



SMOKEY POINT BOULEVARD

urban neighborhood project

Smokey Point Blvd Online Open House – Phase 2 Summary of Results

Introduction

The City of Arlington is designing improvements to the Smokey Point Boulevard corridor from 174th Place NE to 200th Street NE. A team of consultants is working with the City and the community to meet the needs of future growth in this area.

To further improve the design of the project, we asked the public specific questions based on feedback we received in the Phase 1 outreach in late 2021/early 2022. The top three themes we heard a year ago were concerns about the lack of pedestrian and bicycle facilities, traffic, and pedestrians and drivers feeling unsafe.

Project staff presented information to Arlington City Council in Fall 2022. Feedback at that meeting centered around some of the specific design aspects and also an emphasis to engage with groups representing the bicycle community.

Outreach during the most recent phase focused on specific design elements along the corridor, such as street lighting, bicycles, pedestrians, and community character. On December 7, 2022, the Phase 2 online open house and survey were launched where community members, business owners and other members of the public could participate in providing feedback.

This document is a summary of the responses and feedback received throughout the duration of the Phase 2 online open house.

Survey Responses and Count

The December 2022 online survey contained a total of 16 questions; 11 of the questions directly asked about the project itself, while the other five focused on gathering more information from the individual filling out the survey. When the survey closed on January 23, 2023, there was a total of 369 survey submissions with a 92% completion rate.

Public Feedback on Survey Questions

Below is an overall summary of the topics (survey questions) that were asked, and comments provided.

Question 1: How often do you access the corridor?

There were **348 responses** for this topic. Survey participants could only choose one option.

- **44.0%** - Six to seven days a week (153 responses)
- **29.6%** - Zero two days a week (103 responses)
- **26.4%** - Three to five days a week (92 responses)

Question 2: How do you usually travel through the corridor?

There were **347 responses** for this topic. Survey participants could only choose one option.

- **97.1%** - Personal vehicle (337 responses)
- **1.2%** - Public transportation (4 responses)
- **0.9%** - Bike, scooter, self-propelled vehicle (3 responses)
- **0.9%** - Walk (3 responses)

Question 3: What are your reasons for visiting the corridor?

There was a total of **612 responses** for this topic. This topic was presented in the form of multiple choice where survey participants had the option to choose one or more options and write a response.

- **58.8%** - Shop (204 responses)
- **36.6%** - Work (127 responses)
- **31.1%** - Leisure (109 responses)
- **29.7%** - Other (103 responses) Most participants who wrote a response to this question indicated that they live along the corridor, visit the corridor to get to school, the gym and appointments.
- **19.9%** - Transit (69 responses)

Question 4: What pedestrian accessibility accommodations would you like to see more of?

There were **917 responses** regarding this topic. This topic was presented in the form of multiple choice where survey participants had the option to choose one or more options and write a response.

- **74.0%** - Sidewalks (239 responses)
- **55.7%** - Crosswalks with flashing pedestrian crossing beacons (180 responses)
- **50.2%** - Pedestrian lighting (162 responses)
- **31.0%** - Curb ramps (100 responses)
- **29.4%** - Accessible pedestrian signals: sounds, vibrations for crossing (95 responses)
- **15.5%** - Tactile paving (a system of textured ground surface indicators) (50 responses)
- **14.2%** - Other (46 responses) Most participants who wrote a response to this question indicated that they did not have any recommendations for pedestrian accommodations. Participants who shared a suggestion mentioned that they would like to see more bike and pedestrian accommodations that improve safety. This included clear sidewalks and paths, recommendations for separate bike/pedestrian facilities and crosswalk signage.
- **13.9%** - Tactile warning surface signals (a distinctive surface pattern of truncated domes, cones or bars, detectable by a long cane or underfoot) (45 responses)

Question 5: Rank what would make you feel safer when using the corridor as a pedestrian.

There were **959 responses** regarding this topic. This topic was presented in the form of multiple choice where survey participants had to rank the safety improvement options.

- **1st** - Flashing pedestrian crossing signs (220 responses)
- **2nd** - Physical separation from vehicles and bicycles (189 responses)
- **3rd** - Mid-block crossings (164 responses)
- **4th** - Medians (152 responses)
- **5th** - Roundabouts (151 responses)
- **6th** - Other (83 responses)

Question 6: If you answered "Other" in question no. 5, please provide a suggestion on what would make you feel safer when using the corridor.

There were **83** responses regarding this topic. Below is an overall summary of the themes that participants mentioned:

- Lighting improvements
- Sidewalk improvements
- Road maintenance
- Pedestrian safety improvements
- More security/law enforcement presence to increase public safety
- Decrease houseless presence/resources for the homeless population
- Bike lanes

Question 7: Thinking about the history and future character of the corridor, what elements should be considered for “sense of place” and urban design inspiration?

There were **741** responses regarding this topic. This topic was presented in the form of multiple choice where survey participants had the option to choose their top three choices or write-in an answer.

- **42.0%** - Natural elements (134 responses)
- **41.1%** - Agricultural history (Hild family ranch, poultry master breeding farms, Lark Haven Racing Stables) (131 responses)
- **34.8%** - Historic Highway 99 corridor (Rex’s Corner, Smokey Point Café) (111 responses)
- **32.0%** - Environmental sustainability (102 responses)
- **24.1%** - Indigenous Peoples and Tribes (77 responses)
- **20.7%** - Arts and culture (66 responses)
- **15.7%** - Logging industry (50 responses)
- **12.2%** - Other (39 responses) Most participants who provided a response to this question indicated that none of the design elements listed should be considered. Other responses emphasized keeping the existing small-town feel and addressing houselessness and crime in the area.
- **9.7%** - Technology and innovation (31 responses)

Question 8: What street furnishings and pedestrian amenities are most important to you?

There were **814 responses** regarding this topic. This topic was presented in the form of multiple choice where survey participants had the option to choose their top three choices or write-in an answer.

- **60.9%** - Pedestrian lighting (199 responses)
- **52.9%** - Litter receptacles (173 responses)
- **33.3%** - Benches and seating (109 responses)
- **30.0%** - Hanging flower baskets (98 responses)
- **17.4%** - Transit shelters (57 responses)
- **16.2%** - Public art (53 responses)
- **13.5%** - Other (44 responses) Most participants who wrote a response to this question indicated that they would like to feel a greater sense of safety and see more security/police presence in the area. Participants also shared that separate bike lanes, well-marked crosswalks, dog waste bags and trees for shade are important to them.
- **8.0%** - Bicycle racks (26 responses)
- **7.0%** - Special paving (23 responses)
- **5.2%** - Banners (17 responses)
- **4.6%** - Bollards (15 responses)

Question 9: The corridor will include four (4) roundabouts, which provide opportunities to create community landmarks along the corridor. The center circle of each roundabout provides an expanded area for enhanced landscape treatments.

- **Traditional:** This character would emphasize landscape planting.
- **Contemporary:** This character would emphasize hardscape enhancements combined with landscape planting.
- **Arts & Culture:** This character would integrate public art, emphasizing unique community character with a strong sense of place.

From the options above, rank each character option for the design of the proposed roundabouts.

TRADITIONAL

- Native Plantings
- Natural Materials
- Agricultural and Natural History

CONTEMPORARY

- Architectural Enhancements
- Cultural History
- Sculptural Landforms
- Ornamental Planting

ARTS & CULTURE

- Public Art
- Sense of Place with Community Character

There were **220 responses** regarding this topic. This topic was presented in the form of a ranking activity where survey participants ranked their preference of three landscape characters. Different ranking combinations were given a score, with results below.

- 1st - Traditional (Score of 542)
- 2nd - Arts & Culture (Score of 414)
- 3rd - Contemporary (Score of 411)

Question 10: Do you have additional comments about the design of the proposed roundabouts?

There were **126** responses regarding this topic. Below is an overall summary of themes that were shared by participants:

- Concern about roundabouts and how they may increase traffic along the corridor
- Concern about drivers safely using roundabouts
- Concern about the maintenance and longevity of enhanced landscape treatments
- Support for preserving the historical look and feel of the community
- Opposition to the locations where the roundabouts will be built and lack of clarity about where the roundabouts will be built
- Interest and support in widening roads to better accommodate cars
- Support for pedestrian and bicycle infrastructure enhancements to improve safety
- Support for design features and art that highlight Indigenous peoples and Tribes
- Concern about roundabout design elements hindering drivers' line of sight



Question 11: Any other comments about the proposed corridor design improvements you'd like to share?

There were **135** responses regarding this topic. Below is an overall summary of the themes that were shared by participants:

- Interest in adding and expanding vehicle lanes to accommodate traffic
- Interest and concern about potential impacts to homes and the residents who live along the corridor
- Support for improvements that improve the flow of traffic
- Support for preserving the historical look and feel of the area
- Support for increased lighting along the corridor
- Support for more security and public safety enhancements
- Support for pedestrian and bicycle infrastructure enhancements to improve safety
- Concern about the safety of roundabouts
- Concerns about the homeless presence in the area

- Support for adding native vegetation and trees along the corridor

Topic: Involvement Feedback and Survey Demographics

The following questions were presented in the form of multiple choice where survey participants had the option to choose one option or write a response.

Question 12: How did you learn about the Online Open House website and survey?

- **62.6%** - Social media (179 responses)
- **10.5%** - Newsletter (30 responses)
- **8.7%** - Other (25 responses); Newspaper was a common response
- **7.7%** - Email (22 responses)
- **7.0%** - Mail (20 responses)
- **2.8%** - Advertisement (8 responses)
- **0.7%** - Public meetings (2 responses)

Question 13: What is your age?

- **32.9%** - (35-49)
- **23.9%** - (50-64)
- **16.6%** - (65+)
- **11.2%** - (30-34)
- **9.1%** - (25-29)
- **3.9%** - (Preferred not to answer)
- **2.1%** - (18-24)
- **0.3%** - Less than 18)

Question 14: What race/ethnicity do you identify with?

- **69.5%** - White (not of Hispanic origin)
- **18.1%** - Prefer not to answer
- **6.9%** - Not Specified
- **3.9%** - Hispanic/Latino
- **3.3%** - American Indian or Alaska Native
- **1.5%** - Black or African American
- **0.6%** - Asian, Native Hawaiian, or Pacific Islander

Question 15: What gender do you identify with?

- **56.0%** - Female
- **28.6%** - Male
- **15.4%** - Prefer not to answer

Question 16: What is your annual household income?

- **0.6%** - Less than \$15,000
- **4.2%** - \$15,000 to \$30,000

- **3.9%** - \$30,000 to \$50,000
- **12.3%** - \$50,000 to \$75,000
- **17.1%** - \$75,000 to \$100,000
- **34.8%** - More than \$100,000
- **27.0%** - Prefer not to answer

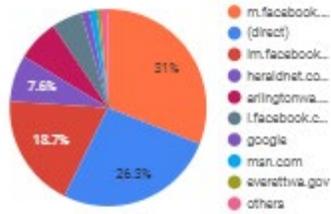
Online Open House Results

On the next page is a detailed infographic with more data from the online open house.

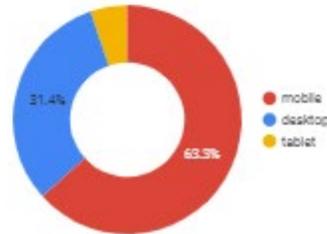


Sessions **1,769** Users **1,603** Avg. Session Duration **00:02:28** Bounce Rate **18.09%**

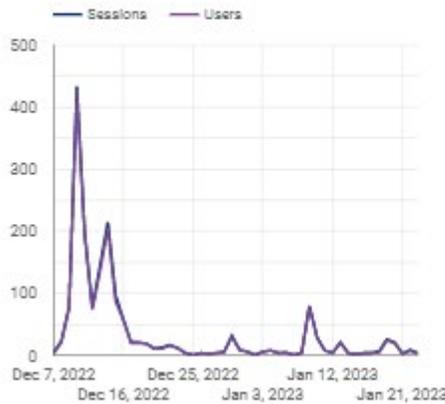
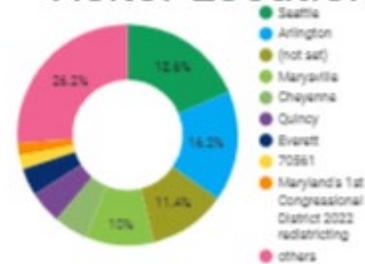
Traffic Source



Device



Visitor Location



Sections Reached	Total...
1. Welcome	3,187
2. Background	2,634
3. Design Updates	2,324
4. Survey	1,809
5. Next steps	913
6. end of page	473

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Page	Pageviews
1. smokeypoint.participate.online/	1,323
2. smokeypoint.participate.online/?submit=form1	119
3. smokeypoint.participate.online/?fbclid=IwAR2vskeTGgDyD...	4
4. smokeypoint.participate.online/?fbclid=IwAR2dP0cvQURsc...	3
5. smokeypoint.participate.online/?fbclid=IwAR1nwryWUfAcQ...	3
6. smokeypoint.participate.online/?fbclid=IwAR2qL-Jp4jQrzXD...	2
7. smokeypoint.participate.online/?fbclid=IwAR3tmBPKVUBe2...	2
8. smokeypoint.participate.online/?fbclid=IwAR3t...INTA6N7H1	2

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Here's what the data in the infographic means:

Users & Sessions

- There were a total of 1,603 individuals who came to the site (users) and from those users, there were **1,769** sessions recorded (number of times individuals interacted with the survey). The average duration time for each session was **2 minutes and 28 seconds**. The bounce rate (the percentage of visitors who enter the site and then leave rather than continuing to view other pages within the same site) was **18.09%**.

Device Usage

The following data represents the percentage of users who filled out the survey through mobile phone and computer.

- Mobile Phone – **25%**
- Computer – **75%**

Appendix A

Summary of outreach tools used to advertise the online open house

- Postcard mailed in December 2022 to approximately 1,800 addresses
- Advertisement in weekly Friday Arlington e-newsletter throughout duration of online open house
- Weekly social media posts to Facebook
- Write-up in The Herald on December 13, announcing online open house and in-person open houses
- In-person open houses on December 15, 2022 at Smokey Point Community Church and December 16, 2022 at Stilly Senior Center
- Emails sent to approximately 40 stakeholders, including local community and bicycle organizations, asking for feedback and interest in a project briefing.

Appendix B

Raw data from survey info included as separate attachment.