



MELROSE PROMENADE

COMMUNITY QUESTIONNAIRE 1: ONLINE SURVEY RESULTS

OVERVIEW

We asked people to complete an online community questionnaire to better understand stakeholder opinions and preferences. We shared information about the Melrose Promenade project and asked transportation-related questions. To learn who we heard from and compare answers between respondents based on their characteristics, we asked people demographic questions.

The survey was available from April 2 to April 29, on the Seattle Department of Transportation website, administered by SurveyMonkey, and marketed to people via mail, website, email, in-person, and through targeted stakeholder outreach. We received 113 total responses.

The survey was divided into 6 categories:

1. Getting around your neighborhood
2. Melrose Ave experience
3. Melrose Ave segment feedback
4. Tell us what you think
5. Optional: Demographic information

In general, we heard:

- Approximately two-thirds of respondents live in Capitol Hill. Over half (54.8%) choose to walk or use a mobility device to travel to and from Melrose Ave. Melrose Ave between E Pine St and E Pike St and E Roy St and E Denny Way were the most popular segments of the street.
- Respondents appreciate the views of the city and mountains from Melrose Ave (76.5%), places to eat and drink (51.0%) and the central location between Capitol Hill and Downtown (50.0%)
- Risky driving and worn out infrastructure were the biggest safety issues on Melrose Ave. Specific issues included speeding, aggressive driving, failure to yield to those walking and biking, road pavement in poor condition and bad or missing sidewalks.
- Along Melrose Ave, respondents suggested improvements between E Roy St and E Olive Way, and between E Pine St and E Pike St, would be most helpful to those walking and biking in the neighborhood
 - The biggest improvements in traffic safety would come from work between E Denny Way and E Olive Way (30.3%) and E Pine St to E Pike St (21.2%)
 - The biggest improvements to economic and social activity would come from investing in E Pine St to E Pike St (38.4%)
- Most respondents would prefer to walk (92.7%), take public transit (74.6%) or bike (60.5%) to get around their neighborhood
 - Walking or using a mobility device is the most common (95.6%) and satisfying (63.6%) way respondents currently navigate their neighborhood. When choosing a walking route, they prioritize a short route, safely crossing busy streets and high-quality pedestrian facilities.
 - Many more respondents would prefer to bike in their neighborhood (60.5%) than do today (34.2%). Nearly 40.0% of respondents were generally dissatisfied with their current neighborhood biking environment. High-quality bike facilities and safely crossing busy streets were important to respondents in choosing a bicycling route. Flatter routes were also prioritized.
 - About one-fifth (20.2%) of respondents would prefer not to drive in their neighborhood, yet nearly half do so today (48.3%)

SURVEY RESPONSE SUMMARY

Below, we've shared each question and how respondents answered as a percentage. Note that totals may not sum to 100.0% due to rounding. For open-ended questions, we've summarized what we heard by sharing popular and notable themes. The full questionnaire and all responses are available by request.

1. GETTING AROUND YOUR NEIGHBORHOOD QUESTIONS

Question 1: What Seattle neighborhood do you live in?

The three neighborhoods with the highest percentage of respondents live in:

1. Capitol Hill (43.9%)
2. North Capitol Hill (13.2%)
3. Pike-Pine (10.5%)

7.02% of respondents answered that they live in a Seattle neighborhood that was not listed as an option. Of those, 25% live in Queen Anne.

Question 2: What is your home ZIP code?

- 98102 (38.6%)
- 98122 (29.1%)
- Other (15.8%)
- 98112 (8.8%)
- 98109 (1.8%)
- 98101 (4.4%)
- 98104 (2.6%)
- 98121 (0%)

Question 3: How do you currently get around your neighborhood? Pick your top 3.

1. Walk (or use mobility device) (95.6%)
2. Bus, trolley, or train (71.9%)
3. Personal car, truck or van (48.3%)
4. Bike (34.2%)
5. Ridesharing (30.7%)
6. Carsharing (12.3%)

Question 4: How would you prefer to get around your neighborhood? Pick your top 3.

1. Walk (or use mobility device) (93.0%)
2. Bus, trolley, or train (74.6%)
3. Bike (60.5%)
4. Personal car, truck, or van (20.2%)
5. Ridesharing (14.0%)
6. Carsharing (7.9%)

2. MELROSE AVE EXPERIENCE

Question 5: Do you live, work, or own a business/commercial property in this area? Pick all that apply.

1. Live (69.2%)
2. Not Applicable (23.1%)
3. Work (17.3%)
4. Own business/commercial property (1.9%)

Question 6: What's the most common way you get to and from Melrose Ave?

1. Walk (or use a mobility device) (54.8%)
2. Bike (18.3%)
3. Personal car, truck, or van (14.4%)
4. Bus, trolley, or train (10.6%)
5. Ridesharing (Uber, Lyft, taxi, etc.) (<1%)
6. Carsharing (Car2Go, Zipcar, etc.) (<1%)

Question 7: Once you're there—at Melrose Ave—how do you get around the neighborhood? In other words, how do you most commonly travel from place to place in this part of Capitol Hill?

1. Walk (or use a mobility device) (85.4%)
2. Bike (8.7%)
3. Personal car, truck, or van (5.8%)
4. Ridesharing (Uber, Lyft, taxi, etc.) (0%)
5. Carsharing (Car2Go, Zipcar, etc.) (0%)

Question 8: How often do you need to park your car here?

1. Never (50.0%)
2. Rarely (26.0%)
3. Sometimes (12.5%)
4. Always (10.6%)
5. Usually (<1%)

Question 9: When you drive, how far away from your destination do you usually find parking?

1. Not applicable (45.6%)
2. 1 to 2 blocks away (20.4%)
3. 3 to 4 blocks away (18.5%)
4. More than 4 blocks away (10.7%)
5. Less than 1 block away (4.9%)

Question 10: How satisfied are you with the overall walking environment in your neighborhood?

1. Somewhat satisfied (49.0%)
2. Somewhat dissatisfied (20.2%)
3. Very satisfied (14.4%)

4. Neither satisfied nor dissatisfied (9.6%)
5. Very dissatisfied (6.7%)

Question 11: Many factors influence where a person walks. Please rank these items from most important (1) to least important (6) for selecting a walking route:

Category	Ranking					
	1 (most important)	2	3	4	5	6 (least important)
Shortest Distance	39.5%	15.8%	11.9%	13.9%	11.9%	6.9%
Safest Crossings of Busy Streets	18.6%	26.5%	24.5%	17.7%	9.8%	2.9%
Highest-quality pedestrian facilities (sidewalks, trails, curb ramps, etc.)	19.4%	24.5%	23.5%	16.3%	12.2%	4.1%
Least amount of hills	14.0%	16.0%	17.0%	13.0%	19.0%	21.0%
Least amount of traffic	7.1%	15.2%	19.2%	23.2%	22.2%	13.1%
Clearest wayfinding signs and pavement markings	3.0%	2.0%	7.0%	14.0%	23.0%	51.0%

Question 12: How satisfied are you with the overall biking environment in your neighborhood?

1. Not applicable (24.3%)
2. Somewhat Dissatisfied (23.3%)
3. Very dissatisfied (16.5%)
4. Somewhat satisfied (15.5%)
5. Very satisfied (10.7%)
6. Neither satisfied nor dissatisfied (9.7%)

Question 13: Many factors influence where a person bikes. Please rank items from most important (1) to least important (6) for selecting a bike route:

Category	Ranking					
	1 (most important)	2	3	4	5	6 (least important)
Highest-quality bike facilities (bike lanes, trails, bike signals, etc.)	36.7%	17.7%	15.2%	15.2%	8.9%	6.3%
Least amount of hills	26.6%	21.5%	14.0%	16.5%	14.0%	7.6%
Least amount of traffic	16.5%	19.0%	27.9%	15.2%	16.5%	5.1%
Clearest wayfinding signs and pavement markings	6.3%	28.8%	21.3%	15.0%	20.0%	8.8%
Shortest Distance	13.9%	10.1%	12.7%	12.7%	25.3%	25.3%
Safest Crossings of Busy Streets	1.3%	2.5%	10.1%	25.3%	15.2%	45.6%

Question 14: What are the biggest safety issues on Melrose Ave? (Pick your top 3.)

1. Speeding, aggressive driving (51.5%)
2. Failure to yield to people walking and biking (vulnerable users) (49.5%)
3. Cracked, broken, potholed, or poor pavement (45.5%)
4. Bad or missing sidewalks (40.6%)
5. Distracted driving (32.7%)
6. Bad lighting (23.8%)
7. Traffic congestion (18.8%)
8. Bad or missing bike lanes (18.8%)
9. People walking and biking disobeying traffic rules (14.9%)
10. Unclear or lack of signs (8.9%)
11. Driving under the influence of alcohol, drugs (3.0%)

Question 15: What's your favorite thing about Melrose Ave today? (Pick top 3)

1. Views of the city and mountains (76.5%)
2. Places to eat and drink (51.0%)
3. Location between Capitol Hill and Downtown (50.0%)
4. Places to shop (20.6%)
5. Nice walking street (17.7%)
6. Places to live (16.7%)
7. Nice biking street (13.7%)
8. People who live, work, and visit (12.8%)
9. Attractive driving conditions, connection to I-5 (8.8%)
10. Entertainment (6.9%)
11. Places to sit and relax (4.9%)
12. Bus and rail service (2.9%)
13. Jobs and employment opportunities (2.0%)

3. MELROSE AVE SEGMENT FEEDBACK



Question 16: We want to understand where people travel, hang out, work and go on Melrose Ave. What segment do you go to the most?

1. E Pine St to E Pike St (40.4%)
2. E Roy St to E Denny Way (36.4%)
3. E Denny Way to E Olive Way (5.1%)
4. E Olive Way to E Pine St (8.1%)
5. E Pike St to University St (5.1%)
6. I don't know (5.1%)

Question 17: Increasing the number of people walking and biking in Seattle helps achieve environmental, traffic, and health goals. Where would investments most help people walking and biking?

1. E Denny Way to E Olive Way (26.8%) and E Pine St to E Pike St (26.8%)
2. E Roy St to E Denny Way (20.6%)
3. E Olive Way to E Pine St (10.3%)
4. I don't know (9.3%)
5. E Pike St to University St (6.2%)

Question 18: Our Vision Zero program aims to eliminate serious traffic injuries and fatalities by 2030. Since 2013, there have been 141 crashes in this corridor. Where would investments make the biggest improvements in traffic safety?

1. E Denny Way to E Olive Way (30.3%)
2. E Pine St to E Pike St (21.2%)
3. E Olive Way to E Pine St (17.2%)
4. I don't know (16.2%)
5. E Roy St to E Denny Way (10.1%)
6. E Pike St to University St (5.1%)

Question 19: One of our core values is a vibrant Seattle where our streets and sidewalks hum with economic and social activity. Where would investments most increase the economic and social activity on Melrose Ave?

1. E Pine St to E Pike St (38.4%)
2. E Olive Way to E Pine St (14.1%)
3. E Pike St to University St (12.1%)
4. E Roy St to E Denny Way (12.1%)
5. I don't know (13.1%)
6. E Denny Way to E Olive Way (10.1%)

4. TELL US WHAT YOU THINK

Question 20: Is there anything you want to tell us, draw our attention to, or make sure we know about this community and project? Tell us what you think here.

Approximately 48.0% of survey respondents provided an answer to this question. The responses were analyzed by broad categories, with no one response grouped into 2 or more categories. 8.0% of the comments were specific to the project area.

- **Pedestrian Safety**
 - **Improvements to the Melrose Trail and surrounding area:** This area is generally recognized as the highest quality walking and biking environment in the project area due to its lower traffic volumes, views and green space – an “awesome community asset.” However, reports of trash, medical and human waste, occasional harassment and low-visibility in the middle of the segment contribute to a sense the area may not be safe. Additionally, the noise from I-5 and spring water over the trail are concerns. A few suggestions to introduce a “park-like setting” were made, which could include noise barriers, landscaping, outdoor cafes, smaller restaurants, features for skateboarders, putting a lid over I-5 or narrowing the street to create space for public recreation or relaxation in the leftover right of way. Some suggested removing parking, prohibiting through traffic or prohibiting cars entirely; however, many preferred retaining at least some on-street parking, especially for those with low incomes who cannot afford other parking.
 - **Requested crosswalk and sidewalk improvements** include:
 - “Sidewalks can be improved from Pine St north to Roy St on Melrose”
 - “Please fix/improve the pedestrian experience and crossings at East Olive Way (esp the westbound left turn [to southbound Melrose]), Pike St, and Pine St where they cross Melrose Ave.”
 - “Despite being a commercial corridor, the sidewalks on segment 3 are not wide enough for pedestrians to pass”
 - Other requested crosswalk improvements are covered in the section below on parking and traffic calming
- **Biking Safety**
 - **Surface improvements:** Melrose Ave is recognized as an excellent potential connection between Capitol Hill, Downtown and South Lake Union and University Bridge. However, “the noise and state-of-repair of the pavement make the route undesirable” and “Segment 1 is currently labeled as a sharrow, but has slabs of pavement that create a gap in the middle of the lane, making them more dangerous than necessary for biking.” Better bike infrastructure was also requested on E Olive Way.
- **Parking and Traffic Calming**
 - **On-street parking is important for many residents:** Since most vehicle traffic is for I-5 access, the current on-street parking is seen as primarily serving residents. While a couple suggestions to remove on-street parking were provided, the general request is to retain on-street parking. Reasons provided included the relatively lower cost of on-street parking compared to other parking options and to preserve parking for guests: “parking is important for the resident of segment 1, even if they don’t own cars as there is almost no other guest parking in the area. This includes parking for people such as home health providers.”

- **Speeding and drivers not yielding to people walking and biking:** Especially during peak travel times between E Pike St and E Denny Way, vehicle speeds increase. There are many reports of those driving not yielding to those walking, which increases the risk of collisions and contributes to a general sense the area is not safe for those biking and walking: “Melrose from Pike to Olive is basically an onramp to I-5 and until that changes, there will always be collisions between pedestrians there to shop, eat and relax and drivers trying to get on I-5 as quickly as possible.” Reported problem areas include the intersections of Melrose Ave with E Pine St, E Pike St and E Olive Way (especially the westbound left turn onto Melrose Ave). One commenter reported “The area between E Olive Way and E Pike St needs the most immediate measures to slow down traffic and improve bicycle and pedestrian safety. There’s way too much foot traffic for drivers to treat this segment like an arterial.” Suggestions to improve conditions include:
 - **Close the segment to cars entirely:** “This project really comes down to one thing: get the cars off Melrose. That’s what you should do.”
 - **Convert the segment to 1 or more one-way streets or greenways:** For example, one comment stated, “Not sure how feasible this would be, but what if Segment 3 (approach to I-5 from Pike/Pine corridor) were one-way, just between Pine & Denny? The excess road space could become zoned parking, or space for sidewalks & bike/ped facilities. I think if it were really physically clear that traffic funnels into that on-ramp, cars would be kept clear of the intersections where bars are. Cars headed to Pike/Pine remain on Bellevue, and cars headed to Denny & SLU go along Melrose.”
 - **Adding traffic calming and clarifying signage to improve safety in the current configuration:** “The Olive/Melrose intersection is incredibly dangerous not only for pedestrians and bikers but also for cars as the signage and the traffic is very confusing.”
 - **A traffic light at Melrose Ave and E Pike St was also suggested**
- **Street repair and lighting:** Poor pavement condition for those driving and biking (see above) was cited. General requests for street lighting were made, including a specific request for solar LED lighting. One commenter stated “The biggest priority should be road pavement and potholes, second - lighting.”

5. OPTIONAL: DEMOGRAPHIC INFORMATION

Question 21: What’s your age?

1. 25-34 (42.0%)
2. 35-44 (18.3%)
3. 45-54 (16.1%)
4. 55-64 (8.6%)
5. 65 or older (4.3%)
6. I would rather not say (4.3%)
7. 19 or younger (0%)

Question 22: Do you have a disability? (Pick all that apply.)

1. None (92.4%)
2. Mobility (5.1%)
3. Hearing (1.3%)
4. Other (1.3%)
5. Cognitive (0%)
6. Vision (0%)

Question 23: What race/ethnicity best describes you?

1. White or Caucasian (71.6%)
2. I'd rather not say (13.6%)
3. Hispanic or Latino (4.6%)
4. Two or more races (3.4%)
5. Asian or Pacific Islander (3.4%)
6. Black or African-American (2.3%)
7. Other (1.1%)
8. American Indian or Alaska Native (0%)

Only 1.1% responded as "Other" and identified as Jew/Hebrew.

Question 24: What gender do you most identify with?

1. Man (51.7%)
2. Woman (39.3%)
3. Trans* (0%)
4. I'd rather not say (7.9%)
5. Not listed (1.1%)

Only 1.1% responded as "Not listed" and identified as they.

Question 25: What is your annual household income?

1. \$100,001 to \$150,000 (20.2%)
2. \$55,001 to \$75,000 (18.0%)
3. I'd rather not say (15.7%)
4. \$150,001 to \$200,000 (11.2%)
5. \$75,001 to 100,000 (11.2%)
6. \$35,001 to \$55,000 (9.0%)
7. More than \$200,000 (4.5%)
8. \$7,501 to \$15,000 (4.5%)
9. \$15,001 to \$25,000 (3.4%)
10. \$25,001 to \$35,000 (2.3%)
11. \$7,500 or less (0%)

Question 26: How did you learn about this project? (Pick all that apply)

1. Neighborhood Blog (43.3%)
2. Friend, neighbor, family member (15.6%)
3. Facebook (14.4%)
4. Other (12.2%)
5. City of Seattle/SDOT mail (11.1%)
6. Twitter (10.0%)
7. An organization I'm involved with (8.9%)
8. City of Seattle/SDOT email (7.8%)
9. City of Seattle/SDOT website (3.3%)
10. Nextdoor (0%)
11. My employer (0%)

Of those who responded, "Other," 18.0% found out through a blog. Other responses included Instagram, proximity to the project and Central Seattle Greenways.