

**Background:**

The Guiding Principles below and “Suggested Indicators of Success” reflect the feedback received at the Jan. 12 Advisory Group meeting. Revisions to Guiding Principles are noted in red.

For each Guiding Principle statement, please indicate whether you agree with that Guiding Principle as written. Please also review the “Suggested Indicators of Success” identified for that Guiding Principle and consider the following questions:

- Are there other indicators of success that should be listed for this Guiding Principle?
- Is this something that can be measured?
- Do any of the indicators of success that are listed require additional specificity to make them more measurable? (e.g. quantity, quality, etc.)
- Do you have other thoughts or feedback to share?

To help spur your thinking, the indicators of success you developed at Advisory Group Mtg. #2 are listed on Page 3. *Please send your comments to Meghan Shepard ([Meghan.shepard@seattle.gov](mailto:Meghan.shepard@seattle.gov)) by Wednesday, January 25.*

Revised Guiding Principle Statement	Suggested Indicators of Success <i>(As noted during the small group discussions at the Jan. 12 Advisory Group mtg.)</i>	Do you agree with the revised Guiding Principle statement as written?	Do you have other suggested indicators of success for this Guiding Principle or comments on the identified indicators of success?
<b>Equity:</b> Design for the health, safety and well-being of all who live in our community using established race and social justice guidelines.	<ul style="list-style-type: none"> <li>• Economic prosperity for all (idealistic- define)</li> <li>• Point to point travel times</li> <li>• Equal access from Point A to Point B</li> </ul>		
<b>Flexibility:</b> Create flexible systems that can evolve over time by taking a system-wide view and challenging long-held assumptions.	<ul style="list-style-type: none"> <li>• Improvements today evolve over time → 2023</li> </ul>		
<b>Optimization:</b> Optimize use of limited street and sidewalk space for people and goods.	<ul style="list-style-type: none"> <li>• Travel time</li> <li>• Predictability</li> <li>• Safety- how to measure number of conflicts, feeling secure and comfortable (for example, lighting)</li> <li>• Accessibility (Can all trips/all people still make the trip?)</li> <li>• Ease of transfer</li> </ul>		
<b>Public Space:</b> Design the street experience and public realm so that	<ul style="list-style-type: none"> <li>• Usage</li> <li>• Number of sidewalk café permits</li> </ul>		

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they are inviting, engaging, safe and supportive of social connections and community-building.	<ul style="list-style-type: none"> <li>• Pedestrian activity, ability to move through</li> <li>• Public realm plans (First Hill, etc.) aligned with transit changes</li> </ul>		
<b>Stewardship:</b> Reduce vehicles and emissions and use sustainable building practices.	<ul style="list-style-type: none"> <li>• Decrease in single occupancy vehicles, increase in other modes of transportation (increased mode share)</li> </ul>		
<b>Transportation:</b> Provide safe, affordable, comfortable, reliable and convenient transportation options for all users <b>of all abilities</b> – daytime and nighttime, commuters and non-commuters, and those needing timely multiple connections.	<ul style="list-style-type: none"> <li>• (See optimization)</li> </ul>		
<b>User experience:</b> Create an easy to use and intuitive system by prioritizing accessibility, pedestrian mobility, <b>wayfinding</b> and multimodal connectivity.	<ul style="list-style-type: none"> <li>• Retain or increase transit ridership</li> <li>• Greater safety perceptions</li> <li>• Reducing transit delay or average trip time</li> <li>• More bike users</li> </ul>		
<b>Well-being:</b> Support social sustainability and economic prosperity for all.	<ul style="list-style-type: none"> <li>• If equity goal is met, we have well being</li> <li>• Less crime</li> <li>• Fewer injuries</li> </ul>		

*Below are the Indicators of Success noted during the Opportunities and Challenges discussion at Advisory Group Mtg. #2, held on October 13, 2016.*

- Affordability
- Decrease significantly SOVs
- Maintain quality of public spaces and safety
- All ages and abilities can bike downtown
- Easy to understand and navigate transit
- Somewhere to kick a soccer ball - with goals
- Increased ridership - first and last mile solution
- Big sporting events don't kill downtown
- Everybody uses it and feels safe
  - Sidewalks
  - Bike lanes
  - Transit
  - Center City in general
- Developers incentivized to invest in public realm
- Goods and services move more efficiently - everybody does
- Mean average speed actually reduced
- Plan actually establishes priorities
- Integration is key
- Safely bike downtown
- Reduction of fatalities pedestrian/bike
- Mode shift from SOV to other modes
- Bus only lane for real
- Make transit equitable, comfortable, safe
- Clear trans. system- wayfinding- continuities, ease of movement, branding
- Map with portal to linkages- see all major projects- help neighborhood groups see linkage-input/influence
- Anyone who wants to can afford to live downtown
- Jobs/housing balance
- ADA accessibility- robust all ages/mobility
- Integrated planning development, infrastructure stuff, utilities
- Excellent travel options/information, high level of transit options - encourage new users of transit system
  - Apps can't do it all
  - Maps
  - Training
  - Ambassadors
  - Wayfinding (multiple media)
- Have pedestrian/bike/transit/freight plans be mutually consistent
- Create curb space for Transportation Network Companies (Uber, Lyft, etc.)
- More frequent and reliable travel options- reduce travel time variability
- Make it easier to be a pedestrian- more comfortable and safer to cross streets
- More intersections where pedestrians can cross
- Affordable to live in CC
- More employment in CC
- Walkability to jobs
- Transition from bus/rail in tunnel to just rail - how transit planning gets adjusted in light of those investments
- Breadth of employment opportunities
- Diversity
- Safe travel, good edge detection
- Unobstructed paths
- Add tree pit grates
- Easy access to daily needs
  - Grocery store
  - Hardware store
- Flexible, affordable, accessible
- Center City becomes more than just a pass through and more of a transportation hub
- All can access transportation (see identified challenges)
- System is nimble and able to adjust to changes in needs/use
- Transit does not compete with SOVs for road space (think streetcar v. Link)