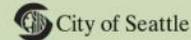
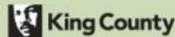
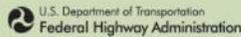


# Alaskan Way Viaduct & Seawall Replacement Program



## Communications Summary

March 2011

### What We're Hearing

In March, 126 comments were submitted to the program. Staff also prepared summaries of comments gathered at outreach events during the month.

Source of Comments	Qty.
Community briefings	57
Emails	32
Other	21
Website	9
Phone/hotline	7
<b>Total comments</b>	<b>126</b>

NOTE: Please note that some comments fit into more than one comment category, while others do not fit into any of the categories.

Comment Category	Qty.
Design or construction	30
Economic	9
Environmental or public safety	9
Structures or locations	6
Transportation	27
Transit	0
Fieldwork	0

### Public Comment Themes

The following are a sampling of comments we received:

#### *Design and construction*

*(This category includes comments related to construction, urban design, the seawall and engineering.)*

- Will the demolition of the viaduct along the central waterfront take place outside of the busy tourist season?
- The road is very rough when driving westbound on the Spokane Street Viaduct. Are you going to fix this?
- What would happen if the viaduct was demolished next year per the Mayor's suggestion?
- I want to thank Skanska and your team for opening the SR 99 northbound on-ramp in SODO so quickly!
- Which agency will be overseeing the construction of the seawall replacement?

#### *Economic*

*(This category includes comments related to cost, funding, property value/acquisition and tolls.)*

- When would the public have to pay extra costs on the program?
- What would be the cost of maintaining the proposed bored tunnel each year?
- What work has been done to assess the costs of retrofitting the existing viaduct?
- What would be the cost if we were to demolish the Western Building?

#### *Environmental and public safety*

*(This category includes comments related to environmental and noise issues, public safety, earthquakes and visual quality.)*

- When the automated gates close on the viaduct during an earthquake, are cars going to be stuck on the structure?

- What studies and simulations have been done to show the effect of a strong earthquake on the proposed bored tunnel?
- Would any of the landscaping areas at the bored tunnel's south portal be used for catching storm water runoff?
- What would happen to the bored tunnel in a tsunami event?

### ***Structures or locations***

*(This category includes comments related to historic structures and districts, portals, stadiums and neighborhoods.)*

- What construction activities will impact the Polson building during the next 10 years?
- Why would the funds to shore up the Western Building during tunneling come from the project's right of way budget?

### ***Transportation***

*(This category includes comments related to traffic, connections/circulation, pedestrians and bicycles.)*

- Will access from the West Seattle Bridge to SR 99 remain the same with the detour route in place?
- Where will ferry holding be located during viaduct construction?
- How will pedestrians be able to access the waterfront from downtown?
- Are you considering freight during your planning process?
- Why would there be no access to the Central Business District from the proposed bored tunnel?

### ***Transit***

*(This category includes comments related to transit, such as light rail and buses.)*

There were no comments about transit in March.

### ***Field Work***

*(This category includes comments related to geotechnical drilling, utility surveying and building surveys.)*

There were no comments about field work in March.

### **Where We've Been**

Outreach events provide another way to engage residents and businesses. In March, the program team attended 10 events, which included community group, individual interest group and elected official briefings as well as informational tables at fairs and festivals.

Community briefings in March were attended by more than 100 members of the public.

A map of all program events held this year is located [here](#).

### *Community briefings*

- Mercer Corridor Stakeholder Committee (March 15)
- West Seattle Rotary Club (March 15)
- Seattle Design Commission (March 17)
- Pioneer Square neighborhood meeting (March 17)
- Rotary Club of Bainbridge Island (March 28)
- Gig Harbor Chamber of Commerce (March 31)

### *Individual interest group briefings*

- Triangle Pub (March 29)

### *Elected official/agency briefings*

- Briefing to Representative Fitzgibbon (March 23)
- Briefing to Representative Frockt (March 23)

### *Fairs and festivals*

There were no fairs and festivals in March.

### *Public open houses*

There were no public open houses in March.

### *Tours*

- Media tour of viaduct during inspection closure (March 21)

### **Construction Outreach**

In March the communications team provided notification for several construction activities by

distributing letters or emails to nearby property owners and tenants, conducting door-to-door outreach, responding to comments and questions from the public and hosting a monthly construction meeting in Pioneer Square. A weekly S. Holgate Street to S. King Street email update is sent to a list of project neighbors and interested parties.

*Outreach and notification activities focused on:*

- Opening the new northbound SR 99 detour ramp from S. Royal Brougham Way and East Frontage Road S.
- Completing paving on S. Atlantic Street between Colorado and Utah avenues.
- Installing the automatic viaduct closure gate at S. Royal Brougham Way.
- Continuing foundation work for the new southbound SR 99 bridge over S. Atlantic Street.

**Media Relations**

The majority of media coverage in March focused on the proposed Referendum 1 and Initiative 101, which relate to the proposed bored tunnel; the March semiannual viaduct inspection closure and automated gates testing; a statement by the Seattle Mayor that the viaduct should be shut down earlier than planned due to safety; and the Seattle City Council’s override of a veto of the City-State bored tunnel agreements. More than 170 program-related articles were published in local and national newspapers, blogs or other publications.

Focus of article	Qty.
Referendum 1 and/or Initiative 101	48
March semiannual viaduct inspection closure and automated gates testing	23
Mayor’s statement that the viaduct should come down early	17
Seattle City Council overrides veto of City-State agreements	16

NOTE: Listed above are only those topics receiving the most frequent coverage.

The program distributed four media releases and hosted three press events in March to provide timely and accurate information to the public.

*Media releases*

- WSDOT announces proposal to preserve historic Seattle building in Pioneer Square (March 1).
- Northbound SR 99 on-ramp at stadiums opens in time for Sounders, Mariners season home openers (March 11).
- Semiannual inspection closes SR 99 Alaskan Way Viaduct this weekend (March 15).
- No new cracks or damage found during inspection of SR 99 Alaskan Way Viaduct (March 25).



*Ron Paananen speaks to the media during the March semiannual viaduct closure and inspection. Members of the communications team assisted with media coordination during the closure.*

*Press events*

- Media invited to get a sneak preview of the new northbound on-ramp to SR 99 near the stadiums before it opens to traffic (March 11).
- Media tour during viaduct semiannual closure and inspection including automated gates testing (March 21).
- Governor’s press event on moving forward with the proposed bored tunnel alternative (March 31).

**Public Materials**

Printed materials, such as fact sheets and folios, are created and distributed to inform the public about the program. Handouts are prepared based

on frequently asked questions and topics of interest.

*New or updated materials*

- There were no material updates in March.

In March the program distributed one email update to approximately 6,500 subscribers. The update included articles about the March viaduct semiannual inspection closure, the opening of the northbound SR 99 on-ramp, updates on the seawall replacement project, and information on a Central Waterfront Stakeholders Group meeting to discuss seawall alternatives.

*Email update*

Most popular links followed through the March email update:

- S. Holgate to S. King Street project page.
- Alaskan Way Viaduct semiannual inspection results.

In addition to producing printed materials and email updates, the team frequently updates the program website ([www.alaskanwayviaduct.org](http://www.alaskanwayviaduct.org)) with the latest materials and information.

*Website usage*

- Alaskan Way Viaduct and Seawall Replacement Program page views in March: approximately 30,000.
- S. Holgate to S. King Street Viaduct Replacement Project page views in March: Approximately 12,300.