Mukilteo Community Mapping:
Final Report

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Executive Summary

This final report overviews the quarter-long partnership between a team of undergraduate students in the Community, Environment, and Planning (CEP) program housed within the University of Washington College of Built Environments (CBE) and the City of Mukilteo. This partnership was facilitated by the CBE's Liveable City Year program, which connects students and faculty to community partners and projects that help increase community vitality, economic prosperity, environmental quality, and social fairness ("Livable City Year," n.d.). This quarter brought eight students from CEP 460: Planning in Context, together with the City of Mukilteo's Department of Planning and Community Development, to update Mukilteo's existing digital historical walking map. Our goal was to represent the community better while connecting residents and visitors to the abundant resources and opportunities in downtown Mukilteo.

Goals and Objectives:

1. To enhance the existing Digital Mukilteo Historical Map by expanding the map features beyond historical attractions to include various community recreation-centric categories such as artistic, natural, cultural, and family-friendly locations.
2. To strengthen public awareness of this tool by developing a detailed marketing strategy, which will overview sections including but not limited to market demographics, marketing avenues, and launch timeline recommendations.

Site Background

Mukilteo is a small waterfront town on the traditional territory of the Tulalip, Snohomish, and Suquamish Tribes that has a rich maritime history and great significance to the Puget Sound Region. To both honor the history of the town and highlight the modern attractions and resources that Mukilteo has to offer, the work focused heavily on community outreach efforts and research to understand which places held the most community significance and thus should be highlighted on the new map.

Introduction

A joint 2015 venture between the City of Mukilteo, Mukilteo Historical Society, and the Jericho Bridge Church, the current Mukilteo walking tour consists of 14 stops all located within the waterfront Lighthouse park. Each stop is marked with a sign describing the location and local significance of each stop as well as a QR code linking to a self-paced online audio tour. Locations are a mixture of physical fixtures like the lighthouse and places that offer views of significant locations or information about the local ecology. The tour highlights the environment and history that built Mukilteo and is a great way to engage people interested in learning more about the history of the Pacific Northwest .

Existing Stops:

1. Losvar boat house
2. Early 1900's tidal lagoon.
3. Native American artwork
4. Mukilteo Lighthouse
5. Lighthouse keeper's house
6. Assistant keeper's house
7. A view of Whidbey Island
8. "Share the Shore with Harbor Seals"
9. Coastal Ecology
10. Mukilteo Near Shore
11. View of Pioneer Cemetery
12. The Story of Mother Earth
13. Tidal Lagoon Area
14. Lighthouse Park Bandstand

Aside from these crucial historic locations, Mukilteo is best known for the Ferry terminal that carries people from Mukilteo to Clinton on Whidbey Island. This route carries an estimated 4 million total riders every year. Reopened in 2020, the terminal now complies with seismic regulations and LEED standards to improve safety and accessibility for folks arriving at the station on foot or bike in addition to improving the flow of passengers boarding and deboarding in personal vehicles. This improved accessibility is anticipated to increase walk-on ridership by 124 percent

by 2040 ("Ferries - Mukilteo Multimodal Terminal Project - Complete December 2020 |

WSDOT" 2022). Additionally, the Port of Everett and the City of Mukilteo are in discussions for

a waterfront redevelopment project that would reshape the Mukilteo waterfront and bridge the

gap between the ferry terminal and Lighthouse Park and restore public access to the waterfront.

      With these changes, Mukilteo aims to highlight the attractions offered by downtown

Mukilteo for both those passing through and local residents. By expanding the existing walking

map, these critical locations to Mukilteo's history and heritage remain central to a visitor's

experience of the city while also offering a wider variety of opportunities for people to engage

with local businesses and natural resources.

Purpose and Scope

Our main goal of this project is to assist the City of Mukilteo in expanding and increasing the reach of the existing Digital Mukilteo Historical Map. Our initiative aims to create a more inclusive and engaging resource by encompassing a wider range of community-oriented features. We focused on natural, cultural, historical, and family-friendly locations. The aim is to improve the map's use and relevance, in hopes that residents and visitors both feel a deeper sense of community and feel encouraged to explore locally. A significant portion of our efforts involved community engagement, particularly through surveying and cooperating with local businesses. This strategic outreach encouraged active participation from the local business owners and civic organizations in Mukilteo. Additionally, the team intends to strengthen public awareness of this tool by developing a detailed marketing strategy, which will overview sections including but not limited to market demographics, marketing avenues, and recommendations.

To further support the City's goals, the team has also conducted targeted community outreach. This work included engaging with residents and businesses to gather input and raise awareness to the team's surveys and the map's expansion. In doing so, the team facilitated these connections and aligned the project with Mukilteo's vision of fostering a more connected and involved community.

The two major deliverables for this project includes the updated walking map with community feedback integrated, a marketing strategy designed to improve public knowledge and adoption of the map. The marketing strategy targets key elements like city demographics,

promotional communication, and actionable recommendations that can be taken to maximize the map's impact in the community. While this project has achieved much, it is important to realize the limitations. While we've worked closely with the City of Mukilteo provide recommendations that will guide the redevelopment of this map well beyond this partnership, the creation of the final official walking map will fall to the City of Mukilteo's GIS team as they have the necessary skills and access to the software to develop and release the final Map. The scope of outreach was also impacted by time and resource constraints- if there was more time, the team could have gathered more community input.

Overall, the aim of this project was to enhance the Digital Mukilteo Historical Map to become a more dynamic and inclusive community tool that celebrates the city's history while promoting its cultural and recreational assets. Through aligning the team with Mukilteo's goals, together we were able to contribute meaningfully to the city's persistent efforts to foster community engagement and sustainable tourism.

Audience/Client

The City of Mukilteo is located on Puget Sound, around 20 miles north of Seattle, and sits within the historical territory of the Tulalip, Snohomish, and Suquamish Tribes. It is known for being the site of the signing of the Point Elliot Treaty in 1855, which ceded tribal lands to settlers while recognizing tribal sovereignty and fishing rights (Riddle 2007). Logging, salmon canning, and brewing were early industry drivers in Mukilteo, with lumber companies dominating Mukilteo's economy in the early 1900s. Until the Great Depression and fires destroyed Mukilteo's leading economic force, many residents lost jobs and left the area. In the mid-20th century, the city transitioned into an industrial hub due to the construction of Paine Field and a Boeing factory, both of which remain prominent economic contributors to Mukilteo (Riddle 2007). Today, Mukilteo is an eccentric coastal community known for its scenic waterfront, which is busiest in the spring and summer months, public events such as the Mukilteo Lighthouse Festival, and ongoing waterfront development initiatives (Riddle 2021; Port of Everett 2024). Additionally, Mukilteo has deep ties to the Coast Salish peoples, which is reflected through the artistic features of its modern infrastructure, such as the ferry terminal (Welton 2021).

Process or Methodology

1. Determine Objectives

For the first step of this project, our team determined our objectives for this project, using the background information that we have gathered from our initial debrief on the project, site visits to Mukilteo and meetings with our client. We specifically met with our client on October 4th virtually and on October 18th at Mukilteo. The goals of the project were to increase economic development by encouraging tourism through an updated walking map, using the community for feedback of culturally and economically significant sites. Using the background information of Mukilteo and project goals that were given to us initially, we brainstormed ways in which we could meet those goals. We determined that our main objectives and deliverables are enhancing Mukilteo's existing walking tour map with features determined by the community and developing a detailed marketing plan to raise public awareness of this new and expanded walking tour. Both of these objectives were to be determined using community feedback using community research and community outreach.

2. Community Research

The second step of our process was to conduct community research and look into the background of Mukilteo in order to further develop our deliverables. For our enhanced walking tour, we engaged in community research through surveying and researching Mukilteo's history to find potential sites that are both culturally and economically significant. One way we engaged in

community research was through our community outreach efforts to connect with members of the community and get a basis of what places they wanted to be added on the walking map. Another way community research was conducted was through our site visit of the area, where we gathered information on the history and background of Mukilteo through their lighthouse tour from the Mukilteo Historical Society at the Lighthouse Park, which helped inform us of what to include on the walking tour proposal. We also visited the Rosehill Community Center, where we were able to have a discussion with the client about the community and their demographics and examine one of Mukilteo's primary community gathering spaces, with both of these activities being informative for our marketing plan of the new walking tour. Through our community research, we were able to determine ways in which we could implement a survey to inform the development of our walking tour proposal and marketing plan.

3. Community Outreach

In our community outreach process, our first step was to develop a survey that we could bring prior to our site visit at Mukilteo. In the survey development process, we researched ways in which we could design the best most effective survey where respondents would be engaged and motivated to participate. Through our survey design research, we found that designing surveys that are concise, ask questions rather than statements, and limit sections to one question allow for an increase in survey respondents (Artino, Youmans, and Tuck 2022). Another aspect that we included in our survey from our research was determining factors in our survey that could potentially dissuade people from taking it. One aspect that we considered was the length of the survey, since people are more likely to not respond to surveys if they are longer than 15

minutes (Iarossi 2006). Research also suggests that in person outreach is more likely for people

to establish a deeper connection with what is being asked in the survey (Harrison et al. 2021).

Using our research on survey design we utilized these aspects of an effective survey in the design

of our own online survey and in person tabling survey.

The survey was conducted using an online survey on Google forms, in which we had 5

short sections that respondents can answer. The main question that was asked to participants of

the survey was, "What is a place you find significant to Mukilteo? For example, it can be

recreational, an important community resource, an artistic

display, a natural area, a cultural landmark, or an

unrepresented historical location." This was then followed

by questions asking about the demographics of the

participants, such as length of residence in Mukilteo, age,

and race/ethnicity. For the distribution of our survey, we

went on our first visit to Mukilteo and began with a meeting

at the Rosehill Community Center with Andy Galuska, our

client. We learned that the center provides event space for the Mukilteo-based organizations and

clubs, as well as providing free meeting rooms that just require reservations ahead of time. We

also reiterated some of the goals for the community map established in our previous online

meeting while developing our plan to accomplish those goals. Our most valuable tool for this

project will be our community and professional outreach, spreading awareness of the project and

gathering community suggestions for the updated map will establish a strong foundation when a

future team takes over the project after quarter is completed.
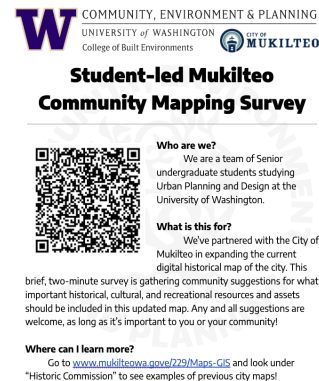
We decided that the future steps would include the following:

- Distribute our prepared survey around Mukilteo's old town at local businesses

- Prepare survey materials for the upcoming Boo Bash community event

- Prepare online survey materials to be posted on the Mukilteo website and through Mukilteo's community mailing list

The rest of our site visit was spent exploring Mukilteo's old town and distributing the first set of survey flyers. We also met with the local Historic Commision to get a tour of the Lighthouse and a brief lesson of Mukilteo's history.

We also conducted in person tabling for the distribution of our survey. Our participation at Mukilteo's Boo Bash was an amazing opportunity and our volunteer's first time practicing in person community outreach. For this event, the Mukilteo Community Mapping team partnered with the Mukilteo PROSA team in a joint survey. This particular survey was unique from the specialized copy our team used outside of this event in that it was significantly longer, collecting information for Community Mapping suggestions and demographic information, *as well as* information supporting the PROSA project. We were initially hesitant to distribute such a large survey since longer surveys tend to have reduced completion rates. However, likely due to the fact that this community outreach was done in person, the joint Boo Bash survey generated a higher number of responses *and* a more diverse demographic of respondents. We're very proud of the data gathered from this survey.

All additional site visits were very utilitarian. Our team visited the site three more times on an individual basis to distribute physical survey flyers beyond our original surveyed region

during our site visit on the 18th. The expanded surveyed area went beyond Old Town and focused primarily on businesses in shopping centers along Mukilteo Speedway, specifically Nelsons Corner and Harbour Point Shopping Center. Additional surveys were distributed to important community centers such as Mukilteo Library, Mukilteo YMCA, and Mukilteo City Hall.

4. Analysis

The next step of our methodology was a comprehensive analysis of our data collected from our community research and community outreach. The data collected was analyzed specifically for the purpose of developing and determining what direction our final deliverables will go towards. When analyzing our survey data, we made sure that our data wasn't biased towards a specific demographic so that our analysis could potentially recognize such biases which should be kept in mind. We also looked into the length of residence of our respondents, which could indicate that longtime residents have more of an attachment and knowledge of the city compared to shorter term residents. This gave us a more qualitative aspect that we could look at when deciding which locations to include in the walking tour proposal. Other aspects that we looked into in our final data was the viability of including these places in a walking tour, since some locations may be too far for walking distances. We also looked at the qualitative aspects of the spaces that survey respondents mentioned, as those spaces could potentially be used in our marketing plan for a planned community event.

5. Develop Deliverables

Using our analysis of the data collected from surveying and community research, we worked on our deliverables that we decided on at the beginning of the project. The walking map proposal was developed using ArcGIS Story Maps, in which the map tour feature was used to showcase possible locations that our clients could include. The ArcGIS Story Map is an internally facing website, in which our client can decide if they want to include these recommendations in the final publicly facing walking tour. For our marketing plan, a timeline and a feasibility analysis was used in order to show what the plan could look like in the future and when the plan could be potentially implemented.

Results and Conclusion

What race/ethnicity best describes you?

- Hispanic or Latin American, White
- Black or African American
- White
- Asian
- American Indian or Alaska Native
- Native Hawaiian or Other Pacific Islander
- Hispanic or Latin American

Joint Boo Bash Survey Results:

The total responses for the survey distributed at Boo Bash was 37. Suggestions for community map additions catered heavily toward natural assets, the most common being walking trails like Japanese Gulch and Big Gulch. There was also interest in listing community assets such as community centers and youth clubs. The demographic information collected for this survey was the most diverse of the disturbed surveys, suggesting that our data has a diverse range of perspectives from the community.
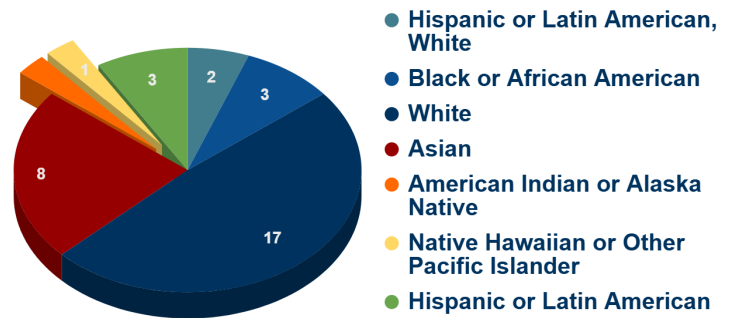
Online Community Mapping Survey Results:

Our online survey had a total of 22 responses. Like the Boo Bash survey, there was heavy interest in local trails like Japanese Gulch and Big Gulch. There was also interest in incorporating more indigenous art and history into the walking map and Old Town as a whole. Perhaps this can be a direction Mukilteo takes its online image in the future. We had one survey response which wrote "vehemently against drawing
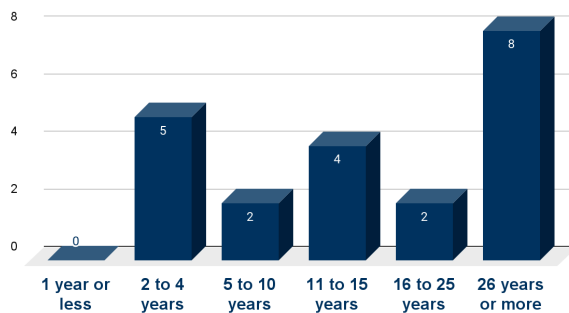
What race/ethnicity best describes you?

- White
- Asian
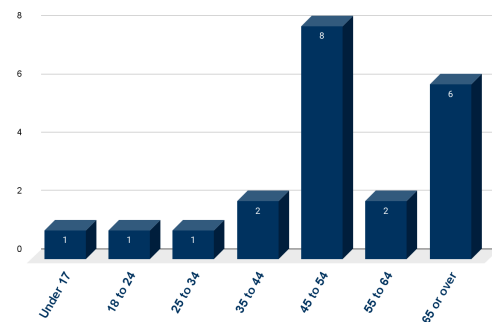- White, Asian
- White, Native American
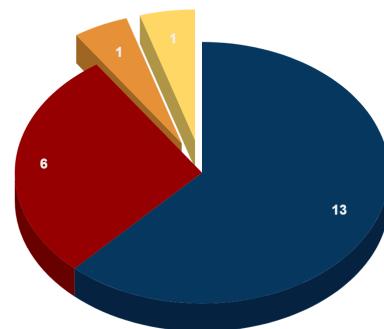
more tourists and RANDOS to Mukilteo and anything that promotes that. Stay out of Old

Town!!!" This respondent has been a resident of Mukilteo for 30 years. This response is an

outlier from the rest of the data collected on this survey but does suggest potential pushback from

the community from revitalizing Mukilteo with an online presence and tourist materials.

How long have you been a resident of Mukilteo?

1 year or less	2 to 4 years	5 to 10 years	11 to 15 years	16 to 25 years	26 years or more
0	5	2	4	2	8

What is your age group?

Under 17	18 to 24	25 to 34	35 to 44	45 to 54	55 to 64	65 or over
1	1	1	2	8	2	6

Conclusion

Overall, the data collected suggest that the community places a great emphasis on the

natural beauty that Mukilteo has to offer for its residents and tourists. Many of our responses

were of parks, trails and viewpoints across the city, such as the Japanese Gulch and Rosehill

Community Center. The responses also suggest that the community wants to promote sites of

major historical significance to the community, such as Totem Park and Fowler Pear Tree Park.

Many of these places also have gathering spaces, potentially showing that residents have an

attachment to their community and that these gathering spaces are of special interest and

significance in Mukilteo.

Recommendations: Expanded Walking Tour Map

A combination of survey results and independent research were used to recommend relevant additions to Mukilteo's historical walking map. A handful of locations held significance among Mukilteo residents; because these locations were mentioned multiple times through survey replies, it was found prudent to add them to the updated map. Some locations were only mentioned once; however, these recommendations came from long-time residents of Mukilteo, whose opinions we valued greatly. In the aim to encourage economic activity, we found two prominent restaurants in the Mukilteo community who hold significance to the local communities in addition to having delicious food. Our research and recommendations were compiled in a walking tour map on ArcGIS Story Maps, which will be linked here. Considering all of our research and our work plan, our recommendations are as follows:

Pioneer Cemetery appeared in 5 survey responses. Not only was it a highly recommended location, but it is also in a great location as it is situated adjacent to Lighthouse Park. This peaceful location offers stunning views of Puget Sound while holding historical significance. Amongst these 43 graves are the founders of Mukilteo, military veterans, and Japanese immigrants, all of which contributed to making Mukilteo what it is today.

The **Japanese Gulch** was another highly recommended location, appearing in six survey responses. Although it is a bit of a longer walk from the starting location of Lighthouse Park, its prominence among Mukilteo residents makes it an essential addition to the walking map.

Japanese Gulch has a network of hiking trails that consist of wildlife, rivers, and a waterfall. This area was once owned by the Mukilteo Lumber company, used as housing for millworkers, many of whom were Japanese. It was also used in World War two, then occupied by Boeing until 2007. In 2014, the city of Mukilteo finished acquiring all of Japanese Gulch with the intention of maintaining walking trails and preserving the natural environment (Van Wengen 2023).

Ivars was not mentioned in the survey results, however was added to the walking map due to the building's historical significance and proximity to Lighthouse park. Located on the waterfront, this building became a prominent lunchroom in 1924 frequented by fisherman and ferry travelers. Through different owners this building became different lunchrooms and cafe's over time, with the most popular being Taylor's Landing up until Ivar's bought the property in 1991. Today, Ivar's continues the tradition of offering lunch with a waterfront view for all of Mukilteo's residents and visitors (Anderson 2020).

Fowler Pear Tree Park was only mentioned once in our survey responses, but we valued this response as it came from someone who has resided in Mukilteo for over 50 years. This park is a state registered historic landmark, due to the pear tree planted by Mukilteo's first resident, Jacob D. Fowler. Although it is a small location, its close proximity to Lighthouse park and its historical significance make it a valuable addition to the walking map (Mukilteo Historical Society 2016).

The **Rosehill Community Center** only appeared in one survey response, however we found it relevant to the walking tour to represent Mukilteo's present-day community. On our team's visit to the site we witnessed community art exhibits, booked community rooms in use, and flyers for upcoming events at the community center and in Mukilteo. Located in Old Town, the community center serves as a key stop on the walking tour, offering visitors a glimpse into Mukilteo's present-day community while reflecting on the town's rich history and its journey of growth over time.

A small triangular parcel, **Totem Park** and its significance was found in our research of parks in Mukilteo due to its close proximity to Old Town and Lighthouse Park. Once a neglected parcel of land, this space has transformed into a hub for art, highlighted by Jon Evavold's historical story pole, and a gathering place for the community, serving as the annual site for a Christmas tree lighting ceremony (Mukilteo Historical Society 2015).

The Point Elliot Treaty monument was mentioned in one survey response, and was added to the map due to its historical significance. This plaque was donated by the Daughters of the American Revolution to commemorate the signing of the 1855 treaty, which ceded significant lands from Native tribes. It serves as a reminder of the treaty's impact on local tribes and settlers, which is key to understanding the history of Mukilteo and brings cultural value to the walking map (Riddle 2022).

Although it was not mentioned in the survey, **Red Cup Cafe** is located just steps from the Mukilteo ferry terminal, lighthouse, and park. The Red Cup Cafe offers visitors a charming spot to relax and enjoy sweeping views of the Puget Sound. This cafe has been a community staple, operating in the same Old Town building as coffee shops under different owners since 1989. Red Cup Cafe is a vibrant coffee shop filled with locals and tourists conversing over food and coffee. Its proximity and prominence as a popular gathering space in Old Town make it a perfect stop to grab a coffee or lunch while on the walking tour (Tantri Wija 2024).

Recommendations: Marketing Strategy

To enhance public awareness of Mukilteo's walking map and boost tourism, the city should expand its social media marketing efforts. As part of the recommendations, boosting public awareness of Mukilteo and its walking map through an expanded social media marketing strategy is recommended. While the city of Mukilteo has made a strong start with its presence on Instagram and Facebook, utilizing additional platforms could increase visibility and engagement. Facebook, with its large user base, remains the largest social network and tends to reach more mature audiences. Platforms such as X, Instagram, and TikTok are the most successful at capturing the attention of younger demographics, particularly those aged 18–29 (Lever 2022). Expanding Mukilteo's LinkedIn presence is also an important avenue for connecting with residents, potential visitors, and professionals. LinkedIn can serve as a powerful platform to promote local job opportunities, community events, and updates. In addition, targeted ads and strategic messaging on these platforms can help you reach specific audiences more effectively. It is also recommended to capitalize on short-form video content, particularly through Instagram Reels, TikTok, or YouTube Shorts. Short-form videos effectively capture attention quickly and can help both business growth and tourism (Don Dodds 2024). Highlighting events like Boo Bash with engaging short-form videos can attract more visitors and increase community engagement, benefiting both Mukilteo's tourism efforts and local businesses.

To increase the buzz surrounding the walking map, the City of Mukilteo can host a launch day event. This event would celebrate the launch of the new and improved walking map.

Collaborating with local Native American communities and groups can help honor the history and culture of Mukilteo. Mukilteo could also collaborate with other groups such as the Historical Preservation Commission and the Chamber of Commerce which have valuable knowledge of Mukitleo's historical sites and the city's local businesses. The launch event can include a Walking Map Bingo card where participants can win some sort of prize if they visit all the sites on the Bingo. This helps to engage participants with an interactive experience and incentivizes participants to visit these locations.

Furthermore, the City of Mukilteo can utilize the winter months to have holiday events to bring foot traffic to the city. Mukilteo is the perfect place to host holiday events like a Christmas Market or Winter Night Market. An outdoor holiday market can help attract visitors and also serves as an opportunity to work with local Mukilteo vendors and restaurants. Other events like a holiday parade and charity winter drive can help to increase engagement from residents and provide some holiday cheer. The city could consider making the walking map seasonal by incorporating holiday festivals and events during the holiday season.

Other Information

Mukilteo can also learn from case studies of other towns highlighting community assets. For example, the Edmonds Art Walk is a monthly event where businesses in Edmonds showcase local art, and sometimes host performances or artists themselves. The event is organized by a community organization, Art Walk Edmonds (AWE), which also organizes wine walks and public art projects. This allows local artists and businesses to support each other while putting on a fun event for the community, and it allows the community to showcase things that are important to them.

Next Steps

Looking forward, the next step will be to finalize the locations to be added to the walking map. The proposed locations, based on the data collected from the survey, provide a solid starting point, but additional consultation with other local organizations such as the Chamber of Commerce, can offer valuable insights into other important sites to include. Continuing to engage with community members, residents, and local stakeholders will help identify additional significant landmarks that reflect the city's history, culture, and character.

Once the city has finalized the list of locations, the next step will be to update the digital walking map to reflect these new additions. This will require working with the City of Mukilteo's web developer to ensure that the website is accessible, user-friendly, and engaging. It

is always a good idea to test the website once it is completed and get feedback from stakeholders to ensure that it meets the city's needs and expectations.

The final step will be to **launch the updated walking map** website! The map should be promoted through the city's website, social media pages, and other local media outlets to gain the most traction. Once the interactive walking map is finalized, the city should consider launching the updated version through a community event. A launch event could serve as a great way to generate excitement around the new map and attract visitors to Mukilteo. The event would require additional planning and coordination based on the city's vision for the launch event.

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