digital	7/25 - 8/1	Open house invitation	English	Seattle Transit Blog; 50,000 impressions
Display ad: digital	7/25 - 8/25	Open house invitation	English	Capitol Hill Blog
Display ad: digital	7/25 - 8/1	Open house invitation	Chinese	Seattle Chinese Times; 43,000 impressions
Display ad: digital	7/25 - 8/25	Open house invitation	Spanish	La Raza Del Noroeste; 50,000 impressions
Display ad: digital	7/25 - 8/25	Open house invitation	English	Seattle Medium (African-American focus)
Display ad: digital	7/28	Open house invitation	English	Seattle Globalist digital newsletter; 2,500 subscribers
Display ad: digital	7/25 - 8/25	Open house invitation	Korean	Korea Daily
Display ad: digital	7/25 - 8/25	Open house invitation	Somali and English	Runta News
Display ad: digital	7/25 - 8/1	Open house invitation	Spanish	Univision (television and social media); 126,890 impressions

Outreach method	Date	Content	Language(s)	Metrics/Information
Display ad: print	7/28	Open house invitation	Chinese	Seattle Chinese Times; 10,000 circulation
Display ad: print	7/29	Open house invitation	Spanish	La Raza Del Noroeste; 11,200 circulation
Email update	6/6	Project update	English	Sent to 844 addresses; 54% opened
Email update	7/20	Open house announcement	English	Sent to 918 addresses; 46.9% opened
Email update	8/2	Online open house announcement	English with Chinese, Korean, Spanish, Hindi	Sent to 918 addresses; 43.8% opened
Email update	8/8	Open house reminder	English with Chinese, Korean, Spanish, Hindi	Sent to 1,053 addresses; 39.8% opened
Email update	8/18	Open house thank you	English with Chinese, Korean, Spanish, Hindi, Somali	Sent to 1,091 addresses; 44.9% opened
Partner email	7/22 – 7/29	Open house invitation	English	Sent to 63 partner organizations to encourage them to invite their networks to open houses (see table below)
Newsletter	7/19	Open house announcement	English with Chinese, Spanish, Korean, Hindi, French, German	Mailed to all addresses within one-quarter mile of Madison St between 1st Ave and MLK
Press release	7/27	Open house invitation	English	Sent to SDOT list serv; self-select to receive release
Social media: Facebook event	7/26 - 8/3	Open house information	English	<a href="https://www.facebook.com/events/129841067454449/">https://www.facebook.com/events/129841067454449/</a>
Social media: Facebook event	7/26 - 8/4	Open house information	English	<a href="https://www.facebook.com/events/1582390705395493/">https://www.facebook.com/events/1582390705395493/</a>

Outreach method	Date	Content	Language(s)	Metrics/Information
Social media: Facebook event	7/26 - 8/9	Open house information	English	<a href="https://www.facebook.com/events/649656011854701/">https://www.facebook.com/events/649656011854701/</a>
Social media: Tweet	8/1	Open house announcement	English	#MadisonBRT bus can: improve speed, reliability; cannot: be a cat. Open houses Aug 3, 4, 9 bit.ly/MadisonBRT  5 re-tweets, 17 likes
Social media: Tweet	8/2	Online open house announcement	English	Can't make it to our #MadisonBRT open houses? Join the convo online & help #MoveSeattle: MadisonBRT.participate.online  2 re-tweets
Social media: Tweet	8/3	Open house reminder	English	Excited for #MadisonBRT? Join open house tonight, tell us what you think, help #MoveSeattle bit.ly/MadisonBRT  1 like
Social media: Tweet	8/4	Open house reminder	English	Miss the first #MadisonBRT open house? You can still join today @ 11, next week, or online MadisonBRT.participate.online
Social media: Tweet	8/5	Open house reminder	English	Can't wait for #MadisonBRT? 1 more #MoveSeattle open house Aug 9 or join discussion online: MadisonBRT.participate.online  1 re-tweet
Social media: Tweet	8/8	Open house reminder	English	Join last #MadisonBRT open house @ YMCA tomorrow, learn how we can #MoveSeattle together! bit.ly/MadisonBRT  3 re-tweets
Social media: Tweet	8/9	Open house reminder	English	Don't miss out! Last #MadisonBRT open house tonight, Meredith Matthews YMCA @ 5, together we can #MoveSeattle!

Outreach method	Date	Content	Language(s)	Metrics/Information
				2 likes
Social media: Tweet	8/9	Online open house reminder	English	If you haven't commented, today is last chance to give feedback on #MadisonBRT #MoveSeattle MadisonBRT.participate.online  5 re-tweets, 2 likes
Webpage update	5/31	General project update	English	<a href="http://www.seattle.gov/transportation/MadisonBRT.htm">http://www.seattle.gov/transportation/MadisonBRT.htm</a>
Webpage update	7/18	Open house announcement	English	<a href="http://www.seattle.gov/transportation/MadisonBRT.htm">http://www.seattle.gov/transportation/MadisonBRT.htm</a>
Webpage update	7/26	Content update/open house information	English with Spanish, Chinese, Korean, Hindi	<a href="http://www.seattle.gov/transportation/MadisonBRT.htm">http://www.seattle.gov/transportation/MadisonBRT.htm</a>
Webpage update	8/2	Online open house link	English with Spanish, Chinese, Korean, Hindi	<a href="http://www.seattle.gov/transportation/MadisonBRT.htm">http://www.seattle.gov/transportation/MadisonBRT.htm</a>
Webpage update	8/17	Online open house link removal/general update	English with Spanish, Chinese, Korean, Hindi	<a href="http://www.seattle.gov/transportation/MadisonBRT.htm">http://www.seattle.gov/transportation/MadisonBRT.htm</a>

## Networking with partner organizations

To reach a broader network of interested and influential parties, including historically underrepresented populations and advocates for the bike, pedestrian and transit communities, the following 61 organizations and stakeholders were encouraged to share the open house announcement and invitation with their networks.

Neighborhood	Organizations	
Downtown/First Hill	Attendees of Downtown roundtable Benaroya Hall Downtown District Council Downtown YMCA Seattle Art Museum Seattle Public Library Solid Ground Downtown Circulator First Hill Improvement Association	First Presbyterian Church Seattle University Skyline Retirement Community St. James Cathedral Summit at First Hill Swedish Hospital Town Hall Virginia Mason Hospital
Central Area	Central Area Development Association Gaffney House	Tabernacle Missionary St. Mary's Church
Madison Valley	Bailey-Boushay House Madison Valley Community Council Madison Valley Merchants Association Madison Valley neighborhood website	The Bush School UW Arboretum Valley School
International District	Seattle Chinatown International District Preservation and Development Authority	
City wide	Amazon company shuttle Asian Pacific Director's Coalition Boys and Girls Club Casa Latina Cascade Bicycle Club/WA State Bicycle Alliance Centerstone Chinese Information and Service Center Coalition of Immigrants, Refugees and Communities of Color Commission for People with Disabilities	Microsoft company shuttle NAACP Neighborhood House Nikkei Concerns Northwest African American Museum One America Progress 21 Puget Sound Sage ReWA

Neighborhood	Organizations
	<div> Commute Seattle  East African Community Services  El Centro de la Raza  Feet First  Filipino Community of Seattle  Goodwill  Langston Hughes Performing Arts Institute  Lighthouse for the Blind  Low Income Housing Institute </div> <div> Tabor 100  The Breakfast Group  Transportation Choices Coalition  Tree House Building  Urban League  Youngstown Cultural Center </div>



## Inclusive Outreach and Public Engagement Plan

# MADISON STREET BUS RAPID TRANSIT PUBLIC INVOLVEMENT PLAN

DRAFT FOR INTERNAL REVIEW: August 25, 2016



## BACKGROUND

[Appendix A: Project Area & Context](#)

Madison Street Bus Rapid Transit (BRT) service will provide fast, frequent, all-day, reliable, and safe public transportation from First Ave to Madison Valley. The Madison corridor was identified in the 2012 Seattle Transit Master Plan as a priority corridor for BRT service. From 2014-2015, we completed a design concept study, including public and stakeholder engagement. Feedback from stakeholders was incorporated in the Locally Preferred Alternative (LPA), including extending the route to Martin Luther King Jr Way and using Spring St for eastbound travel through downtown Seattle. City Council adopted the LPA in February 2016.

SDOT is moving forward with design and environmental review while pursuing funding opportunities, such as a Federal Transit Administration (FTA) Small Starts grant. The preferred route for Madison Street BRT uses Madison and Spring streets downtown, then travels along E Madison St to Martin Luther King Jr Way; extension to Madison Park is not currently planned but remains an option for future consideration. Implementing Madison Street BRT service will reduce and stabilize transit travel times and improve pedestrian and bike facilities through one of the city's densest and most diverse corridors.

## KEY MESSAGES

- Madison Street BRT will provide fast, frequent, all-day, reliable, and safe public transportation between First Ave and Madison Valley.
- The project will improve transit access for neighborhoods south of the Madison corridor, and create more reliable transit options for Downtown, Capitol Hill, and north Central Area.
- BRT stations will have comfortable seating, weather protection, platforms that allow passengers to step directly onto the bus without climbing steps, and real-time information so that passengers know when the next bus will arrive.
- The project will also make the nearby areas more passenger-friendly, including improvements to sidewalks, curb ramps, landscaping and bicycle facilities.
- Community input has and will continue to be an integral part of the design process. We will continue to work with nearby neighborhoods and communities to design the best possible BRT service.
- We will work actively with nearby communities to plan for construction, with the goal of minimizing impacts to businesses and residents to the greatest extent possible.
- The voter-approved 9-year Levy to Move Seattle partially funds this project. We are pursuing other funding sources for final design and construction, particularly FTA funding.
- BRT service on Madison St will help alleviate the lack of transit service in the Central District and Madison Valley, which are less served than neighborhoods of similar density and size.

## PROJECT TEAM

<b>Project manager:</b>	Jeff Lundstrom, SDOT
<b>Engineer:</b>	Amy Yamabe, SDOT and Ron Leimkhuler, KPFF
<b>Environmental lead:</b>	Sandra Gurkewitz, SDOT
<b>PIO:</b>	Emily Reardon, SDOT
<b>Outreach support:</b>	Lauren Stensland, Consultant Outreach Lead, EnvirolIssues with support from Latina Creative Agency, Rule Seven, G3 and Associates, 3 Square Blocks

## PUBLIC OUTREACH

- |                   |  |
|-------------------|--|
| <b>Objectives</b> | <ul style="list-style-type: none"><li>• Involve nearby communities in design process via neighborhood-specific outreach strategies</li><li>• Engage the potential ridership of Madison Street BRT service in design process</li><li>• Maintain community support and project momentum</li><li>• Listen, gather feedback, and communicate equitably with all project stakeholders</li></ul> |
|-------------------|--|

## Anticipated Concerns

[Appendix B: Anticipated Construction Impacts & Concerns](#)

- Temporary construction impacts: Noise, parking restrictions, traffic impacts, hospital access, business impacts (including customer walking/driving access, visibility to the public, dust, loading zones, utility disruptions, etc.), temporary construction easements
- Quality of life impacts: Changes to local traffic patterns, neighborhood development/gentrification, potential service access restrictions
- Roadway impacts: Changes to existing bus routes and stops, curb uses, traffic routing (particularly for car travelers), and bus layover siting concerns
- Concern that Madison Street BRT does not go far enough to achieve gold-standard BRT status, including limited number of bus-only lanes
- Bicycle and pedestrian facilities: Mixed concern and support for biking infrastructure, but lack of consensus on routing
- Equitable engagement and consideration of all populations in the corridor

## Media & Stakeholders

[Appendix C: Stakeholder List](#)

- Stakeholders: Adjacent businesses and residences on Madison St, Spring St and 9th Ave (within half mile radius), 23rd Ave Action Community Team, etc.
- Medical: Virginia Mason and Swedish hospitals, etc.
- Schools: Seattle University, TT Minor Elementary School (currently under construction), Seattle Academy for the Arts & Sciences (SAAS), the Northwest School, etc.
- Media: Seattle Times, Capitol Hill Times, Capitol Hill Seattle Blog, Madison Valley News, The Stranger, Seattle Gay News, Seattle Transit Blog, The Seattle Medium, Runta, etc.

## Public Project Contact

**Name:** Emily Reardon, PIO  
**Email:** madisonBRT@seattle.gov

## Demographics

[Appendix D: Demographic Information](#)

### Zip code(s):

98101, 98121, 98122, 98134, 98104, 98144, 98109, 98191, 98112, 98124, 98102, 98154, 98122

### Census tract(s):

62, 63, 64, 65, 66, 72, 73, 74.01, 74.02, 75, 76, 77, 78, 79, 80.02, 81, 82, 83, 84, 85, 86, 87, 88, 89, 90, 91, 92, 93, 94, 95

### Translation need(s):

Spanish (16%)  
 Chinese (12%)  
 Hindi (7%)  
 French (7%)  
 German (6%)  
 Korean (5%)

## BUDGET

### Total Funds

Planning-level capital cost: \$120 million

### Funding sources

\$15 million Move Seattle Levy; applying for state and federal funding grants for the remaining

**TABLE 1. PLANNED MAJOR OUTREACH ACTIVITIES**

[Appendix E: Activities Log & IOPE Elements](#)

When	What	Why	Complete
Spring 2016	Reconvene 10% design stakeholders; conduct roundtables, property owner meetings, briefings	Re-engage key stakeholders and broaden audience for public involvement	<input type="checkbox"/>
Summer-Fall 2016 (30%)	3 public meetings, online open house, pop-up outreach at community events, adjacent property owner and tenant outreach, briefings, text message outreach	Share 30% design plans and gather input; raise awareness about the project; provide feedback opportunities	<input checked="" type="checkbox"/>
Fall 2016-Winter 2017 (final design)	Reconvene roundtables; continue adjacent property owner and tenant outreach	Provide updates on progress through 30% design; generate support for kick-off of final design phase	<input type="checkbox"/>

Ongoing activities	Web updates, email updates, social media content, quarterly blog post	Support outreach events; keep communities informed and engaged; encourage communication	<input type="checkbox"/>
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#### SCHEDULE & MAJOR MILESTONES

<b>30% design</b>	July 2016	<b>60% design</b>	1Q 2017	<b>90% design</b>	3Q 2017	<b>Construction:</b>	1Q 2018
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We are here

#### What is happening

##### now:

- ✓ Developing IOPE plan
- ✓ Compiling contact/email list
- ✓ Updating web content and suite of project materials
- ✓ Property owner meetings, particularly Spring St between 3rd and 6th avenues, and properties that did not receive individual outreach touches during planning
- ☐ Briefings/meetings with major stakeholders (ongoing)
- ☐ Follow up from 30% design public meetings and outreach series (ongoing)

#### Webpage:

**URL:** [www.seattle.gov/transportation/MadisonBRT.htm](http://www.seattle.gov/transportation/MadisonBRT.htm)

**Live?** Yes

# MADISON STREET BRT

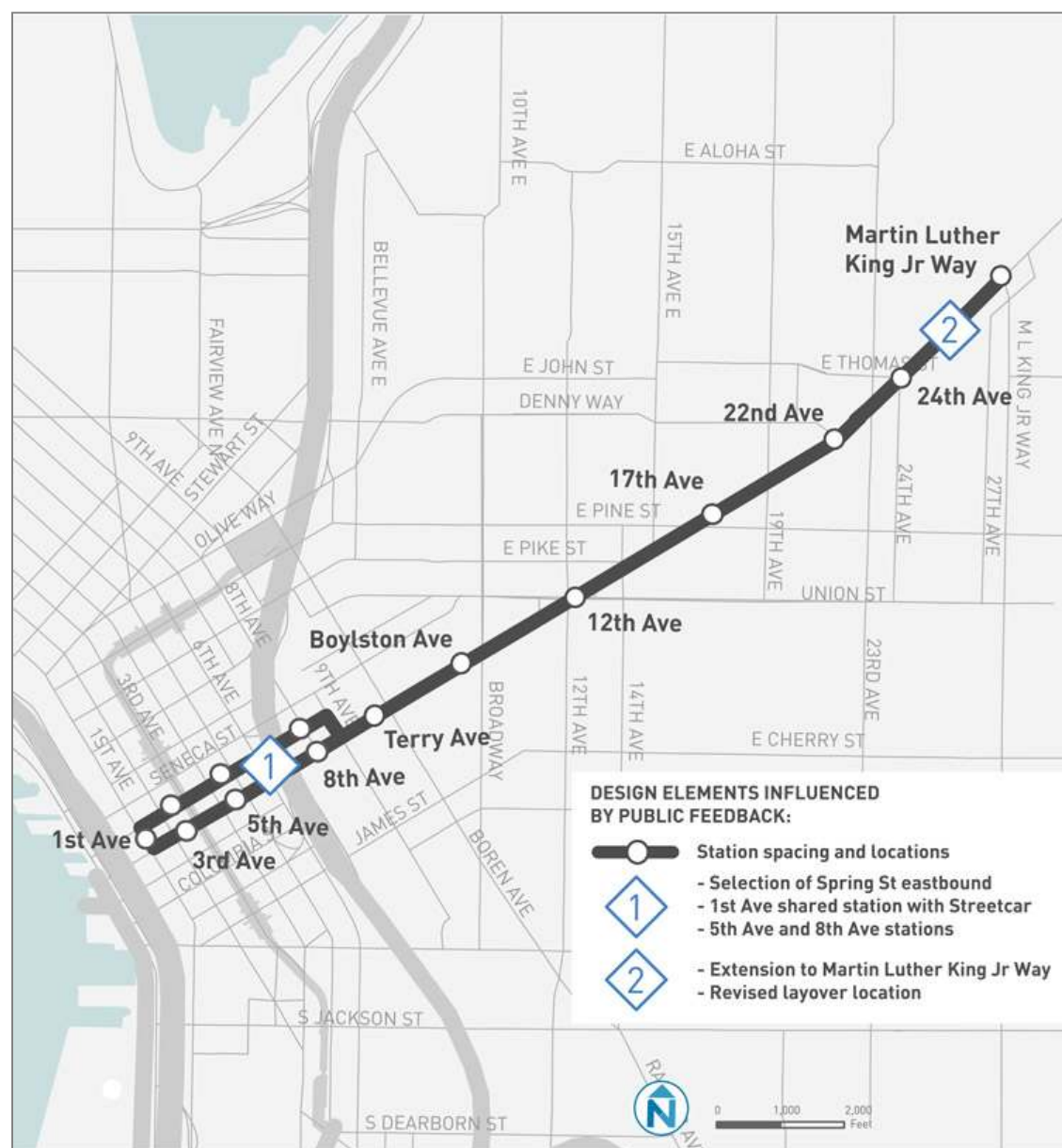
## APPENDIX A: PROJECT AREA & CONTEXT

### BACKGROUND

The 2012 Seattle Transit Master Plan identified Madison St between Colman Dock Ferry Terminal in downtown Seattle and 23rd Ave E as a future high-capacity bus rapid transit (BRT) corridor. The City of Seattle based the proposed transit investment on an evaluation of the Madison St Corridor's potential to generate ridership. In the evaluation, we considered the corridor's land use and demographic characteristics, and potential transit modes, including factors such as passenger carrying capacity and constructability.

Madison Street BRT service will run between First Ave and Madison Valley (see Project Map below). This corridor includes densely populated neighborhoods, including Downtown, First Hill, Capitol Hill, the Central Area, and Madison Valley.

**FIGURE 1: PROJECT MAP**



# MADISON STREET BRT

## APPENDIX A: PROJECT AREA & CONTEXT

The project team has made multiple decisions based on public feedback and will continue to do so throughout the project, including:

- Selecting the eastern terminus of the project area (Martin Luther King Jr Way in Madison Valley) based on feedback from a public survey (extension to Madison Park remains an option for future consideration)
- Focusing on improving the intersections of Madison with 12th, 23rd, and 24th avenues
- Choosing Spring St instead of Marion St for western turnaround based on a public workshop

The original stakeholder group included businesses and organizations along the corridor, as well as public workshop attendees and public survey participants. The project was not originally planned to extend past 13th Ave, so many stakeholders east of First Hill were not included in the original outreach. The outreach strategies covered by this document will aim to identify and include new stakeholders as well as engage existing stakeholders.

### CONTEXT BY NEIGHBORHOOD: DOWNTOWN & FIRST HILL

Downtown and First Hill are home to a mix of residents and both major commercial and small businesses, including a large hub of hospitals and emergency services on First Hill. Many stakeholders in this section of the corridor have been positive about Madison Street BRT and its potential to improve transit travel time and traveler experience, and these neighborhoods were active in shaping the Locally Preferred Alternative. In the Downtown area, public input led to changing the eastbound route from Marion Street to Spring Street and moving the westernmost station from the waterfront up to First Avenue. On First Hill, public input informed route alignment and station locations.

Stakeholders in both neighborhoods were concerned about continued access to parking garages and loading zones for delivery vehicles, access to hotels and proposed changes to on-street parking. The Seattle Public Library in particular has expressed concern about access to and from its parking garage on Spring St. Interest was also expressed about the future of King County Metro bus service and the need for traffic signal improvements to benefit transit and pedestrians. First Hill stakeholders noted it was important for Madison Street BRT to serve the neighborhoods and not just pass through it – particularly considering service to institutions such as Seattle University and Swedish Hospital facilities. Access for emergency vehicles entering and exiting hospitals is critical on First Hill.

Two City projects, the Center City Mobility Plan and Center City Connector, will affect construction and BRT service on Madison St. The project team will work directly with staff on these adjacent projects during outreach and construction.

### CONTEXT BY NEIGHBORHOOD: CAPITOL HILL & CENTRAL AREA

Capitol Hill and the Central Area both include dense and rapidly-developing residential properties, as well as long-standing small businesses and new businesses opening, including larger developments such as Whole Foods at Broadway and Madison and the Bullitt Center at 16<sup>th</sup> and Madison. These communities have experienced not only rapid private development but also significant public infrastructure projects, such as SDOT's 23rd Avenue Corridor Improvement Project, First Hill Streetcar, and Broadway Cycle Track, as well as Sound Transit's Capitol Hill Station.

Madison Street BRT construction will be coordinated with current and existing public infrastructure projects. Particularly for communities impacted by the 23rd Avenue Corridor Improvement Project, there is significant concern around the impacts of construction on small businesses. Concerns include loss of parking for businesses that rely on customers to patronize business by car, new street configurations and route stops that might make it more difficult for people to patronize some businesses (i.e. limiting access to First AME Church parking lot). Residents and businesses alike are concerned with equitable treatment and communication during design and construction processes. Further, Madison Street historically served as a "red line" for housing in the area. The practice of redlining and restrictive covenants diminished in the 1960s, but its effects on the racial makeup of the neighborhood can still be seen today.

# MADISON STREET BRT

## APPENDIX A: PROJECT AREA & CONTEXT

More recently, economic growth and private development in these neighborhoods has dramatically changed the demographics of the neighborhood and caused tension between community members and with the City as well.

### CONTEXT BY NEIGHBORHOOD: MADISON VALLEY/MADISON PARK

The Madison Valley and Madison Park neighborhoods include busy small-business districts immediately adjacent to E Madison St. Further east, single family residences populate the area immediately adjacent to E Madison St.

Different from other sections of the corridor, this area has not been as extensively engaged about Madison Street BRT. When reaching out to this area of the project, it will be important to clearly articulate project benefits, explain how community input could influence the final design, and explain how potential construction impacts and the final condition of transit stops and bus layover areas could affect existing curb and lane usage.

The businesses in this section of the corridor are most likely concerned about construction impacts that could affect how people access their shops. Residents in the area most likely want to make sure they have reliable service to and from their places of work, including accessible bus stops for persons who are disabled and/or elderly, especially on steep hills or inclines.

### KEY LOCATIONS IN PROJECT DESIGN

Stakeholder coordination, particularly with adjacent property owners, will be informed by the variations in project design throughout the corridor. Key design elements relevant to project outreach include:

- **Downtown:** Buses travel on Madison and Spring streets between 1st and 9th avenues downtown:
  - BRT service travels west on Madison St. The western end will be at 1st Ave, using a platform shared with the Center City Streetcar. BRT service travels eastbound on Spring St.
  - There will be stations at 3rd, 5th (shared stop with Metro Route 2), and 8th avenues on both Madison and Spring streets. Stations will be left- or right-door boarding, depending on the station location.
  - Limited parking will remain on Madison and Spring streets in this section of the corridor. The project will also make safety improvements to the existing Spring St bike lane from 1st to 4th avenues, further emphasizing it as a protected bike lane.
- **First Hill and Capitol Hill:** BRT service will travel in center-running, transit-exclusive lanes from 9th to 14th Ave:
  - Center, left-door boarding stations will be located at Terry, Summit/Boylston, and 12th/13th avenues.
  - Dedicated left turns would be provided at key intersections, including Boren, Broadway, 12th, and 19th.
  - Parking will be removed from Madison St in this section of the corridor.
- **Central Area to Madison Valley:** East of 14th Ave, BRT service will transition to side-running transit lanes serving a station at 17th Ave.
  - East of 18th Ave, BRT service will travel in mixed traffic to Madison Valley with stations at 22nd, 24th/25th, and Martin Luther King Jr Way.
  - Some parking will be removed in portions of the corridor.
- **Madison Park:** Extension to Madison Park is not included in this phase, but we request and invite additional public input regarding extending BRT service to Madison Park, which remains an option for future expansion.



# MADISON STREET BRT

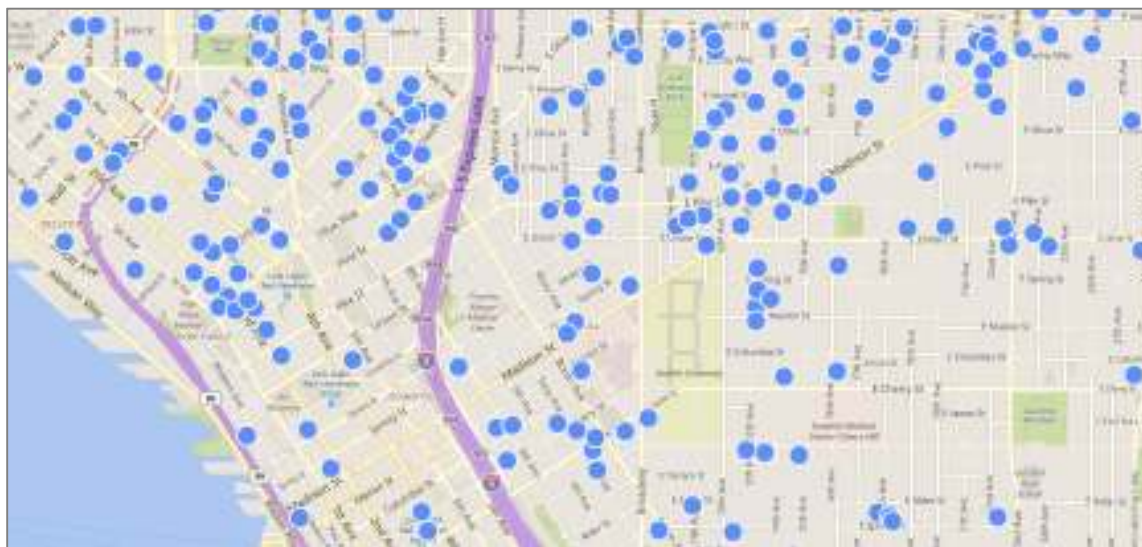
## APPENDIX B: ANTICIPATED CONSTRUCTION IMPACTS & CONCERNS

### ANTICIPATED TEMPORARY CONSTRUCTION IMPACTS AND STAKEHOLDER CONCERNS

The project team anticipates the following impacts during construction throughout the entire project corridor; to the best of SDOT's ability we will provide advanced notice of all such temporary construction impacts:

- Temporarily restricted parking
- Temporary vehicle, bike, and pedestrian detours
- Temporary noise, dust, and vibration during daytime work hours
- Temporarily restricted access to businesses and residences (this will require coordination with each individual business and resident to try to schedule the impact at a time of day they estimate will be least impactful)
- Temporary bus stop relocations and service interruptions
- Temporary utility interruptions
- Temporary economic impacts to businesses
- Temporary impacts of multiple development and construction projects, including private development. As the map below shows, there is extensive private development underway in this area.

**FIGURE 2: DEVELOPMENT NEAR MADISON STREET**



*Ongoing development near Madison Street; blue circles indicate private development projects.*

Additional temporary construction concerns anticipated in neighborhoods along the corridor include:

- **Downtown:** I-5 entrance access and associated delays during construction, as well as difficulty accessing residential buildings, community organizations, and businesses
- **First Hill:** Emergency vehicle access to hospitals, Americans with Disabilities Act (ADA) and pedestrian access, and equitable involvement, especially of those who are elderly, low-income, or face mobility challenges
- **Capitol Hill:** Impacts on the weekends and late at night, and impacts to existing transit
- **Central Area:** Construction fatigue from 23rd Ave, equitable involvement, and impacts to existing transit
- **Madison Valley/Madison Park:** Access to parks and schools

# MADISON STREET BRT

## APPENDIX A: PROJECT AREA & CONTEXT

### ANTICIPATED PERMANENT CORRIDOR REVISIONS AND STAKEHOLDER CONCERNS

The following concerns regarding the permanent project revision are anticipated throughout the entire project corridor:

- Revisions to emergency vehicle access
- Revisions to existing transit service and stop locations
- Revised access to businesses, residences, and services
- Revisions to pedestrian and cyclist routes
- Removal of some street trees (new trees will be planted to replace any trees removed)
- Permanent loss of 227 on-street parking spaces between 1st Ave and Martin Luther King Jr Way

# MADISON STREET BRT

## APPENDIX C: STAKEHOLDER LIST

Server path to Stakeholder List: <https://el2.envirolytical.com/#>

**TABLE 2: STAKEHOLDER CHECKLIST**

Incorporated? (Y or N)	Audiences to Consider	Examples (full list will be developed over project life)
Y	Adjacent property owners and tenants, including businesses and residents	<p><b>Downtown:</b> Alexis Hotel, Martin Smith Inc (Holyoke Building), Watermark Tower Condos, 1100 1st Ave building, Martin Selig Management (1000 2nd Ave building), 2nd &amp; Spring building, Henry M. Jackson building, 1000 Hotel, Urbis Partners, Wells Fargo Center, Abraham Lincoln building, 4th and Madison building, Madison Financial Center, Hotel Monaco, Pacific Plaza Hotel, W Hotel, Olympic Hotel and parking garage, Madison Center JV/West, Safeco Plaza, Women's University Club, Nakamura US Courthouse, Seattle Renaissance Hotel,</p> <p><b>First Hill:</b> Madison Apartments (and corner retail), 1000 8th Ave apartments, Vito's, 1004 Spring building, Silver Cloud Inn, First Hill Plaza, Horizon House, Tate Mason, Sorrento Hotel</p> <p><b>Capitol Hill:</b> Pony Bar, Trace Lofts, Bullitt Center, Key Bank, Sorrento Hotel, Trader Joe's, Central Coop</p> <p><b>Central Area:</b> Tougo Coffee, New City Theater, Views at Madison Apartments</p> <p><b>Madison Valley/Park:</b> Kate's Day Spa, Luc's, Fast Frame, City People's Garden Store, Café Flora, Essential Bakery, Aegis Living, Safeway</p>
Y	Typical users of project area	Pedestrians, cyclists, freight, drivers, commuters, tourists, employees, medical/dental patients, senior citizens, nightlife patrons
Y	District Councils	Downtown District Council, Central Area Neighborhood District Council, East Neighborhood District Council
Y	Community groups and neighborhood organizations	<p><b>Capitol Hill:</b> Squire Park Community Council</p> <p><b>Central Area:</b> Squire Park Community Council, 23rd Ave Action Community Team (ACT)</p> <p><b>Madison Valley:</b> Madison Park Council</p> <p><b>Citywide:</b> Neighborhood Greenways</p>
Y	Cultural and religious organizations	<p><b>First Hill:</b> First Presbyterian Church, St. James Cathedral, Summit at First Hill</p> <p><b>Capitol Hill:</b> First AME Methodist Church</p>

		<p><b>Central Area:</b> Temple DeHirsch Sinai, Mount Zion Baptist Church, Madison Park Church of Christ</p> <p><b>Madison Valley:</b> Madison Temple Church</p>
Y	Chambers of commerce and local business organizations	<p><b>Downtown:</b> Downtown Seattle Association, Metropolitan Improvement District (MID), Building Owners and Managers Association (BOMA)</p> <p><b>First Hill:</b> First Hill Improvement Association</p> <p><b>Capitol Hill:</b> Capitol Hill Chamber of Commerce, 12th Ave Neighborhood Plan Stewardship Council, 12th Ave Stewards,</p> <p><b>Central Area:</b> Central Area Chamber of Commerce, Central Area Land Use Review Committee</p> <p><b>Madison Valley:</b> Madison Valley Merchants' Association, Madison Valley Community Council</p> <p><b>Madison Park:</b> Madison Park Business Association</p>
Y	City of Seattle Departments	SDOT (including Construction Hub Program), Seattle Public Utilities, City Light, Department of Parks and Recreation, Fire Department, Police Department, Department of Neighborhoods, Department of Planning and Development
Y	Other agencies	WSDOT, King County Metro Transit, King County Council, Sound Transit, Community Transit, Port of Seattle, Federal Office Building, Federal Reserve Building, Washington Trust for Historic Preservation, Historic Seattle Preservation, University of Washington (for Washington Park Arboretum)
Y	Other transportation/utility companies	Puget Sound Energy, charter bus companies, Amazon/Microsoft/other company shuttles, Solid Ground Downtown Circulator, taxis/Uber/Lyft, Pronto
Y	Universities and institutions	Seattle University, Seattle Central College
Y	Public facilities	Seattle Public Library
Y	Schools and childcare facilities	<p><b>Capitol Hill:</b> The Northwest School</p> <p><b>Central Area:</b> Seattle Academy of Arts and Sciences, TT Minor Elementary</p> <p><b>Madison Valley:</b> The Bush School, the Valley School</p>
Y	Hospitals/Medical Facilities	<b>First Hill:</b> Harborview, Swedish, and Virginia Medical Centers, Polyclinic, M Street Medical Building, 1101 Madison Medical Tower, Puget Sound Blood Bank, Nordstrom Tower, etc.

# MADISON STREET BRT

## APPENDIX C: STAKEHOLDER LIST

		<b>Central Area:</b> Gaffney House  <b>Madison Valley:</b> Bailey-Boushay
Y	Social service organizations and facilities (including those serving people with disabilities)	<b>Citywide:</b> Boys and Girls Club, Lighthouse for the Blind, Low Income Housing Institute, Commission for People with Disabilities  <b>Downtown:</b> Downtown YMCA  <b>First Hill:</b> Town Hall  <b>Central Area:</b> Meredith Matthews YMCA, Planned Parenthood NW, Hearing, Speech and Deafness Center
Y	Bicycle and pedestrian advocacy groups/transit groups	Cascade Bicycle Club/WA State Bicycle Alliance, Feet First, Commute Seattle, Transportation Choices Coalition
Y	City of Seattle Advisory Boards	Bicycle, Pedestrian, Freight, LGBTQ Advisory Council
Y	Major developers/property owners	Vulcan, Lake Union Partners, Clise, Holland Partner Group
Y	Construction companies	CA Carey, Merlino, etc.
Y	Major employers	Area hospitals (see Hospitals)
Y	Event Centers	Benaroya Hall, Town Hall
Y	Freight	Ballard Interbay Northend Manufacturing/Industrial Center (BINMIC)
Y	Media Outlets	Seattle Times, PI, Capitol Hill Times, FACTS, The Seattle Medium, La Raza, Capitol Hill Seattle Blog, Seattlish, Madison Valley News, The Stranger, Seattle Gay News, Seattle Transit Blog, MyNorthwest.com, The Urbanist, etc. (see Appendix F: Ethnic Media Plan)
Y	Populations that may need targeted outreach to due to cultural barriers, language differences, etc.	See Appendix D: Demographic Data

### GUIDING QUESTIONS

#### 1. What are the goals of the project?

- Provide a fast, frequent, all-day, reliable, and safe public transit option for people and neighborhoods
- Increase mobility of students, residents, employees, patrons/customers, medical patients, persons with disabilities, elderly persons, and persons with low incomes along the corridor
- Improve pedestrian and bicycle safety and comfort for all commuters and transit users
- Provide affordable access to Center City jobs as well as health, social services, and educational facilities on First Hill and Capitol Hill
- Enhance east-west connections
- Design and install transit-oriented improvements on Madison St and adjacent roadways
- Improve sidewalks, ADA access, and bicycle facilities on Madison St and adjacent roadways
- Use inclusive and neighborhood-specific outreach strategies to include underrepresented populations in the process and seek feedback on design and improvements

#### 2. What racial or social inequities currently exist in the project area?

- The Madison St corridor is currently served by fewer bus routes and less reliable bus service than other areas with similar population density.
- Downtown Seattle, Central Area, First Hill, and Uptown area have all been identified as having relatively low index of health, housing, and economic opportunity by the King County Opportunity Maps. Based on demographics, these people are likely to have more barriers to participation in the project.
- From our conversation with stakeholders, we learned that roadway disconnection, lack of walkability, and lack of transit reliability all greatly hinders the living conditions and mobility of people from these neighborhoods, many of whom are people of colors. Madison St is perceived as a barrier and the "edge" of neighborhoods. There is hope that reinvestment in the corridor itself could help soften the edges and improve connectivity across Madison St.
- Root causes of the racial and social inequities in the project area include:
  - Madison St's historical role as the "red line" for housing loans
  - Underrepresentation during public engagement process
  - Difficulty securing participation in planning processes for eastern part of corridor

#### 3. How do the project goals address or consider the existing racial or social inequities? How will the project increase or decrease racial or social equity?

- Madison Street BRT, if done successfully, will largely improve the transit access for neighborhoods south of the Madison corridor, which contains a higher-than-average proportion of people of colors. It will also create more reliable transit options for Downtown, Capitol Hill, and north Central Area, which contains a large amount of daily activities and is already highly congested. The project, as explained, will provide mobility for the city and the region in a much greater scale as it connects to the regional transit centers and various important institutions. It provides yet another transit option for people from underprivileged neighborhoods to connect to schools, medical centers, and jobs in the Downtown, Capitol Hill, and First Hill areas. Through a community outreach process with people who frequent this area, we will learn about other needs in addition to transit improvements, and identify them to be part of the project scope moving forward.
- To the extent that the project supports redevelopment along the corridor and contributes to increased property values, the project may contribute to displacement and gentrification in the corridor. The project will also reduce parking which may disproportionately impact those without off-street parking.

- Construction impacts will be borne by those closest to Madison St itself, which may be disproportionate to those of lower income than for those a few blocks away from Madison St itself.

#### **4. How will you address the project's impacts (including unintended consequences) on racial or social equity?**

- Develop ways to engage communities with limited historical participation in the planning processes, led in part by Area Leads with relationships in each neighborhood along the corridor. Involve communities early and directly in this process, using the City of Seattle's Racial Equity Toolkit as a guideline.
- Promote more discounted bus fare for seniors, students, persons with disabilities, and persons with low incomes
- Work with the Transit and Project Development outreach teams to develop ways to engage communities with limited historical participation in planning processes.
- Work to develop community capacity for participation in corridor studies through stipends, internships, etc.
- Promote more discounted bus fare for seniors, students, and people of disability and low-income
- Require a study of demographics of the project areas and a published report on outreach strategies prior to the start of the outreach process.
- Require a publishable report on the demographics of project outreach participants.
- Recommend additional budget for Race and Social Justice Initiative (RSJI) outreach in future budget process
- Partner with other projects, specifically the Cayton Corner Park Project, to coordinate outreach and engagement on design issues.
- Seek Public Outreach and Engagement Liaison (POEL) participation in future design phases.
- Utilize King County Metro outreach resources to raise awareness.

#### **5. How will you evaluate the project's impacts on racial and social inequities? How will you be accountable to reducing negative impacts and promoting racial and social equality?**

- Record demographic data during outreach activities
- Write a publishable report on the demographics of outreach participants and which tools were used for outreach
- Closely monitor the implementation of Madison Street BRT and conduct outreach events through different phases of the project; ensure that people of different race, age, and ethnicity can be reached through those outreach efforts.
- Analyze the demographic profiles of the population that has been reached through previous outreach processes; ensure future outreach fills the gap of the population that has been underrepresented.
- Ensure that the results of this study and the future outreach are properly summarized and used to guide implementation.
- Set performance measures or inclusion goals for future outreach during the project implementation process.
- Employ an outreach strategy and tactics to engage those who may be hard-to-reach, mistrustful of government, and have limited historical participation in planning and construction processes. This includes but is not limited to:
  - Develop, implement, and manage an ethnic media plan to reach a broader segment of the population
  - Work with trusted neighborhood organizations and individuals through Area Leads to share information, answer questions, develop changes to planning, design or construction, and, when appropriate, meet with community members



- Maintain a project phone line and inbox, with messages in multiples languages about what the project is and how to participate in the process
- Complete post-project evaluation and make any necessary adjustments

**TABLE 3: LANGUAGE NEEDS – ENTIRE PROJECT AREA**

Projects are required to provide materials and information in languages other than English if 5 (or more) percent of the population in that project area speaks a given language. For any project, materials in other languages are available upon request.

Languages Spoken Corridor-Wide	Total Percentage
Spanish	16%
Chinese	12%
Hindi	7%
French	7%
German	6%
Korean	5%

**TABLE 4: LANGUAGE NEEDS BY NEIGHBORHOOD**

Site	Zip Code(s)	Census Tract(s)	Translation Needs
Downtown	98101, 98121, 98122, 98134, 98104, 98144, 98109, 98191, 98112, 98124, 98102	72, 73, 75, 80.02, 81, 82, 83, 84, 85, 86, 90, 91, 92, 93	Spanish (5%) Chinese (5%)
First Hill	98154, 98101, 98122, 98102, 98112	75, 82, 83, 84, 85, 86	Spanish (6%)
Capitol Hill	98102, 98112, 98122, 98191, 98101, 98154, 98104	62, 64, 65, 66, 74.01, 74.02, 75, 76, 79, 83, 84	N/A
Central Area	98122, 98144, 98112, 98102	63, 75, 77, 78, 79, 86, 87, 88, 89, 90, 94, 95	N/A
Madison Valley	98112, 98122	62, 63, 64, 76, 77, 79	N/A
Madison Park	98112	62, 63	N/A

SOURCES: 1. US CENSUS LANGUAGE MAP | 2. CITY OF SEATTLE LANGUAGE MAP | 3. 2008-2012 AMERICAN COMMUNITY SURVEY

**TABLE 5: ADDITIONAL LANGUAGE ANALYSIS**

Area	Language	Tracts
Downtown	Spanish	Tract 75 = 6% Tract 80.02 = 5% Tract 82 = 7% Tract 85 = 10% Tract 86 = 8% Tract 93 = 8%
	Chinese	Tract 82 = 5% Tract 90 = 7% Tract 91 = 34% Tract 92 = 14% Tract 93 = 12%
	Japanese	Tract 90 = 7% Tract 91 = 5%
	Other Asian languages	Tract 72 = 5%
First Hill	Spanish	Tract 75 = 6% Tract 82 = 7% Tract 85 = 10% Tract 86 = 8%
	Chinese	Tract 82 = 5%
	Hindi	Tract 85 = 6%
Capitol Hill	Spanish	Tract 74.02 = 5% Tract 75 = 6%
Central Area	Spanish	Tract 75 = 6% Tract 78 = 7% Tract 86 = 8% Tract 87 = 5% Tract 88 = 6% Tract 89 = 5% Tract 94 = 6%
	Hindi	Tract 77 = 5% Tract 90 = 5% Tract 95 = 8%

### TITLE VI

In accordance with Title VI and to gain a more complete picture of the communities in the corridor, additional demographic data may be part of environmental review analysis. Additional data points could include:

- Race
- Ethnicity
- Income and poverty level
- Gender/sexual orientation
- Car ownership and transit dependence
- Commute methods and hours

The American Community Survey features a dataset that includes the data points listed above by census tract.

### TRANSLATIONS THRESHOLD

This policy is evolving – the current expectation is to consider some form of translation for any language spoken by more than 5% of the population when the population speaks English "less than very well." The following thresholds were used on the 2015 Microsurfacing project for a single language and are provided here for reference. The final decision on the translations threshold will be determined by the Project Manager and Public Information Officer with an explanation of this decision (e.g. Translations of major project materials in Spanish; translations upon request; only those languages on SPU Language Map).

- <5% of the population: Provide standard translation block only (standard sentence in Spanish, Chinese, Vietnamese, and Tagalog)
- 5-15% of the population: Translate a one-paragraph summary of the key project impacts, schedule, what to expect, and contact information; include the standard translation block as well
- >15% of the population: Translate the entire document or material, focusing on the project factsheet, construction notices, major project updates, and key meeting materials; provide standard translation block for any of the four languages without a complete translation
- >20% of the population: Translate the entire document or material for all new or updated materials; provide standard translation block for any of the four languages without a complete translation

### IOPE ELEMENTS

In addition to the outreach activities listed on the cover sheet, the project team will ensure that the project's public participation opportunities are inclusive of the affected stakeholders. Accordingly, outreach activities will include:

#### Events

- Provide translated materials at all project open houses; consider interpreters as well
- Host meetings or briefings with religious organizations, i.e. on Sundays after church service or Saturdays after temple service
- Offer briefing to the Hearing, Speech and Deafness Center
- Offer site walks with the Seattle Lighthouse for the Blind
- Work with trusted neighborhood liaisons to encourage attendance and/or participation in the project
- Have public events in each community along the corridor

#### Mailings

- Include translated text on mailings
- Include web addresses that link to translated surveys
- Send translated mailings to areas with high populations of those speaking languages other than English

#### Web

- Include all translated materials on project webpage and develop project webpage containing translated text block explaining additional project materials in other languages can be provided upon request
- Use online open house tool, including translated text
- Create translated surveys
- Post translated social media posts to Facebook and Twitter (if possible)

#### Advertising/ Media

- Run translated ads in local media outlets and on social media
- Partner with local media to cover events and project topics (see Appendix F, Ethnic Media Plan)
- Coordinate with local establishments to post advertisements on public bulletin boards

### ETHNIC MEDIA PLAN

Ethnic Media priorities will be dictated by the total percentage of cultural and language make-up of the population corridor-wide.

The priorities will be:

1. Spanish
2. Chinese
3. Hindi
4. African American

### Paid Media

Use paid print and digital/social media to drive people to destination (website) that informs them of plan and possibly also collects their feedback through survey or poll. This should only occur if materials and poll/survey options are available in the same languages as the print/digital/social media sources.

#### Activities

- Design ad buy based on budget
- Translate and adapt English-language ad copy
- Ensure that ads are culturally-appropriate and that imagery reflect the community targeted
- Drive community to destination that is easy for them to navigate in-language
- Measure by print circulation, digital/social impressions/actions and activity on destination site (please note that most ethnic media sources do not subscribe to monitoring services)

#### Outlets

- La Raza
- El Mundo
- Chinese Seattle News
- Seattle Chinese Times
- Runta
- The Seattle Medium
- International Examiner

### Earned Media

Use earned media (aka. non-advertising, reporter-based media) to tell stories of how the Madison Street BRT will improve life and community. Ensure that ethnic media attends any media events that are relevant to targeted populations.

#### Activities

- Extend invitations to ethnic media outlets to attend any media events (briefings, press conferences, etc.) that Madison Street BRT will be hosting for general market media
- Create culturally-appropriate messaging/pitch based on overall talking points but that speaks to each community
- Work with community-serving organizations to identify in-language sources to serve up to media
- Provide translated and adapted visual assets to media
- Measure by print circulation, digital/social impressions/actions and activity on destination site (please note that most ethnic media sources do not subscribe to monitoring services)

### Outlets

- Siete Dias
- La Raza
- El Mundo
- Univision Seattle (KUNS)
- Chinese Seattle News
- Seattle Chinese Times
- The China Press
- Runta
- The Seattle Medium
- International Examiner
- Northwest Asian Weekly
- Let's Talk Downtown
- Inside Belltown
- Capitol Hill Seattle Blog
- Denny Triangle Neighborhood
- Alliance for Pioneer Square
- Waterfront Blog
- Seattle Latino/a Networking Meetup
- Spanish/French Seattle Group
- Seattle Chinese Meetup Group
- Seattle Mandarin Chinese Meetup
- Seattle Japanese Language and Culture Meetup
- Bollywood & Beyond
- Rainier Valley Radio
- South Seattle Emerald

Please note that while there are several neighborhood-focused outlets, there are very few neighborhood-specific and ethnic-focused and/or in-language outlets. Most ethnic-focused and/or in-language outlets usually serve communities region wide.

Other local and citywide outlets that are most likely on the general media plan include:

- Seattle Times
- Seattle PI
- Capitol Hill Times
- Capitol Hill Seattle Blog
- Madison Valley News
- The Stranger
- Seattle Weekly
- Seattle Gay News
- Seattle Transit Blog
- MyNorthwest.com
- The Urbanist
- Crosscut
- KUOW