

Welcome to
SHORELINE
Washington



August 24, 2015
Marketing Update
Shoreline City Council

Introductions



Denise Walz
Co-President & Principal in
Charge

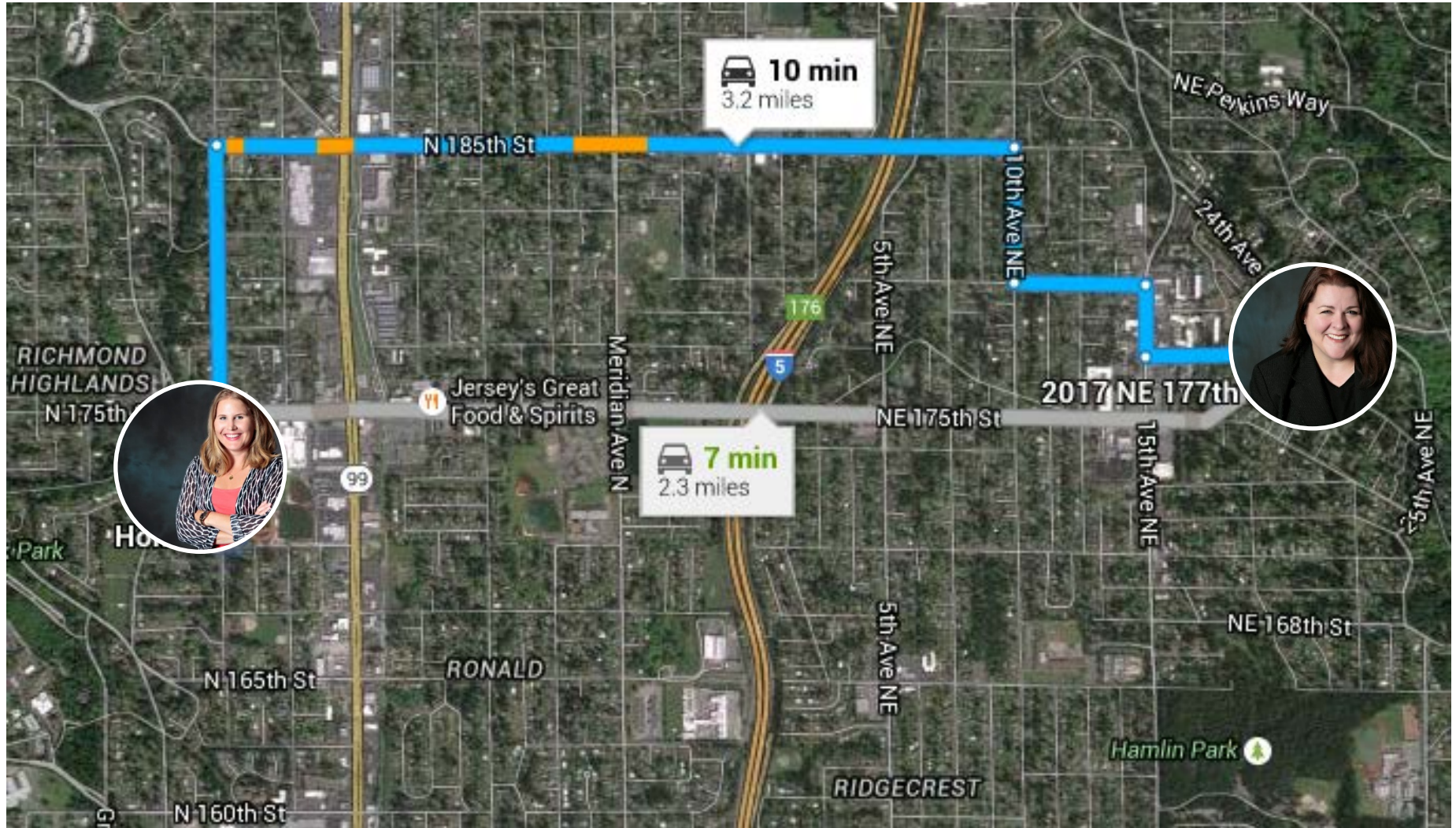


Jen Rash
Senior Account Manager



Katherine Schomer
Senior Research
Associate

...and Shoreline residents!



PRR Quick Facts

- Since 1981
- 89 full-time employees
- Offices in Seattle, Portland, D.C., Virginia & Austin
- Pioneers in market transformations
- Leaders in behavior change and social marketing
- Marketing
- Public Relations
- Research
- Public Involvement
- Facilitation
- Graphic Design & Web
- Social Media
- Strategic Partnerships

human-powered
Experts in  change

Our Charge

The marketing campaign for promoting Shoreline is designed to fulfill the following objectives which are thoroughly described in RFP No. 7927:

- Objective 1: Define a comprehensive marketing message.
- Objective 2: Provide effective promotional tools
- Objective 3: Launch initial marketing campaign

Blueprint Meeting: What is success?

- Attract new residents by elevating Shoreline as a vibrant, growing city
- Encourage people outside of Shoreline to come, stay and engage. Shoreline is a destination, not somewhere you pass through
- Create buzz to spur business interest and investment

Objective 1:

Define a comprehensive marketing message

human-powered
Experts in ~~change~~
places

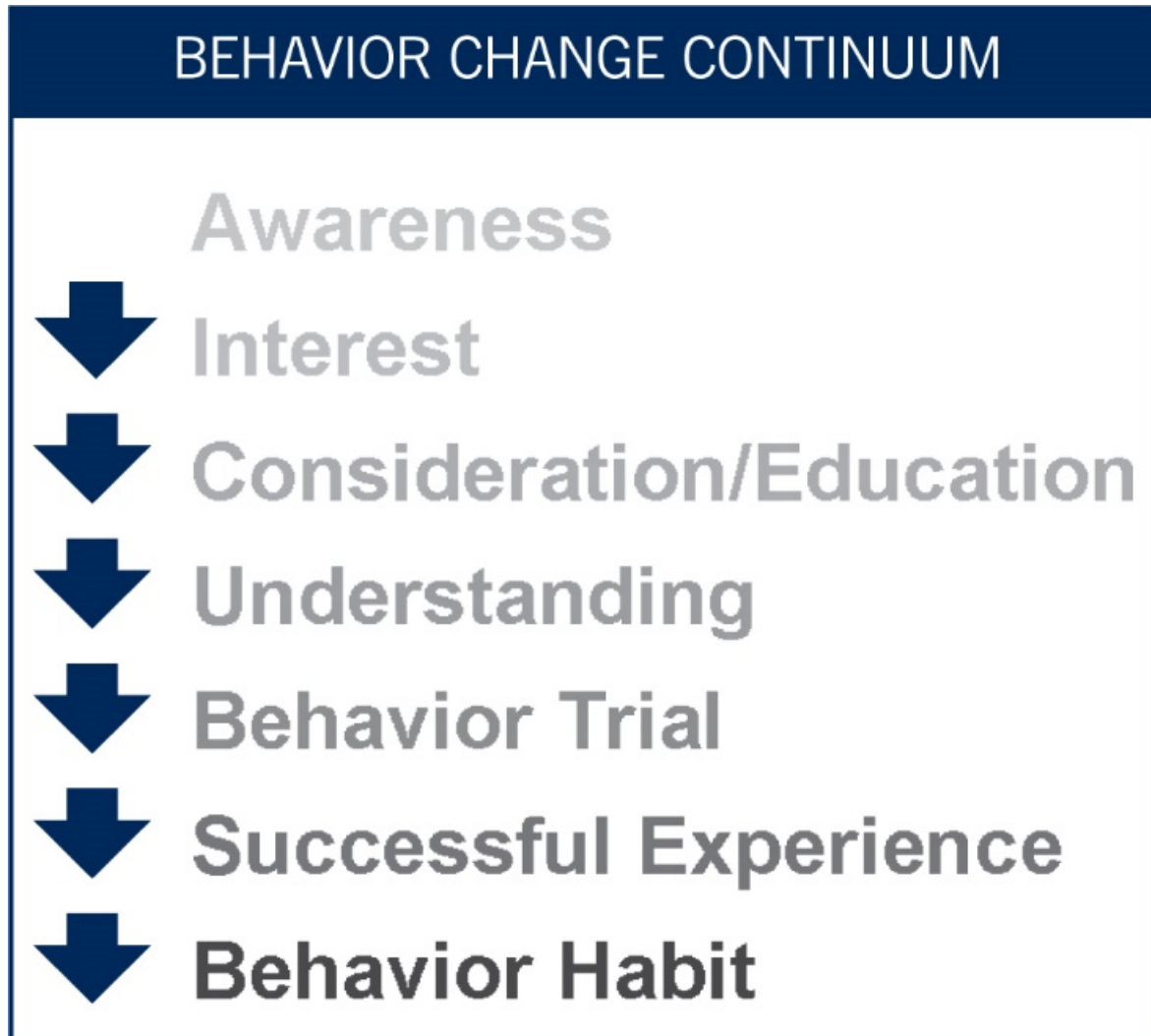
“For places to be meaningful, they need to reflect the aspirations and values of the people that those places serve.”



Target 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. New Puget Sound residents (through corporations)
7. “Pets as children” people

Where are your targets?



Shoreline Research Plan

1. Better understand the needs and desires of target demographics around the Puget Sound
2. Test messages to identify those that are most effective in recruiting new Shoreline residents



Shoreline Research Plan

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Potential-Resident Survey

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

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%

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:

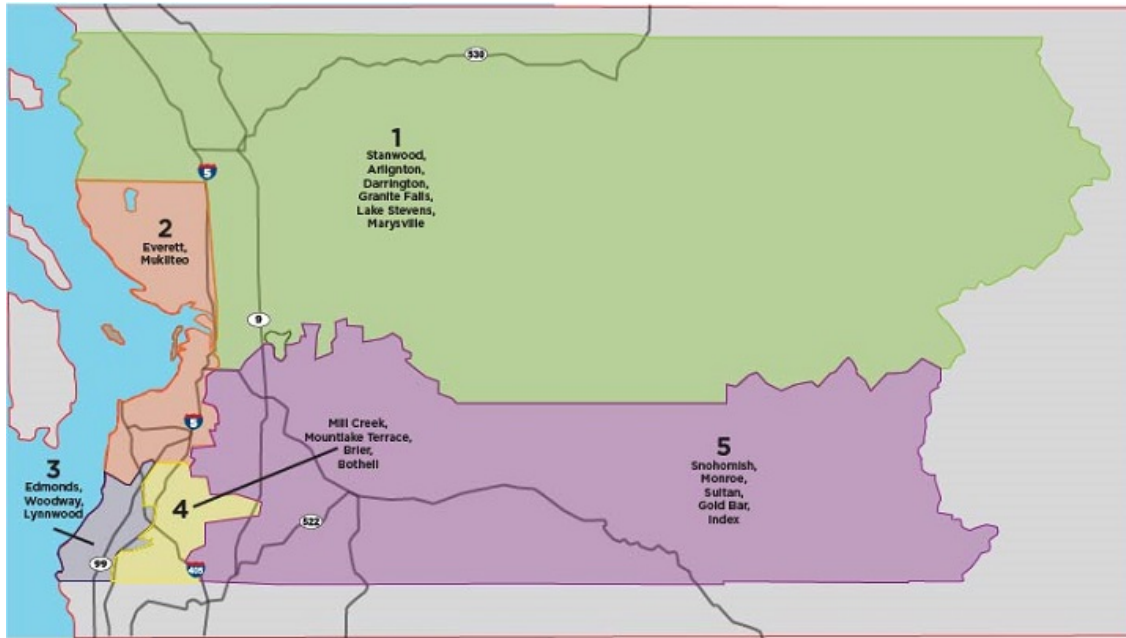
- Seattle – 39%
- Kent – 6%
- Renton – 6%
- Bellevue – 6%
- Auburn – 5%
- Enumclaw – 5%
- Issaquah – 4%
- Kirkland – 3%
- Redmond – 3%

Seattle Area (N=184)

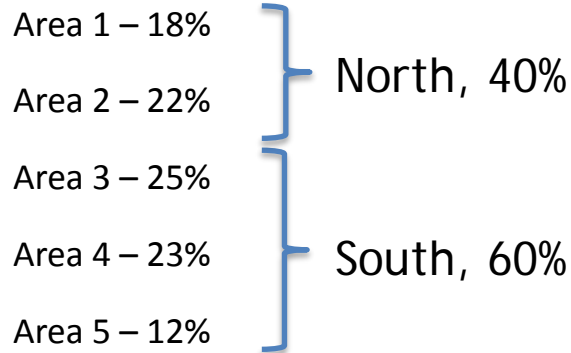
- Area 1 – 14%
 - Area 2 – 9%
 - Area 3 – 16%
 - Area 4 – 13%
 - Area 5 – 14%
 - Area 6 – 14%
 - Area 7 – 20%
- South, 23%
- North, 61%



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



Snohomish County by Area*



Description of “Shoreline”

- ✓ 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

Key Findings

1. They like what Shoreline has to offer
2. Shoreline has perception obstacles



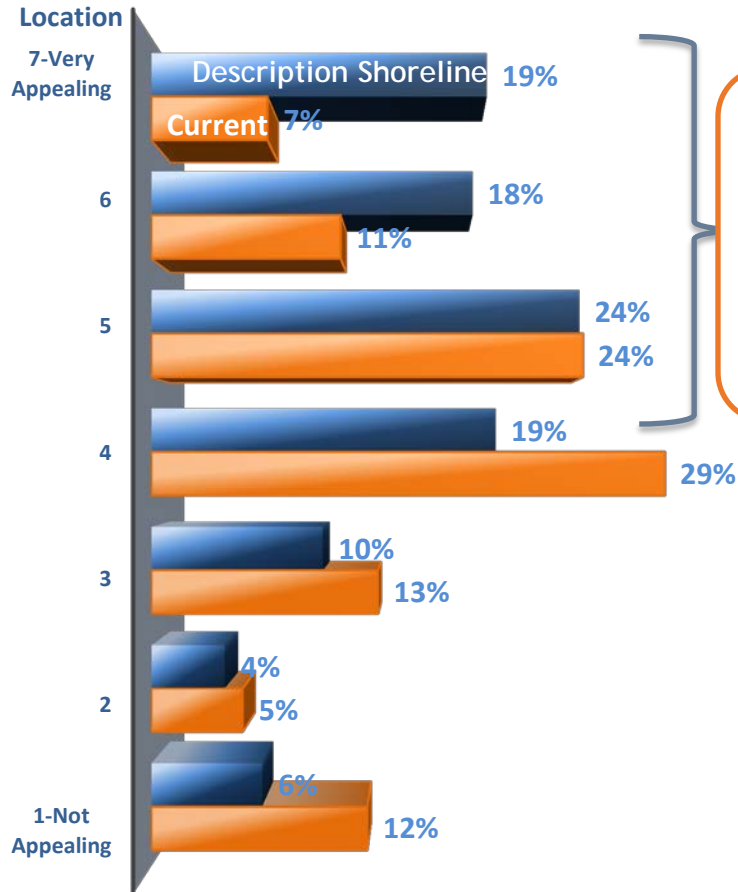
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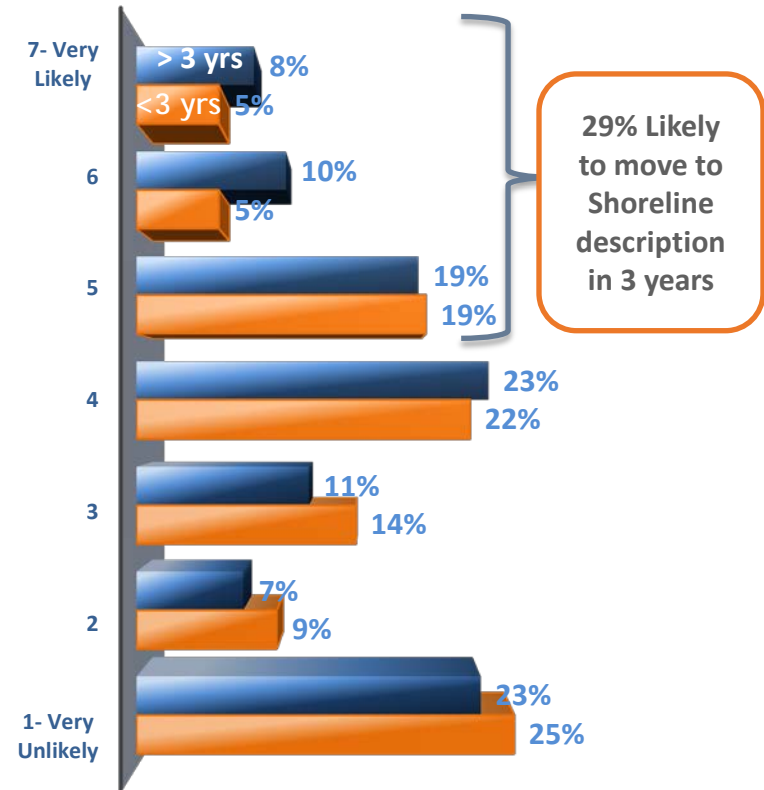
Favorable response to Shoreline description

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



61% find Shoreline description appealing & 42% find more appealing than their current location

Likelihood to Move within/after 3 years to Shoreline Description



29% Likely to move to Shoreline description in 3 years

Top 5 for Price, Access to Transit, and Schools

Top 5 for Schools

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

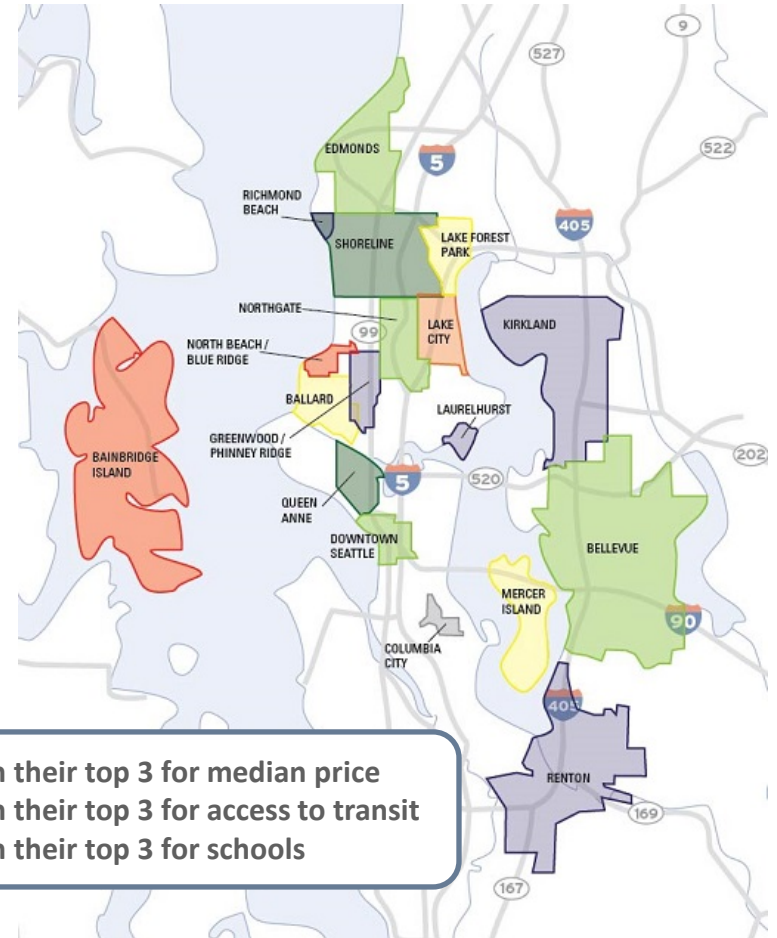
Top 5 for Access to Transit

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



15%

would be willing to move to Shoreline in the next 3 years; represents potentially 200K in King and Snohomish Counties.

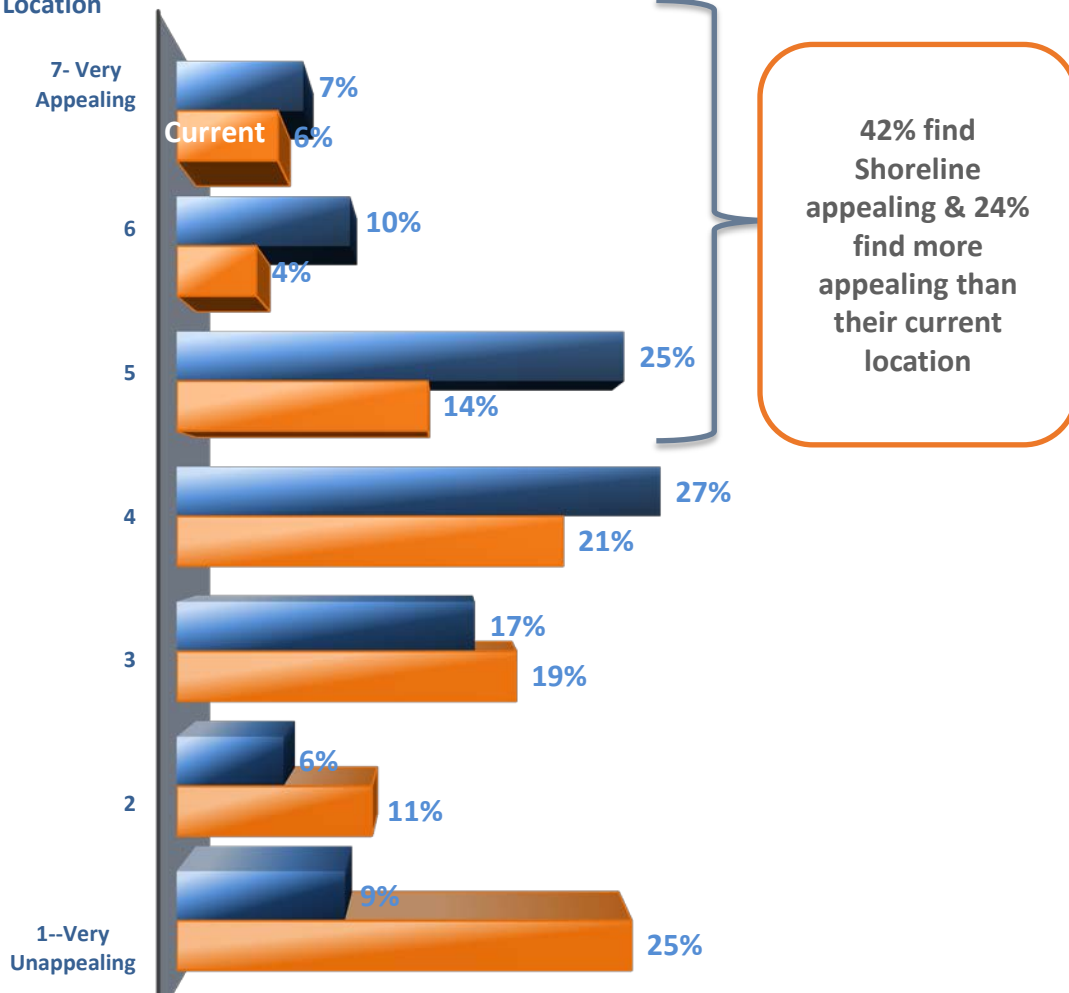
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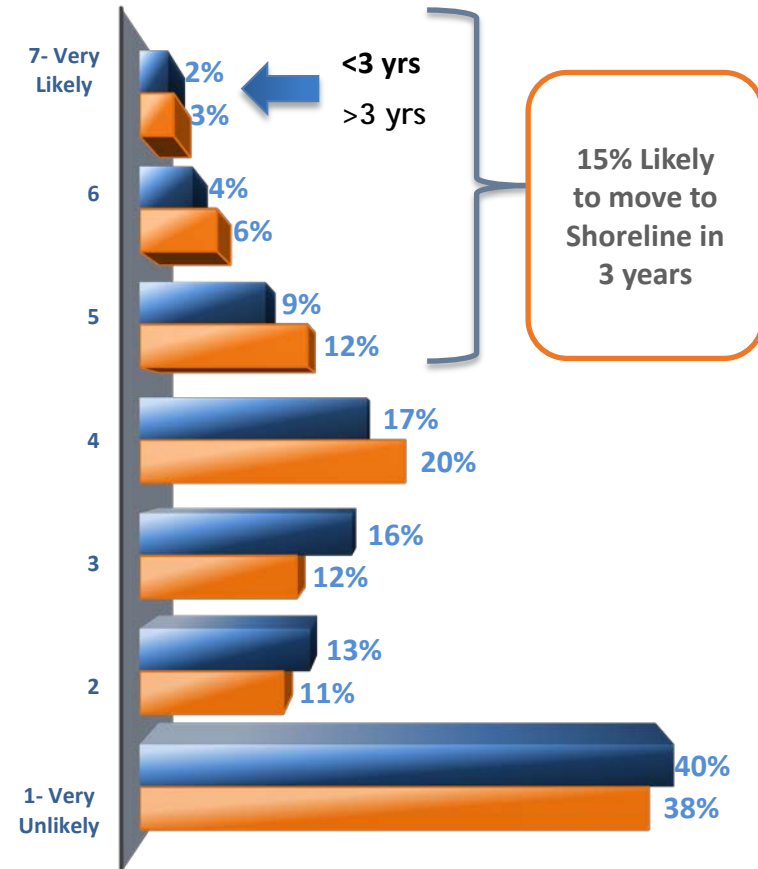


Less Favorable when "Shoreline" is revealed

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.

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.

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

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

Recommendation 1:

Focus on the most interested first and reach them where they already get their information

Breaking down the *Most Interested*

- ✓ 25-44 years old
- ✓ >10 years in the Puget Sound region
- ✓ 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

Market Segments



- Fami-zonians
- North Stars
- School Seekers



METHODS: Zillow is saying good things

ZILLOW HOME VALUE INDEX ?

\$403,000

11.4% 1-year change

7.8% 1-year forecast



MARKET TEMPERATURE ?

Warm

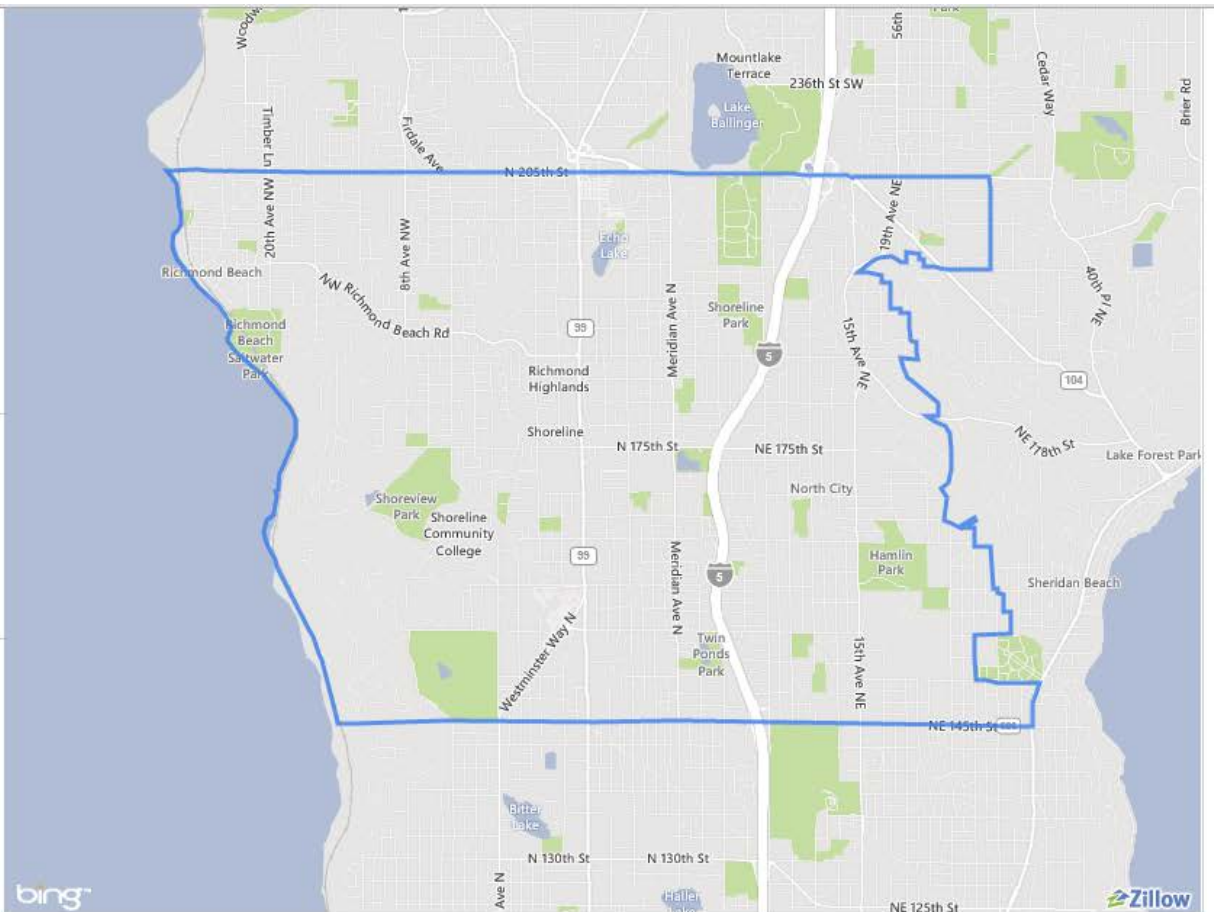


Buyers' Market

Sellers' Market

The median home value in Shoreline is \$403,000. Shoreline home values have gone up 11.4% over the past year and Zillow predicts they will rise 7.8% within the next year. The median rent price in Shoreline is \$1,475, which is lower than the [Seattle Metro](#) median of \$1,650.

[Read more](#)



...more on Zillow

Shoreline Market Health

Data through Jun 30, 2015

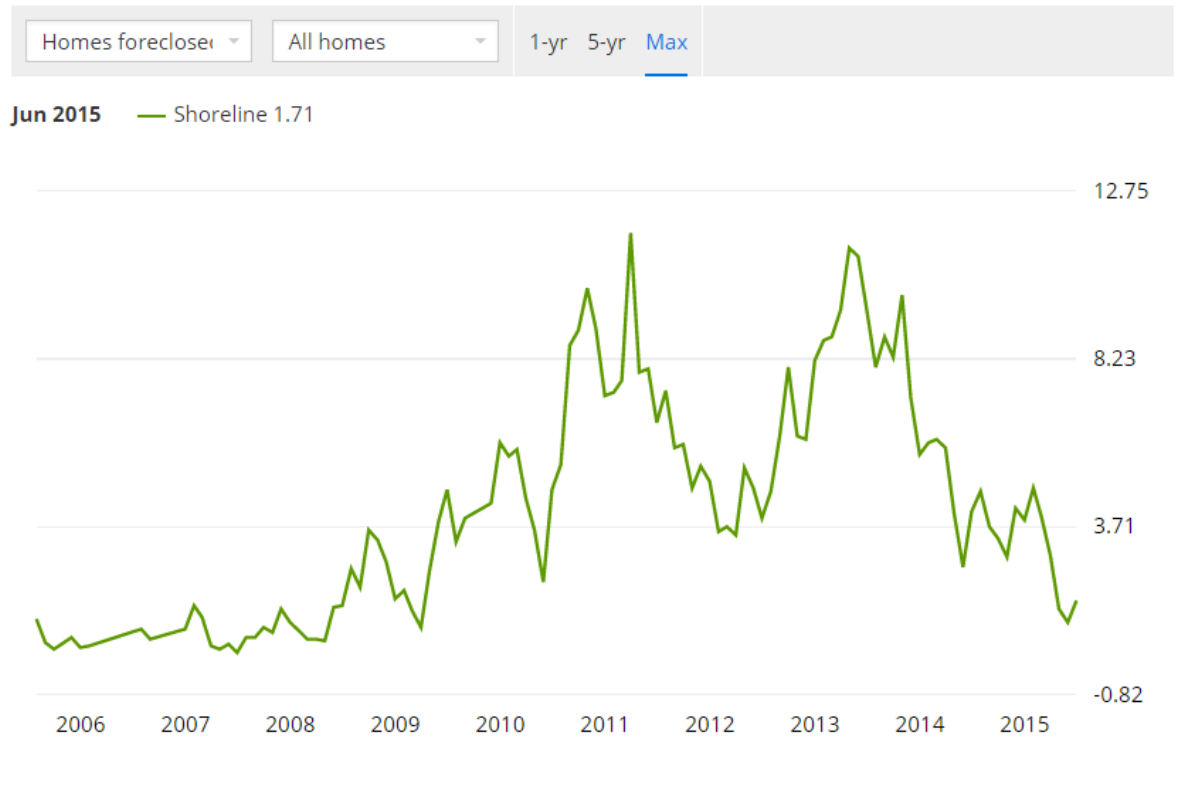
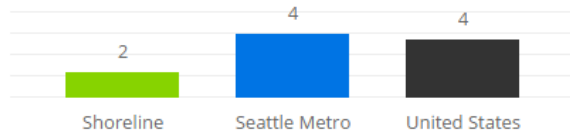
 **9.4/10** Very healthy 

No data Average days on Zillow

8.7% Homes with negative equity (15.4% US Avg)
(Mar 31, 2015)

3.4% Delinquent on mortgage (6.0% US Avg) (Mar 31, 2015)

HOMES FORECLOSED (per 10,000)



Methods: Word of Mouth



“Privileged though they may be, many Amazonians don’t feel themselves to be at the top of Seattle’s food chain. One worker talked about moving to Shoreline to find a reasonably priced apartment big enough for his family...”

The Seattle Times

Published by Seattle Times Aug. 4, 2015

Create Buzz: Trader Joes is Coming

Everyone loves Trader Joes!

Homes in the same ZIP code as Trader Joe's have jumped an average of 40 percent in value since their purchase, while those near a Whole Foods have increased by 34 percent, RealtyTrac said.



Create Buzz: Advertise on Great Schools



Meridian Park Elementary School

17077 Meridian Ave North, Shoreline, WA 98133

★★★★★ 15 reviews | Public district PK-6

9

GreatSchools Rating



Albert Einstein Middle School

19343 3rd Ave N.W., Shoreline, WA 98177

★★★★★ 13 reviews | Public district 7-8

9

GreatSchools Rating



Highland Terrace Elementary School

100 North 160th St, Shoreline, WA 98133

★★★★★ 5 reviews | Public district K-6

9

GreatSchools Rating

Recommendation 2:

Focus on those that could be receptive to Shoreline by debunking myths and generating positive buzz

Breaking down the *Receptive*

- ✓ Live in 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)

SCENARIO: You're talking to a friend about moving to Shoreline, and the friend gives you a frown and asks WHY? Followed by their perception of 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

Myth: Shoreline is too expensive

Get on Magazine Lists:
Seattle Magazine says
Shoreline is in good
company

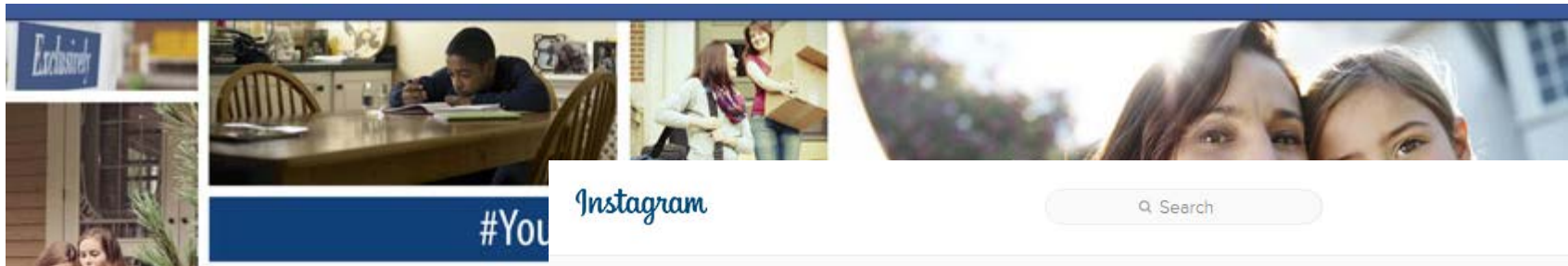


Myth: Shoreline has no culture



“Many Puget Sound communities are now a rich mixture of cultures with different customs, history, language, dress and cuisine. There are certainly downsides to gentrification. This trend isn’t one of them.” - Knute Berger Crosscut

Create Buzz: Leverage Realtors



Instagram Search jenras

windermere **FOLLOWING**

Windermere Real Estate The leading residential real estate company in the Western U.S. with over 300 offices and 7,000 agents in 11 states and Mexico. windermere.com

370 posts 10.4k followers 232 following



Windermere REAL ESTATE **Windermere Company**

Timeline

10,074 people like this
Andy Steiner and Hailey Steiner

Invite friends to like this Page

” IT'S ABOUT THE LEGACY.
IT'S ABOUT THE HISTORY.
IT'S ABOUT PASSING ON A LIFE TO
THE NEXT PERSON,
THE NEXT FAMILY,
THE NEXT GENERATION.



Create Buzz: More mobility than ever

Create a website page and video series on getting around in Shoreline

- Bike
- Pedestrian
- Transit



Recommendation 3: Continue elevation and investment in Placemaking

What You Are Doing Well

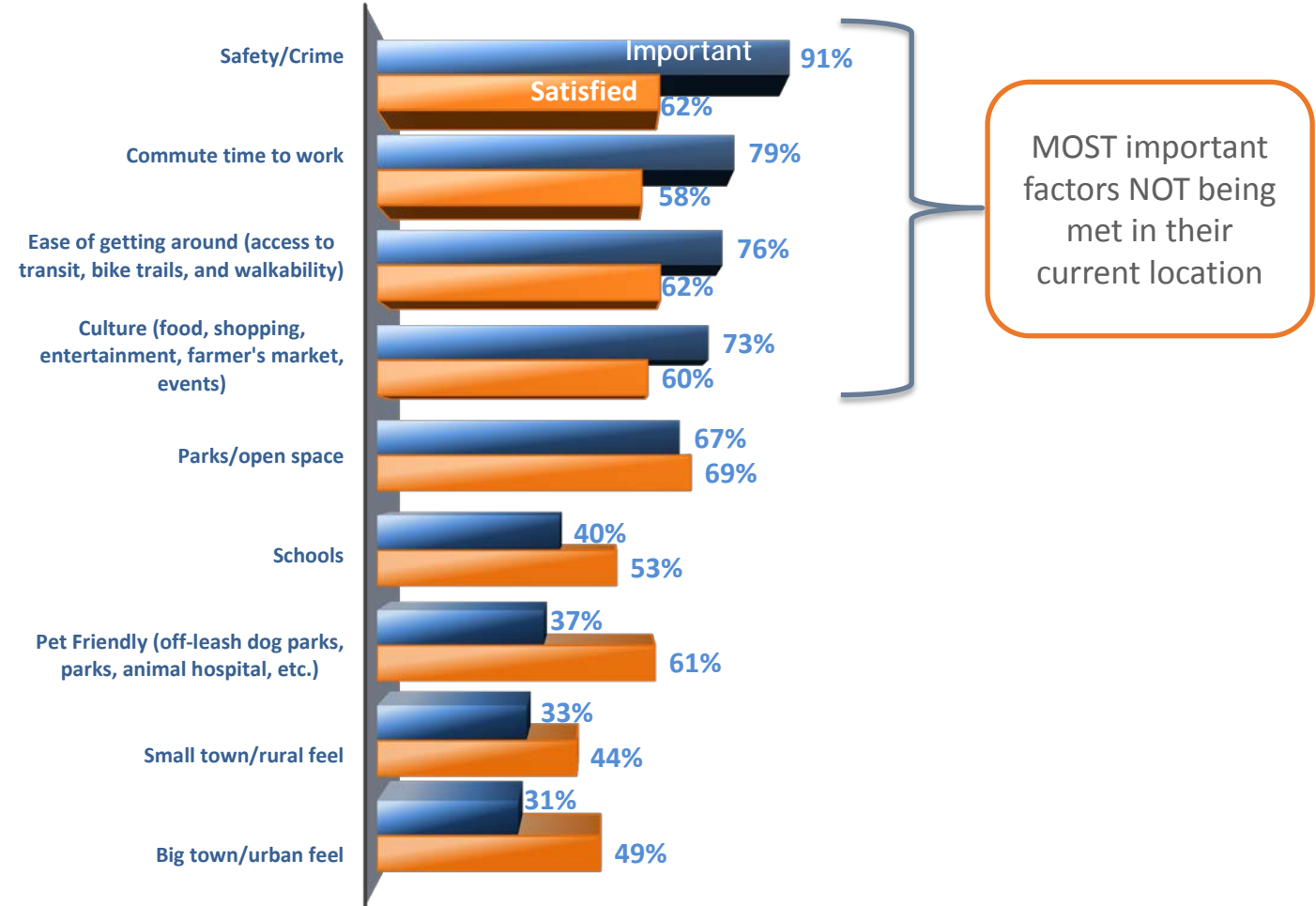
Physical elements that are uniquely Shoreline and draw a sense of pride and wonder



Phase Zero: Shoreline Place

Opportunities to create Shoreline advantages

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



Council investment and elevation of these key areas



Create Buzz: Aurora Rebrand

Elevate the investments the City made in Aurora and claim the city stretch as a unique step away from Highway 99 or Aurora Avenue.



Next Steps

- Objective 1: Define a comprehensive marketing message.
- **Objective 2: Provide effective promotional tools**
- Objective 3: Launch initial marketing campaign

Shoreline Research Plan

1. Better understand the needs and desires of target demographics around the Puget Sound
2. **Test messages to identify those that are most effective in recruiting new Shoreline residents**



PRR

QUESTIONS?

