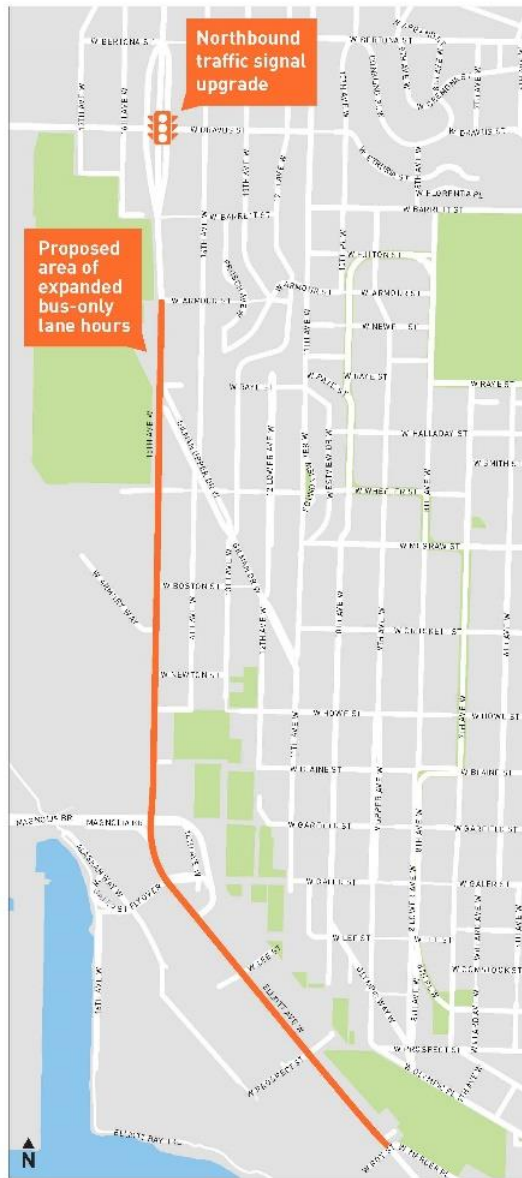


# Elliott Ave W and 15th Ave W Bus Lanes

## Outreach Summary

January 2023



### Project Overview

We're working with King County Metro to improve transit reliability on 15th Ave W and Elliott Ave W. Currently, the curb lane on Elliott Ave W and 15th Ave W (generally from W Mercer Pl/W Roy St to south of the Ballard Bridge) operates as a bus lane during certain hours of the day. Prior to this project, these times varied depending on the location of the street. The curb lanes are used for on-street parking and loading when they're not restricted to buses only. In Fall 2022, we conducted outreach to businesses, residents, and travelers to help us evaluate extending the hours of the bus lanes to be 7 to 9 AM and 3 to 7 PM in both the northbound and southbound directions.

### Project Area

We focused on businesses, residences, and travelers who use Elliott Ave W and 15th Ave W between W Armour St and W Roy St. The proposed changes would only impact existing bus lanes.

### Outreach

#### Outreach goals

Our purpose was to inform businesses and residences along Elliott Ave W and 15th Ave W about the proposed changes to the bus hours. We wanted to better understand how this change would impact people's loading and parking needs and develop strategies to address those needs. We also wanted to better understand how people travel on Elliott Ave W / 15th Ave W and barriers people experience to taking the bus.

### Language access

We translated outreach materials into three languages based on the demographics of the project area, Chinese (Simplified), Chinese (Traditional), and Spanish. More information about these materials can be found in the following sections.

### Outreach methods

**Surveys:** For three weeks, (from October 20, 2022 – November 13, 2022), we hosted two online surveys – one for businesses and residences on the corridor and the other for people who travel in the area. The purpose of the business/residence survey was to gather information about business and residence loading zone and parking needs. The purpose of the traveler survey was to understand how people travel on Elliot Ave W and 15th Ave W, to learn more about the experience of people who ride the bus

and what would encourage them to take more bus trips. We received 43 survey responses from the business/residence survey, and 415 responses from the traveler survey.

**Mailer:** A mailer was sent out to businesses and residences directly on Elliott Ave W and 15th Ave W between W Dravus St and W Roy St. The mailer included information around the proposed change, and a QR code that linked to the business/residence survey. A section of the mailer was translated into Spanish, Chinese (simplified) and Chinese (traditional).

**Bus stop signs along the corridor:** We coordinated with King Country Metro to post 25 posters at the most used bus stops along the corridor to inform people about the project and promote traveler survey.

**Email updates:** Email updates were sent via project listserv throughout the duration of the project. All email updates are documented on the [project webpage](#).

**Web updates:** The Elliott Ave W and 15th Ave W [project website](#) was maintained as a multilanguage webpage with project information and updates.

**Social media:** Information about the project was posted online via Facebook, Instagram, and Twitter, as well as a blog post that shared the overall purpose of the project and promote both the transit rider survey and business/residence surveys.

**Business outreach:** In November and December 2022, we contacted businesses previously identified as most impacted by the proposed changes. We shared project information with these businesses and worked to find solutions to accommodate their access needs. In many cases, we added new loading zones to help meet these needs.

## What We Heard

Across all our outreach methods, we heard a variety of feedback from the community surrounding the proposed changes and ways to improve transit along this corridor. Through our surveys, we heard:

- **Bus reliability:** People rely on the bus through this area and expanding the hours of the bus only restrictions will better serve many people. More frequent and reliable bus service is still needed.
- **Safety:** Safety is a top priority. Speeding vehicles, and the lack of crosswalks and sidewalks for people walking and rolling are key concerns.
- **Parking and loading zone access:** There are concerns about reduced availability of on-street parking and loading access with expanding the bus only restrictions. Many businesses rely on the loading zones on Elliott Ave W / 15<sup>th</sup> Ave W because the street is flat while adjacent side streets are often steep. We were able to mitigate many of these concerns by providing new loading zones on side streets to help accommodate this need while the bus only hours are in effect.

More information on what we heard in our project outreach is documented in our [survey summary report](#).