



friends
of WATERFRONT SEATTLE

Survey of Voters in Seattle

March 2018

- ▶ Live telephone survey, including landlines and cell phones, of registered voters in the City of Seattle
- ▶ Survey conducted February 26 – March 5, 2018
- ▶ 700 total interviews; overall margin of error of ± 3.9 percentage points
 - 100 interviews per City Council District with a margin of error of ± 9.8 percentage points
- ▶ Interviews conducted in English by trained, professional interviewers
- ▶ Data weighted by key variables and demographics to reflect registered voter population
- ▶ Where applicable, results compared to previous surveys conducted in 2012 and 2015

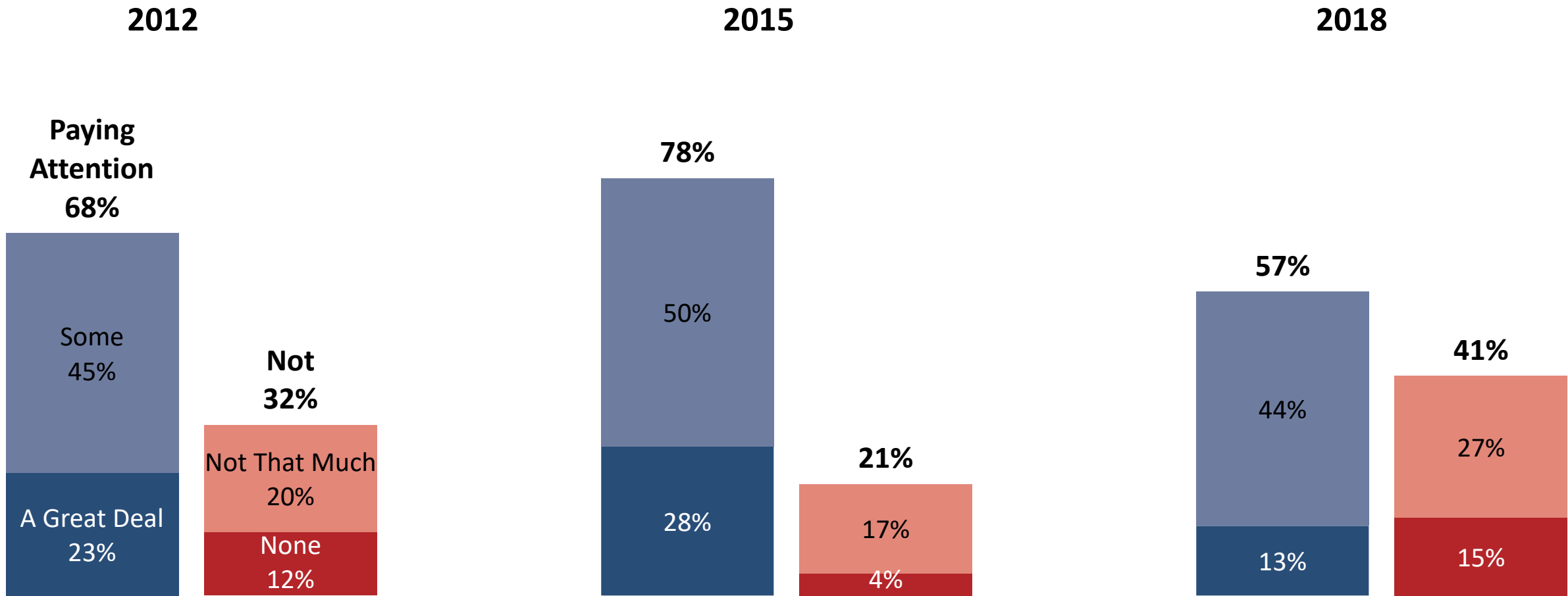
Please note that due to rounding, some percentages may not add up to exactly 100%.



Waterfront Park

Awareness of Waterfront Plans

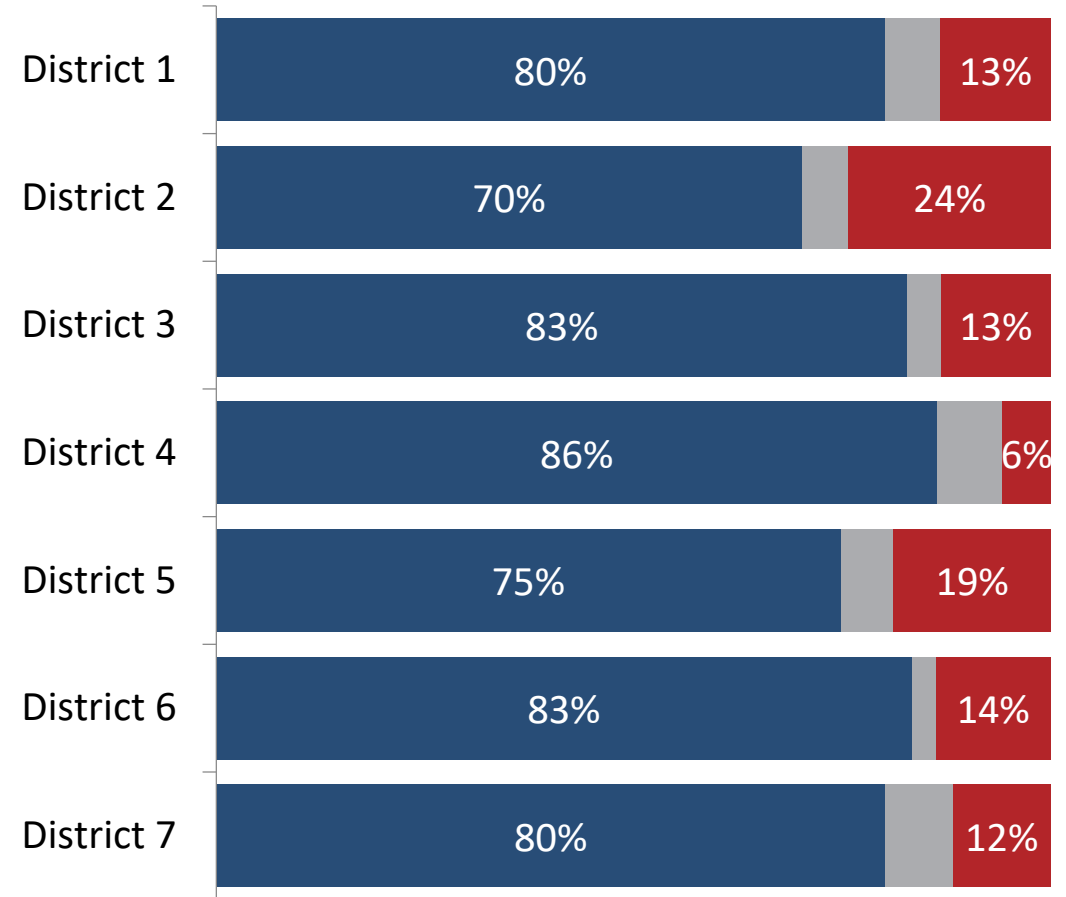
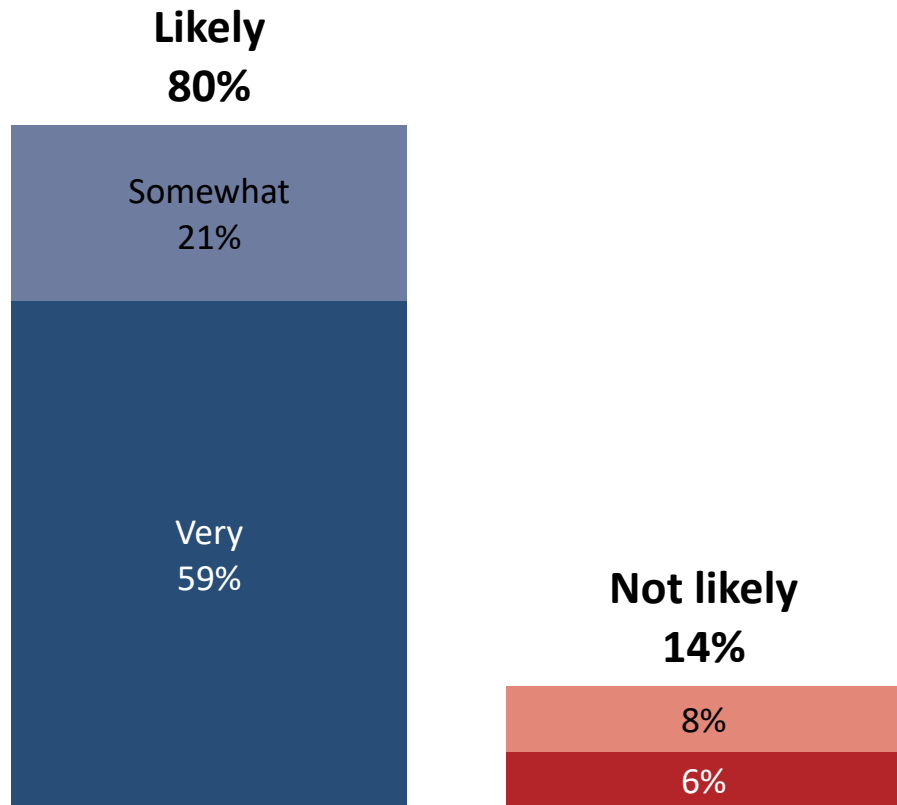
Voters are paying less attention to plans for the waterfront than they were in 2015 and 2012.



How much would you say you've been paying attention to plans for what to do with the space that will open up along the waterfront when the Alaskan Way Viaduct is removed – a great deal, some, not that much, or none at all?

Likelihood of Visiting Park

A strong majority in every District say they are likely to visit the waterfront park.



How likely do you think you would be to visit this new waterfront park and public space - very likely, somewhat likely, not that likely or not at all likely?

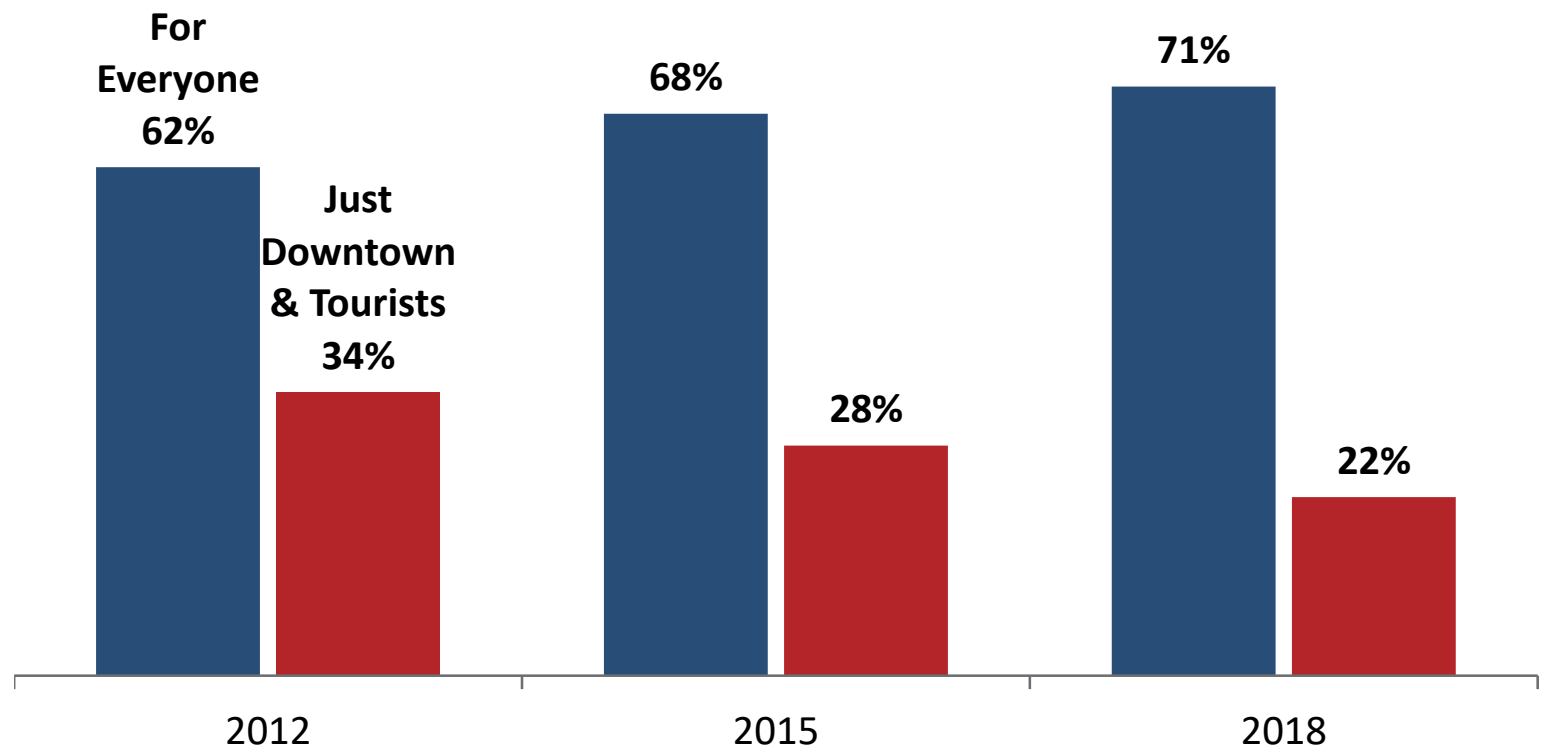
A Waterfront for Everyone

Voters continue to believe that this project will create a waterfront for everyone rather than just for tourists and downtown interests - and that sentiment has grown over time.

Statement A: *This project will create a waterfront that will be for everyone, with parks, paths, access to the water, and public spaces our whole city will use and enjoy*

OR

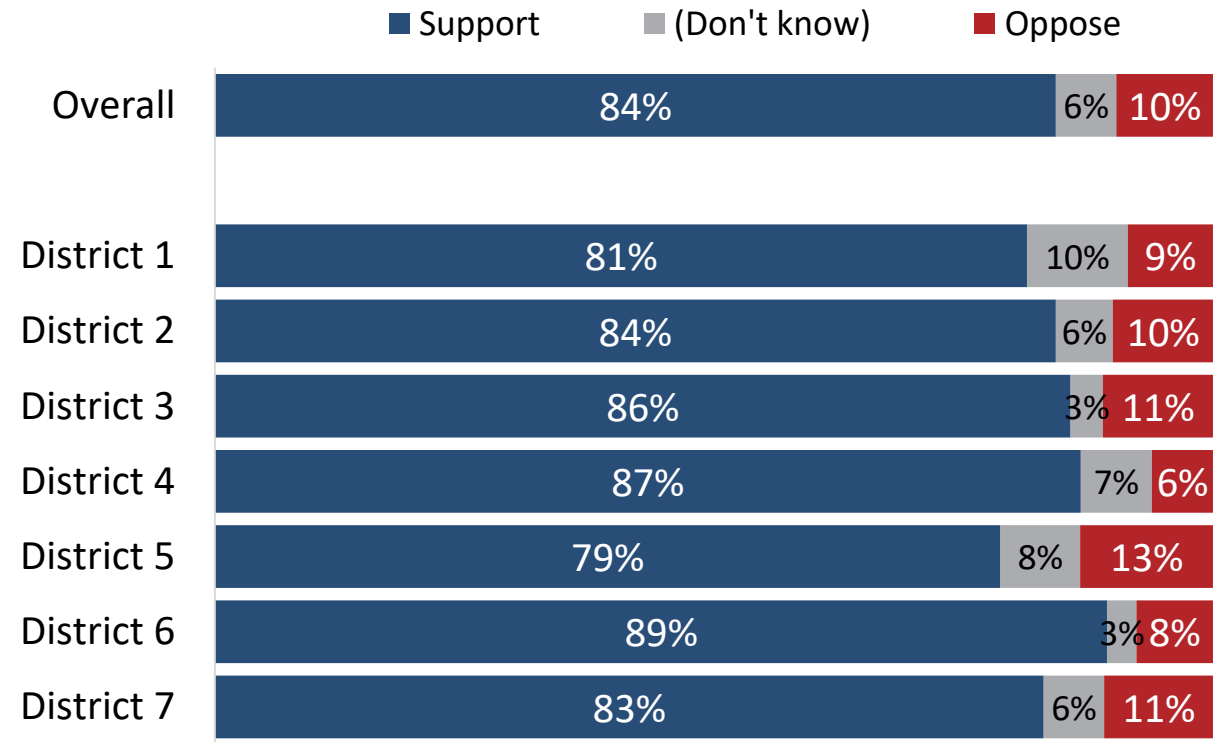
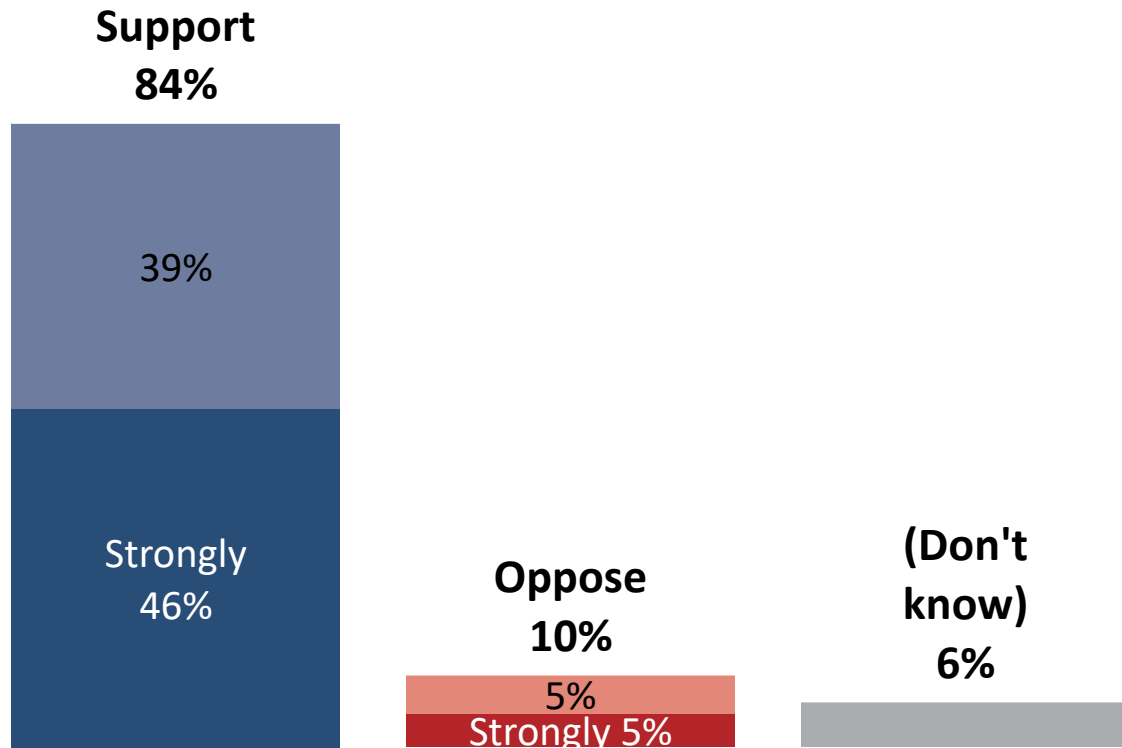
Statement B: *This project will just end up benefitting downtown businesses, landowners, and tourists, not the city as a whole.*



Waterfront - Initial Support

Most voters support a plan “to create a park and public spaces along the waterfront” and almost half strongly support the plan. Support is very strong in every City Council District.

“As you may know, following the removal of the Alaskan Way Viaduct there are plans to create a park and public spaces along the waterfront.”

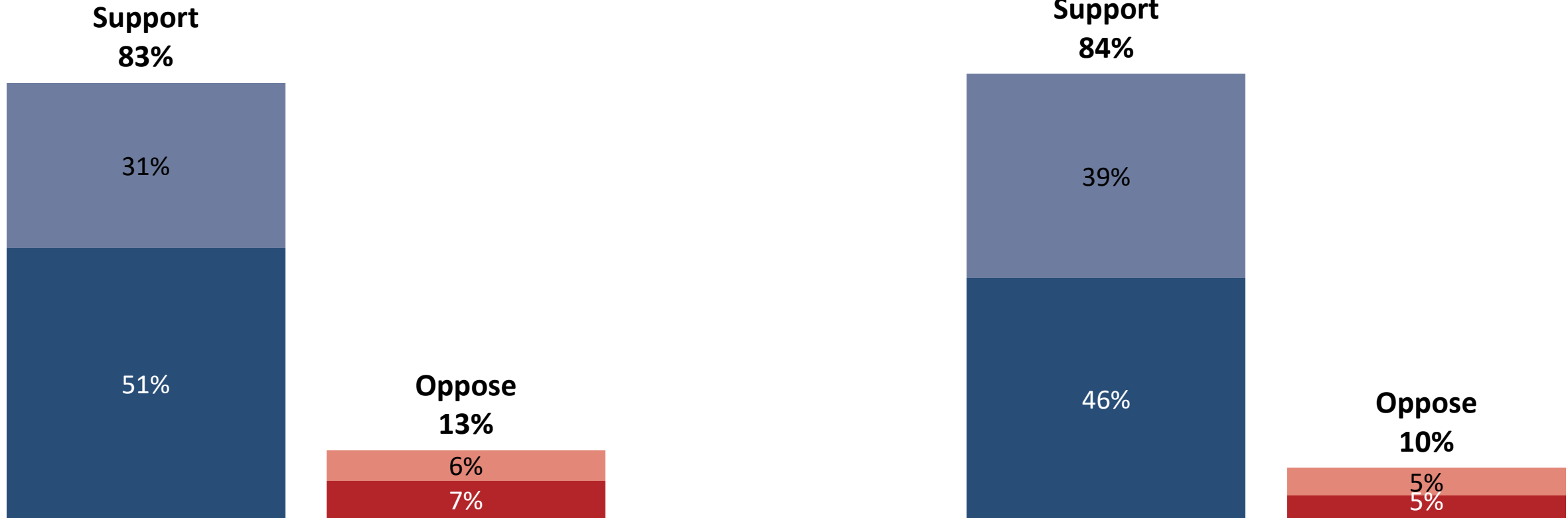


Initial Support - Trend

Initial support is statistically the same as in 2015.

2015

2018

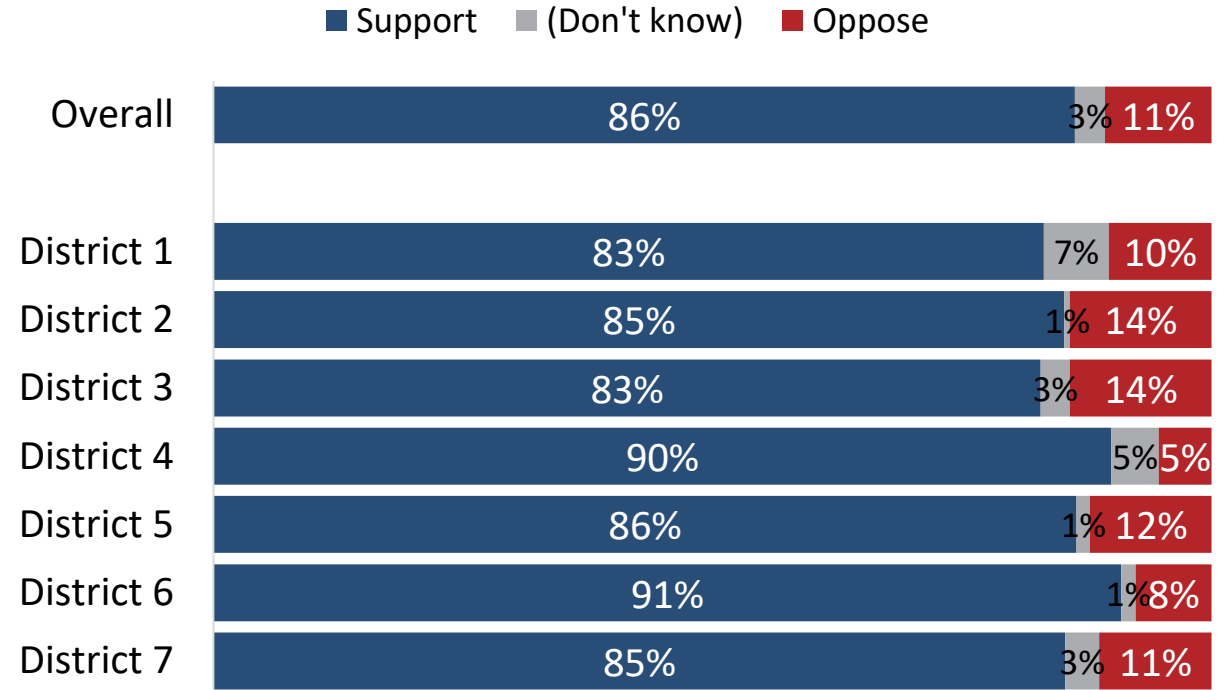
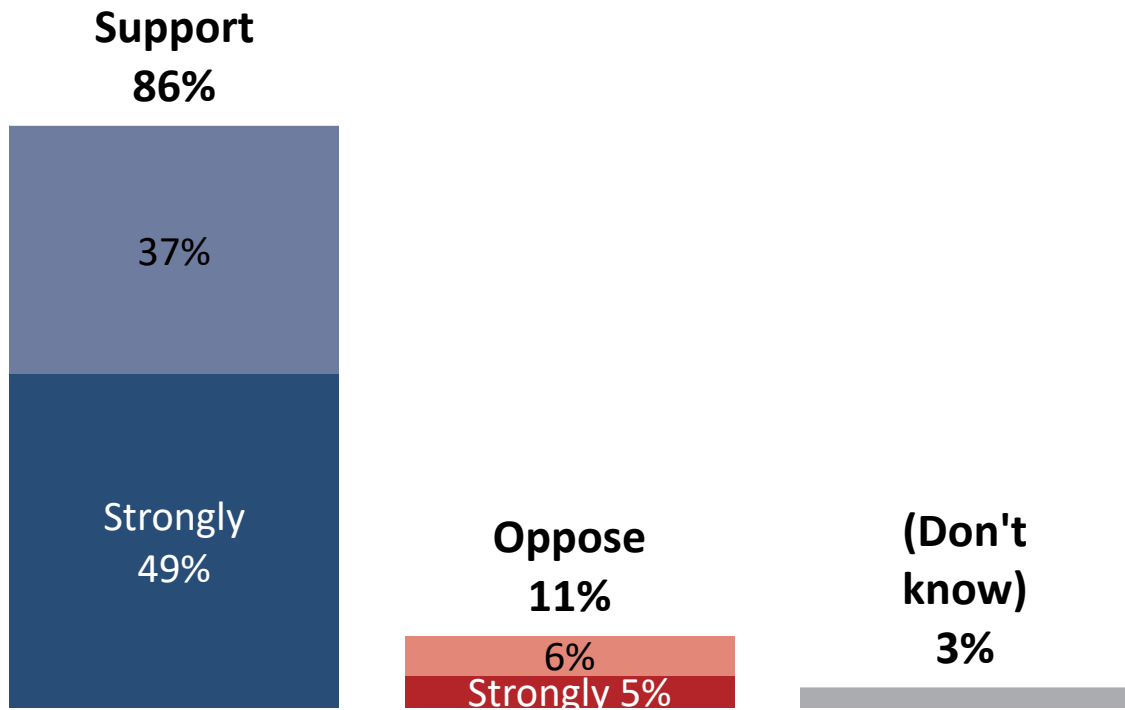


As you may know, following the removal of the Alaskan Way Viaduct there are plans to create a park and public spaces along the waterfront. In general do you strongly support, somewhat support, somewhat oppose, or strongly oppose this plan?

Waterfront - Support After Description

Support for the waterfront park increases marginally after a basic description. Support is 83% or higher in every District.

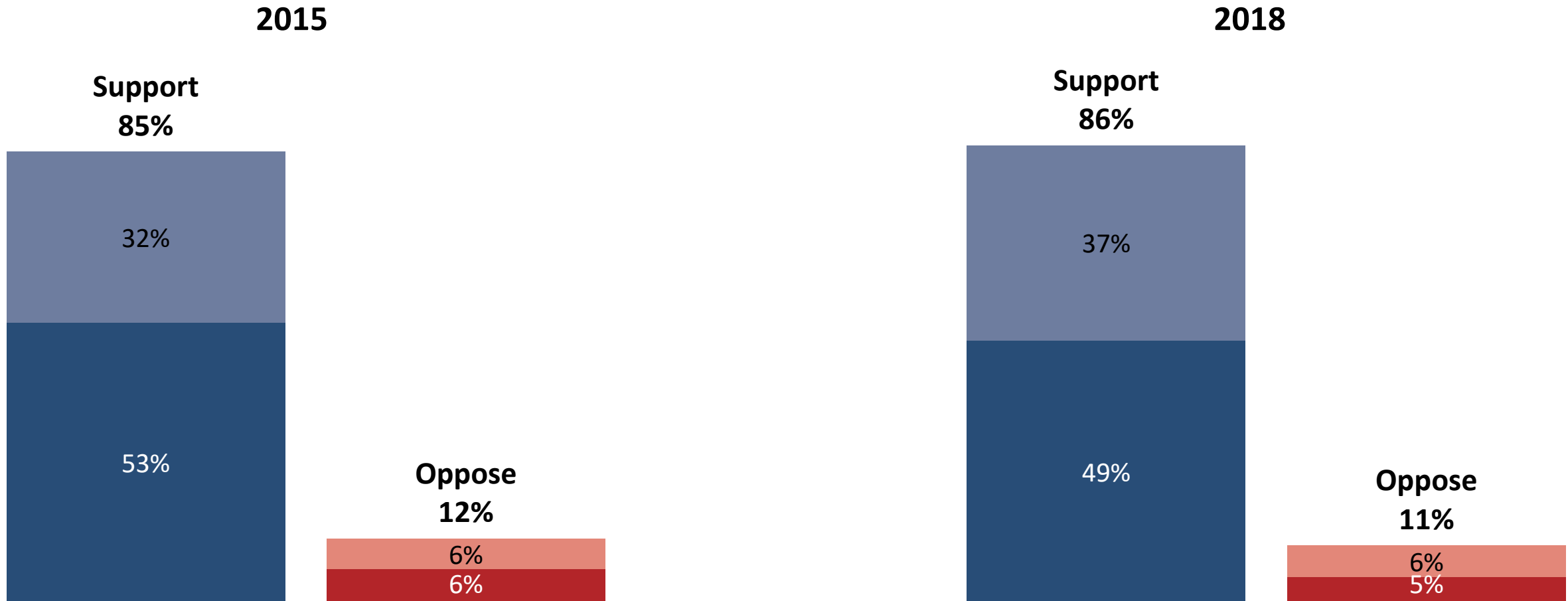
“The plan is to create a new 26 block waterfront park and public space with picnic and concert areas; bike and walking paths that will re-connect our waterfront to the city; restore critical natural beach habitat; rebuild Alaska Way as a waterfront surface street that accommodates people, cars, and transit; and open access to Elliott Bay.”



Knowing this, in general, do you strongly support, somewhat support, somewhat oppose, or strongly oppose this plan for a waterfront park and public space?

Support After Description - Trend

Support after a basic description of the project is statistically the same as in 2015, although with marginally lower intensity.



Knowing this, in general, do you strongly support, somewhat support, somewhat oppose, or strongly oppose this plan for a waterfront park and public space?

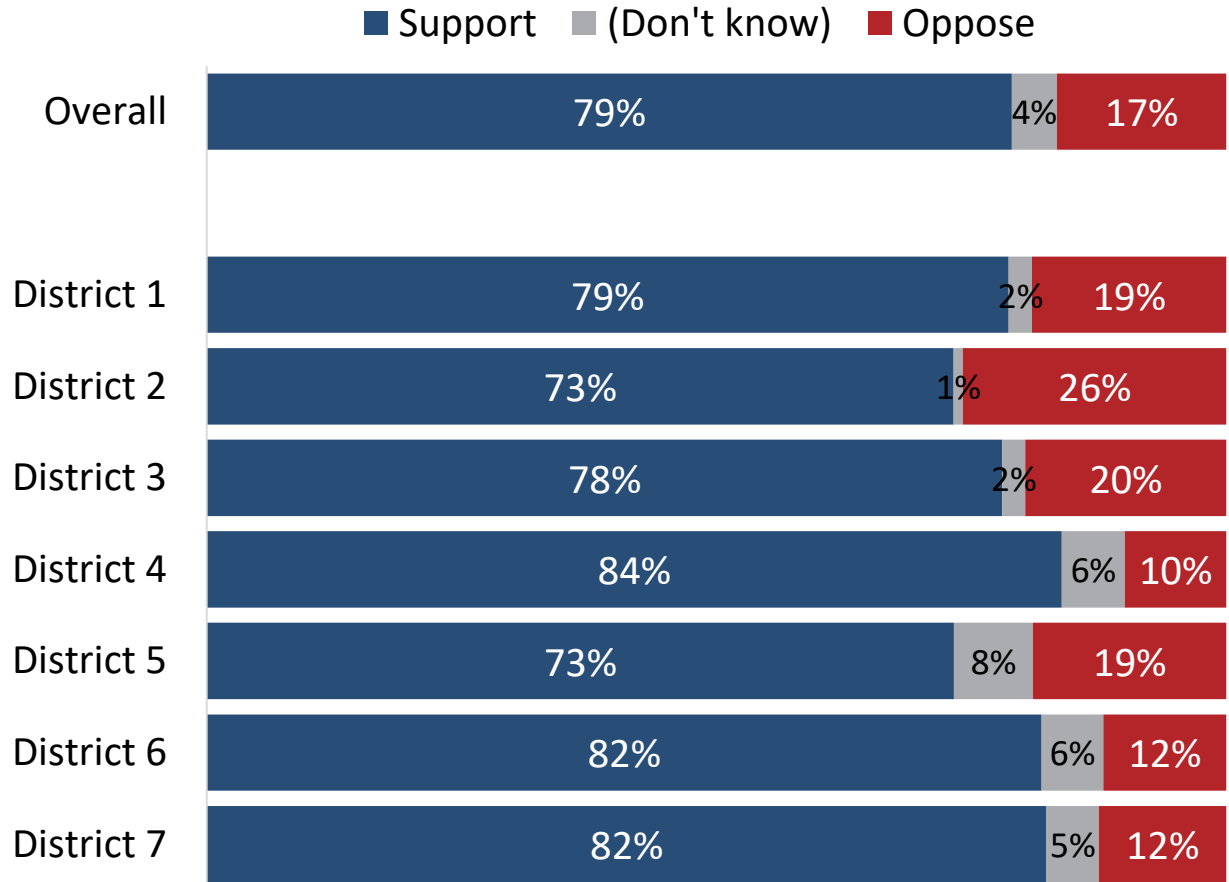
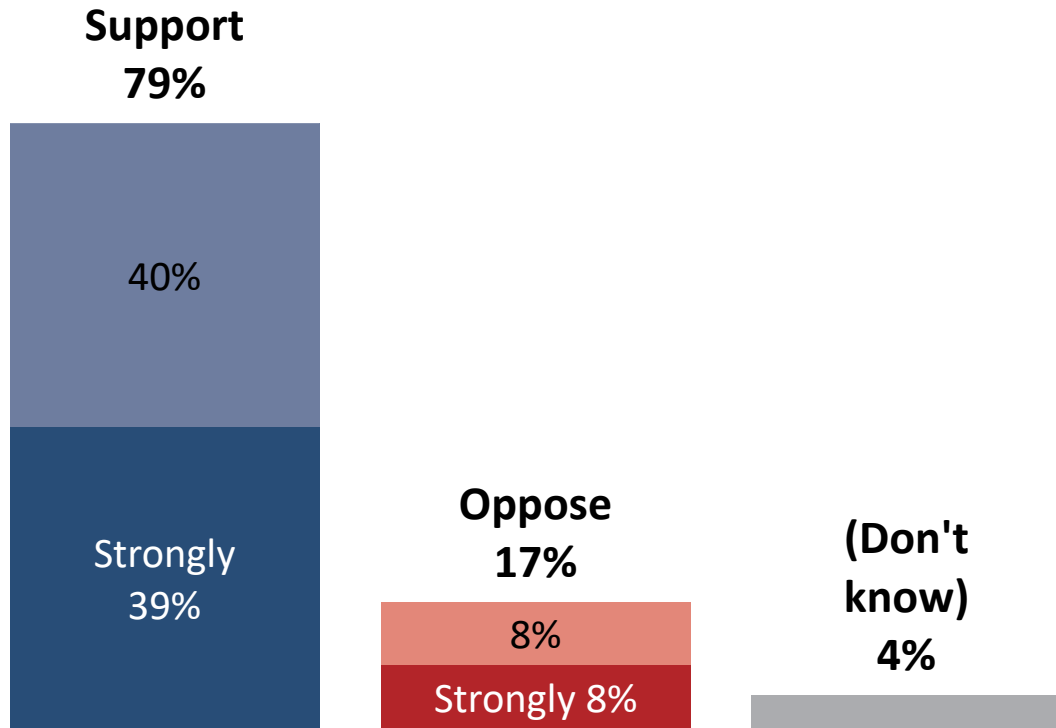
Waterfront Pro/Con Argument Text

*“**Opponents** of the waterfront project say that with skyrocketing property taxes and a city that is becoming more unaffordable by the day, we just can’t afford a fancy \$700 million downtown park that will primarily benefit tourists and businesses. They say instead of another unsafe and poorly managed downtown park, we need to be focusing on things like affordable housing, traffic, and homelessness.*”

*“**Supporters** say opponents are exaggerating the cost and that the project is already two-thirds funded, including \$100 million in private philanthropic donations. The only new tax will be for property owners in the waterfront area whose property values increase because of the improvements. Supporters say this is a once in a lifetime opportunity to create an environmentally responsible and sustainable waterfront for everyone, with incredible views of the mountains and the sound; parks, paths, access to the water, and public spaces our whole city will use and enjoy for generations to come.”*”

Waterfront - Support After Arguments

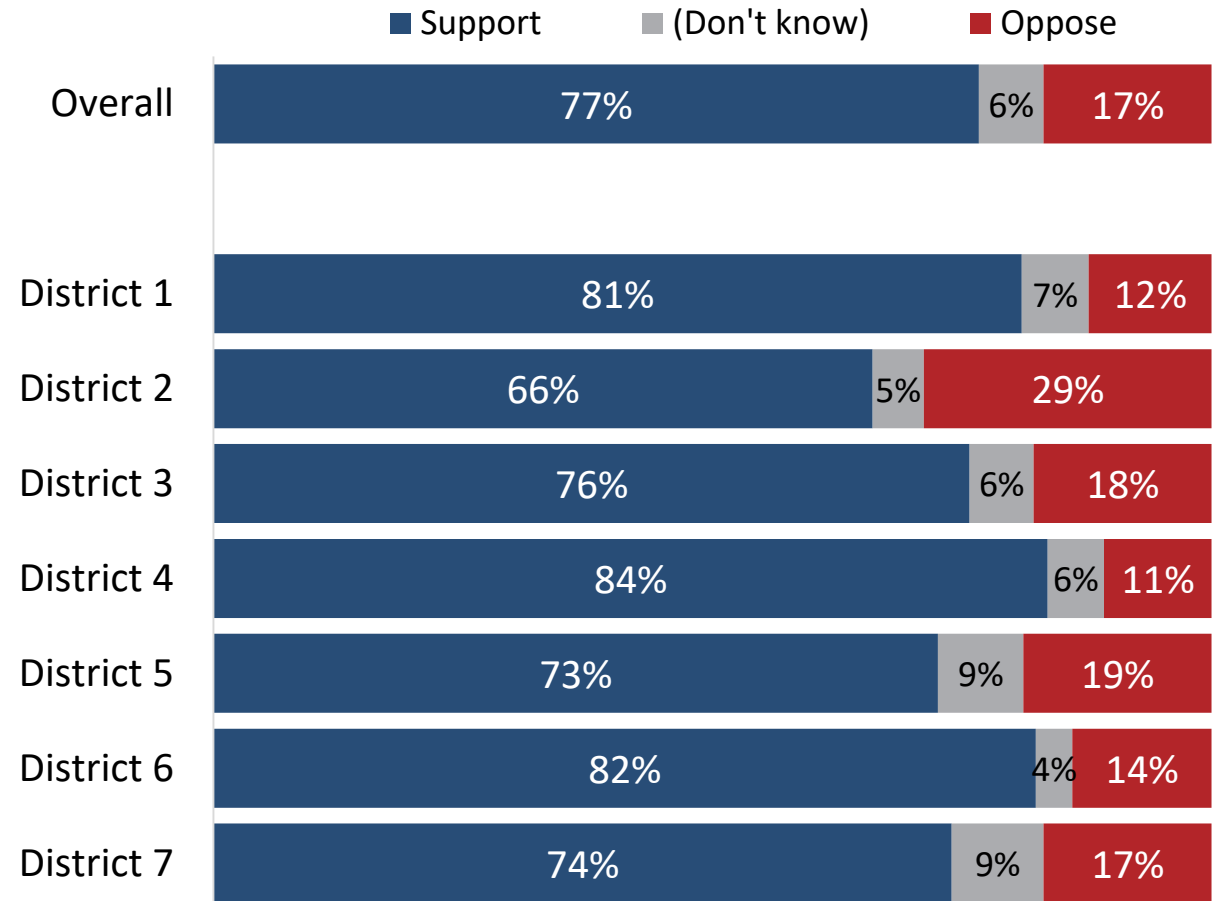
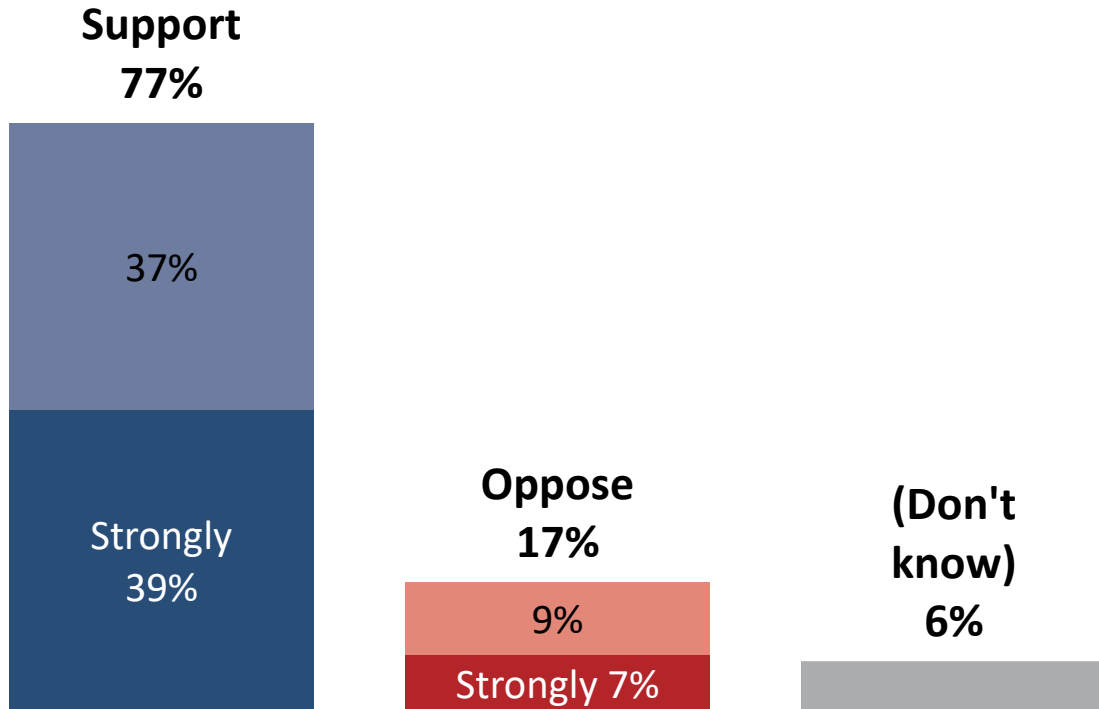
Support for the waterfront park goes down 7 points and opposition increases 6 points after voters hear pro and con arguments, however, support is still very strong and opposition is low. Support is 73% or higher in every District.



Given what you have just heard, in general, do you strongly support, somewhat support, somewhat oppose, or strongly oppose this plan for a waterfront park and public space?

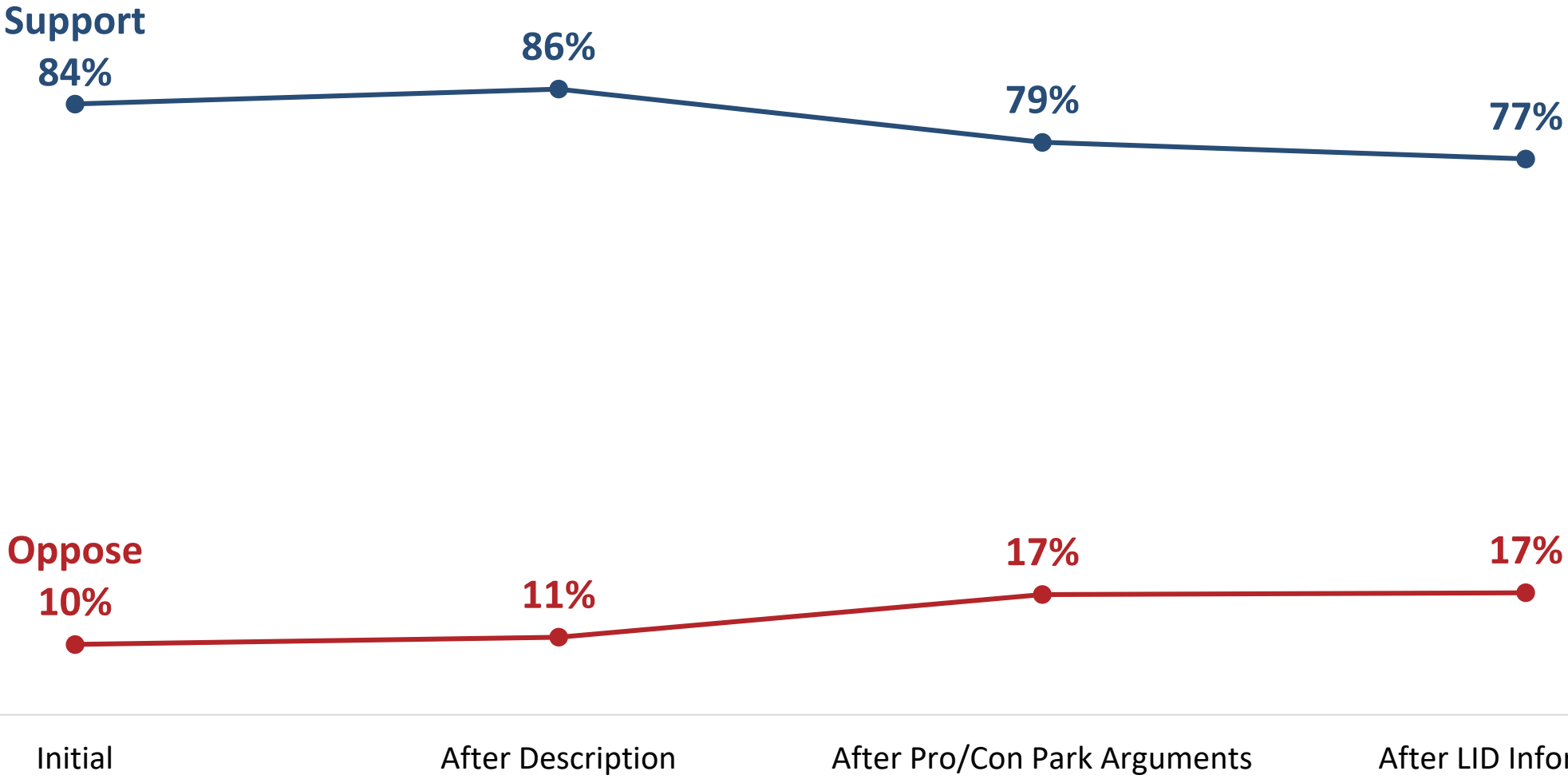
Waterfront – Final Support

After hearing a discussion about the LID, support for the waterfront park is statistically unchanged.



And given everything you have heard, do you strongly support, somewhat support, somewhat oppose, or strongly oppose the plan for a 26-block waterfront park and public space?

Waterfront Park Support Progression

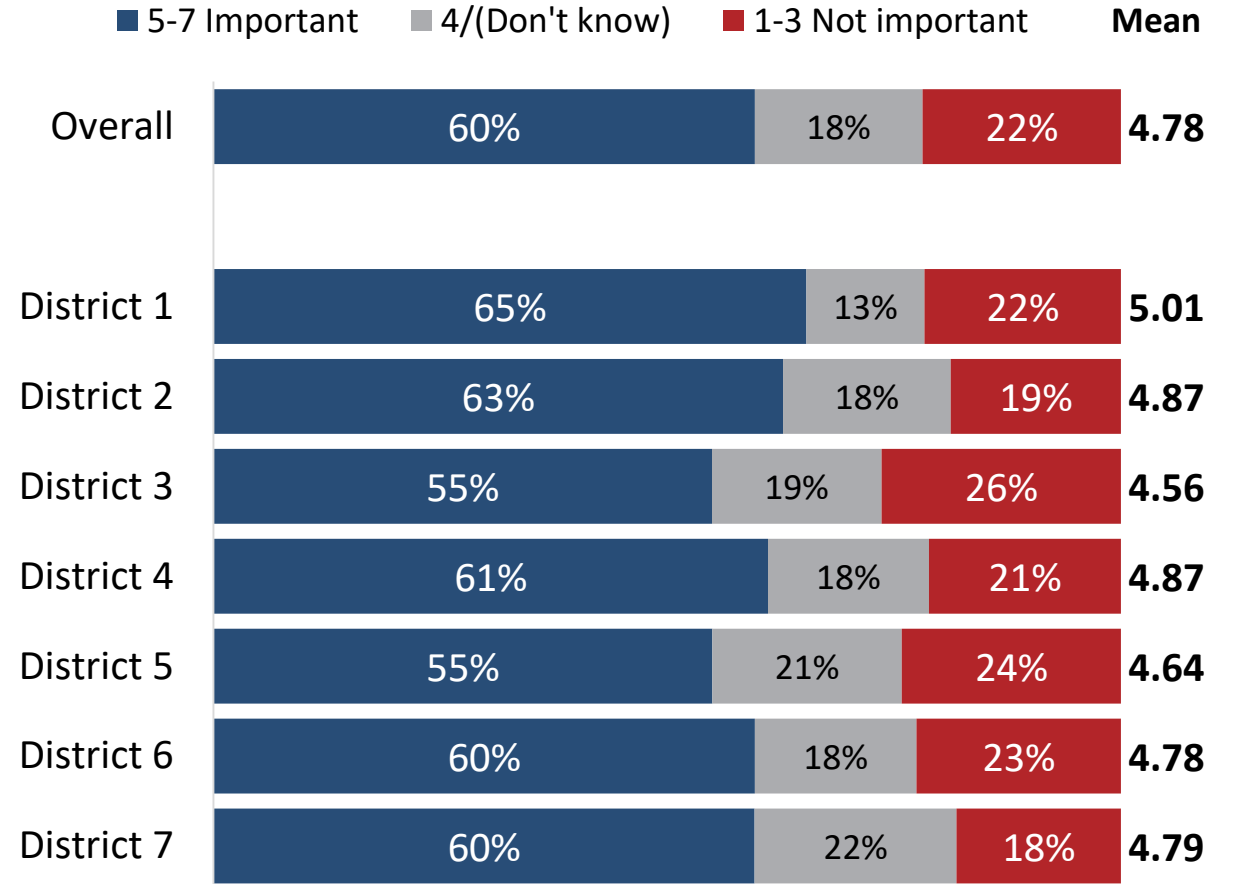
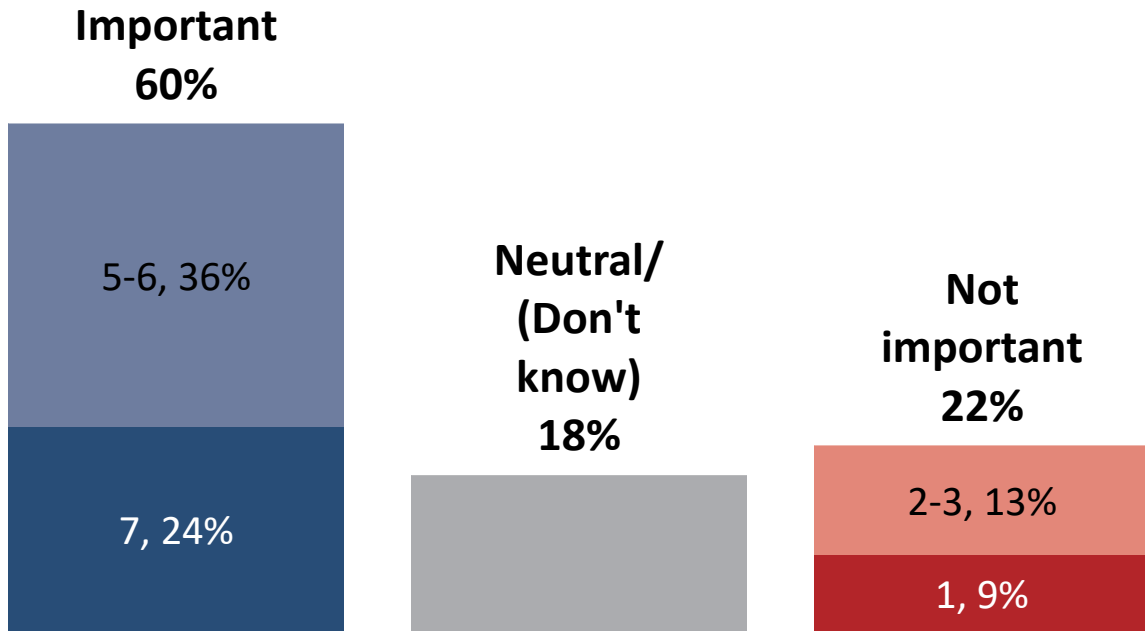




Local Improvement District

Importance of LID

Six-in-ten voters feel it is important for property owners in areas where property values will increase to contribute more than other city residents. This includes a majority of voters in every District. Fewer than 1-in-4 think it is not important.

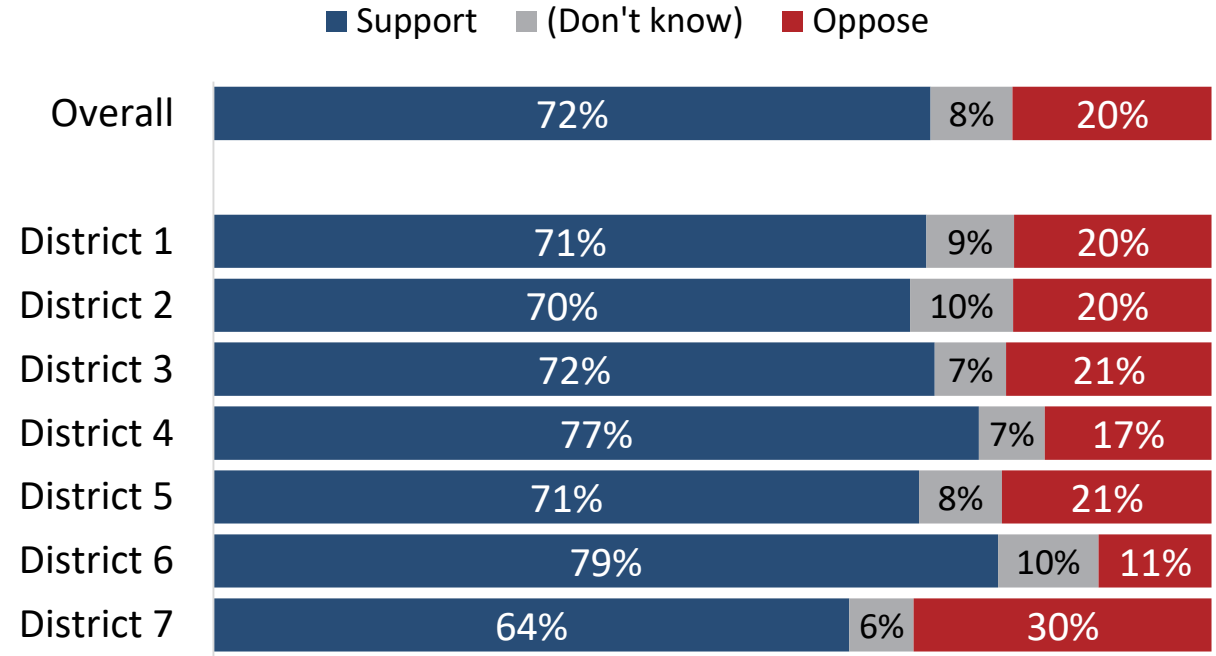
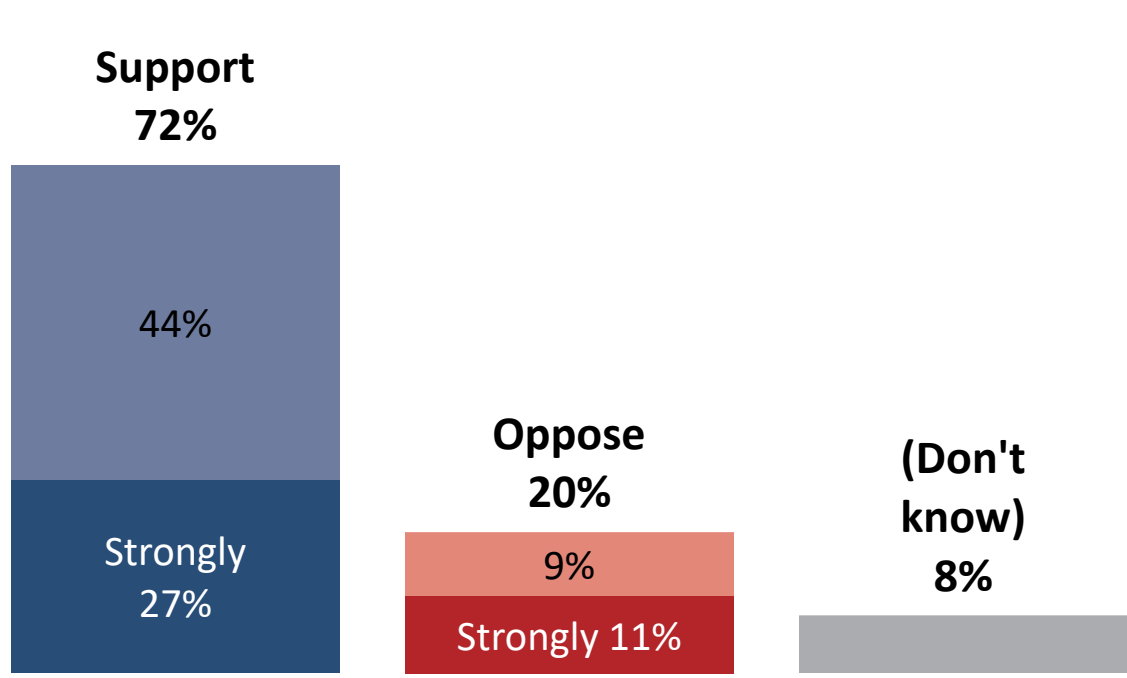


On a scale of one to seven, where one is not at all important and seven is extremely important, how important is it to you that property owners in areas where property values will increase because of this project contribute more than other city residents to help fund this project?

LID - Initial Support

After hearing a brief description, almost three-fourths of voters support an LID to help fund the waterfront park. Two-thirds or more in every District say they support an LID. Opposition is generally low, but reaches 30% in District 7.

“The city is considering a Local Improvement District, or LID, in the area around the waterfront. An LID is used to ensure that property owners who benefit the most from public infrastructure investments pay more. Property values in the LID will increase as a direct result of the significant waterfront improvements and the LID will tax a portion of that increased value to help fund the project.”



In general, do you strongly support, somewhat support, somewhat oppose, or strongly oppose a Local Improvement District to help pay part of the cost of the waterfront revitalization project?

LID Pro/Con Argument Text

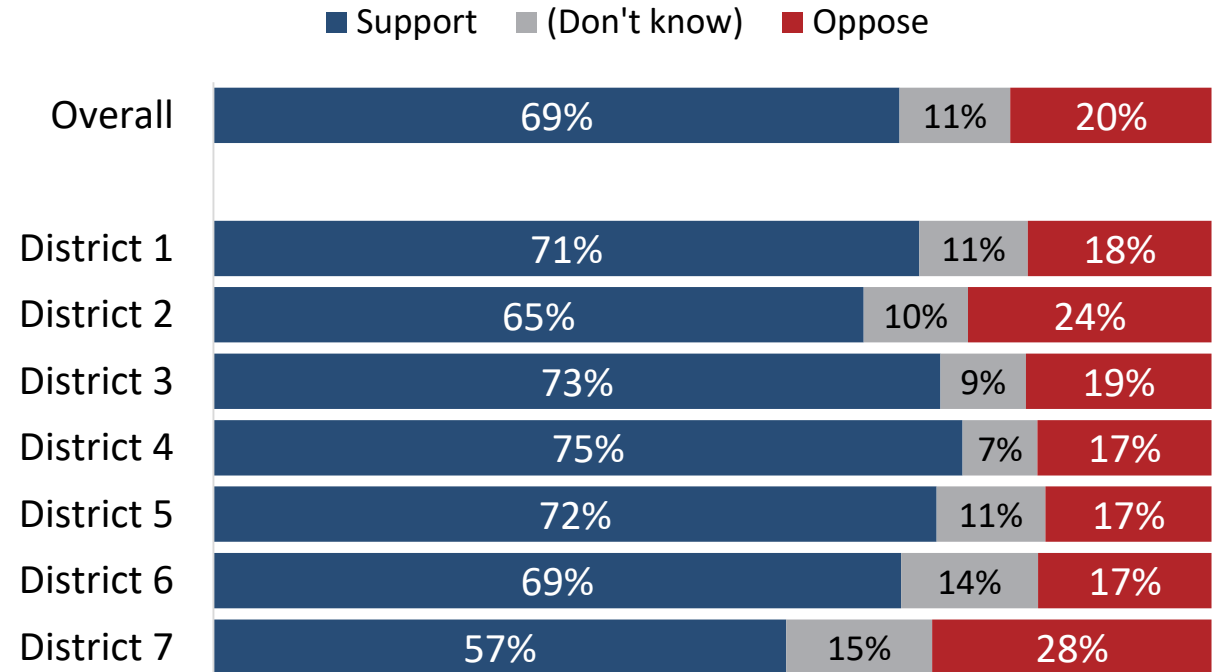
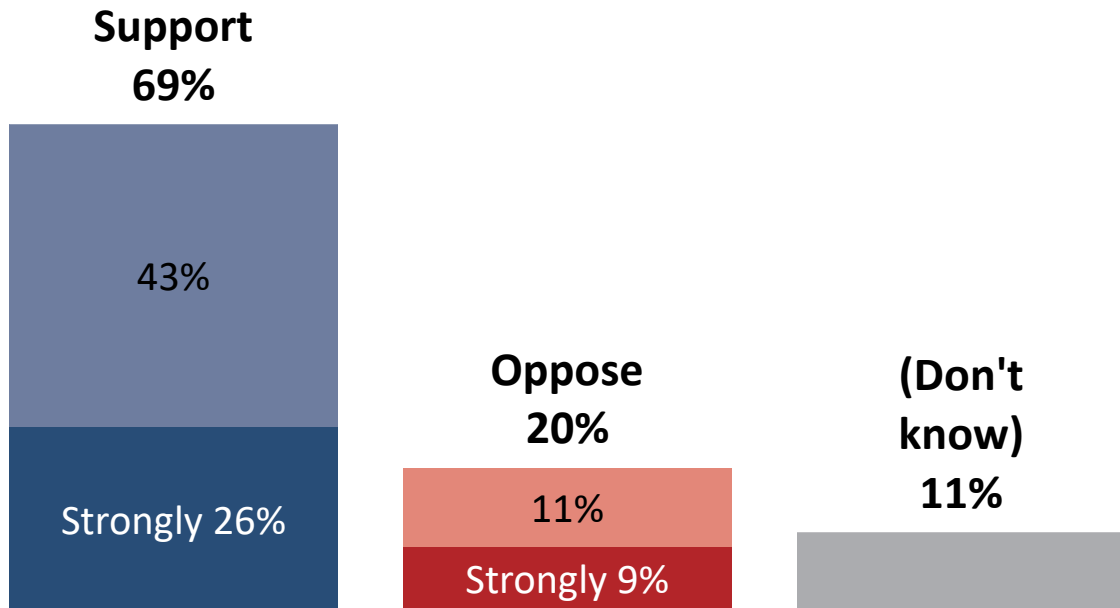
“Supporters point out that most property owners in the LID will only pay about 2 to 5 percent of their home’s assessed value, spread out over twenty years to help fund the waterfront project. Supporters say this is fair because it only represents a small portion of the benefit these property owners will get as their property values increase because of this project.”

“Opponents of the LID say that because the entire city will benefit from this project, all residents should contribute equally. They say property taxes are already too high and making downtown property owners pay a third of the cost is unfair and will push small businesses, seniors on fixed incomes, and middle class residents out of downtown permanently.”

“Supporters point out that two thirds of the money is coming from other sources including state and local funding and \$100 million in private philanthropic donations, and that without this commitment and contribution from the property owners who benefit the most, the project will NOT go forward. Without an LID, supporters say the park and public spaces will not be built and commercial uses will take over.”

LID - Support After Arguments

After hearing pro and con arguments about the LID, support is statistically unchanged.



Knowing this, do you strongly support, somewhat support, somewhat oppose, or strongly oppose an LID to help pay part of the cost of the waterfront revitalization project?



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