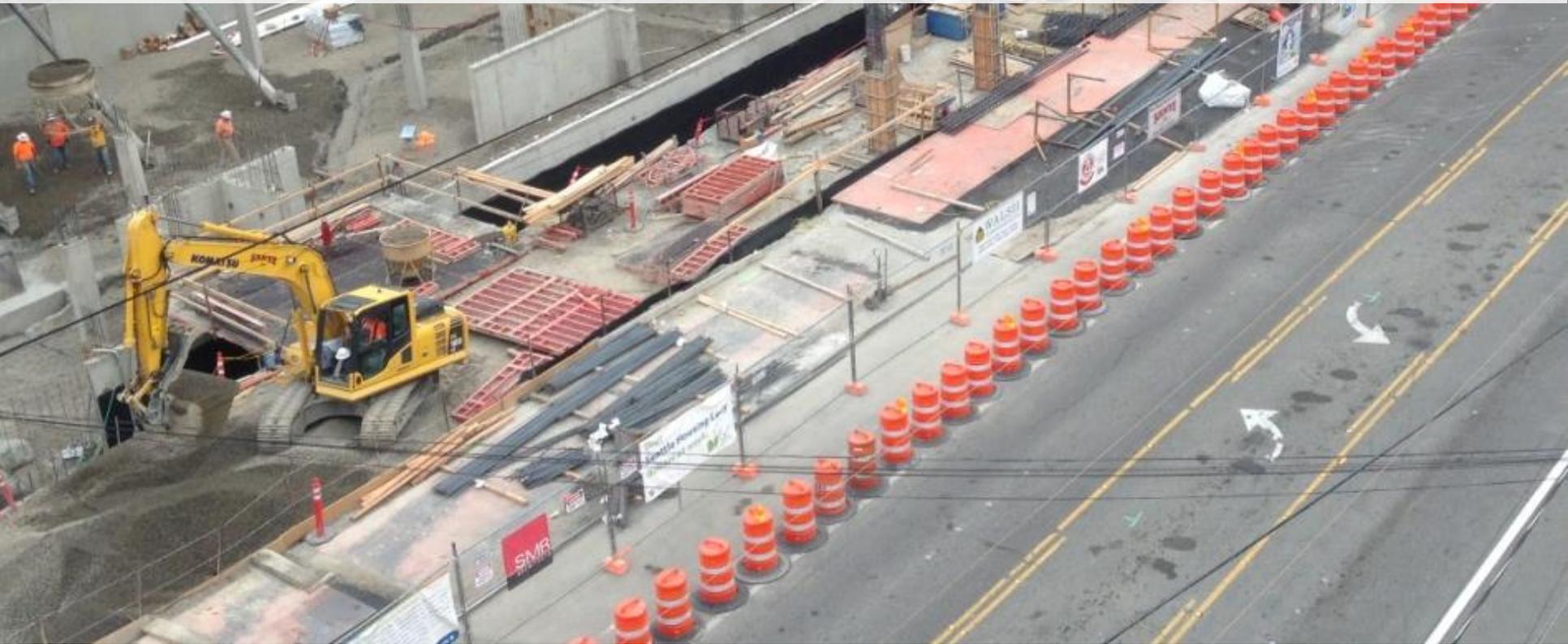


# Access Seattle

## Program Summary



Access Seattle  
Brian de Place  
July 8, 2014

# SDOT's mission & vision

Mission: delivering a first-rate transportation system for Seattle.



Vision: a vibrant Seattle with connected people, places, and products.

# SDOT's core principles



# Presentation overview

- Setting the context
- Proposed framework
- Three pillars:
  1. Construction coordination
  2. Traveler engagement
  3. Business and community support
- Proposed next steps
- Questions/discussion

# Context

- Unprecedented growth and development
- Progressive policies yield strong housing and job growth in Center City
- Neighborhoods outside of Center City are growing and want to remain vibrant and thriving



Source: Downtown Seattle Association

# Meeting expectations

- **Multi-modal options are expected**, but narrow streets mean trade-offs to build high quality transit, walking, and biking facilities
- **New technologies** used by peer cities proving successful at managing mobility and sharing information
- **Future vision, plan, operational strategy, and proactive approach** to deliver on these expectations is expected by City leadership and external partners
- **Comprehensive communication plan** is vital to our success

# The “Run-Up” to Access Seattle 2014

- 2003: Center City Circulation Report – Transportation and Infrastructure
- 2004: Right of Way Management Initiative  
Center City Access Strategy
- 2005: Center City Construction Coordination Program
- 2009: Pedestrian Access around Construction Zones Standards
- 2013: Next Generation Intelligent Transportation System (ITS)  
Development of Construction Hubs  
Downtown Access Strategy
- 2014: “Construction Coordination Assessment Services Report”

# Relationship to Move Seattle

## Move Seattle: a plan integration effort

- Defines comprehensive transportation planning framework based on integrating modal plans and land use patterns
- Determines modal and project priorities

## Access Seattle: an operational effort

- When projects get prioritized and funded consistent with Move Seattle framework, Access Seattle transitions project from construction to completion
- Access Seattle will recommend projects to be prioritized as part of the Move Seattle framework (e.g., Next Generation ITS)

# Taking into account....

## What Previous Mission and Problem Statements Said about Access Seattle-like Projects:

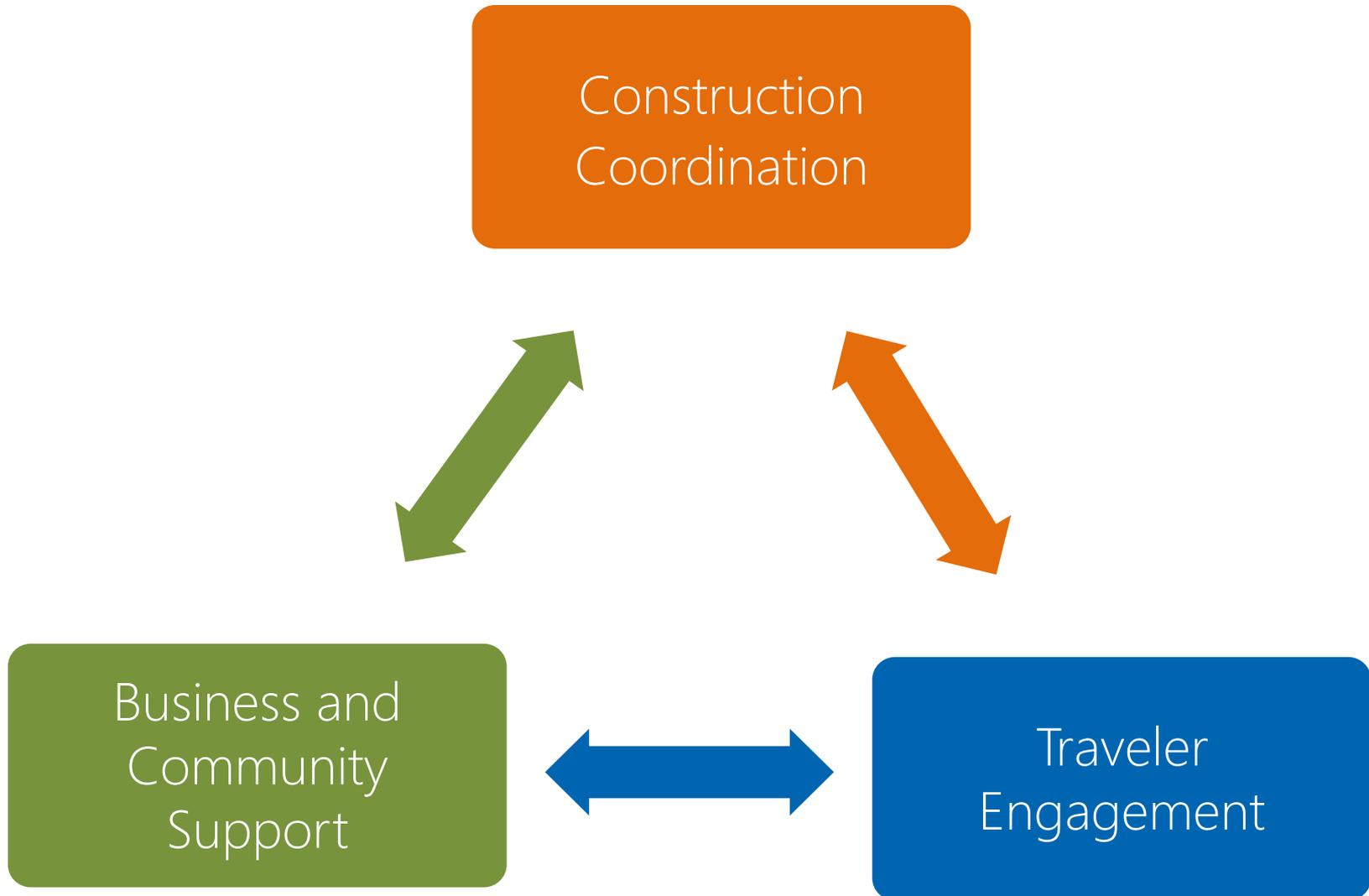
- “Downtown Seattle is in the beginning of a construction boom..... assure that Downtown is accessible to people using all forms of transportation during and after that construction”
- “Downtown Seattle is the heart of the Region” and will be affected by construction impacts
- “Access to Downtown is limited” and during construction will be more constricted
- “Many important and long planned transportation and development projects are scheduled for construction in Downtown Seattle . . . in the short-term they present complicated challenges for convenient and reliable access to and through Downtown”
- “ensure that Downtown Seattle survives and prospers the extraordinarily high level of construction activity that will occur in the coming years.”
- SDOT must “coordinate mobility impacts . . . and minimize impacts to business”
- “Proactively plan/manage the transportation system”
- “Effectively guide travelers to minimize negative impacts . . . Communicate and manage traveler expectations . . . Engage and educate the public about the future”
- “The construction Coordination Office is dedicated to providing information about . . . construction”
- “Construction impact information . . . [should be geared toward] those neighborhoods in which major construction will occur or those whose travel routing is affected”
- “Businesses are interested in information . . . about construction impacts”
- “To ensure Downtown Seattle remains the economic engine of the region during the extraordinarily high level of transportation infrastructure activity scheduled”

# Proposed Framework

Seattle neighborhoods are in a development boom. In response, we need to ensure that:

1. **Construction activity is coordinated** across various public and private agencies
2. **People know what to expect**, how to get around, and have viable travel options
3. **Neighborhoods remain vital and attractive** places to visit, live, and operate a business

# Three Pillars of Access Seattle

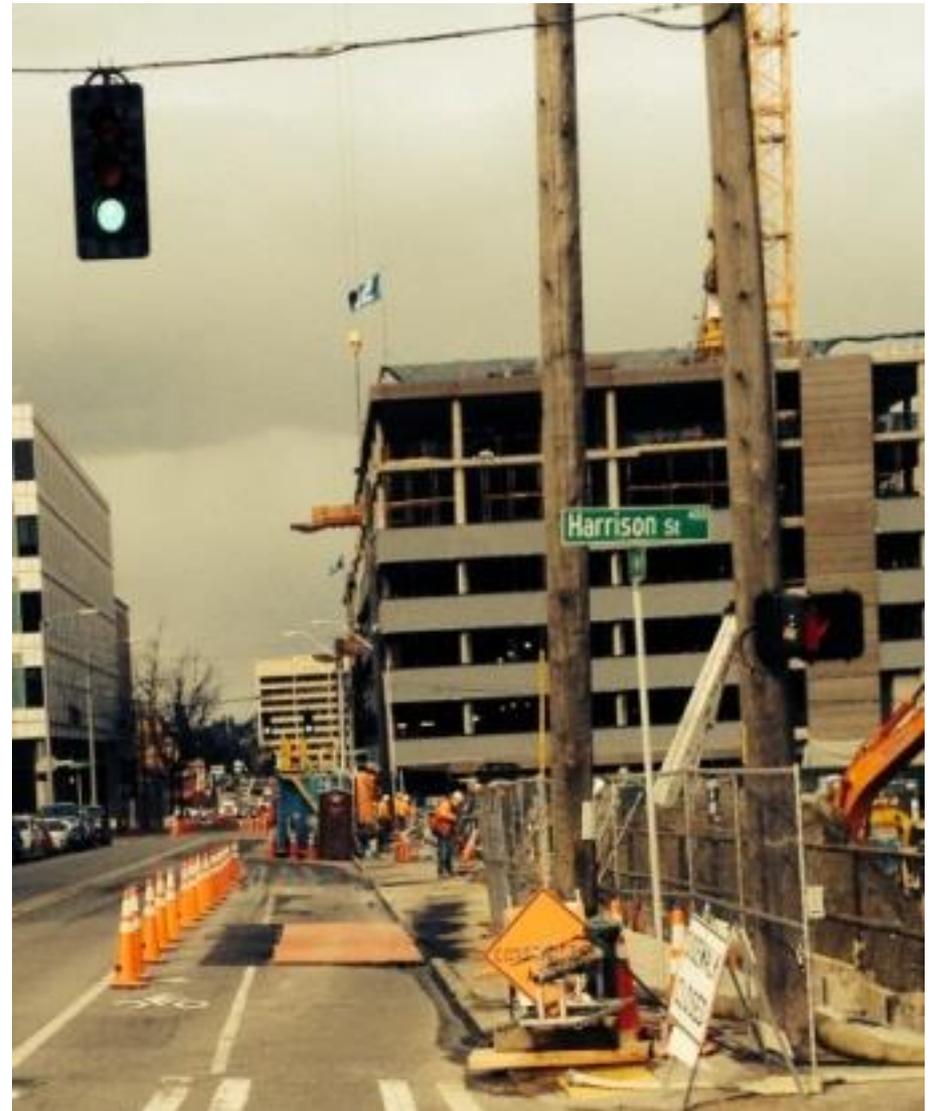


# 1. Construction coordination

**Mission:** Coordinate construction and all activity that impacts right-of-way mobility

**Target Audience:** Everyone performing work or having events that affect the right of way

**Potential Strategy:** Establish formal Command Center to centralize and improve coordination functions



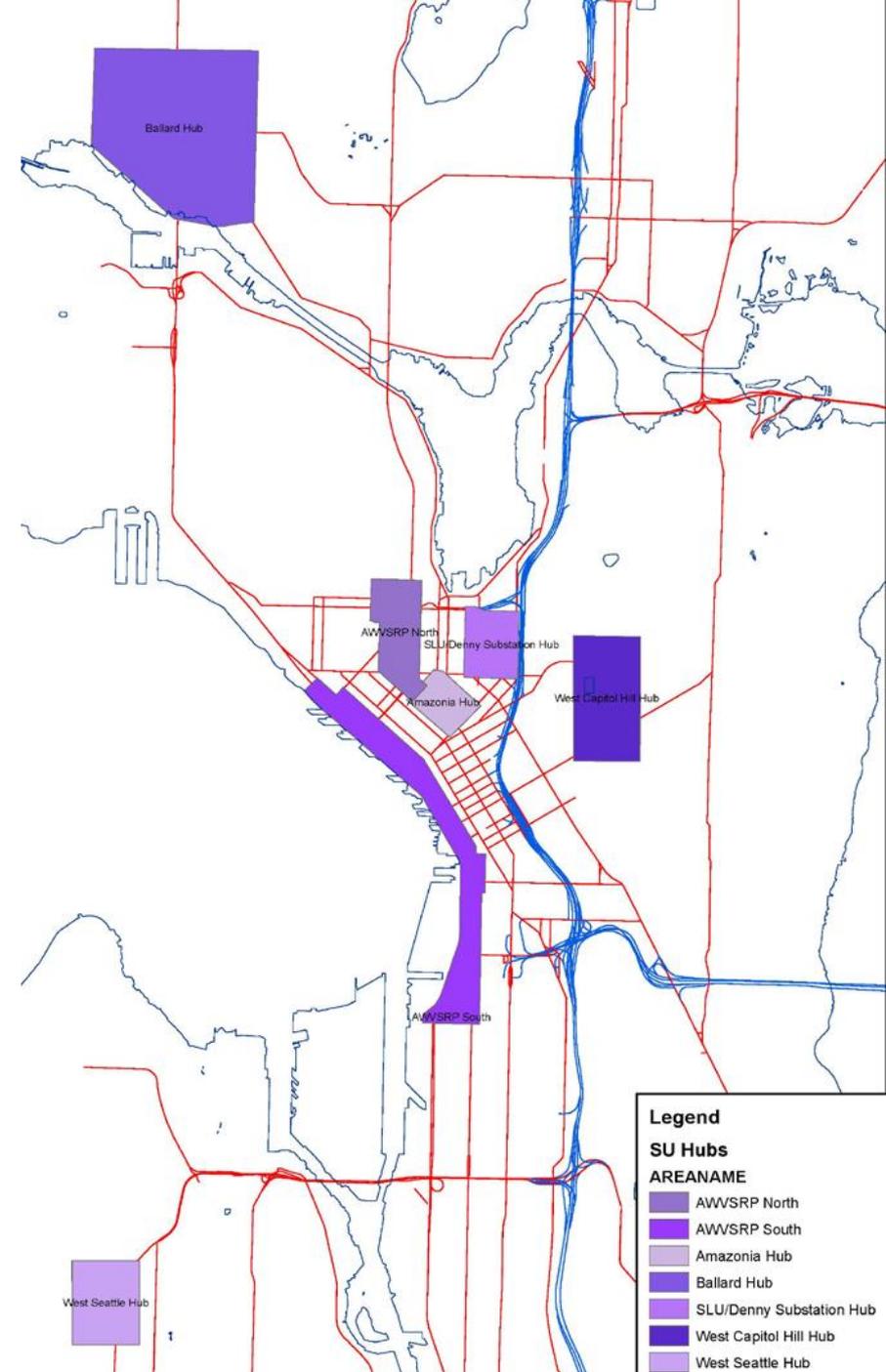
## Leveraging opportunities:

Construction Hub

Coordination Program

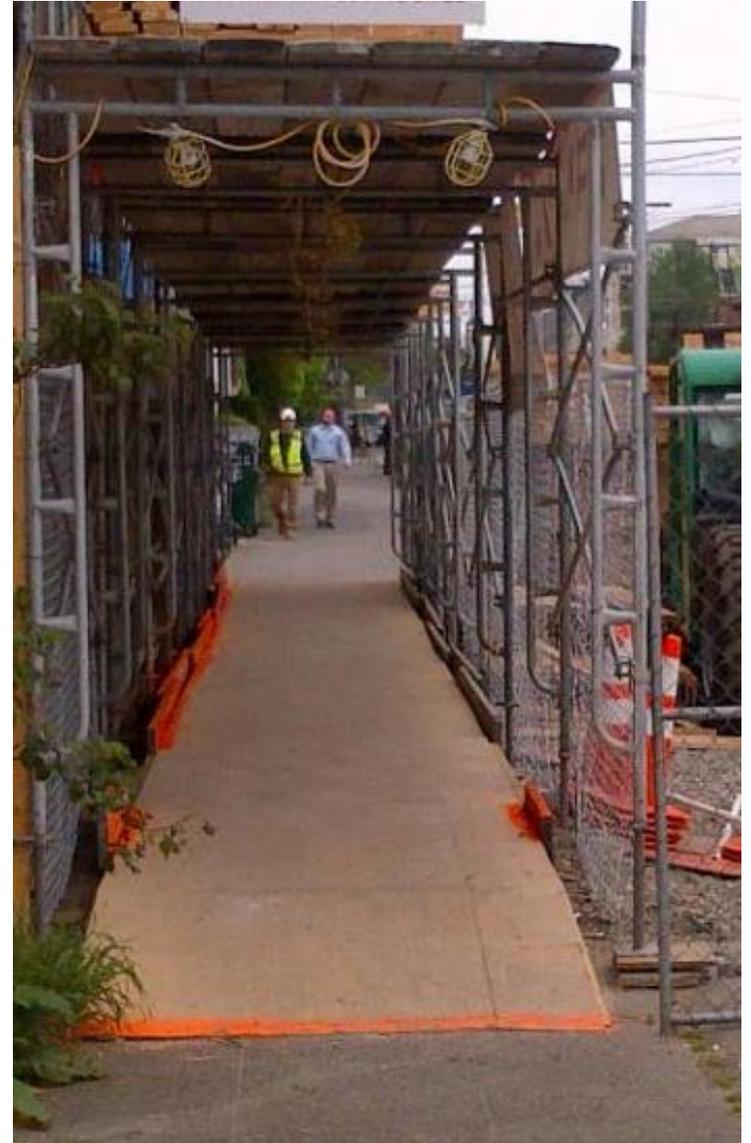
## Partners and stakeholders:

- All SDOT Operational Divisions
- Office of the Waterfront
- DPD
- SCL
- WSDOT
- KC Metro
- Parks, SPU and other Operational Departments
- Port of Seattle



# Construction hub program objectives

- Assess all project schedules together – identify conflicts and minimize mobility and access impacts
- Mapping systems to show planned and active mobility impacts from all hub-area construction, in all phases
- Establish reliable lines of communication with impacted communities
- On-site enforcement to respond to complaints, monitor schedule impacts, resolve conflicts and coordination issues



# Needs, tools, and barriers

## Needs

- Improve coordination with WSDOT and KC Metro
- Improve coordination with haul routes, capital and public works projects
- Data entry and data analysis
- Departmental staffing alignment
- Expectations and outcomes from management and executive staff
- \$\$\$



## Tools

- Technology and space to establish centralized command center function

## Barriers

- Cultural resistance and organizational silos
- Lack of accountability mechanisms
- \$\$\$

# 2. Traveler engagement

**Mission:** Engage travelers with real-time, actionable information on travel and transportation options

**Target Audience:** Traveling public

**Potential Strategy:** Develop “One Stop” mobile app and other dynamic tools that provide information on construction activity, parking, and optimal modal choice

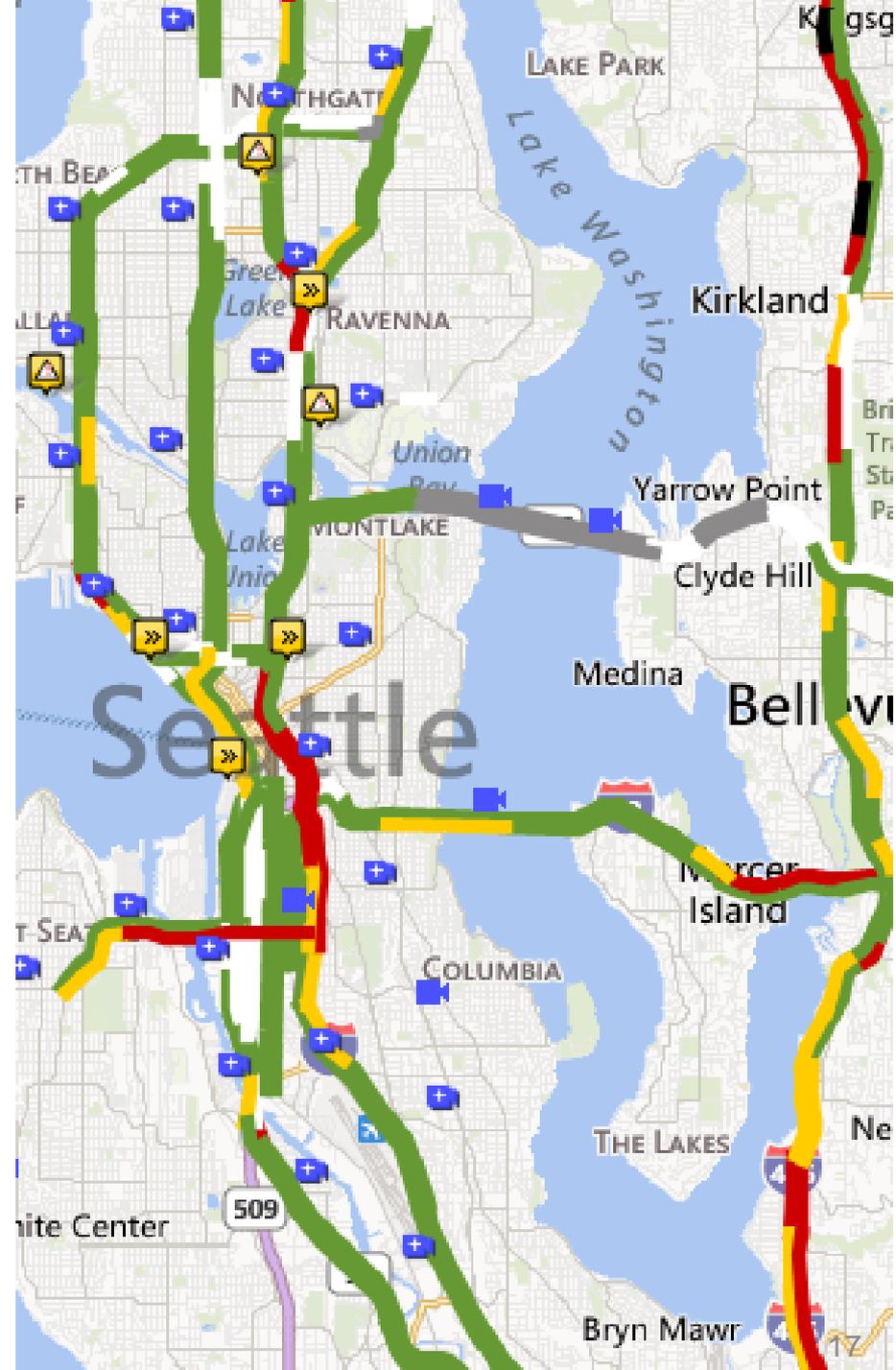


## Leveraging opportunities:

- Next Generation ITS, Traveler Map, Traffic Management Center Rebuild, e-Park and DMS programs
- Seattle as Tech Incubator and OED-Supported Industry
- Travel Options programs including Bike Share, Car2Go

## Partners and stakeholders

- Traffic Operations
- WSDOT
- KC Metro
- SDOT IT
- DoIT
- SDOT Communications Office



## Next Generation Center City ITS

Will increase our ability to manage mobility for all modes in Center City during particularly heavy periods of construction.



## Examples of system improvements:

- Real-time responsive signal timing
- Adaptive signal control on key corridors feeding into Center City
- Dynamic signs allow SDOT to modify lane assignments and improve traffic flow



# Examples of communications programs

- Traveler Information Map available as smart phone app that shows:
  - parking availability
  - construction impacts
  - transit info and travel times
  - customized for specific traveler's route
- Sensors that provide travel time information
- Dynamic signs showing travel times on multiple routes
- e-Park expansion into SODO and Seattle Center area
- Automated commercial vehicle load zone occupancy information



# Needs, tools, and barriers

## Needs

- Increased coordination on communication materials between KC Metro, WSDOT and SDOT
- Increased public-private partnerships to communicate about modal options
- Staff resources
- Web designers
- \$\$\$

## Tools

- Technology for “One Stop” Mobile App

## Barriers

- Technical feasibility
- IT processes
- Security and privacy issues
- Data sharing policies
- Inter-Agency coordination
- \$\$\$

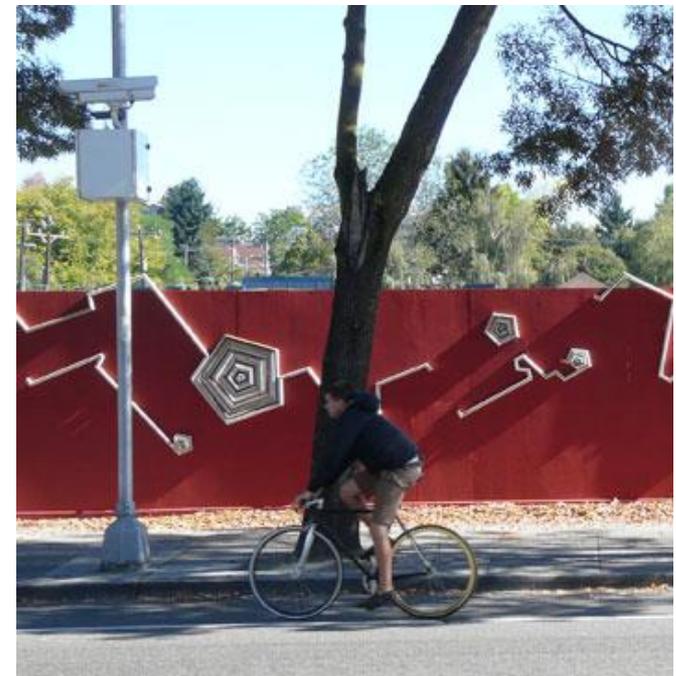
# 3. Business and community support

**Mission:** Support business districts as thriving destinations by ensuring inviting experience and intuitive wayfinding

**Target Audience:** Business owners, residents, and visitors in construction hubs

## Potential Strategies:

- Designate an SDOT Ombudsman for all construction-related issues, spanning across public and private projects
- Develop a “Construction Hub Toolkit” to soften impacts by providing business assistance, signage and streetscape improvements, etc



## Leveraging opportunities:

- Construction Experience Project
- OED's Business Outreach for Construction
- Developer and Contractor Communications, Outreach and Mitigation Programs

## Partners and stakeholders:

- DSA
- OED
- Chambers and BIAs
- OACA
- DON
- Public Space Management Program
- DPD
- Developers and Private Contractors



# Early lessons learned

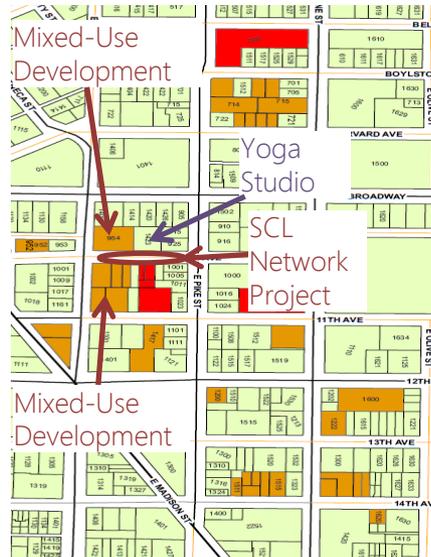
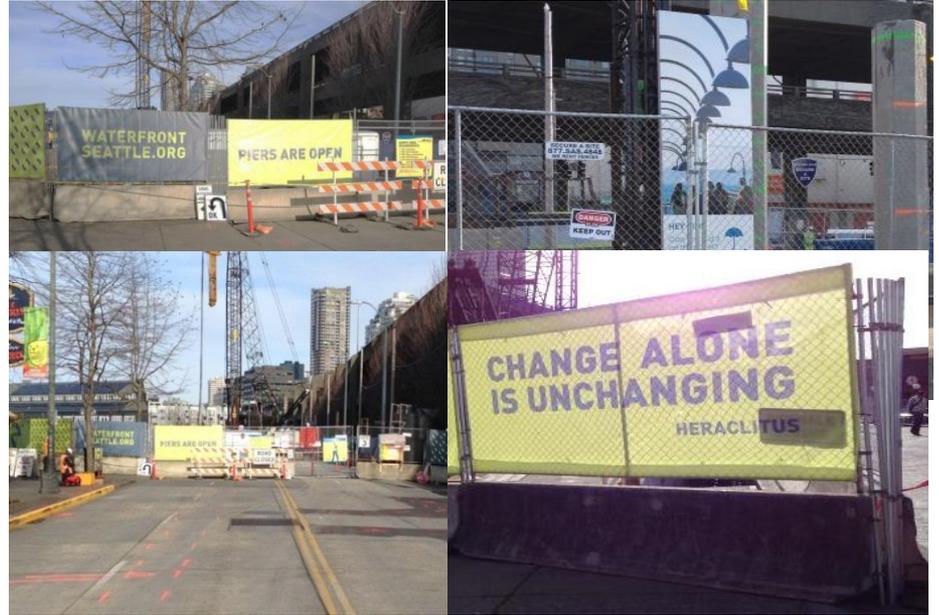
- One person to plan for and resolve construction related issues with businesses
- Provide marketing and promotional opportunities for businesses most affected by construction
- Develop business assistance fund or leverage existing City-managed business assistance funds
- Tell the story of how each project is meeting our land use and transportation goals
- Treat each builder as a potential partner



# Early lessons learned

Ensure traffic control and project area does not conflict with promotion and wayfinding

Separate traffic control functions from wayfinding and promotional functions



Looking South From E Pike



Looking North From E Union



# Best practices

- Lower Manhattan: small firm assistance program
- Minneapolis: Business impact mitigation checklist
- San Jose: Marketing assistance, technical business support, business promotion
- Oakland: Business outreach plans
- San Diego: Business marketing support and promotion checklist

## Neighbors of Block 14: Thank You!

On Saturday, the Block 14 team successfully completed the largest continuous concrete pour in Seattle's history. Prior to the mat pour, workers excavated 13,000 truckloads of dirt and installed nearly 3 million pounds of steel rebar. The pour lasted almost 21 hours and required 11,189 cubic yards of concrete to complete, which is enough to fill up four Olympic-sized swimming pools!

Thank you for your patience and understanding throughout this process.



# Needs, tools, and barriers

## Needs

- Key messaging: engaging community in helping build a new seattle
- Graphic designers
- Communications experts
- Business outreach experts
- Only In Seattle-style grant fund
- \$\$\$

## Tools

- Ombudsman
- Business assistance resources

## Barriers

- Mitigation policies
- Unified messaging across public and private projects
- \$\$\$

# Proposed mission statement

Construction  
Coordination

Keep businesses thriving,  
travelers moving, and  
construction coordinated  
as we build a new Seattle

Business and  
Community  
Support

Traveler  
Engagement

# Proposed next steps

1. Continue briefing key stakeholders
2. Identify immediate staffing and resource needs to launch program
3. Identify and prioritize resource needs and priorities to develop 2015 budget asks
4. Research and frame up key issues around establishing command center, producing mobile apps, and developing business and neighborhood support fund

# Questions?



<http://www.seattle.gov/transportation>

