

Community Engagement Summary Lynnwood City Center TOD



Overview

Under our Equitable Transit-Oriented Development policy, Sound Transit works to ensure that the processes to plan, develop and implement TOD on our property are inclusive and reflect the local community, and that the projects that developers build help realize the priorities we hear through our engagement efforts. This report provides a record of the community engagement process that took place to collect public input on the Lynnwood City Center TOD site between fall 2021 and winter 2022 in alignment with these goals. The input will ultimately inform the request for proposal (RFP) for development of the site, scheduled to be released to potential property developers in mid-to-late 2023. Sound Transit will review the proposals against the criteria developed by the community, Sound Transit, and the City of Lynnwood.

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Engagement snapshot

4,425 respondents.
63% from Lynnwood;
more than 50 languages
represented

Email notification to 5,303
community members

Postcard notification to
8,700+ residences within
1 mile of the Lynnwood
City Center TOD site

Materials in 4 languages
with alternative text for
individuals with visual
impairments

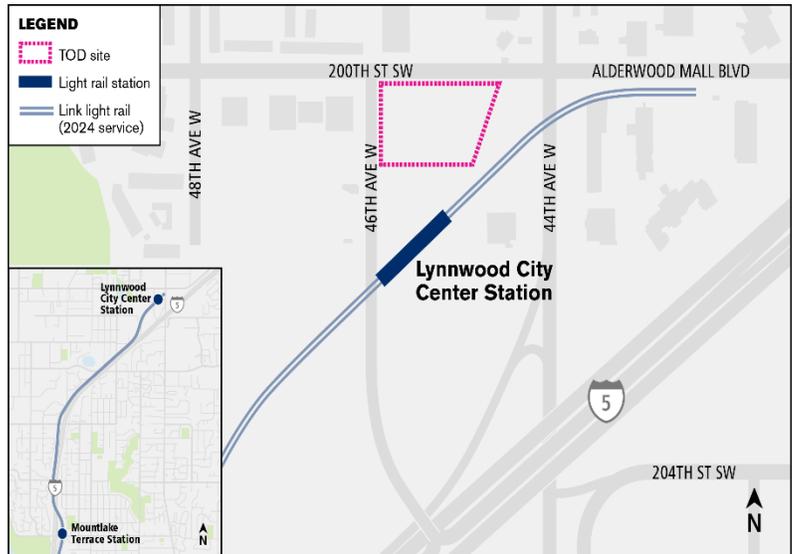
Engagement Summary

Site background

Sound Transit purchased roughly two acres of land next to the future Lynnwood City Center Station for mobile offices and equipment storage while building the Lynnwood Link and light rail station. After construction, the extra land, once designated as surplus property by Sound Transit, will be available for other community-driven purposes through Sound Transit’s Transit-Oriented Development (TOD) Program.

Community engagement goals

Sound Transit is leading a collaborative process to plan TOD on the surplus land near Lynnwood City Center Station with the City of Lynnwood and input from the community. Objectives for community engagement include to:



- Build awareness about Sound Transit and City of Lynnwood goals for the surplus land
- Gather community input on the potential mix of uses (including housing and/or commercial affordability), catalytic programs for neighborhood and economic development, and urban design elements (such as layout)
- Encourage participation from a diverse audience, with a focus on race, income, and accessibility

To accomplish these goals, Sound Transit developed a two-phase community engagement plan:

- Phase 1: an online survey to gauge baseline preferences and interests of community members, including “community conversations” with community-based organizations
- Phase 2: an online open house to explore community needs and aspirations for the area in more detail and continued community conversations with community-based organizations

Phase 1 engagement

Online survey

The online engagement survey, hosted through Social Pinpoint, was available from November 30, 2021, to January 4, 2022, in English, Korean, Spanish, Vietnamese, and alternative text for individuals with visual impairments. Survey recruitment tools and efforts are detailed in Appendix D.

The survey received 4,425 responses. Sound Transit asked optional demographic questions in the survey to gauge representation of potentially impacted and historically underrepresented communities. Most respondents identified as white (69%) and live near the future Lynnwood City Center Link light rail station (71%). The second largest group of respondents identified as Asian or Asian American (15%). The third largest group of respondents identified as being two or more races (6%) to include, Native Hawaiian or Pacific Islander (89%), Asian or Asian American (46%), and Black of African American (29%). Most participants responded to the survey in English but more than 60% indicated

speaking another language at home, with over 50 languages represented. In terms of age, most participants were between 18 and 49 years old (62%). More than half of respondents reported a household income of more than \$100,000 (53%).

A few common priorities emerged from participant responses:

- Desire to prioritize housing development, with consideration for those with low incomes
- Preference for public access to non-residential spaces including retail and food services (such as marketplace stalls, food trucks, coffee shops, convenience stores, and bookshops), multi-use workspaces, arts and cultural space, and community centers (serving youth, recreation, and places of worship)
- Preference for more plaza space, natural features, and passive open space for walking and sitting

Community Conversations

Sound Transit hosted virtual meetings with community-based organizations to learn about their services and how TOD, including affordable housing, could best benefit the communities they serve. Organizations were selected based on previous engagement with the project, proximity to and organizational interests in the project area, and their ability to represent public interests. These conversations will continue during Phase 2 engagement.

The TOD project team met with two groups in Phase 1, Latino Education Training Institute on December 16, 2021, and Refuge Church on January 20, 2022. Key takeaways include:

Specific to Sound Transit engagement

- Engage youth through education and outreach related to Sound Transit projects
- Create more accessible informational materials and transit resources

Specific to Sound Transit TOD

- Support diversity and cultures in Lynnwood by building community through TOD
- Create nonresidential space for families and community to convene
- Support variety of programs for people who need shelter, social services, and childcare

Next steps

Sound Transit will use the Phase 1 survey results and findings from community conversations to develop concepts for the Lynnwood City Center site, then reengage the public through the Phase 2 online open house in fall 2022. The online open house will use the same URL as the survey, LynnwoodTOD.com, with translated content in Korean, Spanish, and Vietnamese.

Sound Transit TOD program overview

Transit-oriented Development (TOD) is a term used to describe development strategies that integrate transit and land use while supporting community needs and development visions. These strategies focus on urban growth around facilities such as light rail stations to produce regional and local benefits, including increasing transit ridership, developing walkable communities, and improving access to jobs.

Sound Transit's TOD policy includes a priority to offer surplus property for the development of affordable housing. Washington state law requires Sound Transit to offer 80% of its surplus property that is suitable for housing to qualified entities to develop homes affordable to households with incomes at or below 80% of the area median income. In addition, Sound Transit has adopted an Equitable TOD Policy that commits the agency to "inclusive planning and decision-making processes, resulting in development outcomes that accommodate future residential and employment growth, increase opportunity and mobility for existing communities, and enhance public health for socially and economically diverse populations."

Appendices

Appendix A: Survey Questions

The Lynnwood City Center TOD survey includes the following questions, with the survey available in English, Korean, Spanish, and Vietnamese. All questions were optional. The survey included a map of the station area for reference while completing the survey.

1. Have you used the Lynnwood Transit Center?
 - a) No
 - b) Yes

2. How do you typically get to the Lynnwood Transit Center?
 - a) Walk
 - b) Bike or scooter
 - c) Driving alone and park
 - d) Carpool and park
 - e) Drop off/pick up or ride share (such as Uber or Lyft)
 - f) Bus or other transit
 - g) Other (please tell us more)

3. What were your main destinations when using public transportation at the Lynnwood Transit City Center prior to COVID-19? (Select all that apply)
 - a) Work
 - b) School
 - c) Shopping, errands
 - d) Religious services
 - e) Visit friends or family
 - f) Entertainment
 - g) Service providers such as healthcare or childcare
 - h) Parks and recreation
 - i) Airport, train station, etc. for travel
 - j) Other (please tell us more)

4. What's your connection to the future Lynnwood City Center Link light rail station? (select all that apply)
 - a) I pass through but don't spend time there
 - b) I own a business nearby
 - c) I go to the businesses, restaurants, places of worship, and services nearby
 - d) I attend school nearby
 - e) I work nearby
 - f) Other (please tell us more)
 - g) I do not have a connection to the station area

5. Do you plan to live at the future transit-oriented develop or in the general Lynnwood City Center area?
 - a) No
 - b) Yes
 - c) Not sure

6. What are the top three (3) types of businesses, services and community features you would most like to see in the neighborhood? (Select 3)
 - a) Multi-use work/retail spaces for smaller scale or emerging businesses
 - b) Larger format retailers (like a drug store)
 - c) Smaller scale food service spaces (such as marketplace stalls, food truck areas, etc.)

- d) Childcare/pre-school
- e) Arts and cultural space
- f) Medical and health services
- g) Community center, youth center and/or recreation facility
- h) Individual or shared office space for community organizations
- i) Job training or educational centers
- j) Other (please tell us more)

7. What are the top three (3) types of public spaces you would be most interested in? (Select 3)



Natural features (such as landscaping, trees, gardens or water feature)



Play areas attractive to families with children



Green stormwater features, such as rain gardens



Passive open space for passing through or relaxing wide sidewalks



Plaza space with seating or areas to accommodate a sidewalk café, farmer's market, events/performances, etc.

8. How should we prioritize site uses? (select one)

- a) Site should prioritize and maximize housing.
- b) Site should prioritize housing but should also include office and/or retail.
- c) Site should prioritize office and/or retail, but should also include housing.

9. Should we develop sites with fewer buildings and larger footprints or develop sites with more buildings and smaller footprints? (select one)
 - a) Site should have fewer buildings with larger footprints.
 - b) Site should have more buildings with smaller footprints.

10. Should we maximize or minimize site density? (select one)
 - a) Site should maximize density, utilizing as much of site as possible.
 - b) Site should limit density to accommodate more open space.

11. How should we prioritize income-based housing affordability? (select one)
 - a) Housing should prioritize people with lowest incomes.
 - b) Housing should prioritize those with a range of low- to moderate-incomes.
 - c) Housing should prioritize those with a range of incomes, including those who can afford market rents.

12. What size and type of units should we develop? (select one)
 - a) Fewer overall units, but includes more family sized units with two-three bedrooms.
 - b) Maximize amount of units, but with more studios and one bedrooms.

13. For this question, we would like you to imagine that you don't live at the site but you are passing through it on your way to or from the Lynnwood City Center Station. What are the top three features that would make your experience better? (select three)
 - a) Retail or services I would regularly use such as a coffee shop, bookstore, convenience store or dry cleaner.
 - b) Cultural oriented programming such as an art gallery, community center that may host events, or dance studio for children.
 - c) Open space that is peaceful and safe.
 - d) Open area that provides space to linger and connect with a friends or family member after work.
 - e) Services that would be convenient for my family, such as childcare or health care facilities.
 - f) Space for businesses that showcase Lynnwood's cultural diversity.
 - g) Other (please tell us more)

Optional questions: Sound Transit is committed to equitable engagement, and we want to ensure we're hearing the full range of voices that represent our diverse communities. The questions below are optional, but by answering them you'll help us better understand who our survey is reaching. Your answers are confidential.

1. Do you have access to a working motor vehicle at home that you can reliable use?
 - a) No
 - b) Yes

2. What ZIP code do you live in?
 - a) 98036
 - b) 98037
 - c) 98046
 - d) Other (please write in ZIP code)

3. Do you rent or own your home?
 - a) Rent
 - b) Own
 - c) Other (please tell us more)

4. How do you identify?
 - a) Female
 - b) Male
 - c) Not listed here

5. How old are you?
 - a) Under 18
 - b) 18-34
 - c) 35-49
 - d) 50-64
 - e) 65+

6. How do you identify?
 - a) American Indian or Alaskan Native
 - b) Asian or Asian American
 - c) Black or African American
 - d) Hispanic, Latino/a/x, or Spanish origins
 - e) Native Hawaiian or Pacific Islander
 - f) White
 - g) Two or more races
 - h) Other (please tell us more)

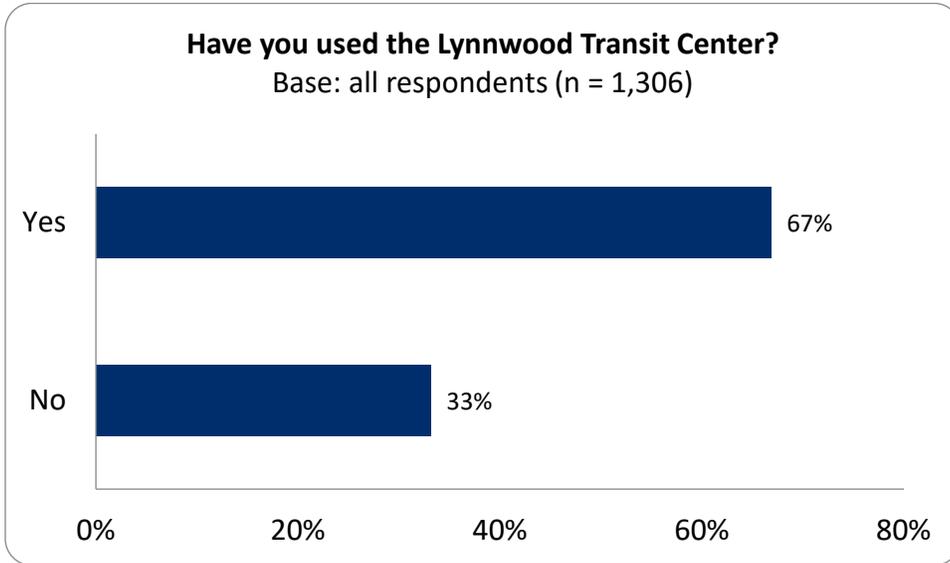
7. Does anyone in your family speak any language(s) other than English?
 - a) No
 - b) Yes

8. Including yourself, how many people live in your household?
 - a) 1
 - b) 2
 - c) 3
 - d) 4
 - e) 5
 - f) 6
 - g) 7+

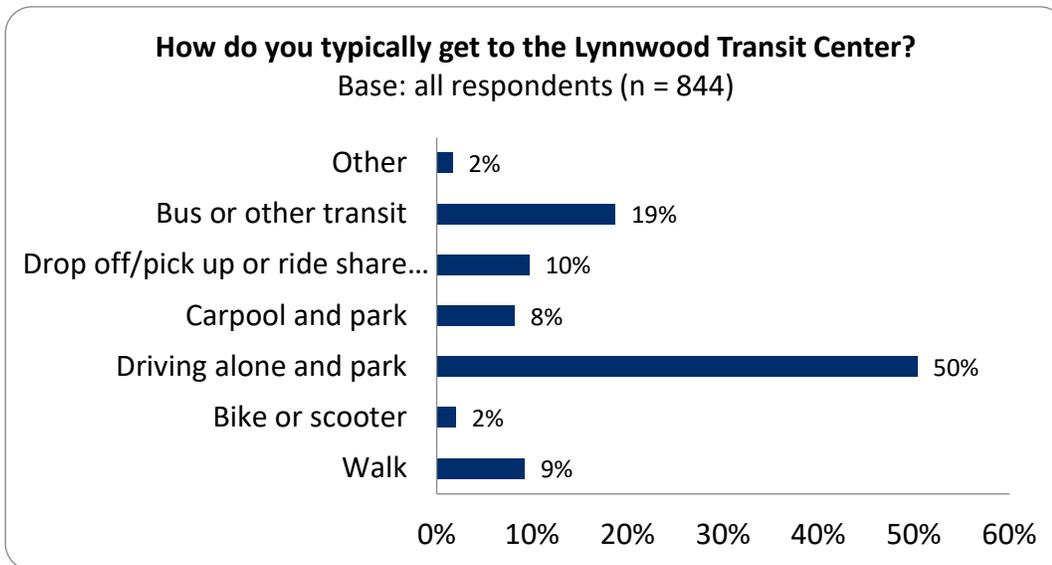
9. What is your household's total annual earnings before taxes?
 - a) Less than \$25,000
 - b) \$25,000 to \$49,000
 - c) \$50,000 to \$74,999
 - d) \$75,000 to \$99,999
 - e) \$100,000 to \$149,999
 - f) \$150,000 to \$199,999
 - g) \$200,000 or more
 - h) I don't know/prefer not to share

Appendix B: Detailed Survey Results

Of the 4,425 online survey responses received: 4,319 responses were in English, 21 responses were in Korean, 71 responses were in Spanish, and 14 responses were in Vietnamese. The survey data is summarized below, with open ended responses in Appendix C. Charts reflect total answers per question in parentheses. Several of the questions allowed respondents to select multiple answers, such as selecting up to three options. Questions 1-13 were focused on community priorities for the Lynnwood City Center TOD site and the remaining nine were optional demographic questions. A correlation analysis was not conducted due to the structure of the survey.



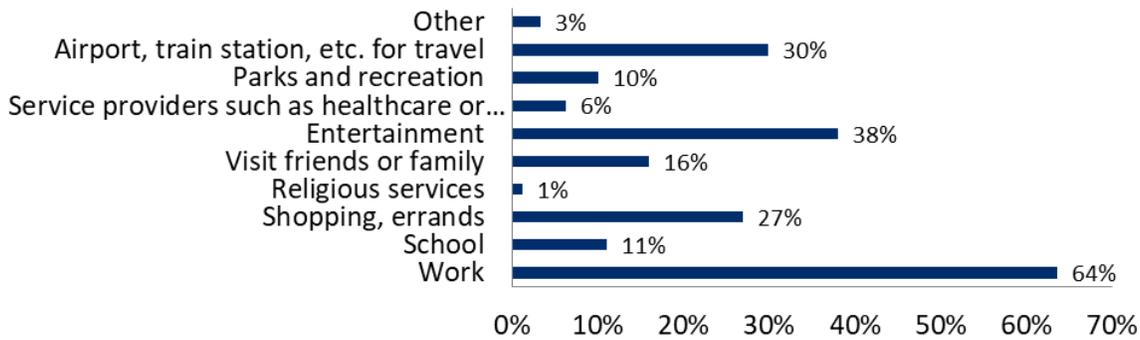
Most respondents have used the Lynnwood Transit Center (67%).



Most respondents get to the Lynnwood Transit Center by driving alone and parking (50%). Some participants get to the Lynnwood Transit Center by bus or other transit (19%).

What were your main destinations when using public transportation prior to COVID-19?

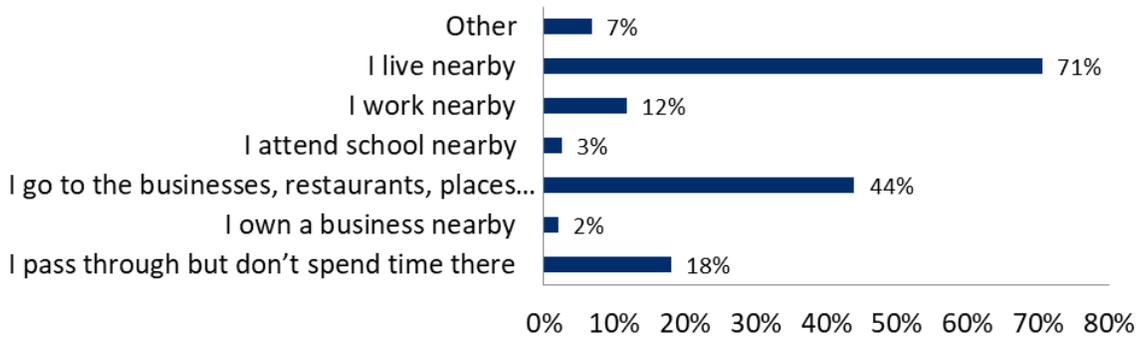
Base: all respondents (n = 842)



Most respondents indicated that they were traveling to work when using public transportation prior to COVID-19. Participants were also traveling to entertainment (38%), airports, train stations, etc. for travel (30%), and shopping or errands (27%).

What's your connection to the future Lynnwood City Center Link light rail station?

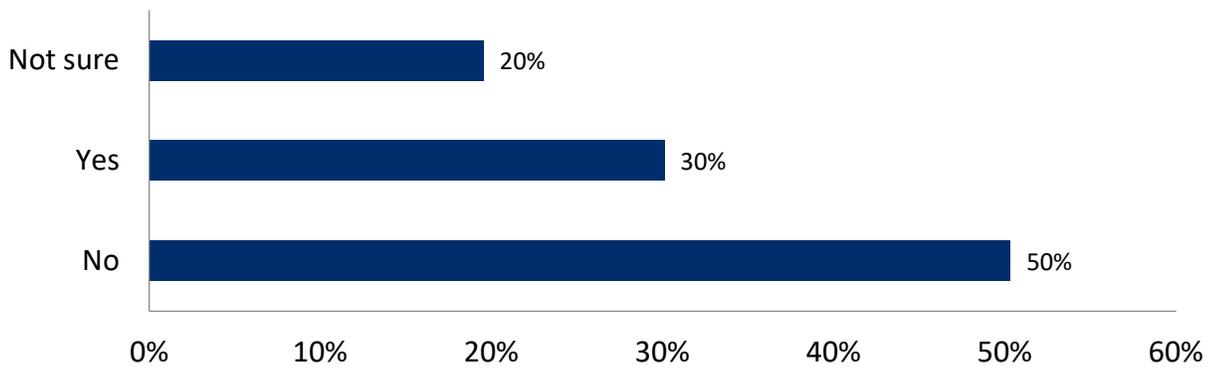
Base: all respondents (n = 1,147)



Most respondents live near the Lynnwood City Center Link light rail station (71%) and visit businesses, restaurants, and services nearby (44%). Participants also pass through but don't spend time at the station or work nearby.

Do you plan to live at the future transit-oriented development or in the general Lynnwood City Center area?

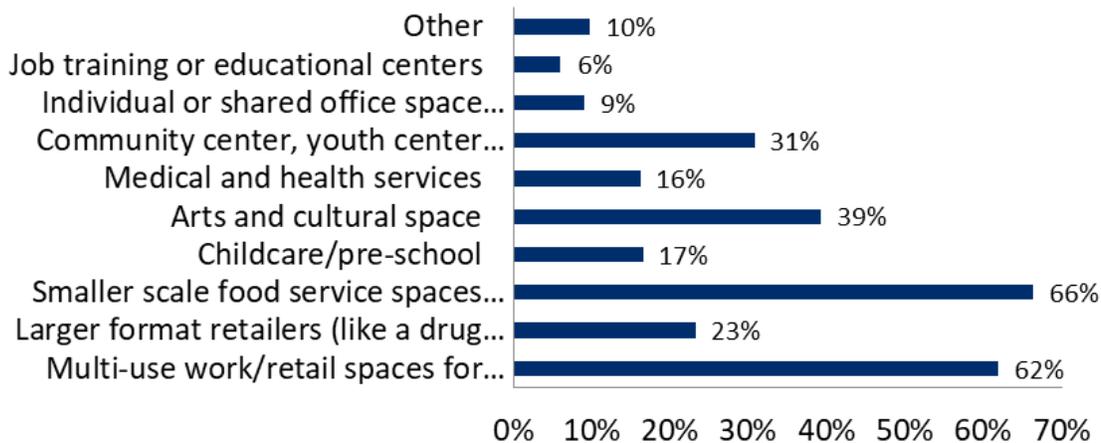
Base: all respondents (n = 1,202)



Plans to live at the site are split, with half of the respondents saying no, and the rest saying yes or are unsure.

What are the top three (3) types of businesses, services and community features you would most like to see in the neighborhood?

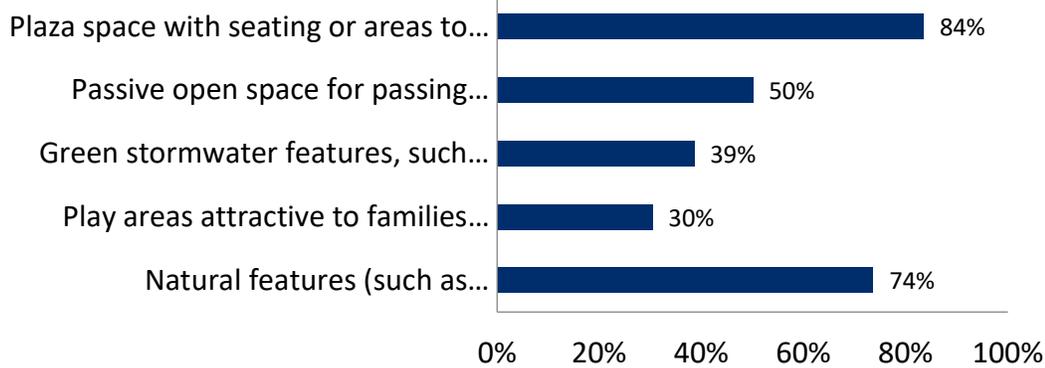
Base: all respondents (n = 1,219)



Many respondents (66%) would most like to see smaller scale food service spaces (such as marketplace stalls, food truck areas, etc.) multi-use work retail spaces for smaller scale or emerging businesses (62%), and arts and cultural space (39%).

What are the top three (3) types of public spaces you would be most interested in?

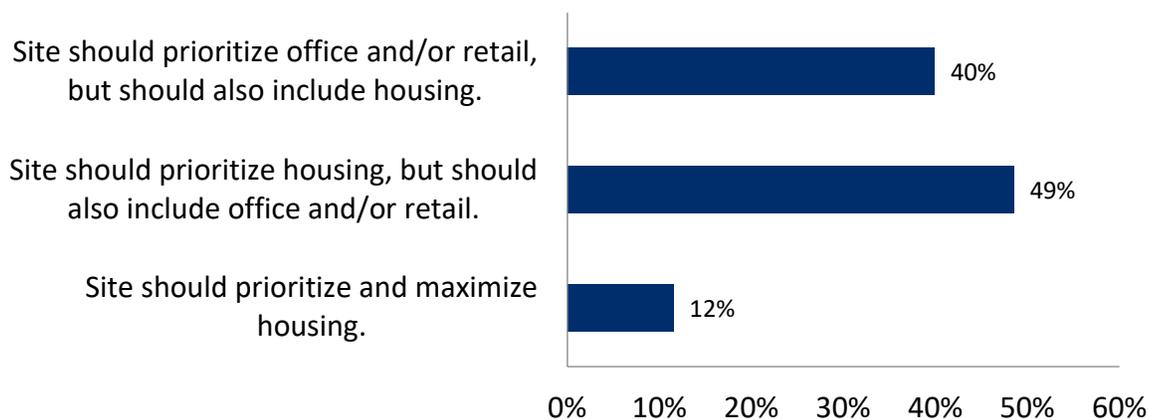
Base: all respondents (n = 1,164)



Most respondents indicated that they are most interested in plaza space with seating or areas to accommodate a sidewalk café, farmer's market, events/performances, etc. (84%), natural features (74%), and passive open space for passing through or relaxing wide sidewalks (50%).

How should we prioritize site uses?

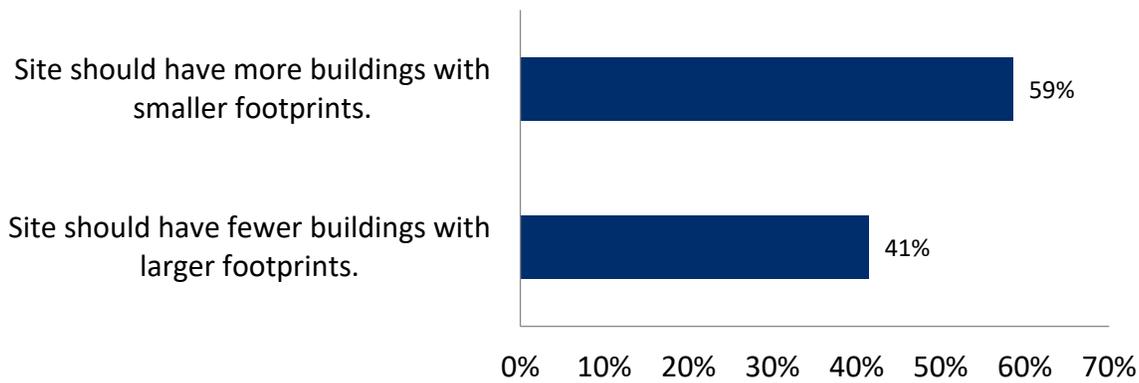
Base: all respondents (n = 754)



Of those that think housing is the priority (61%), most think the site should also include office and/or retail (49%).

Should we develop sites with fewer buildings and larger footprints or develop sites with more buildings and smaller footprints?

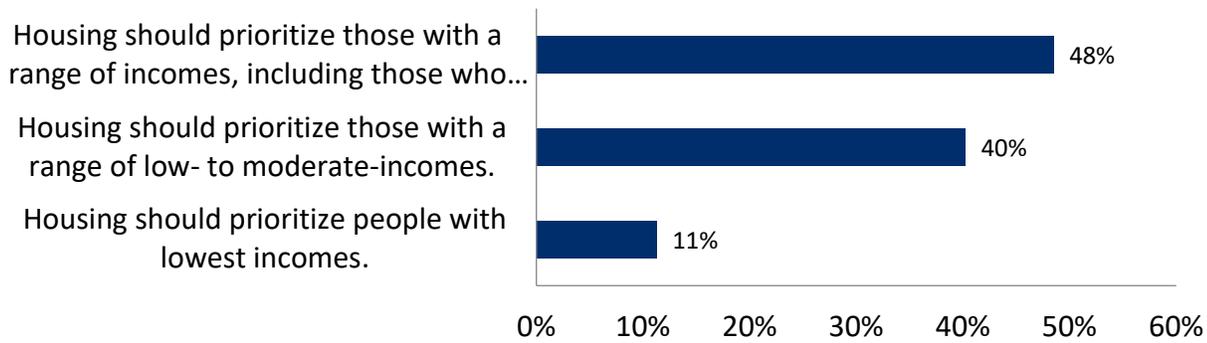
Base: all respondents (n = 746)



Respondents indicated a desire to develop sites with more buildings and smaller footprints (59%).

How should we prioritize income-based housing affordability?

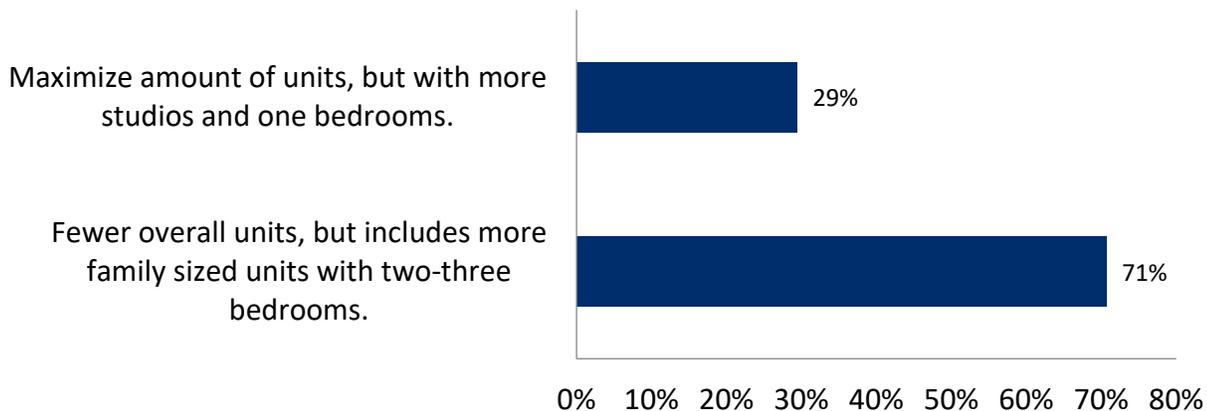
Base: all respondents (n = 763)



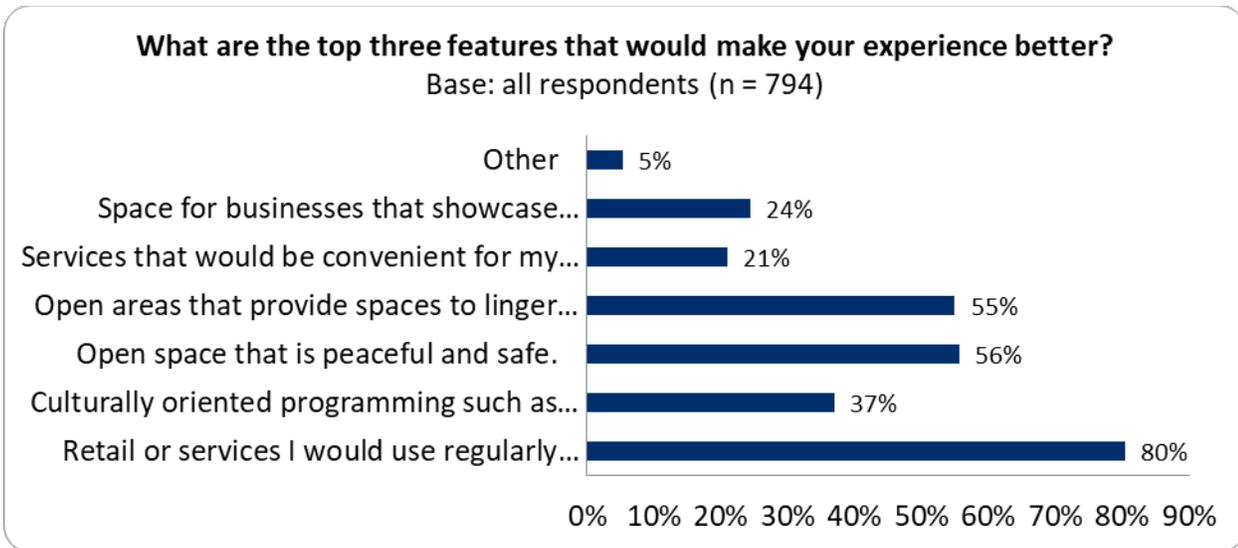
Responses to income-based housing affordability are split. Over 50% of respondents think that low incomes should be considered and prioritized in some way.

What size and type of units should we develop?

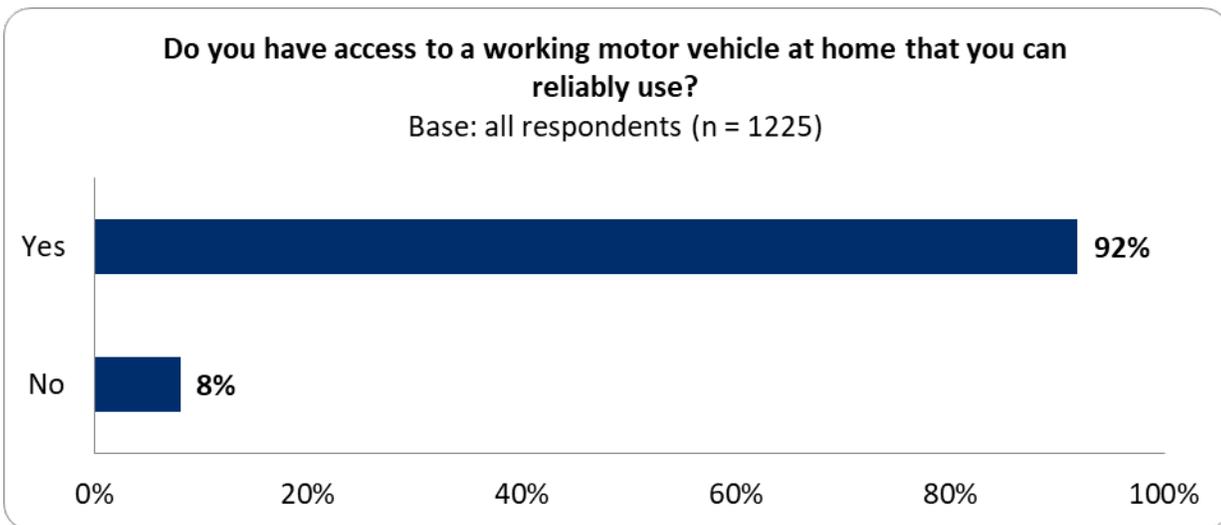
Base: all respondents (n = 749)



Most respondents are interested in developing fewer overall units, but include more family sized units with two-to-three three bedrooms (71%).

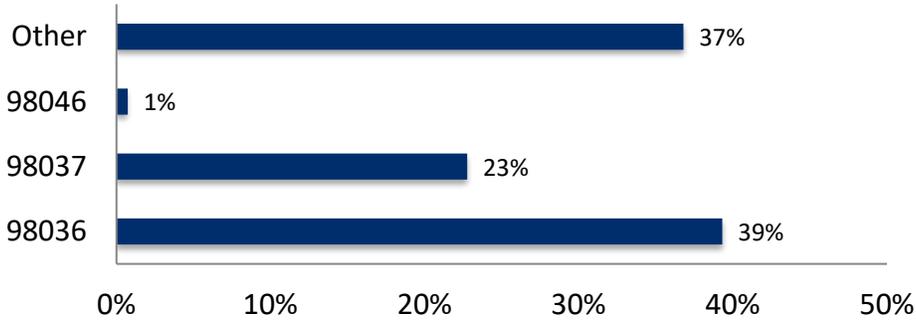


Respondents indicated that the top three features that would enhance their experience would be retail or services they would use regularly (80%), open space that is peaceful and safe (56%), and open areas that provide spaces to linger and connect with a friend or family member after work (55%).



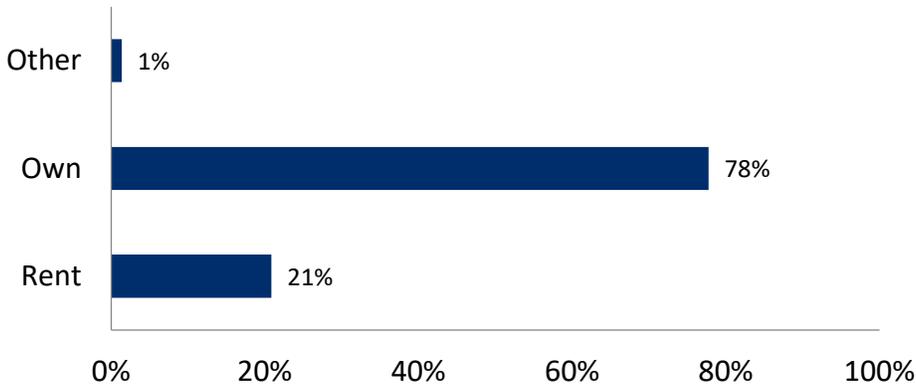
Most respondents indicated that they have access to a working motor vehicle at home that they can reliably use (92%).

What ZIP code do you live in? Base: all respondents (n = 1,226)



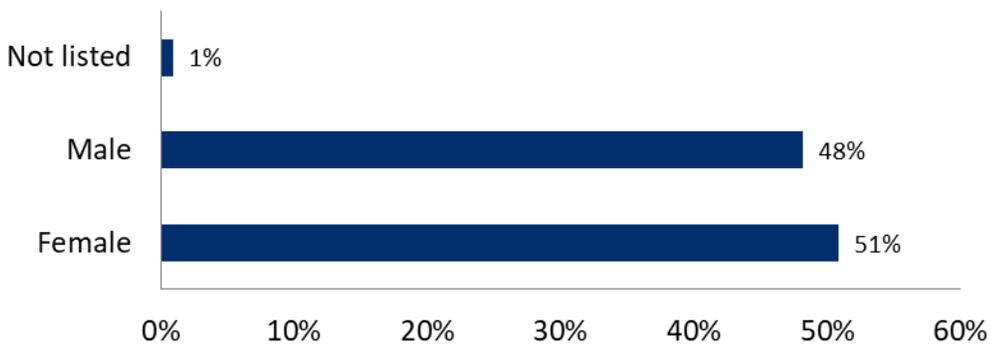
Many respondents indicated that they live in Snohomish County, specific to the Lynnwood, Brier, and Alderwood neighborhoods (39%). Respondents listed 60 more ZIP codes under the “Other” category, with most of the ZIP codes in cities that border Lynnwood like Edmonds, Woodway, Mountlake Terrace, and Mill Creek.

Do you rent or own your home? Base: all respondents (n = 1,232)

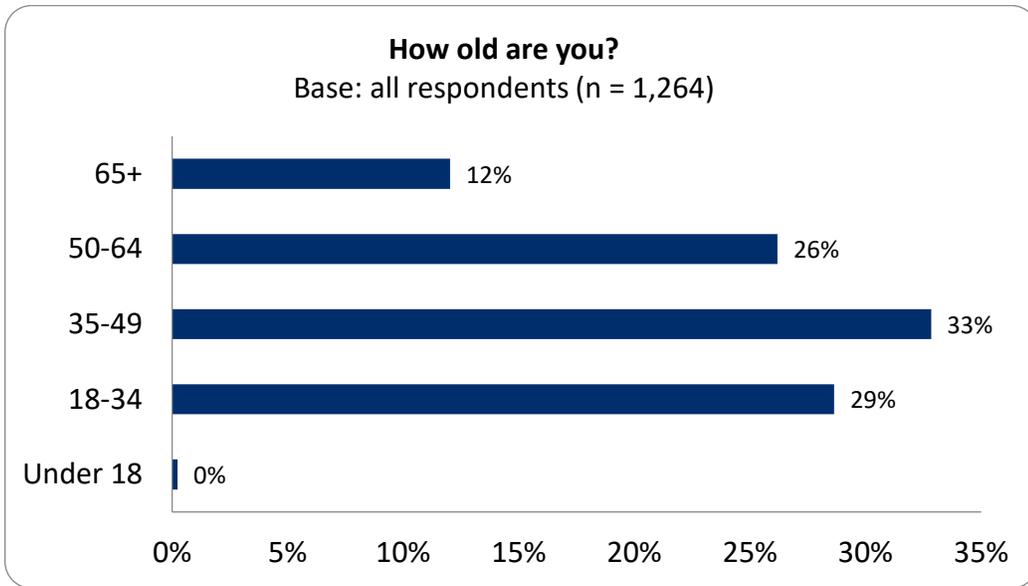


Most participants own their homes (78%). Other responses (1%) included living with family and living in permanent retirement communities.

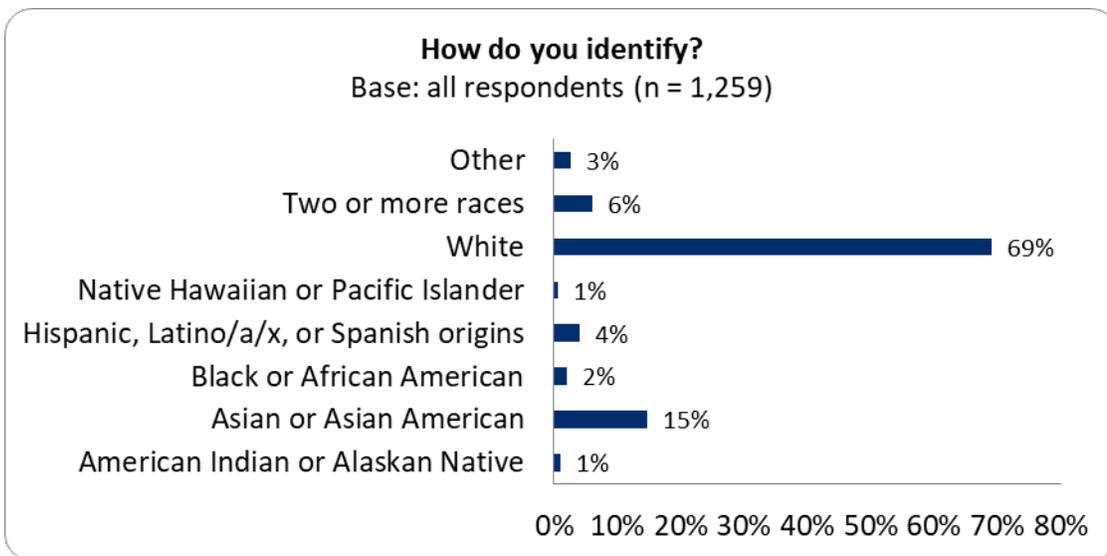
How do you identify? Base: all respondents (n = 1,245)



Respondents almost equally identified as either Male (48%) or Female (51%).



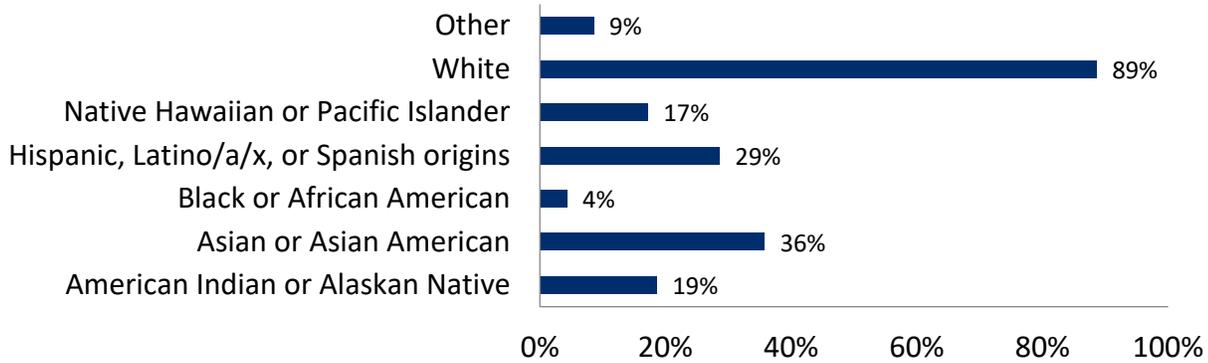
We heard from similar amounts of people between 18-64 years old, with the lowest representation from those 65+ years old.



Respondents were asked to identify by race, selecting one category. Participants identified as White (69%), Asian or Asian American (15%), Two or more races (6%), Hispanic, Latino/a/x, or Spanish origins (4%), Black, Other (3%), African American, or African (2%), American Indian or Alaskan Native, and Native Hawaiian or Pacific Islander (<1%).

Select all that apply

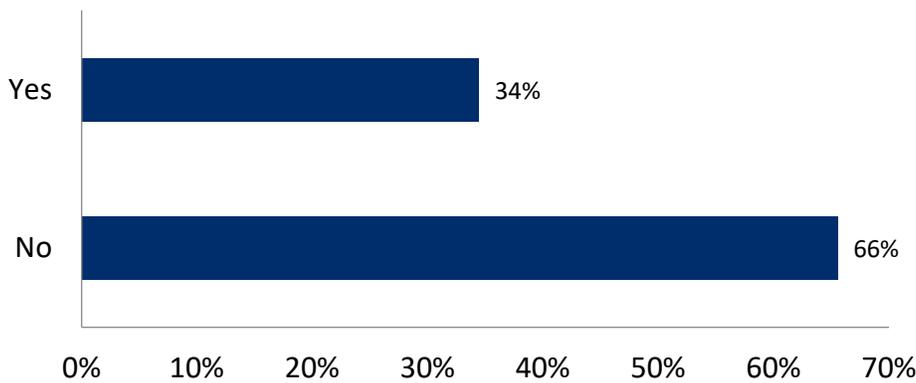
Base: all respondents (n = 70)



Respondents who identified as two or more races were asked to select all races they identified with. Participants identified as White (89%), Asian or Asian American (36%), Hispanic, Latino/a/x, or Spanish origins (29%), American Indian or Alaskan Native (19%), Native Hawaiian or Pacific Islander (17%), Black or African American (4%), and Other (9%).

Does anyone in your family speak any languages(s) other than English?

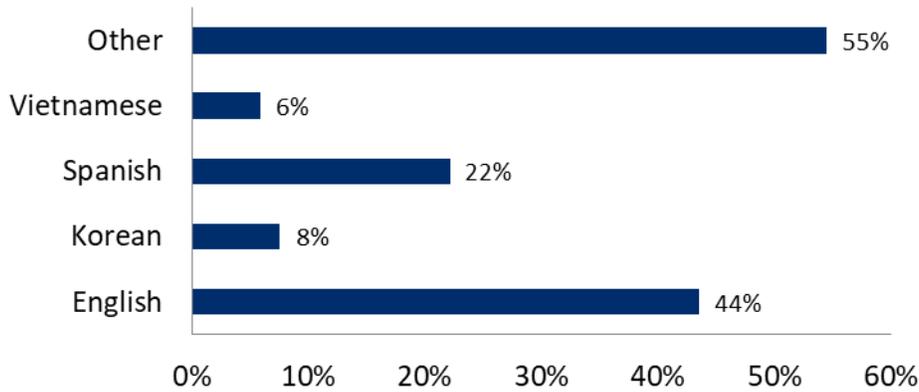
Base: all respondents (n = 1,277)



Most respondents indicated only English speakers in their household (66%), while some indicated that their household spoke languages other than English (34%).

What language(s) are spoken at home?

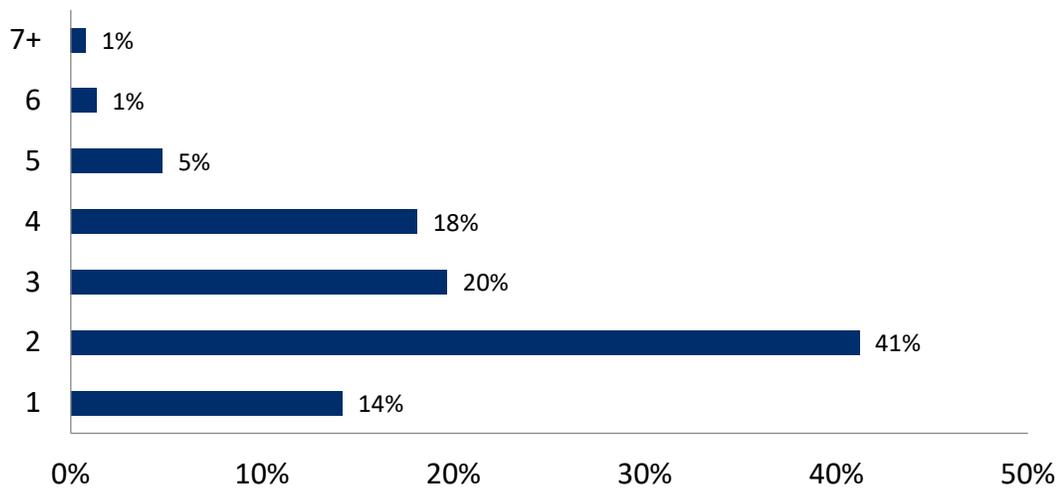
Base: all respondents (n = 411)



Respondents that indicated languages other than English were spoken at home, were requested to identify what languages were spoken and were able to select multiple options or select “Other” and write in a response. Languages spoken at home included Spanish (22%), Korean (8%), and Vietnamese (6%). Over half selected “Other” (55%) and wrote in 40 languages including Afrikaans, Tagalog, German, American Sign Language (ASL), Dutch, French, Ilocano, Chinese, Bisaya, Italian, Japanese, Khmer, Polynesian, and Ukrainian.

How many people live in your household?

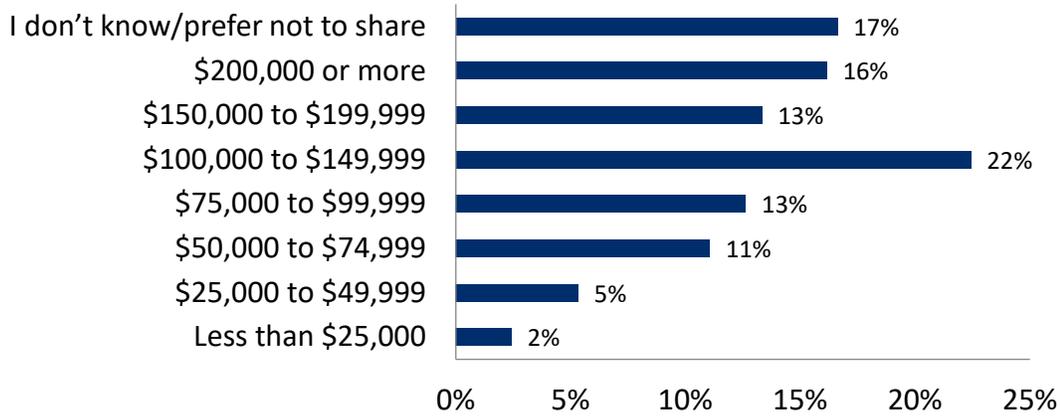
Base: all respondents (n = 1,277)



Most participants indicated that they have two people that live in their household (41%).

What is your household's total annual earnings before taxes?

Base: all respondents (n = 1,275)



Most participants indicated a household income of less than \$150,000 per year (53%). Some participants indicated that they made more than \$150,000 per year (29%), and others chose not to disclose their income (17%).

Appendix C: Open-ended Responses

Of the four questions that had open-ended responses, Sound Transit received 239 comments in English (samples below). There were no open-ended responses in any other languages.

Survey respondents provided information on their primary destinations from the Lynnwood Transit Center prior to COVID-19 of which most indicated work (64%), followed by entertainment (38%). One-third of respondents used public transportation to travel to the airport and train stations. Other uses destinations included shopping centers or providers of basic needs (27%), to visit friends or family (16%), and to parks and recreation (10%).

“For biking and neighborhood visits.”

“To connect to nearby senior centers, Amtrak, and for entertaining.”

“To travel to and from downtown Seattle.”

When asked how respondents would connect to the future Lynnwood City Center Link light rail, most said they live near the future station (71%) and others go to businesses and restaurants nearby (44%). Few respondents work (12%) or go to school nearby (3%). Some respondents pass through the future site to get to other destinations (18%).

“I hope to use light rail to go to sporting events in Seattle, musicals or cultural events so I don’t have to drive or park in downtown Seattle. Also, will take it to the airport.”

“I intend to use light rail station upon opening for community to Seattle.”

Aside from jobs and housing, most respondents (66%) want smaller scale food service spaces (e.g., market space stalls, food trucks areas, etc.) and public spaces. Additionally, respondents want multi-use work and retail spaces for smaller scale or emerging businesses (62%).

“Daily stop services so you don’t have to stop places on your way home. Grocery store, dry cleaner, credit union/bank, post office. Like a small village with all necessary services.”

“Housing, housing, housing. Lynnwood can and should make up for what other NIMBY municipalities in the area prevent, even Seattle itself. Extremely dense, high rise, affordable housing. It’s doing great so far, but we need more.”

“Benches and restaurants clustered together so you don’t have to walk a long distance. Like a food court outside.”

Over a third of respondents want spaces that focus on arts, culture, and community (e.g., youth centers, places of worship, and recreation facilities).

“Faith-based religious space for worship, community get together, food bank etc.”

“Day center for the homeless to shower, eat, do laundry, talk with social services including psychologists and drug counseling and treatment. There needs to be a bus to and from Work Source and DHS that is convenient for homeless.”

In terms of design, most respondents (84%) want the area to accommodate plaza spaces for seating our outdoor use (e.g., sidewalk café and farmer’s markets), with consideration for natural features, such as landscaping, trees, gardens, and water features (74%). About half of respondents want the site to accommodate passive open space for walking through or relaxing on wide sidewalks.

“Park/ Green space that’s safe and accessible to all. We need more covid aware outdoor gathering space surrounded by small local food services and small retail business that could be used either before or after commuting. Regarding the following question, I want ALL 5 options not just three.”

“Open space for a park, biking and walking trails and a picnic area. Leave the trees. No community center, no apartments, no stores, or restaurants. No homeless sites. Just open space where people can play frisbee or kids can play tag. Stop trying to turn everything into a business. Bring serenity. Once you concrete the land over it is forever gone.”

Respondents think retail/restaurant services (80%), open space that is peaceful and safe (56%), and open areas that provide spaces for lingering and connect with friends and family (55%) would improve their experience when passing through the site on their way to Lynnwood City Center Station

“Food hall, areas where you can have a diverse selection of restaurant-quality food stalls.”

“Brew pubs, coffee shops, bistros, etc. with covered and uncovered outdoor seating adjacent to plaza.”

Appendix D: Recruitment

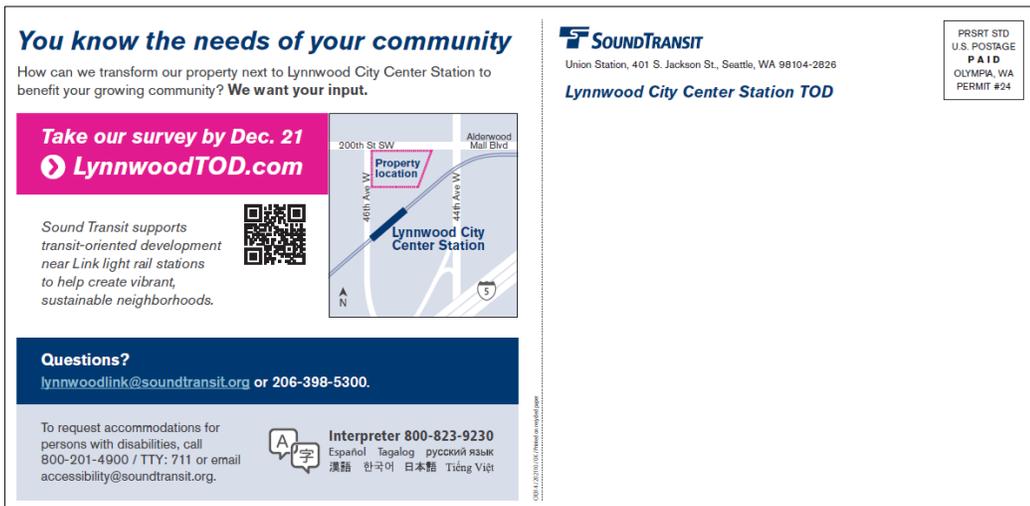
Sound Transit notified the community about the online survey through a postcard sent to 8,770 residences within one mile of the Lynnwood City Center area; a press release to local media, an email to 5,303 community members on Sound Transit’s Lynnwood Link Extension listserv; Facebook and Instagram advertisements in English and Spanish to ZIP codes along the Lynnwood Link alignment; Google Exchange Audience Network advertisements in English; and City of Lynnwood partner distribution. The postcard provided information in four languages: English, Korean, Spanish, and Vietnamese. Digital survey promotion included banner ads on local publishers’ sites (e.g., Bothell/Kenmore Reporter as seen below) and Spanish and Vietnamese regional ethnic media outlets like La Raza and Northwest Vietnamese News.

Most traffic came from organic social media (1,142 users) and from the website link advertised on the postcard (906 users). Facebook and Instagram ads produced an above average click through rate to the survey site (1.31% over industry standard 0.50-0.85%).

Front:



Back:



Sound Transit Sponsored

Housing, shops, restaurants, community services...? Tell us what you'd like to see near the Lynnwood City Center light rail station at LynnwoodTOD.com



STL.MYSOCIALPINPOINT.COM
Lynnwood TOD Survey
 Take the survey by Dec. 21

[Learn More](#)

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