

# Aurora Ave Project

## Outreach Summary



Seattle  
Department of  
Transportation

July 2024

### What's happening?

The Aurora Ave Project wants to make Aurora Ave N safer and easier for everyone to use. To do that, we are listening to the people who live here, run businesses, and walk, roll, and take transit on the street. In spring 2024, we developed draft design ideas to share with communities on Aurora Ave N. This summary tells what we heard in that process. Our goal is to make these improvements when we have the funding to do so.

### What do you need to do?

We're sharing what we've heard from people who live, work, and travel through the project area. We also want you to know what we're going to do next, so you can be involved in the future of this project. Check out the last page of our summary to find out how you can stay connected.

### What are the reasons for this Aurora Ave Project?

Aurora Ave N/State Route 99 is one of the busiest streets in Seattle. It goes through neighborhoods with different types of people and businesses. The RapidRide E Line uses Aurora Ave N, and it's also an important street for moving freight. It connects to lots of homes, stores, services, and jobs. But there have been many crashes, problems with sidewalks, and it's not easy for people with mobility issues to get around. We are working together to make a new vision for Aurora Ave N that improves safety, mobility, and accessibility for everyone.

### Who are the agencies involved in the Aurora Ave Project?

The Aurora Ave Project is a team effort by the Seattle Department of Transportation (SDOT) and King County Metro. We are using funding from a Washington State Department of Transportation (WSDOT) Pedestrian and Bicycle Program grant we received in 2021. We also have funding support from the Levy to Move Seattle and King County Metro.



## Outreach Timeline

### ● Summer/Fall 2022

Survey #1 to understand key concerns and safety priorities for community members

### ● Spring/Summer 2023

Survey #2 to learn what design changes the community wants to see to fix Aurora Ave's transportation challenges

Community workshops to create a vision and design plans for the future of Aurora Ave, including public transit in the area

### ● Spring 2024

Share draft design concepts and evaluation criteria with community

Survey #3 to get feedback from community about whether the draft designs include the range of ideas and priorities for Aurora Ave that we heard in earlier phases

## Outreach Methods

Combining online, mailing, and in-person outreach, over 9,600 people engaged with the Aurora Ave project in spring 2024. Beyond that, we had over 430,000 views on social media for this project. We reached people in at least 148 zip codes.

### Online & Mailing Outreach:

- Online survey reached 8,646 people
- Multicultural media & digital ads had 3,745,514 impressions
- Postcard mailer sent to 14,700 people
- Web updates & project email listserv viewed by 19,740 people
- Student & family engagement through Peachjar flyers at Seattle Public Schools sent to 7,310 people
- Project email inbox got 30 emails
- Blog posts & social media reached 441,700 people
- Virtual open house reached 40 people
- King County Metro transit alerts reached 10,438 people

### In-person Outreach:

- In-person open houses reached 90 people
- Door-to-door outreach to 285 businesses
- One-on-one outreach and conversations with over 120 people
- Stakeholder briefings with 16 organizations and groups



## What we've heard so far

In spring 2024, over 9,600 people who live, work, or travel or near Aurora Ave N engaged with us. We gave opportunities for people to share feedback in many ways, both online and in-person. This is a quick summary, and you can read more details in our 2024 Outreach Report on our website.

**Most people saw their ideas and feedback represented in at least one of the draft design ideas.**

- About 60% of people surveyed felt their ideas are represented in the draft design ideas
- About 10% didn't feel that their ideas are represented
- About 30% were not sure

Some ideas were supported by most everyone, including better sidewalks, more crossings, lighting, and landscaping. However, people had different opinions about bike lanes and bus lanes.



## Where we saw agreement

Of the features and ideas shared in the multiple choice section of the survey, there were several that were most universally liked. Over 70% of people surveyed supported these features:

- Better lighting for the street and for people walking
- Safe crosswalks for people walking, biking, and rolling
- Bus shelters
- Landscaping and trees

Wider sidewalks, green medians, and raised lines in the middle of the road were slightly less popular, with around 50 - 60% in support.

## Where we saw disagreement

Around 74% of comments were about vehicle lane configuration, bike and bus access, and bus and bike infrastructure.

The most divisive features were “keeping the existing number of lanes for vehicles” and “center running bus only lanes.” Around 40% of community members liked these features and 40% disliked them. These two features also had an inverse relationship: groups that liked one, disliked the other. Here are some arguments we heard:

### Vehicle lane configuration:

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

*“This section is a community business hub that is plagued by high-speed vehicles and roads in poor condition.”*

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

*“Keeping at least 2 general-purpose lanes in each direction should be a pre-requisite for any design. Otherwise, it’s going to create gridlock, pollution [from slow moving traffic], and increase in traffic on neighborhood streets...”*

### Bus only lanes and center running bus only lanes:

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

*“There are too few buses for a bus only lane.”*

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

*“Center running bus lanes would do so much to address the hazardous experience of traversing the street.”*

*“The center bus lane idea is a bad design that will encourage more jaywalking and the increase the risk of pedestrian-vehicle accidents.”*

### Bike lanes:

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

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

*“There are many people with mobility issues who need curb side service. Protected bike lanes make a dangerous situation for elderly, disabled, injured, parents with very young children, etc.”*

Read our detailed Outreach Report to learn more about what people shared.

### Don’t miss out!

You can find a detailed report about our outreach on our [website](#). The outreach report and project website are in English only.

You can find this summary in Amharic, Chinese, Korean, Spanish, and Tagalog on our [website](#).

For translated information about the Aurora Ave Project and our outreach, please call [\(206\) 905-3620](tel:2069053620).

To stay up to date on this project, [sign up for email updates](#) and visit our [website](#). If you have questions or comments, please contact us at [\(206\) 905-3620](tel:2069053620) or [aurorastudy@seattle.gov](mailto:aurorastudy@seattle.gov).

Scan the QR code with your camera to visit our project website.



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