



North Link Mobility Plan

Public Engagement Report

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King County Metro Partnerships & Engagement

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Executive Summary

Context

The Project area provides a vital mobility pathway for those who live and work in King County to access family-wage jobs and essential goods and services in Northgate and Downtown Seattle. Public transportation is an important service that contributes to a community's overall health if it is designed to meet the needs of its most vulnerable users. Metro recognizes this reality and is dedicated to improving access to transit and providing excellent public transportation for all communities, but especially for historically un(der)served populations¹ who are disproportionately impacted by transit inequities.

With the construction of three new Link light rail stations in North King County, Metro has a wonderful opportunity to take proactive and meaningful steps towards improving mobility in the project area in an equitable and community-driven way. The integration of Metro's current bus service options with Link light rail will offer current and future Metro customers fast, frequent, and reliable connections to jobs, education, and other opportunities and will advance more equitable outcomes for all.

Informed by King County's Equity and Social (ESJ) Strategic Plan and the Mobility Framework, the North Link Connections Mobility Project prioritized outreach and engagement with those whose voices have traditionally not been included or considered in the decisions that end up affecting them disproportionately. By engaging and collaborating with those with the greatest need to develop a transit network, Metro can provide service to get the most folks to what and whom they care about.

The North Link Connections Mobility Project's community engagement process was guided by project goals (improve transit access and mobility; ensure an equitable engagement process; support equitable transit-oriented development), the County's ESJ Strategic Plan, and to be flexible and responsive to community needs. Metro staff have prepared a service network recommendation to the Executive for consideration and approval by the King County Council. Metro expects to implement the recommendation in 2021 in conjunction with Sound Transit's Link light rail station openings.

While the impact of the COVID-19 pandemic did not significantly affect the timeline of North Link, it impacted the method and strategies of engagement. As COVID-19 will have a lasting impact on Metro services and operations and our agency is working on the process of recovering and rebuilding to address the complex, cross-divisional

¹ People of color, people with low- to no-income, people with limited English proficiency, immigrants and refugees, youth and seniors, people with mobility and visual disability, and any and all intersections of the aforementioned identities. Also referenced as "un(der)served communities".

issues, the North Link team worked and will continue to work closely with other projects and teams to ensure that the engagement and communication with the various communities was and will be streamlined and coordinated.

The North Link team centered equity, public input, and service design best practices in decision making and recommendations for a preferred network concept. Metro staff will continue building relationships with historically underrepresented groups. That includes people affected by racism, bias, poverty, linguistic diversity, disability, or immigration. Metro is committed to conduct a grassroots, inclusive, and accessible public engagement process while navigating the limitations of the new reality of social distancing and public health guidance.

Equity and Social Justice Approach

The project area was defined by routes that may have potential for significant pathway, frequency, and/or span changes resulting from this project. The recommended changes are based on community feedback and alignment with stated project goals and project budget. The routes included in the project were identified because they currently serve at least one of the three new Link stations that will open in 2021, are currently scheduled in connection with a route serving at least one of the new stations, have substantial potential ridership overlap with routes that serve the future stations, or operate within one half mile of one of the three new Link stations.

The majority of planning effort and engagement was focused on the neighborhoods served by those routes. Potential changes were considered to Metro services in the following jurisdictions with varying levels of impact: Bothell, Kenmore, Lake Forest Park, Seattle, Shoreline, and Woodinville. The project area includes 89 tracts, including seven tracts considered priority tracts for equitable engagement and outcomes. They are identified in Figure 1. Priority tracts are those within the project area with a King County Equity Score of four or greater, which is a county-wide metric assessing concentration of historically underserved populations by census tract. This includes linguistically diverse individuals, people of color, and lower income individuals. Priority tracts were areas for focused evaluation, engagement, and equity review. The indicators used to define priority populations and those who face institutional barriers to service are rooted in the King County Equity and Social Justice Strategic Plan and The Determinants of Equity. King County explores the 13 determinants and subsequent indicators, people of color, low-income individuals, and linguistically diverse individuals persistently face institutional barriers to opportunity.

The North Link Connections project area referred to generally as “north King County” includes north Seattle neighborhoods (i.e. University District, Wallingford, Sand Point, Wedgewood, part of Ballard, Greenwood/Green Lake, Lake City, Roosevelt, Maple Leaf, etc.), Bothell, Kenmore, Lake Forest Park, Shoreline, and Woodinville. It can also be defined by the Metro routes within this proposal.

years old) in the project area. The listed languages and categories of languages are defined by the American Community Survey.

- Spanish
- Chinese (e.g., Mandarin, Cantonese, and Toishanese)
- Arabic
- African languages (e.g., Somali, Amharic, Tigrinya, and Oromo)
- Hindi
- Korean
- Vietnamese
- Other Asian Languages (e.g., Laotian, Thai, Khmer)
- Tagalog

These data informed the engagement team’s overall decisions related to translation of marketing, outreach, and engagement materials. Other considerations Metro considered were the languages spoken by Mobility Board members, Community Based Organizations (CBOS) with whom Metro partnered, events attended, and similar factors. Additionally, community research was conducted to form a holistic understanding of translation needs. This included conversations with CBOs that provide services to historically underserved populations in the study area. This the additional language information, Russian language needs also informed the project’s translation and interpretation.

Planning and Engagement Goals

Goal 1. Build authentic and lasting relationships with historically un(der)served populations in project area.	
Strategy	Tactics
<ul style="list-style-type: none"> • Engage in equitable community-driven service network concept development • Develop transparent outreach/engagement (OE) and decision-making process • Inform the communities who reside and use transit in the North Seattle/North King County area about engagement opportunities • Focus majority of time and resources engaging with historically un(der)served populations • Spend the majority of stakeholder engagement period connecting with organizations who are historically underrepresented in regional transit conversations. This includes reaching out to 30+ Community Based Organizations 	<ul style="list-style-type: none"> • Clearly communicated how and why changes to network were selected, proposed, and recommended citing community feedback, Service Planning guidelines, King County ESJ Strategic Plan • Proactively shared information and engagement opportunities in a variety of ways (transcreated written, illustrative, word of mouth, social media) • Went to the community <ul style="list-style-type: none"> - Attended pre-arranged meetings/events - Partnered with Public Transit Educators to assist in outreach to immigrant/refugee/people of color and English Language Learning

<p>(CBOs) and places of worship focused on serving immigrant/refugee/people of color, low income, youth, homelessness, and LGBTQIA communities.</p>	<p>communities</p> <ul style="list-style-type: none"> • Updated and followed up with council staff, community groups and individuals, and other partners • Recruited members of Mobility Board from historically disadvantaged populations • Contracted with local CBOs to host listening sessions in their communities to communicate changes and ask for feedback
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Goal 2. Final changes are designed in partnership with historically un(der)served communities in order to build a strong transit network that links transit and development, and increases access and mobility especially for people of color, people with low- to no-income, people with linguistic diversity, immigrants and refugees, people with limited mobility, and any intersections of the aforementioned identities.

Strategy	Tactics
<ul style="list-style-type: none"> • Conduct community-led decision making • Continue connecting with organizations who are historically underrepresented in regional transit conversations. This includes reaching out to 30+ Community Based Organizations (CBOs) and places of worship focused on serving immigrant/refugee/people of color, low income, youth, homelessness, and LGBTQIA communities. 	<ul style="list-style-type: none"> • Transcreated/Translated outreach and engagement materials into project area languages • Conducted in-language engagement - e.g. in-person focus groups, surveys, translated online surveys with these populations to provide for their participation in the process • In addition to an American Community Survey 2015 dataset analysis, conducted community research to better understand language needs in the study area. This research included conversations with community-based organizations that provide services to historically underserved populations in the study area in order to gather recommendations for languages to consider not mentioned in area studies. These specific recommendations and how they inform the communications approach are documented in the ordinance package. • Developed universal OE materials as needed • Convened and facilitated virtual Mobility Board workshops • Conducted stakeholder interviews • Attended virtual community meetings at a diversity of accessible locations pending

	<p>COVID-19 updates</p> <ul style="list-style-type: none"> • Developed a variety of methods of engagement • Provided a variety of spaces for engagement
<p>Goal 3. Broader affected communities understand the service concept goals, Metro’s goals related to equitable outcomes, and how the service concept helps Metro advance equitable outcomes in the project area</p>	
<p>Strategy</p>	<p>Tactics</p>
<ul style="list-style-type: none"> • Share and make visible the equitable and inclusive community-driven service network concept development • Develop transparent engagement and decision-making process • Inform and promote opportunities for the communities that reside and use transit in the North Seattle/North King County area to participate and give input. • Use print and digital communications to inform historically advantaged populations about changes being considered and opportunities to provide input 	<ul style="list-style-type: none"> • Proactively shared information and engagement opportunities in a variety of ways so they are open to the general public • Promoted opportunities to participate via media and social media • Provided content that could be shared via project area stakeholders and partners to promote participation • Attended virtual pre-arranged meetings/events (request to be added to agenda) • Updated and followed up with council staff, community groups and individuals, and other partners

Engagement Outcomes Overview

Metro values input from communities experiencing historic and current underinvestment or inequities, including those affected by racism, bias, poverty, linguistic diversity, disability, and/or immigration status. Metro reached out to a diverse range of community members and stakeholders from identified priority populations using approaches that intended to provide participants with meaningful ways to engage and influence the decision-making process.

Summary of engagement activities

Group	Description, desired outcomes	Activities
Mobility Board	Metro recruited community members from priority populations who live, work, or travel in the area to help Metro develop bus service changes and new mobility options as well as advise on ways Metro can engage with the	<ul style="list-style-type: none"> • Recruited 12 Mobility Board members • Facilitated 8 Mobility Board meetings or workshops

	community. Participants were compensated for their work.	
Partner Review Board	Board included representatives from jurisdictions and major institutions in the project area, leaders of community-based organizations, and representatives from partner transit agencies to review and provide comment on service concepts developed by the Mobility Board and Metro and provided guidance on both engagement opportunities and implementation plans.	<ul style="list-style-type: none"> • Recruited 20 Partner Review Board Members • Facilitated 5 Partner Review Board meetings • Hosted 10 events in partnership with partners • 10 letters of support for project written.
CBO Partnerships	Metro contracted with local community-based organizations (CBOs) to host listening sessions/focus groups in their communities to share changes being considered and ask for feedback on service concepts.	<ul style="list-style-type: none"> • Hopelink - engaged over 50 food bank visitors • University District Food Bank - conducted 4 focus groups, engaged 50+ clients
Metro Bus Operators	Operators felt included and valued and aware of how their feedback is reflected in the draft service network concept and were compensated for their time spent in participating.	Engaged 100 operators through tabling events and two focus groups.
General Public	<ul style="list-style-type: none"> • Metro and Partners coordinated a unified effort to engage public about network concept. • Public felt included, valued, and aware of how their feedback is reflected in the draft service network concept. 	<ul style="list-style-type: none"> • 20+ hours of on-board engagement • Sent 241,768 transit alerts • Made engagement accessible in 6 languages (Arabic, traditional Chinese, Korean, Russian, Spanish, Vietnamese) • Facilitated virtual Open house/town halls: reaching 1000+ participants • Mailed : 1,500 postcards • Distributed rack cards: 6,000 <ul style="list-style-type: none"> ○ 3,000 English ○ 2,000 Spanish ○ 100 Chinese ○ 100 Vietnamese ○ 100 Arabic

		<ul style="list-style-type: none"> ○ 100 Korean ○ 100 Russian ● Community open houses/town halls: 1000+, attendees
Stakeholder Groups	<ul style="list-style-type: none"> ● Metro and Partners coordinated a unified effort to engage public about network concept. ● Stakeholders felt included and valued and aware of how their feedback is reflected in the draft service network concept. 	30 community-based organizations were invited to participate in all events and were provided customized information based on community. They were also updated throughout the process through emails, phone calls, and meetings as needed.
Jurisdictional and Council	<ul style="list-style-type: none"> ● Jurisdictions and Council Members will feel included and valued and aware of how their feedback is reflected in the draft service network concept. ● Metro will partner with their respective offices to engage with their constituent/resident network and channels to ensure they are engaged in providing feedback on the proposed concept. 	<ul style="list-style-type: none"> ● Attended 95 community & jurisdictional partners hosted events and briefings. ● 5 Letters of support written by all jurisdictions in the project area.
Business/Institution	<ul style="list-style-type: none"> ● Businesses felt included and valued and aware of how their feedback is reflected in the draft service network concept. ● Metro will partner with businesses to engage with their employee/customer network and channels to ensure they are engaged in providing feedback on the proposed concept. 	<ul style="list-style-type: none"> ● 3 + meetings held ● Businesses & Institutions invited to participate in Partner Review Board
Online	General public felt included and valued and aware of how their feedback is reflected in the draft service network concept.	Webpage viewed 20,000+, times
Media	<ul style="list-style-type: none"> ● Promotions were a key part of connecting with the community and driving them to participate at meetings and in surveys, featuring the trusted Link Connections umbrella brand and #Bus2Link. ● General public felt included and aware of how their feedback is reflected in the draft service network concept. 	<ul style="list-style-type: none"> ● 20+ unique tweets from Metro or partners ● 4 media briefings, 2 ethnic media briefings ● 3 joint County announcements

	<ul style="list-style-type: none"> • Metro use different methods of media to ensure that public is informed on project and have ample opportunities and venues to provide their feedback. 	
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Key feedback themes by phase and how it shaped our decision-making

Phase 1 Key Themes	Summary of Concepts in Phase 2
Improve east-west and crosstown connections	East-west service along several major corridors, including N 80 th St, NE 75 th St, NE 45 th St, Greenwood to Lake City
Service connections should be close together and understandable to customers	Improve connections at light rail stations, creating hubs around stations for bus-to-bus and bus-to-rail transfers
Improve weekend service and span of service(especially later at night)	Improve service to First Hill, U-District on nights and weekends, many shift workers around campus and hospitals; access to places of worship &community centers on weekends
Travel times that are better and/or more consistent than they are today	Connecting routes to light rail at Northgate and Roosevelt Stations to provide faster and more consistent travel times; shortening some routes to reduce variability of bus travel times
Improve connections to hospitals/medical facilities (Northgate, UW, First Hill, Seattle Children’s)	Provide east-west connection to Seattle Children’s Hospital, improve direct service to First Hill
Improve connection to South Lake Union/job centers	New service to South Lake Union, Northgate job center, connections to Aurora Village

Phase 2 Key Themes	Examples of Proposed Changes in Phase 3
Transfers should be between frequent services where possible, especially during midday, night, and weekends	Increased span of service on Route 74; Weekend service added on Route 31; Revised connection of Route 75 between Northgate Station and Lake City; improved frequency on Shoreline local routes
Improve transit connections to/from major community assets and important destinations (Urban Centers, Hospitals, Universities, etc.)	New Routes 322 and 361 connecting First Hill and SLU, Routes 31 & 32 extension to Seattle Children’s Hospital
Provide fast and reliable bus connections to Link light rail so travel times are better than or similar to what’s experienced today	Connecting Routes 301 and 304 to Northgate Station
Improve east-west and crosstown connections	Routes 31 & 32 extension to Seattle Children’s Hospital, Route 74 and New Route 79 in NE Seattle
Provide reliable service all-day and especially during the busiest times of day	Connecting SR522 service to Link for improved travel time reliability
Provide transit connections that are safe, convenient, and easy to understand for all riders	Improved connections at U-District Station via NE 43rd St

Engagement Plan and Activities

Public Engagement Approach



Using Metro’s “**Have a Say**” public involvement approach, Metro focused on listening to the mobility needs, learning about barriers and opportunities, being informed by hyper local communities about changing conditions that pose mobility challenges, and exploring benefits and tradeoffs of future mobility options with community members and stakeholders. We worked to achieve equitable distribution of resources, and fair opportunity for all to influence decisions.

On all engagement efforts, Metro seeks to achieve the following goals:

Customized

The number of phases of engagement, what we asked, and how we asked were tailored to the size and scope of the potential changes and who might be affected.

- We use qualitative and quantitative data to inform the types of stakeholders to engage and appropriate methods to use.
- Where possible, we partner with community-based organizations, social service providers, local jurisdictions, and transportation agencies to expand our reach.

Equitable

We strive to inform and hear from all communities that might be affected in an equitable manner to improve determinants of equity through our work.

- Demonstrate process equity to create outcomes that achieve distributional equity and cross-generational equity.
- Ensure all stakeholders, particularly historically un(der)served and limited English-speaking populations, are afforded equitable consideration and meaningful opportunities to participate.
- Ensure people who will be affected can influence and help shape the final service change proposal and the public outreach process itself.

Informative

Information is clear, understandable, and accessible to all.

- Ensure project communities, stakeholders, and project partners understood the scope of the project and opportunities to participate and influence outcomes.
- Follow clear writing standards and translated where needed.

Transparent

We described our input, planning, and decision-making process.

- Communicate the vision of METRO CONNECTS, our guiding vision for mobility.
- Appoint a Mobility Board (community advisory group) that is reflective of those who will be affected by the changes being considered and helped shape what was shared with the public and how at each stage.
- Demonstrate that community input is valued – reported back about what was heard and how input shaped the direction of the project and informed key decisions.
- Work with the community to explore options to mitigate any potentially undesired impacts and discover how to support riders through change.
- Provide guidance based on outreach and engagement to tailor other related project elements and needs (e.g., rider education and marketing).

North Link Mobility Plan Engagement Goals

The public engagement goals for the North Link Mobility Connections Project included:

- Ensuring an equitable engagement process
- Improving transit access and mobility
- Supporting Equitable transit-oriented development

Objective: Ensure all stakeholders, particularly communities experiencing historic and current underinvestment or inequities and linguistically diverse communities, have demographic representation, receive equitable levels of engagement, and are afforded equitable consideration. This was done by:

- Engaging with area community-based organizations, schools, businesses, and faith-based organizations for stakeholder input, collaboration on community events, assisting with outreach and advertising to local community members.
- Engaging a diverse Mobility Board. The Mobility Board members included representative members of the communities who then helped to develop and review concepts and ideas for the North Link Connections Mobility Project.
- Engaging a Partner Review Board made up of local jurisdictional staff, representatives from area businesses, as well as leaders of educational institutions, and community-based organizations, who then helped review technical concepts for the North Link Mobility Connections.

Outcome: Project area priority populations, stakeholders, Mobility Board members and partners were able to influence project decisions and outcomes.

- Metro was able to gain valuable insights, opinions, and feedback about proposed changes throughout the process by supporting and developing an understanding of the scope and nature of the project, providing multiple channels for participation, and opportunities to give input on potential concepts.
- Metro worked to bridge communication barriers with individuals who cannot speak, understand, read, or write English fluently and/or address the communication needs for those with cognitive, vision, hearing, and/or speech impairments/disabilities in order to gain consistent feedback and input from communities experiencing historic and current underinvestment or inequities.
- Metro can recommend a preferred network concept, because it was directly influenced by the needs, feedback, and desired outcomes of the priority populations in the local communities, because of utilizing a decision matrix that centered equity, public input, and service design best practices in assessing concepts.

Outreach and Engagement Tactics

Engagement tactics changed and evolved throughout the course of the project based on community feedback about the best way for Metro to engage and work with them. Outreach tools focused on distributing information to the public and engagement tools focused on collecting input to influence decisions and outcomes.

Tools for sharing information	Tools for collecting input
<ul style="list-style-type: none"> • Press releases before major opportunities for input (survey) • Drafted and distributed communications printed materials such as fact sheets, flyers, and folios • Posters distributed to community-based organizations • Got information out through transit educators • Metro blog posts • Social media posts translated into Arabic, traditional Chinese, Korean, Russian, Spanish, Vietnamese • Webpage updates • Postcards • Paid media advertisements • Have A Say alerts • Regular emails to CBOs and individuals who signed up for project updates during Phase 1 • Dedicated North Link webpage with proposed route maps 	<ul style="list-style-type: none"> • Stakeholder interviews with community-based organizations, schools, businesses, and faith-based organizations • Mobility Board, composed of community members in project area • Partner Review Board, composed of jurisdictional agencies and CBO leaders • One-on-one surveying and discussions at neighborhood events, libraries, and at local community asset locations • Online survey • Conducted onboard engagement, particularly in priority census track areas • In-language transit educators conducted intercept surveys at bus stop locations in project area • Focus groups with Metro bus operators who are experienced in project area routes

Language, cultural tools for sharing information	Language, cultural tools for collecting input
<ul style="list-style-type: none"> Translated printed materials for all community engagement events into Arabic, traditional Chinese Korean, Russian, Spanish, Vietnamese We also translated materials into Amharic and Ukrainian at the request of community partners Translated online materials and surveys, into 6 languages in Phases 1, 2, and 3 CBOs sent out language relevant information to their constituents about online surveys and other opportunities to provide feedback Translated social media posts into 6 languages 	<ul style="list-style-type: none"> Identified additional local CBOs that are led by/for people of color, those with disabilities and other prioritized populations Conducted engagement at local cultural community events, including in person surveying, one-on-one discussions Held Mobility Board meetings in accessible locations; included translated materials, text, presentations, and language translators as well as accessible printed materials for members with a vision and/or cognitive disability Provided bilingual staff members and addressed translation needs as requested at community meetings resulting in improved information accessibility by engaging with community in community Provided interpretation at all virtual meetings and town halls

Stakeholders and Partners

Below is a summary of how stakeholders and partners were engaged throughout the project timeline.

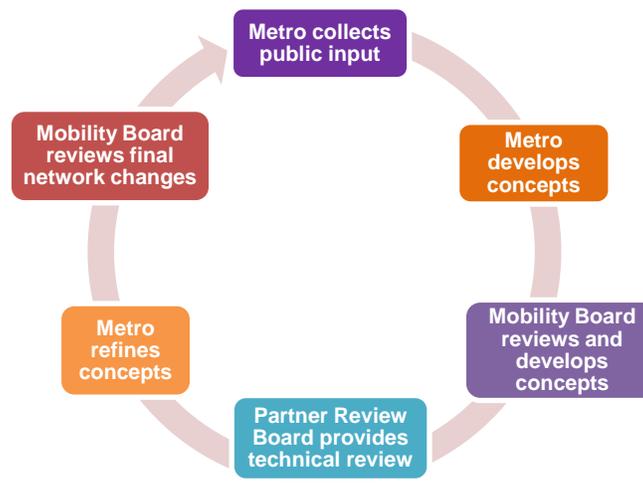


Image text: Metro collects public input, Metro develops concepts, Mobility Board reviews and develops concepts, Partner Review Board provides technical review, Metro refines concepts, Mobility Board reviews final network changes.

Community Organizations

The North Link Mobility Connections Mobility Project team engaged with 30 community-based organizations by conducting stakeholder interviews to discuss community mobility needs and solicit feedback in response to service concepts. The North Link team conducted these stakeholder interviews in a variety of ways including in-person at the CBO location, over the phone, virtually, and via e-mail. This approach respected the need for relationship building and the limited capacity of these organizations to be able to manage engagement activities for a transit project. The project provided an opportunity for Metro Transit to build and foster relationships with community organizations in north King County that will facilitate further engagement for future projects and improve further community-centered decision-making.

In addition to the numerous stakeholder interviews with community-based organizations, Metro Transit partnered with three CBOs to support targeted and community-specific engagement activities. Metro Transit partnered with Hopelink, the University District Food Bank, and the Korean Community Service Center (KCSC). The CBO partnerships were an excellent means for continuous engagement throughout the project's lifetime.

The partnerships with Hopelink and the U-District Food Bank were each supported with a Memorandum of Understanding to ensure CBO staff were paid for their time and expertise. The partnership with the Korean Community Service Center (KCSC) was facilitated through North Link Mobility Board member Joomi Kim who was able to serve as a liaison between the North Link Connections engagement team and the KCSC client base. Unfortunately, due to COVID-19 restrictions, engagement with KCSC was interrupted.

Stakeholder Advisory Groups

The project team formed two advisory groups, a Mobility Board and a Partner Review Board, designed to ensure that community members, local CBOs, and local government partners stayed engaged and informed, and had a mechanism to participate in discussions and provide input as the project team developed service design options, refined proposed routes, and selected preferred concepts.

Mobility Board

Metro recruited members to be part of our Mobility Board for the North Link Connections Mobility Project. Metro looked for community members who live, work, or travel in the area to help Metro develop bus service changes and new mobility options as well as advise on ways Metro can engage with the community. The primary role of the board was to co-create and develop the concept proposal with Metro staff.

Metro aimed to convene a Mobility Board that equitably represented groups of people who have historically been largely left out of decision-making conversations related to transit and who are disproportionately affected by these decisions. These groups of people include Black, Indigenous, and People of Color; people with physical and/or cognitive disabilities; people with low- to no-income; people experiencing homelessness or housing insecurity; immigrants and/or refugees; and English language learners or who are multilingual. Metro recognized that people can have multiple identities from which they experience both privilege and oppression, and we encouraged those who identify as coming from multiple un(der)served groups to apply to serve on the North Link Connections Mobility Board.

Candidate Criteria

- Lives, works, or travels within affected communities (including but not limited to north Seattle, U-District, Shoreline, Bothell, Kenmore, and Lake Forest Park)
- Transit rider (bus service, rail, Water Taxi, Accessible Services, Community Van, VanPool, VanShare, etc.) or potential transit rider
- Non-agency / non-elected
- Contributes to demographic diversity
- Able to draw connections between racial equity, transportation issues, and access to opportunities

Members

Mobility Board members represent diverse communities and backgrounds including Latinx, Muslim, South Asian, LGBTQ, disabled, Korean, API, Iraqi, and African American communities. The members represent working professionals, students, and those with no- to low-income. Some have experience with homelessness and access issues. Some are avid transit riders and others are new to public transportation.

Board Member	Formal Affiliations	Geographic Area
Aracelly Salazar	None reported	Lake Forest Park/Kenmore/Bothell
Andres Arjona	None reported	Lake Forest Park/U District/Kenmore/Bothell
Samir Junejo	None reported	Shoreline
Cassandra Armstrong	43rd LD Democrats, Seattle Public Schools, King County Young Democrats	U District
Joomi Kim	Korean Community Center	Shoreline
Claudia Lawrence	Seattle Against Slavery	North Seattle area

Janice Tufte	Omar Farooq Masjid, The Bosnian Mosque, King County Libraries. Healthcare for the Homeless HCHN Seattle- King County I serve on the Consumer Advisory Board, Governing Council, Chair of the Program Evaluation Committee and also am on the HCHN Executive Committee.	Northgate/Lake City/Aurora Village/Shoreline/Lake Forest Park
Preston Sahabu	University of Washington, Nathan Hale High School	U District/Lake City
Andrew Sang	UW U-Pass Student Advisory Board	U District/Lake City/Ravenna
Christina Sargent	None reported	Lake City/Northgate
Mohammad Akmoosh	Iraqi Community in Washington State	North King County area
Cheryl Harrison	Metro Transit Advisory Commission	Lake City

Partner Review Board

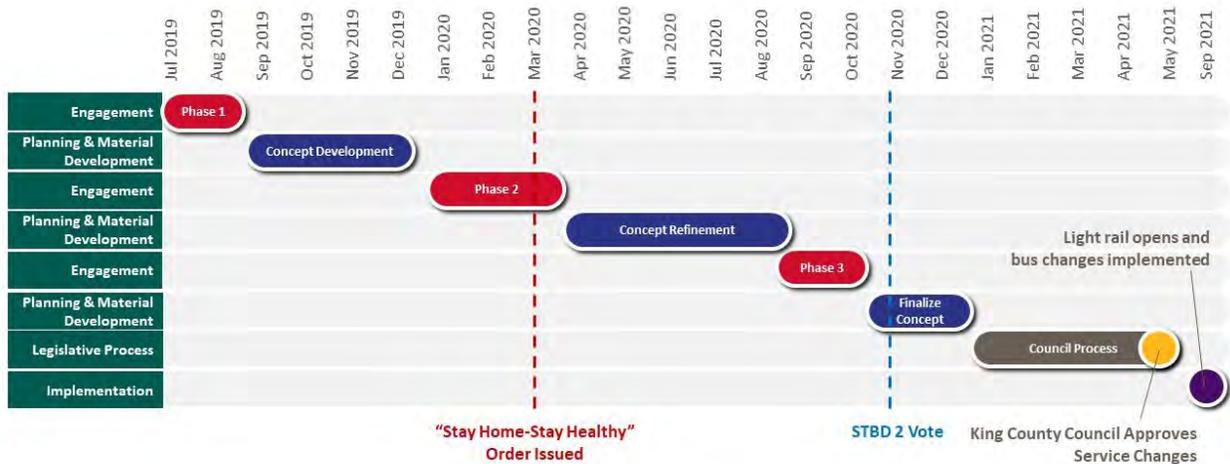
In addition to Metro’s individual engagement with project partners and stakeholders, this team served as a concept review board of external stakeholders. The board included representatives from jurisdictions and major institutions in the project area, leaders of community-based organizations, and representatives from partner transit agencies. The Partner Review Board’s primary role was to review and provide comment on service concepts developed by the Mobility Board and Metro and provide guidance on both engagement opportunities and implementation plans to ultimately result in successful adoption and implementation of the service change. The Partner Review Board provided an opportunity to engage with other project partners and take a more holistic view of the project as the sum of these many parts.

Members

Partner Agencies	CBOs	Institutions	Jurisdictions
<ul style="list-style-type: none"> WSDOT Sound Transit Community Transit SDOT 	<ul style="list-style-type: none"> King County Immigrant & Refugee Commission City of Seattle Immigrant and Refugee Commission Transportation Choices Coalition Hope Link/North King County Mobility Coalition U District Partnership Solid Ground Literacy Source Sierra Club 	<ul style="list-style-type: none"> UW Seattle UW Bothell Seattle Children’s North Seattle Community College Shoreline Community College 	<ul style="list-style-type: none"> City of Seattle City of Kenmore City of Shoreline City of Bothell City of Lake Forest Park

Timeline

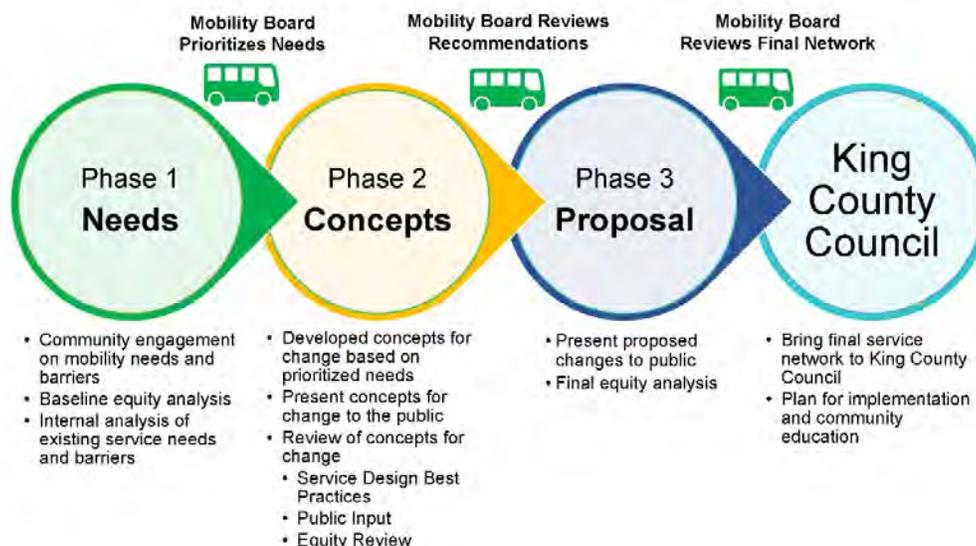
The North Link Mobility Connections Project launched in Summer 2019 with services planned for implementation with Metro’s September 2021 service change.



<h3>Phase 1: Needs Assessment</h3>	<ul style="list-style-type: none"> • Introduce North Link Connections Project • Form and convene Mobility and Partner Review Boards • Gather input on transit needs and priorities • Meet with stakeholders and community-based organizations to shape engagement strategies
<h3>Phase 2: Draft Network & Check for Understanding</h3>	<ul style="list-style-type: none"> • Report back to stakeholders and community on what we heard and how the draft network was informed by feedback • Convene Mobility and Partner Review Boards • Continue engaging with stakeholders and community to refine network changes
<h3>Phase 3: Proposed Network & Final Adjustments</h3>	<ul style="list-style-type: none"> • Report back on additional feedback we received and how the transit network was informed by feedback from Phase 2 • Engage with stakeholders and community on unresolved issues from Phase 2 to find solutions together • Demonstrate how community feedback shaped the final network draft.

Engagement Phases

The North Link Mobility Connections Project also piloted a flexible and phased planning process. This allowed for concept development to be influenced by ongoing equity analysis inputs and engagement findings, stakeholder conversations, and the co-creation of a service network with the Mobility Board. This model de-emphasized survey feedback and led with input from traditionally underrepresented populations.



Phase 1 Engagement

Project Phase: Needs & Priorities
Outreach Phase: Exploring Options and Priorities
July 2019-September 2019

What are the needs, priorities, and opportunities to improve?

Phase 1 was focused on listening, learning, and building relationships and a mutual understanding to develop shared goals. During the first phase of community engagement, Metro focused on creating relationships with community-based organizations (CBOs) in north King County, introduced the project to community members, and gathered feedback on needs and priorities for transit service. Staff worked to:

- Inform the community about the project scope and vision.
- Learn about community priorities.
- Begin conversations about any related service restructuring or expected transit integration and explore potential tradeoffs.

- Develop recommendations for preferred concepts.

The project was introduced to internal and external stakeholders. The project team learned about existing conditions, issues, and needs through analysis, equity review, local jurisdiction coordination, and community engagement. This phase concluded with an intensive workshop with the Mobility Board to discuss needs and priorities across the project area and possible solutions.

Community & Stakeholder Engagement

- Learn about community priorities through community organization interviews, interactive mapping .
- Build relationships with local jurisdictions, community organizations, and major stakeholders.
- Inform the community about the project scope and vision.
- Begin conversations about any related service restructuring or expected transit integration, explore potential tradeoffs.
- Engage Mobility Board in developing concept ideas and priorities.

Equity

- Provide equity analysis of the current baseline service network.

Government Relations

- Introduce local jurisdictions to project and begin to build relationships.
- Hold technical workshops for primary jurisdictions.
- Brief King County Councilmembers on project background and goals.

How we listened to community

North Link Connections Mobility Board

In August 2019, Metro staff finished recruitment of and contracting with twelve community members to serve on the North Link Connections Mobility Board. The Board was convened for two evening meetings at the Lake City Community Center and one full-day network planning workshop at the Bitter Lake Community Center. In these meetings and workshops, Mobility Board members participated in community building, introduced to the project and its goals, provided a foundation and introduction to transit service planning, provided feedback related to transit needs and priorities, and collaborated in the development of a draft transit network.



Image description: North Link Connection Mobility Project Mobility Board members at their first workshop, Lake City Community Center.



Image description: Metro staff Dave VanderZee guides Mobility Board members Cheryl, Christina, and Preston through a service planning exercise. All four of them are seated at a table, with Dave on one side facing the camera, and on the other side of the table the three Board members' backs are to the camera.



Image description: Mohammed, Aracelly, and Samir stand in front of blue table and share highlights from their transit discussion.

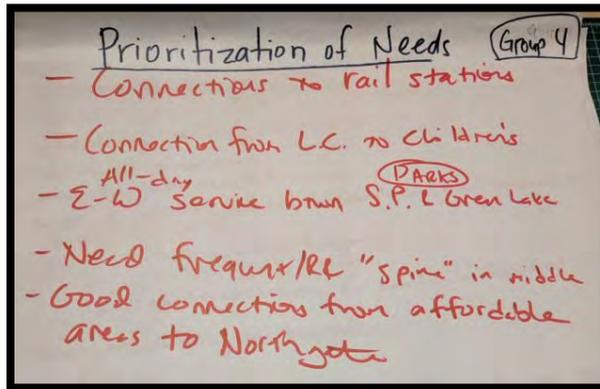


Image description: Example of some of the notes taken at workshop related to transit needs and priorities. It shows a list of a prioritization of needs: connections to rail stations, connection from Lake City to Children's, All day east to west service between parks and Green Lake, Need frequent "spine" in middle, and good connections from affordable areas to Northgate.



Image description: Notated map of north Seattle and suggestions for transit connections with colored arrows and notes.

North Link Connections Partner Review Board

Metro convened the first Partner Review Board meeting where community agreements were established for how the agencies and organizations present should work together. They included being present and engaged, coming prepared, being conscious of how one shows up to the meeting and how one takes up space, looking for opportunities for success (and reframing challenges), problem solving, lifting up the voices not at the table, and showing up for community.

Community Conversations

Staff and Mobility board members held a total of 62 conversations – one-on-one or at community events and meetings. They used a conversation guide to collect feedback.

Community-Based Organization Engagement

Hopelink, a community-based organization partner, conducted in-person surveys with 48 visitors to their Shoreline food bank location.

Respondents indicated they preferred more frequent bus service, with 34 respondents rating 11-15 minutes bus frequency the highest among the choices 5-10 minutes, 11-15 minutes, 16-20 minutes, and 21-30 minutes. Only 31% of the respondents indicated a willingness to take up to three buses (two transfers) to reach their destination; 69% would only consider taking the bus if they had one or zero transfers (two or one bus) to reach their destination.

Even though the majority of the Hopelink survey respondents indicated a dislike for journeys that require more than one transfer, 75% of the respondents would consider taking the bus if they are able to connect to Link light rail. While that information is somewhat at odds with their transfer preference, it does align with other feedback we heard from the public that travel time is prioritized above number of transfers.

Highlights from Hopelink engagement:

- “My commute by car is about 25 minutes. I would consider using public transit really only if my commute was similar. Turning a 50-minute round trip commute into 2 hours (1 hour each way) would not entice me to use public transit. However, if light rail got me to work within, say 10 minutes of my commute by car, I might be willing to try it.”
- “I work 3.5 miles from my residence. I need to walk about 1/2 mile to catch a bus that will require a transfer to get to my workplace. If I can drive to work in 10-15 minutes versus taking two buses that take me 45-60 minutes to arrive at work, there is no contest about which option I prefer.”
- “I have to cross the Snohomish county line to get home from work and go to most appointment[s] so I can't bus to work, leave for a medical appointment and return to work by using the buses. It takes too long.”

Community or jurisdictional partner-hosted events and briefings

Metro met with city councils, jurisdictions, and other groups to introduce the project and provide initial feedback on the outreach approach and project phases. (See Exhibit B for complete list.)

Stakeholder interviews

Metro conducted stakeholder interviews with staff from the following organizations to gather feedback to inform the proposal creation.

U-District Partnership

UDP aims to foster and sustain a vibrant, diverse and health neighborhood for the common good. They focus on fostering urban vitality, economic development and providing a clean and safe neighborhood for the people they serve. They provide services to individual groups and convene them, but they don't advocate for specific design plans or where buses should go on the streets. They see themselves as a grassroots organization for folks who are transit oriented. In the past they pushed for a campaign to put buses on Brooklyn Street and pushing Sound Transit to change design.

Iraqi Community Center of Washington

Their community consists mostly of folks from Iraq and Syria, but they have some Algerian and Egyptians. They offer translation services, senior programming, after school programming, case management, early learning, support for folks experiencing homelessness, and transit education.

They partner with Hopelink to have a satellite site up north for families. They often take their clients to Seattle and teach them how to use transit and help with ORCA card enrollment and loading.

They offer monthly workshops on the school system and navigating transit and housing systems.

U-District Food Bank

University District Food Bank operates a walk-in food bank four-days a week to individuals and families from across Northeast Seattle. They offer food and toiletries, baby formula and diapers, pet food, and connections to important community resources to residents of zip codes 98102, 98103, 98105, 98112, 98115, and 98125. Customers may visit once per week during any of our open hours. They also provide additional support through home deliveries and other offsite programs. University Food Bank acts as a Hub of service for communities.

They refer folks to other services and ORCA LIFT. They hold a job fair readiness program with HopeLink and were part of the District Let's Go program to get RFP to provide ORCA vouchers.

Korean Community Service Center

The Korean Community Service Center is a non-profit organization founded by volunteers in 1983. KCSC strives for the betterment of the Korean Community as a whole, as well as surrounding communities by providing community and social services for the Korean American population in the state of Washington. KCSC is committed to empowering educating and inspiring Korean American youth and families through counseling, education, and other services. KCSC provides bilingual and cultural services to Korean families.

Services provided are: Individual and Family Counseling, Pro Bono Legal Counseling, Parenting Classes, Youth Leadership Programs, Immigrant Assistant Services, Translation Services, and Information and Assistance Services.

Coptic Orthodox Community in Washington State

There is a large Coptic community in the North King County and Snohomish County area. Roughly around 3,000 individuals between both churches. A lot of the congregation are newcomers who rely heavily on governmental assistance and the church provides them with navigation services as well as spiritual services. The church has two locations in Lynnwood and one in Kirkland. Both are near the freeway. Congregants travel from all parts of the state for services as well. Some of the seniors use Access or DART to get to weekly church services or Sunday service.

Additional informal community-based organization and stakeholder conversations

Community engagement staff conducted informal conversations with representatives from various organizations who did not speak on behalf of the organization formally but shared their personal experience and the clientele they served.

- Denise Louie Education Center
- ACRS
- Community Psychiatric Clinic
- Lake City Collective
- Transit Advisory Board
- Transit Advisory Commission
- Ravenna and Lake City Neighborhood Alliance

General themes across community-based organization and stakeholder conversations were related to reliability, span of service, safety, fares, and crosstown connections (east-west). Transit education and wayfinding was also an important issue. A lot of people rely on the I-5 Corridor to get to and from direct service locations located in the south part of King County even though they live in the north. Layover space is a concern in Lake City specifically.

General Public

Metro launched a **project webpage** on July 1, 2019. The project webpage included an **embedded interactive Google map and public comment form** for visitors to drop pins and indicate areas of concern, route-specific transit needs, and network priorities. This tool also encouraged respondents to engage with other comments they encountered, whether to agree or disagree and enter into a dialogue. The form received over 400 comments and the tool was visited over 4,000 times.

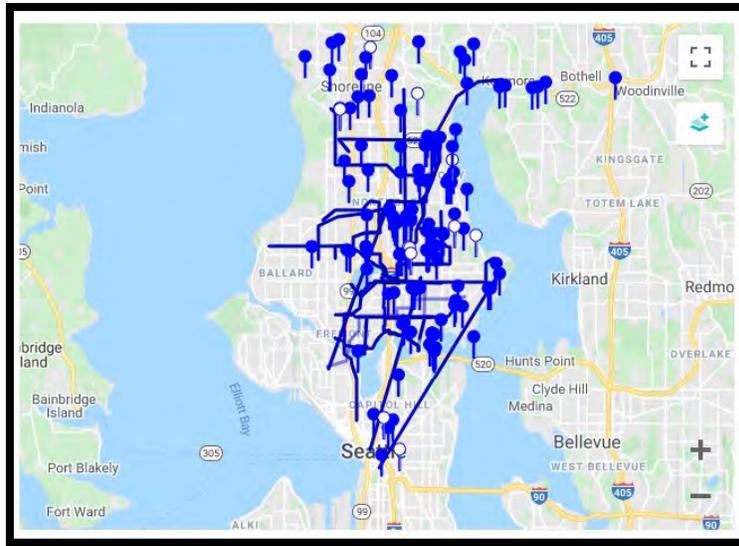
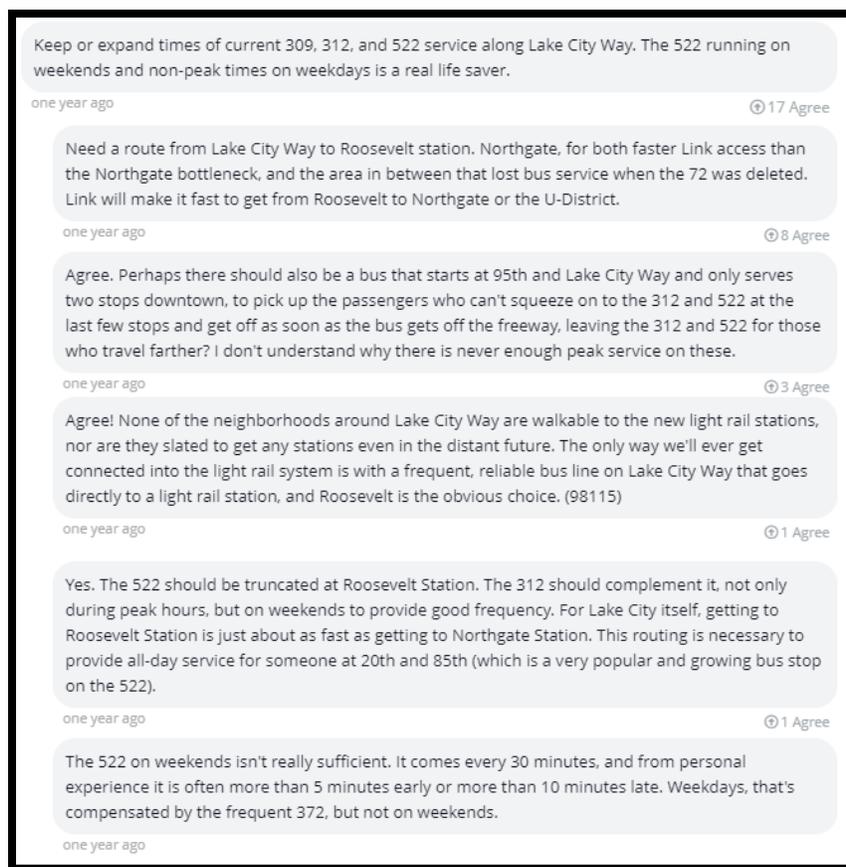


Image description: Google map of north King County with hundreds of blue pins indicating routes or locations in the project area that have corresponding feedback.



Imagine description: Screenshot of some comments and conversation among respondents.

How we responded to Phase 1 feedback in Phase 2

There were many common concerns and priorities across stakeholder and community groups, the general public, and our Mobility and Partner Review Boards. The following table describes those key themes and how they were addressed as Metro launched the second phase of engagement which sought feedback on concepts for changes to bus service.

Key Theme	Summary of Concepts in Phase 2
Improve east-west and crosstown connections	East-west service along several major corridors, including N 80 th St, NE 75 th St, NE 45 th St, Greenwood to Lake City
Service connections should be close together and understandable to customers	Improve connections at light rail stations, creating hubs around stations for bus-to-bus and bus-to-rail transfers
Improve weekend service and span of service(especially later at night)	Improve service to First Hill, U-District on nights and weekends, many shift workers around campus and hospitals; access to places of worship & community

	centers on weekends
Travel times that are better and/or more consistent than they are today	Connecting routes to light rail at Northgate and Roosevelt Stations to provide faster and more consistent travel times; shortening some routes to reduce variability of bus travel times
Improve connections to hospitals/medical facilities (Northgate, UW, First Hill, Seattle Children’s)	Provide east-west connection to Seattle Children’s Hospital, improve direct service to First Hill
Improve connection to South Lake Union/job centers	New service to South Lake Union, Northgate job center, connections to Aurora Village

Phase 2 Engagement

Project Phase: Draft Service Network
 Outreach Phase: Advancing Preferred Concepts
 January 2020 – March 2020

Feedback gathering on draft network. Understanding of trade-offs. What did we miss? What did we get right?

In between engagement Phases 1 and 2, the project team developed preliminary concepts for service changes in partnership with the Mobility Board that responded to the needs identified during the first phase of community engagement and, specifically, the input from priority populations across the project area. These concepts showcased possibilities for the future service.

In Phase 2 of engagement, the community was invited to review and provide feedback on network change concepts for the project area. In addition, the community had the opportunity to amplify community concerns and interests to Metro. Based on feedback about the engagement process itself from phase one, during phase two, Metro engaged with community members at existing community events, provided translated materials at outreach events and online, and continued to build relationships with CBOs. The goals of the engagement in phase two were to:

- Reflect on outcomes and feedback from Phase 1 engagement.
- Present updated concepts.
- Explain how designs evolved and what influenced the updated concepts.
- Discuss solutions to concerns posed by community members and address perceived negative outcomes.
- Seek feedback to further refine and optimize concepts.
- Identify opportunities for further changes that would improve the proposal or mitigate negative impacts prior to finalizing the preferred concept.

Community & Stakeholder Engagement Activities

- Reconvened Partner Review Board meeting with local jurisdictions, major institutions, and community organizations to review input from Mobility Board.

- Reflected on outcomes and feedback from Phase I engagement.
- Developed a plan for targeted, equitable engagement in Phase II to seek feedback to further refine and optimize concepts.
- Explained how designs evolved and what influenced the updated concepts.
- Developed and distributed a survey to further refine priorities or needs.
- Checked in with Mobility Board members over the summer. At the conclusion of this phase, review and finalize the draft service network with the Mobility Board.

Equity

- Developed concept based on input from equity-focused outreach on needs and priorities.
- Conducted equity analysis of draft network.
- Revised outreach and engagement strategy based on community feedback.

Government Relations

- As needed, provided project briefings and updates at local jurisdiction councils.
- Brought the draft service network to local jurisdictions for comments and review.

How we listened to community

Metro provided the community opportunities to review and provide feedback on network change concepts for the project area. Engagement opportunities also provided another opportunity for the public to continue to amplify concerns and interests to Metro. Below is a summary of the key themes heard:

- If a current one-seat ride changes into a two- or three-seat ride and transfers increase overall, they must be quick and easy to make and understand, friendly transfer environment.
- Support for connections between neighborhoods west of I-5 and neighborhoods east of I-5 (e.g. route 61 connection between Lake City and Green Lake)
- Concern related to accessing inner University of Washington campus via bus.
- Continued support for improving connections to and from emerging job centers (e.g. South Lake Union, Interbay)

- Improve night and weekend service to access schools and hospitals (shift workers at University of Washington, First Hill, Seattle Children’s Hospital)

Mobility Board

Metro re-convened and facilitated the Mobility Board on December 11, 2019 and March 3, 2020 to provide feedback on the network concepts. At these meetings members:

- Reviewed the proposed service concepts and changes by subarea
- Provided feedback from on how well the concepts align with priority needs by subarea
- Advised on specific subarea changes where Metro’s technical analysis did not result in a clear priority change
- Worked in geographic area groups to provide a report out on their discussions, guided by the following prompts:
 - What themes came up in your conversation?
 - Where were places of agreement or disagreement? What service changes are you most excited about?

Partner Review Board

Metro convened the Partner Review Board on December 12, 2019 and February 21, 2020. In these meetings, staff provided the Partner Review Board the opportunity to:

- Understand the North Link Mobility Plan
- Understand the transportation mobility needs and priorities for the North Link area, identified through engagement and technical analysis.
- Provide feedback to Metro on whether concept alternatives meet identified transportation mobility needs and issues that need to be considered in building a transit service network in North Link Mobility Project area.

Community-Based Organization Engagement

The University District (U-D) Food Bank designed and facilitated four in-person focus groups with a total of 37 participants. The U-D Food Bank was able to recruit visitors to their food bank as well as others in their community with whom they have established relationships. While we did not receive complete demographic data from the participants, all focus group participants did have low- to no-income (most having a yearly household income of 25k or less).

The focus groups aimed to understand the participants’ use of transit (before COVID-related service reductions) including what routes they regularly ride, what their transfer

experience is like, how/if they pay for transit, and how they felt about the first round of network changes.

Key takeaways from this engagement include the following:

- Concern accessing transit for senior and disabled riders.
- Crosstown connections should be improved.
- Weekend service should be improved.
- Positive reaction to changes to the Routes 23, 31, 44, 45, 49, 61, 67, 70, 79.

Memorable quotes:

- “75 connection from heart of Lake City to Northgate it is removed but 61 exactly replaces it and it’s more convenient because it takes me to north Seattle college where I teach.”
- “Cross city buses would be helpful sometimes to get in the 26 is good because it cuts through neighborhoods and it picks up a lot of the neighborhood people.”
- “I think this is great for the 70 and the 49, there is the 45 along there. The changes are great because I currently must walk and now, I wouldn’t have to. Yeah, I have a question for the Link. Its extending next year. I am excited that I came to this group to eat potato chips and hear the news about the station that’s opening right by my house! So good! I’m stoked on it!”
- “I find that the only thing that really bothers me is the bus on the weekends and that is when it has a restricted schedule which sucks.”

Additionally, the focus group participants provided feedback and asked questions which cannot necessarily be addressed by this project’s scope but should be highlighted. They include the following.

- Customer information tools like trip planning are challenging to access.
- Cost to use transit is inconsistent depending on what type of fare media a rider uses.
- The transfer window should be extended to account for the average increase in transfers for the rider.

General Public

In addition to targeted stakeholder and community-based organization engagement and engagement with our Mobility and Partner Review Boards, Metro also published an **online survey translated in the six languages** in order to inform the general public in the project area about the first draft of the network changes, to collect their feedback on those changes, and to inform them of the other ways they are able to share their feedback.

The survey was **open for five weeks and received over 6,000 comments from almost 5,000 respondents**. It was divided into five areas which were then sorted into three broader geographies to facilitate analysis:

- NE Seattle / First Hill & South Lake Union (areas 1, 2, & 5)
- U-District / Green Lake / Wallingford / Fremont (areas 1 & 2)
- Northgate / Shoreline / First Hill & South Lake Union (areas 3 & 4)

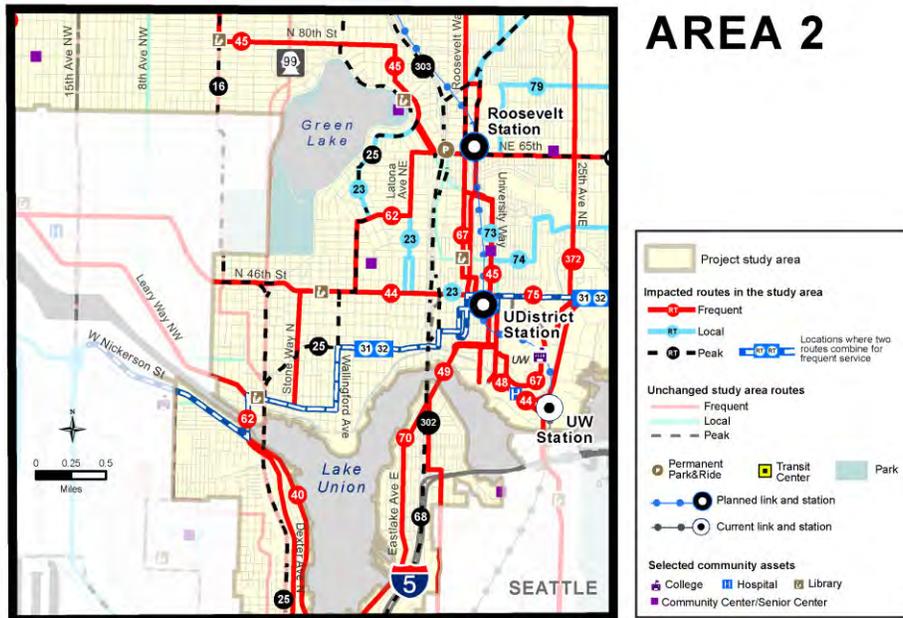
The survey solicited tolerance of Phase 2 concepts for change in five areas. The survey gave context to the public by sharing that the maps shared below were based on the feedback from the community and the guidance from our Mobility Board. A general map was shared of the proposed ideas for how buses could move in and out of the area when the U District, Roosevelt, and Northgate Station Link light rail stations open to meet the needs identified by the community in the first phase of engagement. Then, the survey was divided up in the five areas below and there was a brief explanation of the proposed changes, their tradeoffs, and tailored questions for this set of changes.

The project area was broken into five subareas:

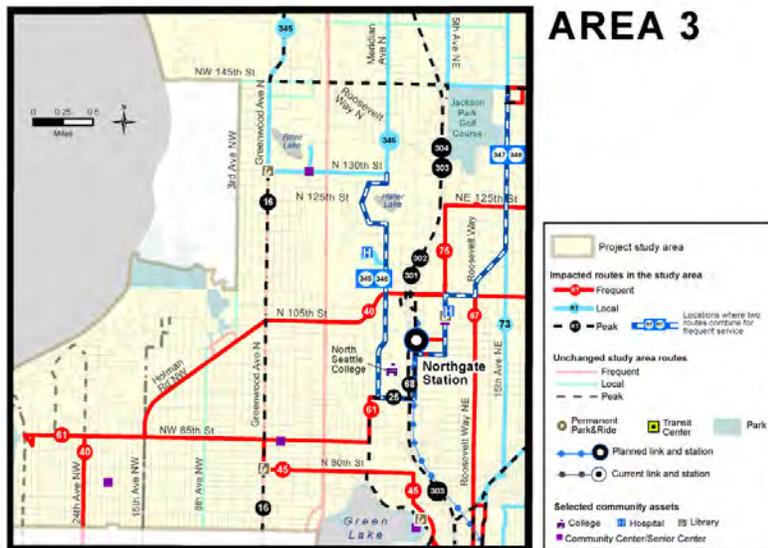
- **Area 1:** Buses to/from northeast Seattle connect at Roosevelt Station and University District Station



- **Area 2:** Buses to/from Wallingford and Green Lake neighborhoods would connect at Roosevelt Station and University District Station



- **Area 3:** East to west service connects at Northgate Station.

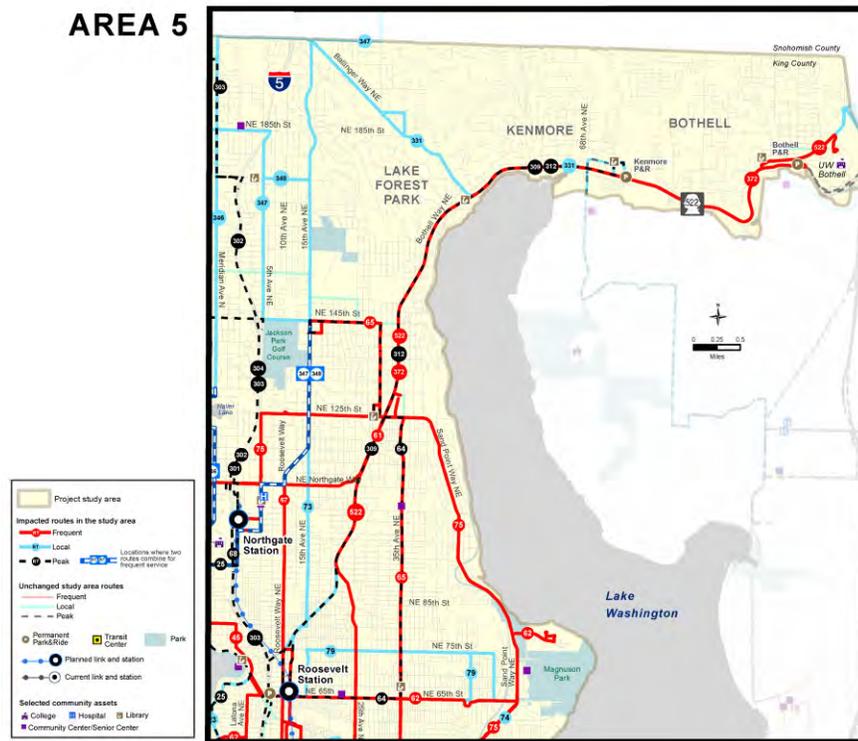


- **Area 4:** Buses from Shoreline and north Seattle that currently (pre-COVID) go to downtown Seattle are directed to Northgate Station instead (to transfer to Link light rail).



- **Area 5:** Direct Lake City, Sound Transit route 522, and Maple Leaf service to Roosevelt Station

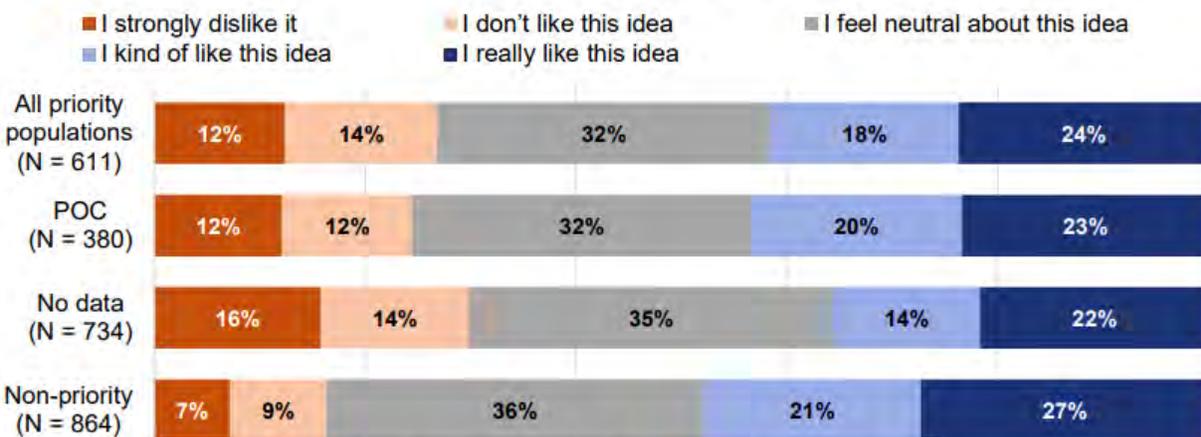
AREA 5



NE Seattle / First Hill & South Lake Union (areas 1, 2 & 5)

Area 1. “How do you feel about this idea?”

Base: all respondents to area 1



*Priority population = Community of color, low-income, and/or have a disability.

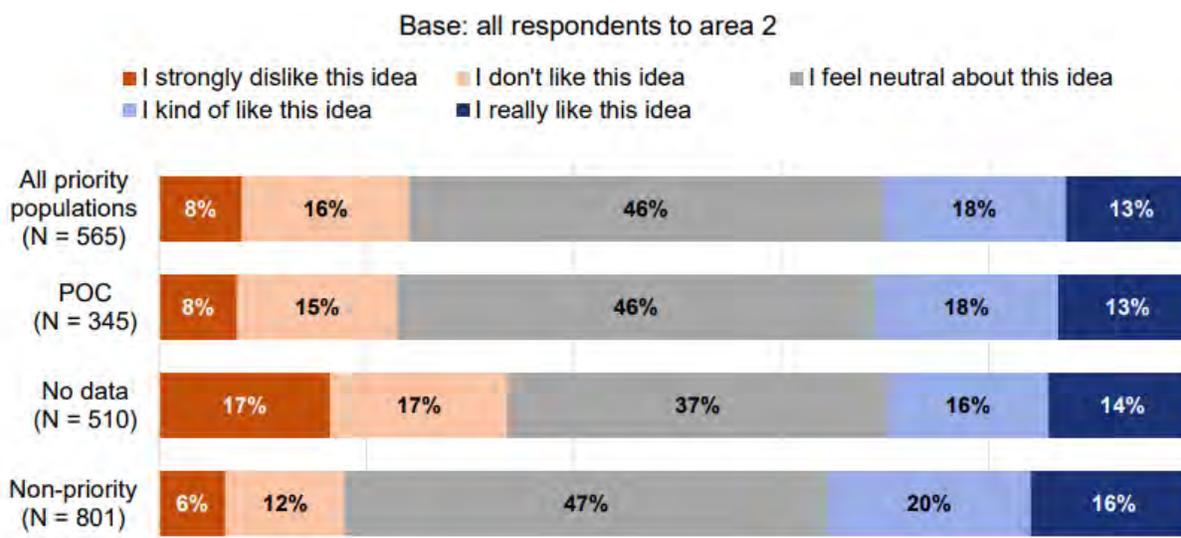
Forty-two percent of priority participants like the changes in **Area 1**. There was a roughly even split of priority respondents who were neutral about (32%) and dislike (28%) the idea. The top concern among both priority participants (58%) and non-priority

participants (60%) is that service will be less convenient. The second largest concern is longer travel time. This is a concern for both priority participants (38%) and non-priority participants (43%).

Priority population qualitative feedback highlight:

- “I’m very concerned about bus service to elementary schools. These plans are very driven by working commuters. Children who live within one mile of their elementary school do not get yellow bus service. Many people, like me, take my kids to school on Metro to View Ridge Elementary and continue on to work. Reducing public service to public schools is concerning and will make a terrible impact on youth. I don’t know how I’m going to get my kids to school and then get to work by relying on the 65 and/or 79 and then the light rails. This does not serve the public at all. I’d like to be reassured that buses will route to elementary schools. I also believe that public schools should have their fare waived if metro is the only option for them. One mile away is a very large distance. Too much risk to make little elementary school kids walk to school.”

Area 2. “How do you feel about this idea?”



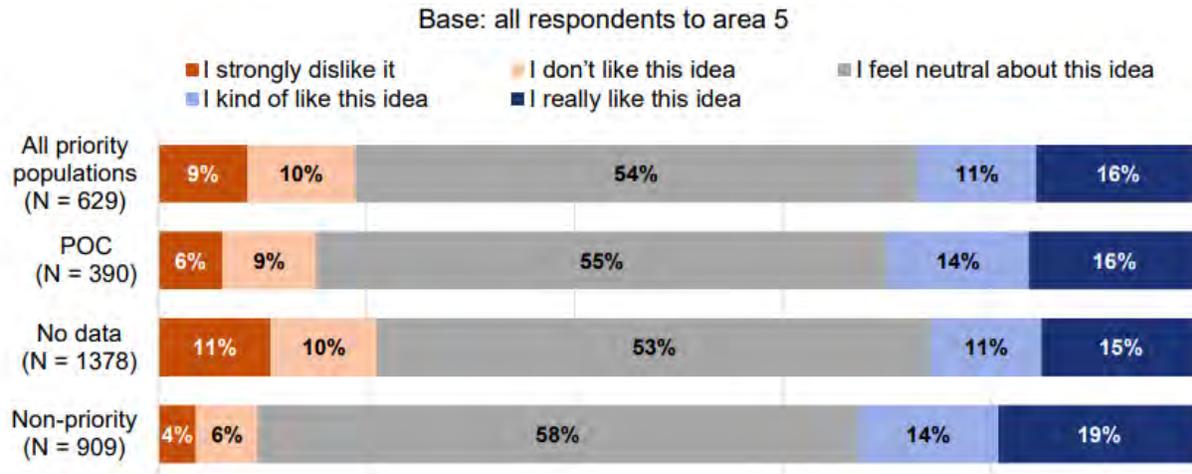
*Priority population = Community of color, low-income, and/or have a disability.

Most priority respondents (46%) were neutral about the changes for **Area 2**. Thirty-one percent liked the idea and 24% disliked it. The top three concerns for the priority participants were less convenient service (70%), the lack of transit in the area (49%), and longer travel times (37%). These are also the top three concerns for non-priority participants.

Priority population qualitative feedback highlight:

- “I’m concerned about service in Wallingford along Route 26 that goes toward downtown. The 26 provides service to areas in between Route 62 (and also faster service to downtown) and routes in the U District.”

Area 5. “How do you feel about this idea?”

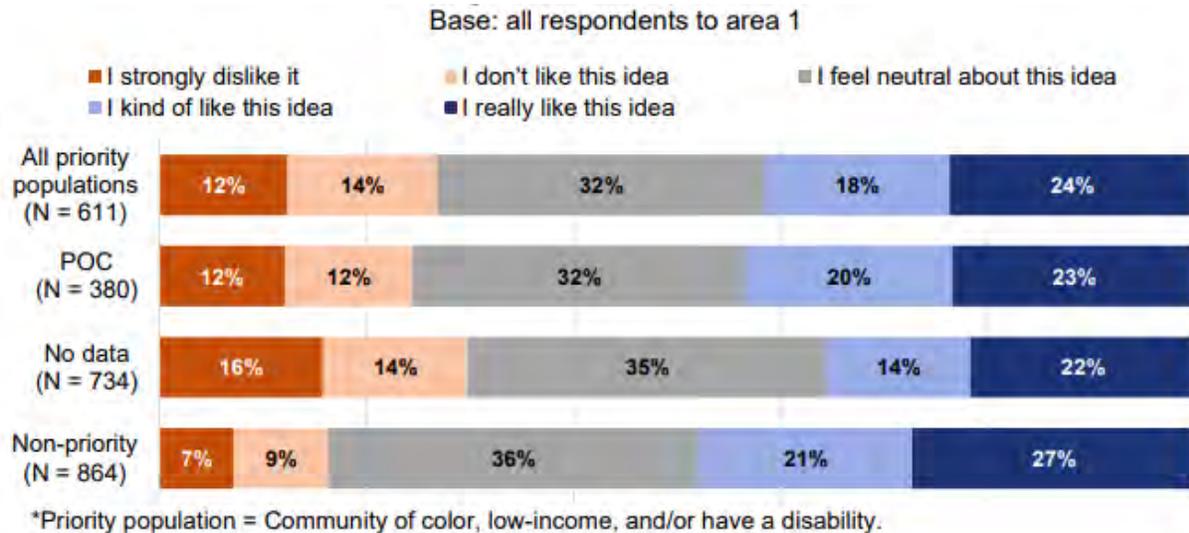


*Priority population = Community of color, low-income, and/or have a disability.

Most priority respondents (54%) were neutral about the changes for **Area 5**. 27% liked the idea and 19% disliked it. The top concern for priority participants is a 46% tie between longer travel times and less convenient service, yet 21% said that they think service will be more convenient.

U-District / Green Lake / Wallingford / Fremont (areas 1 & 2)

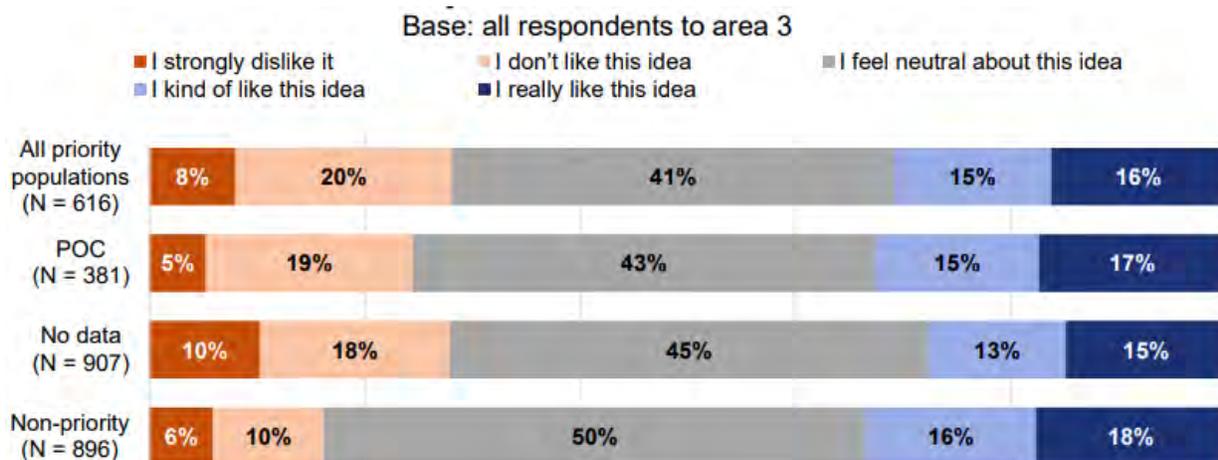
Area 1. “How do you feel about this idea?”



Forty-two percent of priority participants like the changes in **Area 1**. There was a roughly even split of priority respondents who were neutral about (32%) and dislike (28%) the idea. The top concern among both priority participants (58%) and non-priority participants (60%) is that service will be less convenient. The second largest concern is longer travel time. This is a concern for both priority participants (38%) and non-priority participants (43%).

Northgate / Shoreline / First Hill & South Lake Union (areas 3 & 4)

Area 3. “How do you feel about this idea?”

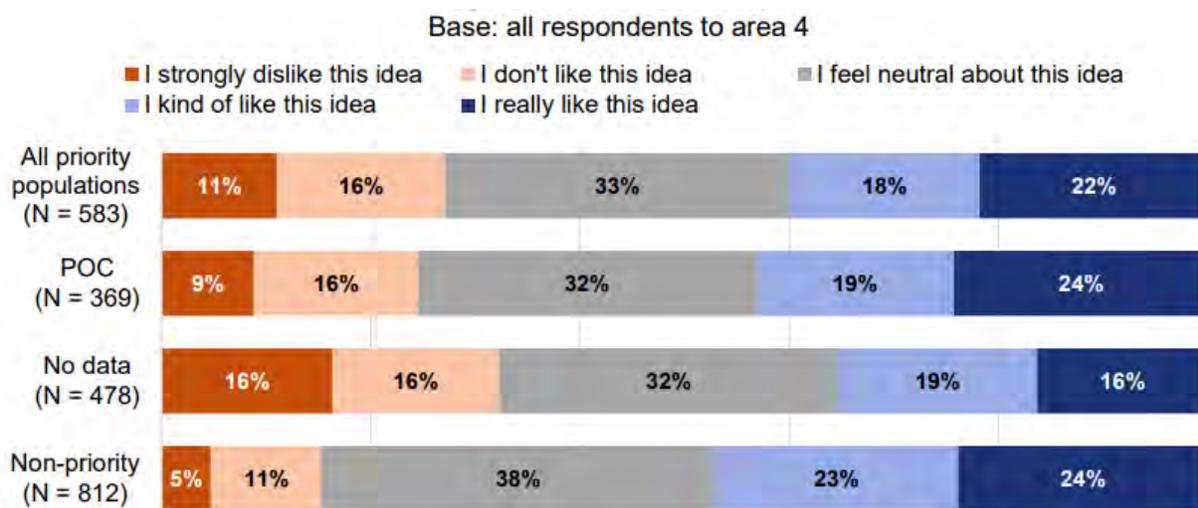


Forty-one percent of priority participants felt neutral about the changes in **Area 3**. There was a roughly even split of priority respondents who dislike (28%) and like (31%) the idea. Priority participants were most concerned about lack of convenient service (54%), lack of transit/proposed extend transit (38%), and longer travel times (37%).

Priority population qualitative feedback highlight:

- “I love the little tweak to the 40's route, to meet the other Northgate Way routes at 5th. It's such a small thing but it should make a big difference to east-west connections. The 61 is pretty sweet too.”

Area 4. “How do you feel about this idea?”



Priority population responses were mixed and somewhat positive about the changes for Area 4. 40% liked the idea, 33% were neutral, and 27% disliked it. The top concerns for priority participants are longer travel times (42%), less convenient service (38%), and transferring (25%).

Neighborhood Council presentations

In addition to briefing and having dialogue with city staff from Shoreline, Bothell, Kenmore, and Lake Forest Park, Metro staff attended eleven neighborhood councils around north Seattle to inform neighborhood community leaders about the project, learn more about their transit needs and priorities, and listen to how they feel about the first proposal of the transit network. They are listed below.

Neighborhood Group	Concerns	Priorities/Positive feedback
Greenwood	Fare payment inconsistencies, transit education, transfers and connections, and transfer environment especially for riders with mobility needs.	Direct connection to Northgate that opens up more connections to other parts of the county including downtown Seattle and SeaTac Airport, improved east-west

		connections, improved bus service to job centers and hospitals
Haller Lake	<ul style="list-style-type: none"> The connection to Northgate Station on routes 345 and 346 will not be as direct as possible due to traveling by North Seattle College. East-west service along N 130th St. 	Improved frequency to Northgate Station during peak periods to make connecting to Link light rail
Cedar Park	Transfers for those with mobility needs	New route 61 – easier to travel west of I-5
Matthews Beach	<ul style="list-style-type: none"> Transit connections to Northgate are indirect due to having to travel through Lake City. Loss of connection to the center of the UW Campus and the UW Medical Center. 	Connections to Link light rail will make traveling to south County a lot easier
Meadowbrook	<ul style="list-style-type: none"> There is no direct connection to Northgate from the middle of the Meadowbrook community. Outside of peak periods, the only direct connection to Link from 35th Ave NE is in the U. District and not at Roosevelt or Northgate. 	<ul style="list-style-type: none"> New route 61 – easier to travel west of I-5 Improved frequency on Route 522 allows riders to connect to Link light rail and get to downtown Seattle more easily.
Victory Heights	Canceled due to COVID	
Laurelhurst	Canceled due to COVID	
Maple Leaf	Canceled due to COVID	
Northeast District Council	Canceled due to COVID	
Northgate	Canceled due to COVID	
University District	Canceled due to COVID	

University of Washington Transit Open House

The University of Washington Seattle provided a venue and marketing for a transit open house on March 4, 2020 to inform the neighborhood and university community (students, staff, faculty) of the proposed changes and engage directly with the public.



How we responded to Phase 2 feedback in Phase 3

The themes below are based on the community feedback we heard in phase two that helped shape the revisions for the proposed revisions for phase three.

Key Theme	Examples of Proposed Changes in Phase 3
Transfers should be between frequent services where possible, especially during midday, night, and weekends	Increased span of service on Route 74; Weekend service added on Route 31; Revised connection of Route 75 between Northgate Station and Lake City; improved frequency on Shoreline local routes
Improve transit connections to/from major community assets and important destinations (Urban Centers, Hospitals, Universities, etc.)	New Routes 322 and 361 connecting First Hill and SLU, Routes 31 & 32 extension to Seattle Children's Hospital
Provide fast and reliable bus connections to Link light rail so travel times are better than or similar to what's experienced today	Connecting Routes 301 and 304 to Northgate Station
Improve east-west and crosstown connections	Routes 31 & 32 extension to Seattle Children's Hospital, Route 74 and New Route 79 in NE Seattle
Provide reliable service all-day and especially during the busiest times of day	Connecting SR522 service to Link for improved travel time reliability
Provide transit connections that are safe, convenient, and easy to understand for all riders	Improved connections at U-District Station via NE 43rd St

(See Exhibit B for a complete list of partners engaged in Phase 2.)

Phase 3 Engagement

Project Phase: Final Service Network

Outreach Phase: Refine Service Network Concept

September 2020 – November 2020

Address any unresolved issues and unanswered questions

In phase three of engagement, the community was invited to review and provide feedback on a proposed network for the project area. In addition, the community had the opportunity to amplify community concerns and interests to Metro. Based on feedback about the engagement process itself from phase two, during phase three, Metro engaged with community members at existing community events, provided translated materials at outreach events and online, and continued to build relationships with CBOs. The goals of the engagement in phase three were to:

- Reflect on outcomes and feedback from Phase 2 engagement.
- Present updated concepts.
- Explain how designs evolved and what influenced the updated concepts.
- Discuss solutions to concerns posed by community members and address perceived negative outcomes.
- Seek feedback to further refine and optimize concepts.
- Identify opportunities for further changes that would improve the proposal or mitigate negative impacts prior to finalizing the preferred concept.

Community & Stakeholder Engagement Activities

- Reconvened Partner Review Board meeting with local jurisdictions, major institutions, and community organizations to review input from Mobility Board.
- Reflected on outcomes and feedback from Phase I engagement.
- Developed a plan for targeted, equitable engagement in Phase II to seek feedback to further refine and optimize concepts.
- Explained how designs evolved and what influenced the updated concepts.
- Developed and distributed a survey to further refine priorities or needs.
- Checked in with Mobility Board members. At the conclusion of this phase, review and finalize the draft service network with the Mobility Board.

Equity

- Developed concept based on input from equity-focused outreach on needs and priorities.

- Conducted equity analysis of draft network.
- Revised outreach and engagement strategy based on community feedback.

Government Relations

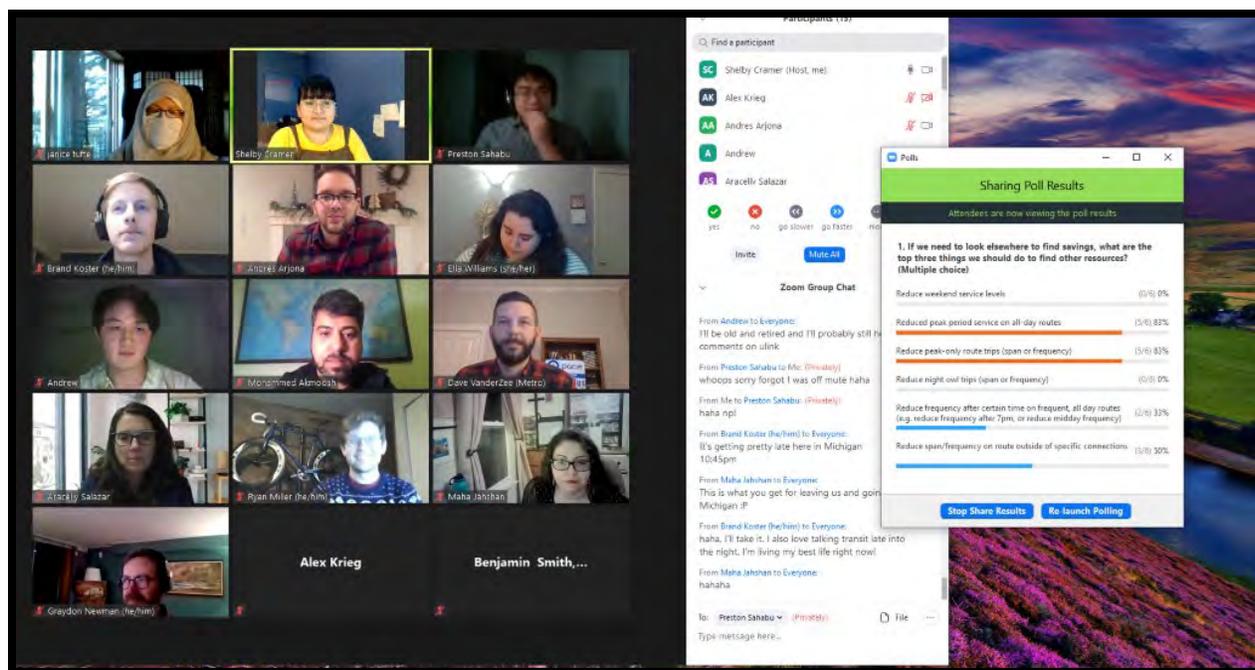
- As needed, provided project briefings and updates at local jurisdiction councils.
- Brought the draft service network to local jurisdictions for comments and review.

How we listened to community

Mobility Board

Metro convened the Mobility Board virtually on August 5, 2020 and December 17, 2020. In these meetings, staff:

- Shared Metro’s final proposed network for the Fall 2021 service change with the Mobility Board.
- Documented feedback from the Mobility Board on the proposed set of changes.
- Discussed unresolved issues: proposed changes to the Route 26 and the Route 61.
- Shared next steps and process leading toward King County Council for review and approval.
- Discussed opportunities for Mobility Board members to stay involved and informed.



Partner Review Board

Metro convened the Partner Review Board virtually on September 3, 2020 and January 12, 2021. In these meetings, participants:

- Reviewed the final network proposal based on Mobility Board recommendations.
- Prepared for the next steps in finalizing the proposal and bringing it to the King County Council for review and approval.
- Provided input on possible speed & reliability and access to transit projects, and ideas for the project’s Implementation Outreach and Communications Plan.
- Reflected on the process and shared feedback to inform future Partner Review Boards.

Virtual Town Hall

The North Link team partnered with Councilmember Dembowski, Councilmember Zahilay, and Councilmember Kohl-Welles to host a transit-focused town hall that discussed the North Link Connections project. Over 1,000 multilingual mailers were sent out to inform residents of north King County and the Councilmembers’ districts about the event, and over 600 people attended. There was live English closed captioning, and translation and interpretation were offered in seven languages: Arabic, Amharic, traditional Chinese, Korean, Russian, Spanish, and English.

دار البلدية الافتراضية

14 أكتوبر الساعة 6:00 مساءً

هناك ثلاث محطات للسكك الحديدية الخفيفة ستأتي إلى بفرصة لتحسين Metro شمال سياتل العام القادم وستتمتع في Metro وترغب King County جودة انتقالك في شمال سماع تعقيباتك على شبكة النقل العام للاستمرار في تحسين أثناء Metro النقل في منطقتنا. سنناقش أيضًا كيف تتأقلم جائحة كوفيد-19.



Councilmember
Girmay Zahilay



Councilmember
Rod Dembowski



Councilmember
Jeanne Kohl-Welles



وسيشمل خدمات الترجمة الفورية Zoom سينعقد اجتماع دار البلدية عبر

가상 타운홀

10월 14일 저녁 6시

내년 북부 시애틀까지 새로운 경전철 정차역이 3곳 추가 되면서, Metro는 King County 북부로의 이동을 개선할 수 있게 되었습니다. Metro는 지역의 대중교통을 지속적으로 개선하기 위해 대중교통 네트워크에 대한 귀하의 피드백을 듣고자 합니다. 또한, Metro가 COVID-19 팬데믹에 어떻게 적응할 것인지에 대해서도 논의할 예정입니다.



Councilmember
Girmay Zahilay



Councilmember
Rod Dembowski



Councilmember
Jeanne Kohl-Welles



타운홀 논의는 Zoom을 통해 진행되며 통역 서비스도 제공됩니다.

General Public

There were 2,635 respondents of the final North Link Connection Mobility Project survey, 759 of whom identified as being in one or more of the priority populations.

Forty five percent regularly ride Link light rail, 30% Route 41, 20% Route 40, and 20% Sound Transit Route 522. (Respondents were able to mark more than one route they regularly ride.)

Priority populations include those who identify as Black, Indigenous, or a Person of Color; as disabled or having a disability; having a household income of less than

\$75,000 per year; primarily speaking an language other than English; and/or those who are experiencing homelessness or are unhoused.

When considering taking transit, the features most important to riders who identified being part of a priority population ranked between 1 and 5, with 1 being the most important and 5 being the least important, are charted below.

Ranked prioritization of transit features



Image text: 89% Frequent Service, rank 2.09; 84% Close to my home or other destination, rank 2.35; 85% Fewest transfers, rank 2.71; 79% Travel times, rank 2.75; 71% Cost, rank 4.59

For all survey respondents, the only difference in this question was the travel time was more important than the number of transfers a person might have to take to get to their destination (ranking of 2.65 for travel time and 2.70 for fewest transfers).

Additionally, for respondents who identified as disabled or having a disability (n=132), frequent service was still the highest ranked feature of transit (rank 2.14, 91% of respondents chose this as their top priority of the features listed).

Due to the number of routes and changes being proposed in this final iteration of the north King County Metro transit network, the survey and much of the other engagement was divided into geographies. Accordingly, the following highlights are separated into geographies.

Shoreline/north Seattle peak

Fifty-seven percent of those within a priority population who provided feedback for this geography (n=311) agreed that changes proposed for the Shoreline/north Seattle peak service does provide fast and reliable bus connections to Link so that travel times are

better than or similar to what is experienced today (pre-COVID), and 30% supported the changes proposed to the routes 16 and 373 (n=234). Another third (32%) of the respondents did not support the changes to the route 16 because it removes the direct connection between the University District and Greenwood Avenue North. This does align with how fewer transfers are prioritized above travel time for priority populations.

Shoreline local service

For Shoreline local service, respondents within a priority population indicated that they support the changes to the Route 40 (59%) whereas 53% of all survey respondents indicated they support the changes to the Route 40. Forty percent of those priority population respondents (n=202) support the change to the route 40 because they value the travel time to get to Northgate Station in order to make other connections either to Link light rail or to other fixed route options. For all survey respondents who answered questions for this geography (n=447), they supported the change for the same reason.

Many comments related to this topic also shared their desire for increased frequency which corresponds to overall transit priorities: “More frequency would help because it takes so long to get from Shoreline to Northgate. Sometimes it’s 30 minutes and that’s just too long with all of the stops.”

While more than half of the respondents within a priority population supported the changes to the route 40, slightly more thought the route could be further improved. Below is a table of the routes within this geography (Shoreline local service) that respondents thought could be further improved. (Note: respondents could select more than one route that should be improved.)

Routes in the Shoreline local service that could still be improved



image text: 60% indicated the route 40 can still be improved, 28% the route 347, 25% the route 348, 25% the route 345, 23% the route 346, 13% the route 330, 12% the route 63, 12% the route 331

SR-522, Kenmore, Bothell, Lake Forest Park, Lake City

For this area, 65% of respondents within a priority population (n=418) indicated no opinion on the removal of the Route 61 from the Phase 3 network due to maintaining Route 45 to Loyal Heights. Eight percent did not support this change. These data align with those from all survey respondents (66%, 7% respectively) with an n of 963. While the majority of all survey respondents indicated no opinion on this change, there was disappointment from several Mobility Board members when the removal of the Route 61 was presented to them. Many did concede that the Route 45 continuing to Loyal Heights was an acceptable compromise.

The replacement of the Route 41 between Northgate Transit Center (NTC) and downtown Seattle with Link light rail was a consistent topic of tension throughout the project. As the project went on, however, familiarity and tolerance of the idea of transferring to Link light rail to get to/from downtown Seattle from/to Northgate Transit Center grew among the public. In interactions between Metro staff and members of the public at the start of engagement, many were vocal about their dependence on the Route 41 and insistence that its path from NTC to downtown Seattle be maintained. In the final phase of engagement, support of and indifference to the replacement grew. Of those respondents within a priority population (n=466) 69% indicated support or

indifference to this change. Support was due to the proposed change in the Route 75’s pathway which would provide an all-day connection between Lake City and Northgate Station.

While there is significant support for the proposed changes in this area for Routes 41, 312, and ST 522, respondents also indicated the need for further improvement. Below is the breakdown for priority population respondents.

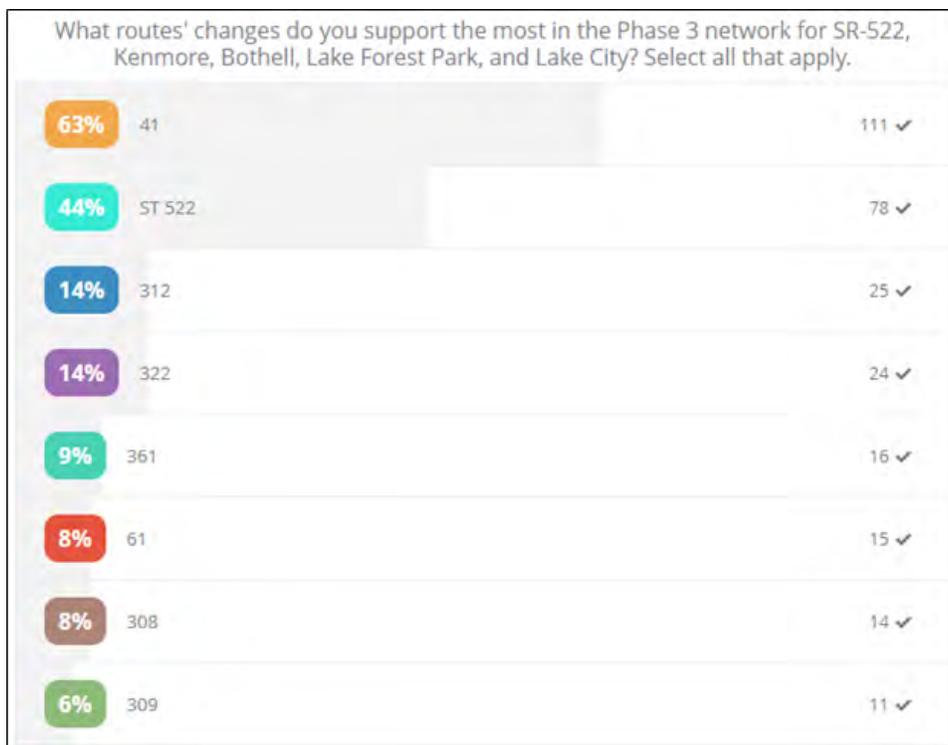


Image text: Chart title says “What routes’ changes do you support the most in the Phase 3 network for SR-522, Kenmore, Bothell, Lake Forest Park, and Lake City? Select all that apply.” Sixty-three percent indicated the Route 41, 44% ST 522, 14% Route 312, 14% Route 322, 9% Route 361, 8% Route 61, 8% Route 308, and 6% Route 309.

Northeast Seattle, Wedgwood, Sand Point

For this area, the Phase 2 network included a shift of the Route 62 in the Tangletown area of Wallingford. The Phase 3 proposal was to reverse that change due to changes needed to pavement conditions along portions of N/NE 56th St and NE 65th St. Fifty-six percent of priority population respondents (n=470) and 59% of all respondents had no opinion on this change.

Another shift back to its existing pathway in this area was for the Route 67 and its through-route partner, Route 65. Eighty-three percent of priority population respondents indicated that they either support this change to the Routes 67 and 65 or they indicated no opinion.

In this area, 45% of priority population respondents supported the changes proposed to the Route 75, 33% the Route 62, and 30% the Route 65 (respondents were able to select more than one route). Frequencies for many routes was still unknown at the time of this survey, so many comments related to routing like, “Less milk run roads to take.”

There were some respondents who did share their needs regarding frequency as well as , like, “Please run these buses more often during midday. Routing is good, but they don’t run often enough” and “Higher frequency during work week as 62 touches upon a lot of white-collar neighborhoods. I am in favor of eliminating the connections to View Ridge as a trade-off.”

U-District, Wallingford, Green Lake

Community feedback gathered during Phase 2 indicated little support for the proposed Routes 23 and 25. In response to this feedback, the Phase 3 network proposal removed Routes 23 and 25 and replaced with a revised Route 26 which serves Northgate, Green Lake, Tangletown, and U-District Station. Twenty-seven percent of the 448 priority population respondents supported this amendment and 47% had no opinion.

A comment in support of this change to the Route 26: “I live right next to a 26 stop and have to go to UW everyday for work, as well as the train when I need to go downtown or to the airport, so I very much support this change.”

A comment opposed to the revised Route 26: “I very much oppose changing 26 not connecting with Aurora and then downtown. It serves via a stop on Aurora the Seattle Center with all its theaters and also the hockey arena.”

In Phase 2 there was also concern about the removal of Routes 31, 32, and 75 from Stevens Way NE in the University of Washington campus. In response to this feedback, Phase 3 proposed to disconnect the Routes 31 and 32 from the Route 75, so the Route 75 could connect with the Route 45 and travel through campus. Seventy-five percent of respondents within a priority population (n=380) indicated support of this change or no opinion.

Though the majority of all respondents indicated either support for or indifference to all of the proposed changes within this area, many of the comments for this area related to traffic implications of the transit changes, travel time for commuters, neighborhood transit, and the transfer experience. The following are a sample of comments:

“Buses still get stuck in traffic despite the minor changes”

“Neighborhood connectivity is more important than connecting to the link stations!”

“Still an issue with the non-improvement in transit ride times from Wallingford to South Lake Union.”

“Increase bus capacity and number of buses serving this route. Pre-pandemic it was always super busy and packed and often skipped pick-ups due to overcrowded buses on the route. During the pandemic it is still busy.”

“I include walking time in total transit time. Metro's estimated walking times are appropriate for fairly good walkers, but I often can't go this quickly. I'm not so disabled that Access is an appropriate option for me. I can't see how transferring from the 26 to light rail to another bus line to get to Belltown is going to be faster or more convenient than the current route.”

Exhibits

A. Surveys

Full survey questions and results are available upon request as a .CSV file

B. Community Partners

Stakeholder list

Organization	Populations Served
Immigrant/Refugee/PoC (People of Color)/Seniors	
Literacy Source (Partner Review Board)	English Language Learners (ELL)/Immigrant/Refugee
Interim CDA	Seniors/PoC/Immigrant/Refugee/Low-income
ACRS	Seniors/PoC/Immigrant/Refugee/Low-income
International Community Health Services (ICHS)	Seniors/PoC/Immigrant/Refugee/Low-income
United Indians of All Tribes Foundation	Seniors/Native/American Indian
Immigrant and Refugee Comm - King County	ELL/Immigrant/Refugee
Immigrant and Refugee Comm - City of Seattle (Partner Review Board)	ELL/Immigrant/Refugee
Eritrean Cultural Civic Center	East African
Washington Immigrant Solidarity Network	ELL/Immigrant/Refugee
African Women Business Alliance	African Women
Arab Center of Washington	Middle Eastern
Immigrant Families Advocacy Project (UW)	ELL/Immigrant/Refugee
Korean Community Service Center	ELL/Immigrant/Refugee
Muslim Community Resource Center & Muslim Housing Services	General
Iraqi Community Center of Seattle	Middle Eastern
UW Asian/Pacific American Law Student Association	Asian Pacific Islander
Somali Health Board	Somali Community
UW Chinese American Law Students Association	Asian Pacific Islander
Aljoya Senior Living in Thornton Place (North Seattle)	Seniors in North Seattle
Shoreline Lake Forest Park Senior Center	Seniors in Shoreline/Lake Forest Park
Hope Eritrean Social Services	East African
Indians in Seattle Group (Bothell, Kenmore, Seattle)	South Asian
Places of Worship	
Indonesian Presbyterian Church	Indonesian Community
Seattle Mennonite Church	General
Bethel Ethiopian Church of Seattle	East African
Lake Forest Park Presbyterian Church	Lake Forest Community
University Lutheran Church	General
Idris Mosque	Muslim Community in North King County
Muslim Association of Puget Sound (MAPS)	Muslim Community in East King County
St Matthew Parish (Roosevelt Latinx Church)	Latinx Population
Intercommunity Peace & Justice Center	General/Latinx Community
Seattle Onnuri Church	Korean community in Lake Forest Park
St Mary's Coptic Orthodox Church & St George's Coptic Orthodox Church	Egyptian and East African communities
Prince o Peace Church, Bethell Lutheran Church, Shoreline United	Shoreline Community
Kenmore Bothell Interfaith Group <ul style="list-style-type: none"> • Bahai of Snohomish County • Bothell United Methodist church 	Kenmore and Bothell Communities

<ul style="list-style-type: none"> • Catacomb Churches • Christian Family Fellowship • Church of Jesus Christ Latter Day saints • Emmanuel Presbyterian Church • First Church of Christ • First Lutheran Church of Bothell • Islamic Center of Bothell • Northlake Lutheran Church • NorthShore Community Church • Sikh Centre of Seattle • St. Brendan Catholic Church) 	
General/Homelessness/LGBTQ+/Advocacy	
Puget Sound Sage	Transit Equity for Low-income/POC/General
Treehouse	Foster Youth- King County
Seattle GoodWill	King County/Snohomish
Transportation Choices Coalition	General
Solid Ground (Partner Review Board)	Low-income/POC
North Helpline	People experiencing homelessness/low-income
YouthCare	LGBTQIA+ youth/youth experiencing homelessness
Sound Generations	Senior services in King County
Wonderland Child & Family Generations	Special Needs Children Services (based in Shoreline)
Aurora Commons	General
Friends of Youth	Youth
Mary's Place North	Low-income/people experiencing homelessness
Northgate Tent Town	People experiencing homelessness
Children's Home Society	Children and Families
Roots Young Adult Shelter	Youth experiencing homelessness
Lutheran Community Services NW	Low income/Immigrant/Refugee
Community Psychiatric Clinic	Low income/mental health
Catholic Community Services NW	Low income/Immigrant/Refugee
Hopelink/North King County Mobility Coalition	Seniors/disability community/low-income
Outdoors for All	General
Urban Hands	General
Low Income Housing Alliance	Low Income
Mom's Rising	Mothers and Children
Abused Deaf Women's Advocacy Services	Survivors/disability community
WorkSource North Seattle	General
Sierra Club (Partner Review Board Member)	North King County
U District Partnership (Partner Review Board Member)	U District
ReVisioning Northgate	Northgate
Senior Centers <ul style="list-style-type: none"> • Lake Forest Park • Montlake Terrace • Edmonds • NorthShore • Shoreline • Kenmore 	Seniors in North King County

• Bothell	
AARP Seattle Chapter	Seniors
Compass Housing/King County Housing Authority	Shoreline
Sierra Club	Greater Seattle area
North Urban Human Services Alliance (NUHSA)	Social and health services in North King County
Neighborhood Groups/Advisory Boards	
King County Transit Advisory Commission	Transit riders in King County
Lake City Neighborhood, Alliance, Lake City Collective, Lake City Community Center, Build Lake City Community Center	Lake City Neighborhood
Seattle Transportation Advisory Board	Transit riders in Seattle
Northgate Community Center and Neighborhood Council	Northgate Neighborhood
Ukrainian Association, Indian Association, Prince of Peace	Shoreline
Mercer Corridor Stakeholder Group	South Lake Union
D5 Stakeholder Neighborhood Group	D5 Neighborhood Group
Facebook: POC Shoreline Group & Bothell Community Group	Shoreline and Bothell Neighborhoods
Northwest District Council	Northwest Seattle
Greenwood Neighborhood Council	Greenwood Neighborhood
Northeast District Council	Northeast Seattle
Squire Park Neighborhood Council	Central Seattle Neighborhood
Laurelhurst Neighborhood Council	Laurelhurst Neighborhood
Maple Leaf Neighborhood Council	Maple Leaf Neighborhood
Roosevelt Neighborhood Council	Roosevelt Neighborhood
Fremont Community Council	Fremont Neighborhood
Greenways Group	General Seattle
U District Neighborhood Council	U District Neighborhood
Pinehurst Neighborhood Council	Pinehurst Neighborhood
Haller Lake Neighborhood Council	Haller Lake Neighborhood
Unions	
SEIU 925	UW service workers, Admin workers
SEIU 1199	UW healthcare
Teamsters	General
WFSE	Classified Workers at North Seattle College
SEIU 775	Health Care Workers
Institutions	
Shoreline Community College	Shoreline
North Seattle College	North Seattle
UW Bothell/Cascadia College (Student Engagement & Activities) (Partner Review Board)	Bothell and East King County
UW Seattle (LGBTQ Center, Office of Minority Affairs, Women’s Center, GEAR UP program) (Partner Review Board)	General
Schools Districts (Seattle, Northshore, Shoreline, Lake Washington)	Varies
King County Libraries & Seattle Libraries	Varies

Seattle Housing Authority & King County Housing Authority	Varies
Major Employers	
Seattle Children's Hospital (Partner Review Board Member)	North Seattle/General
Amazon	General Seattle Area
Microsoft	East King County/General
Boeing	General Puget Sound Region
Government Agencies	
Seattle Department of Transportation (Partner Review Board)	Seattle
Sound Transit (Partner Review Board)	General Puget Sound Region
Community Transit (Partner Review Board)	Snohomish County
City of Shoreline (Partner Review Board)	Shoreline
City of Bothell (Partner Review Board)	Bothell
City of Lake Forest Park (Partner Review Board)	Lake Forest Park
City of Kenmore (Partner Review Board)	Kenmore
Port of Seattle (Partner Review Board)	General King County

Mobility Board Community & Stakeholder Engagement

Mobility Board members during each phase of the project engaged with their local communities. This included hosting 1-1 sessions to explain proposal, share the survey and project materials with community members. In phases one and two some of the community members tabled at local events as well.

Community-Based Organization (CBOs) Partnerships

Metro contracted with two local CBOs to host listening sessions/focus groups in their communities to communicate changes and ask for feedback on service concepts. The CBOs convened focus groups and conducted in-person surveys in the beginning of Phase 2. The CBO contacts also planned further in-person engagement activities like focus groups, community conversations, and surveys to gather feedback on the Phase 3 network; however, halfway through Phase 2 engagement, there were County- and state-wide gathering restrictions due to the COVID-19 pandemic and CBOs halted non-essential in-person interactions.

Metro contracted with:

- Hopelink serving North King County low-income and immigrant populations
- U District Food Bank serving low-income populations and people experiencing homelessness

Reports created and data collected by Hopelink and the University District Food Bank are available upon request.

Community Meetings and Events

Metro Bus Operators

- North Base Focus Group and Tabling at Base
- Ryerson Base Tabling at Base

General Public/Community Groups

- North King County Mobility Coalition
- King County Transit Advisory Commission
- Seattle Transit Advisory Board
- Iraqi Community Center of Washington
- Literacy Source Maple Leaf Neighborhood Council
- Seattle Transit Advisory Board
- Haller Lake Neighborhood Council
- NE Seattle Neighborhood Council
- D5 Community Meeting
- Greenwood Neighborhood Council
- Pinehurst Neighborhood Council
- Laurelhurst Neighborhood Council
- Green Lake Neighborhood Council
- Roosevelt Neighborhood Council
- Victory Heights Neighborhood Council
- Revitalizing Northgate
- Aljoia Community
- Lake City Neighborhood Council
- Greenways Community Group
- Mercer Corridor Group
- Squire Park Neighborhood Council
- Fremont Neighborhood Council
- East Lake City Collaborative
- City of Seattle Immigrant and Refugee Commission
- King County Immigrant and Refugee Commission
- Korean Community Service Center
- Coptic Orthodox Community in Washington State
- Lake City Neighborhood Alliance
- Denise Louise Education Center
- ACRS
- Community Psychiatric Clinic

Stakeholder Group Meetings and Presentations

- U District Partnership Board Meetings
- UW Seattle Transportation Committee Meeting

- UW Transportation Open House
- Virtual Open House for UW Community
- Lunch & Learn with Seattle Children’s Staff
- Seattle Children’s Staff Meetings
- UW Bothell/Cascadia Staff Presentation
- University District Food Bank
- Shoreline Community College
- Seattle Colleges Virtual Open House for Shoreline Community College
- Virtual Open House for Shoreline Neighborhoods with City of Shoreline

Jurisdictional and Council Meetings and Presentations

- King County Councilmember Dembowski
- King County Councilmember Kohl-Welles
- King County Councilmember Zahilay
- King County Councilmember Balducci
- King County Councilmember Upthegrove
- King County Councilmember McDermott
- King County Councilmember Lambert
- King County Central Staff Meetings
- City of Seattle Councilmember Strauss
- City of Seattle Councilmember Juarez
- City of Seattle Councilmember Pederson
- City of Seattle Councilmember Lewis
- SDOT, WSDOT, ST, CT Coordination Meetings
- City of Bothell
- City of Kenmore
- City of Lake Forest Park
- City of Shoreline
- Port of Seattle

Tabling Events and Public Meetings

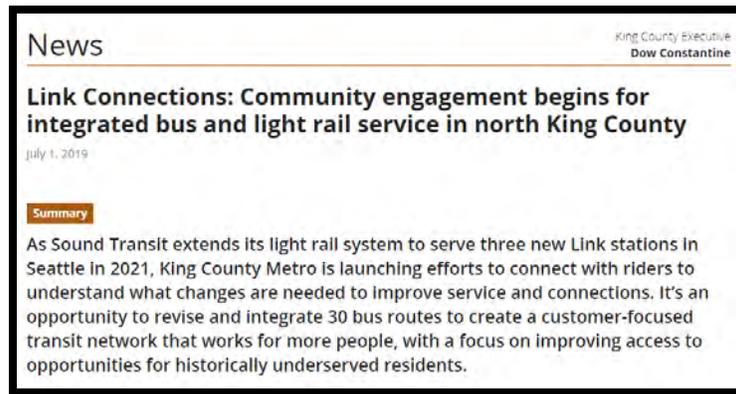
- LGBTQ+ North Seattle Housing Fair
- Maple Leaf Summer Social
- Arab Festival of Seattle Picnic
- Seattle Arab Festival
- Celebrate Shoreline
- Magnuson Community Resource Fair
- Lake City Farmers Market
- Lake City Community Senior Meal
- University District Farmers Market
- SDOT Open House for 43rd Street Electrification
- Street teaming at Bus stops

- Virtual Town Hall with CM Dembowski, Kohl-Welles, and Zahilay
- Virtual Open House for Northgate Station
- Virtual Open House for Roosevelt Station
- Virtual Open House for U District Station

C. Sample Notifications by Phase

Phase 1

Media Release and Briefing



Social Media

- 7/1/2019 - Twitter - Executive Constantine



- 7/2/2019 – Twitter



Impressions: 9,981
Engagements: 170
Link clicks: 24

- 7/12/2019 – Twitter

 King County Metro @kcmetrobus

Join us 11am-3pm Saturday July 13 at the LGBTQ+ North Seattle Housing Fair. We're available to listen & learn from the community for #bus2Link & North Link Connections project. w/ LGBTQ @Allyship at Maple Leaf Lutheran Church. FB Event: facebook.com/events/6393627... #LGBTQNorthSeattle



4:13 PM · Jul 12, 2019 · Twitter Web App

View Tweet activity

2 Retweets 4 Likes

Impressions: 5,392
Engagements: 96
Link clicks: 3

Rack card

<p style="text-align: center;">التغيير قادم، نحتاج إلى مساعدتك!</p> <p style="text-align: center;">ثلاث محطات سنك حديد خفيفة في الطريق للتشغيل وستتمتع Metro بفرصة تحسين جودة انتقالك في شمال مقاطعة King</p> <p style="text-align: center;">المدن المشمولة: Bothell، Kenmore و Lake Woodinville و Shoreline و Seattle و Forest Park</p> <p style="text-align: center;">الطرق المتأثرة:</p> <p style="text-align: center;">26, 31, 32, 41, 45, 62, 63, 64, 65, 67, 71, 73, 74, 75, 76, 77, 78, 301, 303, 304, 308, 312, 316, 330, 345, 346, 347, 348, 355, 372, 373</p> <div style="border: 1px solid black; padding: 5px; margin: 10px 0;"> <ul style="list-style-type: none"> • تعقد شركة Metro مناقشات مع المنظمات حول احتياجات النقل صيف 2019 • وستساعد المنظمات شركة Metro في اتخاذ القرارات في خريف 2019 • وإنجاز الخطط في ربيع 2020 • ودخول التغييرات حيز التنفيذ في 2021 </div> <p style="text-align: center;">لمزيد من المعلومات يُرجى الاتصال بـ</p> <p style="text-align: center;">Maha Jahshan mjahshan@kingcounty.gov; 206-263-2456</p> <p style="text-align: center;">Shelby Cramer scramer@kingcounty.gov; 206-263-1109</p> <p style="text-align: center;">www.kingcounty.gov/metro/northlink</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>	<p style="text-align: center;">Change is Coming & We Need Your Help!</p> <p style="text-align: center;">There are three new light rail stations coming and Metro has the opportunity to improve how you travel in north King County</p> <p style="text-align: center;">Cities involved: Bothell, Kenmore, Lake Forest Park, Seattle, Shoreline, and Woodinville</p> <p style="text-align: center;">Affected routes: 26, 31, 32, 41, 45, 62, 63, 64, 65, 67, 71, 73, 74, 75, 76, 77, 78, 301, 303, 304, 308, 309, 312, 316, 330, 345, 346, 347, 348, 355, 372, 373</p> <div style="margin: 10px 0;"> <p>Summer 2019: Metro talks with communities about transit needs.</p> <p>Fall 2019: Communities will help Metro make decisions</p> <p>Spring 2020: Finalize plans</p> <p>2021: Changes take effect</p> </div> <p style="text-align: center;">For more information, please contact</p> <p style="text-align: center;">Maha Jahshan mjahshan@kingcounty.gov; 206-263-2456</p> <p style="text-align: center;">Shelby Cramer scramer@kingcounty.gov; 206-263-1109</p> <p style="text-align: center;">www.kingcounty.gov/metro/northlink</p> <div style="display: flex; justify-content: space-around; align-items: center;">   </div>
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Phase 2

Media Release and Briefing

Department of Transportation

Transportation news

Link Connections: Proposals for bus and light rail integration in north King County driven by community guidance

January 22, 2020

Summary

As Sound Transit extends its light rail system to serve three new Link stations in 2021 (U District, Roosevelt, and Northgate), King County Metro is releasing initial proposals for updating bus service to integrate with the new stations. These concepts were created with the help of a community-based Mobility Board, and broader public feedback on service needs and priorities.

Social Media

- 1/23/2020 - Twitter - Councilmember Kohl-Welles



- 1/22/2020 - Twitter

 **King County Metro**
@kcmetrobus

Link Connections: New proposals for bus & Link light rail integration in north King County were driven by community guidance

We want to hear what you think about proposed changes for three dozen routes

📄 Details and survey: kingcounty.gov/depts/transportation/

#Bus2Link 🚌 🔄 🚆 🚆 🚆 🔄 🚌



ALT

King County, WA and 2 others

4:21 PM · Jan 22, 2020 · Twitter Web App

||| View Tweet activity

8 Retweets 4 Quote Tweets 21 Likes

Impressions: 18,242
Engagements: 942
Link clicks: 459

- 1/27/2020 – Twitter

 **King County Metro** @kcmetrobus
Survey: Live in North Seattle, UDistrict, Shoreline, Bothell, Kenmore or Lake Forest Park? Ride these 🚌? 26, 31, 32, 40, 41, 44, 45, 48, 49, 62, 63, 64, 65, 67, 70, 71, 73, 74, 75, 76, 77, 78, 301, 303, 304, 308, 309, 312, 316, 345, 346, 347, 348, 355, 372, 373, ST 522
[#bus2link](#)

 **King County Metro** @kcmetrobus · Jan 22, 2020
Link Connections: New proposals for bus & Link light rail integration in north King County were driven by community guidance
We want to hear what you think about proposed changes for three dozen routes
[Details and survey: kingcounty.gov/depts/transportor...](#)
[#Bus2Link](#)



8:40 AM · Jan 27, 2020 · Twitter for iPhone

[View Tweet activity](#)

11 Retweets 18 Likes

Impressions: 19,664
Engagements: 69

Phase3

Media Release and Briefing

Transportation news Department of Transportation

Link Connections: Metro seeks feedback on future bus and Link light rail integration in north King County

September 10, 2020

Summary

King County Metro is seeking a final round of public feedback on concepts for updating bus service to integrate with three new Sound Transit Link Light rail stations in 2021. These concepts were developed with the help of a community-based Mobility Board and were informed by broader public feedback on service needs and priorities.

Bus stop “Have a Say” survey/info signs

Have A Say bus stop signs were posted at over 30 stops for routes with high ridership and at transit hubs like the Northgate Transit Center.



Multilingual mailer/postcard

A mailer translated into the six project area languages (Arabic, traditional Chinese, English, Korean, Spanish, and Vietnamese) was mailed to 2,000 project area residents to inform them of the opportunities to share their feedback regarding proposed network changes.

Change is Coming & We Need Your Help!





There are three new light rail stations coming and Metro has the opportunity to improve how you travel in north King County.

Cities involved: North Seattle, U-District, Shoreline, Bothell, Kenmore, and Lake Forest Park

Affected routes: 5X, 26, 31, 32, 40, 41, 44, 45, 48, 49, 62, 63, 64, 65, 67, 70, 71, 73, 74, 75, 76, 77, 78, 301, 303, 304, 308, 309, 312, 316, 330, 331, 345, 346, 347, 348, 355, 372, 373, and 522

Changes take effect in 2021

 **Take a Survey by November 1**
Learn more about the project, attend a virtual open house, and take a survey by November 1

 www.kingcounty.gov/metro/northlink




www.kingcounty.gov/metro/northlink



¡El cambio se acerca y necesitamos tu ayuda!
Obtén más información acerca del proyecto y participa en una encuesta antes del 1 de noviembre

變更即將來臨，我們需要您的協助！
詳細瞭解此項目並參加調查 截至 1月11日

다가오는 변화에 여러분의 도움이 필요합니다!
프로젝트 상세 정보를 확인하고 1월 11일까지 설문 조사에 참여하세요

Sắp Có Thay Đổi & Chúng Tôi Cần Sự Giúp Đỡ Của Quý Vị!
Hãy tìm hiểu thêm về dự án & thực hiện khảo sát trước ngày 11 tháng 1

التغيير قادم، ونحن في حاجة إلى مساعدتك
تعرف على المزيد حول المشروع وشارك في استطلاع الرأي بحلول
11 من نوفمبر

KSC-TR-0824
201 S Jackson St
Seattle, WA 98104-3856

PRSR STD
US POSTAGE
PAID
Seattle, WA
Permit No 6966

Social Media

- 10/26/20 – Twitter



Impressions: 5,346
Engagements: 22
Link clicks: 6

- 10/26/20 – Facebook



Reach: 789
Engagements: 7

- 10/26/20 – Facebook (Spanish)



Reach: 580
Engagements: 1

- 10/26/20 – Facebook (Chinese)



Reach: 789
Engagements: 7

- 10/26/20 – Facebook (Vietnamese)



Reach: 719
Engagements: 0

- 10/27/20 – Sharing the Facebook event – Facebook



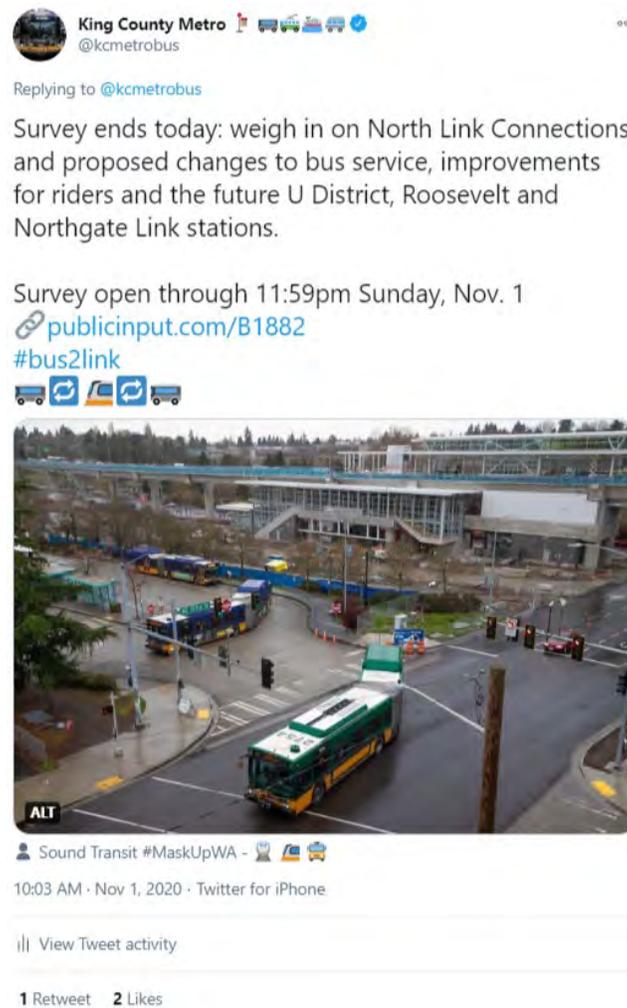
Reach: 481
Engagements: 1

- 10/28/20 – Survey Reminder – Facebook



Reach: 1,357
Engagements: 18

- 11/1/20 – Twitter



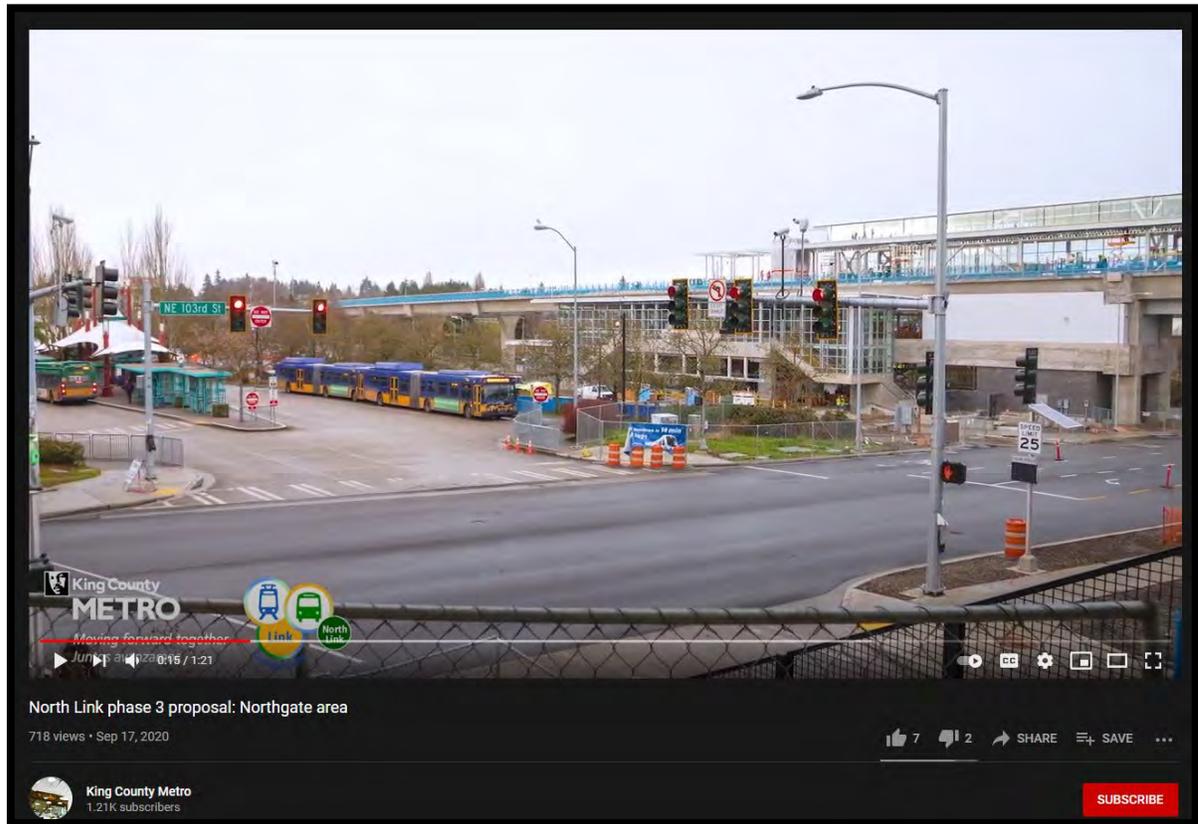
Impressions: 2,942
Engagements: 39
Link clicks: 16

- North Link Connections: Roosevelt Station live town hall, Facebook broadcast
 - Post Reach – 883
 - Reactions, Comments & Shares – 14
 - Peak live viewers – 11
- North Link Connections: Northgate Station live town hall, Facebook broadcast
 - Post Reach – 611
 - Reactions, Comments & Shares – 6
 - Peak live viewers – 10

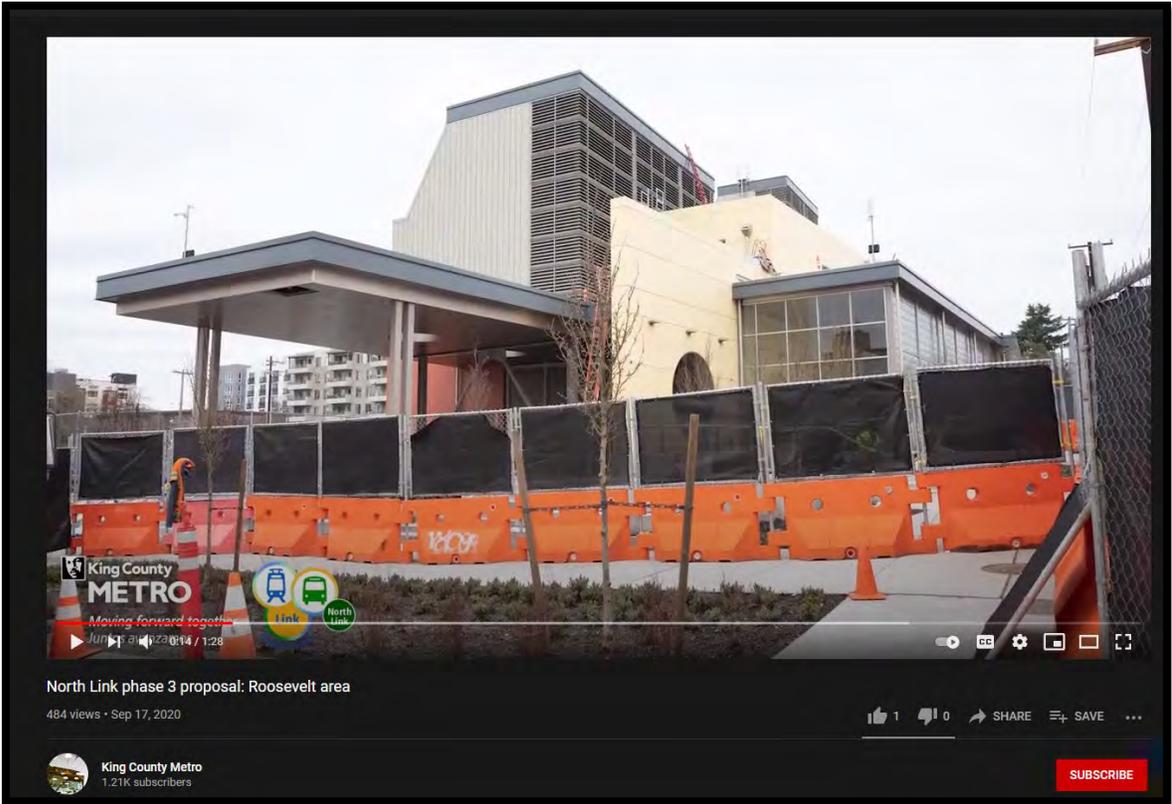
YouTube Videos

COVID-related public gathering restrictions and community feedback prompted the creation of three YouTube videos. Although there were a number of virtual open houses to learn about the proposed changes and to share feedback, the videos offered the public an opportunity to hear directly from Metro service planners about the project and about each new Link light rail station specifically that was not tied to a date and time and did not expire.

[Northgate Station Area North Link Proposal Overview](#) (718 views)



[Roosevelt Station Area North Link Proposal Overview](#) (484 views)

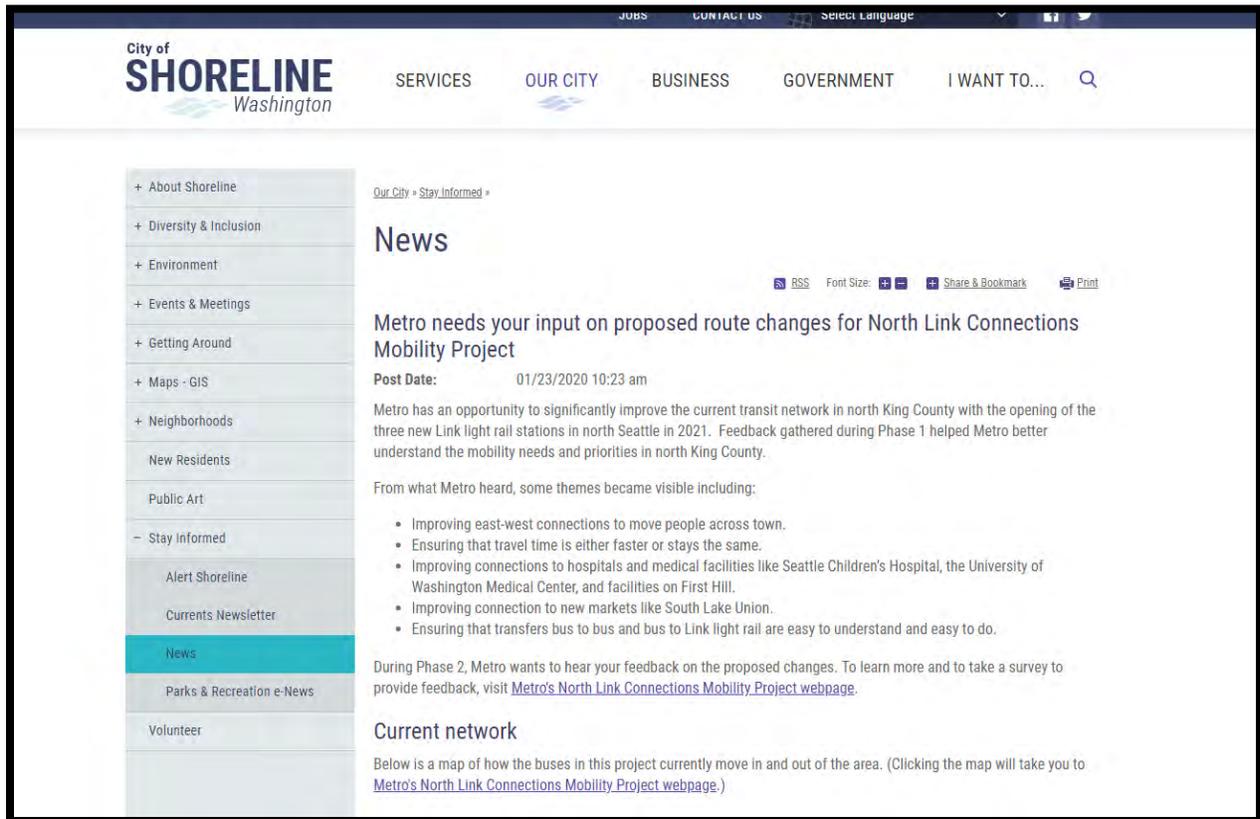


[U District Station Area North Link Proposal Overview](#) (484 views)

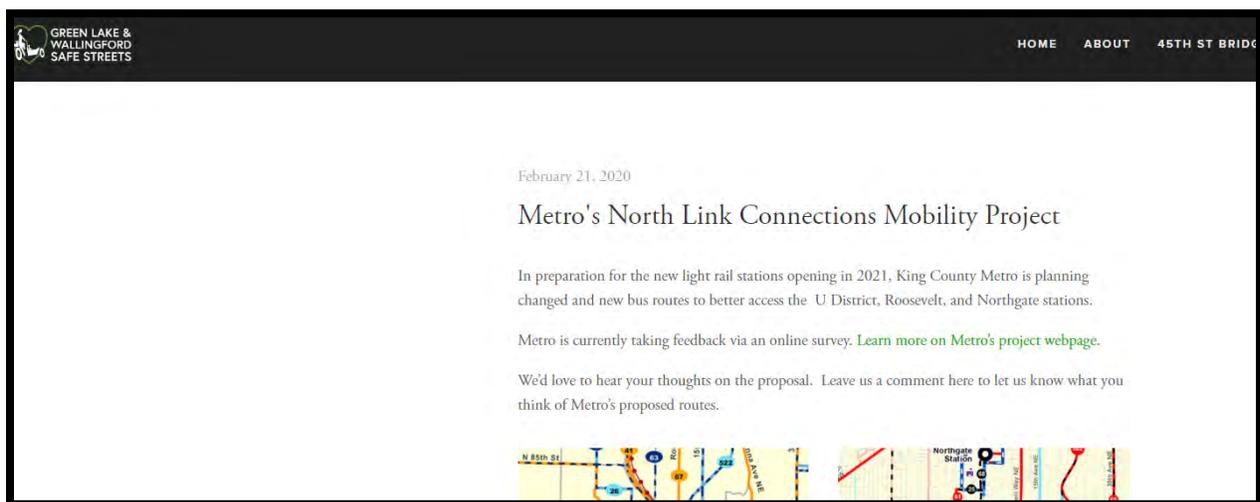
The video player displays a Google Earth satellite view of the U-District area in Seattle. Two station locations are highlighted with white train icons and text labels: "Roose Station" and "U-District Station". The "U-District Station" label is significantly larger and more prominent. In the bottom left corner of the video frame, there is a "King County METRO" logo and a small graphic showing icons for Link, North Link, and Metro. The video player interface includes a progress bar at 0:08 / 1:13, a volume icon, a closed captions (CC) icon, a settings gear icon, a full screen icon, and a share icon. Below the video, the title "North Link phase 3 proposal: U District area" is displayed, along with "484 views · Sep 17, 2020". The channel name "King County Metro" and "1.21K subscribers" are shown, along with a red "SUBSCRIBE" button.

D. Local Media Coverage

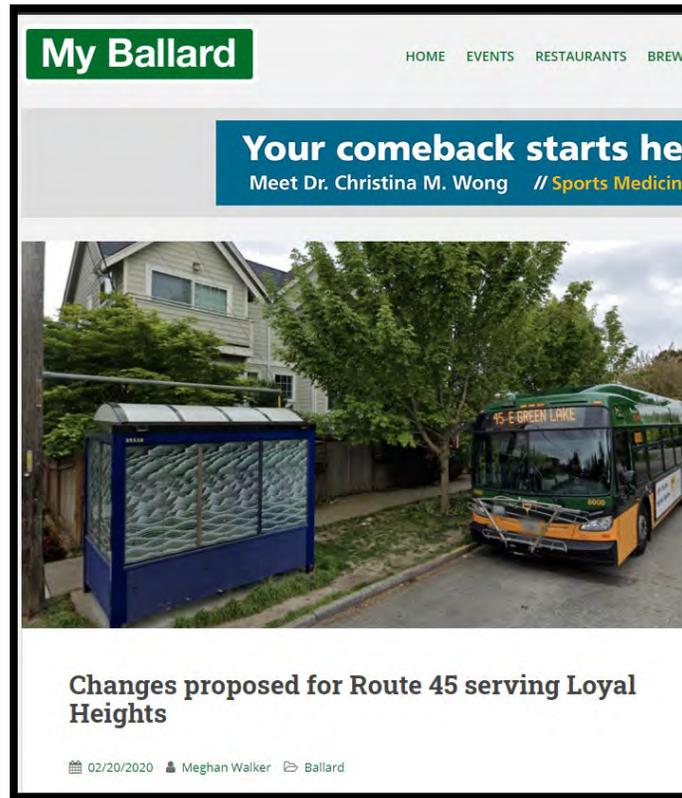
[City of Shoreline](#)



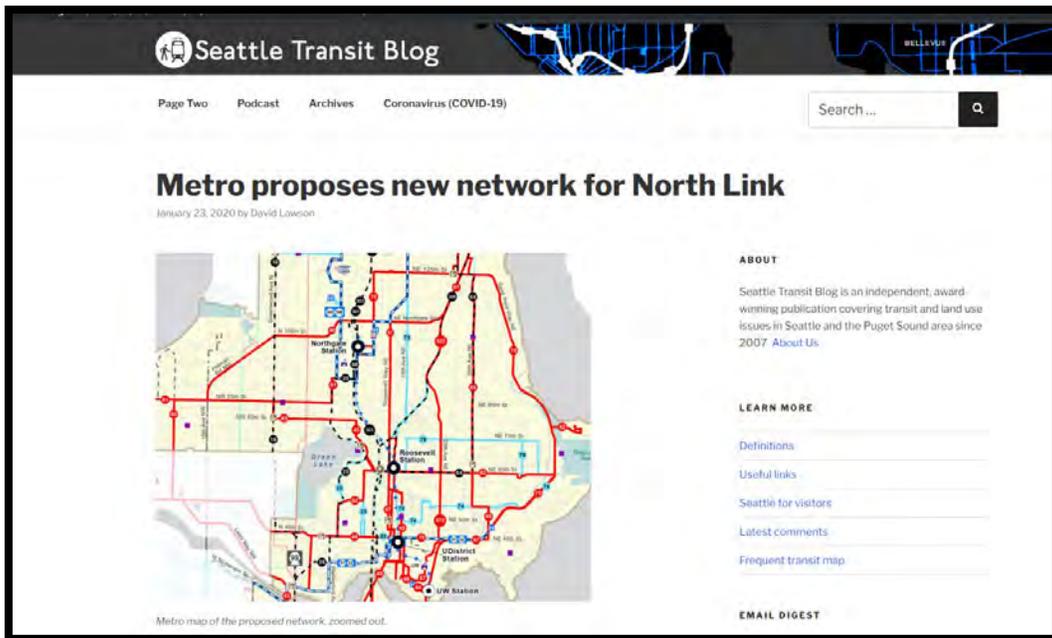
[Green Lake & Wallingford Safe Streets Blog](#)



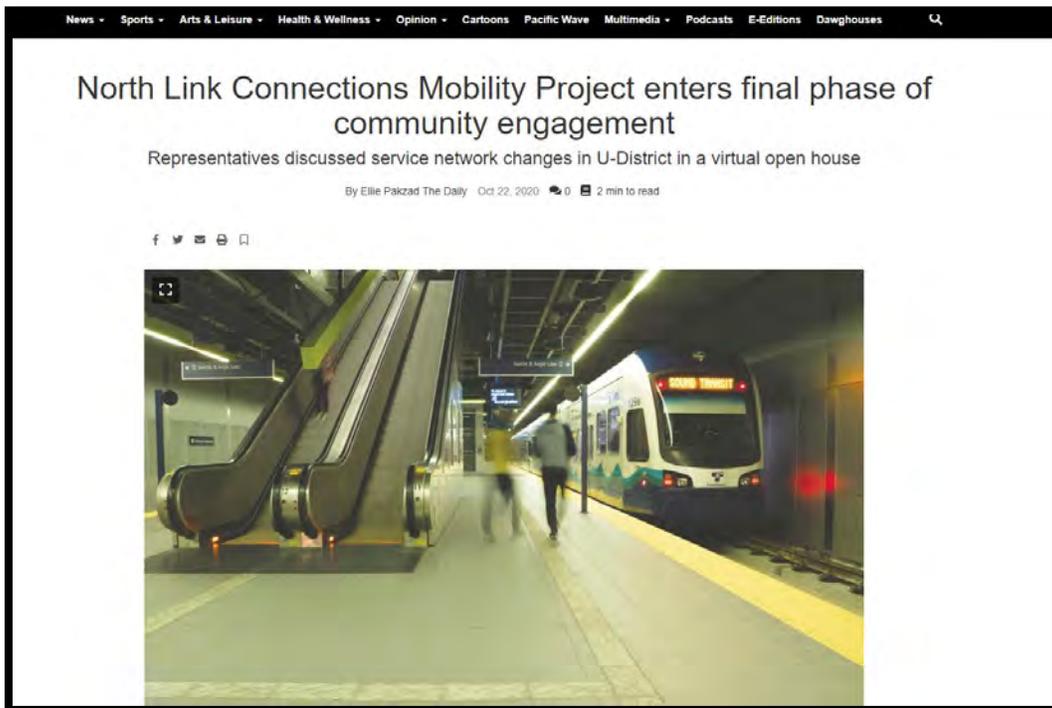
[My Ballard](#) article



[Seattle Transit Blog](#)



[University of Washington - The Daily](#)



E. Examples of Print and Digital Ads

- Korean Weekly Ad



- Spanish North Link Open House Digital Ad



- Instagram Spanish Ad



King County Metro lo invita a una reunión virtual. ¡Acompáñenos para obtener información sobre North Link!

