

Lynnwood Link Opening Events

Rider Experience and Operations Committee

7/18/24



Goals for Opening

- Celebrate the people who live, work and play along the new alignment
- Showcase the new communities we serve
- Promote key safety and rider information
- Thank and recognize key stakeholders who have enabled the project
- Earn media coverage and social chatter for the service
- Promote ridership and transit connections
- Leverage the opening to generate revenue via partnerships and advertising

Strategy

Model

- Integrated communications effort (strategies, messages, channels, schedule)
- Interactive experiences celebrating our stations, trains, and the communities we serve

Principles

- Sustainable, engaging, creative, tech-integrated, equitable, measurable, community-centric, and fiscally responsible.

Key Takeaway

- When the 1 Line opens to Lynnwood, people in north King and Snohomish Counties will have more transit choices.

Ribbon Cutting Ceremony

- Friday, Aug. 30 at 11 a.m.
- Lynnwood City Center Station
- Speaking program and ribbon cutting prior to passenger service
- Audience: elected officials, board members, stakeholders, contractors, project staff, agency partners, and the general public
- Leads directly into the first ride





New Stations Experience

- Night Market 4:00-8:00 p.m., events and activation at each station
- Community-led activation including performances, food, arts and crafts, games, and more. Includes 350+ organizations across all four stations.
- Wrap stations in vibrant, welcoming content
- Commemorative map giveaway encouraging people to visit all four stations
- Ambassador presence



Other Efforts

Advertising and Promotions

- Region-wide ridership development and awareness campaign with focus on north King and Snohomish counties
- Launches July 31 and runs through November 1

Partnerships

- Offset the cost of opening activities
- 11 confirmed sponsors: NHTB, Skanska, Sno Isle Libraries, Hoffman, PGH Wong, WSP, Hatch, Mott Macdonald, Kaiser Permanente, MEC, Experience Momentum

Staff Ambassadors

- Ambassador teams will be at all new stations to welcome riders to the 1 Line extension and distribute ORCA cards

Thank you.



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