



Ballot Measures & State of Good Repair

**Craig Davison, Executive Director of
Communications & External Affairs**

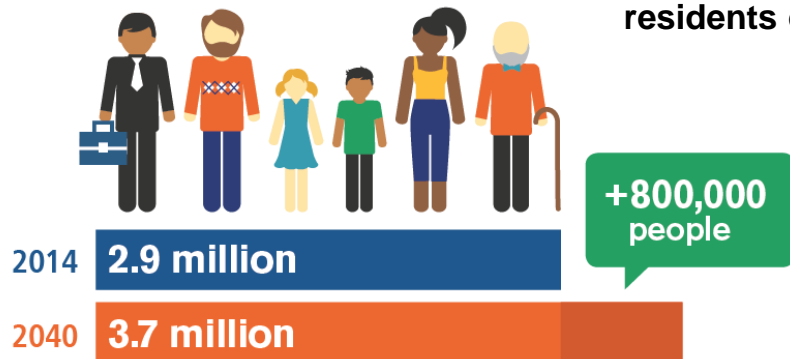
Sound Transit District



A growing region

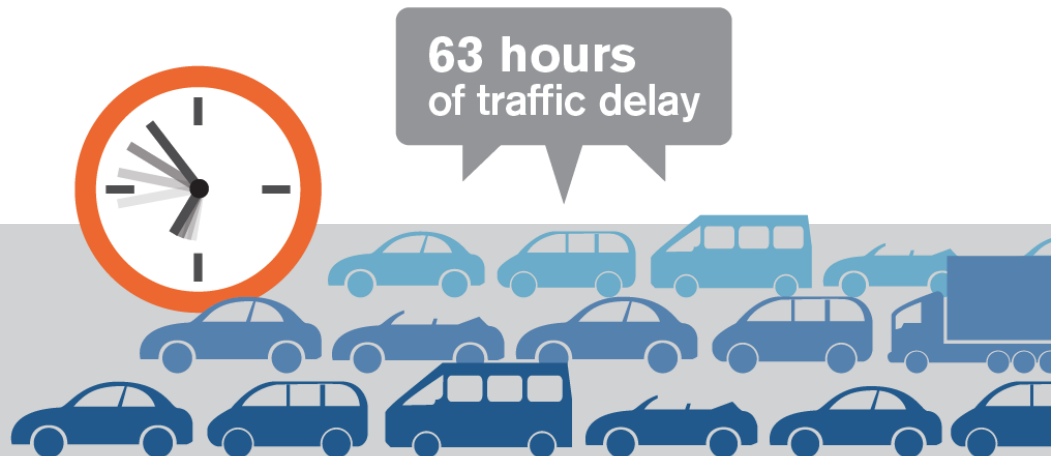
Population growth

In 2016, the region grew by an average of **1,300 new residents every week.**

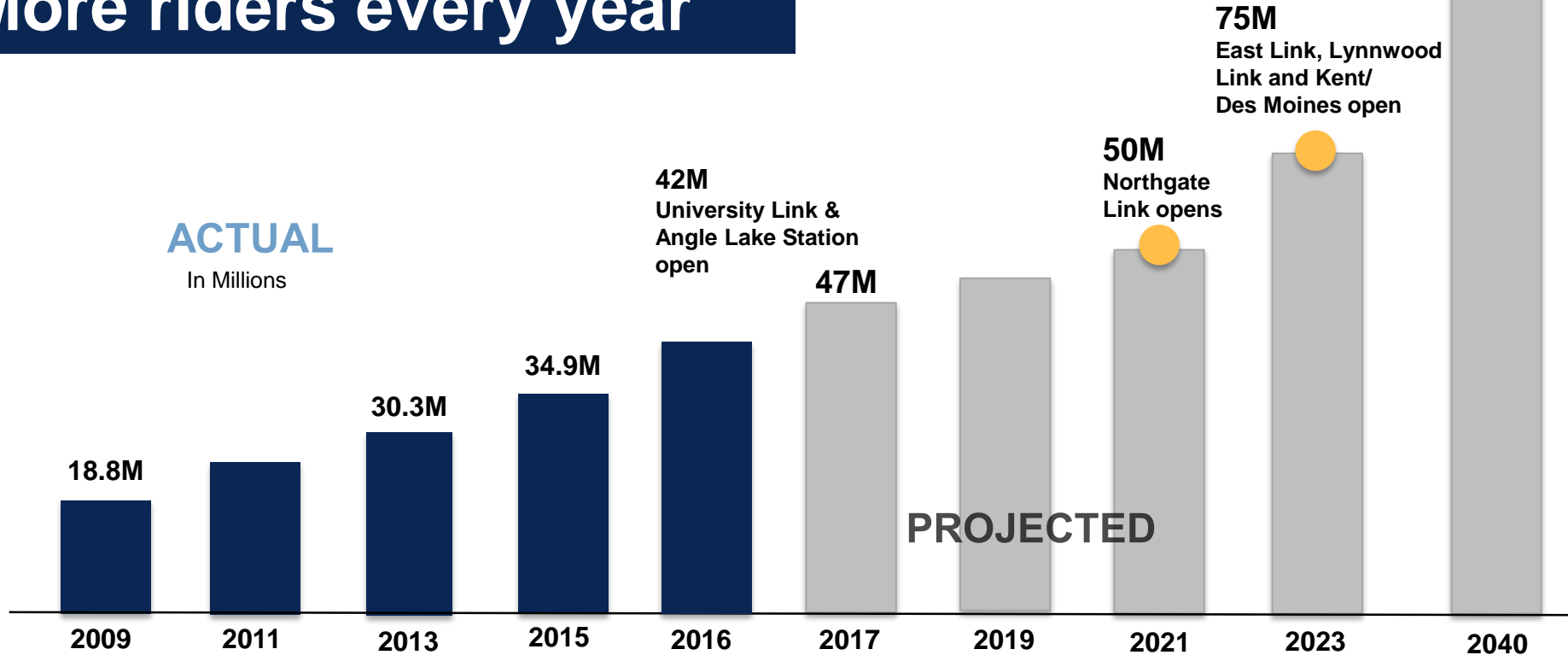


Traffic delays

The average commuter in the Seattle area traveling during peak hours experienced **63 hours of traffic delay in 2014.**



More riders every year



Source: Sound Transit ridership reports, service implementation plan and financial plan.

Regional Link light rail expansion



By 2041:

116+
miles

80+
stations

16
cities connected

Level of participation

>183,800 Unique page views at soundtransit3.org

34,706 Number of surveys completed
**Survey not statistically valid as participants were self-selected and do not represent a demographically representative sample group*

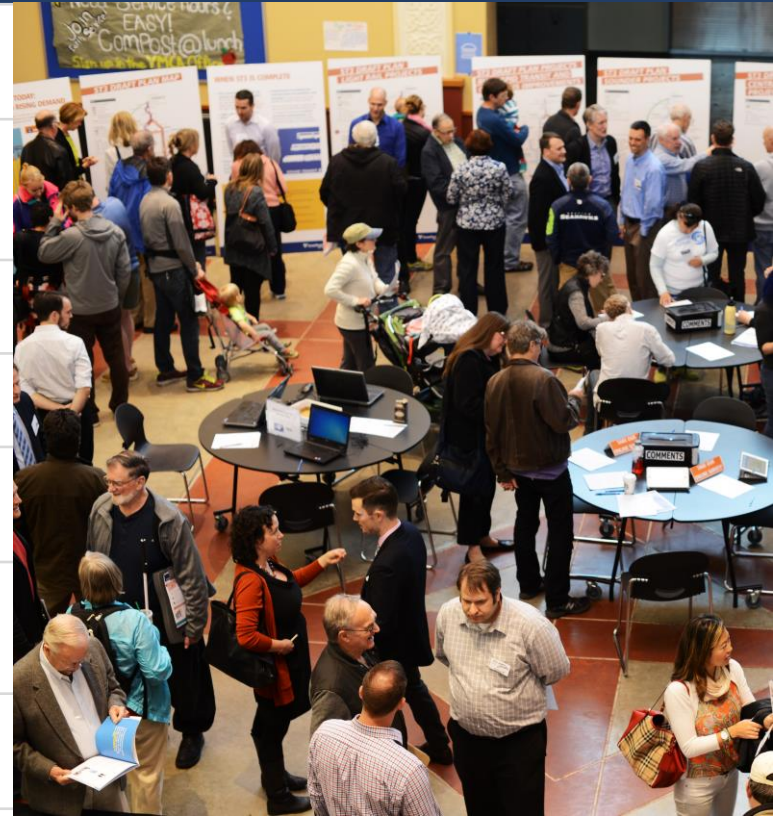
>17,300 Answers to open-end survey question

>2,320 Number of written comments received

>1,250 Number of attendees at 7 public meetings

104 Number of translated surveys completed

90 Letters/emails from jurisdictions and stakeholder organizations



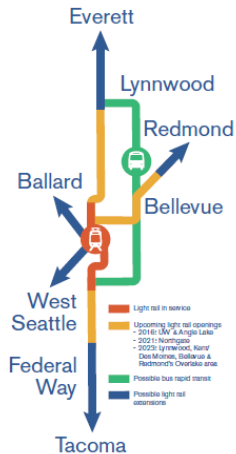
Methods of promotion

- Jurisdictional and stakeholder briefings
- Direct mail / e-mail
- Advertising
- Social media (Facebook, Twitter)
- ST3 adaptive website



SOUND TRANSIT 3

WHERE WILL SOUND TRANSIT TAKE YOU TOMORROW?

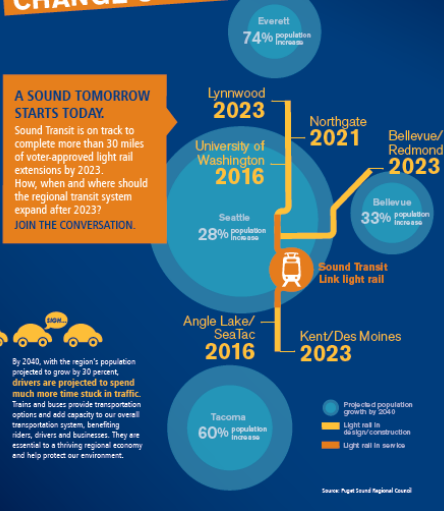


RELIEF FROM GRIDLOCK

Which mass transit projects should be studied as candidates for a public vote as soon as November 2016? Projects being considered so far include but are not limited to extending Link light rail to Everett, Tacoma, Redmond, Ballard and West Seattle, as well as adding bus rapid transit along I-405 and other rail and bus improvements. In the future, light rail stations can serve as transit hubs where local buses seamlessly connect riders from across the region to congestion-free services.



HOW WILL A MILLION NEW NEIGHBORS CHANGE OUR REGION?


 SOUND TRANSIT
 2014 Long-Range Plan Update


TIME TO DECIDE

Weight in on your transit future

SOUND TRANSIT 3



TIRED OF GETTING STUCK IN TRAFFIC?

In November the region's voters will consider a Sound Transit 3 plan that responds to rising gridlock by extending congestion-free light rail, bus rapid transit and Sounder train service. Help shape the projects that will be part of this plan by participating in a public comment period through April 29.

1,000 NEW NEIGHBORS EVERY WEEK



Last year, our region added 52,000 people and an estimated 41,000 cars. In the next 25 years our population is estimated to grow by one million people, increasing demand for transit.

TAKE THE ONLINE SURVEY

ATTEND A MEETING

soundtransit3.org





Seattle Transit Blog

2016: 3 new stations!



Light rail

- University of Washington
- Capitol Hill
- Angle Lake

KEY

PROPOSED ST3 PROJECTS

- Link Light Rail
- Bus Rapid Transit
- Souder Rail
- Proposed shoulder-running buses / speed and reliability improvements
- Environmental study
- Future investment study

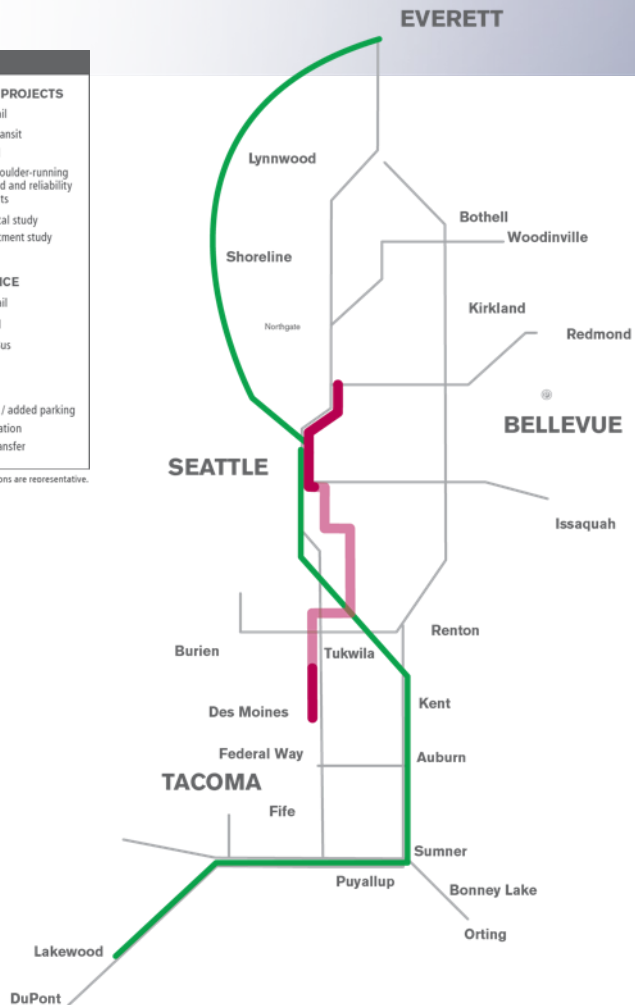
CURRENT AND PLANNED SERVICE

- Link Light Rail
- Souder Rail
- ST Express Bus

STATIONS

- New station
- New station / added parking
- Improved station
- Major rail transfer

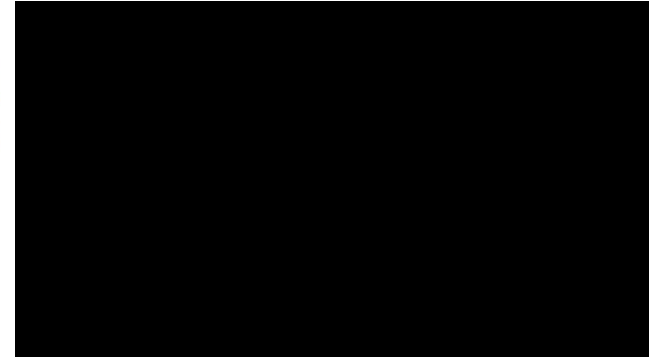
NOTE: All routes and stations are representative.



Integrated campaigns across channels

#ULink2016

- Traditional PR/Mainstream media
- Targeted and organic social media campaigns
- Print, outdoor, broadcast ads



Launch day engagement

Trended #2 on Twitter in Seattle Metro region:

- **Twitter reached 4.9** million people
- **Facebook reached 57,000** people
- 10,000 visits to the U Link website
- Soundtransit.org traffic avg of 7k to 20k
- **84 news media stories** about the opening with multiple cover stories



Sound Transit
@SoundTransit

Open to the public in a half hour! Come out out to see your new stations on Capitol Hill and UW! #ULink2016



RETWEETS
32

LIKES
39



Speaking to a Millennial audience

CAMPAIGN: SOUND TRANSIT / STEP UP WORLD
SPOT: "BRAINTOOTH"
TRT: :30
TAG: "UW and Capitol Hill Stations Opening Soon"
DATE: 11/23/15
AUDIO: STEREO MIX 1/2
ISCI CODE: STBTSOON2016H

MARCH 13, 2016



CLOUDY, WINDY, RAIN
High, 50. Low, 40. > 88
seattletimes.com/weather

The Seattle Times Sunday

WINNER OF 10 PULITZER PRIZES

More
\$53
in coupon
savings
inside



SEATTLETIMES.COM

\$2.00

SOUNDTRANSIT
RIDE THE WAVE

Light rail arrives at UW

Sound Transit's 3-mile tunnel between Westlake Station and Husky Stadium opens Saturday



MIKE HIGGINS / THE SEATTLE TIMES

Sound Transit drivers practice using new tracks and signals between Westlake and Husky Stadium. Service to the new Capitol Hill and UW stations begins Saturday.

ALL ABOARD FOR UW

UW Station, 20 years in the making, creates a new transit option for thousands of people. It could also change where many choose to live and work.

METRO BUS CHANGES
Routes adapt to feed light rail > A10

By MIKE LINDBLUM
Seattle Times transportation reporter

The arrival of Link light rail at the University of Washington is guaranteed to take at least one car off the road.

Sue Morgan drives from south Beacon Hill very early to hunt for free curbside parking on the back streets north of campus, then walks to lower Roosevelt Way or Red Square, where she maintains websites for the UW Information School.

She tried a local bus through the Central District, then a crowded train-bus transfer under downtown, but those trips could take 1½ hours.

Starting next Saturday when a light-rail station opens at the univer-

sity, Morgan can walk onto a train and take a 30-minute, one-seat trip. "I would totally ride from Othello Station," she says.

Take her new option, multiply it by thousands, and the result is a new mindset about crossing the gridlocked city.

UW Station and Capitol Hill Station, also opening next weekend, along with the Angle Lake park-and-ride station to open in SeaTac this fall, together are projected to add 45,000 weekday passengers by 2021, for a total of 80,000 in a 21-mile system.

This new destination station — site of the university, UW Medical Center, See > LIGHT RAIL, A10

PART 1 OF A 2-PART SERIES





Post U Link launch results



The screenshot shows the top portion of a news article on the Seattle Times website. The page is titled "Transportation" and is written by Mike Lindblom. The article's headline is "Sound Transit to add longer trains to meet unexpected light-rail demand". The byline indicates the article was originally published on March 23, 2016, and updated on March 24, 2016.

Menu **The Seattle Times** Transportation Log In | Subscribe 🔍

LOCAL BIZ/TECH SPORTS ENTERTAINMENT LIFE TRAVEL HOMES OPINION | JOBS AUTOS SHOP ▾ All Sections

Mike Lindblom Bertha

 **Mike Lindblom** ▾

Sound Transit to add longer trains to meet unexpected light-rail demand

Originally published March 23, 2016 at 5:19 pm | Updated March 24, 2016 at 3:29 pm

- Ridership up 70% from pre-launch – 60K average on weekdays
- Revenue exceeding expectations by \$1 million so far

FRIDAY, MAY 13, 2016

The Seattle Times

MOSTLY SUNNY
High, 84, Low, 55, > 88
seattletimes.com/weather

WINNER OF 10 PULITZER PRIZES
INDEPENDENT AND LOCALLY OWNED FOR 120 YEARS

SEATTLETIMES.COM

\$1.00

Light-rail party cost \$858,379

Sound Transit spent taxpayers' money on swag, planning, crowd control at UW, Capitol Hill celebration; they say it paid off



ALAN BRUNER / THE SEATTLE TIMES

Confetti rains down on Seattle Mayor Ed Murray, from left, King County Executive Dow Constantine and the rest of the crowd at the opening of the Capitol Hill light-rail station in March.

Seattle to host 2014 Special Olympic

3,500 / Biggest Seattle's Gamer

By JEFF Seattle Sr dal 20 T



Spending nearly \$1 million on a blowout celebration sends the wrong message about Sound Transit, especially when it's asking taxpayers for \$50 billion.

Gave the most... Jersey in 2014... Beth Knack, president of the USA Games, said... in Washington began conversations last summer at the national... See > GAMES, A6

Editorials
Big Sound Transit party casts pall over future projects

Originally published May 18, 2016 at 4:07 pm

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FREE EVERY WEEKEND
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00012048.COM

VOTE TO APPROVE PROP 1 YES TO ST3!

YES TO FAST, RELIABLE MASS TRANSIT THAT SERVES ALL OF SEATTLE & BEYOND! P. 15

Link 1416A
7 & Angell Lake St

VOTER CHEAT SHEET P. 11
ALL THE HALLOWEEN EVENTS YOU CAN STAND! P. 33
HAVE WE REACHED PEAK MUSIC FESTIVAL? DAVE SEGAL REPORTS P. 39

ELECTION 2016 THE REGION
WEDNESDAY, NOVEMBER 9, 2016 | (The Seattle Times) | News A7

Sound Transit 3 leading

King Snohomish counties favoring the \$54 billion, 25-year plan

King County Executive and Sound Transit board Chairman Dow Constantine addresses the crowd at the Crocodile in downtown Seattle's Belltown neighborhood Tuesday night.

ALEX W. HARKER / THE SEATTLE TIMES

SOUND TRANSIT PROPOSITION 1

\$54 billion measure

Yes: _____ No: _____

- 57% PROPOSERS
- Light rail
- Bus rapid transit
- Light rail
- Sounder train

CURRENT AND PROPOSED SERVICES

- Light rail
- Sounder train

STATIONS

- Existing station
- Proposed station (2025)
- New bus station (2025)
- New fare station
- Amenity parking
- Improved stations

*The rail extension stations are shown.

SUBBED-SOUTH LAKE
Light rail (2019)

WEST SEATTLE
Sounder light rail (2030)

EVERETT

LYNNWOOD-EVERETT
Light rail (ready 2024)

1405/Hwy. 514
Bus rapid transit (2024)

HWY. 522
Bus rapid transit (2024)

PROPOSITION 1-ST3

Sound Transit is asking for \$54 billion to build a transit system that will serve all of Snohomish and King counties and the Seattle area. The measure requires a 50-cent increase in the state sales tax rate.

Counties in favor of ST3