

TRANSPORTATION LEVY TO MOVE SEATTLE



DRAFT LEVY PROPOSAL PUBLIC ENGAGEMENT PROCESS

OUTREACH SUMMARY

May 2015



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Introduction

This outreach report summarizes public engagement activities for the draft Transportation Levy to Move Seattle proposal. Included are a detailing of outreach methods used and the effort to reach historically underrepresented communities, a snapshot of the number of stakeholders reached, a high level summary of feedback received, and a discussion of revisions made to the proposal as a result of community feedback.

Overview

On March 2, 2015, Mayor Ed Murray launched Move Seattle, a vision for transportation in our city for the next 10 years. Move Seattle connects and integrates existing plans for walking, biking, transit, and freight into a holistic 10-year strategy that will help the city meet present demands while also looking ahead to the future as we continue to grow.

For the past year, the Mayor and SDOT have worked together to prepare a draft transportation levy proposal to replace the current transportation levy, called Bridging the Gap (BTG), that expires at the end of 2015. Approved by voters in 2006, BTG has helped address our maintenance backlog, increase transit reliability, and improve safety.

On March 18, Mayor Murray and SDOT unveiled the draft [Transportation Levy to Move Seattle](#) and began a citywide conversation about our next major investment in transportation.



Shefali Ranganathan, Director of Programs at Transportation Choices Coalition, speaks at the March 18 levy proposal press event with Mayor Ed Murray and Councilmember Tom Rasmussen

The proposed 9-year, \$900 million draft Transportation Levy to Move Seattle proposal aimed to:

- Take care of the basics by paving streets, retrofitting bridges, and improving road safety
- Invest in our transportation system to keep pace with our growing city

- Improve safety and mobility for all travelers – people walking, biking, driving cars, moving goods, and taking transit
- Contribute to an integrated and connected system that is easy-to-use, affordable, and convenient

Improvements proposed in the draft levy were organized around Mayor Murray's vision for Seattle: a city that is safe, affordable, interconnected, and vibrant.

It was the City's goal that this levy reflect the needs of our communities and improve the day-to-day realities of getting around a growing Seattle. To accomplish this, from mid-March through April 2015, SDOT and the Mayor's Office engaged in a citywide outreach effort to better understand the public's transportation priorities and receive feedback on the draft levy proposal. The goals, methods, and results of this effort are detailed below.

The draft levy proposal was revised in early May to reflect community priorities communicated during the public engagement process. Mayor Murray and SDOT released the revised levy proposal on May 6, 2015.

Reflecting Community Priorities

During the public engagement process, we heard that the people of Seattle view safety, particularly for people on foot and on bicycle, as a top priority. We also heard support for greater investments in transit reliability and access, improved connections to light rail, and making it safer and more comfortable for people to walk throughout Seattle. We have revised the proposal to reflect these community priorities.

The revised levy proposal that Mayor Murray will submit to City Council responds to community feedback by increasing funds for neighborhood priority projects, transit investments, and pedestrian safety and mobility. It would fund \$930 million in investments over nine years - \$30 million more than the draft proposal released in March. The additional funding would come from levy revenue growth caused by growth in Seattle property value and number of households. The final levy's cost to taxpayers (\$275 annually for the owner of a median value home) would remain the same as proposed earlier.

Once the levy legislation is submitted to City Council, SDOT and the Mayor's Office will coordinate closely with Councilmembers as they review it and will continue to encourage community feedback on the proposal.

Outreach Goals

The levy proposal outreach aimed to achieve the following goals:

1. **Raise awareness of Move Seattle:** Tell the story of how the proposed levy replacement fits into the City's larger vision for transportation – Move Seattle.
2. **Share proposed package and get community feedback:** Get feedback on the elements and level of investment proposed in the draft replacement levy and understand if it matches broader community priorities.
3. **Educate people about the expiring levy:** Ensure people understand the existing levy program and celebrate its accomplishments.
4. **Conduct coordinated and effective outreach that engages a diverse cross-section of Seattle:** Use a variety of tools and techniques to effectively communicate with and inform the diverse range of stakeholders within the city. Where possible, coordinate with other SDOT and city efforts and existing methods. Provide language translation of outreach materials and offer interpretation services at outreach events.


Inclusive Outreach

Many communities have barriers to participation not typically experienced by those who frequently engage in public processes. Language barriers, for example, may cause some to be unaware of the information available to them, while mobility issues may make participation difficult. Successfully engaging underrepresented populations requires awareness of specific barriers to participation and taking proactive steps to overcome them.

This outreach effort, which required reaching all populations and neighborhoods across Seattle, incorporated strategies from and was guided by the [City of Seattle's Inclusive Outreach and Public Engagement Guide](#).

In developing materials and planning events, the levy outreach team took steps to minimize typical barriers to engagement. These included:

Common Barrier to Participation	Outreach
Limited English proficiency	<ul style="list-style-type: none">• Translated the program brochure, online survey, and postcard into the city's seven most common languages (outside of English):<ul style="list-style-type: none">○ Traditional Chinese○ Simplified Chinese

 <p><i>Spanish translated online advertisement</i></p>	<ul style="list-style-type: none"> ○ Korean ○ Spanish ○ Somali ○ Vietnamese ○ Tagalog <ul style="list-style-type: none"> ● Offered and provided interpreters at project-sponsored events like the community conversations and coffees with Kubly ● Prominently linked translated materials at the top of the website's home page ● Placed 9 ads in ethnic media outlets, some of which were translated
<p>Low income</p>	<ul style="list-style-type: none"> ● Offered a wide range of events with different formats and held at different times of day to accommodate different needs, preferences, and work schedules ● Ensured transit access to public meeting venues
<p>Low literacy</p>	<ul style="list-style-type: none"> ● Created an engaging Move Seattle video, hosted an online meeting, and integrated informative graphics into materials such as maps and handouts
<p>Disabilities/limited mobility</p> <p>Age</p>	<ul style="list-style-type: none"> ● Reached out to social service providers, groups serving people with disabilities, cultural groups and groups serving older adults via phone calls and email ● Ensured transit access to public meeting venues ● Ensured ADA accessibility of public meeting venues ● Provided methods for people to engage both in person and online
<p>Culture</p>	<ul style="list-style-type: none"> ● Made levy information and outreach staff available at community events and neighborhood gathering spots such as farmers markets, coffee shops, and community centers ● Engaged with a number of ethnic and immigrant refugee organizations through stakeholder roundtables, briefings and emails

Schedule

The public engagement period on the Mayor's draft proposal ran from March 18, 2015, through the end of April 2015, with some community briefings and outreach events occurring in early May. The engagement period began once the draft proposal was prepared, allowing enough time for the public to weigh in before being submitted to the City Council in May. SDOT will continue to support further Council-led outreach. If approved by the City Council, the levy proposal will be submitted to King County by August 4, 2015, in time for placement on the November 2015 ballot.



Outreach by the Numbers

We know that different people receive information in different ways. Our outreach approach focused on using multiple methods, so we could reach a variety of community members and offer them an opportunity to learn about the levy proposal and to provide input. We designed opportunities for engagement to be equitable across city neighborhoods and populations. Both in-person and online methods were used to inform and receive feedback from the public.

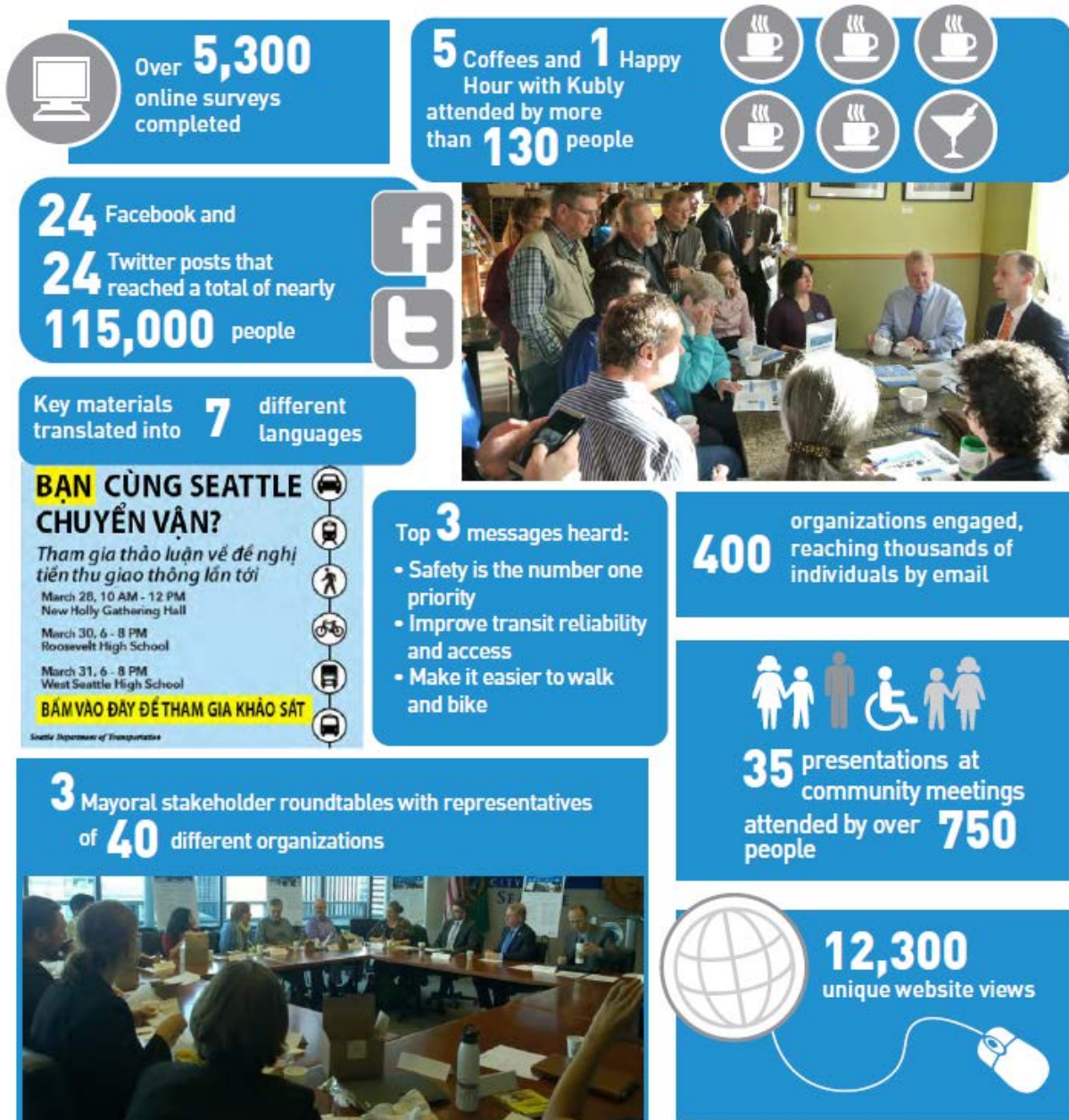
We used the following outreach methods:

- Website
- SDOT Blog
- Toolkit and Email Correspondence
- Community Briefings
- Online Survey
- Community Conversations
- Online Meeting
- Coffee Hours
- Farmers Markets
- Mayoral Stakeholder Roundtables

- Pop-up Tables (informational tables at community centers and on the street)
- Social Media
- Media
- Press Event
- Earned Media
- Paid Advertisements
- Community Calendars
- Posters

Below is a snapshot of the numbers reached through these methods, followed by a more detailed description of each.

OUTREACH BY THE NUMBERS (As of April 30, 2015)



Over **485** people reached at **9** farmers markets




Radio Ads

- 21 KUOW
- 20 Busto Spanish Radio
- 320,000** impressions



More than **35** media stories published about the levy proposal



820 video views




28 participants in the online meeting



3 Community Conversations attended by **175** people




Print and Online Media Ads

- 7** neighborhood blogs
- 4** citywide ads
- 9** ethnic media ads

6 pop-up tables

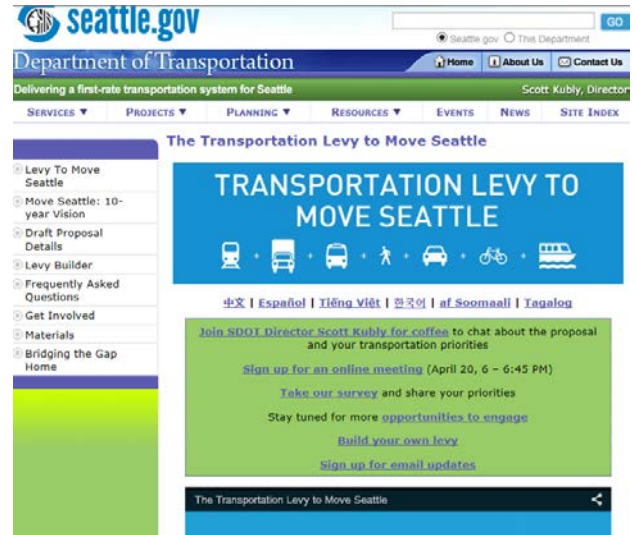


Outreach Methods

Website

Program materials were hosted on the SDOT website at www.seattle.gov/LevytoMoveSeattle. Through the public engagement period the levy webpage received 12,300 unique page views (4.5 percent of SDOT's total website page views).

- **Home Page:** Featured translated materials, upcoming events, and the Move Seattle video. The home page also included basic information about the proposal, schedule, an email list sign-up, and background on the existing Bridging the Gap levy.
- **Move Seattle:** Linked to the Move Seattle ten-year vision webpage.
- **Draft Proposal Details:** Broke down the levy proposal into specific projects and spending categories.
- **Levy Builder:** Interactive tool allowing users to build out their own levy and learn about and weigh investment trade-offs.
- **Frequently Asked Questions:** Provided answers to many commonly asked questions.
- **Get Involved:** Listed a full calendar of public events and ways to get involved.
- **Materials:** Linked to all printed project materials, including translations, in PDF form.
- **Bridging the Gap:** Linked to the existing levy webpage for Bridging the Gap.



Transportation Levy to Move Seattle homepage

SDOT Blog

Four stories were posted to the SDOT blog to share information about the proposal and to promote public involvement opportunities:

- March 18: [What Moves You, Seattle? Share Your Input on a New Transportation Levy Proposal](#)
- April 9: [What do you think about the Transportation Levy to Move Seattle?](#)
- April 17: [Chat with SDOT Director Scott Kubly to learn more and share your feedback on the Transportation Levy to Move Seattle](#)
- April 22: [Chat with SDOT Director Scott Kubly to learn more and share your feedback on the Transportation Levy to Move Seattle](#)

Toolkit and Email Correspondence

We emailed more than 400 organizations and blogs with information about the levy proposal and ways to get involved. The organizations covered a wide range of stakeholder categories including: government agencies, transportation interest groups, neighborhood groups and business associations, and organizations serving seniors, low income communities, people with

disabilities, ethnic, cultural, and youth communities. Emails were sent following the draft levy proposal announcement on March 18, prior to the Community Conversations at the end of March, prior to launching the Coffees with Kubly in April, and again in mid-April to remind stakeholders to participate in the online meeting.

A “toolkit” with links to the website, handouts, the survey, and a PowerPoint was emailed to stakeholders as the engagement period kicked off, asking that they share the information with their respective communities.

We also contacted roughly 100 of these organizations by phone to make a personal connection, answer questions about the levy proposal and opportunities for engagement, and talk about sharing information with their constituencies.

Community Briefings

SDOT Director Scott Kubly and levy project staff attended 35 community briefings to share the draft proposal and encourage feedback. Briefings generally included a PowerPoint presentation (if time allowed) followed by questions. At each briefing, staff provided a suite of levy proposal materials and explained ways to get involved. Overall, we estimate that more than 750 people attended these presentations. Below is the schedule of briefings:

Date	Organization
3/19/15	Seattle Commission for People with disAbilities
3/23/15	Metropolitan Chamber of Commerce - Transportation Task Force and Policy Leadership Group
3/25/15	Downtown Seattle Association Transportation Work Group
3/26/15	West Seattle Transportation Coalition
3/26/15	Impact HUB
3/28/15	Tabor 100
4/1/15	Southwest District Council
4/1/15	Seattle Bicycle Advisory Board
4/3/15	Downtown Transportation Alliance
4/6/15	First Hill Improvement Association
4/6/15	Lake Union District Council
4/7/15	Downtown District Council
4/7/15	Seattle Immigrant and Refugee Commission
4/7/15	East District Council
4/8/15	Seattle Pedestrian Advisory Board
4/8/15	Ballard District Council

4/9/15	Seattle Planning Commission
4/9/15	Central Area District Council
4/13/15	Magnolia/Queen Anne District Council
4/15/15	Delridge District Council
4/16/15	Mayor's Office for Senior Citizens Coffee Hour
4/16/15	Greenwood Community Council Transportation Committee
4/21/15	Seattle Freight Advisory Board
4/22/15	Greater Duwamish District Council
4/22/15	Southeast District Council
4/22/15	Northwest District Council
4/23/15	Seattle Neighborhood Greenways
4/23/15	36 th District Republicans
4/27/15	Fremont Neighborhood Council
4/28/15	North Seattle Industrial Association
4/28/15	Downtown Residents Council
4/29/15	Yesler Terrace Vietnamese Senior Tea
4/29/15	South Lake Union Community Council
4/29/15	Coalition of Immigrants, Refugees, and Communities of Color
5/6/15	Phinney Ridge Community Council

Online Survey

A primary tool for receiving public feedback about the draft levy proposal was an online survey. The survey questions are attached to this outreach report as an appendix. The survey (located at www.moveSeattleSurvey.com) was translated into seven different languages. We also made hard copies of the survey available at events and community briefings. The survey asked participants to rank their transportation priorities, providing insight into which proposed levy improvements are most valued by people in Seattle. The survey also provided opportunities for participants to write in comments. In total, 5,325 people completed the levy proposal survey. More than 7,600 comments were received through the survey.



Attendees took the online survey at the community conversations

Community Conversations

We hosted three public meetings called “Community Conversations” at the end of March 2015. Roughly 175 people attended the three meetings held on:

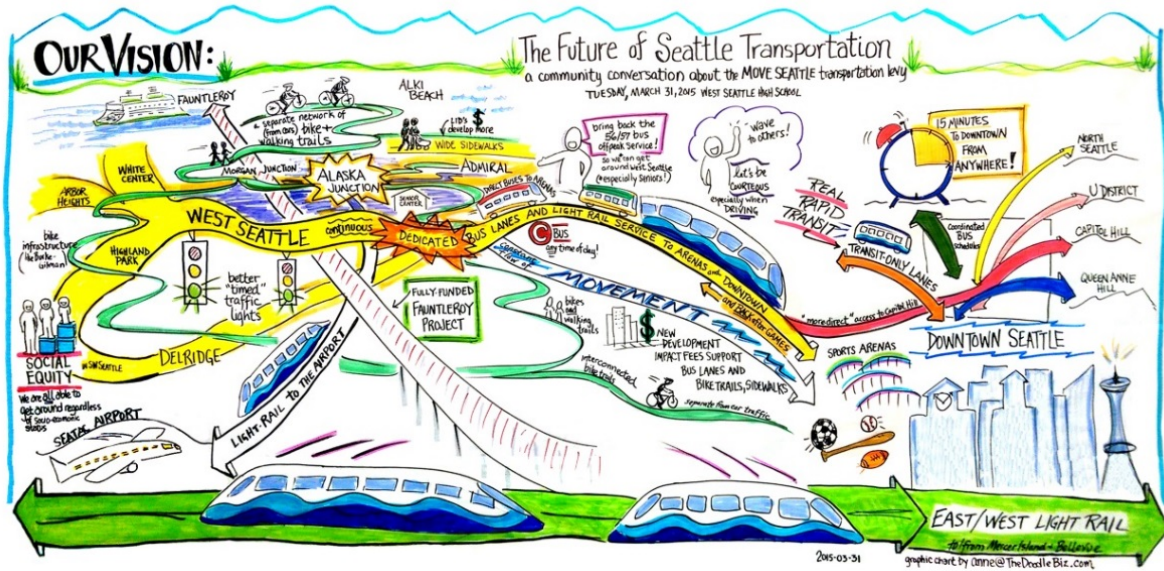
- Saturday, March 28: 10 AM to 12 PM at New Holly Gathering Hall in Southeast Seattle
- Monday, March 30: 6 to 8 PM at Roosevelt High School in North Seattle
- Tuesday, March 31: 6 to 8 PM at West Seattle High School in West Seattle

The meetings followed an open house format and included a short presentation by SDOT Director Scott Kubly. Display boards were positioned around the room and staffed by project team members. Display board topics included:

- Welcome (in English, Chinese, Vietnamese, Spanish, Korean, and Somali)
- Agenda
- SDOT Mission and Vision/Transportation System
- Bridging the Gap Accomplishments
- Proposal Overview
- BTG and Levy to Move Seattle comparison
- Levy Improvement Maps
- Levy Proposal:
 - Safe City
 - Affordable City
 - Interconnected City
 - Vibrant City
- Get Involved

Stations also included: a sign-in/information table where attendees were given a proposal brochure and the Levy At-a-Glance handout; a table with laptops for attendees to complete the online survey and use the Levy Builder tool; a kids’ safety activity area; a community mural illustrator; and a table of refreshments and beverages.

At the community mural station, participants were prompted to provide answers to questions such as “How do you get around? What are your transportation priorities?” which the illustrator then translated into visual imagery for the mural.



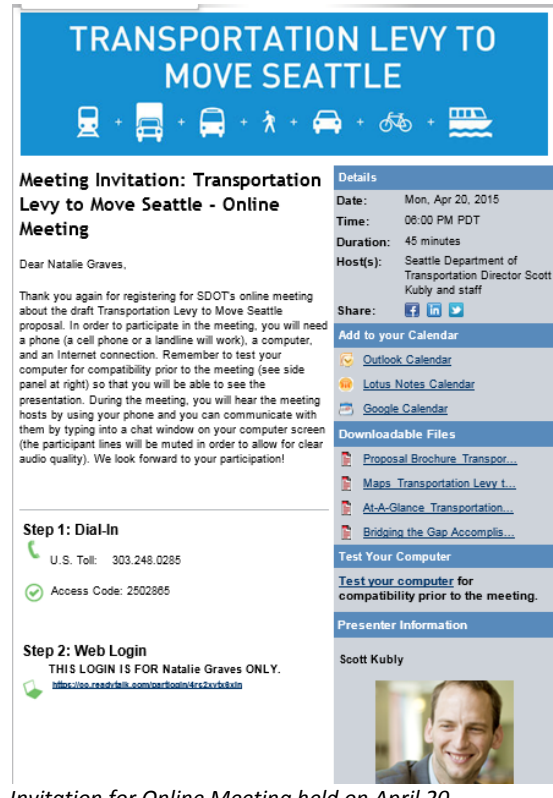
A community mural created through public input at the West Seattle community conversation



Community Conversation on March 30 at Roosevelt High School

Online Meeting

The project team hosted an online meeting on a webinar platform at 6 PM on Monday, April 20. The purpose of this meeting was to reach members of the public who were not able to participate in the Community Conversations in March or who prefer to participate online. Seventy-seven people registered and 28 participated in the 45-minute session. The meeting was held in real time and, like the Community Conversations, featured a presentation by Scott Kubly and opportunities to direct questions to him. After the meeting, we sent a follow-up email to everyone who registered (including those who did not participate) with links to the website and to the online survey.



TRANSPORTATION LEVY TO MOVE SEATTLE

Meeting Invitation: Transportation Levy to Move Seattle - Online Meeting

Dear Natalie Graves,

Thank you again for registering for SDOT's online meeting about the draft Transportation Levy to Move Seattle proposal. In order to participate in the meeting, you will need a phone (a cell phone or a landline will work), a computer, and an Internet connection. Remember to test your computer for compatibility prior to the meeting (see side panel at right) so that you will be able to see the presentation. During the meeting, you will hear the meeting hosts by using your phone and you can communicate with them by typing into a chat window on your computer screen (the participant lines will be muted in order to allow for clear audio quality). We look forward to your participation!

Step 1: Dial-In

U.S. Toll: 303.248.0285

Access Code: 2502865

Step 2: Web Login

THIS LOGIN IS FOR Natalie Graves ONLY.

<https://so.reedfish.com/jar@online2502865>

Details

Date: Mon, Apr 20, 2015
Time: 06:00 PM PDT
Duration: 45 minutes
Host(s): Seattle Department of Transportation Director Scott Kubly and staff

Share: [f](#) [in](#) [t](#)

Add to your Calendar

[Outlook Calendar](#)
[Lotus Notes Calendar](#)
[Google Calendar](#)

Downloadable Files


[Proposal Brochure_Transpor...](#)
[Maps Transportation Levy t...](#)
[At-A-Glance Transportation...](#)
[Bridging the Gap Accomplis...](#)

Test Your Computer

Test your computer for compatibility prior to the meeting.

Presenter Information

Scott Kubly



Invitation for Online Meeting held on April 20

Coffee Hours

Five coffee hours, called "Coffees with Kubly," were held across the city to make conversations available that were informal, located in the neighborhoods, and provided direct access to the director of SDOT. Each event was roughly one hour long and held at a coffee shop identified as well-known and easily accessible to the community in which it was located. Project staff collected feedback and comment cards at these events. SDOT reached a total of more than 90 people through the coffee hours. The locations and times of these events were:

- **Central District:** Starbucks at 23rd & Jackson, Monday, April 13, 2-3 PM
- **Chinatown/International District:** Eastern Café, Tuesday, April 14, 8-9 AM
- **Lake City:** Kaffeeklatsch, Friday, April 17, 8 – 9 AM
- **South Park:** Via Vadi Caffè, Monday, April 20, 8-9 AM
- **Fremont:** Milstead & Co, Thursday, April 23, 1-2 PM



Coffee with Kubly at the Eastern Cafe in the International District

Mayor Ed Murray attended the event on April 17 in Lake City.

SDOT also hosted a “happy hour” event, 5:30 – 6:30 PM on Monday, April 27 at Chuck’s Hop Shop in the Central District. Similar to the coffee hour events, this served as an additional informal opportunity for people to learn about the levy, share feedback, and ask Director Kubly questions. Close to 40 people attended the event.



Scott Kubly speaks to a group at Chuck’s Hop Shop on Capitol Hill

Farmers Markets

SDOT staff reached more than 485 people with information about the draft proposal at 9 farmers markets in the month of April. Staff attended the following farmers markets:

- University District Farmers Market (April 11, April 25)
- Broadway Farmers Market (April 12, April 19, April 26)
- West Seattle Farmers Market (April 19, April 26)
- Ballard Farmers Market (April 26)
- Columbia City (May 6 – UPCOMING, opening day)

Project materials, comment forms, and ways to sign up for email alerts were available at the farmers markets.



SDOT staff at the West Seattle Farmers Market

Mayoral Stakeholder Roundtables

Three stakeholder roundtables were held with SDOT Director Scott Kubly and Mayor Ed Murray during the public engagement period. Participants were invited by email or phone by the Mayor's Office.

The stakeholder roundtables were an opportunity for the Mayor and SDOT leadership to have a more personal conversation with stakeholders who either require a deeper interaction or have not

traditionally been involved in public processes. The desired outcome of these discussions was to create an engaging conversation on the levy proposal and to generate a different kind of interaction that is more personal to the target communities. The roundtables were organized around three groups:

- Transportation Leaders (March 16)
- Ethnic and Immigrant Community Leaders (April 9)
- Neighborhood Leaders (April 16)

Roughly 40 organizations attended. Invited organizations are listed below:

- Cascade Bicycle Club
- Transportation Choices Coalition
- UW Transportation Center
- Futurewise
- Feet First
- Forterra
- Seattle Neighborhood Greenways
- Seattle Transit Blog
- Washington Bikes
- Transportation 4 America
- Fuse WA
- Seattle Subway
- Commute Seattle
- Levy Oversight Committee
- Puget Sound Sage
- One America
- Homesight
- West Seattle Junction
- CIDBIA
- Alliance for Pioneer Square
- The U District Partnership
- Central Ballard Residents Association
- Roosevelt Neighbors' Alliance
- Lake City Chamber
- Capitol Hill Chamber
- SCIDpda
- Rainier Chamber of Commerce
- Columbia City Business Association
- First Hill Improvement Association
- Georgetown Merchants
- Beacon Hill Merchants
- Lake City Future First



Mayor Ed Murray and Scott Kubly speak with stakeholders at a roundtable event in March

- Ballard Chamber
- Uptown Alliance
- Fremont Chamber
- South Park Business Association
- Ethiopian Community Mutual Association
- Somali Community Services Coalition
- South CORE
- African Diaspora
- El Centro de la Raza
- Coalition of Immigrants, Refugees, and Communities of Color
- Friends of Little Saigon
- Urban Impact
- Vietnamese Friendship Association
- Rainier Beach Empowerment Coalition
- Asian Counseling and Referral Service
- Filipino Community of Seattle
- Tabor 100
- Seattle Housing Authority
- South Park Information and Resource Center

Pop-up Tables

As part of the effort to intercept people in places they frequent in their daily lives (i.e., “go where they are”), SDOT staff hosted several informational “pop-up” tables at locations throughout the city that included community and neighborhood service centers, an art walk and busy hubs such as Third Avenue and Pine Street downtown and Occidental Park in Pioneer Square. In total, roughly 140 people were reached through these events.

- SE Neighborhood Service Center (April 8)
- Chinatown/International District (April 9)
- Belltown Art Walk (April 10)
- Third Avenue and Pine Street (April 21)
- Rainier Community Center (April 23)
- Occidental Park (April 27)

Social Media

In the approximately 45-day public engagement period, we posted 24 Facebook and 24 Twitter posts about the levy proposal and involvement opportunities. The content of these posts provided information about the levy (current and proposed), promoted the survey and solicited feedback, advertised coffee hours and community meetings, and encouraged users to visit the project website to learn more.

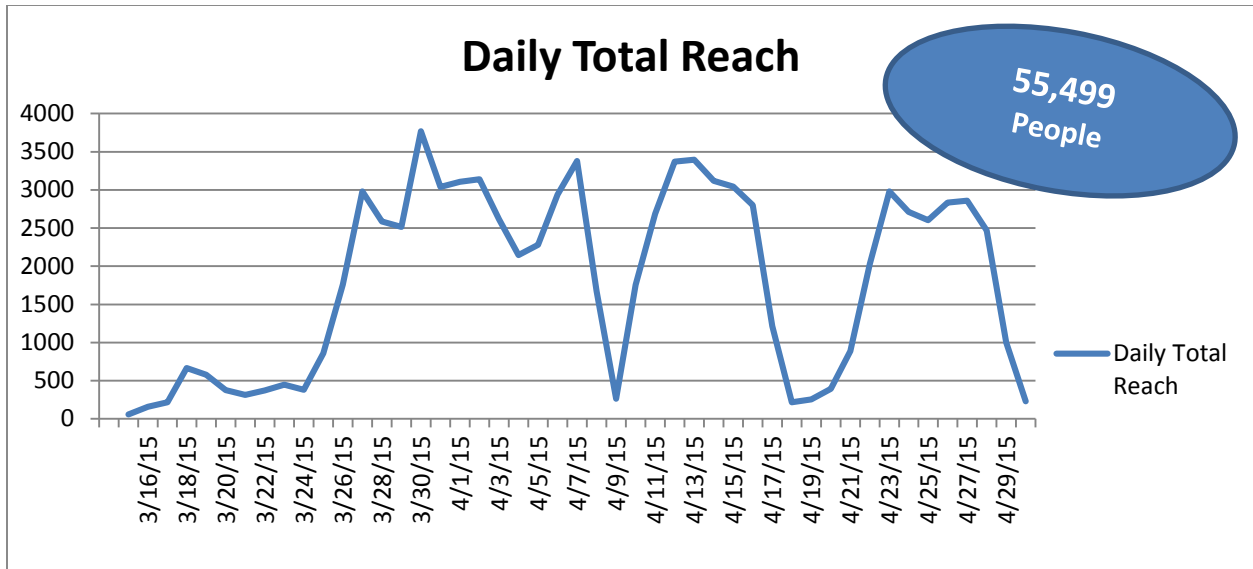
Twitter: SDOT's levy-related tweets reached more than 60,000 people (as measured by "impressions," the number of users in whose feeds the tweet appeared). SDOT Twitter also saw roughly 600 "engagements," user clicks anywhere on the tweet (links, hashtags, username, etc.), retweets, favorites, etc.

Facebook: SDOT's levy-related posts reached (i.e., appeared in the newsfeeds of) about 55,000 people.

The Mayor's Office also promoted activities through its social media channels, as did many community partners, including:

- Seattle Neighborhood Greenways (Facebook, Twitter and events calendar)
- Capitol Hill Chamber (Retweet)
- Fremont Chamber (Twitter)
- One America (Twitter)
- Alliance for Pioneer Square (Retweet)
- Roosevelt Neighbors' Alliance (Facebook)
- Youth Professionals in Transportation (Twitter)
- Cascade Bicycle Club (Facebook and Twitter)
- Commute Seattle (Twitter)
- South Seattle College (Facebook and Twitter)
- Transportation Choices Coalition (Facebook)





Through Facebook, the levy proposal outreach received:

- 316 “post likes”
- 95 comments
- 91 post shares
- 63 page likes
- 766 link clicks (to survey, website, levy builder, online meeting, etc.)

Media

Press Event

Mayor Murray’s office and SDOT held a press event on March 18 to announce the draft levy proposal and public outreach period. The event was held at McGilvra Place Park and the adjacent Bullitt Center on Capitol Hill. Remarks were made by Mayor Murray, City Councilmember Tom Rasmussen, Scott Kubly, Shefali Ranganathan (Transportation Choices Coalition), Ref Lindmark (BTG Oversight Committee), Monty Anderson (Building Trades), and Betsy Braun (Virginia Mason). SDOT Director Scott Kubly gave a presentation that dove deeper into the details of the levy proposal following the remarks.



Mayor Murray speaks at the March 18 press event

Earned Media

Four press releases were sent to blogs and media outlets during the outreach period:

- March 17 - "Seattle to Unveil Proposal for 2015 Transportation Levy" (media advisory)
- March 18 - "City proposes Transportation Levy to Move Seattle" (press release)
- March 26 - "Transportation Levy to Move Seattle" (press release)
- April 9 - "City Seeks Input on Draft Transportation Levy" (press release)



More than 35 media stories were published about the Transportation Levy to Move Seattle. Sample headlines include:

"Community Meetings start Saturday on \$900M proposed transportation levy" – Seattle PI, March 27

"Mayor Murray proposes Bridging the Gap replacement" – Seattle Transit Blog, March 18

"Mayor rolls out new transit levy proposal alongside busy E Madison" – Capitol Hill Blog, March 18

"Mayor Murray's 'Move Seattle' – Find out what it means to Pioneer Square and Speak Up" – The New Pioneer Square, March 25

The Seattle Channel's Inside/Out program also produced two videos highlighting the levy proposal.

"Overall, Murray argued that Seattle needs to invest now in a 'multimodal' transportation system for a city that will add 60,000 residents in the next decade. 'One of the key pieces of this is affordability,' the mayor said of his \$900 million levy." – Seattle PI



Paid Advertisements

We placed paid advertisements in 7 neighborhood outlets, 4 citywide publications and 9 ethnic media outlets. Online ads were clickable and linked to the online survey. Advertisements promoted both the online survey and the Community Conversations.

Neighborhood Outlets: (estimated 970,000 impressions, pageviews or readers)

- Capitol Hill Blog
- West Seattle Blog
- Phinneywood Blog
- My Ballard Blog
- Westside Weekly
- Seattle Bike Blog
- Rainier Valley Post

Citywide Publications and Outlets: (estimated 1.2 million impressions)

- Publicola and Seattle Met
- Stranger
- KUOW Radio
- KING Mobile

Ethnic Media Publications and Outlets: (total circulation roughly 71,000 for print and 120,000 online visitors)

- Seattle Chinese Post
- NW Asian Weekly
- Korea Times
- Runta Somali News
- La Raza del Noroeste
- NW Vietnamese News
- International Examiner
- La Grande 99.3 FM
- La Zeta 1210 AM



Community Calendars

Announcements of the Community Conversations, online meeting and Coffees with Kubly were posted to the [Citywide Event calendar](#), which links directly to [SDOT's event calendar](#).

Posters

Two posters publicizing the survey, community conversations, coffees and online meeting were distributed to the following community locations across Seattle:

- Eastern Café
- Kaffeeklatsch Seattle
- Via Vadi Caffè
- Milstead & Co. Coffee
- South Park Library
- White Center Library
- Douglass-Truth Library
- Chinatown/International District Library
- Chinatown/International District Community Center
- Catholic Community Services
- Japanese Cultural & Community Center of Washington
- South Park Information and Resource Center
- South Park Community Center
- Uwajimaya
- High Point Community Center
- Delridge Community Center
- Rainier Beach Community Center
- Rainier Community Center
- Jefferson Community Center
- Phinney Neighborhood Association
- Green Lake Community Center
- Northgate Community Center
- New Holly Gathering Hall



YOU'RE INVITED!

Be a Part of Shaping Seattle's Transportation Future

In March 2015, Mayor Ed Murray introduced a proposal for a nine-year, \$900 million transportation levy to replace the existing Bridging the Gap levy that expires at the end of 2015. The Transportation Levy to Move Seattle proposal focuses on taking care of the basics, maintaining our streets, bridges, and sidewalks, while also investing in the future with improvements that give us more transportation choices to move more people and goods in and around our growing city.

Join us for a community conversation to:

- Learn about the proposal
- Ask questions
- Share your feedback and ideas

All community conversations will include:

- Presentation by SDOT Director Scott Kubly
- Opportunities to speak with SDOT staff about the proposal
- Opportunity to participate in a survey
- Food and drink
- The same information and the same opportunity for engagement.

Visit <http://mwestdc.gov> to plan your trip. All locations are ADA accessible along transit lines.

- 1 Saturday, March 28**
10 AM – 12 PM
Presentation at 10:30
New Holly Gathering Hall
7054 32nd Ave S
- 2 Monday, March 30**
6 – 8 pm
Presentation at 6:30
Roosevelt High School
1410 NE 46th St
- 3 Tuesday, March 31**
6 – 8 pm
Presentation at 6:30
West Seattle High School
3000 California Ave SW

Questions? Contact us! To request an interpreter or accommodations for persons with disabilities, please contact Allison Schwartz at (206) 386-4454 or allison.schwartz@seattle.gov, at least five working days before the event.

Siang haminging siang tagagalit a akomodasyon para sa mga taong may kapansanan, mangyaring kontaktu si Allison Schwartz sa (206) 386-4454 o sa allison.schwartz@seattle.gov, hindi sobra sa limang arag sa pagpapalit sa mga lugar at oryentasyon.

De yaku caku thing detch wala hay ching ngiti cho nhing ngiti khauli ta, xin xin ta Allison Schwartz ta (206) 386-4454 o allison.schwartz@seattle.gov, it malatan ngay tan wala sobra sa limang arag.

要為殘疾人士尋求協助或安排，請聯絡阿利森·施瓦茨 Allison Schwartz：電話 (206) 386-4454，或 allison.schwartz@seattle.gov，請在活動開始前至少五個工作日前聯繫。

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Si loo cobatdo barijaban ama futidogon ba samangy dalka kaskita darran, iadlan la sarit Allison Schwartz, telefonka (206) 386-4454 ama allison.schwartz@seattle.gov, wga yaman ehan maali on la shapagan, manasabada ka for.

중역 또는 장애인 등 관련 편의 시설이 필요한 경우, 예약도 행사 당일 전 (근무일 기준)에 전화 (206) 386-4454 또는 이메일 (allison.schwartz@seattle.gov)을 통해 Allison Schwartz에게 문의하십시오.

Para solicitar un intérprete o adaptaciones para personas con discapacidades, comuníquese con Allison Schwartz llamando al (206) 386-4454 o escribiendo a allison.schwartz@seattle.gov, cuando menos 5 días hábiles antes de que comience el evento al que planea asistir.

- West Seattle Library
- International District / Chinatown Library
- High Point Library
- Columbia Library
- Delridge Library
- NewHolly Library
- Beacon Hill Library
- Rainier Beach Library
- University Library
- Ballard Library
- Northeast Library
- Madrona-Sally Goldmark Library

Materials

- **Brochure** - The draft proposal was released as an 11x17 brochure, translated into seven different languages, as described above. A map of proposed investments accompanied the brochure as an insert
- **Postcards** – Postcards with basic levy information and Coffee with Kubly dates were distributed at farmers markets and community briefings in April. These were translated into seven different languages
- **FAQs** – An FAQ document was posted on the project webpage and made available at all meetings
- **Seattle Channel Video** – A 4-minute video highlighting Move Seattle and the draft Transportation to Move Seattle proposal was hosted on YouTube and embedded on the project website
- **Levy At-a-Glance** – An easy-to-read handout with graphics and numbers to help convey important components of the proposed levy was made available at Community Conversations, community briefings, and community events and was posted on the project webpage
- **Display Boards** – 14 display boards were created for the Community Conversations and posted online after the meetings
- **Bridging the Gap Accomplishments** - Highlighted the commitments and accomplishments of the existing levy
- **Comment Forms** – Made available at all public meetings
- **Presentation** – Basic presentation about Move Seattle and proposed levy categories was made available on the project webpage



Summary of Feedback

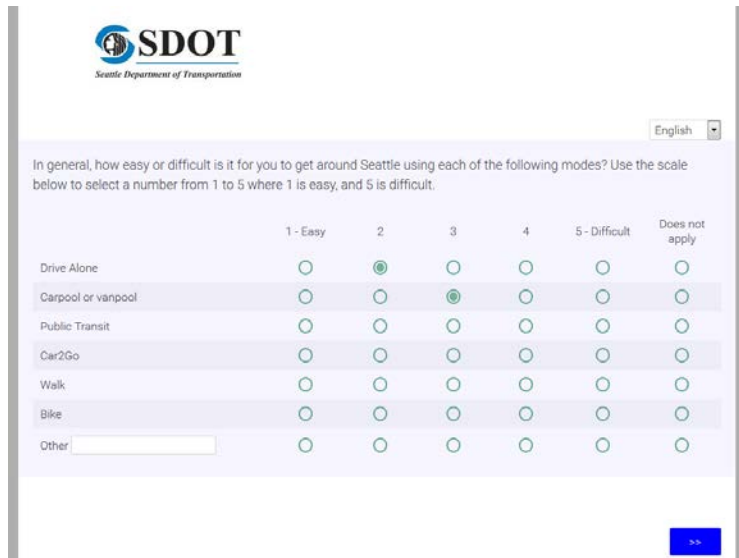
In total, we received roughly 8,500 comments. Feedback and comments were collected from the online survey, social media, emails, Community Conversations, Coffees with Kubly, farmers markets, pop-up tables, briefings, roundtables, and the online meeting.

Highlights from the Survey

Community transportation priorities were indicated in the survey results. Respondents ranked a “safe city” and “interconnected city” as the two goals most important for the levy to achieve.

When asked to prioritize a list of improvements, the highest ranked were:

- Improve connections to light rail
- Keep our bridges safe
- Protect our most vulnerable travelers – people walking and biking



The screenshot shows the SDOT logo at the top left. Below it is a survey question: "In general, how easy or difficult is it for you to get around Seattle using each of the following modes? Use the scale below to select a number from 1 to 5 where 1 is easy, and 5 is difficult." The scale is a horizontal row of radio buttons labeled 1 - Easy, 2, 3, 4, 5 - Difficult, and Does not apply. Below the scale is a table of transportation modes with radio buttons for each mode and scale point. The modes are Drive Alone, Carpool or vanpool, Public Transit, Car2Go, Walk, Bike, and Other. The 'Other' mode has a text input field. A blue arrow button is at the bottom right.

	1 - Easy	2	3	4	5 - Difficult	Does not apply
Drive Alone	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Carpool or vanpool	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Public Transit	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Car2Go	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Walk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Bike	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other <input type="text"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

The online survey was also translated into seven different languages

High Level Themes

There were several across-the-board recurring themes consistently highlighted:

- **Safety is the number one priority**
- **Improve transit reliability and access**
 - Fund the Graham Street Station
 - Improve bus service by making it more frequent and reliable
 - Make more efficient corridors for all modes of travel
 - Optimize traffic signals
- **Make it easier to walk and bike**
 - Increase investments in pedestrian improvements like sidewalks and work to make all of Seattle safer and more comfortable for walking
 - Add small, inexpensive neighborhood projects that encourage walking and biking and develop community connections
 - Continue to implement Bicycle Master Plan

Comments about funding

The size of the levy generated many comments about rising property taxes and Seattle's affordability. Some participants in meetings and briefings commented that the need is so great that this levy seems appropriate or should be bigger.

The sole reliance on a property tax was also raised by some who would like to see funding sources diversified with an emphasis on user fees. Recommendations included taxing bicyclists, large employers and developers, and people who work in Seattle but live outside the city.

Many commenters expressed concern that the levy is replacing general fund contributions to basic transportation services (like maintenance).

Lastly, many commenters expressed concern that new development is not paying its fair share for impacts on the transportation system.

High level themes of comments are categorized into the four Move Seattle priorities below:

A Safe City:

- Strong support for proposed level of Vision Zero-related efforts
- Strong support for Safe Routes to School investments. Some comments regarding the need to prioritize such projects for low-income communities and extending safe routes to complete School Walk Zones. There is also the need to coordinate with King County Metro on getting youth to and from school
- Support for more frequent crosswalk repainting. More NEW crosswalks and pedestrian improvements in SE Seattle also encouraged
- Support for proposed level of BMP implementation
- Support for increased sidewalk repair, new sidewalks and other investments to make walking safer and more comfortable beyond what is in proposal
- Support for Magnolia Bridge and Ballard Bridge
- Some commented that they appreciated that many things in this package help people with disabilities (e.g., transit improvements, sidewalks), while others emphasized the need to help senior and disabled populations even more
- Many commented that maintaining stairways is important and should be included in the levy
- Several suggestions for funding construction of the Fautleroy Way SW Boulevard Project, which is not included in the levy

An Affordable City:

- Concerns that paving investment does not:

- cover all arterials
 - reach any residential streets, beyond a few targeted neighborhood greenways
- Orca Lift, while not part of the levy, was favorably received when mentioned at our roundtables and briefings

An Interconnected City:

- Mixed support for the multimodal corridor projects – some commenters liked them, some were concerned that large projects will siphon off funding for smaller neighborhood investment. We’ve also heard from people that they’re just not sure what the projects are and what benefit they provide, although the transit investments in the corridors got positive feedback. Specific projects have generated a lot of interest:
 - A small group of community members who attended multiple meetings and briefings shared their concerns about the Madison Corridor BRT project. We heard several comments about BRT and concern that it may eliminate other transit routes.
 - Many commenters asked that Aurora Avenue be included
 - Many commenters asked that Greenwood be included
 - Some commenters asked that 15th Avenue NW and corridors in the U District/Roosevelt be included
- Strong support for bus transit frequency and reliability investment outside of multimodal corridor projects. Heard comments about the need for better transit both into downtown and between neighborhoods and ensuring equity among neighborhoods. Transit needs particularly emphasized in South Seattle (Southeast, South Park, West Seattle).
- Very strong support for better connections to light rail transit
 - Strong support for Graham Street infill station
 - Support for the Northgate Pedestrian and Bicycle Bridge
 - Support for a new station at 130th Street and a stop on Rainier
 - Some interest in direct levy investment in accelerating light rail to neighborhoods like Ballard and West Seattle
- Concern that the level of investment in sidewalk construction and walkability improvements in residential neighborhoods is not enough
- Some comments that proposed improvements neglect certain neighborhoods with great needs (e.g., West Seattle, Lake City, Wallingford)
- Some comments about paying more attention to east and west connections citywide
- Desire for better traffic signal optimization to help with traffic flow and congestion
- Support for a pedestrian and bicycle bridge on 47th over I-5 that connects Wallingford and the U District

A Vibrant City:

- Some support for funding the local share of the Lander Street Overpass
- Low interest in freight investments outside of comments from freight constituent groups
- Moderate support for the proposed level of investment in neighborhood priorities
- People seem to be supportive of the Neighborhood Street Fund projects, and we received suggestion to consider setting up an even larger “neighborhood plan implementation” pot of money so neighborhoods can go from planning to action more quickly (“opportunity fund”)
- Moderate interest in urban forestry and drainage partnerships

Top three comment categories per outreach method:

Survey Question 27 – *Are there other transportation investments you feel should be a top priority for funding through this levy?*

1. Modernize outdated streets to give people convenient and affordable travel options (many commenters pointed to the transit investments in this category)
2. Improve connections to light rail
3. Protect our most vulnerable travelers – people walking and biking

Survey Question 13 – *Is there anything else you would like us to know in terms of how you get around Seattle before we move on?*

1. Modernize outdated streets to give people convenient and affordable travel options (many commenters pointed to the transit investments in this category)
2. Protect our most vulnerable travelers – people walking and biking
3. Make it easier to walk and bike in Seattle

Question 31 – *Do you have any other comments or suggestions?*

1. Funding related comments about the high cost of the levy and taxing other sources than property owners
2. Make it easier to walk and bike in Seattle
3. Modernize outdated streets to give people convenient and affordable travel options (many commenters pointed to the transit investments in this category)

Social media (Facebook)

1. Make it easier to walk and bike in Seattle
2. Funding related comments about the high cost to property owners and that the proposal needs more pedestrian funding
3. Provide tools to help people get around without the expense of owning a car and maintain and modernize 250 lane-miles of our busiest streets

Community Conversations

1. Make it easier to walk and bike in Seattle

2. Protect our most vulnerable travelers – people walking and biking
3. Provide tools to help people get around without the expense of owning a car

Coffees

1. Protect our most vulnerable travelers – people walking and biking
2. Implement a program to eliminate serious and fatal crashes on Seattle streets
3. Make it easier to walk and bike in Seattle

Briefings

1. Funding related comments primarily about impact fees for developers, finding permanent solutions for maintenance funding, and questions about the general fund
2. Modernize outdated streets to give people convenient and affordable travel options
3. Protect our most vulnerable travelers – people walking and biking

Roundtables

1. Modernize outdated streets to give people convenient and affordable travel options
2. Improve connections to light rail
3. Funding/tools for affordable travel options (equal interest)

Transportation roundtable:

1. Funding related
2. Invest in neighborhood priority projects
3. Protect our most vulnerable travelers – people walking and biking

Ethnic and Immigrant Community Leaders roundtable:

1. Improve connections to light rail
2. Modernize outdated streets to give people convenient and affordable travel options (many commenters pointed to the transit investments in this category)
3. Provide tools for affordable transportation

Neighborhood Leaders roundtable:

1. Modernize outdated streets to give people convenient and affordable travel options (many commenters pointed to the transit investments in this category)
2. Protect our most vulnerable travelers – people walking and biking
3. Implement a program to eliminate serious or fatal crashes on Seattle streets

Emails

1. Modernize outdated streets to give people convenient and affordable travel options (many commenters pointed to the transit investments in this category)
2. Protect our most vulnerable travelers – people walking and biking
3. Make it easier to walk and bike in Seattle