



SMOKEY POINT BLVD CORRIDOR PROJECT

CITY OF ARLINGTON

Summary of online open house results

Introduction

The City of Arlington has started the planning and design for 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 the area.

Project Benefits:

- Improving mobility of the corridor for drivers, transit users, pedestrians, and bicyclists
- Fostering the development of a commercial corridor to serve the surrounding neighborhood
- Increasing safety for all users including pedestrians and bicyclists
- Improving transit facilities

Outreach during this phase focused on educating community members and stakeholders about the importance of corridor improvements and collecting feedback for what the public would like to see in an improved corridor. On November 5, 2021, an online open house and survey was launched where citizens, community members, business owners and any other member of the public could participate in providing feedback.

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

Survey Responses and Count

The online survey that was launched in November contained a total of **17** questions; **8** of the questions directly asked about the project itself, while the other **9** focused on gathering more information from the individual filling out the survey. When the survey closed on January 3, 2022, there was a final total of **280** survey submissions with a **100%** 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: What has your experience been in the past while driving, cycling, riding transit and/or walking along or crossing Smokey Point Boulevard?

There were **235** responses for this topic. Below is an overall summary of the themes that were brought up. Commentators expressed the following concerns.

- The overall structure for pedestrians and bicyclists is unsafe and, in some cases, dangerous. Sidewalks and roads in this area have not had consistent maintenance which results in safety concerns.

- Drivers expressed frustration with traffic in the area. The structure of this area needs to be expanded and updated regarding its current population use and congestion on 172nd is a concern.
- Community members and homeowners in the area expressed concerns for the safety of the community and for all users in the area. They don't feel safe walking in area because of poorly built sidewalks and chaotic drivers/traffic.

Question 2: Tell us what improvements to the Smokey Point Boulevard Corridor are the most important to you?

There were **506** 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.

- **94.0%** - Street improvements to reduce vehicle travel times (252 responses)
- **43.3%** - Pedestrian amenities (improved sidewalks, crosswalks, etc.) (116 responses)
- **17.9%** - Bicycle amenities (bike lanes, bike racks, etc.) (48 responses)
- **17.5%** - Improved transit amenities (better bus stops/waiting areas) (47 responses)
- **16.0%** - Improved parking (43 responses)

Question 3: What ideas do you have for how Smokey Point Boulevard could better serve survey participants, businesses, and the community?

There was a total of **217** responses regarding to this topic. Below you will find an overall summary of themes that were brought up. Commentators expressed the following concerns.

- Drivers expressed the need for a bigger street that can accommodate 3 to 5 lanes that includes a lane to make turns. This would help decrease congestion and traffic in the area and reduce collisions.
- Pedestrians and bicyclists suggested the addition of sidewalks and bicycle lanes. Some sidewalks in the area have not yet been completed or do not exist. They would also like the addition of lights and signage that helps both bicyclists and pedestrians travel the area safely.
- Community members expressed concerns regarding folks with cognitive disabilities and drug use in the area. Finding options to possibly help these ongoing issues would make people feel safe and decrease rising crime in the area.

Question 4: What do you hope the city prioritizes and considers when developing design concepts for Smokey Point Boulevard?

There were **234** responses regarding to this topic. Below is an overall summary of the themes that were brought up. Commentators expressed the following concerns.

- Traffic/Congestion
- Solutions to decrease crime and drug activity in the area
- Sidewalks and bicycle lanes for non-drivers in the area
- Easier accessibility to businesses in the area
- Residential and Transit access (bus improvements)
- Road maintenance (potholes)

Question 5: What is the best way to keep you and your organization informed and engaged throughout the project?

There were **409** responses regarding to this topic. This topic was presented in the form of multiple choice where survey participants had the option to choose one or more options.

- **52.5%** - Social media (125 responses)
- **49.2%** - Email (117 responses)
- **25.2%** - Newsletter (electronic) (60 responses)
- **20.6%** - Public meetings or briefings (49 responses)
- **19.3%** - Mailing (46 responses)
- **5%** - Other (12 responses)

Question 6: Are there other specific community groups that our team should talk to?

There were **285** responses regarding to this topic. Below is an overall summary of the themes that were brought up

- Homeowners/HOA
- Local businesses in area
- Schools and school district
- Law Enforcement
- Senior community homes
- City of Arlington Facebook groups
- Hospitals/Medical Centers
- Community Centers/Non-profit Organizations

Question 7: Additional comments or questions regarding the project?

There were **285** responses regarding to this topic. Below is an overall summary of the themes that were brought up

- Fulfilling the requests and the concerns of the folks who completed surveys
- Would like to learn more information about timeline, funding and how to keep up with the overall project
- Steer away from warehouses and big companies and support and encourage small businesses
- There were a lot of comments that expressed frustration and anger

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 or more options.

Question 8: As we plan for the future of Smokey Point Blvd, how would you like to be involved?

- **45.1%** - I want to be engaged in the process, stay informed, and provide my opinion (101 responses)
- **44.2%** - I want to be somewhat engaged in the process (for example, receive updates and follow what community members are saying). (99 responses)

- **17%** - I don't want to be engaged in the process (38 responses)

Question 9: How do you want to be involved in this project?

- **84.9%** - Online tools (such as website, online meetings, online surveys) (152 responses)
- **33.5%** - Mailings (60 responses)
- **25.7%** - In-person meetings (if possible) (46 responses)
- **5.6%** - Other (10 responses)

Question 10: If community involvement for the Smokey Point Boulevard project uses mostly online tools (such as a website, online meetings, and online surveys) in response to public health concerns, does this change your interest or ability to be involved?

- **57.8%** - I plan to be more involved because it is easier to engage using online tools. (130 responses)
- **35.6%** - The use of online tools and public health concerns are not a factor in my participation. (80 responses)
- **6.7%** - I plan to be less involved because other things are more important right now. (15 response)

Question 11: What is your age?

- 18-24 (**4.4%**)
- 25-29 (**5.5%**)
- 30-34 (**8.1%**)
- 35-49 (**32.7%**)
- 50-64 (**32.1%**)
- 65+ (**13.2%**)
- Preferred not to answer (**4%**)

Question 12: What gender do you identify with?

- **64.4%** - Female
- **27%** - Male
- **8.6%** - Prefer not to answer

Question 13: What race/ethnicity do you identify with?

- **68.6%** - White (not of Hispanic origin)
- **19.5%** - Preferred not to answer
- **6.1%** - Not Specified
- **3.4%** - Hispanic/Latino
- **1.5%** - Asian, Native Hawaiian, or Pacific Islander
- **0.8%** - American Indian or Alaska Native

Question 14: What is your annual household income?

- **1.1%** - Less than \$15,000
- **2.7%** - \$15,000 to \$30,000
- **7.2%** - \$30,000 to \$50,000

- **12.9%** - \$50,000 to \$75,000
- **14.8%** - \$75,000 to \$100,000
- **39.9%** - More than \$100,000
- **29.3%** - Prefer not to answer

After reviewing all the comments and answers from the survey questions, the issues expressed were intersectional with one another. Overall, these were the main themes:

- **Traffic**
 - From the survey there were a lot of drivers and pedestrians that are unhappy with the amount of traffic and congestion in the area. For drivers, there is frustration with traffic and the low number of lanes to keep traffic flowing. This has been expressed especially by people who want to make left turns. They are not able to, and many folks have expressed having a designated lane just for that.
- **Infrastructure & Maintenance**
 - Most of the comments regarding the infrastructure of the area have come from both pedestrians, drivers, and community members. Pedestrians have expressed the need for maintenance on sidewalks as there are some that have not been completed. Drivers expressed frustration with potholes, and community members have asked for better infrastructure in regard to public transportation (bus stops) and sidewalks.
- **Community Safety**
 - There were various comments about safety concerns in the area. There were concerns expressed about drug activity and crime in the area, as well as homelessness and people with cognitive disabilities. Traffic, speeding and unfinished sidewalks were also concerns expressed specifically by pedestrians who don't feel safe walking in the area,

Online Open House Results

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



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CITY OF ARLINGTON

Online Open House Results

Nov 1, 2021 - Jan 3, 2022

Sessions
3,375

Users
3,055

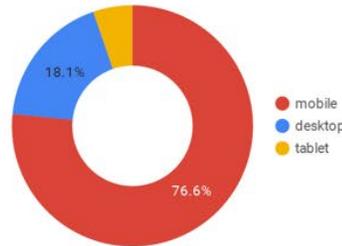
Avg. Session Duration
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Bounce Rate
10.13%

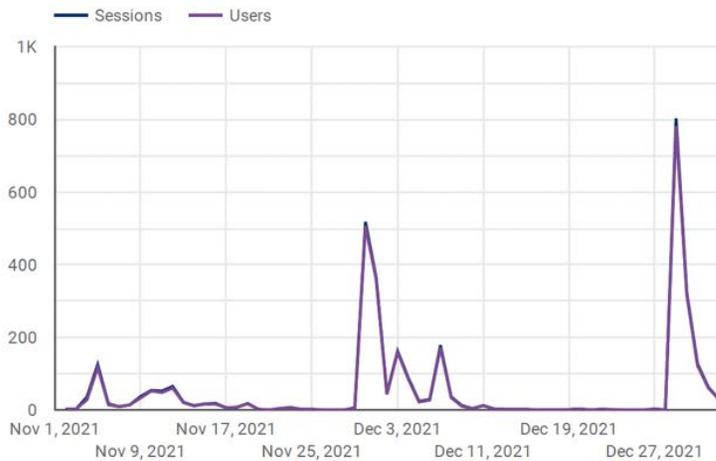
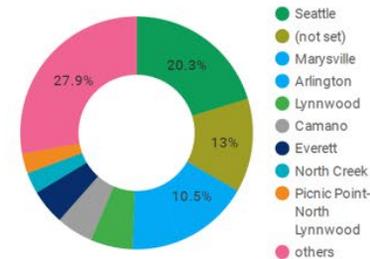
Traffic Source

No data

Device



Visitor Location



Sections Reached	Total
1. Welcome	6,698
2. Background	5,393
3. About the plan	4,326
4. Preliminary design concepts	3,685
5. Share your feedback with us	3,096
6. Next steps	694
7. end of page	412
8. Bienvenido	2

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Here's what data in the infographic means:

Users & Sessions

- There were a total of **3,055** individuals who came to the site (users) and from those users there were **3,375** sessions recorded (amount of times individuals interacted with survey). The average duration time for each session was **2 minutes and 32 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 **10.13%**.

Traffic Source

- In the month of November there was a very low user interaction with the exception of November 4-6th where we saw a peak of about **120 users**.
- In the month of December there were 2 peak time frames. The first was November 30th – December 11th where there was a peak of **450-460 users**. The second was December 27th – Jan 3rd where there was a peak of **800 users**.

Device Usage

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

- Mobile Phone – **76.6%**
- Computer – **18.1%**
- Tablet – **5.3%**

Appendix A

Summary of outreach tools used to advertise the online open house

- Update included in Quarterly Newsletter mailed to City of Arlington residents in October 2021
- Postcard mailed in early November 2021 to approximately 1,800 addresses
- Advertisement in weekly Friday Arlington e-newsletter throughout duration of online open house
- Weekly social media posts to Facebook

Appendix B

Raw data from survey included in separate attachment

Appendix C

Map showing Social PinPoint comments

Raw data in comments included in separate attachment

