



# ***Everett Link Extension***

## **Nonmotorized Station Access Allowance Outreach Summary**

*May 15 – June 29, 2025*

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## **1 OVERVIEW**

The Everett Link Extension will provide fast, reliable connections to residential and job centers by connecting Snohomish County residents to the regional light rail network. The project also includes adding an operations and maintenance facility (OMF) to receive, store and service a larger train fleet to support the light rail extension as well as overall system operation.

In spring 2025, Sound Transit hosted a Participate.Online open house (PO site), one in-person public meeting, one virtual public meeting, and two in-language briefings in order to share information about and collect feedback on potential Nonmotorized Station Access Allowance projects, along with a few other minor updates and survey questions regarding sustainability and other related topics.

This report summarizes the community engagement strategies Sound Transit used for this outreach period, which ran from May 15 to June 29, 2025.

### **1.1 Goals**

The project team identified the following goals and objectives for the Nonmotorized Station Access Allowance outreach campaign:

- Inform the community about and solicit feedback on potential Nonmotorized Station Access Allowance projects throughout the project corridor.
- Share information online and in person that is interactive, easy to understand, and available in multiple languages.
- Ask community members to identify other areas near potential stations that need improvements to increase safety for pedestrians, cyclists, and people who use a mobility device.
- Coordinate with local jurisdictions on engagement regarding related projects so as not to over-burden communities by requesting similar input multiple times.

Not related to Nonmotorized Station Access Allowance:

- Ask which sustainability topics in general are important to the community.
- Share new OMF graphics and updates to the SWI-C station location and layout.

This outreach summary addresses how the project team approached these goals.

## 2 AUDIENCES

This round of outreach was an opportunity to engage all community members along the corridor and focus on engagement with historically excluded communities. Early in the project timeline, when Sound Transit was introducing the public to the project (Fall 2021), the project team identified three groups of audiences to prioritize during outreach efforts (**Appendix A**).

The three groups of audiences included:

- **Group 1: Communities and groups that have been historically under-represented in planning and transportation projects.** This included people who speak the top three non-English languages spoken in the area: Spanish, Korean, and Russian.
- **Group 2: The general public, residents and businesses in the project area, and neighborhood associations.** This included tenants, property owners, employees, and employers.
- **Group 3: Elected officials, jurisdictional partners, and relevant interest groups and community-based organizations.** Particularly, local organizations that specialize in bicycle access, pedestrian access, and general transportation mobility.

All audiences in these groups are key project stakeholders, but the project team recognizes that some audiences, such as those in Group 3, can more easily access and participate in typical engagement activities. The intent was to increase access to those who otherwise may face higher barriers to participation.

The project team developed outreach and notification plans focused on these goals and meeting people where they are. This included providing a longer outreach period and increasing outreach through briefings.

### 2.1 Equity

Sound Transit recognizes major infrastructure projects have the power to transform communities in significant ways and may disproportionately affect historically excluded communities, including Black, Indigenous, and people of color; the LGBTQ+ community; people with a disability; immigrants and refugees; youth; and seniors. Acknowledging this legacy of harm, the project team made a commitment to adjusting typical outreach methods to be more accessible, inclusive and accommodating to these historically excluded communities, e.g.,

### Participation by the Numbers

- **A total of 12,834 users visited online engagement website.** The English site had the most visitors (9,995) followed by Spanish (1,180), Korean (818), and the Russian (841).
- The interactive map had **2,911** total visitors.
- **1,296** specific comments on the Nonmotorized Station Access Allowance projects were submitted.
- **79 people** attended the in-person public meeting and **24** the virtual meeting.
- **78 people** attended in-language briefings.

transcreating<sup>1</sup> materials in multiple languages, prioritizing relationship-building, etc. Sound Transit prioritizes equity and inclusivity by adjusting outreach methods and abiding to the following commitments:

- Be proactive.
- Be transparent.
- Encourage awareness.
- Be accountable.
- Ensure accessibility.
- Advance equity.

## **2.2 Coordination with jurisdictions**

The list of candidate Nonmotorized Station Access Allowance projects largely originated from local jurisdictional plans around nonmotorized access. Since ultimately these projects will be implemented by the jurisdictions, they have a vested interest in which projects are ultimately selected for Nonmotorized Station Access Allowance funding. Therefore, it was important for the Everett Link project team to coordinate with them during this outreach period.

The project team also noted that jurisdictions may have already solicited feedback on projects included in or similar to the Nonmotorized Station Access Allowance project list. The team coordinated with jurisdictions during the outreach planning phase to learn about past and current engagement efforts in order to not request duplicate input. They were also invited to attend the in-person public meeting to share information and get public input on their work.

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<sup>1</sup> Transcreation is the process of adapting content or a message from one language to another, maintaining intent, tone, style and considering cultural context. This is different than translation, which focuses on replacing the words in one language with the words in a different language. Transcreated language may not be the exact same wording in two languages but is intended to resonate in the same way, tailoring the message to each language.)

## 3 OUTREACH METHODS AND TOOLS

Sound Transit updated the community about the project through notifications starting on May 15.

Overall, the Nonmotorized Station Access Allowance outreach activities were successful, and the project team achieved the goals outlined above.

### 3.1 Notifications

#### 3.1.1 GovDelivery email updates

Four project email updates were sent during the campaign on May 16, June 2, 13, and 24 to announce the PO site and survey and provide reminders of public events (**Appendix B**).

- May 16 project email update:
  - 6,141 recipients
  - 43% open rate
  - 6% click-through rate
- June 2 email update:
  - 6,215 recipients
  - 40% open rate
  - 3% click-through rate
- June 13 email update:
  - 6,208 recipients
  - 40% open rate
  - 2% click-through rate
- June 24 email update:
  - 6,208 recipients
  - 38% open rate
  - 4% click-through rate

#### 3.1.2 Emails to partners

As part of Nonmotorized Station Access Allowance outreach, the project team sent emails to community organizations and businesses, bike groups, and jurisdictional partners (**Appendix C**). In general, the emails from the project team shared information about the Nonmotorized Station Access Allowance projects, made requests for feedback on projects through the survey, and invited partners and stakeholders to the in-person and virtual events (**Appendix D**):

- May 19 email:
  - Recipients: community organizations, businesses, and community conversation participants (120 contacts) and bike group participants (47 contacts)
- May 21 email:
  - Recipients: jurisdictional partners (68 contacts)

#### Outreach by the Numbers

- Emails sent to **120 community organizations**, business, and community conversation participants, **68 jurisdictional partner** and **47 bicycle and pedestrian access group** contacts.
- **6,215 Sound Transit project email list subscribers** received four GovDelivery email updates.
- **Seven local online publications** advertised display advertisements.
- Nearly **4.3 million total impressions** through retargeted digital display ads.

- June 3 email:
  - Recipients: bike group participants (47 contacts)

### 3.1.3 News release

Sound Transit distributed a news release on May 15 to inform the public about the launch of the public feedback period regarding the Nonmotorized Station Access Allowance projects for the Everett Link Extension and schedule of the public meetings ([Appendix E](#)).

### 3.1.4 Digital display ads

Digital display advertisements ([Appendix F](#)) were directly placed in the following publications May 19 to June 16:

- Northwest Asian Weekly
- Se Habla Media
- El Siete Dias
- KXPA
- El Rey 1360
- Russian Town
- The Korea Times

The project team targeted ads in the digital display ad campaign to visitors within zip codes along the project corridor (98037, 98036, 98026, 98087, 98012, 98275, 98204, 98208, 98203, 98201, 98205) and to English, Spanish, Korean and Russian speakers. English ads linked to [everettlink.participate.online](#) (the PO site), and in-language ads linked to the respective transcreated PO sites.

Retargeted ad campaign performance:

- The ads had nearly 4.21 million total impressions, which is the greatest number of all six Everett Link Extension ad campaigns dating back to 2021. Previous total impressions ranged from 600,000 to 3.38 million.
- Nonmotorized Station Access Allowance retargeted ads had 672 clicks, which is the lowest number compared to prior campaigns. Previous totals ranged from 942 to 2,595 clicks, with three of the five previous campaigns reaching 1,000-1,200 clicks.
- The average campaign click-through rate (CTR) is 0.02%, with 0.01% for Spanish, Korean, and Russian ads and 0.02% for English ads. This average is lower than previous Everett Link ad campaigns, which ranged from 0.06% to 0.16% average CTR. Looking at all factors in play, including the higher number of impressions, the primary goal of the

#### Digital Ad Campaign Lingo

- **Digital Display Ads**  
Static display ads that appear online wherever someone in our target audience browses the internet. This could be places such as CNN.com, time.com, theseattletimes.com, etc. Ads are targeted by user and appear in the user's browsing language.
- **Impressions**  
The number of times an ad is viewed.
- **Clicks**  
The number of times an ad is clicked on.
- **Click-through rate**  
The number of clicks divided by the number of impressions. For example, if an ad received 2,000 impressions and was clicked 5 times, the click-through rate would be 0.25%. Typical click-through rates range from 0.15% to 0.20%.

campaign, timing of the campaign, and the budget allocated to each language, this campaign is considered a success.

- For future campaigns, increasing the budget to allow for competitive bids in the ad market and running the campaign outside of heavy promotional seasons (e.g., Memorial Day) should be considered to increase engagement rates.

**Table 2 Retargeted ad campaign results, by language**

Language	Impressions	Clicks	Click-Through Rate
English	1,686,931	357	0.02%
Spanish	1,219,460	139	0.01%
Korean	689,246	88	0.01%
Russian	609,979	88	0.02%
<b>Total</b>	<b>4,205,615</b>	<b>672</b>	<b>0.02% (average)</b>

### 3.1.5 Social media

Sound Transit notified the community about the public feedback period by linking to the PO Site on Instagram, Facebook, and Bluesky (**Appendix G**).

#### 3.1.5.1 Facebook posts

Two Facebook posts were shared during the campaign:

May 28 post:

- 15 likes
- 2 comments
- 2 shares
- 37 clicks
- 4,478 reach
- 4.51% engagement rate
- 4,750 impressions
- 201 engagements

June 24 post:

- 46 likes
- 15 comments
- 4 shares
- 60 clicks
- 8,812 reach
- 6.93% engagement rate
- 8,979 impressions
- 125 engagements

#### 3.1.5.2 Facebook Event Pages

Two Facebook events were created to share information about the June 5 in-person public meeting and June 17 virtual public meeting. The events were targeted to audiences within zip

codes along the project corridor (98037, 98036, 98026, 98087, 98012, 98275, 98204, 98208, 98203, 98201, 98205).

- June 5: 28 interested, 5 marked as attended
- June 17: 8 interested, 1 marked as attended

### **3.1.5.3 Instagram posts**

Three Instagram posts were shared during the campaign:

May 29 post:

- 65 likes
- 2 comments
- 0 shares
- 10 clicks
- 1,765 reach
- 4.02% engagement rate
- 2,465 impressions
- 71 engagements

June 13 post:

- 143 likes
- 7 comments
- 1 share
- 13 clicks
- 2,730 reach
- 4.8% engagement rate
- 4,602 impressions
- 131 engagements

June 26 post:

- 143 likes
- 7 comments
- 21 shares
- 39 clicks
- 4,127 reach
- 4.31% reach
- 9,138 impressions
- 178 engagements

### **3.1.5.4 Bluesky**

Four posts were shared during the campaign:

May 20 post:

- 7 likes

- 1 comment

June 3 post:

- 8 likes
- 2 comments

June 16 post:

- 5 likes
- 0 comments

June 25 post:

- 11 likes
- 1 comment

Sound Transit posted on Bluesky instead of Twitter/X due to audience and platform changes. This was the first time the Everett Link Extension project used Bluesky. The analytics platform Sound Transit uses does not have Bluesky analytics integrated currently.

#### 3.1.5.5 Reddit

KIRO 7 cross-posted the website on the Seattle Reddit page on May 16, 2025. The post received 62 upvotes and 32 comments.

#### 3.1.6 Earned media

The project received attention from five local media publications ([Appendix H](#)).

My Edmonds News published an article on May 16 titled, “[Sound Transit seeks input on Everett Link extension](#).”

- The article content was similar to the news release.
- The article directed readers towards the PO site and public meetings.

KIRO 7 published an article on May 16 titled, “[Sound Transit looking for input on Everett light rail Link Extension](#).” This article was also cross-posted on [Yahoo News](#).

- The article content was similar to the news release.
- The article directed readers towards the PO site and public meetings.

Daily Journal Access published an article on May 16 titled, “[Have your say on Everett Link access](#).”

- The article shared the PO site.

The Center Square published an article on May 30 titled, “[Sound Transit’s fight to ‘finish the spine’ with Everett light rail extension](#).”

- The article gave a general update on light rail expansion and how Sound Transit is addressing financial hardships.
- The article shared the topics of the current feedback period.

### 3.1.7 Poster

The project team developed, printed and placed 28 posters at retail, small businesses, restaurants, and telephone poles within a half-mile of potential Nonmotorized Station Access Allowance projects in the project corridor. Posters included translated blurbs in Spanish, Korean, and Russian and linked to the PO site in the related language (**Appendix I**). The project team used tracked QR codes for this effort. Below is the data for each language:

**Table 2** Scanned QR codes of poster, by language

Language	Views
English	19
Spanish	8
Korean	4
Russian	4

### 3.1.8 Bus rack card

The project team developed, printed, and placed 3,000 bus rack cards on Sound Transit and Community Transit Buses, focusing on routes servicing Lynnwood to Everett. Cards included translated blurbs in Spanish, Korean, and Russian and linked to the PO site in the related language (**Appendix J**). The project team used tracked QR codes for this effort. Below is the data for each language:

**Table 3** Scanned QR codes of bus rack cards, by language

Language	Views
English	99
Spanish	7
Korean	0
Russian	1

### 3.1.9 H-frames

The project team developed, printed, and placed 10 H-frames within a half mile of station areas along the project corridor along trails, sidewalks, and high-traffic areas for pedestrians and bicyclists. H-frames included translated blurbs in Spanish, Korean, and Russian and linked to the PO site in the related language (**Appendix K**). The project team used tracked QR codes for this effort. Below is the data for each language:

**Table 4** Scanned QR codes of H-frames, by language

Language	Views
English	19
Spanish	1
Korean	5
Russian	2

### 3.1.10 Blog post

Sound Transit distributed a [blog post](#) on May 20 via The Platform blog to invite the public to give feedback on potential Nonmotorized Station Access Allowance projects, provide an invitation to the public meetings, and share information on this feedback period ([Appendix L](#)).

May 20 blog post:

- 801 views
- 760 sessions
- 675 total users

## 3.2 Meeting materials

The following materials were linked as community resources on the PO site and shared at meetings:

### 3.2.1 Community Guide to Nonmotorized Station Access Allowance

A [Community Guide to Nonmotorized Station Access Allowance](#) one-page handout explaining the Nonmotorized Station Access Allowance process was available as a linked PDF in English, Spanish, Russian, and Korean on the PO site and from the main Everett Link website, documents section. Copies were also available for use at the public meeting ([Appendix M](#)).

### 3.2.2 Nonmotorized Station Access Allowance glossary of terms

A [Nonmotorized Station Access Allowance Glossary of Terms](#) four-page handout explaining terminology used to describe the potential Nonmotorized Station Access Allowance projects was available as a linked PDF in English, Spanish, Russian, and Korean on the PO site and from the main Everett Link website, documents section. Copies were also available for use at the public meeting ([Appendix N](#)).

### 3.2.3 Nonmotorized Station Access Allowance project binder

A project binder was available at the in-person public event held on June 5, depicting each individual potential Nonmotorized Station Access Allowance project, including a map of each project pulled from the interactive map on the PO site ([Appendix O](#)).

### 3.2.4 Sustainability dot board exercise

A board at the public meeting collected input from meeting attendees on the importance of sustainability topics in the context of light rail expansion. Participants used small dot stickers to indicate which topics were important to them. Due to space limitations, the board was printed in English, and translated copies were available on paper for non-English speakers. The questions were included in the online survey, so this board was a way to collect the same information from the in-person audience ([Appendix P](#)).

### 3.2.5 Comment form

The printed comment form, with questions in English, Spanish, Russian, and Korean, was available at the in-person public event as an option for attendees to use to provide feedback on Nonmotorized Station Access Allowance projects ([Appendix Q](#)).

### 3.2.6 Quick screens

Quick screens are large, printed displays shared at the public meeting which provided information on the project, potential route, Nonmotorized Station Access Allowance projects, how to provide comments, and next steps ([Appendix R](#)).

## 3.3 Public involvement opportunities

### 3.3.1 Participate.Online online open house (PO site)

Sound Transit hosted a PO site ([Appendix S](#)) for six weeks (May 16 – June 29) for the public to learn updates about the project, learn about Nonmotorized Station Access Allowance projects, and share feedback on the potential projects.

The primary goal of the site was to share information and gather feedback on the potential Nonmotorized Station Access Allowance projects. PO site visitors then had an opportunity to share their thoughts and interest on the projects and propose new projects through the site's interactive map or text-based survey. The map provided site visitors with an interactive experience and use the map to both visualize potential projects and input comments. The text-based survey was included in the site as an option for visitors who found the interactive map inaccessible, confusing, or difficult to use.

The PO site was available in English, transcreated to Korean, Russian, and Spanish, and available in additional languages via Google Translate. The site was accessible for screen readers, including descriptions of all maps, figures, and images available in four languages.

#### 3.3.1.1 Participate.Online open house site analytics

A total of 12,834 users visited the four PO sites. A total of 9,995 users visited the English site, 1,180 users visited the Spanish site, 818 users visited the Korean site, and 841 users visited the Russian site ([Appendix T](#)). The interactive map produced 2,911 total visitors yielding 1,296 specific comments.

### 3.3.2 Public meetings

- **In-person meeting**  
Thursday, June 5, 2025  
5:30–7:30 p.m.  
Cascade High School cafeteria  
801 E Casino Road, Everett WA 98203
- **Virtual meeting**  
Tuesday, June 17, 2025

5:30–6:30 p.m.  
Held on Zoom

### **3.3.2.1 In-person public meeting**

One in-person meeting was held on June 5, 2025, from 5:30 p.m. to 7:30 p.m. at Cascade High School (801 E Casino Road, Everett, WA 98203). The meeting was held at Cascade High School because it is centrally located within the project, is accessible via local and Swift bus routes, and has a large parking lot for private vehicles. Seventy-nine members of the public attended.

Refreshments were provided for attendees, and there were activities at specific tables for children. Interpreters were advertised and available in Spanish, Korean, Russian, and ASL. Printed displays, handouts, and a PowerPoint presentation provided information on the Everett Link project in general, the potential Nonmotorized Station Access Allowance projects, how to submit comments, and next steps.

Tables in the room included:

- Everett Link project information.
- Sound Transit system expansion information.
- Large-format maps with Nonmotorized Station Access Allowance project information.
- Property owner resources.
- Partner organizations (WSDOT, Community Transit, Snohomish County).

Project staff were in attendance to give the presentation, explain potential projects next to print-outs of the map, and answer questions throughout the meeting.

Comment opportunities were offered at the meeting, including paper comment forms, QR codes linking to the online survey, and laptops with access to the online survey.

### **3.3.2.2 Virtual meeting**

One virtual public meeting was conducted via Zoom, and members of the public could join the meeting directly from the PO site. The meeting was held on June 17, 2025 from 5:30 p.m. to 7:30 p.m. and was attended by 24 members of the public.

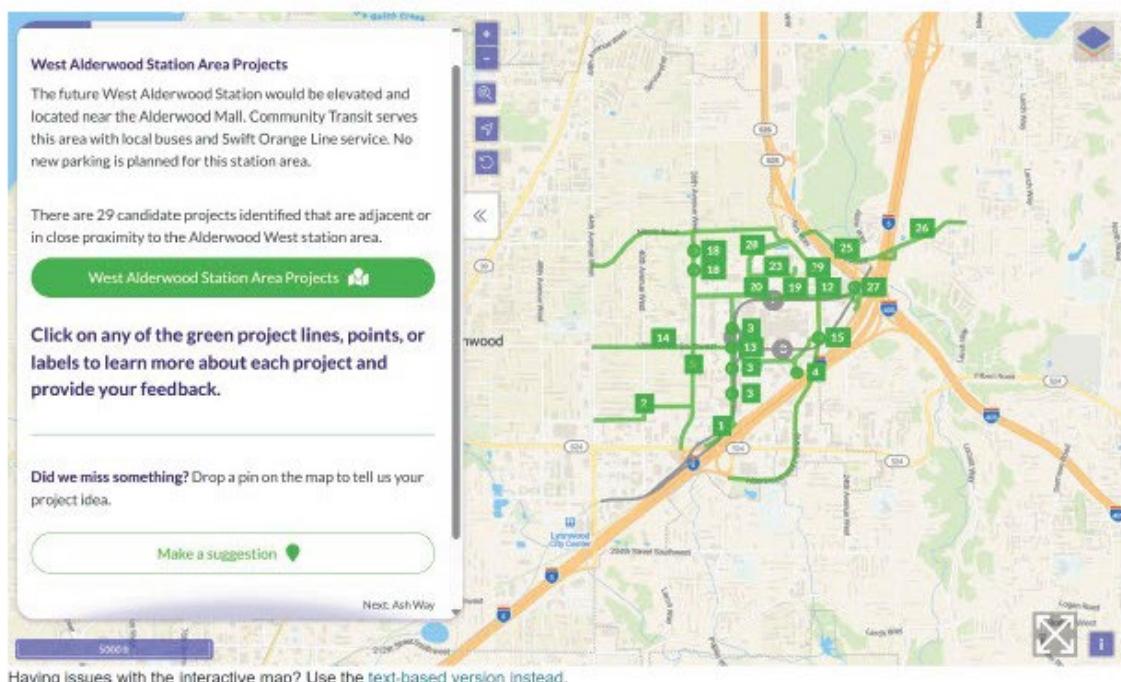
Leading up to the virtual event, the public could request interpretation services through the website up to a week before the event. No requests were received. The meeting offered live captions in English through the Zoom platform.

At the virtual meeting, the project team shared a live presentation, which provided information on the Everett Link project in general, an overview of the potential Nonmotorized Station Access Allowance projects, and how to provide comments. The team accepted questions throughout the presentation via the Zoom webinar Question & Answer function and raise-hand feature. The team responded to as many questions as possible throughout the meeting, and attendees were encouraged to email questions directly if they were not addressed during the meeting.

### **3.3.3 Survey**

The PO site included an interactive map with a survey component that prompted respondents to comment on potential projects throughout the station areas. Once a station area was selected,

site visitors could select a potential project, note how they would rate the project's priority (from 1-Not a priority to 5-Very high priority) and make a comment on that project. Visitors could also suggest new projects (**Figure 1**). Respondents could explain their recommendations using an open-ended comment box.



**Figure 1: Image of the interactive map survey component**

A text-based survey was offered in addition to the interactive map on the online open house for visitors who utilize a screen reader and/or users who did not want to comment via the interactive map feature (**Figure 2**). The text-based survey provided the same information as the interactive map. During the in-person meeting, a board to collect sustainability feedback (**Appendix P**) and in-person comment forms to collect project feedback were available.

To navigate the text survey, select the station area you want to provide feedback on from the list below. Each station area you select will show projects near each of the station areas. You can provide feedback on as many or as few of the projects as you would like.

Which station area would you like to provide feedback on? (You may select one or multiple) \*

West Alderwood  
 Ash Way  
 Mariner  
 SR 99/Airport Road  
 SW Everett Industrial Center  
 SR 526/Evergreen  
 Everett

[Next](#)

0%

**Figure 2: Image of the text-based survey component**

### 3.3.4 Briefings

Prior to this outreach period, we heard from some members of the community that large public events were not the best way to engage with them. In response, we adjusted our outreach to meet people in ways that would work for them better. Sound Transit offered collaboration with interested community groups to host smaller briefings rather than host a second in-person public meeting. This resulted in two separate briefings:

- **Morningstar Korean Culture Center Briefing**

Sunday, June 1, 2025

11:30 a.m.–1:30 p.m.

Korean Cultural Center

15206 18th Ave W, Lynnwood, WA

50 people

- **Connect Casino Road**

Thursday, June 12, 2025

5:30–7:30 p.m.

14 E Casino Road, Everett, WA 98208

28 people

## 4 WHAT WE HEARD

### 4.1 Comments received

Over the Nonmotorized Station Access Allowance outreach period, Sound Transit received 1,296 responses to the survey. Of those comments, 213 comments were submitted via the text-based survey and eight comments were submitted via the in-person comment form. Three comments were provided via email and no comments were provided via voicemail or mail. The project team read and coded each survey response and prepared a [Nonmotorized Station Access Allowance Comment Summary](#), summarizing key themes identified from the feedback received. Survey responses are organized by themes and then separated and ranked within each station area.

### 4.2 Demographics

As a part of the survey, respondents were able to self-disclose their demographic information, including their gender, age, race, housing status, and geographic location. Out of the total of 1,296 survey responses, 160 responses included personal demographic information. More detail on survey respondents' gender, age, race and income is available in the Survey Respondent Demographics Report ([Appendix U](#)).

## 5 NEXT STEPS

### 5.1 Continued analysis of Nonmotorized Station Access Allowance projects

The public's feedback provided valuable information on which candidate projects could improve people's access to future Everett Link Extension light rail stations, what types of projects would be the most useful, and additional alternative projects to consider. Sound Transit will work with jurisdictional partners and use this input, along with other Sound Transit Board approved evaluation criteria, to narrow down the list of potential Nonmotorized Station Access Allowance projects. There will be additional opportunities for the public to give feedback as part of this process.

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Sound Transit connects more people to more places to make life better and create equitable opportunities for all.  
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