



Everett Link Extension

Project Introduction Outreach Summary

Sept. 16 – Oct. 31, 2021

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1 INTRODUCTION

1.1 Goals

In spring 2021, in the initial stages of the project, revenue projections and cost estimates made it clear that Sound Transit needed to revisit service opening timeframes across System Expansion projects, including the Everett Link Extension project, through the realignment process. *(More information about the realignment process is included in the box to the right.)* While the Sound Transit Board was considering realignment alternatives, the delay to starting the early scoping engagement period created a unique time for the project team to introduce the community to the Everett Link project. Given the opportunity for a bonus engagement period, the project team made a strategic decision to conduct a project introduction engagement period prior to the start of early scoping.

COVID-19 affected how the project team could conduct engagement efforts; while COVID-19 constrained in-person outreach methods, the project team intended to ensure that public involvement efforts remained accessible.

Considering this new context, the team identified the following goals and objectives:

- Create community readiness
- Listen to community ideas and values
- Be intentional, inclusive and interactive
- Engage and build trust with community members along the corridor

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

Realignment

The Sound Transit Board adopted a realignment plan which identified adjusted timeframes to open service for different Everett Link Extension project elements, based on 2021 revenue projections and cost estimates:

- **Operations and Maintenance Facility North, 2034**
- **SW Everett Industrial Center, 2037**
- **Everett Station, 2041**
- **Parking, 2046**

This realignment plan also identifies a more ambitious target of opening service at Everett Station by 2037 through intensive efforts to secure expanded funding and reduce project costs. This is one year later than the original schedule for reaching Everett Station and requires an estimated \$600 million (2019\$) in additional funding and/or savings, and intensified commitments of support from partners at the local, state and national levels.

1.2 Overview

1.2.1 Everett Link Extension

Everett Link will add six Snohomish County stations to the growing Sound Transit light rail network. The 16.3-mile project extends Link service north from Lynnwood City Center to the SW Everett Industrial Center, SR 526/Evergreen Way, and downtown Everett (Figure 1). We are also studying an additional provisional (unfunded) station at SR 99/Airport Road. The project includes the essential Operations and Maintenance Facility North that is needed to receive, store and service a larger train fleet to support the light rail extension as well as overall system operation.

This light rail extension will provide fast, reliable connections along one of the state's most congested freeway corridors. As both the longest and northernmost project in the Sound Transit system, the project team and partner agencies began laying the groundwork with initial outreach in 2021.

The Everett Link project team conducted the engagement efforts detailed in this outreach summary during the project's alternatives development phase (Figure 2), when Sound Transit explores various alignment, station, and Operations and Maintenance Facility North locations and design configurations that could meet the project's purpose and need.

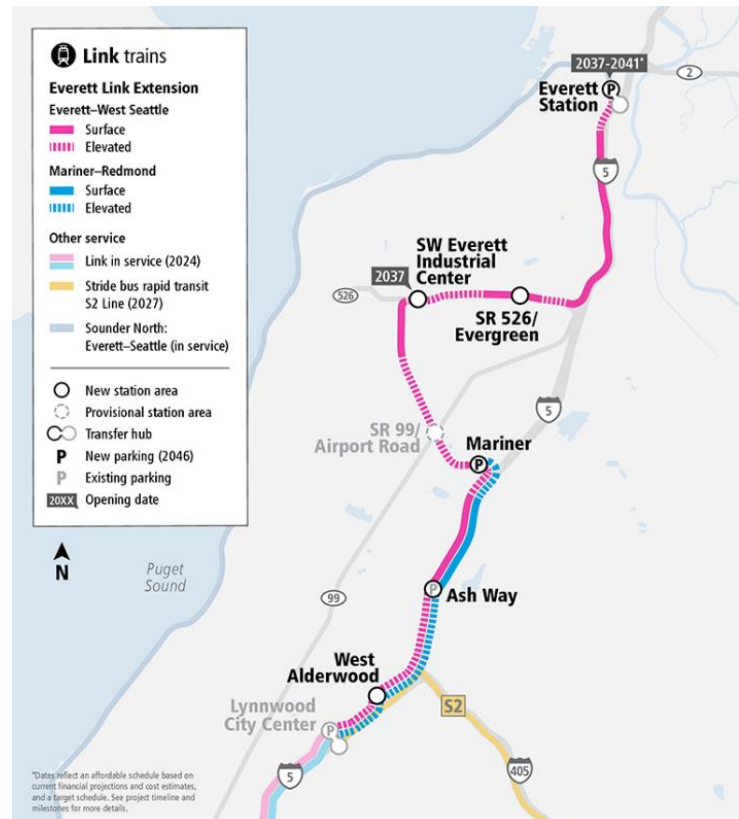


Figure 1: Everett Link Extension project map

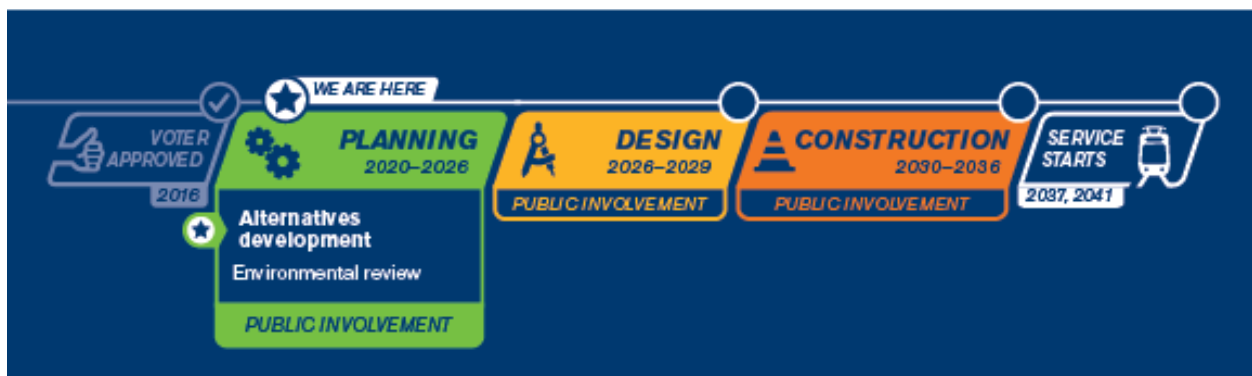


Figure 2: Everett Link Extension project timeline

1.2.2 Project Introduction

Once the Board finalized the realignment plan in August 2021, the Everett Link project team began widespread outreach and community engagement efforts starting in September 2021, although some engagement and relationship-building began prior. The project team intended for this initial outreach period to introduce the public to the Everett Link project ahead of the early scoping outreach and comment period, which would follow in November 2021.

Sound Transit hosted a Participate.Online online open house (P.O site) from Sept. 16 to Oct. 31, 2021. The P.O site provided information about the project and encouraged visitors to sign up for email updates to stay informed. It also shared information about the role of the Community Advisory Group (CAG), put out a call for members, and specifically invited community members to complete an interest form on the site if they wanted to be part of the CAG (more information in **Section 4**).

This ties back to one of the project team's goals for the project introduction outreach period: **create community readiness**. The project team intended to meet this goal by providing an easily digestible introduction to the project, schedule and information on how we will use public input to inform the decision-making process.

The P.O site was available in English ([everettlink.participate.online](#)), Korean, ([everettlink-korean.participate.online](#)), Russian ([everettlink-russian.participate.online](#)), and Spanish ([everettlink-spanish.participate.online](#)), which ties back to one of the project team's goals for the project introduction outreach period: **be intentional, inclusive and interactive**. The project team intended to meet this goal by designing a platform to facilitate brief engagement and start building relationships with a diverse range of stakeholders along the corridor to garner early support and limit future surprises.

During this project introduction outreach period, the project team approached engagement through notifications, materials, and more interactive public involvement opportunities:

- Notifications
 - GovDelivery email updates (**Appendix A**)
 - Emails to partners (**Appendix B**)
 - News release (**Appendix C**)
 - Digital display ads (**Appendix D**)
 - Social media notifications (**Appendix E**)
- Materials
 - Project factsheet (**Appendix F**)
 - Community Engagement Guide (**Appendix G**)
- Public Involvement Opportunities
 - P.O site (**Appendix H**)
 - CAG (**Appendix I**)

1.2.3 Equity

Sound Transit is committed to integrating equity and inclusion into planning and building the project to support a more equitable transportation system. As stated in the agency's Equity & Inclusion Policy, Sound Transit is committed to "applying a racial equity lens to decision-making" and must "seek to discover and eliminate agency policies, structures and practices that perpetuate inequities" and identify tools "to reduce prevalent and persistent systemic inequity and outcome gaps."¹ The project is guided by a project-specific Racial Equity Toolkit (RET) and Community Engagement Guide (CEG) (review **Section 3.2.2** and **Appendix G**).

The project team is committed to creating more accessible and inclusive outreach methods geared towards historically excluded communities, including people of color, people for whom English is not their primary language, people whose income is below the federal poverty threshold, people who are immigrants or refugees, people who are 65 years or older, and people living with disabilities. While the project team made an effort to use more accessible and inclusive outreach methods, this is the project's first outreach effort and the project team expects to learn and adjust as the project progresses.

From April through October 2021, Sound Transit hosted online community conversations with interested local stakeholders, focused on community-based organizations that work with historically excluded communities, including five meetings held in Spanish or Korean. The project team listened to these organizations share what was important in their communities and how to best engage with the populations they serve. This ties back to one of the project team's goals for the project introduction outreach period: **listen to community ideas, values and visions**. The project team intended to meet this goal by learning about important community assets relevant to this project and listening to stakeholder concerns and interests related to regional transit.

Below is an overview of the ways in the which the project team worked to create opportunities during this outreach period that were accessible and inclusive. The project team continues to adjust outreach methods, guided by the RET, CEG and feedback from partners and community members as the team continues to learn and build relationships within the community.

- Recruiting and establishing a Community Advisory Group (rather than a Stakeholder Advisory Group) that is more reflective of the demographic make-up of the community and whose members possess a diverse range of perspectives and come from a spread of geographic locations around the project area.
- Providing stipends for CAG members' participation to help reduce barriers to participation.
- Ensuring engagement efforts are available in English as well as the most common languages other than English in the project corridor (Spanish, Russian and Korean) and providing American Sign Language interpretation for public meetings and when needed.
- Working with experts from local language communities to transcreate engagement materials. The project team's research confirmed translation prioritization Spanish, Russian and Korean:

¹ Sound Transit. (2020). *Motion No. M2020-74*. Retrieved from <https://transportationchoices.org/wp-content/uploads/2020/03/ST-Equity-and-Inclusion-Policy-191230.pdf>

- Spanish
 - Most common language other than English spoken at home in Snohomish County by a wide margin at 7% (n=20,300).
 - Makes up 27% of linguistically isolated households in the county.
 - Continues to be the language most spoken by English learners in Everett public schools, an indicator that Spanish will continue to grow more prominent throughout the lifespan of the project.
- Russian
 - Second most common language other than English spoken at home in Snohomish County at 2% (n=6,000).
 - Makes up 17% of linguistically isolated households.
 - The project team predicts that Russian will remain prominent in the project corridor as the Russian and Ukrainian immigrant community in the Puget Sound area, and specifically Everett, is one of the largest nationally and growing.
 - Second most common language spoken by active English learners in Everett public schools.
- Korean
 - Makes up 17% of linguistically isolated households in Snohomish County.
- Tying public input provided through outreach efforts directly to project decision making. The CAG recommendations on project alternatives are presented to the Elected Leadership Group (ELG) for confirmation or modification. The alternatives evaluation is conducted through a lens of racial equity with intention to be consistent with the RET and Tribal engagement approaches and includes public input on important community facilities.
- Prioritizing relationship-building so that our methods are transparent, authentic, meaningful, and consistent with what the community needs.

Translation Lingo

- **Linguistically isolated households**
Households in which no one 14 and over speaks English at all or “very well”.
- **Transcreation**
Rather than a word for word translation, *transcreation* is a process of adapting a message from one language to another in a way that is culturally aware and relevant while maintaining the initial context and intent.
- **In-language**
A term to describe transcreated materials, e.g., “the English factsheet shared the same information as the *in-language* factsheets.”

2 AUDIENCES

This was an opportunity to engage all community members with access to web platforms along the corridor leading up to early scoping and focus engagement with historically excluded communities. The project team identified three groups of audiences early in the community engagement planning process to help direct outreach efforts (review **Appendix J**).

The three groups of audiences ranged from historically excluded communities (Group 1); the general public, residents and businesses in the project area, and neighborhood associations (Group 2); to those with more power, including elected officials, jurisdictional partners, and relevant interest groups (Group 3). This ties back to one of the project team's goals for the project introduction outreach period: **engage and build trust with community members along the corridor**. The project team intended to meet this goal by using these groupings as a guide to direct outreach and notifications activities. All audiences in these groups are key project stakeholders, but the project team recognizes that some audiences are able to more easily access and participate in typical engagement activities. The intent is to increase access to those who otherwise may face higher barriers to participation.

Participation by the numbers

- **5,403 people visited the online open houses.** The English site had the most visitors (4,038), followed by the Korean site (497), the Spanish site (435), and the Russian site (433).
- **122 people submitted CAG interest forms.**
- **91 people signed up for the mailing list** via the online open house.

3 OUTREACH METHODS AND TOOLS

Sound Transit advertised the CAG interest form and introduced the project to the community through various notifications starting on Sept. 16, 2021 (review **Appendices A-E** for each notification). Overall, the project introduction and CAG outreach activities were successful, and the project team achieved their goal of generating project awareness and collecting CAG interest forms from interested community members from a diverse range of backgrounds and experiences.

3.1 Notifications

3.1.1 GovDelivery Email Updates

The project team sent two project email updates during the campaign on Sept. 20 and Oct. 11 to announce the project kick-off and advertise CAG interest forms (review **Appendix A**).

- Sept. 20 project email update:
 - 3,293 recipients
 - 27% open rate
 - 5% click-through rate
- Oct. 11 email update:
 - 3,420 recipients
 - 29% open rate
 - 2% click-through rate

The project started with a strong subscriber base, with 3,293 subscribers on the project email list when the project team sent the first project update on Sept. 20, 2021. Project email updates had a strong open rate and click-through rate. The project team anticipates the subscriber count will continue to grow as the project progresses. Email updates will be a consistent notification tool that Sound Transit uses throughout the life of the project to inform the community about key project updates and public involvement activities.

3.1.2 Emails to Partners

As part of the project introduction outreach period, the project team sent emails to community organizations and businesses (129 contacts), community conversations participants (35 contacts) and jurisdictional partners (41 contacts) on Sept. 23 (review **Appendix K** for detailed list of recipients). In general, the emails from the project team included a brief project overview, announced the launch of the P.O site and advertised the opportunity to submit a CAG interest form. The project team also encouraged recipients to help share project information through email, social media or word of mouth to generate broad project awareness in the community (review **Appendix B**). These personalized messages provided an opportunity to continue

Outreach by the Numbers

- Emails sent to **129 community organization and business, 35 community conversation participants, and 41 jurisdictional partner contacts.**
- **Over 3,200 Sound Transit project email list subscribers** received two GovDelivery email updates.
- **Five local online publications** advertised display advertisements.
- Nearly **600,000 total impressions** through retargeted digital display ads.
- More than **2,400 clicks** via social media posts.

building relationships with key partners along the project corridor. The project team commits to continuing to build relationships with the organizations and partners moving forward.

3.1.3 News Release

Sound Transit distributed a news release on Sept. 17 to inform the public about the interactive website and invite community members to submit a CAG interest form (review **Appendix C**). This was the second news release related to the project. The project team distributed a news release on Aug. 19 about realignment’s impact to the project.

3.1.4 Digital Display Ads

The project team directly placed digital display advertisements (review **Appendix D**) in the following publications:

- Live in Everett (Sept. 16-Oct. 18)
- Russian Town Seattle (Oct. 12-31)
- The Korean Times (Oct. 12-31)
- The Herald
- La Raza del Noroeste

A malware issue prevented the ads on The Herald and La Raza del Noroeste from running successfully for the full duration of the campaign.

A set of English digital display ads also ran through a retargeted ad campaign targeting visitors within zip codes along the project corridor (98037, 98036, 98026, 98087, 98012, 98275, 98204, 98208, 98203, 98201, 98205) (**Table 1**). The English ads ran between Sept. 20 and Oct. 18 and linked to everettlink.participate.online (the P.O site).

The project team placed in-language ads, which ran through a separate retargeted ad campaign. The project team placed these ads on a myriad of in-language websites targeted to visitors within the same zip code boundaries. The in-language ads ran between Oct. 12 and Oct. 31 and linked to the respective transcreated P.O site. The in-language ads ran later than the English ads because the transcreated P.O sites launched later than the English site, on Oct. 8.

Retargeted ad campaign performance:

- Nearly 600,000 total impressions.
- Over 1,000 clicks.
- Overall, the English ads had an average click-through rate, and the in-language ads had slightly higher-performing click-through rate.
- Out of the six target zip codes, the strongest performing zip code was 98087 (south of Paine Field) with 165,000 impressions and 298 clicks.

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.
- **Impression**
The number of times a user views an ad.
- **Click**
The number of times a user clicks an ad.
- **Click-through rate**
The number of times a user clicks an ad divided by the number of times a user views an ad. 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%.
- **Reach**
The number of users who view an ad.

Table 1 Retargeted ad campaign results, by language

Language	Impressions	Clicks	Click-Through Rate
English	288,060	404	0.14%
Spanish	70,881	186	0.26%
Korean	102,246	191	0.19%
Russian	127,902	248	0.19%
Total	589,089	1,029	0.18% (average)

The project team recommends implementing a similar notifications plan for future outreach campaigns. The retargeted display ads had the highest number of impressions compared to Facebook ads (review **Section 3.1.5.3**), but the Facebook ads performed stronger in terms of click-through rates. A lesson learned is to request confirmation from the publication that ads are running as intended at the beginning and throughout the ad campaign to avoid malware interruptions or other barriers that could prevent the ads from running successfully for the full duration.

3.1.5 Social Media Notifications

Sound Transit notified the community about the interactive website and CAG through Instagram, Facebook and Twitter (review **Appendix E**). Posts linked to the P.O site, which included detailed project information and the CAG interest form. Posts on Facebook and Twitter performed the best out of the social networks on which the project team advertised. The project team recommends continuing to advertise on all Sound Transit social channels to broaden reach and diversify content across platforms.

3.1.5.1 Instagram

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

- 212 likes
- 2 comments

3.1.5.2 Facebook posts

Sound Transit shared one Facebook post on Sept. 30 that included the project overview video. The video received 1,000 views. The post received:

- 56 likes
- 17 comments
- 3,005 impressions
- 2,656 reach
- 151 clicks
- 6.13% engagement rate (166 engagements, 14 comments)
- 5 shares

3.1.5.3 Facebook ads

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

- Ad run #1 (Sept. 21-27):
 - 62,312 impressions
 - 28,831 reach
 - \$0.43 cost per click
 - 1,167 clicks
 - 1.87% click-through rate

- Ad run #2 (Oct. 8-13):
 - 80,341 impressions
 - 38,183 reach
 - \$0.48 cost per click
 - 1,040 clicks
 - 1.29% click-through rate

3.1.5.4 Twitter

Sound Transit shared two tweets during the campaign:

- Sept. 20 Tweet:
 - 24 likes
 - 9 retweets
 - 3,565 impressions
 - 142 engagements
 - 35 clicks
- Oct. 14 Tweet:
 - 16 likes
 - 5 retweets
 - 6,661 impressions
 - 161 engagements
 - 16 clicks

3.2 Materials

3.2.1 Project Factsheet

The project team created a project factsheet to share directly with community members and available as a linked PDF on the P.O site (review **Appendix F**). The project factsheet was available in English, Spanish, Russian and Korean.

3.2.2 Community Engagement Guide

The project team created a Community Engagement Guide as a 31-page visual guide for community members to engage in the Everett Link project (review **Appendix G**). It explained Sound Transit’s goals for the project, the project team’s guiding principles for engaging with the public, approach to equity and inclusion, how community members could get involved in the project, the project team’s proposed approach to engaging with the public throughout the process, and the project team’s decision-making process and plan for accountability.

3.3 Public Involvement Opportunities

3.3.1 Participate.Online Online Open House

The English P.O site (review **Appendix H**) went live on Sept. 16 and was available until Oct. 31. Over 5,400 participants visited the P.O sites between Sept. 16 and Oct. 31, where visitors could learn more about the project and submit an interest form to participate in the CAG.

The project team collaborated with experts from local language communities to transcreate the English P.O site into Spanish, Russian and Korean (review **Appendix H**). These in-language P.O sites launched on Oct. 8, later than the English sites, because of the time needed for transcreation. Due to realignment, the project team updated content; this delayed the launch of

the English site, which the project team then had to update in-language (review **Section 1** for more details).

During the outreach period, 4,038 users visited the English site, 497 users visited the Korean site, 435 users visited the Spanish site, and 433 users visited the Russian site (review **Appendix L**). On average, visitors spent nearly two minutes (1 minute, 52 seconds) on the English site, whereas the average session duration was shorter for the in-language sites with 48 seconds for the Spanish site, 27 seconds for the Russian site, and 23 seconds for the Korean site. These shorter average session duration among visitors to the in-language sites were likely due to unexpectedly larger bounce rates (82.6%, 89.6% and 85.1% for the Spanish, Russian, and Korean sites respectively) compared to the English site (approximately 28%). This disparity suggests that visitors to the in-language sites are not interacting with the page content (e.g., clicking on a link or image or scrolling down to the first section) or are an automated process (bot or spider). To address this in future P.O sites, the project team could consider different ways to improve in-language bounce rates:

- Rearrange site content so that highlights and key messages are readily available and the first thing that visitors see.
- Reduce government jargon-heavy messaging or graphics as they may reduce engagement from undocumented residents due to concern of discriminatory targeting.
- Provide stipends for low-income residents to enable them to participate.
- Apply a bot filter prior to launching the P.O sites to filter out known bots and spiders.

The greatest traffic source for the English site was Facebook (31.3%) and users entering the URL directly into their browser (21.3%). As for the in-language site, visitors came primarily through a direct URL (33.5%, 38.6% and 30.8% for the Spanish, Russian and Korean sites respectively) followed by the in-language retargeted ad campaign.

Visitors to the English site accessed it mostly through mobile devices (60.1%), whereas visitors to the in-language sites access them mostly through desktop devices (64%, 57.7% and 65.9% for the Spanish, Russian and Korean sites respectively).

The P.O site was an effective tool in presenting tailored project information to the community – to a greater degree among the English-speaking community than the Spanish, Russian, and Korean-speaking community – in a reader-friendly and interactive platform. It was an effective way to reach people when in-person engagement opportunities were limited due to COVID-19 restrictions but does limit access to those able to visit the site.

The P.O site was also a successful method of gathering CAG interest forms, with most applicants submitting a form through the interactive website. Moving forward, the project team would like to better optimize the website to encourage users to spend an average of four to five minutes on the site, especially on the in-language sites.

4 WHAT WE HEARD

The project team intended to introduce Everett Link to the public before early scoping as an opportunity to learn more. During this outreach phase, the project team made an effort to state clearly their genuine interest in engaging, involving and hearing from the public and made a commitment to do so.

The project team recruited and established a CAG as part of initial outreach (**Figure 3**). To prioritize community relationship building, the project team decided to stand up a CAG rather than a Stakeholder Advisory Group, which is more common this early in the process among comparable projects. The project team used its resources to recruit people interested in serving as members of the CAG (review **Section 1.2.2** for more details). Sound Transit offered stipends for CAG members to help reduce barriers to participation.



Figure 3: Everett Link Extension Community Advisory Group icon

The project team developed a recruitment strategy focused on making sure the CAG membership better reflected the demographics of the community and represented the diversity and range of perspectives of the corridor, including:

- Youth, senior, and people from a broad range of ages
- Communities of color
- People who speak a language other than English, particularly Spanish, Russian and/or Korean
- People with a range of incomes and professions, including people whose incomes are below the federal poverty threshold
- People living with disabilities
- People who rent and live in multifamily households
- People with a variety of interest areas and experiences, such as:
 - Regular transit riders and those who rely on transit
 - Community advocates or members of community groups
 - People with an interest in non-motorized transportation

4.1 Interest Forms

Applicants could share their interest to participate in the CAG between Sept. 16 and Oct. 18, by:

- Submitting an interest form through the P.O site.
- Printing, filling out and mailing the interest form to Sound Transit.
- Recording a video, answering the interest form questions and submitting to Sound Transit.
- Emailing or calling.

The interest form was available in English, Spanish, Korean and Russian on the English interactive website the full duration of the submittal period (review **Appendix I**). The project team launched the in-language interactive websites on Oct. 8.

The CAG interest form received 124 responses, including two duplicates, from 122 people:

- 118 forms through the P.O. site
- One (1) mailed to Sound Transit

- One (1) video script
- Four (4) through email

Sound Transit received strong interest from the community to participate in the CAG, with representation in interest forms from all demographic categories. While white males between the ages of 40-60 who own a home were the most common demographic who submitted a CAG interest form, the project team made efforts to engage historically excluded communities. These efforts helped the project team to eventually form a CAG that is more representative of communities in the project area.

4.2 Forming the Community Advisory Group

To mitigate unconscious bias and ensure a more objective review process, the project team reviewed interest form responses with name and affiliations redacted. The project team identified CAG membership based on applicants' responses as well as self-disclosed demographic information. The final list of CAG members was appointed by the Elected Leadership Group in their first meeting on November 29, 2021.

Overall, the project introduction and CAG outreach activities were successful, and the project team achieved their goal of generating project awareness and collecting CAG interest forms from interested community members from a diverse range of backgrounds and experiences.

More information about applicants and final CAG membership—including interest in public transportation, longevity of involvement in the community, primary mode of transportation, etc.—are included in **Appendix I**.

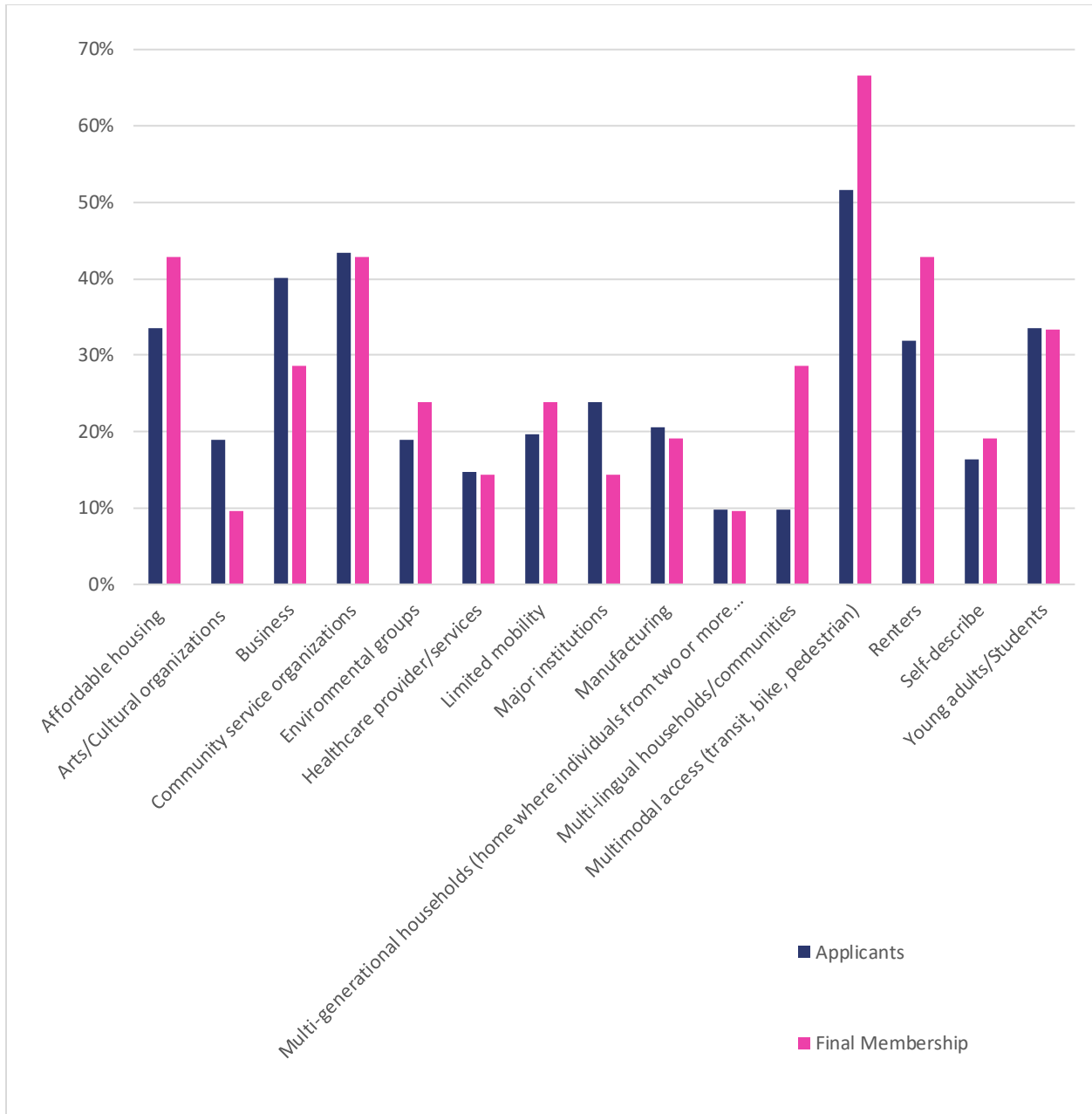


Figure 4: Perspectives of Community Advisory Group applicants and final membership

4.3 Demographics

The project team requested CAG applicants to self-disclose their demographic information, including gender, age, race or ethnicity, housing status, and geographic location. Below are the demographics for the 122 applicants and 21 selected final CAG members.

4.3.1 Gender

- Applicants
 - Female: 30%
 - Male: 62%
 - Non-binary: 2%
 - Self-describe: 1%
 - Prefer not to answer: 2%
- Final Membership
 - Female: 38%
 - Male: 57%
 - Non-binary: 0%
 - Self-describe: 5%
 - Prefer not to answer: 0%

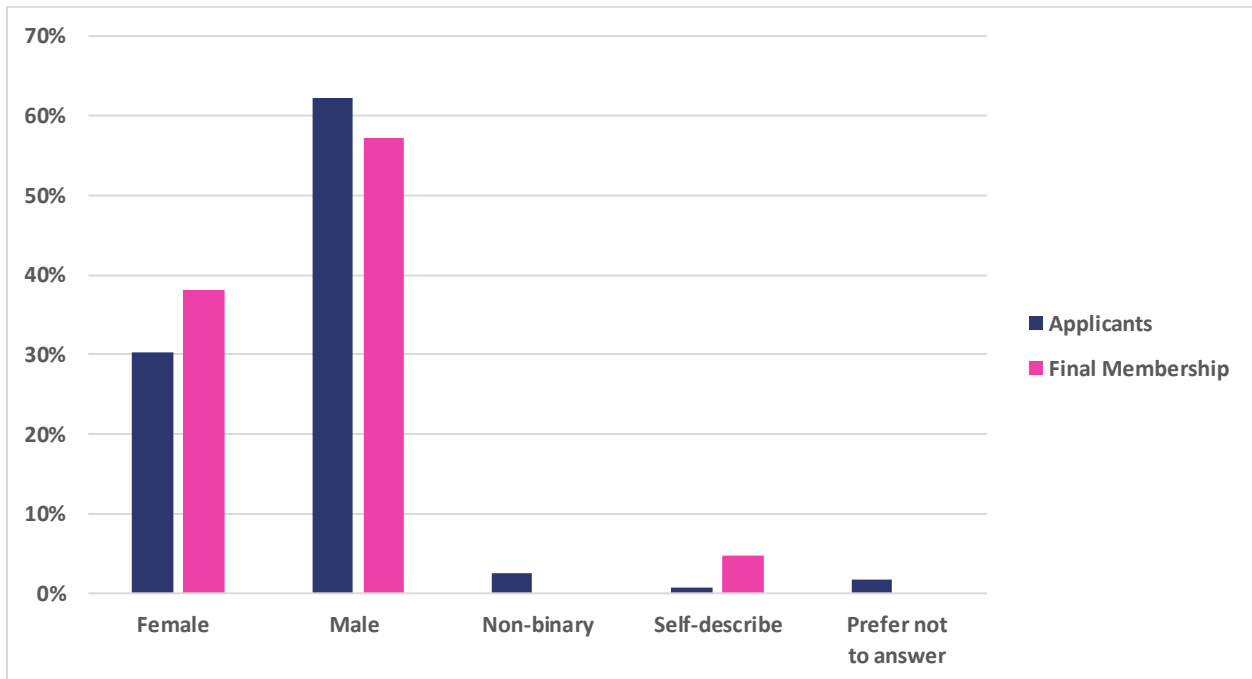


Figure 5: Gender of Community Advisory Group applicants and final membership

4.3.2 Age

- Applicants
 - Under 25: 7%
 - 25 – 40: 28%
 - 40 – 60: 42%
 - 60 and over: 22%
- Final Membership
 - Under 25: 14%
 - 25 – 40: 33%
 - 40 – 60: 43%
 - 60 and over: 10%

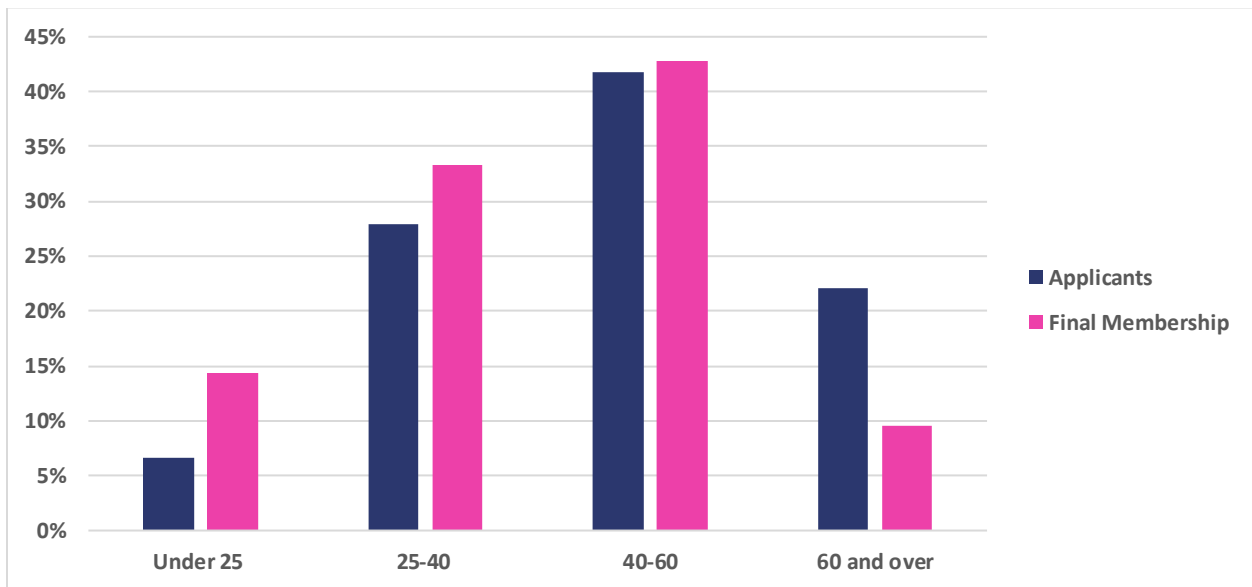


Figure 6: Age of Community Advisory Group applicants and final membership

4.3.3 Race or ethnicity

- Applicants
 - African American: 3%
 - Asian: 7%
 - Hispanic: 5%
 - Latinx: 2%
 - Native American/Alaska Native: 1%
 - Native Hawaiian or Pacific Islander: 2%
 - Prefer not to answer: 4%
 - Self-identify: 3%
 - White: 82%
- Final Membership
 - African American: 10%
 - Asian: 14%
 - Hispanic: 10%
 - Latinx: 5%
 - Native American/Alaska Native: 5%
 - Native Hawaiian or Pacific Islander: 5%
 - Prefer not to answer: 0%
 - Self-identify: 0%
 - White: 62%

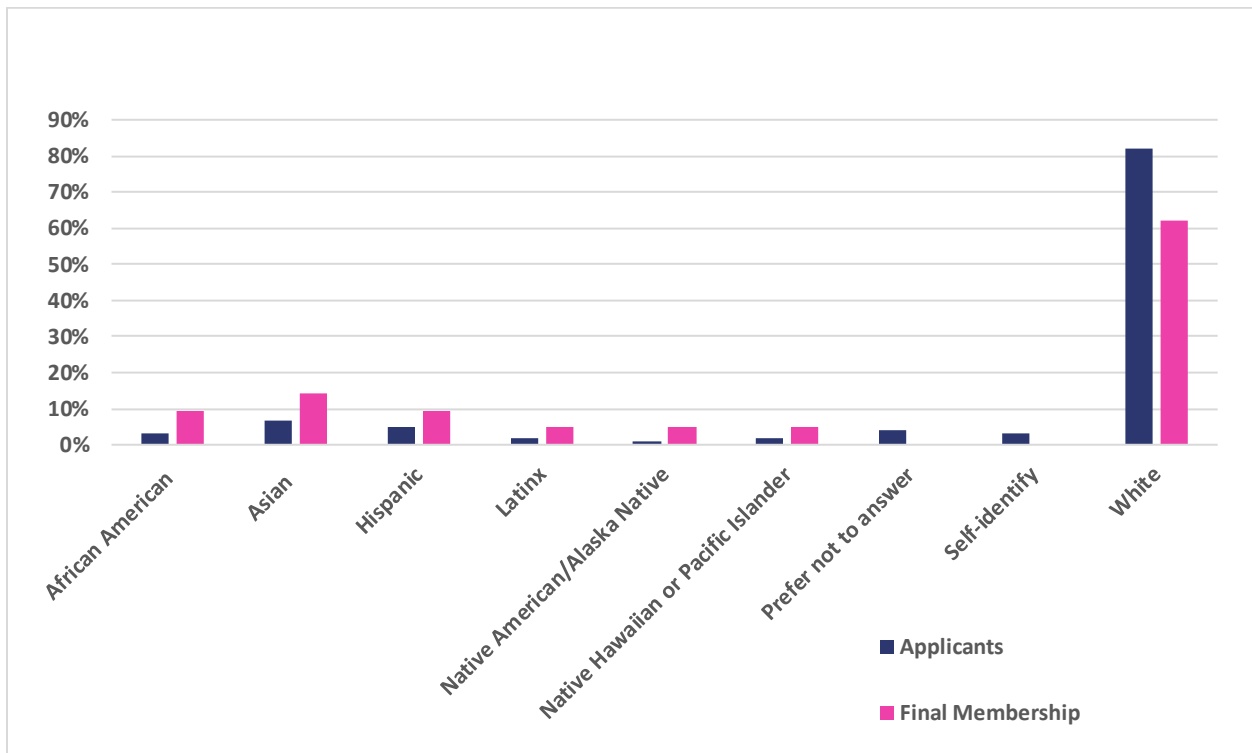


Figure 7: Race or ethnicity of Community Advisory Group applicants and final membership

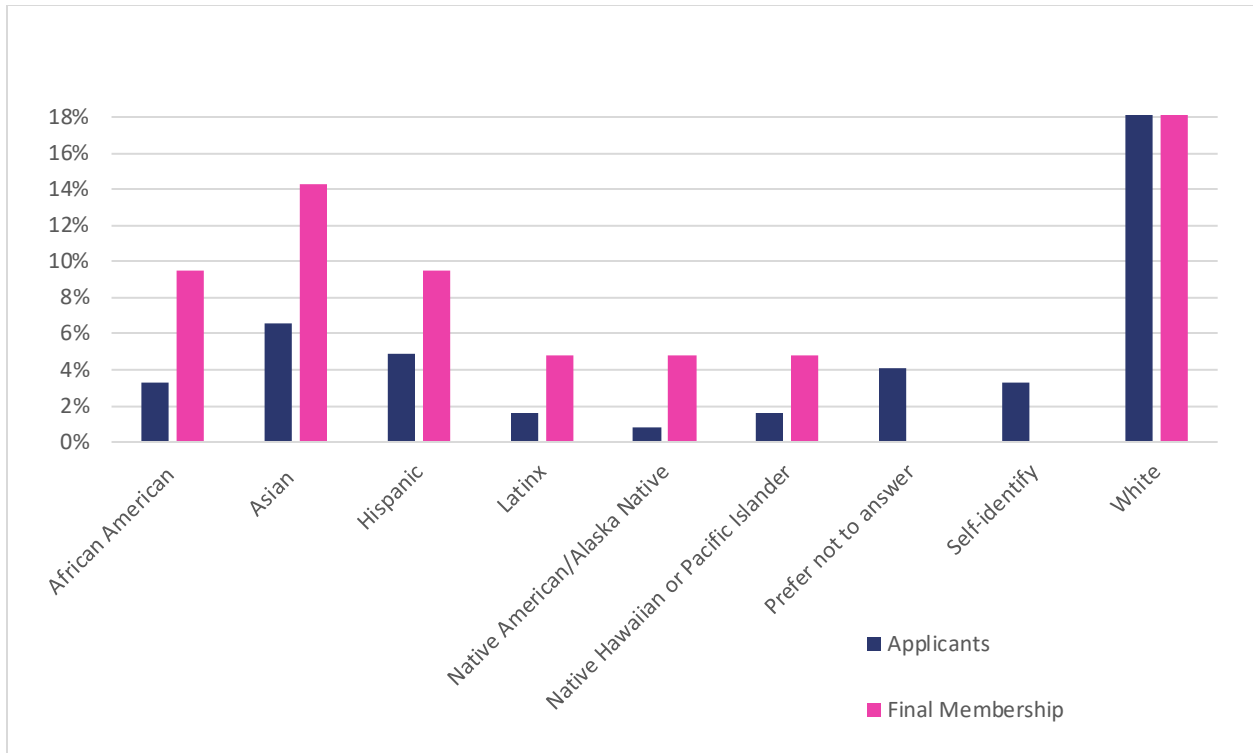


Figure 8: Race or ethnicity of Community Advisory Group applicants and final membership – under 20% of total

4.3.4 Housing situation

- Applicants
 - Rent your home: 18%
 - Own your home: 75%
 - Prefer not to answer: 2%
 - Other: 4%
- Final Membership
 - Rent your home: 48%
 - Own your home: 48%
 - Prefer not to answer: 0%
 - Other: 5%

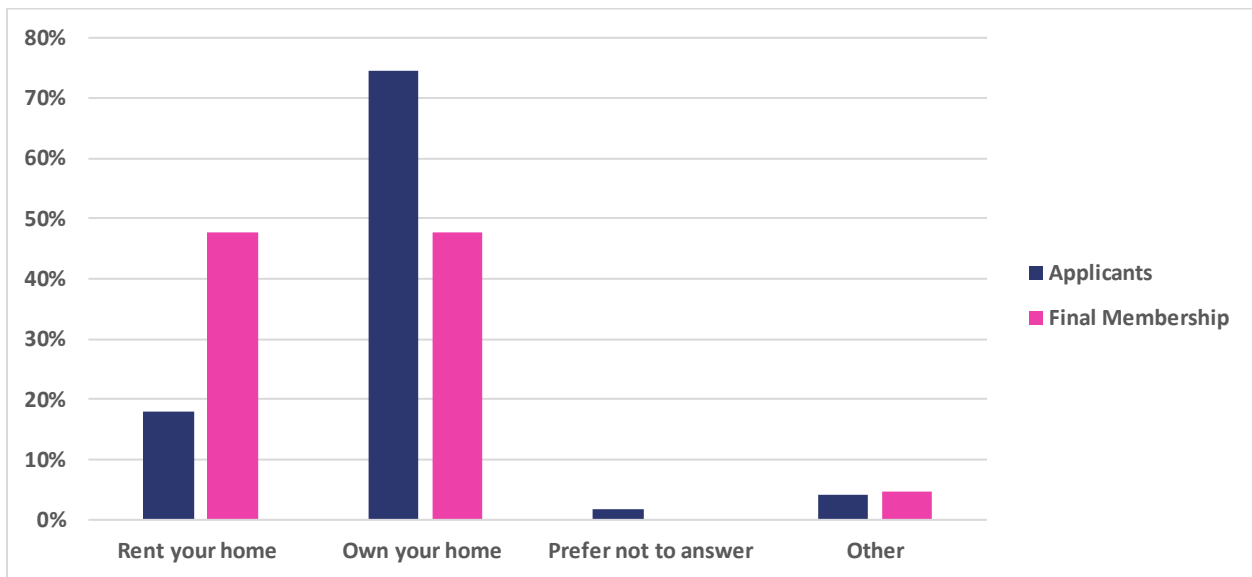


Figure 9: Housing situation of Community Advisory Group applicants and final membership

4.3.5 Occupation

- Applicants
 - Aero: 17%
 - Arts/Cultural organization: 9%
 - Business: 33%
 - Communications: 12%
 - Community service organization: 32%
 - Construction: 15%
 - Customer service: 26%
 - Education: 19%
 - Food industry: 6%
 - Healthcare provider/services: 13%
 - Manufacturing: 16%
 - Prefer not to answer: 1%
 - Self-describe: 36%
 - Service industry: 11%
 - Student: 4%
 - Technology: 21%
- Final Membership
 - Aero: 14%
 - Arts/Cultural organization: 5%
 - Business: 33%
 - Communications: 19%
 - Community service organization: 33%
 - Construction: 10%
 - Customer service: 29%
 - Education: 5%
 - Food industry: 10%
 - Healthcare provider/services: 14%
 - Manufacturing: 14%
 - Prefer not to answer: 0%
 - Self-describe: 38%
 - Service industry: 14%
 - Student: 5%
 - Technology: 10%

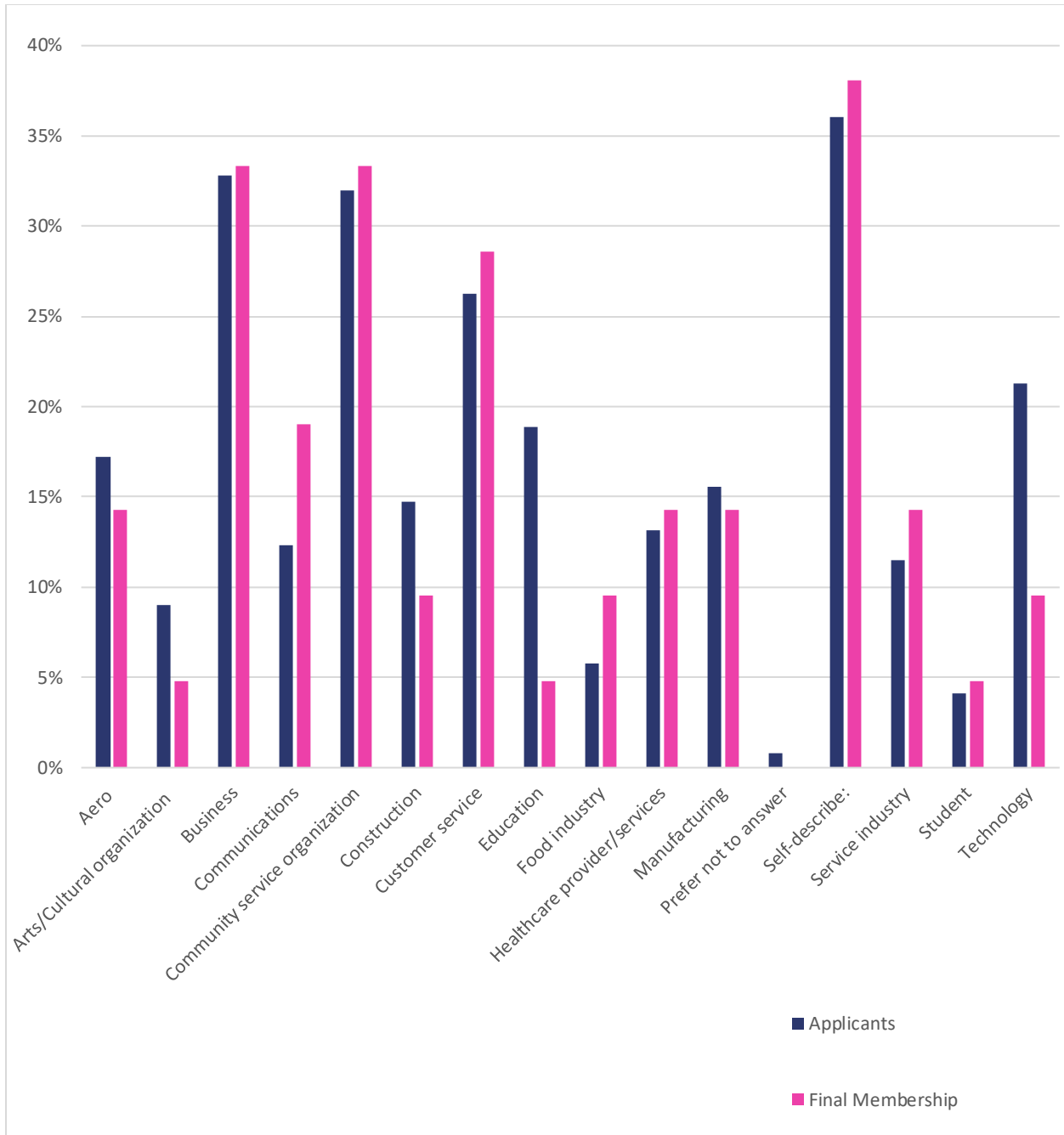


Figure 10: Occupation of Community Advisory Group applicants and final membership

4.3.6 Geographic

Geographically, CAG members live in areas around Snohomish County and the North Puget Sound, ranging from Edmonds, Lynnwood, Mill Creek, Mukilteo, Everett and more. CAG members work and/or volunteer in locations ranging from Downtown Seattle, Shoreline, Lynnwood, Monroe, Lake Stickney, Mariner, Everett and more.

soundtransit.org/everettlink

everettlink@soundtransit.org
206-370-5533

