

CITY COUNCIL AGENDA ITEM
CITY OF SHORELINE, WASHINGTON

AGENDA TITLE:	Discussion and Update of the Promoting Shoreline Project		
DEPARTMENT:	Economic Development		
PRESENTED BY:	Dan Eernisse, Economic Development Manager		
ACTION:	<input type="checkbox"/> Ordinance	<input type="checkbox"/> Resolution	<input type="checkbox"/> Motion
	<input checked="" type="checkbox"/> Discussion	<input type="checkbox"/> Public Hearing	

PROBLEM/ISSUE STATEMENT:

Council funded a new marketing initiative in its 2015 budget with the goal of promoting Shoreline to new residents and businesses. This initiative will result in a new communications strategy that for the first time reaches outside Shoreline's borders. The initiative is approximately at the halfway point, and significant findings and deliverables are now available that are influencing the ultimate direction of the campaign.

The bulk of tonight's discussion will allow Council to hear directly from PRR, the consultant team contracted to support the City in constructing and communicating a compelling message to new residents and businesses (Attachment A). PRR will be represented this evening by Denise Walz, Co-president, Jennifer Rash, Senior Account Manager, and Katherine Schomer, Research Associate. Ms. Walz and Ms. Rash also are Shoreline residents.

Based on the data gathered from an online survey, PRR is making three recommendations to guide the City's efforts to reach new residents:

1. Create a campaign for those who are most likely to find Shoreline appealing;
2. Debunk misconceptions about Shoreline held by those who would otherwise be receptive to living in Shoreline; and
3. Continue work on city-building efforts with broad appeal for future residents.

Following its findings on the new resident survey, PRR will share the draft business messaging platform that it designed with staff to hone the City's appeal to new businesses and investors (Attachment B). The next steps are to present findings to strategic partners and seek ways to collaborate with them. After this is completed, actual promotional efforts and advertisements will be placed and tracked.

Following PRR's presentation, staff will present updates on two related promotional efforts:

1. Attachment C shows a working draft of an extended branding exercise involving consultant Bullseye Creative, staff, and a neighborhood task force working to improve the image of Aurora Square. The Aurora Square branding effort includes a new name for the lifestyle center, *Shoreline Place*, an identity package for the

center which specifies *Shoreline Place* colors and font treatment, and the beginnings of a Community Renewal Area (CRA) master signage package that will eventually be presented to the Planning Commission for approval.

2. The leadership of Shoreline Community College (SCC) has long lamented the marketing problems with the college's location; with almost no visibility from major arterials or highways, many in the community don't even know where SCC is located. The Aurora Square CRA Renewal Plan called out the benefit of establishing better visibility to the CRA, and it committed to helping achieve this goal. Tonight we will update Council on current efforts to establish better visibility for the college using signage in two new ways: (1) the display of SCC 50th Anniversary banners along Aurora Avenue N (between N 155th and 165th Streets) (Attachment D), and (2) the ceremonial designation of N 160th Street as *College Way* (Attachment E). Together it is hoped that this signage will give the college an enhanced sense of place in the mind of the community.

RESOURCE/FINANCIAL IMPACT:

The 2015 budget included funding for the Promoting Shoreline effort, including consultant services and the extensive market research effort that yielded the findings being discussed this evening. The remainder of 2015 funding will be used to brand Aurora Square, to improve existing communication tools, and to launch the initial marketing campaign to new residents and businesses. The Shoreline Community College banners and street signs will be funded by the college.

RECOMMENDATION

Tonight's discussion is intended to provide an update for Council on the direction that this significant and interesting initiative is taking. No recommendation is being made.

ATTACHMENTS

Attachment A: Survey of Target Residents: Comprehensive Findings, PRR
Attachment B: Business Messaging Platform & Marketing Recommendations, PRR
Attachment C: Draft Shoreline Place Identity and Signage Concepts, Bullseye
Attachment D: Shoreline Community College Aurora Avenue N Banners
Attachment E: Shoreline Community College Street Treatment

Approved By: City Manager **DT** City Attorney **MK**

City of Shoreline

Survey of Target Residents

Comprehensive Findings

August 2015

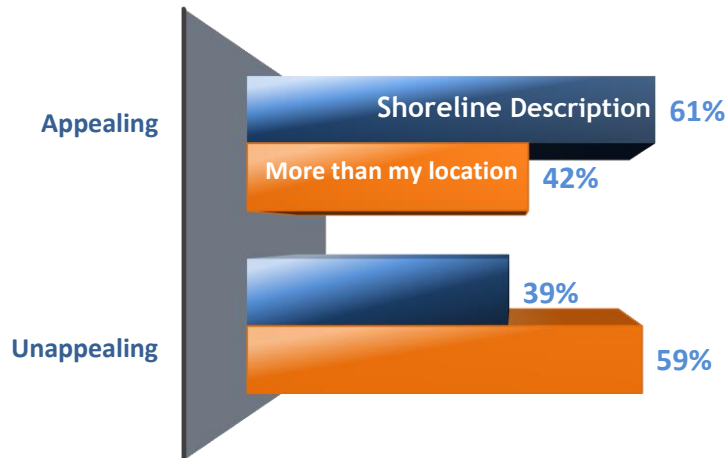
KEY FINDINGS & RECOMMENDATIONS

Key Findings & Recommendations

Overall Finding #1

They like what Shoreline has to offer

- 61% find a description of Shoreline appealing and 42% find it more appealing than where they live now.
- Shoreline has attributes respondents want in a neighborhood such as good schools, parks, safety, and commute access.
- In the end 15% would be willing to move to Shoreline in the next 3 years—represents potentially 200K in King and Snohomish Counties.
- Shoreline is a top choice for schools, access to transit, and median home/rent price.



Recommendation #1

1. Target those most interested in Shoreline.

- Young, especially age 25-44
- Newer to the Puget Sound region, especially less than 10 years
- Live north of downtown Seattle
- Have children or plan to have children
- Care about:
 - schools
 - parks
 - safety
- Want to buy a single family home or a townhome
- Hispanic and/or non-white

2. Target messages around attributes important to them.

- Shoreline has different neighborhoods with different offerings for every stage of life
- Shoreline has excellent schools—advertise on Greatschools.org and similar school sites
- Shoreline is safe
- Shoreline has houses and townhouses available now
- Shoreline has 14 neighborhoods
- Shoreline is diverse, ~ 30% nonwhite
- Shoreline has 404 acres of parks and open space, including 20 developed park sites

Key Findings & Recommendations

Overall Finding #2

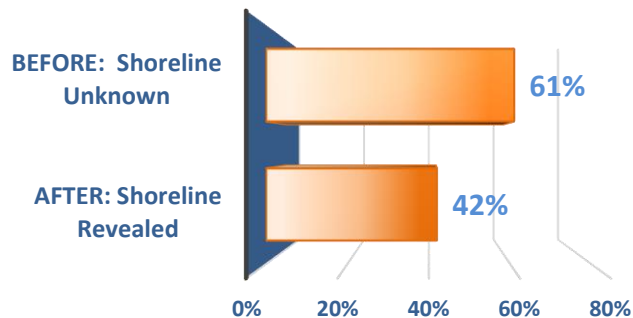
Shoreline has perception obstacles

- Respondents find the description of Shoreline as more appealing than Shoreline itself. When the described location is revealed to be Shoreline, appeal drops 19%.
- Those who would not find Shoreline appealing or be willing to move there state:
 - The value of high rent vs. commute time is not worth it
 - Shoreline has bad commute times and transit options
 - Shoreline lacks in culture and services
 - The location is too far north of downtown Seattle
 - It is not a cool place to live

It's similar to other places I've lived and rent is high

It seems like an extension of Northgate which is very commercial and tons of traffic.

APPEAL of Shoreline Description (Name Unknown) vs. Knowing the Neighborhood is Shoreline



Recommendation #2

1. Target groups that are *receptive* to the attributes Shoreline has to offer

- 61% of respondents find the description of Shoreline appealing because it has the attributes they find attractive in a neighborhood
- 24-42% of respondents find Shoreline more appealing than their current location
- They want what Shoreline is moving towards (e.g. light rail, higher density, urban, walkability and culture)
- They use niche real estate tools (Craigslist, Redfin, and other local real estate firms) when they are looking to buy in the next 3 years.

2. Develop messages/mediums to debunk misperceptions and tout achievements

- Shoreline is inexpensive
- Shoreline is close to Seattle
- Shoreline will have two light rail stops opening in 2023
- It's easy to travel between Shoreline and Seattle
- Shoreline is building lots of new condos and apartments
- Shoreline is urbanizing and developing
- Shoreline has lots of cultural events
- Shoreline is becoming more walkable

Key Findings & Recommendations

Recommendation #3

1. Prioritize investment in placemaking

- Human-Powered Places are shaped by the people and communities that use them, which means listening to the folks you want to attract
- Continued investment in placemaking efforts like the Farmer's Market, Four Corners Brewfest, etc.
- Encourage investment in small scale retail, restaurants, and markets

I don't like the fact that Aurora Avenue is its main thorough fare. Aurora still remains tacky and unwelcoming

2. Refresh the Shoreline brand through actions like renaming Aurora Ave through the city

- Elevate the investments the City made in Aurora and claim the city stretch as a unique step away from Highway 99 or Aurora Avenue
- Investment in community art and landmarks like the Octopus Mural at the Farmer's Market; physical elements that are uniquely Shoreline and draw a sense of pride and wonder
- Generate excitement through strategic public relations

When you think of Shoreline you think of "Aurora" and its problems

3. Amplify the benefits of living in Shoreline with strategic marketing

- Create and implement a marketing plan to amplify the robust and exciting changes and opportunities happening in Shoreline. People care about how something will positively affect their lives, and they respond to messaging that clearly expresses benefits, e.g. safety, culture, and community
- Develop marketing assets to support these messages like a "Do you know Shoreline" video, targeted paid/earned media, and social media engagement to create "word of mouth" buzz

PURPOSE & METHODOLOGY

Purpose and Methods

Purpose

To identify potential residents of Shoreline, messages to attract them, and factors that influence their residency decisions such as:

- Identifying the target audience (who is most likely to move/live in Shoreline)
- Identifying factors that influence where people will live (schools, price, amenities, accessibility)
- Identifying messages that influence where people will live
- Understanding the overall process of deciding where to live (research conducted, services, agents, etc.)

Methodology

To obtain quantitative data on factors that influence where people choose to live, where they may choose to live in the future, and their overall willingness to consider living in Shoreline, PRR conducted an online survey. Using ResearchNow™, an online panel, PRR was able to target panel members who live in King County, Snohomish County, and those ages 25 to 50 to capture the follow key market segments:

1. Young families w/children, just starting school
2. Families who want the new high schools
3. Affordable ownership – 1st time homeowners
4. Transition to no-roommates whether rent/own

5. Lower rent but still close to Seattle
6. People transitioning from Seattle/Seattle residents moving north
7. New Puget Sound residents (through corporations)
8. “Pets as children” people

The survey was made available to the Research Now online panel on June 23, 2015 and was available until June 29, 2015. In the end, the survey was completed by 612 respondents.

The results are presented in the following report. Note that the totals in some charts add up to somewhat less or somewhat more than 100% due to rounding and, in some cases, respondents being allowed to provide multiple responses.

Data analysis used appropriate descriptive statistical techniques (frequencies and percentages) and explanatory statistical techniques (correlations and regression) to test for the statistical significance of relationships between variables. Testing for statistical significance determines the probability that a result is not likely due to just chance alone. In social science research, correlations are assigned a probability, and in this research (as is standard) only correlations that are $\geq .10$ and with probabilities at the .05 level or higher and that are meaningful to understanding the data are reported.

DETAILED SURVEY RESULTS

Respondent Demographics

Age

18 to 24 – 1%
25 to 34 – 28%
35 to 44 – 22%
45 to 54 – 22%
55 to 64 – 26%

Income

Below \$50,000 – 21%
\$50,000 to \$75,000 – 18%
\$75,000 to \$100,000 – 19%
\$100,000 to \$150,000 – 25%
\$150,000 and over – 18%

Commute to Work/School

Less than 5 miles – 19%
5 to 10 miles – 19%
11 to 15 miles – 18%
16 to 25 miles – 18%
More than 25 miles – 9%
Does not commute – 17%

Gender

Male - 40%
Female - 60%

Race

Black/African American – 3%
White/Caucasian – 78%
American Indian or Alaska Native – >1%
Asian/Pacific Islander – 16%
Other race or combination – 2%

Hispanic, Latino, or Spanish-origin – 8%

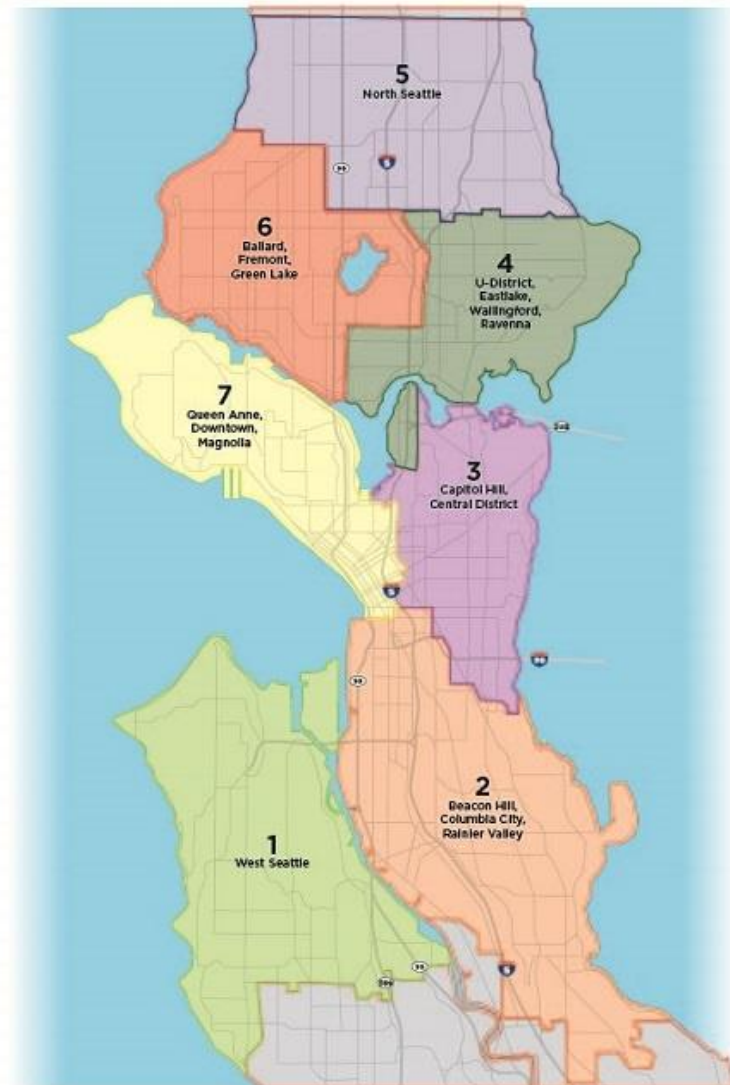
King County (76% of respondents, n=446)

Main cities live in King County:

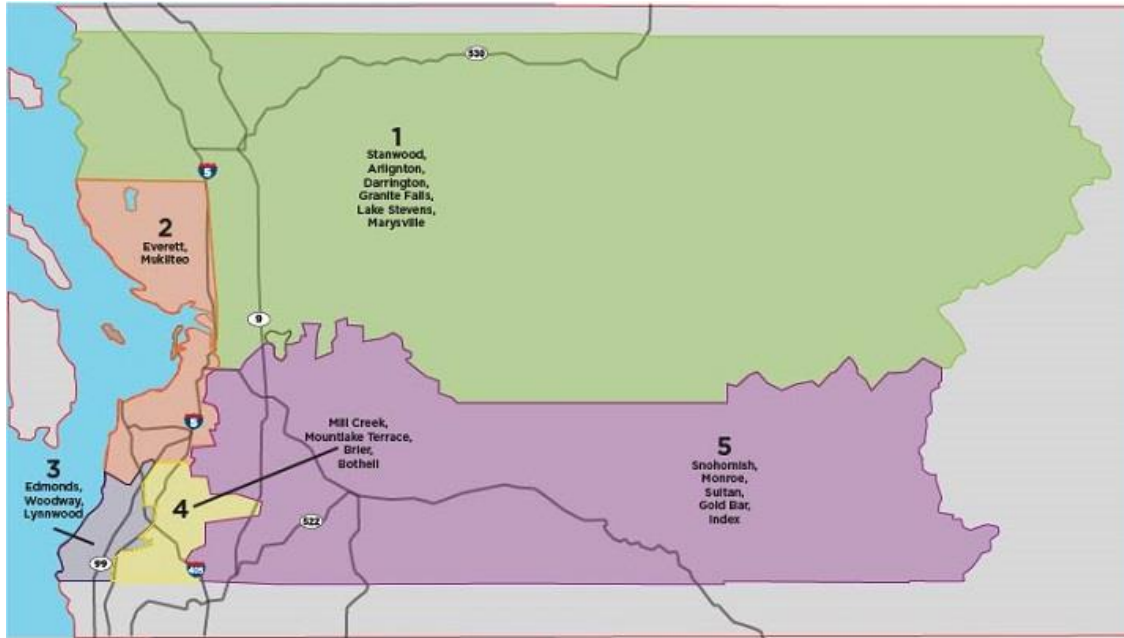
Seattle – 39%
 Kent – 6%
 Renton – 6%
 Bellevue – 6%
 Auburn – 5%
 Enumclaw – 5%
 Issaquah – 4%
 Kirkland – 3%
 Redmond – 3%

Seattle Area (N=184)

Area 1 – 14%	}	South, 23%
Area 2 – 9%		
Area 3 – 16%	}	North, 61%
Area 4 – 13%		
Area 5 – 14%		
Area 6 – 14%		
Area 7 – 20%		



Snohomish County (24% of respondents, n=146)



Snohomish County by Area*

Area 1 – 18%	}	North, 40%
Area 2 – 22%		
Area 3 – 25%	}	South, 60%
Area 4 – 23%		
Area 5 – 12%		

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*Area of the county was only asked for those living in Snohomish County. Respondents in King County were asked to provide the city rather than the area. However, respondents in Seattle were asked to provide the area they lived in Seattle (see page 10).

Household Demographics

Marital Status

Married/long-term relationship– 62%
 Single– 28%
 Divorced– 9%
 Widowed/Other– 2%

Children Under 18 in HH

None– 75%
 1 to 2 –21%
 3 or more –4%

NO Kids

YES Kids

Pets (Multiple Response)

Dogs – 34%
 Cats – 33%
 Fish– 7%
 Birds– 3%
 Reptiles– <2%

Plans for Children (N=457)

Don't know – 11%
 Within 3 years– 11%
 After 3 years – 11%
 Do not plan on children– 40%
 Children > 18 yrs. – 29%

Grade Levels of Children (N=153, Multiple Response)

Preschool– 34%
 K to 5th Grade–42%
 6th to 8th Grade – 28%
 High School – 47%

Home Status

Home Owners: 55%

Length Owned Home (N=335)

- Less than 3 years– 14%
- 3 to 5 years – 14%
- 6 to 10 –21%
- More than 10 years – 51%

Renters/Other: 45%

Planning or serious about purchasing *any* of the following in next 3 years (N=275, Multiple Response):

- Single Family Home– 47%
- Condo/Apartment – 28%
- Town home– 17%
- Other –2%
- Not planning to purchase–32%

Rent

- Under \$500 – 15%
- \$500 to \$1500 – 59%
- More than \$1500- 25%

Living Space Size

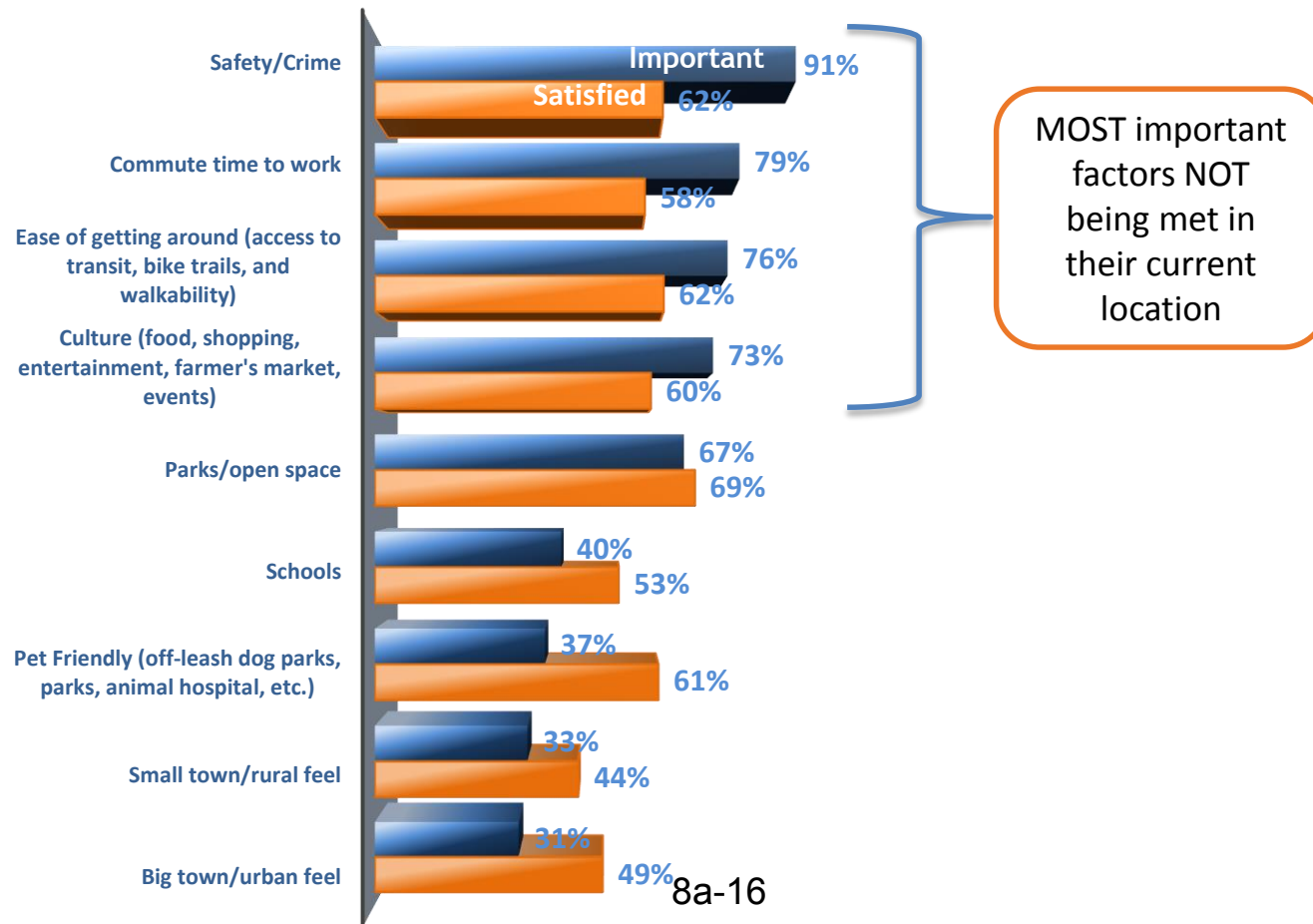
- Less than 1 bedroom– 5%
- 1 bedroom–30%
- 2 bedrooms - 37%
- More than 2 bedrooms – 27%

Opportunity to message key attributes of Shoreline, not met other places

Respondents were asked to rate the importance of attributes of a neighborhood/town that they would want to live in as well as how satisfied they were with these attributes in their current location.

- The most important attributes for their ideal neighborhood/town are safety/crime, commute time to work, ease of getting around, the culture of the area, and having parks/open space.

Important FACTORS for Ideal Neighborhood/Town vs. Satisfaction of Current Location



Description of Shoreline Presented without Naming “Shoreline”

Respondents were presented with the following description of Shoreline, but were NOT told it was Shoreline. After reading this description they were asked to rate this neighborhood for appeal, appeal compared to their current location, willingness to move there in 3 years, and willingness to move there in more than 3 years.

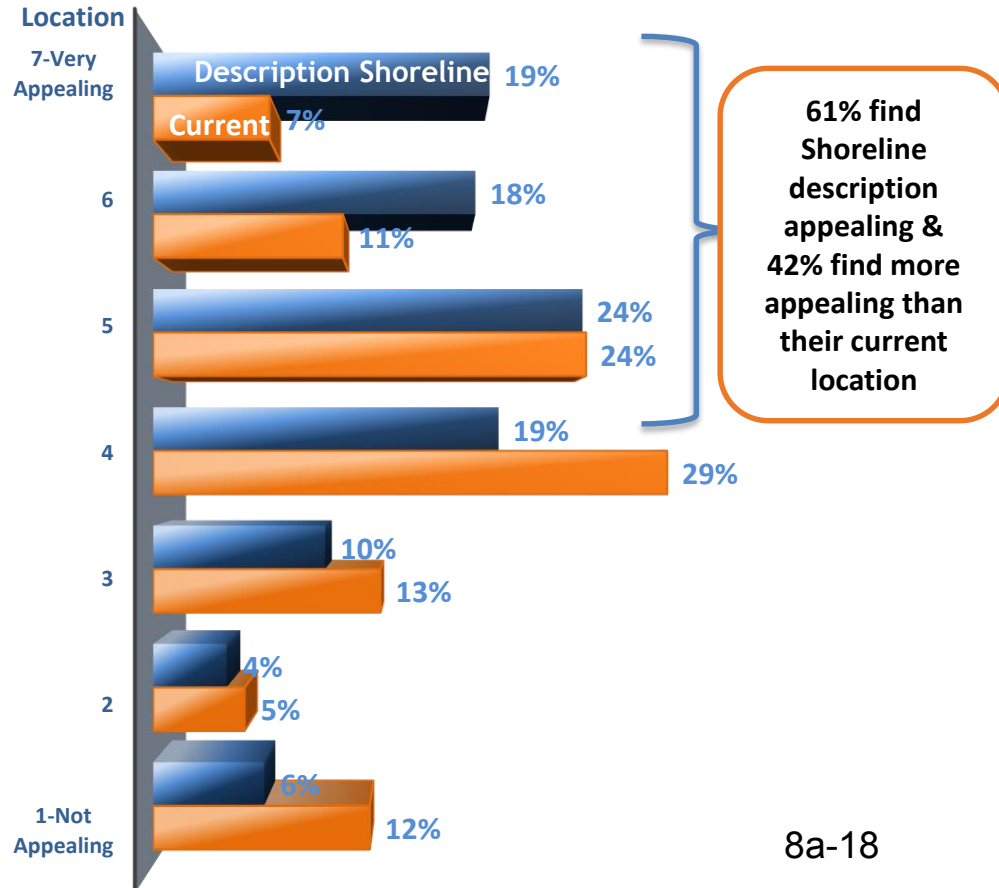
Please review the following neighborhood/town description, then rank its appeal and how likely you are to move there.

- ❖ Median home prices of \$389k for about 1600 square foot home
- ❖ Median monthly rent prices of \$1,400 for about 800-900 square foot apartment
- ❖ Bus options and future light rail locations
- ❖ Local and nearby access to multiple higher education options
- ❖ 400+ acres of open park space and access to water
- ❖ Year round community events and recreational opportunities
- ❖ Highly rated public and private schools (GreatSchools.org rating of 8 out 10), and 25% above average in State proficiency
- ❖ Repeatedly recognized as one of the best places to live in the Seattle Metro area

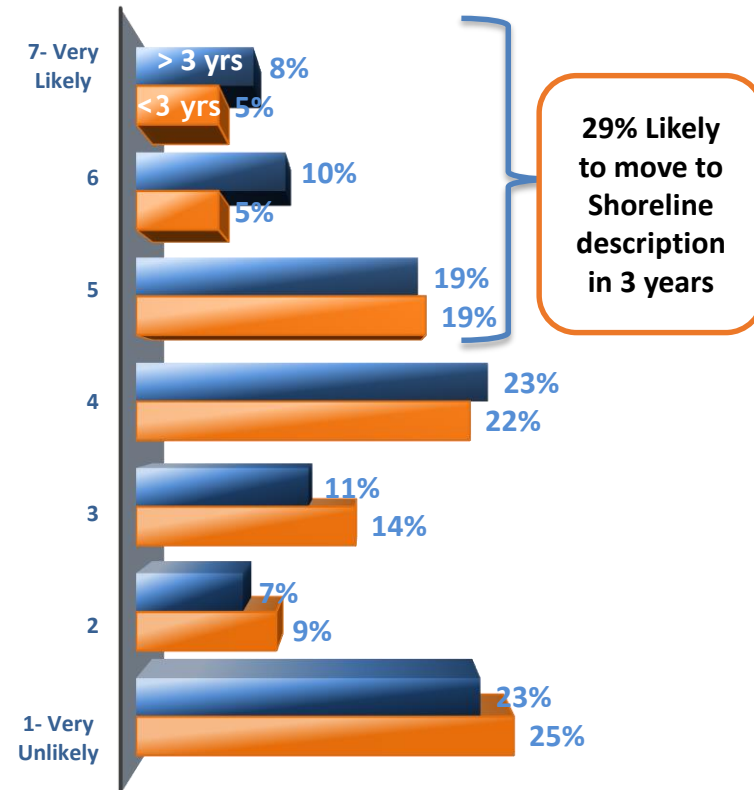
Favorable Response to a Description of Shoreline

- Without knowing the description of the presented neighborhood/town was Shoreline, most of the respondents (61%) found the neighborhood appealing (rated as 5 to 7, with 1 being not appealing), and about two-fifths (42%) found this neighborhood more appealing than their current location.
- Almost a third (29%) indicated they were likely to move to the described neighborhood in three years, and even more (37%) are likely to move there in more than three years.

Appeal of Description of Shoreline (Unknown to Respondent) vs. Appeal Compared to Current Location



Likelihood to Move within/after 3 years to Shoreline Description



Shoreline is in the Top 5 for Price, Access to Transit, and Schools

Respondents were provided a list of 7 to 9 similar neighborhood/towns in median home/rent prices, access to transit, and school ratings (see map). From the list they were asked to choose the top three (rank as 1, 2, or 3) neighborhoods/town they would most want to live in.

- On average, Shoreline was ranked in the top five for schools, access to transit, and median home price. About a third (28%) ranked Shoreline in the top 3 for median price, just over a third (34%) ranked in top 3 for access to transit, and slightly more (41%) ranked Shoreline the top 3 for schools.

Top 5 for Schools

1. Bellevue
2. Shoreline
3. Mercer Island
4. Ballard
5. North Beach/Blue Ridge

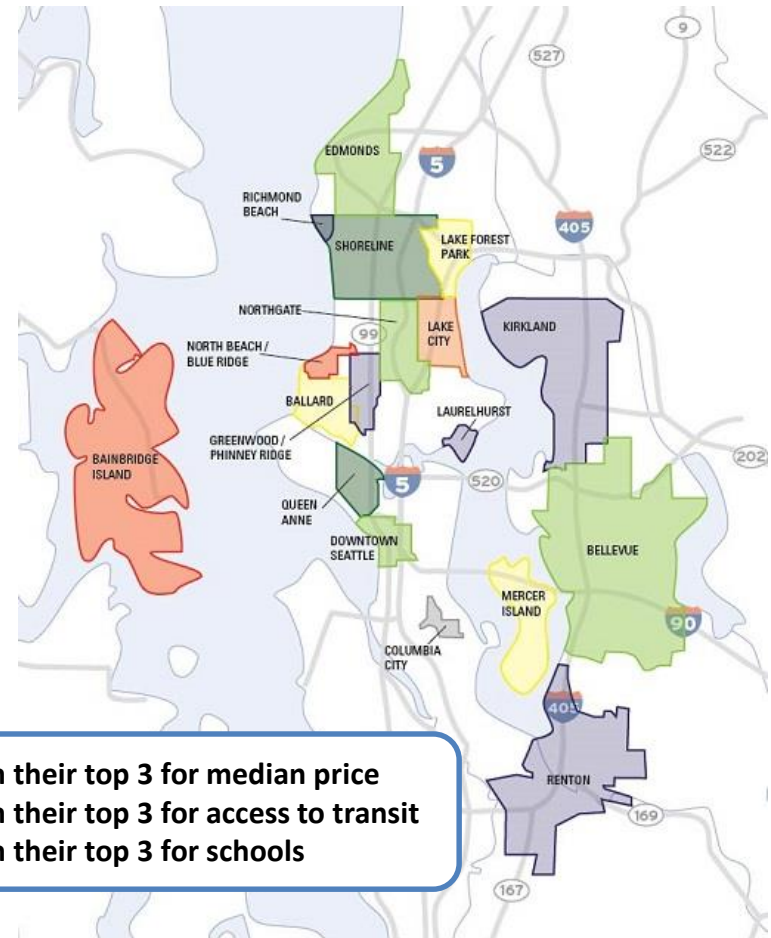
Top 5 for Access to Transit

1. Ballard
2. Shoreline
3. Kirkland
4. Lake Forest Park
5. Edmonds

Top 5 for Median Price

1. Kirkland
2. Ballard
3. Edmonds
4. Greenwood/Phinney Ridge
5. Shoreline

28% ranked Shoreline in their top 3 for median price
34% ranked Shoreline in their top 3 for access to transit
41% ranked Shoreline in their top 3 for schools



Description of Shoreline Revealed

Attachment A

Respondents were then presented with the SAME description of Shoreline that had been presented earlier in the survey, but the location of Shoreline was revealed to them. Again, after reading this description, they were asked to rate Shoreline for appeal, appeal compared to their current location, willingness to move there in 3 years, and willingness to move there in more than 3 years.

Please review the following neighborhood/town description, then rank its appeal and how likely you are to move there.

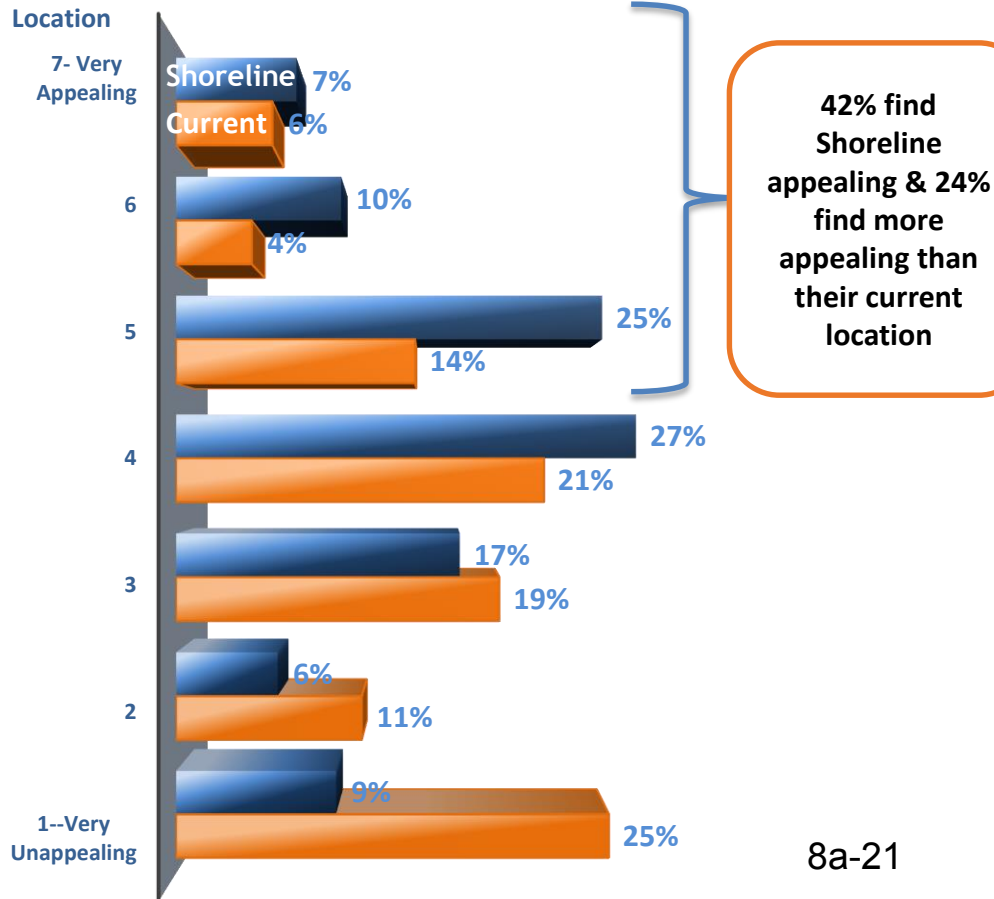
- Median home prices of \$389k for about 1600 square foot home
- Median monthly rent prices of \$1,400 for about 800-900 square foot apartment
- Bus options and future light rail locations
- Local and nearby access to multiple higher education options
- 400+ acres of open park space and access to water
- Year round community events and recreational opportunities
- Highly rated public and private schools (Greatschools.org rating of 8 out of 10), and 25% above average in State proficiency
- Repeatedly recognized as one of the best places to live in the Seattle Metro area



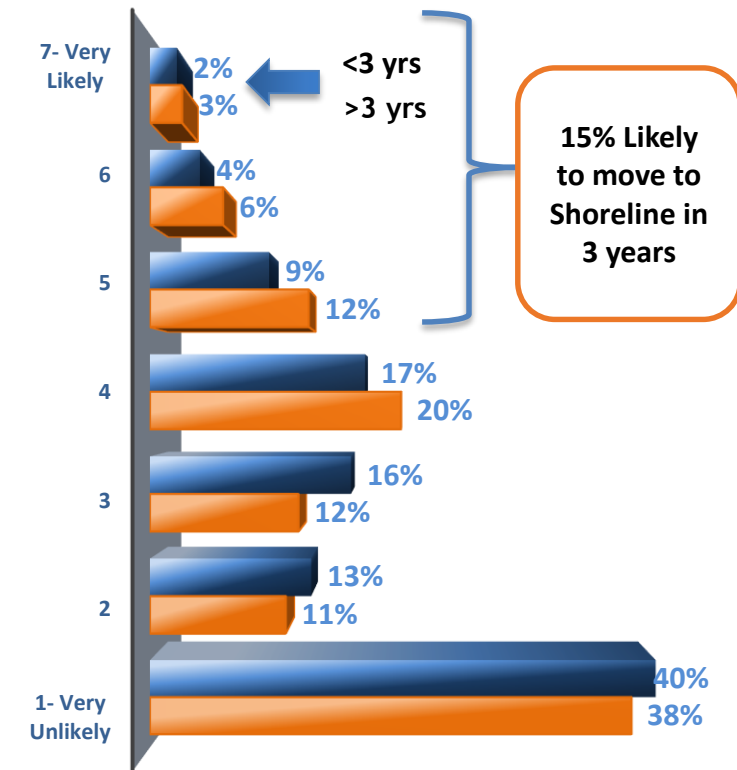
Less Favorable Response when “Shoreline” is revealed

- When they know the neighborhood presented is Shoreline, **less** respondents (42%) find the neighborhood appealing (rated as 5 to 7, with 1 being not appealing), and even **less** (24%) find Shoreline more appealing than their current location.
- And similar to other results, when the neighborhood/town is presented as Shoreline less respondents (15%) indicate they are likely to move there in three years than when they did not know the neighborhood/town was Shoreline.

Appeal of Description of Shoreline (Known to Respondent) vs. Appeal Compared to Current Location



Likelihood to move to Shoreline



Why not Shoreline?

I'd consider it the same as any other options about the same distance - Takes longer to get downtown/back from up north than from down south usually. Cost is still the factor - Shoreline has less homes in a reasonable price range than south of Seattle.

It feels removed from Seattle, too much like a suburb. I would rather live in the city or in the country than in the suburbs. Perhaps if I were planning to have children soon, but I'm not.

Attachment A
No geographic city center. Low walkability. Residents dependent on cars. Crime strip on Highway 99. Little to none of the housing stock we desire, e.g. condo in secure building. Scant retail / restaurant amenities.

**Not Safe
33%**

I don't like the fact that Aurora Avenue is its main thorough fare. Aurora still remains tacky and unwelcoming .

**Too Expensive
21%**

it's similar to other places I've lived and rent is high

The property tax that has driven up the cost of home ownership. 2 schools that were recently renovated as well as hwy 99 improvements. That cost has made a big impact on home ownership cost..

Limited existing public transit options and an inconvenient commute to work.

I love living in the City of Seattle! I like voting in City elections, working with City utilities, and my community in the city. And even though I know it's not that far, Shoreline just feels like it's too far north for me

Too much traffic, not enough house for the money

**Commute & Traffic Issues
18%**

Commute, house prices, toll lanes on 405 if needing to head to eastside or tolls on 520 to get to eastside.

Commute from the north end is hideous. Especially for the rental prices. I can get Bellevue, which is similar, closer, and cheaper.

I've driven through parts of Shoreline and find it very busy and commercialized, very overgrown. I may not know parts of Shoreline as well as I should, but it seems like an extension of Northgate which is very commercial and tons of traffic.

**Lack of Culture
16%**

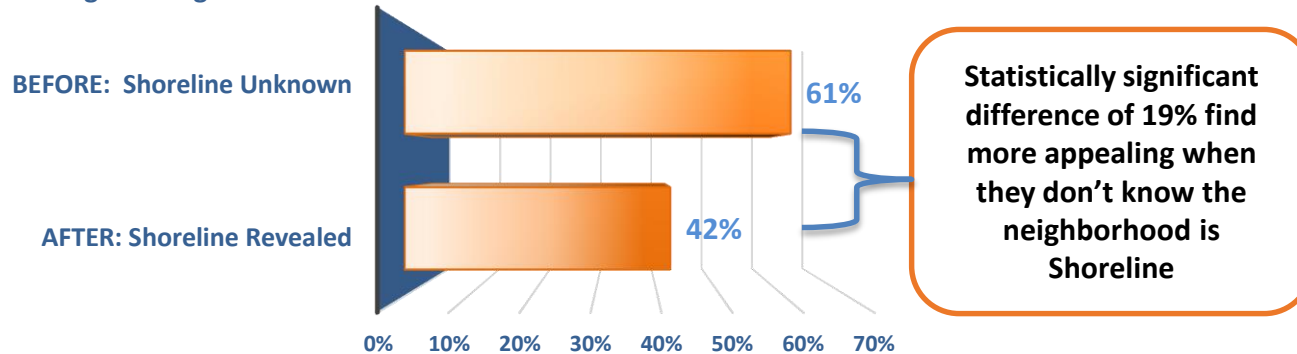
car-centric 1950s suburbia. overpriced housing, poor transit and walkability (I-5 alignment for light rail is awful and will achieve very little), too far from urban core, no shared cars, little diversity, worse services than Seattle, few people like me, nothing to do there

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Many like the attributes of Shoreline, better than they like Shoreline

- When the description of the neighborhood that was once very appealing by many respondents (62%) is revealed as Shoreline, then the neighborhood is significantly less appealing (drop in appeal of 19%).
- The target market for those finding Shoreline appealing now and those finding the attributes of Shoreline appealing is *almost* the same.

Appeal of Shoreline Description (Name Unknown) vs. Knowing the Neighborhood is Shoreline



Receptive: Likely to find *Description of Shoreline* Appealing and MOVE in <3 years if:

- Younger
- Live in King County or North Snohomish County
- Lived < 10 years in Puget Sound
- Have or plan to have kids
- Renting and looking to buy
- Currently pay rent above \$1500
- Schools, parks, urban feel, culture, and ease of getting around are important factors

VERY similar

Interested Now: Likely to find Shoreline Appealing and MOVE in <3 years if:

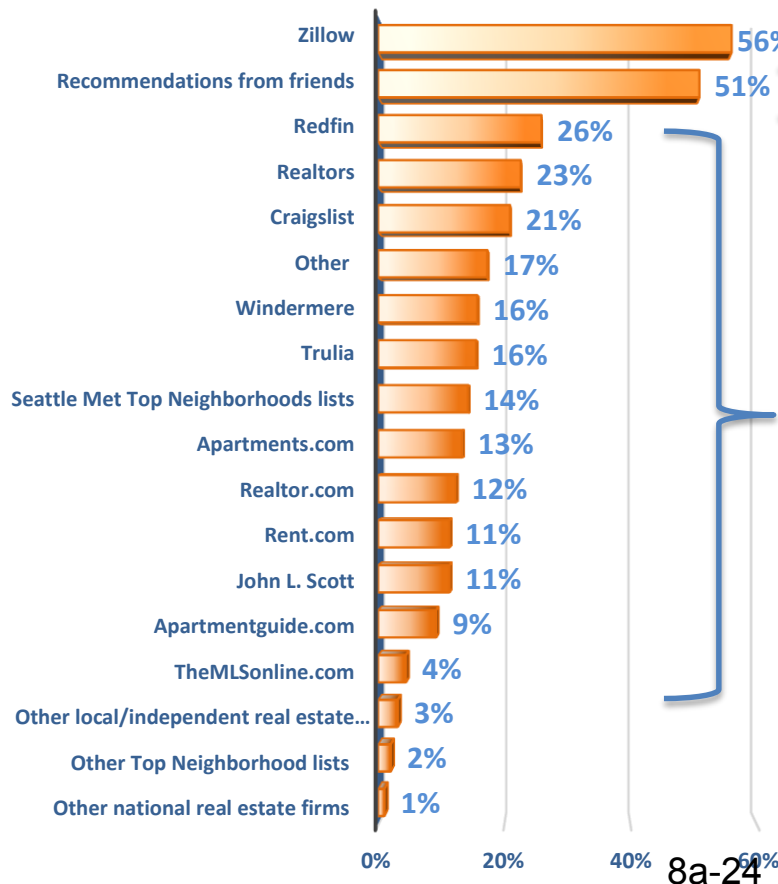
- Younger
- Live in north of downtown Seattle
- Lived < 10 years in Puget Sound
- Have or plan to have kids
- Renting and looking to buy
- Currently pay rent above \$1500
- Schools, parks, and safety are important factors

Reputation (from friends) & Zillow are Key Sources of Information

One of the last questions in the survey asked respondents how they get information about choosing a neighborhood/town to live in.

- Zillow and recommendations from friends are used by half or more (51-56%) of the respondents, with various other realtor sites being used by a quarter or less of respondents.

How get information about choosing a neighborhood/town to live in? (Multiple Response)



What they have heard from friends and the reputation of Shoreline is clearly a strong influence

Generally these information sources are less important, unless they are looking to buy. Respondents who indicated they are looking to buy a home in the next 3 years are more likely to use niche sources for information.

Who is already interested in Shoreline *now*?*

- Young, especially age 25-44
- Newer to the Puget Sound region, especially less than 10 years
- Live north of downtown Seattle
- Have children or plan to have children
- Care about:
 - schools
 - parks
 - safety
- Want to buy a single family home or a townhome in next 3 years
- Hispanic and/or non-white

Recommended Marketing Strategy

- Focus on this group first:
 - They're going to be the easiest to convince to move to Shoreline
 - They are the best fit for what Shoreline already has to offer
- Build on current placemaking efforts and investments in neighborhoods, safety, and culture to create an alluring place to live
- Focus on where the most people who say they would move to Shoreline within 3 years are getting their information:
 1. Zillow
 2. Word of mouth
 3. Redfin

Messaging Ideas

- Shoreline has excellent schools
- Shoreline is safe
- Shoreline has houses and townhouses available now
- Shoreline has 14 neighborhoods
- Shoreline is diverse, ~30% nonwhite
- Shoreline has 404 acres of parks and open space, including 20 developed park sites

Who would be *receptive* to marketing about Shoreline?*

- Live in north Snohomish County
- Paying expensive rent (\$1,500+ per month)
- Want to buy a condo or apartment in next 3 years
- Want a big town or urban feel, not small town or rural
- Care about culture (food, shopping, entertainment, farmer's market, events)
- Care about the ease of getting around (access to transit, bike trails, walkability)

Recommended Marketing Strategy

- Focus on this group second:
 - They want what Shoreline is moving towards (*or should be moving towards*)
 - This is the long game, start planting the seeds now
- Focus on where the most people who say that the description is appealing are getting their information:
 1. Zillow
 2. Word of mouth
 3. Redfin
 4. Realtors
 5. Craigslist

Including realtors is the only difference for this group compared to those already interested in Shoreline.

Messaging Ideas

- Shoreline is inexpensive
- Shoreline is close to Seattle
- Shoreline will have two light rail stops opening in 2023
- It's easy to travel from Shoreline to other areas
- Shoreline is building lots of new condos and apartments
- Shoreline is urbanizing and developing
- Shoreline has lots of cultural events
- There's a lot to do in Shoreline
- Shoreline is becoming more walkable

City of Shoreline

Business Messaging Platform & Marketing Recommendations

Comprehensive Findings

August 2015

City of Shoreline Business Messaging Platform

Purpose: This messaging platform provides ready and consistent messages for project team members to use when talking about Shoreline with investors/developers.

Central Premise	Shoreline is Seattle's only adjacent suburb, poised for the most robust redevelopment of any Puget Sound suburb in the next two decades.		
Key Themes	Critical Connectivity	Seattle's Adjacent Suburb	The Future is Profitable
Key Messages	<ul style="list-style-type: none"> Shoreline occupies just over 11 square miles between Seattle and the city of Edmonds to the north. Seattle and Snohomish County shoppers can easily visit Shoreline using a variety of major north-south corridors including I-5, SR 99, Greenwood Avenue and 15th Avenue NE. Because of our proximity to major regional job centers, Shoreline has one of the highest grossing Costco stores in the world. Shoreline is easily accessed by car, transit and cyclists on the Interurban trail. 	<ul style="list-style-type: none"> Shoreline is 10 miles from downtown Seattle, combining the urban feel of the city with local feel of tree lined neighborhoods. Growth and lack of housing supply in Seattle is increasing diversity in Shoreline, both in demographics and spending power. Today more than one quarter of Shoreline's population is non-white and the median household income has grown to over \$62,000 per year. Shoreline neighborhoods feature homes that range from several million dollars to the high 200k mark. People are drawn to Shoreline's nearness to Seattle, but also the abundant park lands, property with Puget Sound views, and premiere public and private schools. 	<ul style="list-style-type: none"> The City has improved six (6) miles of frontage on Aurora Avenue Hundreds of acres of planned action subareas with expedited environmental review Shoreline was the first city to raise the SEPA threshold to its maximum level Land values typically well under \$50/sf New apartment rentals in excess of \$2.00/sf 12 year property tax exemption for multi-family developments. 70+ acre Aurora Square designated Community Renewal Area by City allowing City to partner with property owners to revitalize commercial area. By 2023, two light rail stations in Shoreline will provide additional access from downtown Seattle, the University District and the eastside of Lake Washington, including Bellevue and the Microsoft campus. Already drawing big spenders to Central Market, the region's premiere local "Whole Foods", Shoreline will add a Trader Joes in 2016, the preferred grocery store for American consumers according to an annual study by MarketForce Information.

KEY THEMES & MESSAGES

Key Themes & Messages

Key Theme: Critical Connectivity

Key Messages

- Shoreline occupies just over 11 square miles between Seattle and the city of Edmonds to the north.
- Seattle and Snohomish County shoppers can easily visit Shoreline using a variety of major north-south corridors including I-5, SR 99, Greenwood Avenue and 15th Avenue NE.
- Because of our proximity to major regional job centers, Shoreline has one of the highest grossing Costco stores in the world.
- Shoreline is easily accessed by car, transit and cyclists on the Interurban trail.

Key Themes & Messages

Key Theme: Seattle's Adjacent Suburb

Key Messages

- Shoreline is 10 miles from downtown Seattle, combining the urban feel of the city with local feel of tree lined neighborhoods.
- Growth and lack of housing supply in Seattle is increasing diversity in Shoreline, both in demographics and spending power. Today more than one quarter of Shoreline's population is non-white and the median household income has grown to over \$62,000 per year.
- Shoreline neighborhoods feature homes that range from several million dollars to the high \$200k mark.
- People are drawn to Shoreline's nearness to Seattle, but also the abundant park lands, property with Puget Sound views, and premiere public and private schools.

Key Themes & Messages

Key Theme: The Future is Profitable

Key Messages

- The City has improved six (6) miles of frontage on Aurora Avenue
- Hundreds of acres of planned action subareas with expedited environmental review
- Shoreline was the first city to raise the SEPA threshold to its maximum level
- Land values typically well under \$50/sf
- New apartment rentals in excess of \$2.00/sf
- 12 year property tax exemption for multi-family developments.
- 70+ acre Aurora Square designated Community Renewal Area by City allowing City to partner with property owners to revitalize commercial area.
- By 2023, two light rail stations in Shoreline will provide additional access from downtown Seattle, the University District and the eastside of Lake Washington, including Bellevue and the Microsoft campus.
- Already drawing big spenders to Central Market, the region's premiere local "Whole Foods", Shoreline will add a Trader Joes in 2016, the preferred grocery store for American consumers according to an annual study by MarketForce Information.

RECOMMENDATIONS



Recommendations

Recommendation: Strategic PR and Media Placement

Opportunities

- Secure timely placement of earned media stories highlighting major urban development activities and milestones that position Shoreline as ripe for business development
 - Shoreline is evolving into an interconnected, multi-modal hub of transportation connectivity that will increase opportunities to engage local businesses for both residents and visitors alike
 - Highlighting major project milestones and upcoming development opportunities will help position Shoreline as a new hub for commerce and capital not only in the Seattle region, but the greater Puget Sound
 - Pitch stories to targeted publications that are well read by the real estate community
- Publication and Special Issue Targets
 - Puget Sound Business Journal
 - Commercial Real Estate Focus (September 18th and October 30th)
 - Northwest Homes & Distinct Living Focus (November 27th)
 - Daily Journal of Commerce
 - Architecture & Engineering Perspectives (October)
 - Real Estate Marketplace NW (December)

Recommendations

Recommendation: Thought Leadership in the Business Community

Opportunities

- Attend and participate on panels that cater to real estate development community in the Puget Sound
 - Presenting Shoreline’s efforts to create conscious urban development with people in mind will promote Shoreline as a leader in the region
 - Conference and award show attendance also serves as an opportunity for relationship building with the local business community
- Upcoming Conferences & Awards
 - Re-Using Contaminated Land Conference – Oct. 8th at Seattle Airport Hilton
 - Presented by NW Environmental Business Council, NAIOP Washington, and Department of Ecology; sponsored by the Daily Journal of Commerce
 - Attendees will include commercial property developers, construction firms, and local government economic development staff
 - Real Estate Vision Annual Conference – Sept. 25th-29th at the Hyatt Regency Bellevue
 - Includes speaking opportunities, workshops, and discussion panels
 - Seattle Business Magazine Community Impact Awards – October 21st at MOHAI
 - Honors businesses and organizations making a positive impact on their local communities.

Recommendations

Recommendation: Outreach and Engagement at Industry Networking Events

Opportunities

- Engage local business networking groups and boards in order to build relationships with the development community
 - Participating in networking opportunities can help elevate the visibility of Shoreline as an emerging market for development
 - Also provides openings to sponsor key community events and volunteer opportunities
- Relevant Groups and Events
 - BisNow Commercial Real Estate Events in Seattle
 - Seattle's Green Building Revolution – August 27th at the Four Seasons
 - Seattle State of the Market – September 30th, venue TBD
 - CREW (Commercial Real Estate Women) of Seattle
 - Regular luncheons held the second Thursday of every month
 - Signature event at the Space Needle on October 22nd
 - BOMA (Building Owners & Managers) Association
 - Oktoberfest Trade Show (October TBD)
 - NAIOP Washington – Commercial Real Estate Development Association
 - Community Enhancement Project in Terry, WA (October 3rd)
 - Sponsorship opportunities available

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LOGO CONCEPTS

SHORELINE PLACE

August, 2015



Bullseye Creative

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Draft Shoreline Community College Banners for Aurora Avenue N







N 160 St



College Wy