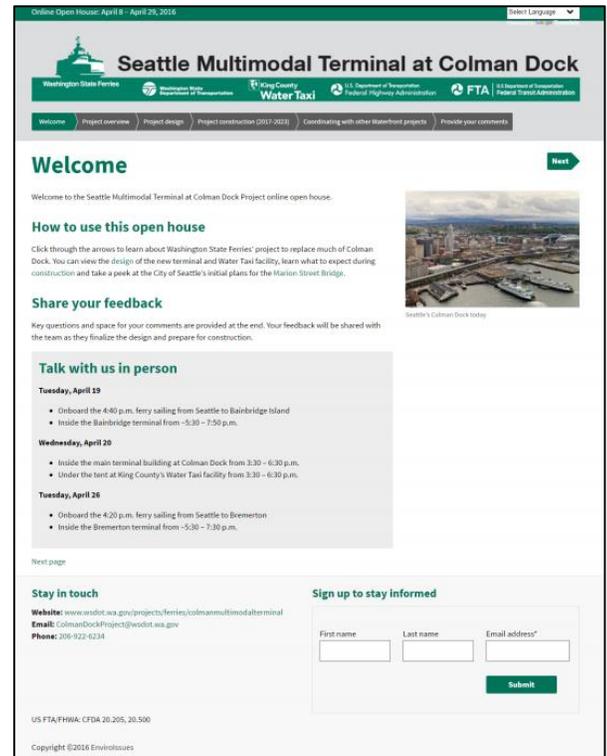


Seattle Multimodal Terminal at Colman Dock Project Spring 2016 Outreach Comment Summary

2. ONLINE OPEN HOUSE

The project team chose to host an online open house in conjunction with several in-person events in order to reach a broader audience, including the occasional ferry customer, general public and those interested in projects along Seattle's waterfront. The online open house was designed to provide similar information to that of a traditional open house but in a format that makes project information more widely available and convenient to the public. The online open house had six "stations": welcome, project overview, project design, project construction, coordinating with other waterfront projects and a comment page.

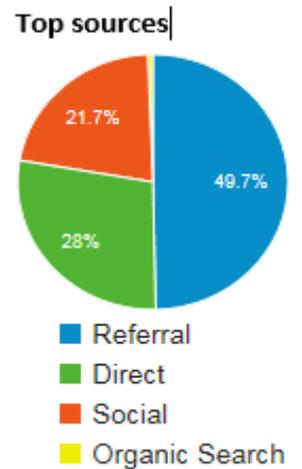
The online open house was available from April 8 to 29. During this three-week period, 2,976 people viewed the online open house to learn about the project, see the latest design and learn about what to expect during construction. Screenshots of the [online open house content](#) are available on the Colman Dock web page. See Appendix A for more details.



Homepage of the online open house

Using this tool also helps the team collect information about how people access project information. A few stats from this open house:

- 40 percent of viewers visited the online open house using a mobile device.
- Nearly 50 percent of online open house viewers were linked from another source (Referral), such as Lynne Griffith's weekly email, the WSF home page and the Seattle Multimodal Terminal at Colman Dock project website.
- Significant increases in viewers going directly to the online open house (Direct) were seen after the April 19, April 20 and April 26 in-person outreach events, where hundreds of fact sheets were handed out with a link to the online open house.
- Several hundred viewers also reached the online open house through social media posts (Social). Approximately 80 percent of those viewers clicked on links from Facebook and 20 percent clicked on links from Twitter.



On average, viewers spent about three minutes on the online open house and viewed about three pages during their session. The most viewed pages were the welcome page, project design and project overview pages. The page views and time spent on the site is about average in comparison to similar online open houses.

3. EVENTS

| Date/Time | Activity and location | Participants |
|---|---|--|
| April 8 – April 29 | Online open house | 2,976 unique visitors |
| Tuesday, April 19 4:40 – 7:50 p.m. | <ul style="list-style-type: none"> Onboard outreach (4:40 p.m. Seattle-Bainbridge Island sailing) Bainbridge Island terminal (5:30 – 7:50 p.m.) | <ul style="list-style-type: none"> Connected with 44 people onboard (distributed ~100 fact sheets) Connected with 27 people inside the terminal (distributed ~30 fact sheets) |
| Wednesday, April 20 3:30 – 6:30 p.m. | <ul style="list-style-type: none"> Seattle terminal building at Colman Dock King County Water Taxi tent | <ul style="list-style-type: none"> Connected with 120 people inside the terminal (distributed ~200 fact sheets) Connected with 30 people under tent |
| Tuesday, April 26 4:20 – 7:30 p.m. | <ul style="list-style-type: none"> Onboard outreach (4:20 p.m. Seattle-Bremerton sailing) Bremerton terminal (5:30 – 7:30 p.m.) | <ul style="list-style-type: none"> Connected with 35 people onboard (distributed ~100 fact sheets) Connected with 20 people inside the terminal (distributed ~100 fact sheets) |
| Thursday, June 23 4 – 6 p.m. | <ul style="list-style-type: none"> Community forum for people with disabilities at Seattle terminal building at Colman Dock | <ul style="list-style-type: none"> Connected with 17 people at the event Accommodations including a hearing loop system, captioning service and tactile drawings |
| Total participants | | Online: 2,976 In person: 293 |

RESULTS:

1. MEDIA COVERAGE

The following media stories shared information about project, the online open house and outreach events.

April 8, Kitsap Sun: WSF sharing latest designs for Colman Dock terminal

<http://www.kitsapsun.com/news/local/wsf-sharing-latest-designs-for-colman-dock-terminal-2ffedca2-fcef-1890-e053-0100007fa0f6-375100931.html>

Highlighted outreach opportunities

April 9, Komo: Seattle’s Colman Dock to get major upgrades

<http://komonews.com/news/local/seattles-colman-dock-to-get-major-upgrades>

Highlighted likely construction impacts and need for improvements to facility

April 11, MyNorthwest: First look at the new Colman Dock terminal in Seattle

<http://mynorthwest.com/251430/first-look-new-colman-dock-terminal-seattle/>

Featured design and highlighted outreach opportunities

April 13, Puget Sound Regional Council blog: Take a look at new plans for the downtown Seattle ferry terminal

<http://blog.psrc.org/2016/04/take-a-look-at-new-plans-for-the-downtown-seattle-ferry-terminal/>

Focused on waterfront construction and state of the existing terminal

April 14, Curbed: Washington State Ferries' \$326M Colman Dock Upgrades Eye 2017 Start

<http://seattle.curbed.com/2016/4/14/11433956/washington-state-ferries-326m-colman-dock-upgrades-eye-2017-start>

Highlighted design, environmental benefits and outreach opportunities

April 14, Daily Journal of Commerce: \$326M Colman Dock terminal upgrade expected to start construction in 2017

<http://www.djc.com/news/ae/12088279.html>

Highlighted upgrades and benefits of the project

April 14, Bremerton Patriot: Extreme makeover on the way for state's busiest ferry terminal

<http://www.bremertonpatriot.com/news/375750351.html>

Featured terminal as a transportation hub and overviewed outreach events

April 20, Kiro: State planning major renovation of Colman Dock

<http://www.kiro7.com/news/local/state-planning-major-renovation-of-colman-dock/231245129>

Focused on scope of work and the reason for the project

April 21, Seattle PI: Renderings: Plans move ahead for new downtown ferry dock

<http://www.seattlepi.com/local/transportation/article/Design-out-plans-move-ahead-for-new-downtown-7287785.php>

Highlighted the complexity of maintaining operations during construction

April 27, Kitsap Sun: Colman remodel will be part of ferry trip for several years

<http://www.kitsapsun.com/news/local/wsf-unveils-new-plans-for-revamped-colman-dock-317ad00c-5d99-41fc-e053-0100007f56a7-377335671.html>

Highlighted design changes and the complexity of construction

2. PUBLIC COMMENTS

From the 293 people we connected with during in-person events and the 2,976 unique visitors who viewed the online open house, 71 individual comments were provided to WSF for consideration moving forward. Key comments and questions received are summarized below.



Members of the public view outreach materials at Seattle terminal outreach event on April 20



Tactile maps with raised lines were available to show the layout of buildings and pathways for people that are blind on June 23

Design

General design comments

- *I think the new designs are great: they look functional, safe, and aesthetically pleasing.*
- *How can you build the same size dock when you're expecting growth in ridership?*
- *New facility should include modern conveniences such as a water bottle fill station, charging station and free wifi (like the airport).*
- *Is the water taxi dock large enough for Kitsap Transit passenger-only use?*
- *What will security be like in the new facility?*
- *There should be an area of quiet space in the new terminal for people that have a difficult time managing large crowds and noise.*
- *The support poles or other "obstructions" in the new facility should be a contrasting color from the background so that people with limited vision can see them more clearly.*
- Several verbal comments from outreach events requested an increase in the number of seats inside the terminal building.
- A few verbal comments were shared during outreach events about the aesthetic of the building, including an interest in adding slope/pitch to the roof design and an interest in building materials/finishes that were not corrugated iron.
- Several verbal comments from outreach events with request for straight pathways on the elevated pedestrian connector with no obstructions between the entry building and the terminal building. This should also include textural wayfinding on the ground.
- Several verbal comments from outreach events requesting that the final design accommodate improved fare payment technology at the turnstiles, visual captioning and audible announcements.

Pedestrian walkway – requests for overhead covering

- *I like the layout of the Colman Dock. Just wish there were more rain coverage for pedestrians.*

- *The weather here can be absolutely atrocious and people will truly resent getting soaked while trying to traverse the open areas of bridging and walking areas to either get to the main ferry building or to the Water Taxi area.*
- *Design a covered (preferable heated) walkway between the Entrance Building and the Terminal Building to protect passengers from the elements. These areas are essential for passenger comfort.*
- Several comments from outreach events requested adding (more) covering over the pedestrian walkway.

Colman clock

- *I was wondering where the Colman Clock is? I fail to perceive its presence in any of the architectural renderings of the proposed facility which begs the question of how you can have Colman Dock without the Colman clock.*
- *I would like to see the clock tower integrated into the design.*

Bicycle/motorcycle access

- *Please incorporate a large, secure bike cage with the project with overnight or 72 hours bike parking (similar to Sound Transit bike cages).*
- *Be great if there was a designated motorcycle lane at the Coleman [sic] terminal with cover*
- There were several questions during outreach events about what the bike entrance will look like and how it will work.
- A few comments were received during outreach events requesting a covering over the northern bicycle staging area.

Passenger loading and unloading

- *Will there be pick-up/drop off areas on Alaskan Way?*
- *How do vehicles access the terminal, if the passengers are not being driven on board? This looks like you plan for them to be dropped at First & Marion and walk.*
- Additional questions were received during outreach events about pick-up and drop off areas on Alaskan Way, both during the final configuration and during construction.

Vehicle traffic and loading

- *The process of loading/unloading vehicles in a timely manner should be a priority. Currently, it takes an extremely long time to unload due to construction along Alaskan Way.*
- *What will be done to assist Vanpools to reach the ferry terminal during the summer and not be stuck in long traffic lines?*
- *Maintain the current amount of vehicle holding.*
- A verbal comment from an outreach event about suggested improving signal timing for exiting vehicles.

Transit connections

- *Need a better way to access the light rail system from the Coleman [sic] dock - such as a pedestrian thru-way to Pioneer Station or University.*
- *You need a better multimodal connection with busses to take to destinations (dedicated buses to Amazon, etc.). Also need connections to Link Light Rail and bus tunnels.*
- *The rebuild of Colman Dock [should] expand and improve access to intermodal connections - specifically bus routes, Link Light Rail (and hence SeaTac airport), and commuter, regional and long-distance heavy rail via King Street Station.*
- Several verbal comments from outreach events requested the plan further improve connections to transit.

Retail

- *What retail will be available at the new facility?*
- *I hope that the state curates the retail in the ferry terminal so we don't end up with bad national chains like Subway and McD's. Keep it local!*
- *The food could be state of the art food and have healthy options as well which would appeal to lots of people now.*
- *I am disappointed that the entire second level of the Entry Building seems to be bereft of commercial space, and the new terminal building is significantly small and appears to have much less potential for commercial activity.*
- Several comments from outreach events requested WSF maintain retail during construction and make sure plans incorporated availability of future retail in the new terminal and entry building.

Construction

- *I'm concerned about bike conflicts with cars during construction.*
- *I am concerned about how the schedule for the already-packed boats will be adjusted during commute hours. Perhaps a three-boat schedule with smaller vessels?*
- *When changing times, please keep in mind that many, many people use the ferry system for commuting and we need to keep our schedules.*
- The most frequent question received during all outreach events was whether the facility would remain operational during construction.
- A few comments were received during outreach events requesting clear wayfinding for all modes during construction. This included a request for fenced pedestrian walkways.
- Several people during the outreach events shared concerns about changes to the sailing schedule.
- Staff received several questions at outreach events asking if the Marion Street Bridge would remain open during construction. There were also a few requests that crosswalks on Alaskan Way be accessible and include an audible alert, particularly if the Marion Street Bridge needs to be closed.

NEXT STEPS:

1. PUBLIC FEEDBACK REVIEW

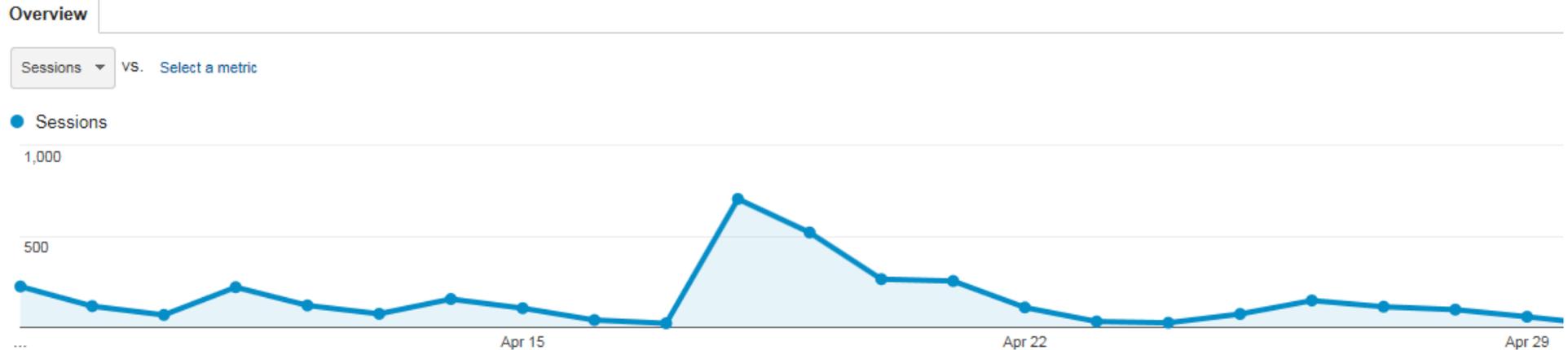
The project team will review the public feedback as the project designs are finalized and the team and contractor work to develop plans for construction. The team will report back to the public at the next design milestone about how public comments from spring 2016 were addressed.

2. FUTURE PUBLIC OUTREACH

The next public outreach effort is planned for fall 2016 to share more information about construction phasing with customers and stakeholders. Additional outreach is also expected in early 2017 in advance of the start of construction, scheduled to begin in summer 2017.



Appendix A: Online open house metrics



This graph shows the total views of the online open house between April 8 – 29. Several spikes in viewers can be noted in the graph and may be attributed to several events:

- April 14 - Daily Journal of Commerce and Curbed articles published
- April 18 through 21 – Coincides with Bainbridge Island and Seattle terminal in-person outreach events
- April 26 – Bremerton in-person events

Top referral sites:

1. wsdot.wa.gov/projects/ferries/colmanmultimodalterminal/
2. wsdot.wa.gov/ferries/
3. kiro7.com/news/local/state-planning-major-renovation-of-colman-dock/231245129
4. kitsapsun.com/news/local/wsf-unveils-new-plans-for-revamped-colman-dock-317ad00c-5d99-41fc-e053-0100007f56a7-377335671.html
5. wsdot.wa.gov/News/2016/04/04_WSF.htm