

# LIFESTYLE

## **LifeStyle Editorial Criteria**

LifeStyle highlights unique experiences, destinations, and events that are easily accessible via Sound Transit. Our goal is to inspire riders to explore more of their region using Link light rail, Sounder trains, and ST Express buses.

### **Feature Criteria**

To be considered for LifeStyle, content must meet the following guidelines:

#### **Proximity to Sound Transit Service**

- All featured locations, events, or experiences must be within one mile of a Sound Transit station or stop.
- LifeStyle sometimes, but not often, recommends trips that require a transfer with another transit agency. Remember that your ORCA card is good across all regional transit agencies and even the ferries with a pre-loaded purse. If you don't have an ORCA card, you can purchase a \$6 regional day pass that works on all transit agencies except for the ferries.

#### **Relevance to Sound Transit Riders**

- Content should have clear value for current or potential Sound Transit riders.
- Topics may include dining, entertainment, cultural experiences, outdoor activities, or transit-friendly travel tips.

#### **Uniqueness & Significance**

- Our stories highlight places or events that stand out due to their history, culture, innovation, or local impact.

#### **Timeliness & Seasonality**

- Features align with current events, seasonal activities, or special occasions that make them timely and engaging.

### **Equity**

At LifeStyle, we believe that public transit is for everyone. Our stories celebrate the people, places, and progress that make our region thrive.

Sound Transit is committed to connecting more people to more places to make life better and create equitable opportunities for all. That means ensuring access for all riders, amplifying voices that have been historically underrepresented, and fostering an inclusive space where everyone feels welcome. Through the LifeStyle blog, we highlight sustainability, accessibility, and the ways transit connects people to opportunity.

We are especially proud to promote minority-owned businesses and community spaces that reflect the diversity of our region. Every location featured on LifeStyle is within one mile of a Sound Transit stop or station, making it easier for everyone to explore and support local businesses without relying on a car.

We recognize that equity is an ongoing effort. We welcome feedback, collaboration, and new perspectives on the LifeStyle project. Please email [lifestyle@soundtransit.org](mailto:lifestyle@soundtransit.org) to share your thoughts.

### **Types of Features**

- **Destination Highlights** – Businesses, attractions, and public spaces that Sound Transit riders will enjoy
- **Event Previews** – Timely recommendations for concerts, festivals, markets, and more
- **Transit-Friendly Guides** – Curated itineraries or themed experiences accessible via Sound Transit

### **We want to hear from you!**

LifeStyle welcomes our community to submit recommendations for consideration and may publish\* them if the recommendations fit the criteria for the project.

*\*Contributed content may be edited for length and clarity. Email [lifestyle@soundtransit.org](mailto:lifestyle@soundtransit.org) to learn more.*