

## **SSNAP Survey Results**

### **Overview**

The Seattle Sustainable Neighborhoods Assessment Project (SSNAP) is a data driven study to measure local trends and assess Seattle’s 1994 Comprehensive Plan and its Urban Village Strategy for directing growth. Four indicator groups comprised of 22 unique indicators were identified to measure the success of Seattle’s Urban Village Strategy from 1994 – 2014.

On January 28, 2015, the City of Seattle Department of Planning and Development (DPD) hosted Peter Steinbrueck, the author of the SSNAP report, to share these findings with the public.

At this event, participants were asked to complete a survey where they could indicate the five most important unique indicators within the broader indicator categories used to measure the success of the Urban Village Strategy. The survey also asked for demographic information and provided participants with an opportunity to share other thoughts with the project team. A total of 153 surveys were collected, and the findings from this survey are summarized below.

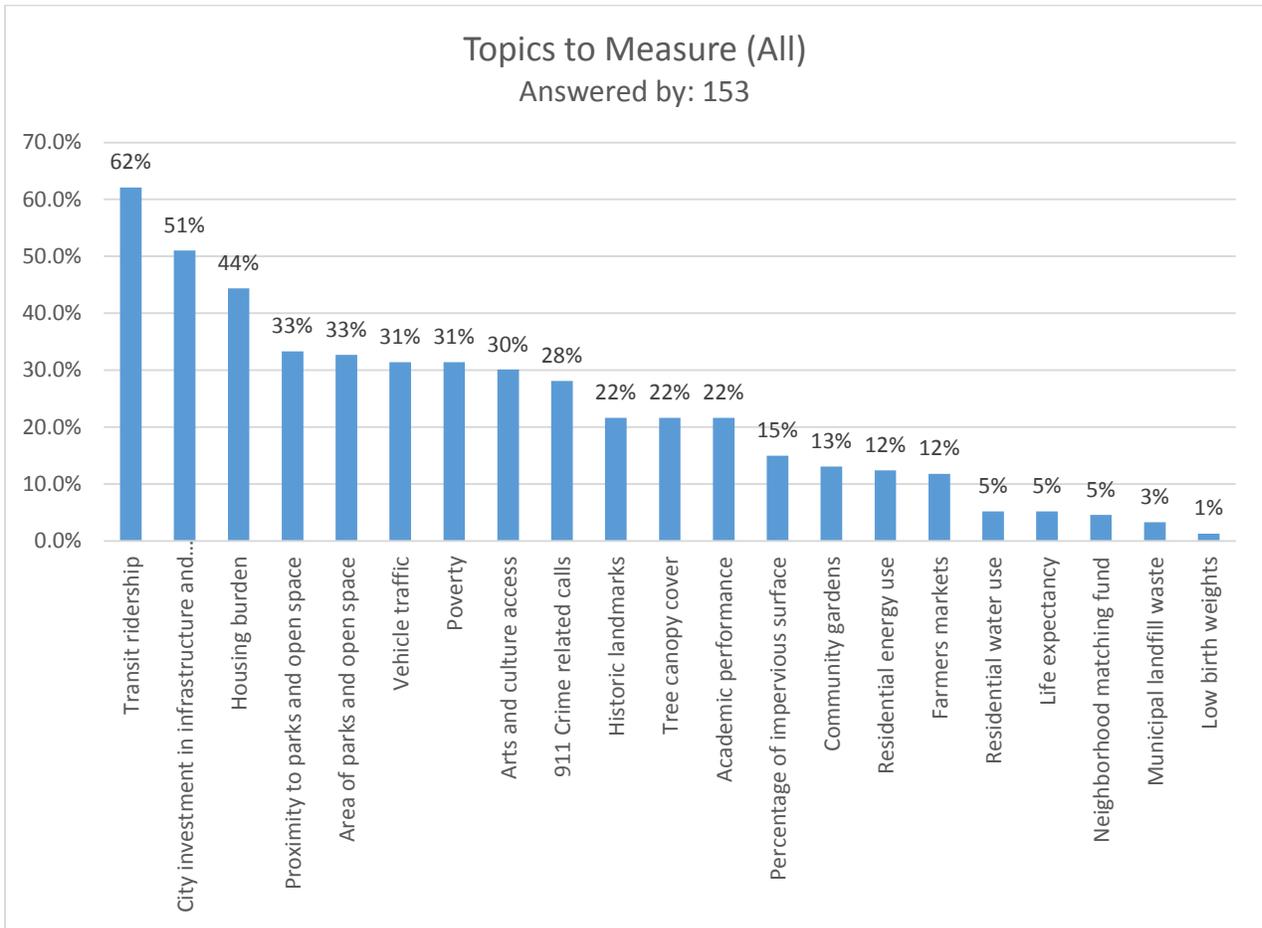
### **Participant Responses**

Participants were able to provide written responses on paper surveys during the event. A copy of the survey and all verbatim comments can be found in the appendix.

### **Topics to Measures**

The survey asked respondents to identify five unique indicators that they felt were most important to measure change in their neighborhoods. Each of these unique indicators were organized by the four overarching indicators of:

- Resources and Conservation
- Healthy Communities
- Open Space and Development
- Shared Prosperity and Opportunity

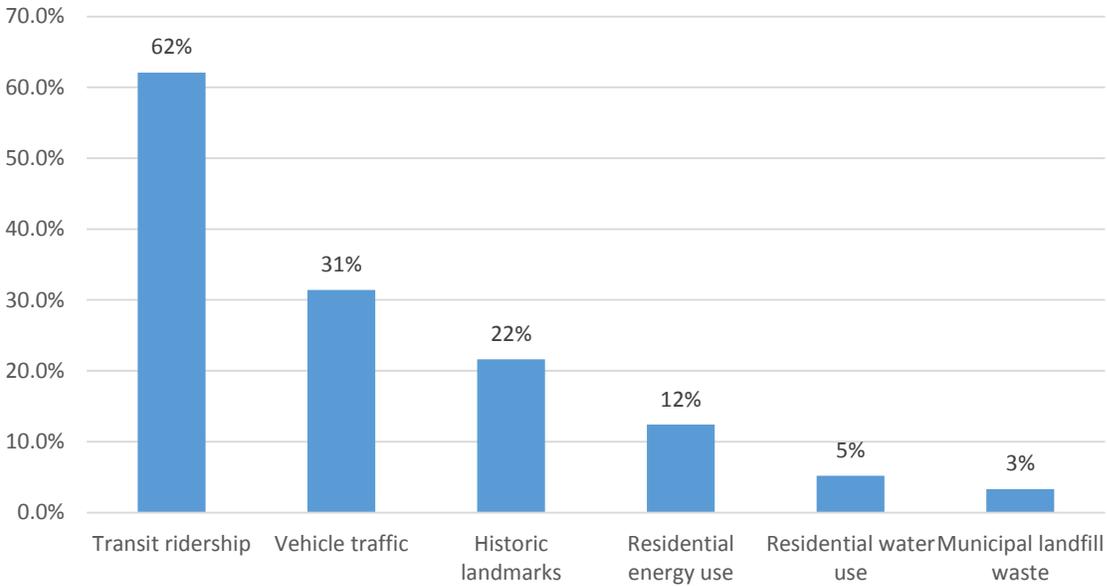


### Results by Category

The 22 SSNAP topics were grouped into four categories: Resources and Conservation; Healthy Communities; Open Space and Development; and Shared Prosperity and Opportunity. The results for each category are shown below.

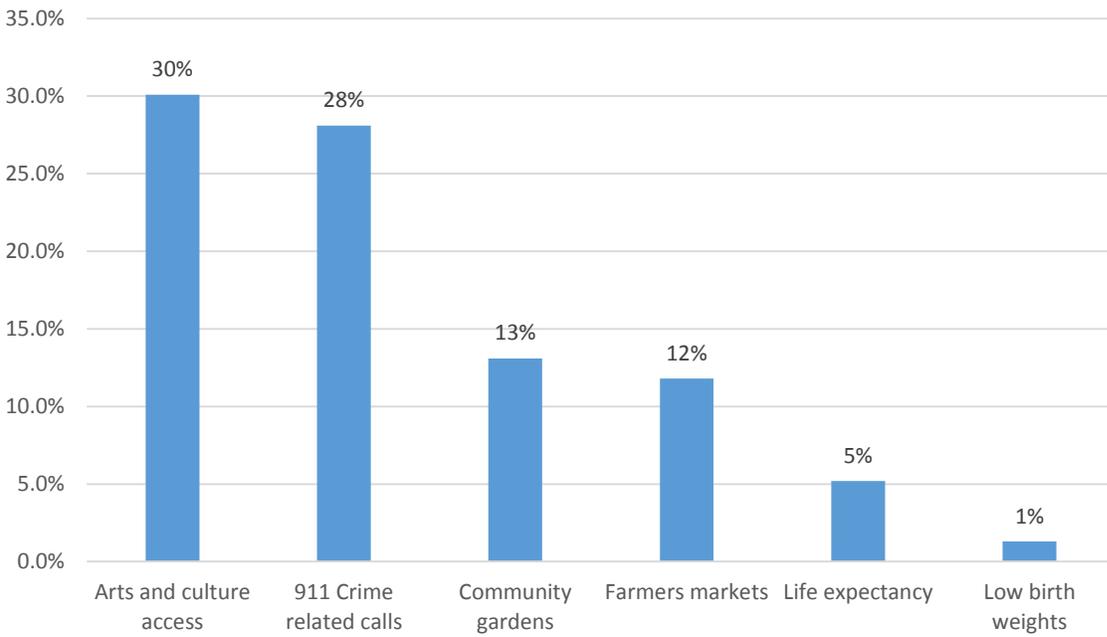
### Resources and Conservation

Answered by: 153



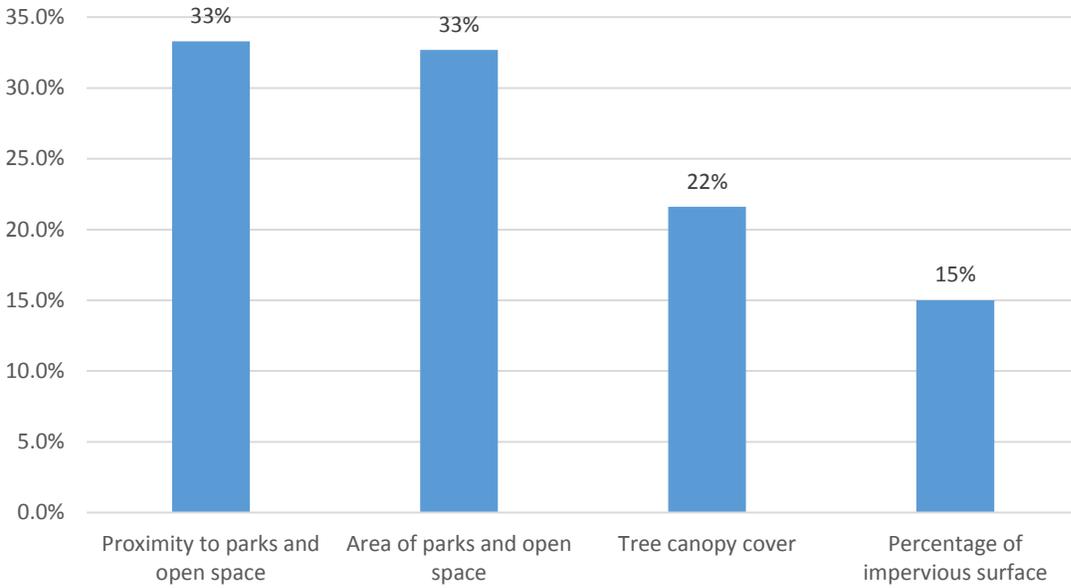
### Healthy Communities

Answered by: 153



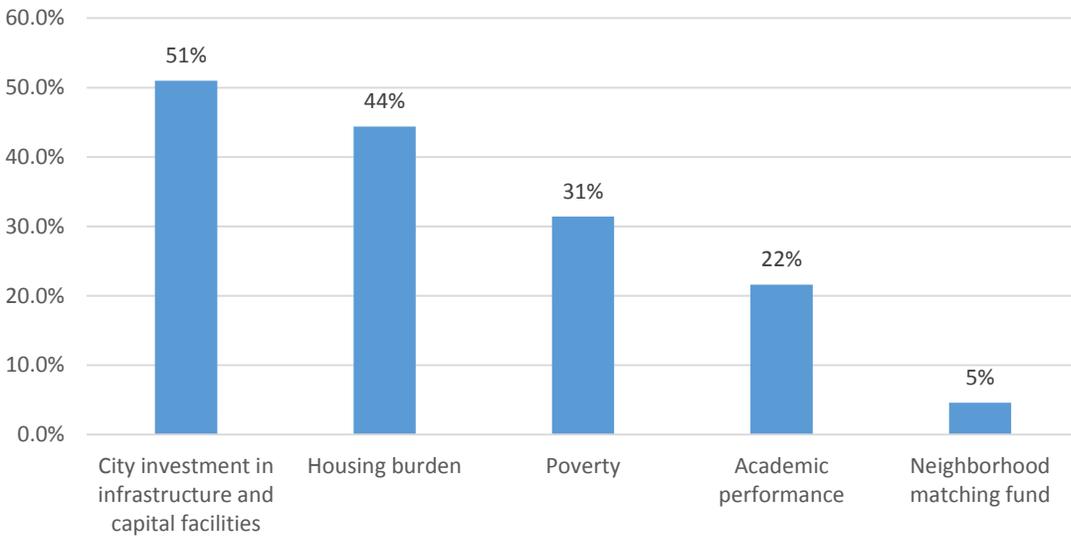
### Open Space and Development

Answered by: 153



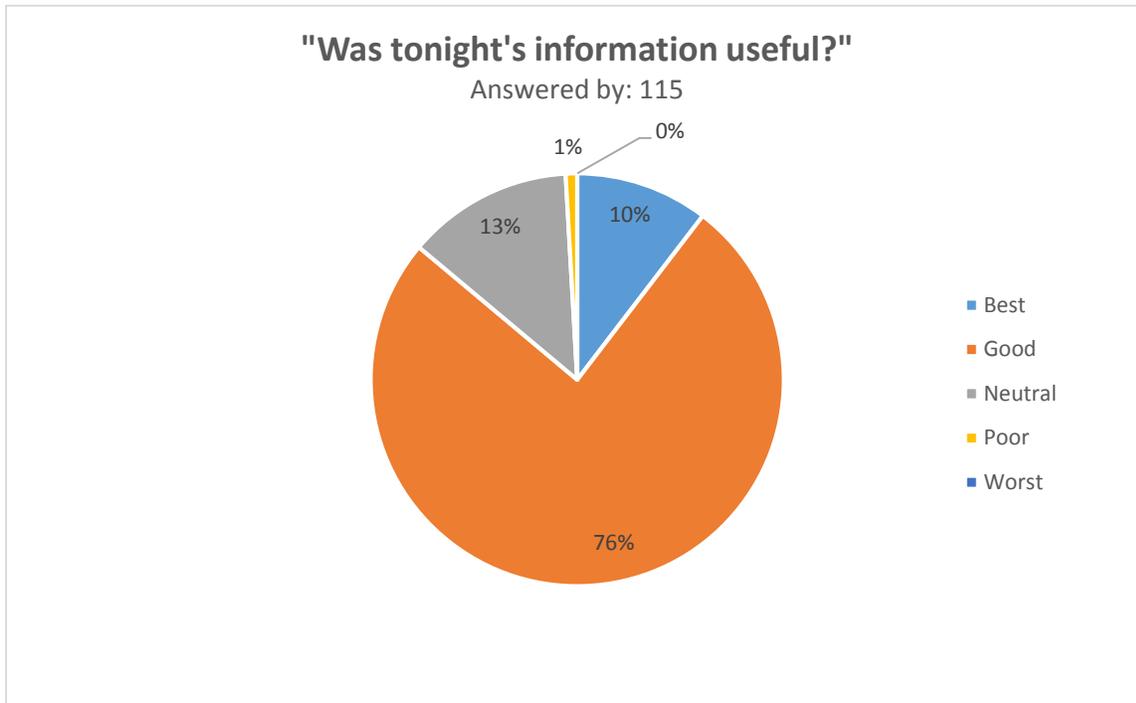
### Shared Prosperity and Opportunity

Answered by: 153



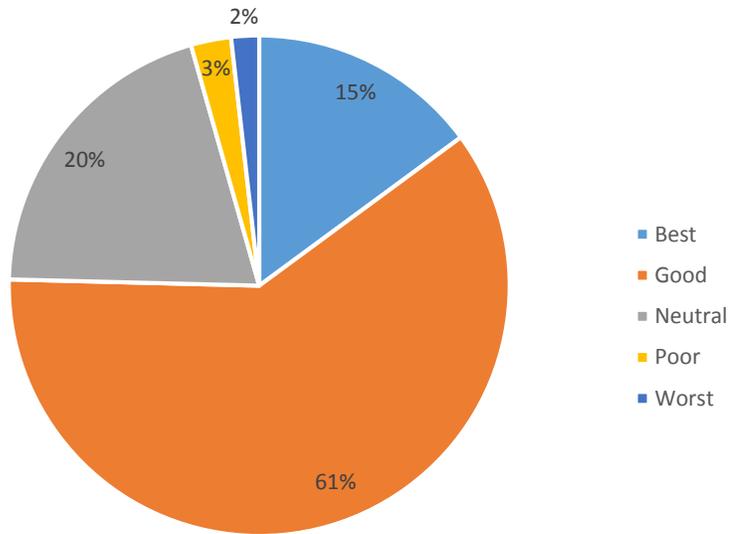
### Event Specific Information

Respondents were also asked to provide qualitative feedback about the event as well as provide information about the length of residency in the City of Seattle and the neighborhood in which they reside. Not all respondents answered every question so total number of responses varies by question. This information will help inform future outreach activities, by indicating which groups of people are already interested in the process, where gaps exist, and tips for future presentations/events.



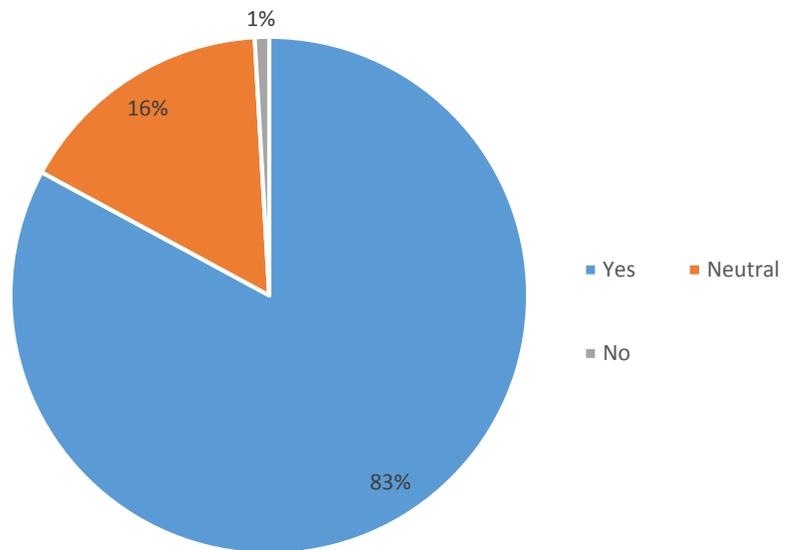
### "Were the materials useful and understandable?"

Answered by: 114



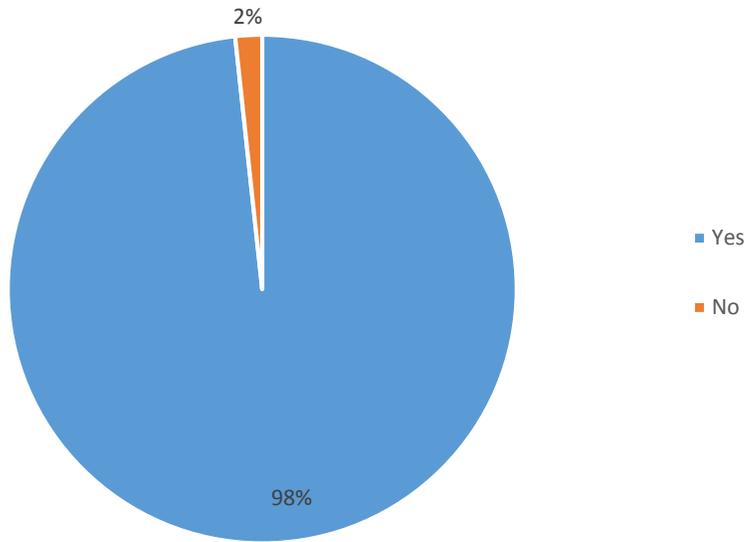
### "Was the event worth your time?"

Answered by: 117



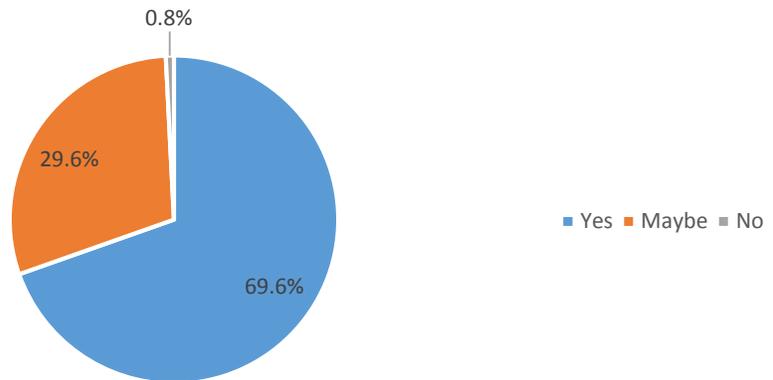
### "Would you tell someone else about Seattle 2035?"

Answered by: 117



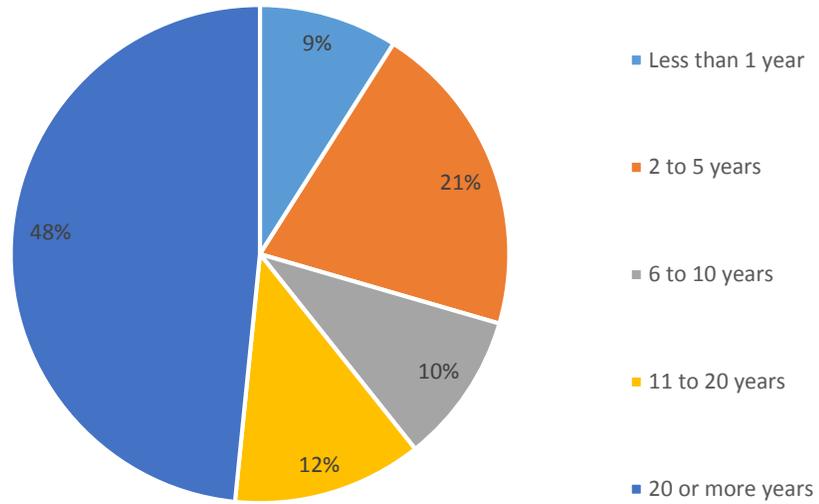
### "Will you attend another event?"

Answered by: 125



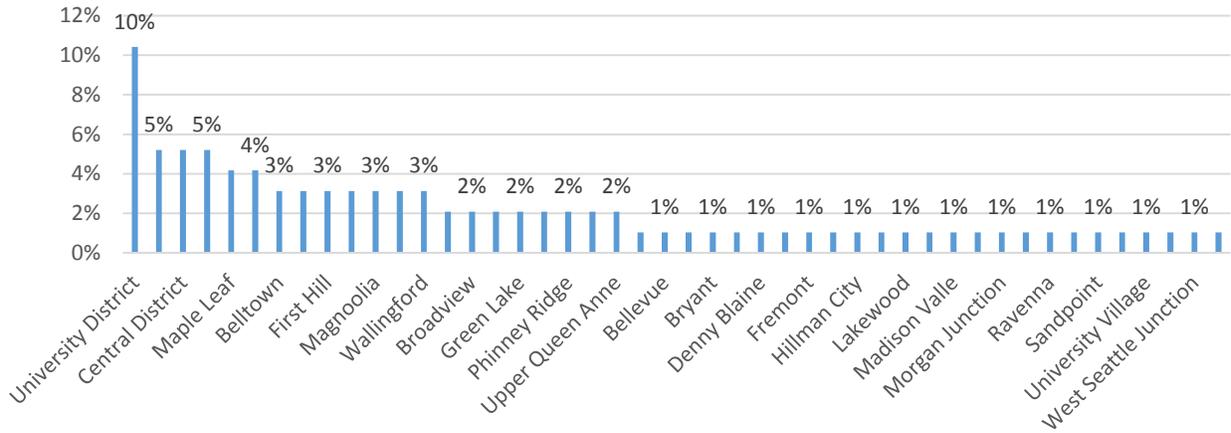
### "How long have you lived in Seattle?"

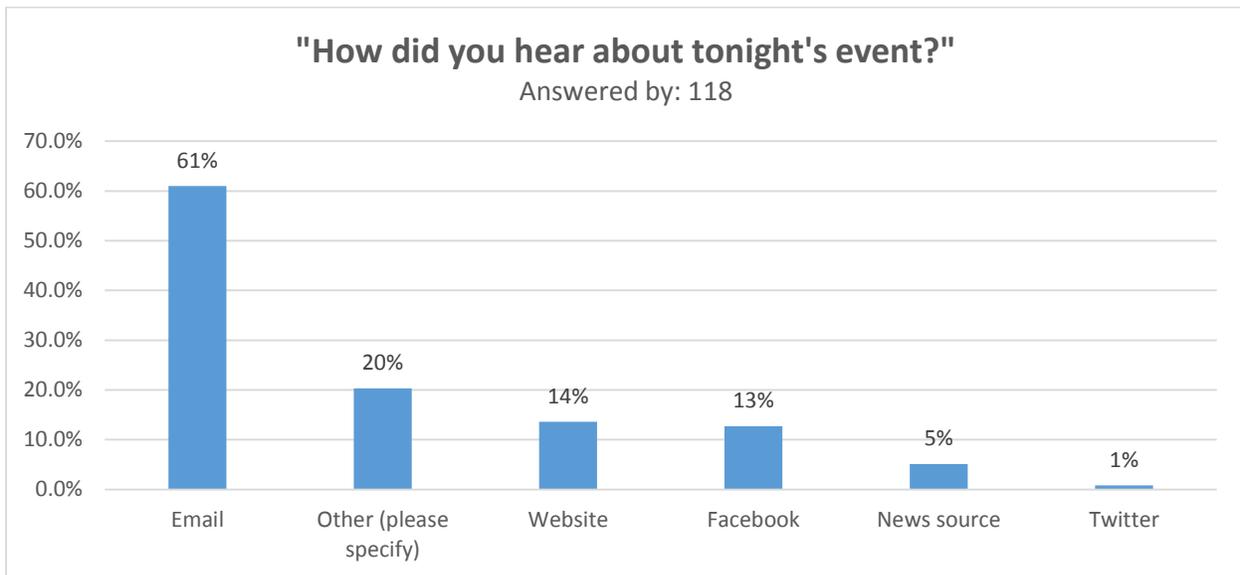
Answered by: 122



### What neighborhood do you live in?

Answered by: 96





"Other" sources included "friend", "colleague", and "word of mouth." It should be noted that respondents were able to choose more than one response and therefore totals will not equal 100%.

### Open Ended Responses

Respondents were also able to share any other thoughts in an open-ended response. Main themes of comments include:

- Specific aspects of the SSNAP methodology and presentation
- Topics in the Comprehensive Plan
- The Jan. 28, 2015 event itself

A sample of verbatim responses can be found below and all responses can be found in the appendix.

### SSNAP Methodology and Presentation

- *How is this report being used by the city? Given the lower-than-predicted job growth, how is the city planning for encouraging job growth? If job growth is lower-than-anticipated and yet household growth is right on track, what is happening to employment rate?*
- *Just have one question. I don't think measuring the current situation or the trend in the last twenty years is measuring the effects of a comprehensive plan. Whether this change is because of the plan, we don't know. Another recommendation is that you measured the trends based on neighborhoods. But these neighborhoods are the areas that share the same political boundaries. The pure neighborhoods should be those sharing the same traits like income, race, etc... Implementing future policy on these neighborhoods would make no difference to those areas share same traits but not belonging to the political boundary. Think about crime. The overall goals of the plan is good. However, implementing those policies might be difficult.*
- *Bit less data description / methodology talk. Talk of results, yes.*

### Comprehensive Plan Elements

- *Concern on unchecked development and the creation of canyons of multistory buildings without adequate parking or concern for the surrounding neighborhood. Thus far in West Seattle the revitalization of the area has been groceries and bars and the crime rate has climbed steadily.*
- *Lots of detail! Should continue to look at all urban villages to compare and discuss. Need to tie data on jobs and commuters (60% of residents work outside city yet transit options are very restricted to travel outside the city, requiring many to drive.*
- *Preservation of all existing SFH zones is antithetical to the goal of sustainability.*
- *I support density but not as it is being done here. We are losing Seattle's character. Old and interesting buildings that add character are being replaced by ugly humongous residential buildings. Rent too high. Loss of sunlight because of 'canyons' created by the ugly huge apartment buildings. Need smaller buildings, more trees, also balconies on new buildings. Need safe bike paths, need well planned mass transit, need more preparation for future. Saving farm land, urban farms, rooftop farms, building a strong localized economy, locally owned small businesses using sustainable practices, fairer tax system. I want a livable city - human scale. All the neighborhoods are beginning to look the same and losing distinctiveness and character.*
- *Seattle has abandoned its senior population. Even your new housing committee does not have one question on their questionnaire about affordable housing for seniors. Showing density as Apodments into current residential neighborhoods and call it exactly what younger people want to live in is disingenuous and not sustainable housing.*
- *I am beginning to resent all the bus transit activity. Noisy. Rattles my windows. Destroys the roads. I am concerned that we will have excessive buses in coming years with no mitigation to our peace and quality of life. Help! Also it is a myth that everyone wants to live in the city. Maybe single young people do. Older people and families want space, peace and quiet.*

#### January 28, 2015 Event

- *Much larger screen or 3 screens*
- *Make the link to the materials more apparent on website / presentation.*
- *Not enough seats! No opportunity to request disability accommodation at time of sign up and apparently not available on arrival. Exterior doors were locked so hard to get in. It would help to coordinate dates. DSA had an event that overlapped with SDOT and other city speakers, hard to attend both.*

#### Recommendations for Future Outreach Events

Based on the feedback provided, the following items are suggested to improve future outreach events and activities:

1. **Provide materials ahead of time.** By providing materials ahead of time, attendees have the opportunity to comprehend and digest information before the event and engage in meaningful conversation about the presented topics. Additionally, this also increases accessibility for someone who may have a disability.
2. **Consider increasing font size on screen.** A number of respondents commented that it was difficult to see the font on the screen. Increasing the font or providing the content ahead of time can rectify this problem
3. **Schedule events to minimize conflicts.** Consider scheduling future events to avoid conflicts with similar events. This will allow participants to attend all events and not have to pick and choose.
4. **Reach out to new residents.** The majority of attendees indicated that they had lived in Seattle for 20 or more years. When planning and advertising future events, focus on new residents by notifying property management companies and real-estate agents who may have contact with new residents.

## Is there anything else you'd like us to know?

#	Responses	Date
1	Very disappointed on architectural design of buildings going into our neighborhood. Does not enhance just big tall, ugly buildings dwarfing neighboring businesses. Appears builders only concern is money and not how these edifices affect the people who live there that have to look at them. I don't mind urban village but certainly better design would go a long way in fitting in with the neighborhood and people's acceptance of growth. We need a better transit system.	2/4/2015 3:14 PM
2	I am concerned that in this growth period, very little has been done to ensure that housing meets the character of the neighborhood. People bought into particular neighborhoods for their character and builders are now putting up anything that makes a buck and not necessarily planned to fit in the neighborhood.	2/4/2015 3:10 PM
3	Selena is Peter's girlfriend and is not qualified to work on or be paid for work on this project. That aside, good job.	2/4/2015 3:08 PM
4	Stop planning! Take action!	2/4/2015 3:06 PM
5	How is this report being used by the city? Given the lower-than-predicted job growth, how is the city planning for encouraging job growth? If job growth is lower-than-anticipated and yet household growth is right on track, what is happening to employment rate?	2/4/2015 3:05 PM
6	I'm surprised that the Central Area was not included as an urban village. What will be the process to plan for the 2035 plan? Can you use HUD data? What about the WIIC program for money for low-income families.	2/4/2015 3:00 PM
7	Need for more affordable housing - either universal design or ADA compliant. Affordable senior housing stock also needs to be addressed. Reinvest in our social safety net.	2/4/2015 2:56 PM
8	Although the information is not new to me, I do appreciate the work you are doing.	2/4/2015 2:54 PM
9	The Dexter/Westlake corridor needs a 'neighborhood' feel	2/4/2015 2:52 PM
10	I am very interested in seeing more depth in the SSNAP report	2/4/2015 2:50 PM
11	Industrial jobs	2/4/2015 2:48 PM
12	I think the categories and metrics on the other side are very odd. I'd like to understand the rationale for how they are grouped. Also what would the metric be? I am interested in reducing disparity on some of the topics listed, particularly housing, education, poverty, civic engagement, neighborhood engagement, health/disease burden and especially racial disparities. And to ensure metrics don't improve simply by displacement and reductions in diversity. Also interested in quality of built environment in terms of people-scaled street scapes, access to sun light, air, ecosystem services, drainage, tree canopy, access to outdoor spaces, safe bike/ped transit.	2/4/2015 2:47 PM
13	It was hard to see the screen and the slides were too busy, lots of words, not visual enough. 60% of Seattleites work outside of Seattle? Wow that is crazy and a liability to sustainability.	2/4/2015 2:42 PM
14	Just have one question. I don't think measuring the current situation or the trend in the last twenty years is measuring the effects of a comprehensive plan. Whether this change is because of the plan, we don't know. Another recommendation is that you measured the trends based on neighborhoods. But these neighborhoods are the areas that share the same political boundaries. The pure neighborhoods should be those sharing the same traits like income, race, etc... Implementing future policy on these neighborhoods would make no difference to those areas share same traits but not belonging to the political boundary. Think about crime. The overall goals of the plan is good. However, implementing those policies might be difficult.	2/4/2015 2:17 PM
15	Not enough seats! No opportunity to request disability accommodation at time of sign up and apparently not available on arrival. Exterior doors were locked so hard to get in. It would help to coordinate dates. DSA had an event that overlapped with SDOT and other city speakers, hard to attend both.	2/4/2015 2:07 PM
16	You need to be getting out early drafts of what you are thinking about on new or revised comp plan policies - don't wait until you've fine tuned it to get it out for people to see.	2/4/2015 2:04 PM
17	I want to see results / recommendations take off the page - particularly with regard in addressing disparity between jobs and housing costs.	2/4/2015 2:03 PM

18	Would recommend Tableau for graphics and data visualizations.	2/4/2015 1:56 PM
19	Is there a way to make all the data that SPD has more available to city residents and neighbors? The point of urban villages was to coordinate growth, but not to be the only place the city spends money (i.e. parks investments.)	2/4/2015 1:50 PM
20	Lots of detail! Should continue to look at all urban villages to compare and discuss. Need to tie data on jobs and commuters (60% of residents work outside city yet transit options are very restricted to travel outside the city, requiring many to drive.	2/4/2015 1:47 PM
21	Perhaps focus more on findings rather than methodology during future events. The methodology was no doubt interesting but in my opinion, the majority of the time should have been spent on finding. About 2/3 of the time spent on methodology.	2/4/2015 1:45 PM
22	Should always have materials physically or electronically available at time of event, not after.	2/4/2015 1:42 PM
23	Try to get more creative input from people in different environments / communities, etc...	2/4/2015 1:40 PM
24	Super helpful! Would be interested in joining some of the community planning events.	2/4/2015 1:40 PM
25	Criteria for how the 10 sites were chosen.	2/3/2015 2:51 PM
26	Tree canopy is not just pleasant to look at but play a vital role in our water management, air quality and wildlife. The job growth projections in 94 were wildly off. How much confidence can we have in these new projections? For existing urban villages who have far exceeded their growth targets, they should be put in a hold status and allow new areas such as lower Queen Anne to be promoted.	2/3/2015 2:49 PM
27	Bit less data description / methodology talk. Talk of results, yes.	2/3/2015 2:44 PM
28	What about resources for homeless children, housing for low-wage workers. Changing calling of police (a neighborhood issue in all neighborhoods a big one in SE part of the city.)	2/3/2015 2:39 PM
29	The automotive service businesses in Seattle often times feel beleaguered. My impression, from talking to the owners of such businesses, is city government fails to understand the importance of what they do, as well as how they do it. An undeserved relationship has developed over the past 20 years. However with a new generation of vehicle technology, such as BEV and HEV will make automotive service businesses even more important to the city. It would be hopeful if city government recognize and work towards understanding this.	2/3/2015 2:36 PM
30	No 'job growth' on topics to measure list? Couldn't see the graphics - we sat near back, fonts were too small. You could provide electronic access to the presentation so we can follow along on our iPhones.	2/3/2015 2:30 PM
31	I am beginning to resent all the bus transit activity. Noisy. Rattles my windows. Destroys the roads. I am concerned that we will have excessive buses in coming years with no mitigation to our peace and quality of life. Help! Also it is a myth that everyone wants to live in the city. Maybe single young people do. Older people and families want space, peace and quiet.	2/3/2015 2:27 PM
32	The projection screen size is too small for this room.	2/3/2015 2:25 PM
33	Transportation concurrency has not been achieved. Affordable housing has not been achieved. Adequate open space has not been achieved. Neighborhood plans have not been fully implemented or followed. DPD is broken and a pawn of developers. The growth management act is not being followed.	2/3/2015 2:24 PM
34	56,594 new jobs. And without even talking about how many of these are low paying dead end jobs. This pretty much says it all.	2/3/2015 2:12 PM
35	Need requirement for 3 bedroom units and family housing.	2/3/2015 2:05 PM
36	Overall a lot of info given rapidly. Good work.	2/3/2015 2:04 PM
37	Public open space at each urban village or focus neighborhood is what helps effectively create identity for each. Without a village square there is only a collection of retail spaces that define a village.	2/3/2015 2:03 PM
38	Make the link to the materials more apparent on website / presentation.	2/3/2015 2:02 PM
39	For Seattle to be an equitable city, we absolutely need the granularity of data on our urban villages. In addition we need strategies for families, especially renter families. There are no 3 bedroom multifamily units being built by the market. We must change zoning in L2-L3 to change this.	2/3/2015 1:59 PM
40	Concern on unchecked development and the creation of canyons of multistory buildings without adequate parking or concern for the surrounding neighborhood. Thus far in West Seattle the revitalization of the area has been groceries and bars and the crime rate has climbed steadily.	2/3/2015 1:49 PM

41	Could not see / read the screen. There should have been printed handouts for equity of access.	2/3/2015 1:47 PM
42	Diverse housing units needed. Crime rate has dropped in general so it was difficult to see what effect urban village plan had. Did areas of concentrated poverty decrease? did it become dispersed? Investments may be likely be related to which areas wer most needy and where light rail arrived first. As light rail moves north this may change. Track middle class residents as well, especially middle class families with children. We do not want low income, just studio apartments. Disappointed that not all urban villages were compared. BRT on Eastlake would make more sense than Madison. Are seniors moving out of Seattle. I have read that's true. What is ratio of home ownership vs renters? How has it changed? Remember we could make it less desirable.	2/3/2015 1:41 PM
43	Preservation of all existing SFH zones is antithetical to the goal of sustainability.	2/3/2015 1:14 PM
44	I support density but not as it is being done here. We are losing Seattle's character. Old and interesting buildings that add character are being replaced by ugly humongous residential buildings. Rent too high. Loss of sunlight because of 'canyons' created by the ugly huge apartment buildings. Need smaller buildings, more trees, also balconies on new buildings. Need safe bike paths, need well planned mass transit, need more preparation for future. Saving farm land, urban farms, rooftop farms , building a strong localized economy, locally owned small businesses using sustainable practices, fairer tax system. I want a livable city - human scale. All the neighborhoods are beginning to look the same and losing distinctiveness and character.	2/3/2015 1:11 PM
45	Seattle has abandoned its Senior populatio. Even your new housing committee does o not have one question on their questionnaire about affordable housing for seniors. Showing density as apodments into current residential neighborhoods and call it exactly what younger people want to live in is disingenuous and not sustainable housing.	2/3/2015 1:06 PM
46	Lots of patting ourselves on the back. I appreciated the critiques were most constructive. We should not be afraid to do more of that. 911 calls data is based by culture and who reports (probably a caveat embedded in the report.) Food equity! Food deserts and availability.	2/3/2015 1:02 PM
47	1. Too much focus on bicycle lanes 2. Regulation with codes, utility hook ups and permitting process have become costly and burdensome 3. Poor basic services by city government forcing neighborhoods to begin their own BIAs	2/3/2015 12:56 PM
48	Would have preferred more of the data findings and a discussion of the role of policy in producing these results. Did not need the recommendations were standard urbanist boiler plate.	2/3/2015 12:51 PM
49	Much larger screen or 3 screens	2/3/2015 12:50 PM
50	I'm looking forward to seeing the full report!	2/3/2015 12:46 PM