

# Demographic Analysis



# OVERVIEW

The demographic analysis\* for the 185th Street Corridor area demonstrates the following:

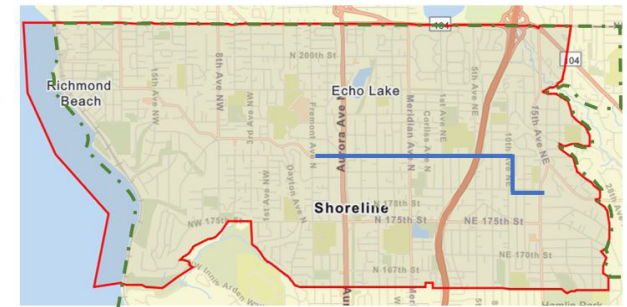
- A total population of approximately 37,167 live in the study's targeted demographic area.
- Approximately 10% of the population is limited-English speaking.
- The most common languages spoken at home, aside from English, include Spanish (6%), Chinese (3%), and Korean (2%).
- The primary countries of immigration include the Philippines (10%), Mexico (10%), Korea (9%), China (6%), and Vietnam (6%).
- Approximately 24.3% of households have annual income less than \$35,000/year, and approximately 9.4% of the population lives at or below the poverty line.
- Approximately 12% of the population identifies as living with a disability, and, of those, 34% are over the age of 65.
- Approximately 15% of the population identifies using public transit.




# STRATEGIES

Based on the demographic analysis of the area likely to use the Shoreline North /185th Station, the following strategies may be useful in engaging historically underrepresented community members in corridor strategy conversations:

- Translate and transcreate vital outreach materials based on language needs (when over 5% or 1,000 people- whichever is less- of the population within a service area speak a language other than English and self-identify as speaking English “not well” or “not at all.”) The identified language for proactive translation is Spanish; additional translations can be offered by request.
- Connect with local community organizations that provide human and social services to seniors, youth, populations that currently have low incomes, communities of color, immigrants, refugees, people with varying abilities, and people who are currently limited-English speaking.
- Identify public gathering places and places of worship near the 185th Street corridor area, especially places frequented by communities with limited English proficiency.
- Liaise with City of Shoreline Community Services Division and Neighborhood Programs.
- Engage ethnic and/or in-language media (e.g. display ads, radio, social media, etc.) when advertising for engagement opportunities.
- Coordinate with City of Shoreline Diversity and Inclusion Coordinator regularly to ensure that the best and/or preferred outreach practices are being used when communicating information and promoting engagement opportunities to potentially interested and/or affected communities.

# STUDY AREA



-  *Identified service area*
-  *185th Street corridor*
-  *City of Shoreline boundary*

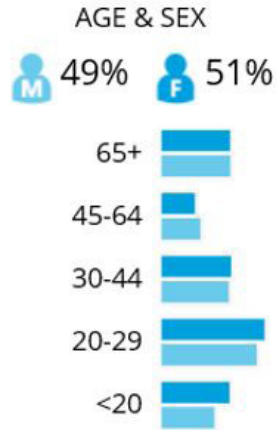
\* Sources: US Census Bureau (2010); American Community Survey 5-year dataset (2011-2015); Longitudinal Employer-Household Dynamics (2014); National Center for Educational Statistics (2014)

# STUDY AREA POPULATION AND ECONOMICS

**POPULATION**  
37,167

**FOREIGN POP.**  
20%

**LIMITED ENGLISH**  
10%



**Total Jobs**  
10,433

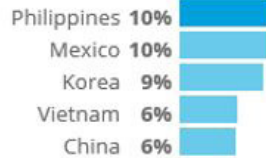
**Unemployment**  
7.5%

**Public Transit**  
15%

## TOP INDUSTRIES BY NUMBER OF JOBS



## COUNTRIES OF IMMIGRATION



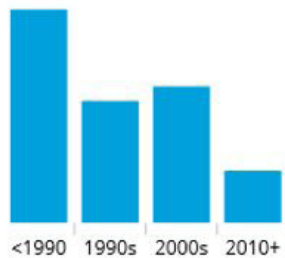
## AT HOME LANGUAGES



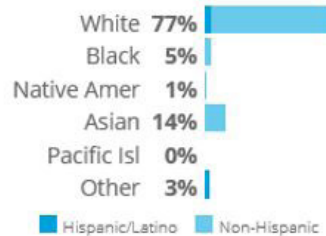
**Home Owners**  
63%

**Poverty Rate**  
9.4%

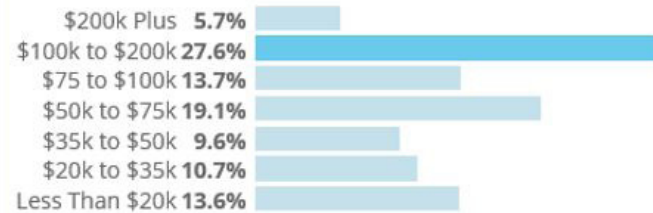
## YEAR OF IMMIGRATION



## RACE



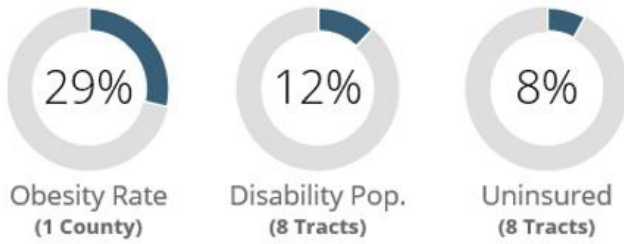
## HOUSEHOLD INCOME (Annual)



Sources: US Census Bureau, American Community Survey (ACS) 5-year dataset, 2012-2016.

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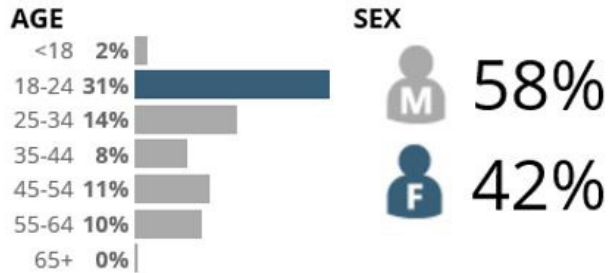
# STUDY AREA HEALTH AND EDUCATION



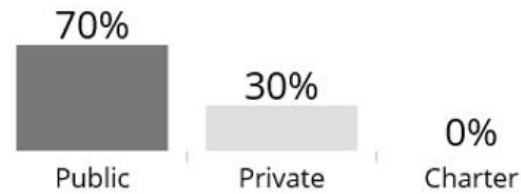
## EDUCATION LEVEL (Within 33 Block Groups)



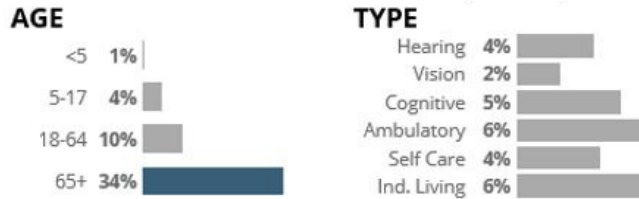
## UNINSURED DEMOGRAPHICS (8 Tracts)



## SCHOOL CATEGORIES (Within 1 County)



## DISABILITY DEMOGRAPHICS (8 Tracts)



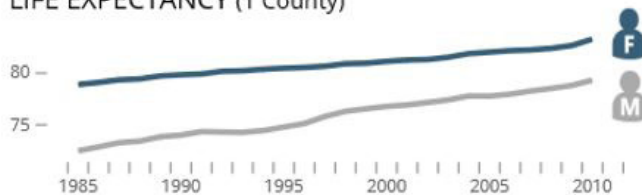
1:17

TEACHER TO STUDENT  
Public Schools

## SCHOOLS (Change Over 5 Years)

+4% N/A  
PUBLIC CHARTER

## LIFE EXPECTANCY (1 County)



Sources: US Census Bureau, American Community Survey (ACS) 5-year dataset, 2012-2016. Institute for Health Metrics and Evaluation, 2010

## (Within 2 Selected School Districts)



30,842

TOTAL ENROLLMENT  
Public Schools



Free/Reduced  
Lunch

Sources: US Census Bureau, American Community Survey (ACS) 5-year dataset, 2012-2016. National Center for Education Statistics, 2014. WA Office of Superintendent of Public Instruction, 2017.

A hand in a purple sleeve points to a map with various colored sticky notes (pink, yellow, blue) and pens (blue, green) scattered around. The map shows street names like 'N 132ND ST' and 'LINDSEY AVE N'.

# Outreach and Engagement

# OUTREACH SERIES 1 (FALL 2018)

## INTRODUCTION AND APPROACH

The City of Shoreline conducted events and activities during the fall of 2018 to engage local neighbors, the broader Shoreline community, and key stakeholder groups in the 185th Street Multimodal Corridor Strategy's (185th MCS) process. The purpose of Outreach Series 1 was to gather the community's thoughts to inform the early phases of the visioning process for this study.

The study team used a variety of methods to notify and gather input from a wide range of stakeholder groups, including those who live, work, or travel in the area, and representatives from key organizations and partner agencies. This summary outlines the methods implemented during the initial outreach series as well as a summary of feedback received.

## OBJECTIVES

Outreach Series 1 objectives were to:

- Provide community members, interested organizations, and agency partners with various opportunities to learn about the 185th MCS and share their early input on existing conditions and areas of special interest along the corridor.
- Provide members of the community with the opportunity to share ideas and review feedback shared by others.

## EVENTS AND OPPORTUNITIES

Outreach Series 1 (see following list of events) included unique engagement and learning opportunities for attendees. The events provided the community with diverse opportunities to share their feedback and early vision for the 185th MCS, as well as speak directly with City staff and the study team. Participants were invited to reflect on existing Corridor conditions and rate the Corridor.

See the following neighborhood map for a breakdown of where participants live in the community.

### **CORRIDOR WALK/BIKE TOURS & COMMUNITY DROP-IN HOURS**

**Saturday, October 20, 2018, 1 - 3 PM**  
**Spartan Recreation Center**

- 32 Attendees.
- Included a guided bike tour and walking tour of the study corridor.

### **STAKEHOLDER BRIEFINGS & COMMUNITY DROP-IN HOURS**

**Tuesday, October 23, 2018, 9 AM - 5 PM**  
**Spartan Recreation Center**

- Included scheduled briefing times for agency and community partners.
- Included a drop-in time for public from 1 - 3 PM.
- 11 drop-in attendees and 3 stakeholder group briefings.

### **OPEN HOUSE 1**

**Thursday, October 25, 2018, 6 - 8 PM**  
**Shoreline City Hall**

- 65 attendees.
- Served as a capstone public event and included a City presentation.

### **NEIGHBORHOOD ASSOCIATION MEETING**

- Presented to Richmond Highlands Neighborhood Association on October 10, 2018.
- Presented to Hillwood Neighborhood Association on November 28, 2018.

### **SHORELINE SCHOOL DISTRICT**

- Briefing to Family Engagement Program Manager on September 12, 2018.
- Briefing to Family Advocate Team on November 6, 2018.

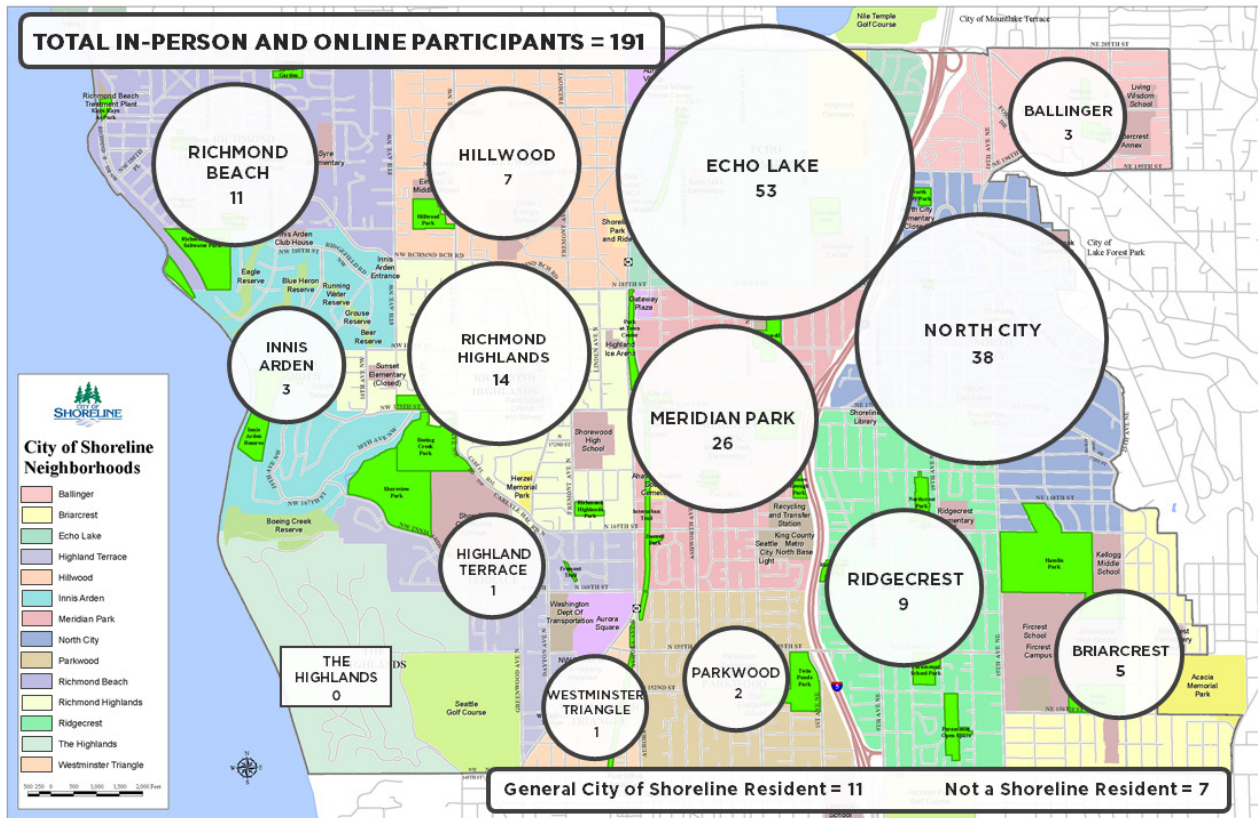
### **ONLINE COMMUNITY SURVEY**

**Available October 29 - November 25, 2018**

- 83 respondents.
- Provided an extended opportunity for community members to share their feedback on existing conditions along the Corridor.
- Offered similar exercises to those available at in-person Outreach Series 1 events.



## ATTENDEES BY NEIGHBORHOOD



## NOTIFICATION STRATEGIES

Event announcement notifications were shared with the community to provide notice of early 185th MCS engagement opportunities:

### Webpage

- Launched September 11, 2018.
- Provided study overview and purpose.
- Served as a repository for 185th MCS development documents.
- Shared open house materials as available.

### Shoreline Currents

- Released October 1, 2018.
- Distributed via mail to each household in Shoreline.

### Flyer/Poster

- Distributed to local businesses and public locations beginning September 25, 2018.
- Included translation in several languages for how to communicate with the City.

### Yard Signs

- Placed along the corridor on October 11, 2018.

### Shoreline Alerts

- Emailed alert to all who signed up for 185th MCS alerts on October 11, 2018.

### Social media posts

- Posted October 12, 16, and 25, 2018.
- Event announcements and reminders via City's social media accounts.

### Press releases and media advisory

- Released October 11 and 16, 2018.
- Announced events and linked to study webpage.



# WALK AND BIKE TOUR OBSERVATIONS

The walk and bike tour on Saturday, October 20, 2018 provided community members the opportunity to share their thoughts on the Corridor from the perspective of walking or biking. Tour guides led group discussions at various stops along the Corridor. These discussions resulted in the participants providing their thoughts on potential challenges that exist at each location while also identifying any opportunities that can be considered in the formation of the study.

Following is a summary of feedback captured during the tours, organized by identified challenges and opportunities.

## CHALLENGES

- Residents are concerned about preserving the existing tree canopy as future development occurs.
- Existing vegetation along the corridor is poorly managed and provides challenges for people walking and biking.
- There are concerns over roadway safety and congestion on arterials; the City should have a plan to keep drivers out of neighborhoods and side-streets.
- Existing mature tree roots have damaged some sidewalks and consequently impede pedestrian access.
- Concerns over right-of-way expansion and impacts on property lines.
- Bicycle infrastructure is disconnected and in poor condition.
- Traffic congestion is an existing issue and the City will need to create a plan to manage future growth and congestion.
- Street parking is a concern for residents that live near the corridor.

## OPPORTUNITIES

- Development potential for the Corridor and how it fits into the subarea plan and the 185th MCS (i.e. building townhomes, multifamily housing, or neighborhood retail).
- The Strategy and subarea plan have the opportunity to connect the existing bike infrastructure.



Cyclists participate in the October 20, 2018 185th Street Corridor tour



The October 25, 2018 open house at Shoreline City Hall allowed community members to review information and talk to study team members



# CORRIDOR COMPONENTS

To begin examining existing conditions and future design needs, the study team broke the 185th Street Corridor into four component segments, based on similar use and characteristics. These proposed Corridor components (shown in the map below) were:

- **CENTRAL SPINE**
- **AURORA CROSSING**
- **STATION ACCESS**
- **NEIGHBORHOOD CONNECTORS**

# EXERCISE 1: QUALITATIVE SUMMARY OF FEEDBACK

Community members who attended the 185th MCS Outreach Series 1 events or participated in the online survey were invited to provide comments on existing Corridor conditions as well as ideas they would like the study team to consider as concepts are developed.

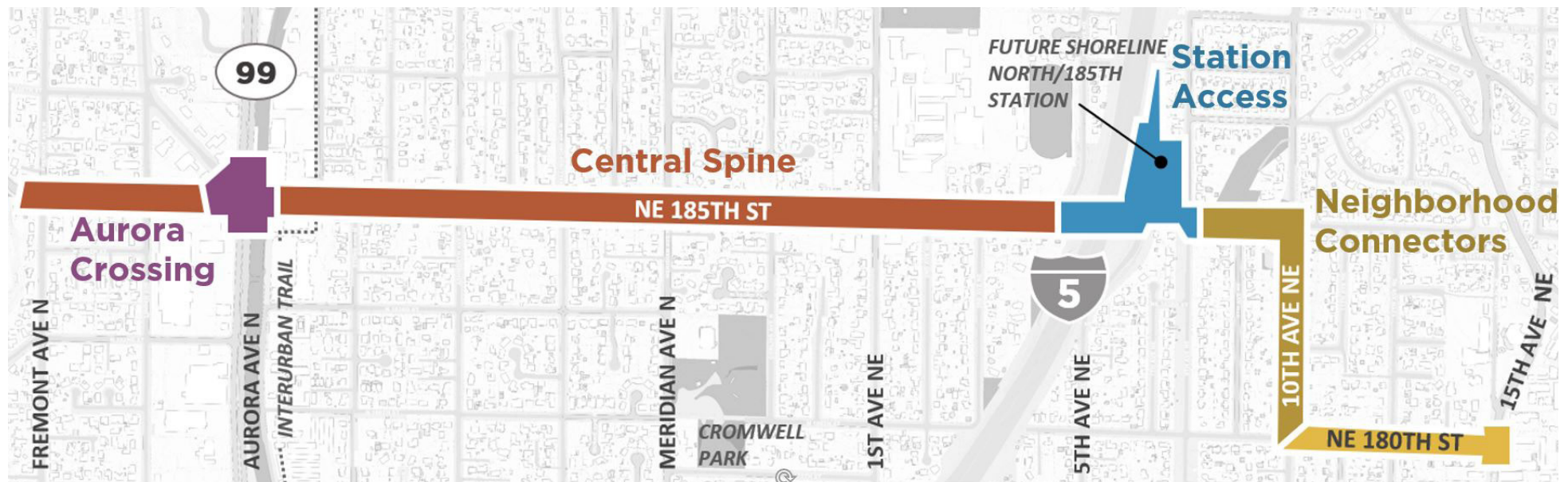
In addition to general comments, community members provided responses to the following prompts:

- Tell us something we need to know about each of the Corridor components.
- Do you think we divided the 185th Corridor into the right components?

A summary of this feedback follows, organized by main themes per Corridor component.

## CORRIDOR OVERALL

- Future land use should preserve the existing community amenities, such as the Spartan Recreation Center, churches, and the Shoreline Stadium, and encourage more community businesses along the Corridor that are easy to walk to.
- The future Corridor should have amenities such as better sidewalks and easy roadway crossings to help improve the pedestrian experience.
- Separate biking and walking facilities are important.
- Street trees and canopy cover are important and should be preserved on 185th Street as much as possible.
- Existing community greenspace needs to be preserved and additional green space opportunities need to be explored in the future.



## CENTRAL SPINE

- Street trees and canopy cover are highly valued on 185th Street and they should be preserved to the greatest extent possible.
- Focus on encouraging neighborhood businesses along the Central Spine and providing infrastructure to make them walkable/bikeable for neighborhood residents and those traveling from the station.
- Consider parking needs for the neighborhood businesses that may potentially be constructed along 185th Street. Think about how spaces can be used for accessing these businesses as well as for commuters accessing the station. Residents also need access to parking spaces.
- Determine strategies for slowing down traffic and easing congestion. Vehicles currently travel too fast along 185th Street. Dedicated infrastructure for bikes and pedestrians can help to improve safety for all.
- Design 185th Street so that it can effectively move transit and has appropriate infrastructure for loading and unloading riders safely and effectively.
- The center turn lanes are currently working well.
- It is important to have pedestrian infrastructure to ensure that this area is walkable. Consider incorporating wide sidewalks and adequate crosswalks for pedestrians.

## AURORA CROSSING

- Bike infrastructure at the Aurora Crossing can be improved. Existing bike lanes end abruptly, and bike lanes are in-between traffic lanes. Consider ways to enhance existing crossings for cyclists.
- Focus on keeping east-west traffic moving on 185th Street across Aurora Avenue. There is currently congestion, and this is likely to increase as the station opens.
- Think about ways to better link the different

quadrants of this busy intersection. Wait times for pedestrians crossing Aurora Avenue N and 185th Street are currently very long.

- Think about ways to keep traffic moving smoothly along both Aurora Avenue and 185th Street.
- This is an important hub for Shoreline. Are there any corridor improvements that can help to make this into more of a “downtown?”

## STATION ACCESS

- Design the station area to be safe and accessible for all transportation modes, including crossings for pedestrians and bike access and parking. Provide separate facilities for different kinds of users where possible to keep things moving smoothly.
- Focus on improvements that help transit efficiently access the station.
- Work to calm traffic to keep the area safe for pedestrians and cyclists accessing the station.
- Consider vehicles accessing the station from 5th Avenue NE (coming from both the north and the south) and improve access to keep traffic moving.
- Keep in mind that many vehicles will be traveling east-west on 185th Street and not accessing the station.

## NEIGHBORHOOD CONNECTORS

- This part of the Corridor has a strong neighborhood feel and includes street trees and green spaces. The neighborhood character should be retained and enhanced where possible. Traffic calming measures should be incorporated where possible to keep this area safe for residents and non-motorized users.
- Many pedestrians and cyclists from North City will be using these neighborhood connectors to access the station. Focus on providing safety

for pedestrians (enhanced sidewalks, enhanced street lighting, and more crosswalks) and bicycle infrastructure (dedicated bike lanes) to facilitate these users.

- Enhanced pedestrian facilities could potentially provide opportunities for walkable neighborhood businesses in this area and an enhanced connection between North City and the station.
- Parking is a current challenge in this area, and it is likely to become more of an issue. Consider how future design could enhance parking opportunities in this area.
- Consider providing dedicated turn lanes at major intersections to keep traffic and transit moving.



The October 25, 2018 open house provided attendees with the opportunity to hear a presentation about the study and engage in a question and answer session with City staff

# EXERCISE 2: RATE THE CORRIDOR

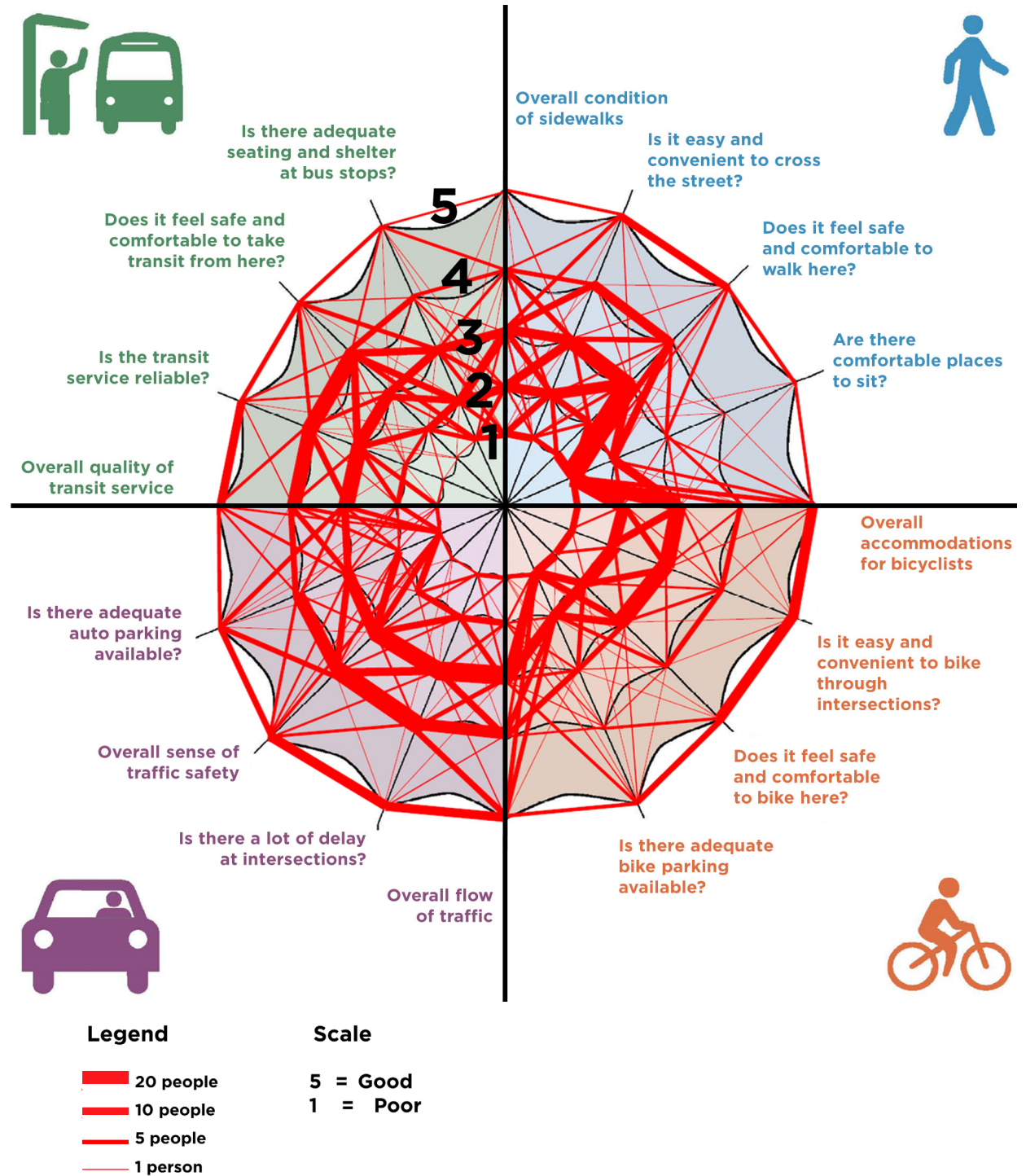
Participants answered questions about how each mode of travel currently functions along the 185th Street Corridor. This exercise was called “Rate the Corridor” and included questions about current conditions of four transportation categories (pedestrians, bicycles, automobiles, and transit) with possible scores from 1 (poor) up to 5 (good).

During the Outreach Series 1 events, participants were asked to mark their scores on a spiderweb graph and then connect the dots with a marker. The completed spiderwebs were displayed in Council Chambers during the 185th MCS Open House on October 25, 2018. A similar “Rate the Corridor” exercise was included in the online survey to give people who did not get the chance to attend an in-person event the opportunity to evaluate current conditions.

## RATE THE CORRIDOR- SPIDER GRAPH

The compilation graph to the right helps visualize the aggregated responses of all participants (Fall Outreach events and online survey participants). The scores (5 = good, 1 = poor) are graphically illustrated on one spiderweb.

This graphic illustrates the range of responses. The thicker the red line, the higher the frequency of a similar set of responses to the questions. While most of the answers for each topic fit within a concentrated score, the thinner red lines show where some participants’ answers fell out of that average score.

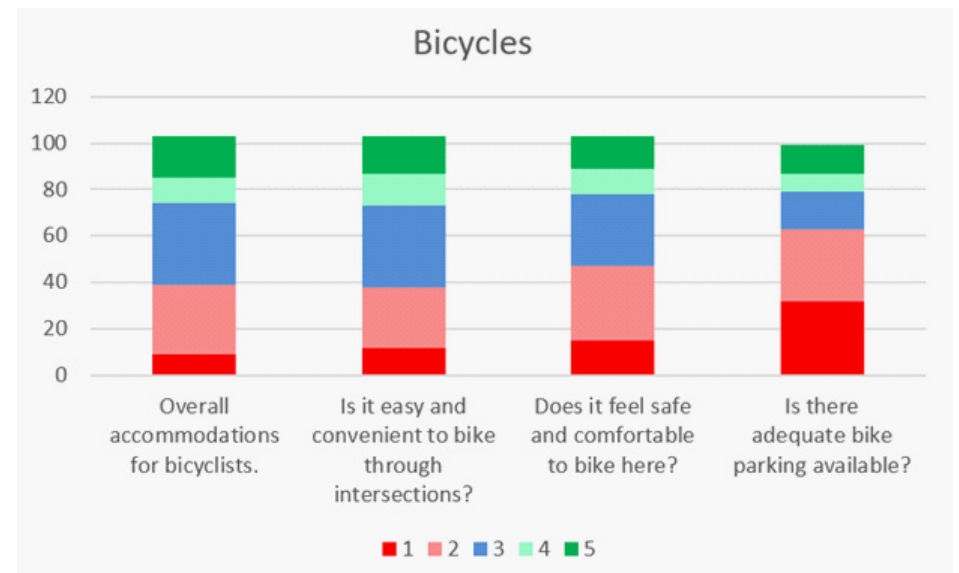
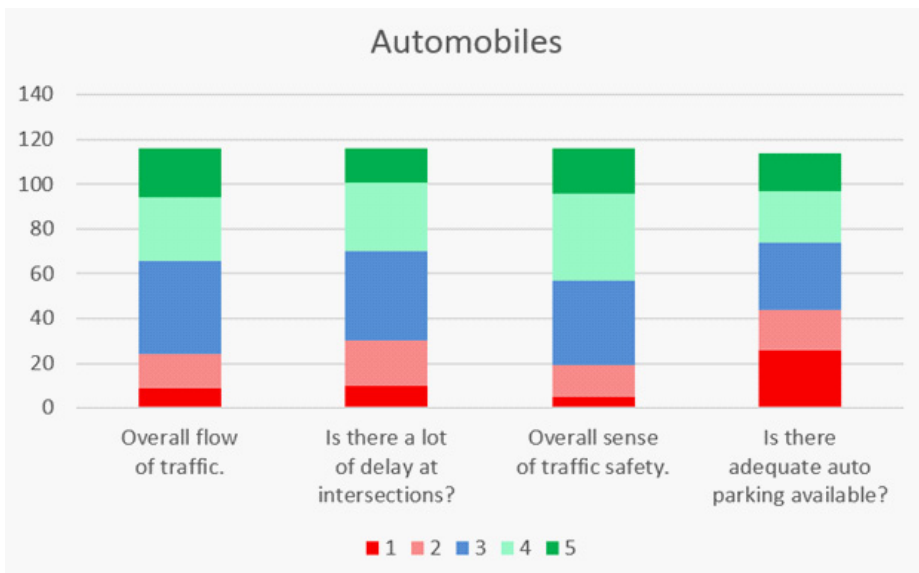
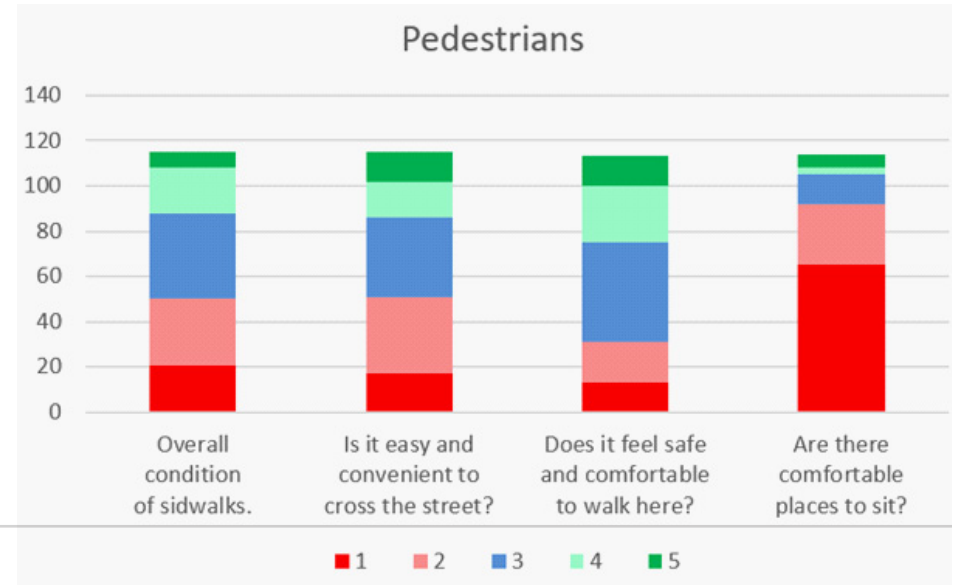
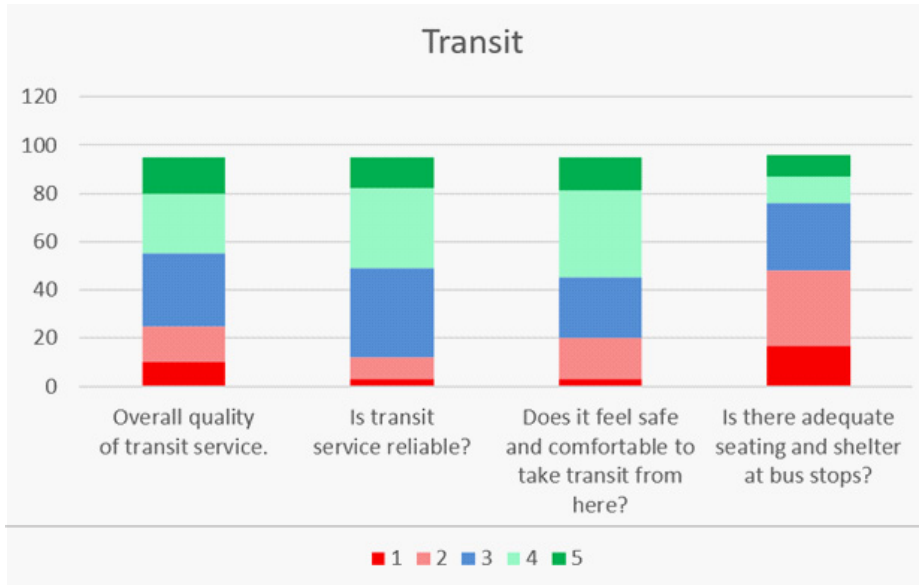


# RATE THE CORRIDOR- BAR CHARTS

The following bar charts break down the “Rate the Corridor” exercise in a different way and show how participants rated current conditions along the 185th Street Corridor per travel mode.

The red shades indicate where respondents felt the current conditions are somewhat poor and the green shades indicate where respondents felt the current conditions are basically good.

The blue color in between red and green colors indicate where respondents gave a medium rating for current conditions.



# EXERCISE 3: HOW DO/WILL YOU USE THE CORRIDOR?

In-person and online attendees were asked to consider how they use/will use the 185th Street Corridor, identifying each mode of travel they currently use on the 185th Street Corridor (blue) and the modes they hope to use on the Corridor in the future (green).

Generally, more respondents indicated that they would like to use the Corridor to walk, bike, and use transit in the future.

