

Funding our future, what will it take?

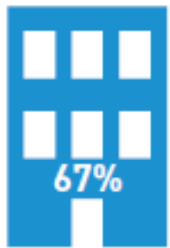
Recipe for success: Levy to Move Seattle



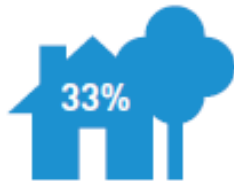
Regional Leadership Forum
Barbara Gray, Deputy Director
Friday, September 23, 2016

Urgency for transportation when land use leads

2000-2010 SEATTLE POPULATION INCREASE

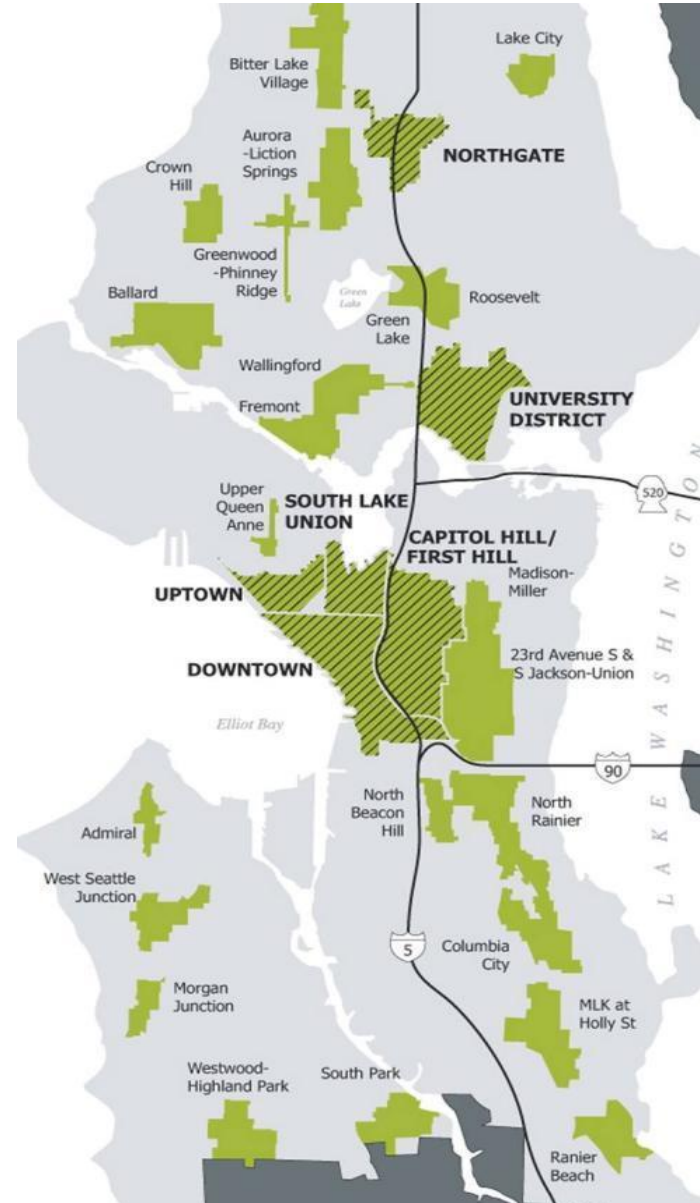


Urban Centers and Villages



Rest of the City

- 2009: Central Link light rail opens
- 2014: Seattle voters approve increase in Metro bus service
- 2015: First Hill streetcar line begins service
- 2016: Light rail extends to University of Washington through Capitol Hill
- 2020: Streetcar system connected through downtown Seattle
- 2021: Light rail extends to University District, Roosevelt and Northgate
- 2023: Light rail extends to Lynnwood, Shoreline and east to Bellevue and Redmond
- 2025: Light rail connects Ballard and West Seattle (Sound Transit Long-Range Plan)



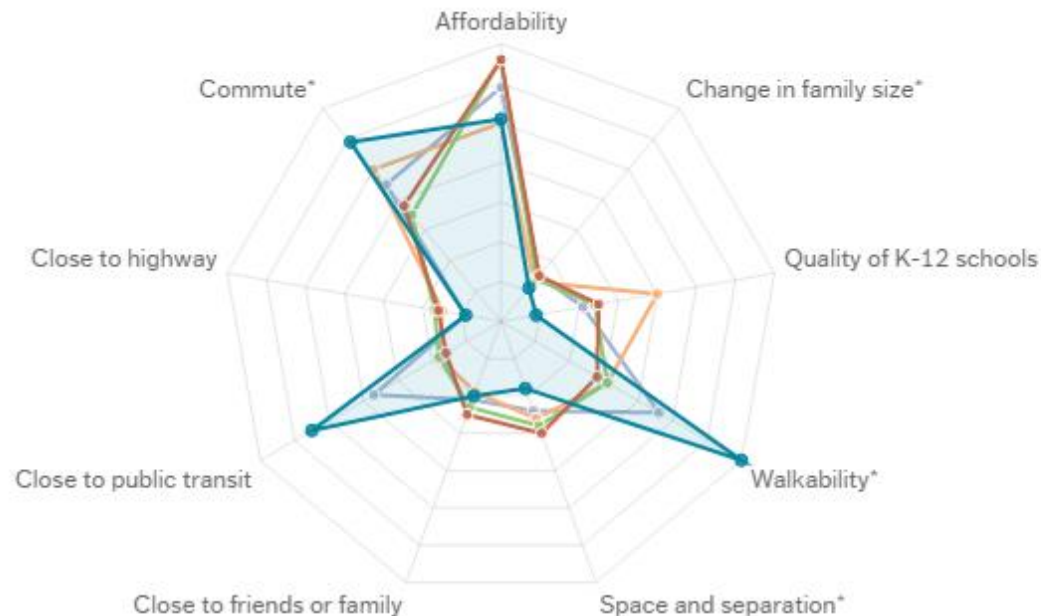
Behaviors are changing how we buy a home...

Lifestyle trumps affordability in central Seattle, even for some budget-stretchers

Originally published May 11, 2015 at 7:33 pm | Updated May 13, 2015 at 10:39 am

Seattle or suburbs: Why do we choose to live where we do?

Survey data shows walkability beats affordability as the top priority for residents of central Seattle neighborhoods, in contrast with other parts of the region.



And where
we choose
to rent
office
space...

\$40 MILLION RENOVATION

CLASS A OFFICE SPACE

LEED PLATINUM CERTIFIED

99 WALKSCORE | 100 TRANSIT

NEW FITNESS CENTER

800

FIFTH

And where we locate our business headquarters...

Expedia will make Seattle waterfront its new home

Originally published April 1, 2015 at 3:10 pm | Updated April 2, 2015 at 1:16 pm



amazon.com®

Expedia®



Weyerhaeuser

Google

The sharing economy is gaining strength

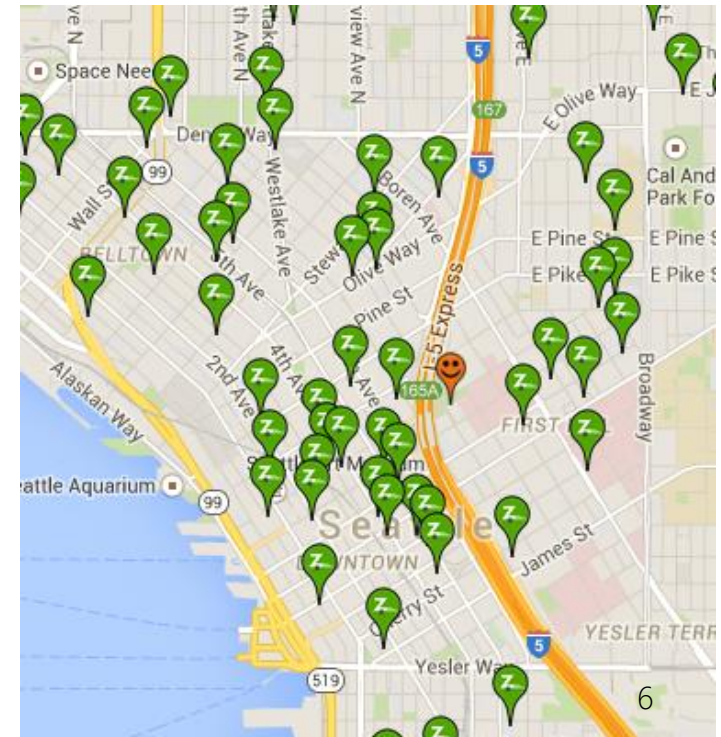
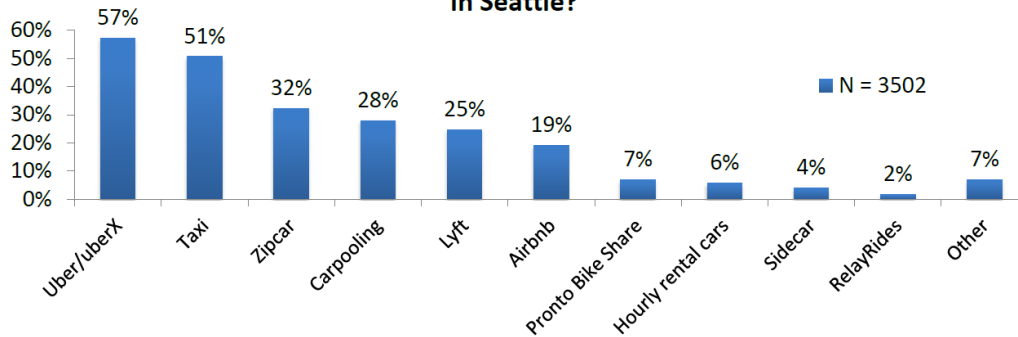


NEWS

2,000 Seattleites Have Given Up a Personal Car in Favor of Car2Go

by Heidi Groover · Jan 14, 2015 at 3:24 pm

Besides car2go, what other shared-use services or systems do you use in Seattle?



People are frustrated that this...



is keeping them from these folks.



A history of going to the voters

Date	Measure	Pass/Fail
Nov 2006	<i>Bridging the Gap Transportation Levy*</i>	Pass
Nov 2011	<i>Streets for All Seattle (car-tab fee)*</i>	Fail
Nov 2011	Families and Education Levy	Pass
Nov 2012	<i>Seattle Seawall Bond Measure*</i>	Pass
April 2014	<i>King County Transportation Benefit District*</i>	Fail
Aug 2014	Seattle Subsidized Preschool	Pass
Aug 2014	Seattle Parks for All	Pass
Nov 2014	<i>Seattle Transportation Benefit District*</i>	Pass
Nov 2015	<i>Levy to Move Seattle*</i>	Pass
Feb 2016	Seattle Schools Levy	Pass
Aug 2016	Seattle Housing Levy	Pass
Nov 2016	<i>Sound Transit 3*</i>	??

The importance of stakeholders

CYCLING / PLANS & POLICY / TRANSIT / TRANSPORTATION / VISION ZERO / WALKING

Pass Prop 1 and Never Take Transportation Advice from the Seattle Times

By Doug Trumm [@dmtrumm](#) On October 27, 2015

GUEST OPINION

Let's Move Seattle: 10 Reasons People Are Voting Yes

An affordable, accountable, equitable investment in our transportation system.

Let's pass Move Seattle to build 'communities where all families thrive'

Posted on [September 8, 2015](#) by [Tom Fucoloro](#)

OCT 14, 2015

The Stranger's Endorsements for the November 2015 General Election! (Plus Cheat Sheet!)

Effective outreach

Over **5,300** online surveys completed

5 Coffees and **1** Happy Hour with Kubly attended by more than **130** people

24 Facebook and **24** Twitter posts that reached a total of nearly **115,000** people



Key materials translated into **7** different languages

BẠN CÙNG SEATTLE CHUYỂN VẬN?
 Tham gia thảo luận về đề nghị tiến thu giao thông lần tới
 March 28, 10 AM - 12 PM
 New Holly Gathering Hall
 March 30, 6 - 8 PM
 Roosevelt High School
 March 31, 6 - 8 PM
 West Seattle High School
BẤM VÀO ĐÂY ĐỂ THAM GIA KHẢO SÁT

Top **3** messages heard:

- Safety is the number one priority
- Improve transit reliability and access
- Make it easier to walk and bike

400 organizations engaged, reaching thousands of individuals by email

35 presentations at community meetings attended by over **750** people

3 Mayoral stakeholder roundtables with representatives of **40** different organizations

12,300 unique website views

Over **485** people reached at **9** farmers markets

820 video views

3 Community Conversations attended by **175** people

Radio Ads **21** KUOW **20** Busto Spanish Radio **320,000** impressions

More than **35** media stories published about the levy proposal

28 participants in the online meeting

Print and Online Media Ads
7 neighborhood blogs
4 citywide ads
9 ethnic media ads
6 pop-up tables

Voter-approved levy package

Safe Routes	\$207 M
Congestion Relief	\$303 M
Maintenance and Preservation	\$420 M
9- year total	\$930 M

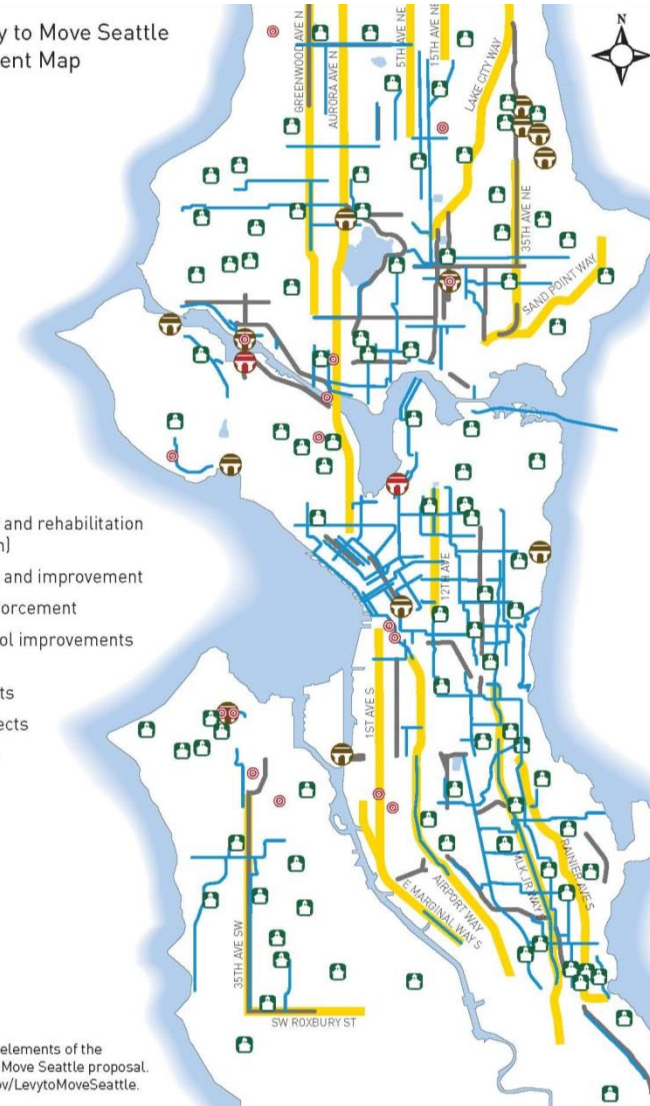
Transportation Levy to Move Seattle
Proposed* Investment Map

LEGEND

-  Bridge replacement and rehabilitation (planning and design)
-  Bridge replacement and improvement
-  Bridge seismic reinforcement
-  Safe Routes to School improvements and education
-  Street paving projects
-  Corridor safety projects
-  Bicycle Master Plan implementation

6.2015

*This map shows some of the elements of the 9-year Transportation Levy to Move Seattle proposal. Learn more at www.seattle.gov/LevytoMoveSeattle.



Final levy proposal

Key revisions:



Walking investments



Paving investments



Transit investments



New projects

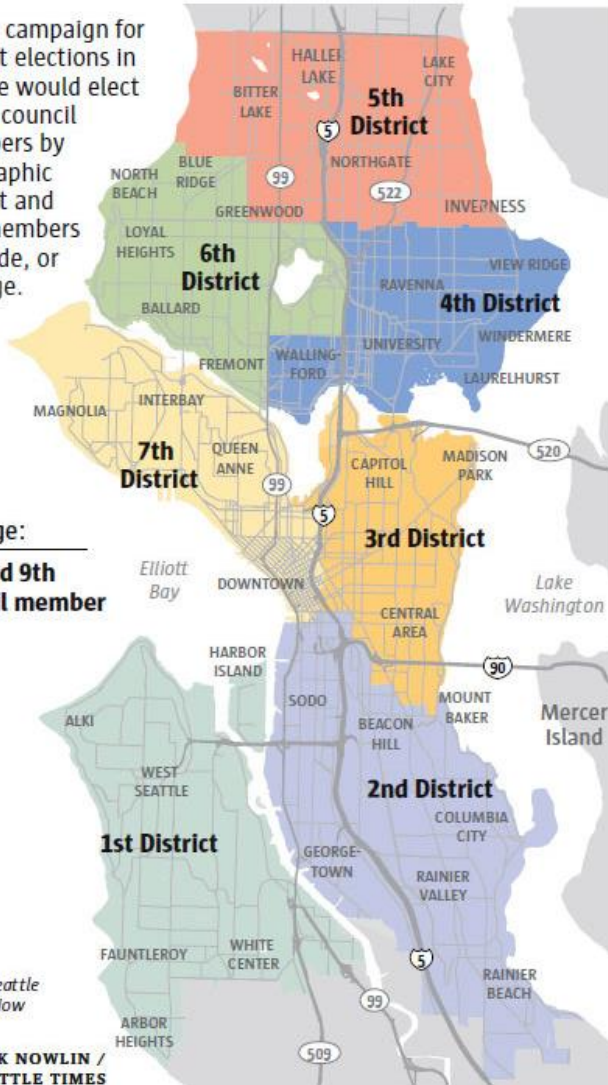
- Fauntleroy Blvd SW
- Accessible Mt. Baker



Size of levy

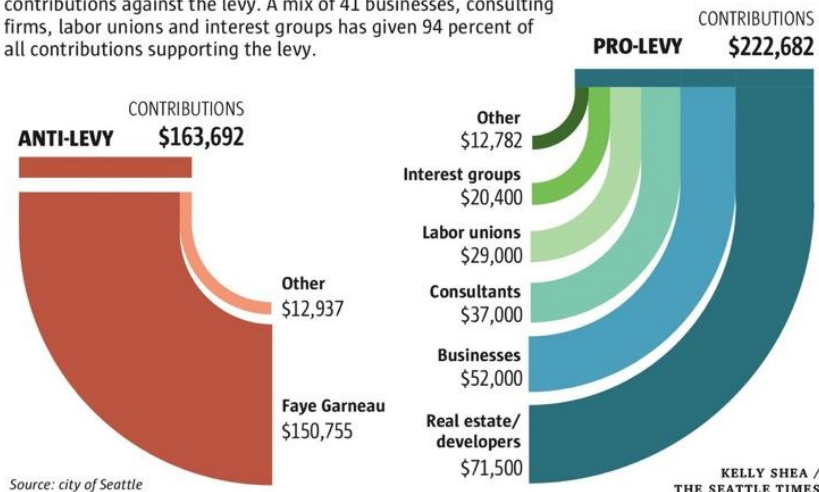
It may never feel like the "right" time

A new campaign for district elections in Seattle would elect seven council members by geographic district and two members citywide, or at-large.



Money behind Let's Move Seattle campaign

Businesswoman Faye Garneau has given 92 percent of all campaign contributions against the levy. A mix of 41 businesses, consulting firms, labor unions and interest groups has given 94 percent of all contributions supporting the levy.



The importance of local leadership



Move Seattle passage means \$930M to hit the streets; repaving, school zones first

Originally published November 8, 2015 at 6:22 pm | Updated November 9, 2015 at 8:08 am

