



Washington State
Convention Center

ADDITION



**Street & Alley Vacations
Public Benefits Open House
December 2016**

Open House – Purpose

In December 2016, the Washington State Convention Center (WSCC) Addition project team hosted both an in-person and online open house to gather public feedback on 14 proposed street and alley vacation public benefits concepts. The goal of this substantial outreach effort was to better understand which projects were considered most beneficial by the general public.

Over the course of 18 days, the WSCC Addition team gathered more than 6,000 closed and open-ended comments on the 14 concepts, from nearly 500 individuals. From the responses, the team was able to gain an understanding of which projects were most valued by the public, helping inform WSCC's overall public benefits package proposal.

How to view this report

Page 3 lists high-level themes expressed by participants, and pages 4 through 6 describe the open house approach, overall participation, outreach efforts to encourage attendance and final weighted rankings for the 14 concepts.

Tables on pages 7 through 13 detail the data gathered.

Methodology for the data analysis can be viewed on page 14.

Please visit WSCCAddition.com for more information on street and alley vacations and the proposed project.

Open House – Themes

Participants were enthusiastic about many of the concepts presented during the public benefits solicitation process. The key themes that emerged include:

- **Create great spaces for people** near and on the site with park improvements, wider sidewalks, landscaping, lighting, and art elements
- **Knit together neighborhoods**, particularly Capitol Hill and Downtown, providing safer and more pleasant crossings for pedestrians and bicyclists
- **Address the affordable housing crisis**

Open House – Outreach

The WSCC Addition team conducted widespread outreach in advance of the open house in an effort to enlist substantial public participation. The open house was advertised in the following ways:

- Postcard mailing to 1,800+ nearby households
- Posts on the Addition website and social media channels, including Facebook, Twitter and Instagram
- Digital ad placement in the following publications:
 - The Seattle Times
 - Capitol Hill Blog
 - Seattle Medium
 - NW Asian Weekly
 - South Seattle Emerald
 - The Urbanist
 - Seattle Transit Blog
 - Capitol Hill Times
- E-newsletter mailing to 600+ recipients

Open House – Approach

At the in-person open house, held December 7, displays were provided for the 14 concepts and participants were asked to comment on the cards provided for each concept. In the online open house, the same project visuals and descriptions were provided.

Whether online or in-person, participants were prompted with the same three questions for each concept:

1. How would you rate this project's overall benefit to the community? (Low – Medium – High)
2. Would this project provide value to you? (Yes – Somewhat – Not at all)
3. Do you have any other comments or concerns about this project?

The WSCC Addition team performed initial engineering and construction cost analysis for each concept prior to the open house, and provided preliminary cost ranges for additional context. These were included in the form of “\$” signs. Project cost estimates ranged from \$200,000 for the “Entry Marquees” relocation to more than \$15 million for the Pine/Boren lid park.

Open House – Participation

Over the course of 18 days, nearly 500 individuals participated in the WSCC Addition open house. A greater number of individuals participated online and input over the 14 concepts was spread more evenly online.

Overall, the project team received more than 6,000 closed and open-ended comments.

Outcomes

The following list reflects the public's priorities from more than 6,000 comments, weighted evenly across in-person and online platforms:

1. Lid I-5 Study
2. Pine/Boren Lid Park
3. Affordable Housing
4. Freeway Park Improvements
5. Pine Street Gap
6. Olive Way Improvements
7. Melrose Promenade Safety Improvements
8. Bicycle Facilities
9. Overpass Improvements
10. Terry Ave Improvements
11. Green Street Destination
12. Olive Square
13. Virginia Woonerf
14. "Entry Marquees" Relocation

Table 1. Number of Individual Responders

Project	In-Person	On-Line	Total
1. Virginia Woonerf	12	214	226
2. Olive Square	16	187	203
3. Olive Way Overpass	22	193	215
4. Lid I-5 Study	91	220	311
5. Melrose Promenade	30	176	206
6. Pine Street Gap	32	182	215
7. Green Street	26	165	191
8. Entry Marquees	28	168	196
9. Pine/Boren Lid Park	38	179	217
10. Bicycle Facilities	27	169	197
11. Overpass Improvements	20	171	191
12. Freeway Park	43	178	221
13. Terry Avenue	35	171	206
14. Affordable Housing	41	175	216

For the public benefits open house process, concepts were listed geographically in approximate north to south order.

Table 2. Total Overall Number of Individual Data Points by Concept, Including Open-ended Comments

Project	In-Person	On-Line	Total
1. Virginia Woonerf	32	498	530
2. Olive Square	41	430	471
3. Olive Way Overpass	59	460	519
4. Lid I-5 Study	255	560	815
5. Melrose Promenade	79	410	489
6. Pine Street Gap	86	432	518
7. Green Street	71	383	454
8. Entry Marquees	70	395	465
9. Pine/Boren Lid Park	106	433	539
10. Bicycle Facilities	72	387	459
11. Overpass Improvements	51	400	451
12. Freeway Park	115	422	537
13. Terry Avenue	90	388	478
14. Affordable Housing	115	420	535

For the public benefits open house process, concepts were listed geographically in approximate north to south order.

Table 3. Online Open House Demographics

Project	% of respondents
98101	27.73%
98122	14.23%
98102	11.31%
98104	7.66%
98112	6.04%
98121	4.37%
98109	4.01%
98103	2.55%
98115	2.55%
98118	2.18%
98107	1.82%
98117	1.82%
98119	1.45%
98105	1.09%
98125	1.09%
Other	9.85%

	% of respondents
Live nearby	38.98%
Work nearby	16.95%
Live and work nearby	32.88%
No response	5.42%
Other	4.75%

Table 4.

Question 1: How would you rate this project's overall benefit to the community?

Lowest score possible: 1; highest score possible: 3

Scores weighted by number of participants for each format

Project	In-Person	On-Line	Total (weighted)
1. Virginia Woonerf	2.08	1.96	2.02
2. Olive Square	2.04	2.06	2.05
3. Olive Way Overpass	2.70	2.12	2.46
4. Lid I-5 Study	2.96	2.84	2.90
5. Melrose Promenade	2.63	2.21	2.42
6. Pine Street Gap	2.19	2.29	2.24
7. Green Street	2.48	2.06	2.27
8. Entry Marquees	1.32	1.54	1.43
9. Pine/Boren Lid Park	2.76	2.58	2.67
10. Bicycle Facilities	2.90	2.24	2.57
11. Overpass Improvements	2.70	2.12	2.41
12. Freeway Park	2.63	2.35	2.49
13. Terry Avenue	2.54	2.28	2.41
14. Affordable Housing	2.66	2.50	2.58

For the public benefits open house process, concepts were listed geographically in approximate north to south order.

Table 5.

Question 2: Would this project provide value to you?

Lowest score possible: 1; highest score possible: 3

Scores weighted by number of participants for each format

Project	In-Person	On-Line	Total (weighted)
1. Virginia Woonerf	2.00	1.86	1.93
2. Olive Square	2.13	2.01	2.07
3. Olive Way Overpass	2.55	2.21	2.38
4. Lid I-5 Study	2.97	2.80	2.89
5. Melrose Promenade	2.60	2.14	2.37
6. Pine Street Gap	2.27	2.36	2.32
7. Green Street	2.50	2.06	2.28
8. Entry Marquees	1.46	1.60	1.53
9. Pine/Boren Lid Park	2.65	2.53	2.59
10. Bicycle Facilities	2.67	2.01	2.34
11. Overpass Improvements	2.70	2.16	2.43
12. Freeway Park	2.58	2.22	2.40
13. Terry Avenue	2.40	1.98	2.19
14. Affordable Housing	2.34	2.15	2.25

For the public benefits open house process, concepts were listed geographically in approximate north to south order.

Table 6. Open-Ended Comments

Total positive sentiment by concept.

Project	Sentiment
1. Virginia Woonerf	Somewhat Positive
2. Olive Square	Somewhat Positive
3. Olive Way Overpass	Neutral
4. Lid I-5 Study	Positive
5. Melrose Promenade	Somewhat Positive
6. Pine Street Gap	Somewhat Positive
7. Green Street	Neutral
8. Entry Marquees	Neutral
9. Pine/Boren Lid Park	Somewhat Positive
10. Bicycle Facilities	Somewhat Positive
11. Overpass Improvements	Somewhat Positive
12. Freeway Park	Positive
13. Terry Avenue	Somewhat Positive
14. Affordable Housing	Positive

Percentage of Positive Comments	Sentiment Rating
81% - 100%	Positive
61% - 80%	Somewhat Positive
41% - 60%	Neutral
21 - 40%	Somewhat Negative
1% - 20%	Negative

For the public benefits open house process, concepts were listed geographically in approximate north to south order.

Table 7. Weighted Totals for Questions 1 and 2

Project	Community Benefit	Individual Value	TOTAL SCORE
1. Virginia Woonerf	2.02	1.93	1.92
2. Olive Square	2.05	2.07	2.04
3. Olive Way Overpass	2.46	2.38	2.28
4. Lid I-5 Study	2.90	2.89	2.86
5. Melrose Promenade	2.42	2.37	2.24
6. Pine Street Gap	2.24	2.32	2.31
7. Green Street	2.27	2.28	2.12
8. Entry Marquees	1.43	1.53	1.54
9. Pine/Boren Lid Park	2.67	2.59	2.58
10. Bicycle Facilities	2.57	2.34	2.22
11. Overpass Improvements	2.41	2.43	2.20
12. Freeway Park	2.49	2.40	2.35
13. Terry Avenue	2.41	2.19	2.19
14. Affordable Housing	2.58	2.25	2.36

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Methodology

Questions 1 and 2 offered participants a 3-point scale to rate each concept's community benefit and personal value. Because the data was collected both in person and online, the responses to questions 1 and 2 were averaged separately for each concept and weighted against each other for the final total. Weighting the responses was necessary to account for the larger number of participants in the online open house when combining the data. The final totals for each concept is an average of the weighted responses to questions 1 and 2.

Open-ended comments were compiled and sorted as either positive or negative. The total positive comments percentage was sorted on a scale ranking each concept as neutral, somewhat positive or positive. There were no concepts that fell below the 50% mark, or into the "negative" portion of the scale.

Visit [WSCCAddition.com](https://www.wscconventioncenter.com/addition) for more information on street and alley vacations and the proposed project.