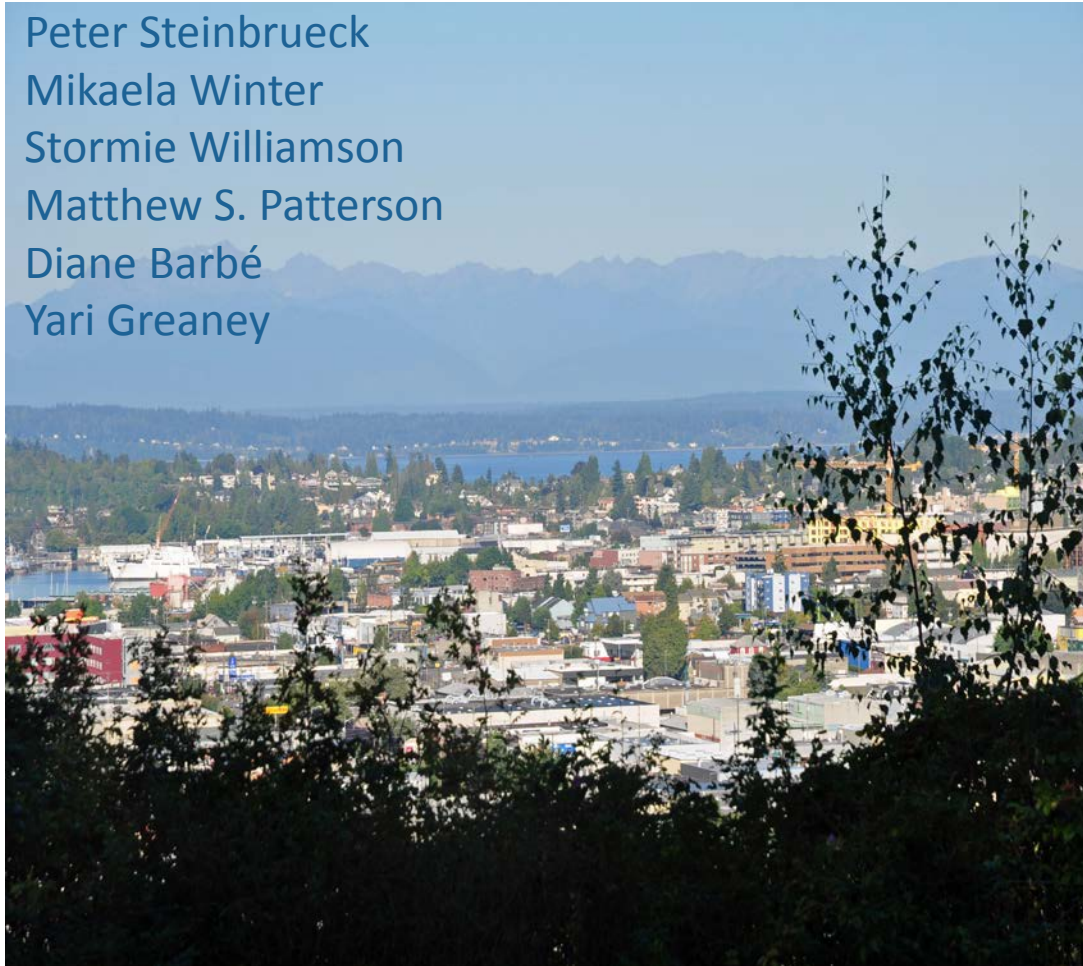


Seattle Sustainable Neighborhoods Assessment Project

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City Hall, January 28, 2015

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OUTLINE

- Scope & Purpose
- Urban Growth Distribution
- Methodology
- Selected Indicators
- Key Findings & Recommendations
- Conclusion
- Q&A

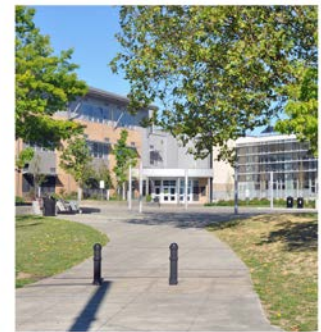
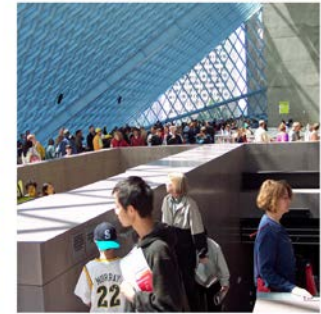


“I believe there is a need for greater transparency and consistency in providing information and soliciting input from community leaders.”

– Mayor Ed Murray

SCOPE AND PURPOSE

- Data Driven Pilot Study
- Measure Results of Seattle's 1994 – 2014 Comprehensive Plan & Urban Villages Strategy
- Analytic Tool: 22 Urban Sustainability Indicators
- Scope Exclusions
 - ✓ Selected Urban Villages
 - ✓ Manufacturing & Industrial
 - ✓ Zoning Regulation
 - ✓ Architecture & Urban Design
 - ✓ Neighborhood Plans



URBAN VILLAGES STRATEGY – What is it?

- Bedrock of Seattle’s Comprehensive Plan
- Planning tool to guide and manage urban growth
- Direct growth strategically into established mix-use neighborhoods
- Provide targeted, efficient use of public investments in infrastructure and services
- Protect Single Family Neighborhoods

“The neighborhood is the most basic increment for defining community. Planning should therefore be organized as neighborhoods.”

--The Smart Growth Manual, 2010

1994 – 2014 20 YEAR URBAN GROWTH

Urban Village Strategy working as intended to distribute growth

- **RESIDENTIAL GROWTH *PROJECTED*** : 50,000 – 60,000 HHs
- **NEW HOUSHOLDS *ACTUAL***: 60,524 = 100% *growth target*
- **74.7% NEW Households** *Occurred within urban centers & villages*

- **JOB GROWTH *PROJECTED*** : 131,400 – 146,600 *new jobs*
- **NEW JOBS *ACTUAL*** : 56,594 = 38 % *of 20 year growth target*
- **80 % NEW Jobs** *Occurred Within Urban Centers & Villages*

METHODOLOGY

FOUR CORE VALUES identified under the 1994 – 2014 Seattle Comprehensive Plan: *Toward a Sustainable Seattle*

- *Community*
- *Environmental Stewardship*
- *Economic Opportunity*
- *Social Equity*









To Measure Results: 22 SSNAP INDICATORS Representing 4 Outcome Groups

SSNAP INDICATOR OUTCOME GROUPS







- A. RESOURCE USE & CONSERVATION
- B. HEALTHY COMMUNITIES
- C. OPEN SPACE & DEVELOPMENT
- D. SHARED PROSPERITY & OPPORTUNITY







A. Resource Use and Conservation

Label	SSNAP Indicator	Symbol	Metric	Data Source
A1	Transit Ridership		Annual average weekday boardings as a factor of population density	King County Metro
A2	Vehicle Traffic Screenline Counts		Screenline traffic counts volume to capacity (V/C) ratio	Seattle Department of Transportation
A3	Residential Energy Use		Annual residential kWh energy sales per capita	Seattle City Light
A4	Residential Water Consumption		Annual residential water consumption per capita (100 cubic feet)	Seattle Public Utilities
A5	Residential Landfill Waste		Annual residential tons of garbage to landfill per capita	Seattle Public Utilities
A6	Historic Landmarks		Count of designated historic landmarks	Department of Neighborhoods






B. Healthy Communities

Label	SSNAP Indicator	Symbol	Metric	Data Source
B1	Crime-Related 911 Calls		Crime related 911 calls per 1,000 people	Seattle Police Department
B2	Access to Arts and Culture		Count of public art sites and cultural spaces	Office for Arts and Culture
B3	Farmers Markets		Count of farmers markets	Seattle Farmers Market Association Neighborhood Farmers Market Alliance Pike Place Market PDA
B4	Community Gardens		Count of community garden	Department of Neighborhoods
B5	Low Birth Weight		Percent of births with birth weight below 2,500 grams	Public Health Seattle & King County
B6	Life Expectancy		Years a newborn can expect to live if the current age-specific death rates stay the same for his/her life	Public Health Seattle & King County

C. Open Space and Development

Label	SSNAP Indicator	Symbol	Metric	Data Source
C1	Area of Parks and Open Space		Acres of parks and open space per 1,000 households	Seattle Parks and Recreation
C2	Proximity to Parks and Open Space		Percentage of population within one quarter mile from parks and open space	Seattle Parks and Recreation
C3	Tree Canopy Coverage		Percentage of tree canopy coverage	City of Seattle 1993 Orthophotography (WAGDA) and Google Earth
C4	Impervious Surfaces		Percentage of impervious surface	UERL Categorical Raster (1995, 2002) and National Land Cover Database Categorical Raster (2001,2011)

D. Shared Prosperity and Opportunity

Label	SSNAP Indicator	Symbol	Metric	Data Source
D1	City Investments in Infrastructure and Capital Facilities		Capital Improvement Program (CIP) appropriations per capita	City of Seattle Budget Office
D2	Neighborhood Matching Fund		Neighborhood Matching Fund awarded amount	Department of Neighborhoods
D3	Academic Performance		Percent passing fourth grade reading standardized test in Seattle Public Schools	Washington State Office of the Superintendent of Public Instruction
D4	Unemployment Rate		Percent unemployed	U.S. Census Bureau
D5	Poverty Rate		Percent living in poverty	U.S. Census Bureau
D6	Housing Cost Burden		Percent of households spending over 30% of household income on housing	U.S. Census Bureau

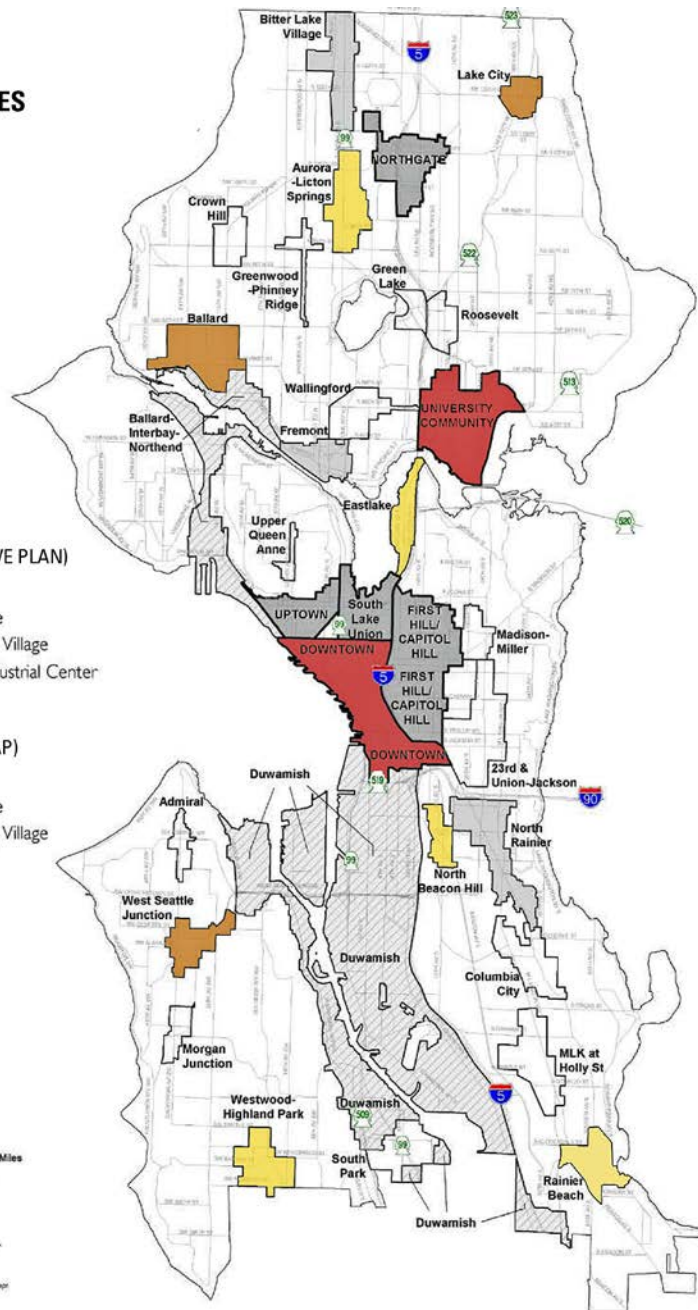
SEATTLE URBAN VILLAGES

- URBAN VILLAGES
(1994 COMPREHENSIVE PLAN)**
- Urban Center
 - Hub Urban Village
 - Residential Urban Village
 - Manufacturing/Industrial Center

- URBAN VILLAGES
(SELECTED FOR SSNAP)**
- Urban Center
 - Hub Urban Village
 - Residential Urban Village



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http://seattle.gov/transportation/transportation/urban_villages/urban_villages.aspx



10 SSNAP URBAN VILLAGES

2 URBAN CENTERS

- University Community
- Downtown

3 HUB URBAN VILLAGES

- West Seattle Junction
- Ballard
- Lake City

5 RESIDENTIAL URBAN VILLAGES

- Westwood-Highland Park
- Rainier Beach
- North Beacon Hill
- Eastlake
- Aurora-Licton Springs

FOUR SELECTED INDICATORS

- **Transit Ridership** (Resource Use & Conservation)
- **911 Crime Related Calls** (Healthy Communities)
- **Tree Canopy** (Open Space & Development)
- **City Investments in Infrastructure and Capital Facilities** (Shared Prosperity and Opportunity)

TRANSIT RIDERSHIP

Figure 1: Downtown Average Weekday Boardings and Population Density

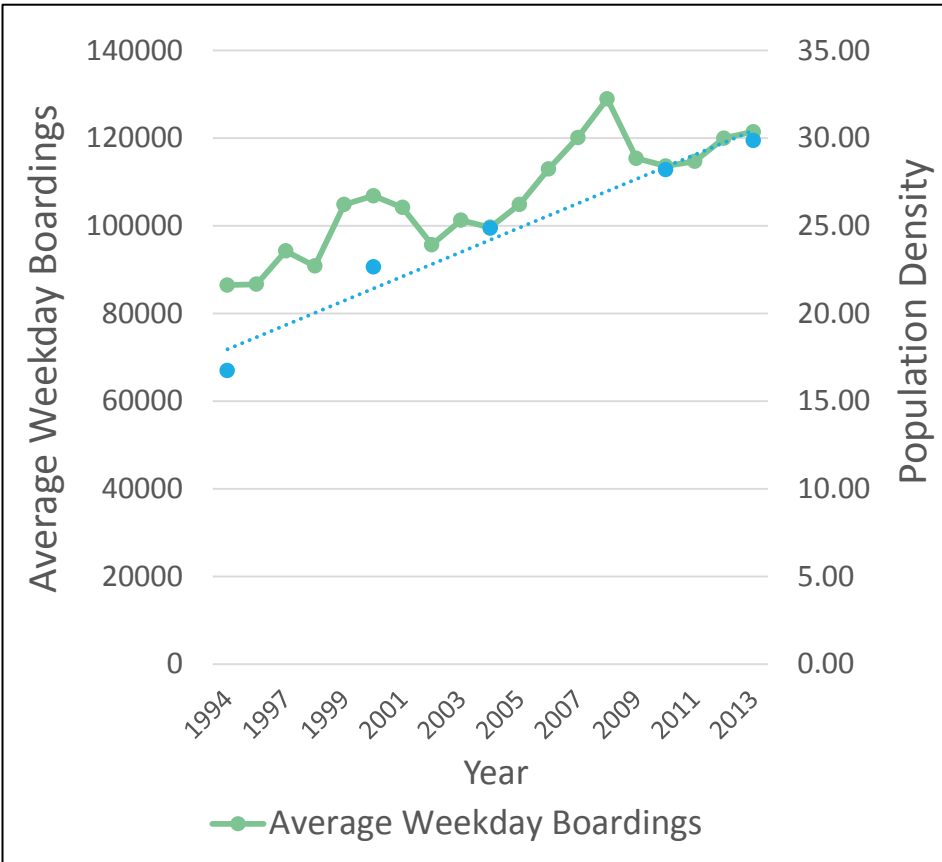


Figure 2: Urban Center Average Weekday Boardings per Person per Acre

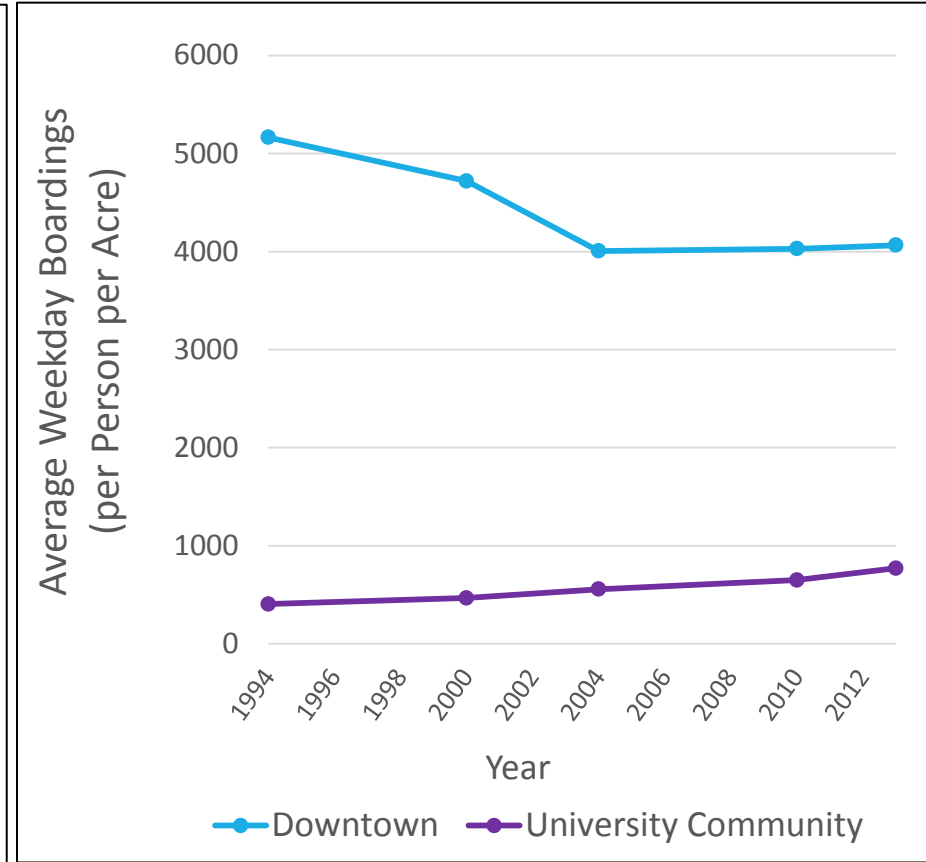
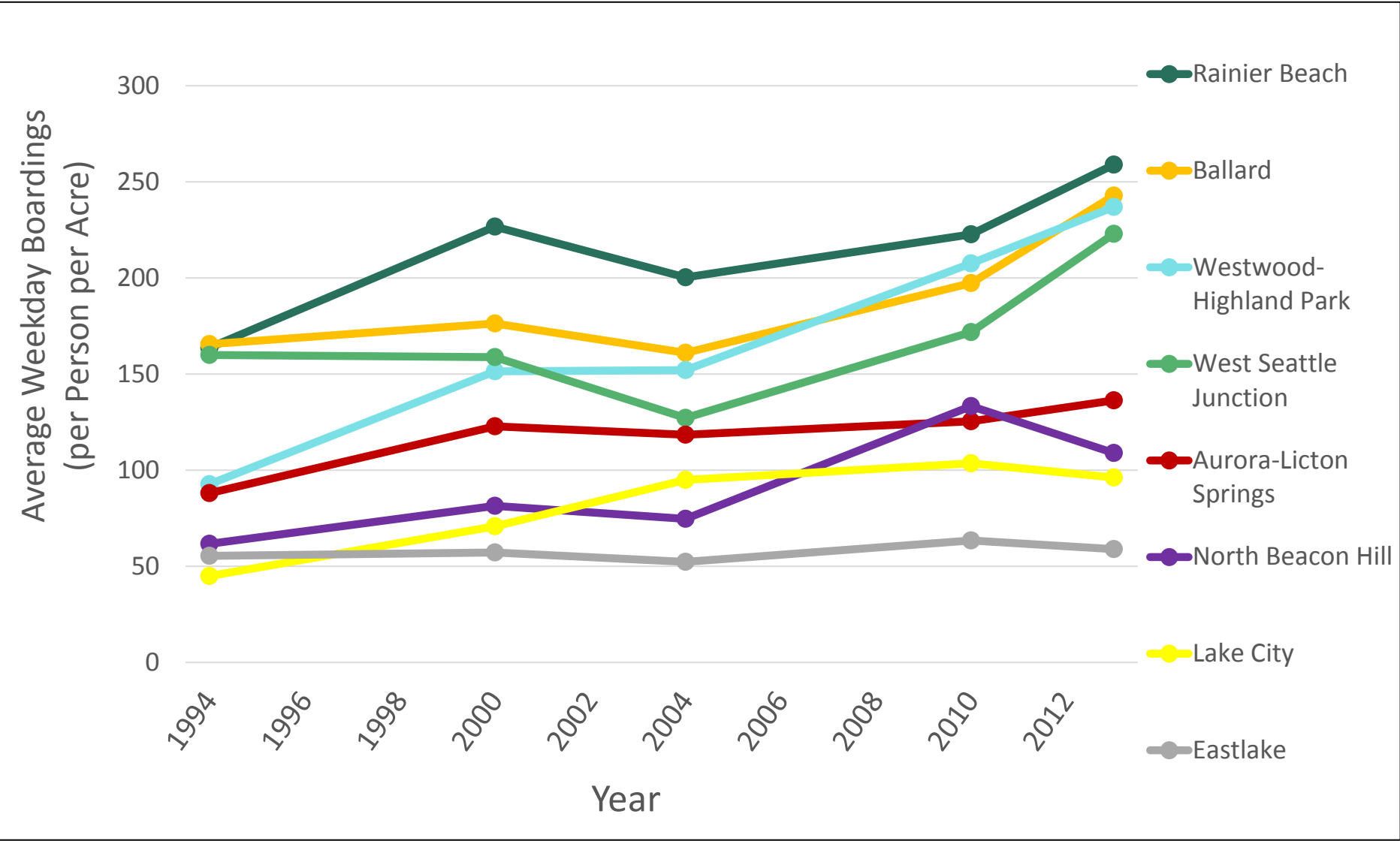


Figure 3: Residential and Hub Urban Village Average Weekday Boardings per Person per Acre



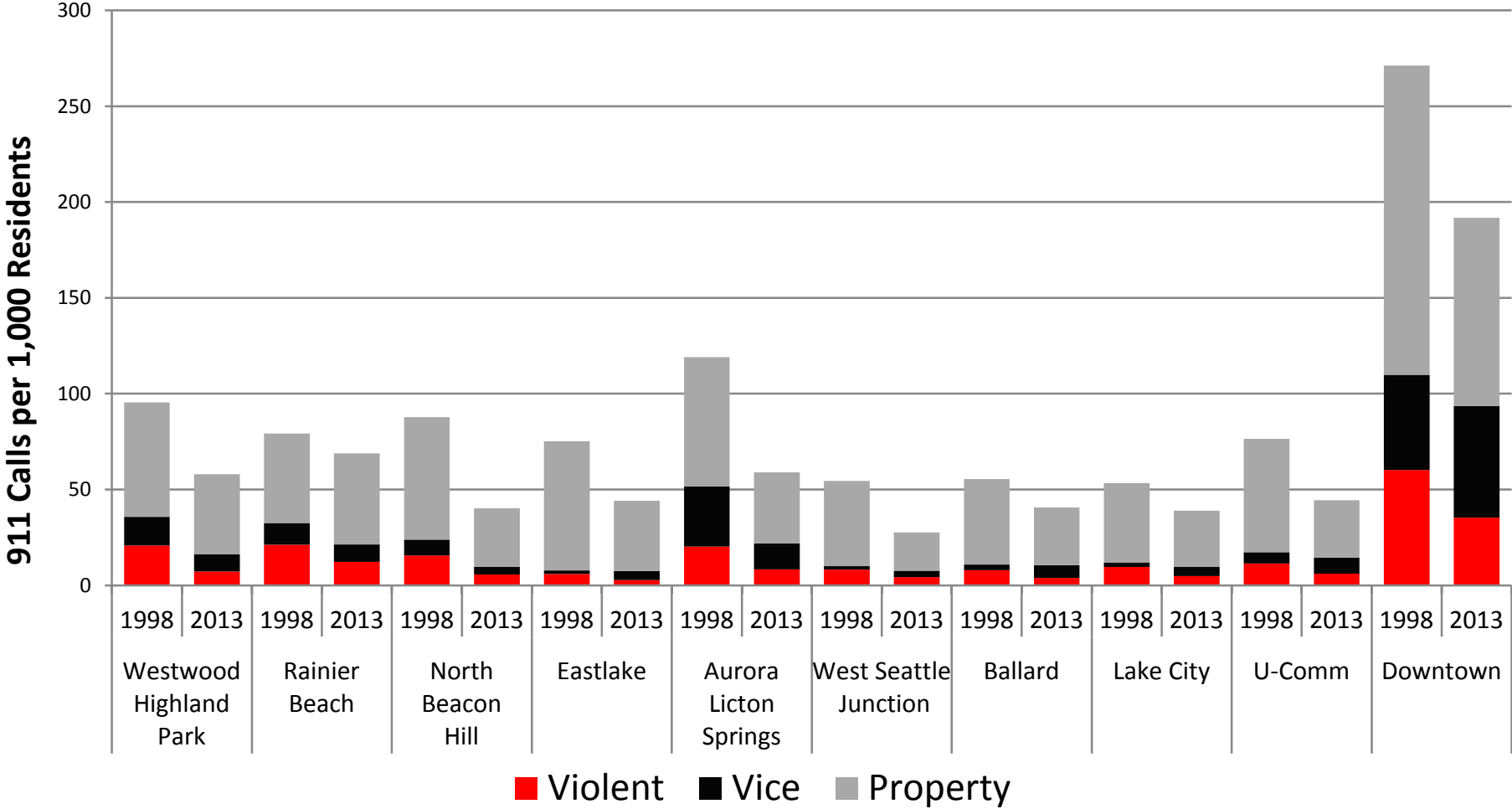
RECOMMENDATION: Transit Ridership Demand

- To meet future growth demand we will need to significantly increase bus ridership service hours and routes, BRT, and possibly intra-city light rail throughout the city, and especially in Urban Centers, Villages, and heavy transportation corridors.



CRIME RELATED 911 CALLS

Figure 4: Crime Related 911 Calls per 1,000 Residents



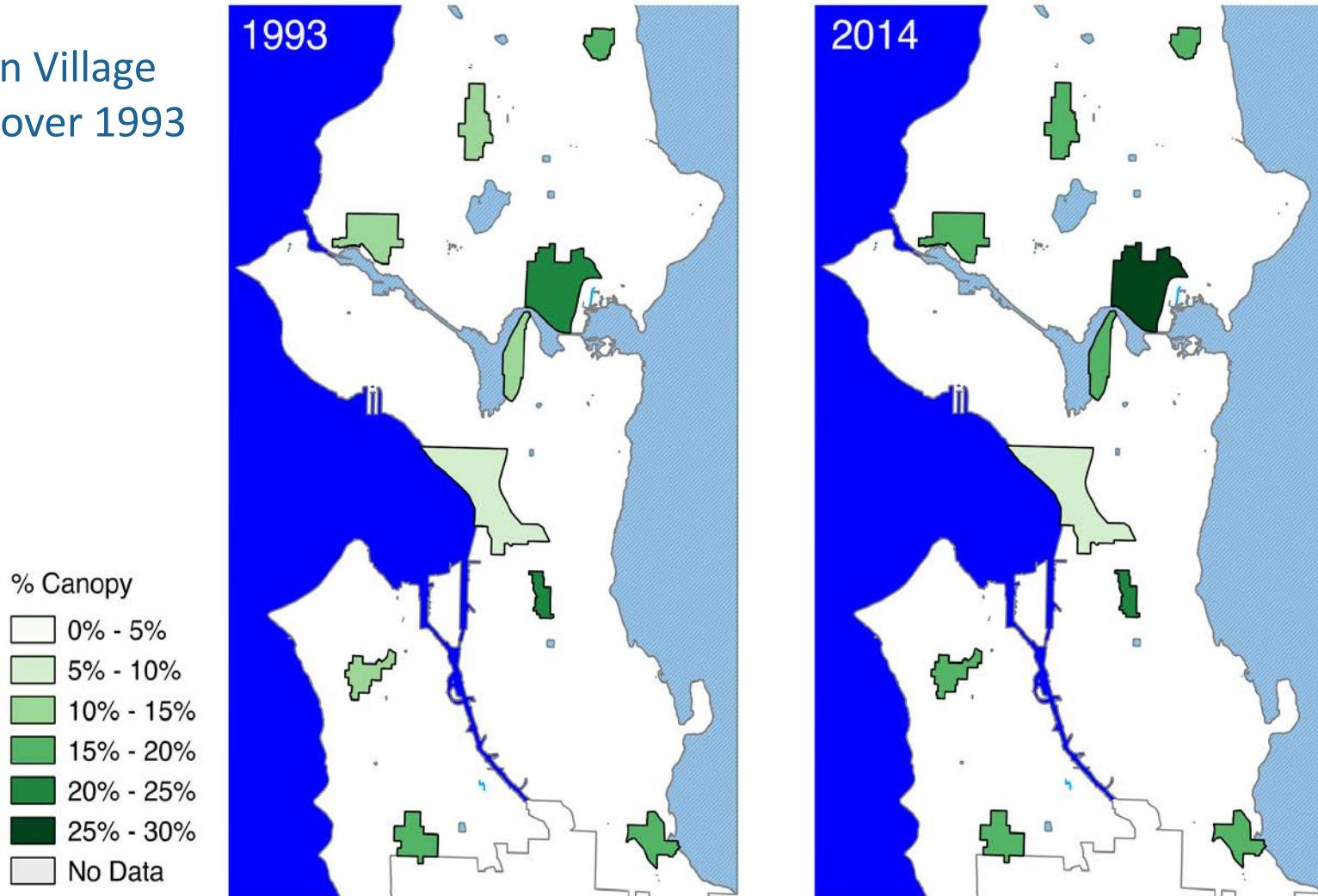
RECOMMENDATIONS: Crime related 911 Calls

- Urban Village level data revealing, further analysis needed
- Establish better performance goals for crime prevention in high activity areas
- Increase preventative policing opportunities
- Target resources use “micro” community policing model



TREE CANOPY

Figure 5: Urban Village Tree Canopy Cover 1993 & 2014



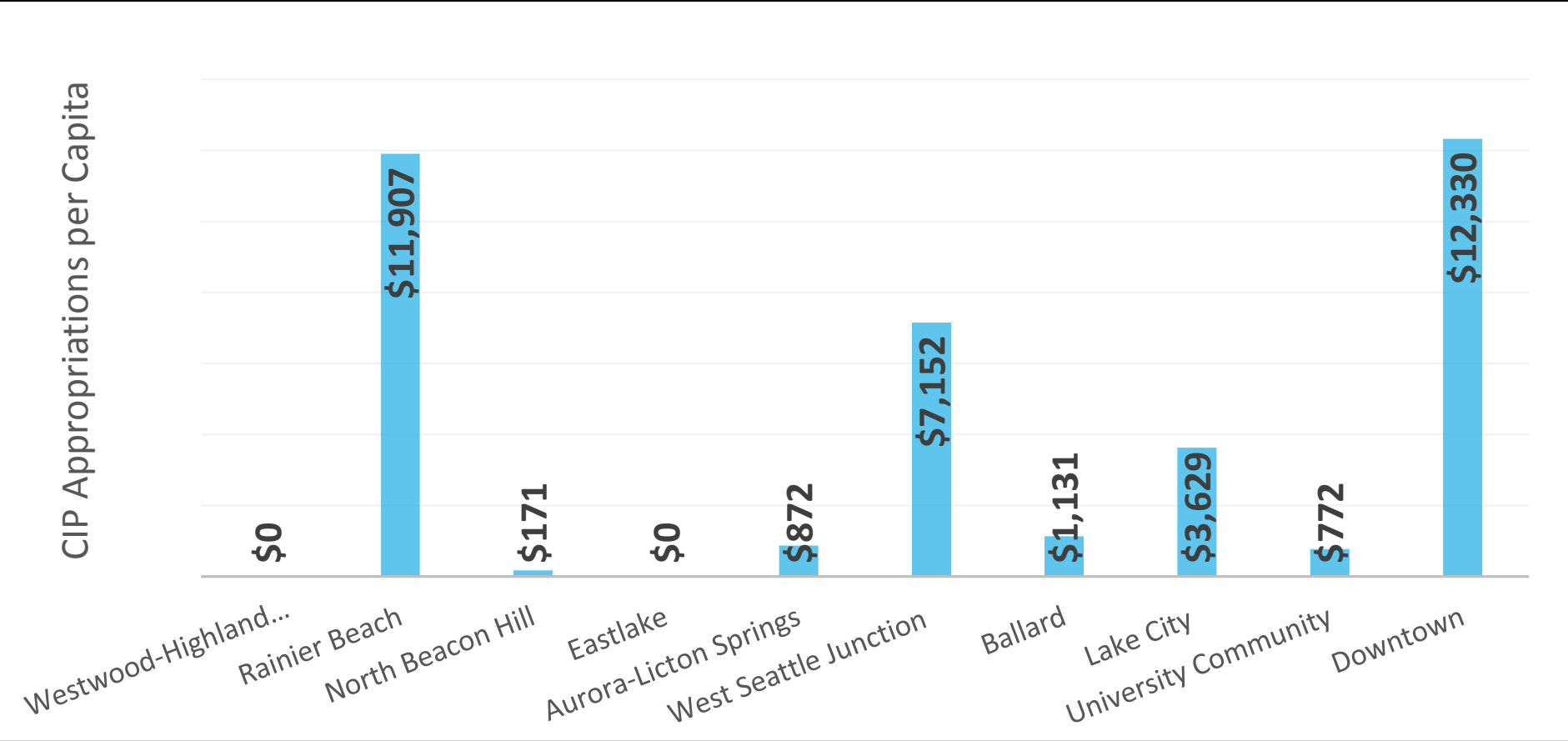
RECOMMENDATIONS: Tree Canopy

- Improve, refine city's measuring & monitoring methods
- Establish tree coverage goals for Urban Villages and continuously monitor
- Need for stronger tree preservation strategies to prevent loss
- Track mature *tree loss* more precisely - both private and publicly-owned lands



CITY INVESTMENTS IN INFRASTRUCTURE AND CAPITAL FACILITIES

Figure 6: Capital Improvement Program (CIP) Appropriations per Capita (2005-2014)



RECOMMENDATIONS:

City Investments

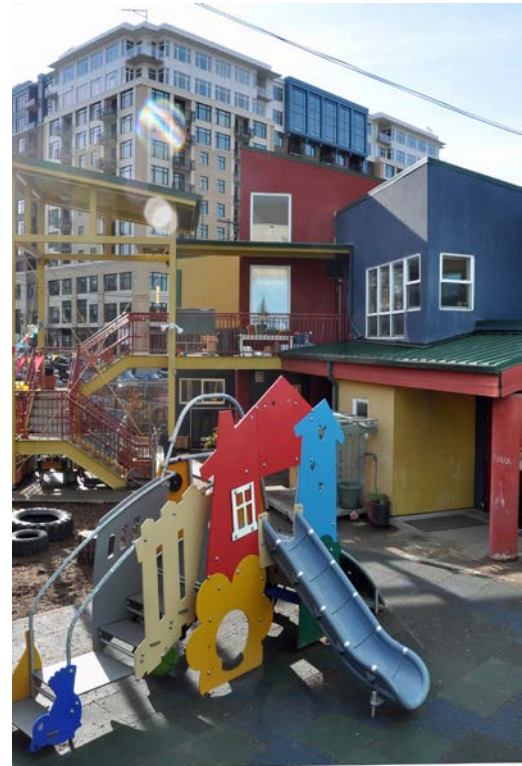
- Better coordinated, performance-based CIP data tracking
- Monitor Urban Villages investments and results to ensure desired outcomes
- Consider a six year Strategic Investment Plan tied to the Urban Villages where growth and density is increasing
- Ensure areas outside Urban Villages have adequate resources



KEY FINDINGS

Comprehensive Plan Achievements

- **URBAN VILLAGE STRATEGY IS WORKING** *as intended to distribute most of Seattle's growth to urban villages*
- **TRANSPORTATION AND MOBILITY SYSTEM** *is evolving toward a multi-modal system, with significant increased demand for transit ridership, bicycle, and pedestrian improvements*
- **CITYWIDE ENVIRONMENTAL STEWARDSHIP** *of our utilities and natural resources has largely met goals and achieved impressive conservation results*



KEY FINDINGS

Opportunities for Improvement

- **CITY'S DATA COLLECTION METHODS INCONSISTENT & UNCOORDINATED:** *gaps in data availability, variances in scale, boundaries, format, timeframes*
- **SOCIAL AND ECONOMIC INDICATORS ARE A SERIOUS CONCERN:** *pockets of poverty, uneven progress across city neighborhoods*
- **JOB GROWTH SIGNIFICANTLY LESS** *than projected*
- **JOBS/HOUSING IMBALANCE:** *approx. 38.2% of city's in-area labor force work outside Seattle – creating greater Regional Transportation Demand*



“We don’t measure what really matters.”

--Robert Kennedy

CONCLUSION

- **URBAN VILLAGE STRATEGY** – efficient, smart tool for channeling city resources, needs better inter-departmental coordination and tracking
- **USE OF NEIGHBORHOOD LEVEL INDICATORS** – can be of great strategic value in creating new policies, tracking progress, allocating public resources, and informing outcomes
- **COORDINATED DATA COLLECTION SYSTEM** – tool for strategic investments, ability to measure outcomes, and means to strengthen community engagement
- **TRULY SUSTAINABLE CITY** – all communities must be equally served, and share opportunities, quality of life, and good health

“The best way to predict the future is to plan it.”

Thank you!

