



Everett Link Extension

Early Scoping Outreach Summary

Nov. 1 – Dec. 10, 2021

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Early Scoping: Public Involvement Summary

Early Scoping Period: Nov. 1 – Dec. 10, 2021

Project Phase: Alternatives Development

1 OVERVIEW

The Everett Link Extension will provide fast, reliable connections to residential and job centers throughout the region. Sound Transit is planning to add six Snohomish County stations to the growing Link light rail network, which will complete the 116-mile network extending from Everett to Tacoma, and from Seattle neighborhoods to Redmond and Issaquah. The 16-mile Everett Link Extension project extends Link service north from Lynnwood City Center to the SW Everett Industrial Center, SR 526/Evergreen Way, and downtown Everett. We are also studying an additional provisional (unfunded) station at SR 99/Airport Road. In addition, the project will include the essential Operations and Maintenance Facility North that is needed to receive, store and service a larger train fleet to support the light rail extension as well as overall system operation.

Sound Transit conducted early scoping for the Everett Link Extension project from Nov. 1 – Dec. 10, 2021. Early scoping solicited public comments to inform the environmental review process. This report outlines public involvement efforts conducted during early scoping, which provided opportunities to offer input on the project's:

- Purpose and Need Statement
- Representative project and potential station, route and OMF North alternatives
- Potential benefits and impacts on the community, environment and transportation

Participation by the numbers:



Over 6,100 users participated in an online open house from Nov. 1 – Dec. 10



317 written comments gathered from online comment forms, emails and letters



40,000+ reached on Sound Transit's **Facebook posts**. Two **Facebook ads** garnered nearly 90,000 impressions and 1,300+ clicks.



13,500+ impressions, 12 retweets, and **29 likes** observed on Sound Transit's **Twitter posts**



130 posters distributed to community gathering places throughout the project area between Lynnwood and Everett



More than 32,000 mailers sent to homes, apartments and businesses within a ½ mile of the project area



A news release and three project email updates sent to more than **3,500 subscribers**



Print and online display advertisements placed in **5 local publications**, including in Spanish, Korean and Russian

2 OUTREACH METHODS AND TOOLS

2.1 Notifications

Sound Transit advertised the early scoping comment period and associated Participate.Online online open house (P.O. site) through various notifications starting on Nov. 1, 2021. This is a summary of notifications; additional detail can be found in the [Early Scoping Summary Report](#) (review **Appendices A-H** for examples of each notification).

2.1.1 GovDelivery project email updates

Three project email updates were sent during the campaign on Nov. 2, Nov. 12 and Dec. 6 to announce the P.O site was live and encourage comments (review **Appendix A**).

- Nov. 2 project email update:
 - 3,473 recipients
 - 28% open rate
 - 5% click-through rate
- Nov. 12 email update:
 - 3,530 recipients
 - 27% open rate
 - 2% click-through rate
- Dec. 6 email update:
 - 3,563 recipients
 - 31% open rate
 - 4% click-through rate

2.1.2 Emails to partners

To continue building relationships with community organizations, businesses and jurisdictional partners along the corridor, Sound Transit sent emails to the stakeholder lists compiled in the first engagement effort in September 2021. The emails invited recipients to submit early scoping comments, attend a virtual public meeting and shared an update on the CAG application process. Emails were sent to 22 jurisdictional partners, 72 community

organizations and service providers, 20 organizations that held Community Conversations earlier in 2021, and 118 CAG applicants (review **Appendix B**). Emails were sent in two waves:

- Nov. 5 – announcement of the beginning of the early scoping comment period
- Dec. 3 – reminder that the comment period was closing Dec. 10

2.1.3 News release

Sound Transit distributed a news release on Nov. 2 to invite early scoping comments, invite recipients to attend a virtual public meeting and shared background information on the alternatives development process and the Everett Link Extension project (review **Appendix C**).

2.1.4 Digital display ads

Digital display advertisements were directly placed in the following publications from Nov. 2 to Dec. 10 (**Appendix D**):

- Live in Everett
- Russian Town Seattle
- The Korean Times
- The Herald
- La Raza del Noroeste

A retargeted digital display ad campaign also ran from Nov. 2 to Dec. 10. Ads were targeted to zip codes in the project area and to English, Spanish, Korean and Russian speakers. Campaign performance:

- Nearly 800,000 total impressions
- Over 1,000 click-throughs
- Slight drop off in click-through rate as holidays neared
- Non-English language ads performed well above average, particularly Spanish ads
- Out of the six target zip codes, the strongest performing was 98087 (south of Paine Field) with 308K impressions and 415 clicks

Table 3 Retargeted ad campaign results, by language

Language	Impressions
English	382,590
Spanish	113,980
Korean	140,660
Russian	147,901
Total	785,131
Language	Clicks
English	364
Spanish	264
Korean	240
Russian	273
Total	1,063
Language	Click-Through Rate
English	0.10%
Spanish	0.23%
Korean	0.17%
Russian	0.19%
Total	0.14% (average)

2.1.5 Social media

Sound Transit notified the community about the early scoping comment period and the P.O. site through Instagram, Facebook and Twitter. Posts linked to the P.O site, which included detailed project information and asked for public feedback on route, station and OMF North alternatives (review **Appendix E**).

2.1.5.1 Instagram

Sound Transit shared one Instagram post on Oct. 6. It received:

- 344 likes
- 5 comments

2.1.5.2 Facebook posts

Sound Transit shared one organic Facebook post on Nov. 3 that advertised the virtual public meetings and encouraged viewers to learn more and share feedback on the early scoping P.O. Site. The post received:

- 51 likes

- 2 comments
- 10 shares
- 193 click-throughs
- 5,245 impressions
- 87 clicks
- 5,220 reach
- 3.26% engagement rate

2.1.5.3 Facebook ads

Sound Transit ran one Facebook ad twice during the campaign. The project team targeted it to audiences within zip codes along the project corridor (98037, 98036, 98026, 98087, 98012, 98275, 98204, 98208, 98203, 98201, 98205).

- Ad run #1 (Nov. 2 - Nov. 12)
 - 45,818 impressions
 - 20,508 reach
 - 775 clicks
 - 1.69 click-through rate
 - \$0.71 cost per click
- Ad run #2 (Nov. 29 - Dec. 10)
 - 42,775 impressions
 - 21,317 reach
 - 610 clicks
 - 1.42 click-through rate
 - \$0.90 cost per click

2.1.5.4 Twitter

Sound Transit shared three tweets during the campaign:

- Nov. 10 Tweet
 - 8 likes
 - 2,504 impressions
 - 2 retweets
 - 52 engagements (1.94% engagement rate)
 - 7 clicks
- Nov. 16 Tweet
 - 18 likes
 - 5,974 impressions
 - 7 retweets
 - 122 engagements (1.92% engagement rate)
 - 26 clicks

- Dec. 8 Tweet
 - 2 likes
 - 5,040 impressions
 - 3 retweets
 - 23 engagements (0.4% engagement rate)
 - 6 clicks

2.1.6 Poster

The project team developed, printed and placed 130 posters at retail, small businesses, restaurants and telephone poles within a half mile of proposed station areas along the project corridor. Posters included translated blurbs in Spanish, Korean and Russian and linked to the P.O. site in the related language (review **Appendix F**).

2.1.7 Mailer

Sound Transit mailed more than 32,000 postcards to homes, apartments and businesses within a half mile of the project area between Lynnwood and Everett. Postcards provided project timeline and background information in English, Spanish, Korean and Russian and directed recipients to the early scoping P.O. site (review **Appendix G**).

2.1.8 Earned media

At least eight articles were published in local media to advertise the early scoping P.O. site and direct their readers to share feedback on alternatives (review sample in **Appendix H**).

2.2 Participate. Online Site

Sound Transit hosted a P.O. site for five weeks (Nov. 1 – Dec. 10, 2021) for stakeholders to learn more about the project and provide feedback on the representative project and potential route, station and OMF North alternatives.

The P.O site provided information about the project’s background and alternatives development process, the project’s purpose and need, potential route, station and OMF location alternatives under consideration, as well as online comment forms for submitting early scoping comments. The P.O site was available in English, Korean, Russian and Spanish. The site was accessible with screen readers, including descriptions of all maps, figures, and images available in the four languages.

Due to the ongoing COVID-19 pandemic, the project team used the P.O site’s survey component as a vital means for collecting early scoping comments to maintain social distancing guidelines.

2.2.1 Engagement

For the early scoping P.O. sites (review **Appendix I**), 4,157 users visited the English site, 793 users visited the Korean site, 673 users visited the Spanish site, and 766 users visited the Russian site (review site analytics reports in **Appendix J**). On average, visitors spent nearly two minutes and thirty seconds on the English site, while visitors spent much less time (nearly 30 seconds) on the Spanish, Korean and Russian sites. The bounce rate for the English site was about 32% whereas the bounce rate for the Spanish, Korean and Russian sites were consistently around 87%. The difference in the average session duration and bounce rate may be due to a larger percentage of visitors to the in-language sites being automated bots or spiders. Most of the visitors to the English site sought it out directly through the URL (29%) and through Facebook (more than 22%), whereas around half of the visitors to the Spanish, Korean and Russian sites sought them out directly through the unique URLs.

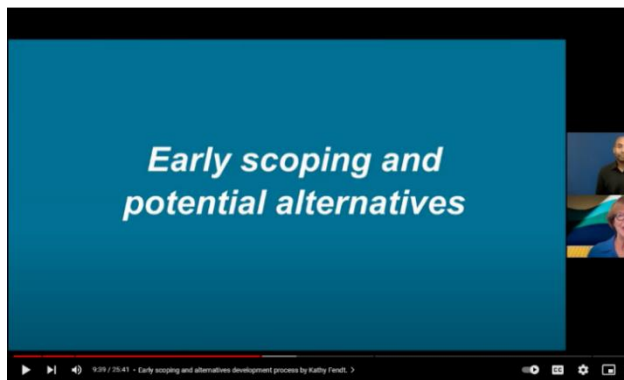
2.3 Virtual public meetings

The project team hosted a virtual agency scoping meeting to share project information and answer questions from Tribes and federal, state and local agencies.

In addition, the team held two virtual public meetings during the early scoping comment period. Both meetings were conducted via Zoom webinar and members of the public could join the meetings at everettlink.participate.online and from Sound Transit's project website. The public meetings, typically hosted in-person, were held virtually to accommodate social distancing guidelines.

The public meetings began with a [pre-recorded presentation](#) that provided information on the project, the potential route, station and OMF location alternatives, and how to provide early scoping comments. A Q&A session followed the presentation. Live interpretation in Spanish, Korean, Russian and ASL was provided via language channels in the Zoom meeting.

The pre-recorded presentation portion of the meeting was posted on the P.O site for those who were unable to join one of the virtual public meetings. This recording included closed captions in English, Korean, Russian and Spanish as well as recorded American Sign Language interpretation.



Virtual public meetings kicked off with a pre-recorded presentation.

2.3.1 Meeting dates and information

1. **Monday, Nov. 8, 2021, 1–2 p.m.**
 - Agency scoping meeting
 - 22 agency attendees from 12 agencies
 - Audience for this meeting was Tribes and federal, state and local agencies
2. **Wednesday, Nov. 17, 2021, 12–1:30 p.m.**
 - 53 attendees
 - 37 questions submitted for Q&A
3. **Thursday, Nov. 18, 2021, 6–7:30 p.m.**
 - 13 attendees
 - 15 questions during Q&A

2.4 Materials

The following materials were linked as community resources on the P.O site:

- **Project introduction video:** The pre-recorded video presentation included a project overview, introduced project team members, defined early scoping and explained opportunities to share feedback. <https://youtu.be/igOzwyXKYMU>
- **Project factsheet:** A high-level project factsheet highlighting project background, the representative project and project schedule. Available in English, Spanish, Korean and Russian (review **Appendix K**).
- **Community Guide to Alternatives Development:** A one-page handout explaining the alternatives development process (review **Appendix L**).

- **Community Guide to Early Scoping:** A one-page handout explaining the early scoping phase (review **Appendix M**).
- **Community Engagement Guide:** A comprehensive guide underlining Sound Transit’s commitment to equitable public engagement as well as the various outreach tools to be used during the alternatives development process (review **Appendix N**).
- **Early Scoping Information Report:** A [detailed environmental report](#) providing an overview of the early scoping phase, the project’s purpose and need and potential alternatives.
- **Existing Conditions and Purpose and Need report:** A [detailed technical memorandum](#) used to identify issues and needs for the project corridor and define the purpose of proposed transit in the area.

- **Phone:** Comments were allowed via phone at the project’s voicemail line.
- **Mail:** Comments could be mailed to the Sound Transit office to be transcribed and taken into consideration.

Questions asked during the virtual public meetings were not considered early scoping comments. Meeting attendees were encouraged to submit comments via the survey or other methods.

2.5 Comment collection

Visitors to the P.O site and attendees of the agency scoping meeting and virtual public meetings were encouraged to submit early scoping comments through multiple avenues:

- **P.O site survey:** Site visitors were able to share feedback about each of the station areas and OMF options.
- **Online comment form:** There was also a general comment box on the P.O site, separate from the survey.
- **Email:** Early scoping comments were solicited via email submission.

3 WHAT WE HEARD

3.1 Summary of comments received

A total number of 317 written early scoping comments were received from the survey, online comment forms, emails and voice mails. No mailed letters were received. For a detailed summary of all early scoping comments and feedback themes, refer to the [Early Scoping Summary Report](#).

4 NEXT STEPS

All comments gathered from the public were shared with the project team, Elected Leadership Group and Community Advisory Group to help develop and narrow alternatives. Based on community feedback, Sound Transit will determine if additional alternatives should be studied. Sound Transit will continue to keep the Interagency Group, Elected Leadership Group and Community Advisory Group informed and engaged during the next phase of alternatives analysis.

There will be ongoing opportunities for the public to share feedback that will be considered in the continued refinement and evaluation of alternatives. All feedback received will inform the selection of a preferred alternative and additional alternatives to study in environmental review.

4.1 How to stay engaged

Get involved



Request a briefing or meeting.



Participate in future outreach opportunities.

Contact us



Call the project line at 206-370-5533 to speak with a community engagement specialist.



Email: everettlink@soundtransit.org.

Go online



Learn about the project: soundtransit.org/everettlink.



Respond to online surveys.



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