



**APPENDIX A: COMMUNITY OUTREACH SUMMARY**

# JUANITA DRIVE Corridor Study



## Overview

The City of Kirkland developed a corridor plan for future transportation improvements to the Juanita Drive Corridor between Juanita Village and the northern City limits in Finn Hill. To better understand community concerns related to this corridor and to develop solutions to improve safety and mobility in the future, the City of Kirkland initiated an extensive public involvement effort.

The project team developed an overall communication and public involvement strategy, conducted stakeholder interviews, created project informational materials and website content, conducted and participated in community events and facilitated a project advisory group.

The City identified key target audiences to engage:

- Businesses and residents along the project corridor and within the City of Kirkland
- Users of the project corridor; local and regional
- Management and users of the parks and public spaces
- Local agencies, such as Lake Washington School District and Metro
- Community groups and organizations
- City of Kirkland staff, such as emergency response
- Elected officials

Community involvement was key in developing and implementing a successful corridor plan for Juanita Drive. To prepare a common vision for future improvements to the corridor, the City gathered input from the community at public workshops, briefings with neighborhood groups, and informational booths at local events. A community-based advisory committee was also formed to serve as a forum for additional dialogue and information sharing among community members and city staff.

## Stakeholder Interviews

Interviews were conducted in Spring 2013 to inform key stakeholders about the project, identify key issues that should be addressed and better understand how stakeholders felt their organization, as well as the public, could influence the project moving forward. Interviewees included community leaders, business representatives, agency staff and emergency response providers.



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What we heard from the community:

- Improving safety in the corridor is important; especially for bicycles and pedestrians
- Traffic congestion during peak travel periods is a concern
- Limited sight distances throughout the corridor are a concern, especially for large vehicles
- Desire for quick implementation of improvements, if possible
- Any improvements should be context sensitive of the blend between rural areas, neighborhoods and business centers

## Events (2013)

- May 8 – Kirkland Alliance of Neighborhoods, Heritage Hall
- May 13 – Juanita Neighborhoods Association, Juanita Elementary
- May 14 – Kirkland Business Roundtable, Eastside Tennis Center
- May 29 – Finn Hill Neighborhood Alliance, Finn Hill Middle School
- June 5 – Kirkland Wednesday Market, Marina Park
- June 7 – Juanita Friday Market, Juanita Beach Park, Walk & Roll Safety Fair
- June 8 – City Planning Day, Kirkland City Hall
- June 12 – Corridor Study Community Workshop, Finn Hill Middle School
- Sept. 8 – DennyFest, O.O. Denny Park
- Sept. 9 – Juanita Neighborhood Association, Juanita Elementary
- Oct. 7 – Juanita Corridor Study Community Open House, Finn Hill Middle School
- Oct. 19 – City Planning Day, Peter Kirk Community Center
- Nov. 6 – Finn Hill Neighborhood Alliance, Finn Hill Middle School

## Advisory Committee Meetings

The purpose of the advisory committee was to provide a forum for dialogue and two-way information sharing between key stakeholders and the City. The City kept the committee informed and involved throughout the corridor study, including seeking their input on identifying issues to be addressed, developing alternatives, establishing criteria for evaluating alternatives and establishing a common vision for future improvements. The Committee also assisted with the broader public outreach process by providing input on tradeoffs and community priorities.



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The committee was advisory in nature and met four times, at key milestones throughout the Corridor Plan process.

- May 23, 2013
- July 31, 2013
- Sept. 10, 2013
- Oct. 29, 2013

Advisory committee members were:

- Mike Haschak – Kirkland Fire
- Bryan McNaghten – Kirkland Police
- Lisa Broulette – Kirkland Police
- Jon Pascal – Finn Hill Neighborhood Alliance
- Pierre Geurts – Finn Hill Neighborhood, At Large
- Norm Storme – Juanita Neighborhoods Association
- Scott Emry – Lake Washington School District
- Janice Gerrish – King County Parks Trail Board
- Sharon Clausson – King County Parks Staff
- Lance Carter – Juanita Businesses
- Nima Salestani – Finn Hill Businesses
- Daniel Weise – Cascade Bicycle Club
- Daniel Clark – Bastyr University
- Tedd McCagg – Finn Hill Neighborhood Alliance

## Fairs and Festivals

Outreach at fairs and festivals in 2013 provided the project an opportunity to engage a new subset of the community at events that attract a wider, and potentially new, audience. The project identified several local events within or near the corridor to share information about the process and solicit feedback at various stages of corridor plan development:

- June 5 – Kirkland Wednesday Market, Marina Park
- June 7 – Juanita Friday Market, Juanita Beach Park
- June 8 – City Planning Day, Kirkland City Hall
- Sept. 8 – DennyFest, O.O. Denny Park
- Oct. 19 – City Planning Day, Peter Kirk Community Center



What we heard:

- Concerns about safety for all modes of traffic, including pedestrians and bicyclists
- Concerns about lack of proper sidewalks
- Lack of neighborhood and park connectivity, including safe routes to local schools
- Traveling the corridor during rush hour is difficult
- No interest in widening the corridor for more automobile lanes
- Concerns about vehicle collisions in certain areas of the corridor
- Excitement about the City looking into improving the corridor
- Approval of proposed draft alternatives for various segments of the corridor

## Presentations to Neighborhood Groups

Attending and presenting at neighborhood association meetings in 2013 allowed the project to share information about the Corridor Plan process and goals, and to solicit community input on the key corridor issues and potential solutions to consider. Presentations were given to several neighborhood and community organizations within the project corridor:

- May 8 – Kirkland Alliance of Neighborhoods, Heritage Hall
- May 13 – Juanita Neighborhoods Association, Juanita Elementary
- May 14 – Kirkland Business Roundtable, Eastside Tennis Center
- May 29 – Finn Hill Neighborhood Alliance, Finn Hill Middle School
- Sept. 9 – Juanita Neighborhood Association, Juanita Elementary
- Nov. 6 – Finn Hill Neighborhood Alliance, Finn Hill Middle School

## Community Workshop – June 12, 2013

The community was invited to engage in a hands-on workshop with City and project staff to initiate a conversation about key issues related to the Juanita Drive Corridor. At the workshop, community members were asked to point out areas of concern on large maps of the corridor, propose solutions and provide general feedback about how the project should progress. Project staff gave a brief presentation and was available to answer questions. Comments received were then used to develop a suite of proposed alternatives.

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To advertise the community workshop, staff distributed posters to community centers and businesses along the corridor, postcards were mailed to nearby neighborhoods within the project area, brief articles were provided to schools to include in their newsletters and the City sent a press release. In the end, more than 80 people participated at the event.

The team also conducted an informal, post-event survey to get feedback on how well the event went, how attendees heard about the event, what neighborhood or organization they represent, and potential opportunities for improvement.

## What we heard:

- "This was great. The best, most informative Kirkland neighborhood event I've attended. Thanks."
- "Really impressed - great work - fun giving feedback/ideas."
- "Appreciate the introduction to the information and website for further information."
- "Great work. Good guiding principles!"
- "The present road markings are a dull yellow. Very hard to see at night especially in the rain."
- "Table events were great! Keep it up! Thanks for the opportunity to provide feedback."
- "Concerned about road widening north of NE 128th St. on east side of Juanita Drive and potential tree removal."
- Improving safety is a top interest, for all modes of traffic.
- Concerns about lack of light on the roadway when dark.
- Concerns about roadway drainage.
- Interest in community connectivity.
- Interest in improvements to bicycle safety and routes.

## Open House – October 7, 2013

Before the project team finalized the proposed improvements in the final report, the team sought out feedback from the community. At the open house, participants were encouraged to review draft alternatives for each segment of the corridor, ask staff questions and then note on a map their favorite alternative by placing a sticker next to it. General feedback and comments were also encouraged. Staff then used this input to further refine the alternatives.

To advertise the open house, staff distributed fact sheets, postcards were mailed to addresses within the project area and the City sent a press release.



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The team also conducted an informal, post-event survey to get feedback on how well the event went, how attendees heard about the event, what neighborhood or organization they represent, and potential opportunities for improvement.

What we heard about the draft recommendations:

- "Center turn lanes are very important."
- "Communication has been excellent!"
- "Very much in favor of crosswalks connecting east and west sides of Big Finn Hill Park."
- "Biggest concern is walking on Juanita Drive."
- "Roundabouts would greatly improve the flow on Juanita."
- "Great to have knowledgeable professionals to discuss details and possibilities. Good work!"
- "Juanita Drive needs turn lanes!"
- Mixed reactions to roundabouts; some wanted them, some did not.
- General agreement on various proposed alternatives.
- Excitement over dedicated bike lanes and pedestrian paths.

