



Station Planning Focus Group Summary

Executive summary

This report summarizes insights from two focus groups hosted by Sound Transit in March and April 2026 to understand transportation needs, station access priorities, and communication preferences among Spanish- and Korean-speaking participants in the [Tacoma Dome Link Extension](#) (TDLE) corridor. Spanish and Korean are among the most spoken languages in the project corridor, and these focus groups were planned to support more inclusive and equitable engagement with communities that may face language barriers during typical engagement processes.

During the focus groups, participants shared how they currently travel, the barriers they experience when walking, biking, driving, or taking transit, how they may access the future TDLE station areas, and how Sound Transit can best share project information with their communities.

Key findings

Shared priorities

Participants in both focus groups emphasized the need for:

- Improved transit connections (frequency, reliability, and reduced travel times).
- Enhanced safety (lighting, infrastructure, and security presence).
- Better pedestrian and bicycle infrastructure.
- Accessible station design, including parking and drop-off areas.

Group-specific insights

- **Spanish-speaking participants** emphasized better transit connections, expanded bike lanes, safer pedestrian crossings, multilingual signage, and reliable transit information.
- **Korean-speaking participants** prioritized wayfinding signage, parking, station accessibility, Korean-language transit information, and increased security presence.

Outreach and communications

Participants in both groups stressed the importance of culturally relevant and language-

accessible outreach. Trusted communication channels include social media, multicultural media outlets, community organizations, churches, and local businesses.

Participants in both groups also identified relationship-building and consistent in-person engagement as critical to increasing trust and participation. These findings will help inform future station planning engagement, outreach strategies, and project communications as Sound Transit continues to advance planning for the Tacoma Dome Link Extension.

[Continue reading](#) for more details about the focus group methodology and results.

Resumen ejecutivo

Este informe resume las conclusiones de dos grupos de enfoque organizados por Sound Transit en marzo y abril de 2026 para comprender las necesidades de transporte, las prioridades de acceso a las estaciones y las preferencias de comunicación entre los participantes que hablan español y coreano en el corredor de la Extensión de Link al Tacoma Dome (TDLE). El español y el coreano se encuentran entre los idiomas más hablados en el corredor del proyecto, y estos grupos de enfoque se planificaron para fomentar una participación más inclusiva y equitativa con las comunidades que pueden enfrentar barreras lingüísticas durante los procesos de participación habituales.

En los grupos de enfoque, los participantes compartieron cómo se desplazan actualmente, las barreras que experimentan al caminar, andar en bicicleta, conducir o usar el transporte público, cómo podrían acceder a las futuras áreas de la estación de la TDLE y cómo Sound Transit puede compartir mejor la información del proyecto con sus comunidades.

Hallazgos principales

Prioridades compartidas

Los participantes en ambos grupos de enfoque enfatizaron la necesidad para:

- conexiones de transporte público mejoradas (frecuencia, fiabilidad y reducción de los tiempos de viaje);
- mejor seguridad (iluminación, infraestructura y presencia de seguridad);
- mejor infraestructura para peatones y ciclistas;
- diseño de estación accesible, incluyendo zonas de estacionamiento y descenso.

Información específica del grupo

- Los participantes que hablan español hicieron hincapié en la necesidad de mejores conexiones de transporte público, carriles para ciclistas más amplios, cruces peatonales más seguros, señalización multilingüe e información fiable sobre el transporte público.
- Los participantes que hablan coreano priorizaron la señalización, el estacionamiento, la accesibilidad a las estaciones, la información sobre el transporte público en coreano y una mayor presencia de seguridad.

Difusión y comunicaciones

Los participantes de ambos grupos destacaron la importancia de una labor de divulgación culturalmente relevante y accesible en términos lingüísticos. Entre los canales de comunicación de confianza se incluyen las redes sociales, los medios de comunicación multiculturales, las organizaciones comunitarias, las iglesias y las empresas locales.

Los participantes de ambos grupos también identificaron la construcción de relaciones y el compromiso constante en persona como elementos fundamentales para aumentar la confianza y la participación. Estos hallazgos ayudarán a informar el compromiso de planificación futura de las estaciones, las estrategias de divulgación y las comunicaciones del proyecto a medida que Sound Transit continúa avanzando en la planificación de la Extensión de Link al Tacoma Dome.

요약

이 보고서는 Tacoma Dome Link(타코마돔 경전철) 확장 구간에서 페인어와 한국어를 사용하는 참여자들의 교통 요구 사항, 역 접근 우선순위, 연락 선호 사항을 이해하기 위해 2026년 3월과 4월에 Sound Transit이 주최한 두 개의 포커스 그룹에서 얻은 통찰력을 요약합니다. 스페인어와 한국어는 프로젝트 구간에서 가장 많이 사용되는 언어 중 하나이며, 이러한 포커스 그룹은 일반적인 참여 과정에서 언어 장벽에 직면할 수 있는 지역사회를 통한 보다 포용적이고 공평한 참여를 지원하기 위해 계획되었습니다.

포커스 그룹에서 참여자들은 현재 여행 방식, 걷기, 자전거 타기, 운전 또는 대중교통을 이용할 때 경험하는 장벽, 미래의 TDLE 역 구역에 접근할 수 있는 방법, Sound Transit이 지역사회와 프로젝트 정보를 가장 잘 공유할 수 있는 방법을 공유했습니다.

주요 조사 결과

공유된 우선 순위

두 포커스 그룹의 참여자들은 다음과 같은 필요성을 강조했습니다.

- 대중교통 연결 개선(빈도, 안정성 및 이동 시간 단축).
- 안전 강화(조명, 인프라 및 보안 시설).
- 보행자 및 자전거 인프라 개선.
- 주차 및 하차 구역을 포함한 접근 가능한 역 설계.

그룹별 인사이트

- 스페인어를 사용하는 참여자들은 개선된 대중교통 연결, 자전거 도로 확장, 더 안전한 횡단보도, 다국어 표지판 및 신뢰할 수 있는 대중교통 정보를 강조했습니다.
- 한국어를 구사하는 참여자들은 길 찾기 표지판, 주차, 역 접근성, 한국어로 된 대중교통 정보, 보안 강화를 우선시했습니다.

홍보 활동 및 커뮤니케이션

두 그룹의 참여자들은 문화적으로 관련이 있고 언어적으로 접근 가능한 홍보 활동의 중요성을 강조했습니다. 신뢰할 수 있는 커뮤니케이션 채널에는 소셜 미디어, 다문화 미디어 매체, 지역사회 조직, 교회 및 지역 비즈니스가 포함됩니다.

또한 두 그룹의 참여자는 관계 구축과 지속적인 대면 소통이 신뢰와 참여도를 높이는 데 중요하다고 인식했습니다. 이러한 조사 결과는 Sound Transit이 Tacoma Dome Link(타코마돔 경전철) 확장에 대한 계획을 지속적으로 발전시켜 나갈 때 향후 역 계획 수립 참여, 홍보 전략 및 프로젝트 커뮤니케이션에 도움이 될 것입니다.

Сводная информация

В данном отчете обобщены выводы, полученные в ходе двух фокус-групп, организованных компанией Sound Transit в марте и апреле 2026 года с целью выяснения транспортных потребностей, приоритетов в отношении доступа к станциям и предпочтений в области коммуникации среди испано- и корейскоязычных участников в коридоре дополнительной ветки Link к Tacoma Dome (TDLE). Испанский и корейский языки входят в число наиболее распространенных языков в регионе реализации проекта, и эти фокус-группы были организованы с целью обеспечения более инклюзивного и равноправного взаимодействия с местными сообществами, которые в ходе обычных процессов взаимодействия могут сталкиваться с языковыми барьерами.

В ходе фокус-групп участники рассказали о том, как они передвигаются в настоящее время, с какими препятствиями сталкиваются при передвижении пешком, на велосипеде, на автомобиле или на общественном транспорте, как они смогут добраться до будущих станций линии TDLE, а также о том, как компания Sound Transit может наиболее эффективно доносить информацию о проекте до местных сообществ.

Основные выводы

Общие приоритеты

Участники обеих фокус-групп подчеркнули необходимость в:

- улучшении транспортного сообщения (увеличение частоты, повышение надежности и сокращение времени в пути);
- повышенной безопасности (освещение, инфраструктура и присутствие охраны);
- улучшении инфраструктуры для пешеходов и велосипедистов;
- проекте станции, обеспечивающей доступность, включая парковочные зоны и зоны посадки пассажиров.

Аналитические данные по отдельным группам

- Участники, говорящие на испанском языке, особо отметили необходимость улучшения транспортного сообщения, расширения велосипедных дорожек, повышения безопасности пешеходных переходов, установки многоязычных указателей и предоставления достоверной информации о движении общественного транспорта.

- Участники, говорящие на корейском языке, в первую очередь отметили необходимость установки указателей, организации парковок, обеспечения доступности станций, предоставления информации о транспорте на корейском языке, а также усиления мер безопасности.

Работа с общественностью и коммуникации

Участники обеих групп подчеркнули важность проведения информационно-просветительской работы с учетом культурных особенностей и с обеспечением языковой доступности. К надежным каналам коммуникации относятся социальные сети, мультикультурные СМИ, общественные организации, церкви и местные предприятия.

Участники обеих групп также отметили, что налаживание отношений и постоянное личное взаимодействие имеют решающее значение для укрепления доверия и повышения активности. Эти выводы будут учитываться при разработке планов по взаимодействию с общественностью, информационно-пропагандистских стратегий и коммуникационной политики проекта в ходе дальнейшей работы Sound Transit над планированием проекта продления дополнительной ветки Link к Tacoma Dome.

Tóm tắt tổng kết

Báo cáo này tóm tắt những thông tin chi tiết thu được từ hai buổi thảo luận nhóm tập trung do Sound Transit tổ chức vào tháng 3 và tháng 4 năm 2026 nhằm tìm hiểu nhu cầu đi lại, các ưu tiên về cách tiếp cận trạm và các hình thức truyền thông mong muốn của những người tham gia nói tiếng Tây Ban Nha và tiếng Hàn trong hành lang Dự Án Mở Rộng Tuyến Tacoma Dome Link (TDLE). Tiếng Tây Ban Nha và tiếng Hàn là hai trong số những ngôn ngữ được sử dụng phổ biến nhất trong hành lang dự án. Các buổi thảo luận nhóm tập trung này được tổ chức nhằm thúc đẩy sự tham gia toàn diện và công bằng hơn của các cộng đồng có thể gặp rào cản về ngôn ngữ trong các hoạt động tham vấn thông thường.

Trong các buổi thảo luận nhóm tập trung, người tham gia đã chia sẻ về cách thức đi lại hiện nay của họ, những trở ngại mà họ gặp phải khi đi bộ, đi xe đạp, lái xe hoặc sử dụng phương tiện công cộng, cách họ có thể tiếp cận các khu vực trạm của Dự Án TDLE trong tương lai, cũng như cách tốt nhất để Sound Transit có thể truyền tải thông tin về dự án đến cộng đồng của họ.

Kết quả nổi bật

Ưu tiên chung

Người tham gia ở cả hai buổi thảo luận nhóm tập trung đều nhấn mạnh nhu cầu:

- Cải thiện khả năng kết nối giao thông công cộng (tần suất, độ tin cậy và giảm thời gian di chuyển).
- Tăng cường an ninh (hệ thống chiếu sáng, cơ sở hạ tầng và sự hiện diện của lực lượng an ninh).
- Cơ sở hạ tầng tốt hơn cho người đi bộ và người đi xe đạp.
- Thiết kế trạm dễ tiếp cận, bao gồm khu vực bãi đậu xe và khu vực đón trả khách.

Thông tin chi tiết từ từng buổi thảo luận nhóm

- Những người tham gia nói tiếng Tây Ban Nha nhấn mạnh nhu cầu về khả năng kết nối giao thông công cộng tốt hơn, mở rộng làn đường dành cho xe đạp, các lối qua đường an toàn hơn cho người đi bộ, biển báo đa ngôn ngữ và thông tin giao thông công cộng đáng tin cậy.
- Những người tham gia nói tiếng Hàn ưu tiên biển chỉ dẫn đường đi, bãi đậu xe, khả năng tiếp cận trạm, thông tin giao thông công cộng bằng tiếng Hàn và tăng cường sự hiện diện của lực lượng an ninh.

Hoạt động tiếp cận và truyền thông

Người tham gia ở cả hai buổi thảo luận nhóm đều nhấn mạnh tầm quan trọng của hoạt động tiếp cận cộng đồng phù hợp với văn hóa và đảm bảo khả năng tiếp cận về ngôn ngữ. Các kênh truyền thông đáng tin cậy bao gồm mạng xã hội, các cơ quan truyền thông đa văn hóa, các tổ chức cộng đồng, nhà thờ và các doanh nghiệp địa phương.

Người tham gia ở cả hai buổi thảo luận nhóm cũng cho rằng việc xây dựng mối quan hệ và duy trì hoạt động tham vấn trực tiếp thường xuyên là những yếu tố then chốt để tăng cường sự tin tưởng và sự tham gia. Những kết quả này sẽ góp phần định hướng hoạt động tham vấn trong công tác quy hoạch trạm, các chiến lược tiếp cận và công tác truyền thông dự án trong tương lai khi Sound Transit tiếp tục triển khai công tác quy hoạch cho Dự Án Mở Rộng Tuyến Tacoma Dome Link.

សេចក្តីសង្ខេបប្រតិបត្តិ

របាយការណ៍នេះសង្ខេប ការយល់ឃើញ ពីក្រុមពិភាក្សាចំនួនពីរ ដែលរៀបចំដោយ Sound Transit នៅក្នុងខែមីនា និងខែមេសា ឆ្នាំ 2026 ដើម្បី ស្វែងយល់ពីតម្រូវការធ្វើដំណើរ អាទិភាពនៃការចូលទៅកាន់ស្ថានីយ

និងចំណូលចិត្តនៃការប្រាស្រ័យទាក់ទង ក្នុងចំណោម អ្នកចូលរួម ដែលនិយាយភាសាអេស្ប៉ាញ និងភាសាកូរ៉េ នៅក្នុងច្រករបៀងកំណត់ផ្លូវថ្នល់ភ្លើងបន្ថែម Tacoma Dome (Tacoma Dome Link Extension, TDLE)។ ភាសាអេស្ប៉ាញ និងភាសាកូរ៉េ ស្ថិតក្នុងចំណោមភាសា ដែលត្រូវបាននិយាយច្រើនជាងគេនៅក្នុងច្រករបៀងគម្រោង ហើយក្រុមពិភាក្សាទាំងនេះត្រូវបានរៀបចំឡើងដើម្បីគាំទ្រដល់ការចូលរួមប្រកបដោយបរិយាបន្ន និងសមធម៌បន្ថែមទៀត ជាមួយនឹងសហគមន៍ ដែលអាចប្រឈមនឹងឧបសគ្គផ្នែកភាសា ក្នុងអំឡុងពេលដំណើរការចូលរួមជាទូទៅ។

ក្នុងអំឡុងពេលនៃការពិភាក្សា អ្នកចូលរួមបានចែករំលែកពីរបៀបដែលពួកគេធ្វើដំណើរបច្ចុប្បន្ន ឧបសគ្គដែលពួកគេជួបប្រទះនៅពេលដើរ ជិះកង់ បើកបរ ឬជិះមធ្យោបាយធ្វើដំណើរសាធារណៈ របៀបដែលពួកគេអាចចូលទៅកាន់តំបន់ស្ថានីយ TDLE នាពេលអនាគត និងរបៀបដែល Sound Transit អាចចែករំលែកព័ត៌មានគម្រោងបាន ប្រសើរបំផុត ជាមួយសហគមន៍របស់ពួកគេ។

លទ្ធផលរកឃើញ សំខាន់ៗ

អាទិភាព រួម

អ្នកចូលរួមនៅក្នុងក្រុមពិភាក្សាទាំងពីរបានសង្កត់ធ្ងន់ទៅលើតម្រូវការសម្រាប់៖

- ការតភ្ជាប់មធ្យោបាយធ្វើដំណើរសាធារណៈកាន់តែប្រសើរ (ភាពញឹកញាប់ ភាពទៀងទាត់ និងការកាត់បន្ថយពេលវេលាធ្វើដំណើរ)។
- ការពង្រឹងសុវត្ថិភាព (ភ្លើងបំភ្លឺ ហេដ្ឋារចនាសម្ព័ន្ធ និងវត្ថុមានសន្តិសុខ)។
- ហេដ្ឋារចនាសម្ព័ន្ធសម្រាប់អ្នកថ្មើរជើង និងកង់ប្រសើរជាងមុន។
- ការរចនាស្ថានីយដែលងាយស្រួលចូលទៅកាន់ រួមទាំងចំណតយានយន្ត និងកន្លែងឈប់ទម្លាក់អ្នកដំណើរ។

ការយល់ឃើញ ជាក់លាក់តាមក្រុម

- អ្នកចូលរួមដែលនិយាយភាសាអេស្ប៉ាញបានសង្កត់ធ្ងន់លើការតភ្ជាប់ មធ្យោបាយធ្វើដំណើរសាធារណៈ ប្រសើរជាងមុន គន្លងផ្លូវកង់ដែលត្រូវពង្រីក ផ្លូវឆ្លងកាត់សម្រាប់អ្នកថ្មើរជើងដែលមានសុវត្ថិភាពជាងមុន ផ្លាកសញ្ញាពហុភាសា និងព័ត៌មានពីមធ្យោបាយធ្វើដំណើរសាធារណៈដែលអាចទុកចិត្តបាន។
- អ្នកចូលរួមដែលនិយាយភាសាកូរ៉េ បានផ្តល់អាទិភាពលើផ្លាកសញ្ញាចង្អុលបង្ហាញផ្លូវ ចំណតយានយន្ត ភាពងាយស្រួលក្នុងការចូលទៅកាន់ស្ថានីយ ព័ត៌មាន ពីមធ្យោបាយធ្វើដំណើរសាធារណៈជាភាសាកូរ៉េ និងការបង្កើនវត្ថុមានសន្តិសុខ។

ការផ្សព្វផ្សាយ និង ការប្រាស្រ័យទាក់ទង

អ្នកចូលរួមនៅក្នុងក្រុមទាំងពីរបានសង្កត់ធ្ងន់លើសារៈសំខាន់នៃការផ្សព្វផ្សាយដែលស្របតាមវប្បធម៌ និងមានភាពងាយស្រួលផ្នែកភាសា។ បណ្តាញទំនាក់ទំនងដែលអាចទុកចិត្តបានរួមមានបណ្តាញទំនាក់ទំនងសង្គម បណ្តាញផ្សព្វផ្សាយ ពហុវប្បធម៌ អង្គការសហគមន៍ ព្រះវិហារ និងអាជីវកម្មក្នុងស្រុក។

អ្នកចូលរួមនៅក្នុងក្រុមទាំងពីរក៏បាន បញ្ជាក់ ដែរថា ការកសាងទំនាក់ទំនង និងការចូលរួមដោយផ្ទាល់ ជាប្រចាំ គឺជាកត្តាសំខាន់ក្នុងការបង្កើនទំនុកចិត្ត និងការចូលរួម។ លទ្ធផលរកឃើញទាំងនេះនឹងជួយដល់ជាមូលដ្ឋានសម្រាប់ការចូលរួមក្នុងការរៀបចំផែនការស្ថានីយ យុទ្ធសាស្ត្រនៃការផ្សព្វផ្សាយ និងការប្រាស្រ័យទាក់ទងអំពីគម្រោងនាពេលអនាគត ខណៈដែល Sound Transit បន្តជំរុញការរៀបចំផែនការសម្រាប់កំណត់ផ្លូវថ្នើរចិត្តបន្ថែម Tacoma Dome។

Methodology

Recruitment

The project team recruited participants by developing an online interest form, translating it into Spanish and Korean, and sharing it through local community-based organizations (CBOs) that serve Spanish- and Korean-speaking communities in the project area. The CBOs were identified based on the communities they serve, their geographic focus, and previous engagement or partnership with the TDLE or the Federal Way Link Extension teams.

After identifying bot activity on the Korean focus group interest form, we expanded recruitment by engaging with community members at the Korean Community Service Center Food Bank, H-Mart in Federal Way and Tacoma, Boo Han Market, and Pal-Do World Market Korean Grocery.

Participant selection

The team reviewed responses to the online interest form and identified participants representing a range of ages, genders, income levels, and English, Korean, or Spanish language proficiency. Participants were required to speak and read Spanish or Korean and live in or frequently spend time near one of the future TDLE station areas. Since the focus group would be conducted entirely in Spanish or Korean, the team prioritized participants who could comfortably engage in those languages.

The team conducted several rounds of emails and phone calls with potential participants to confirm eligibility and availability. Selected participants received emails and calendar holds confirming details for the focus groups.

Focus group events

Before each focus group, all participants signed a consent form acknowledging that they understood the purpose of the session, how the session would be documented, and how the information would be used. Participants were provided dinner and refreshments and compensated for their time with a \$100 Visa gift card.

The Spanish focus group was facilitated in Spanish, and the Korean focus group was facilitated in Korean by consultant facilitators fluent in those languages. Meeting materials included a short presentation (see [Appendix D](#)) and display boards for activities (see [Appendix E](#)), with content in English and either Korean or Spanish.

Meeting agenda

The focus groups included a short introductory presentation about Sound Transit and the Tacoma Dome Link Extension, followed by two group activities and a closing discussion.

Activity 1: Mobility patterns and barriers

The first activity helped identify how participants travel within the future station areas, what destinations they visit, and what barriers to travel they encounter. Using large, printed maps of the Federal Way, Fife, and Tacoma station areas, participants marked key destinations and areas where they experienced barriers to travel.

The maps also showed approximate 5- to-10-minute walking and biking distances from future TDLE stations to help participants consider how they might access future light rail service.

Activity 2: Station access priorities

The second activity helped identify participants' top priorities for station access. Participants were asked to place three stickers next to their top priorities and discuss why they selected those priorities.

Priority options included crosswalks, sidewalks, bike lanes, bike storage and parking, transit connections, parking, passenger pick-up/drop-off areas, wayfinding signage, street lighting, and safety.

Wrap up discussion

The closing discussion focused on how Sound Transit can better engage people in the participants' community. Participants shared where they get information, which communications they trust, and what outreach strategies may be most effective in improving future Sound Transit engagement.

Spanish focus group summary

Sound Transit hosted the Spanish-language focus group on March 3, from 4:30 to 6:30 p.m., at Mi Centro in Tacoma. Eleven people accepted the invitation, and five participated.

Activity 1: Mobility patterns and barriers

Significant locations

- **Retail/Commercial:** Costco (Tacoma/Federal Way/Fife), Walmart Supercenter (Federal Way), Tacoma Mall, WinCo, Bank of America (Federal Way), Commons Mall.
- **Landmarks and leisure destinations:** Tacoma Dome, Glass Museum (Tacoma), Point Defiance Zoo, Ruston Way.



Spanish focus group facilitator reviewing agenda with participants.

Car dependency

- All participants rely on cars for transportation due to limited walkability, low-density areas, and safety concerns.
- While participants visit retail, commercial, recreational, and community destinations throughout the corridor, they described several barriers to accessing them without a car.

Barriers

Infrastructure gaps:

- All participants mentioned that the lack of sidewalks and lighting is a widespread problem. Locations cited as having this problem included Downtown Tacoma and the Christian Faith Center in Federal Way (the future site of the Operations and Maintenance Facility South).
- All participants noted insufficient bike infrastructure.

Transit challenges:

- Indirect and limited routes, low frequency, multiple transfers, and long wait times significantly increase travel time and make taking the bus less feasible, particularly in Federal Way.
- Insufficient service in the Milton/Fife area and difficulty reaching stations.

Safety concerns:

- Poor lighting, traffic conditions, and the presence of encampments contribute to the perception of unsafe environments.
- Certain areas, such as the Costco Milton area and the South 336th Street and Pacific Hwy [S/E] intersection, are seen as particularly challenging for pedestrians.
- Participants noted they have seen improvements in cleanliness and safety on light rail.

Activity 2: Station access priorities

Top priorities

Participants were asked to place three stickers next to their top station access priorities. The discussion explored the importance, shared experiences, and different needs. Participants expressed interest in the station access priorities below.

1. Transit connections (5 stickers)

- Increase frequency and improve transfer coordination and reliability.
- Reduce travel times and make transit more viable for commuting.

2. Bike lanes (3 stickers)

- Add bike lanes, especially on key corridors like South 320th Street and South 348th Street, to address the lack of biking infrastructure.

3. Passenger drop-off/pick-up (3 stickers)

- Create dedicated drop off/pick up areas at stations.
- Provide shuttle/feeder services or short local routes to improve access.

4. Parking (2 stickers)

5. Sidewalks and crosswalks (1 sticker)

- Build safer, more efficient pedestrian sidewalks and crossings.
- Avoid long pedestrian wait times at crossings, which discourage walking; participants suggested upgrades such as pedestrian bridges to help with crossings.



Spanish focus group facilitator explaining instructions for Activity 2.

Other insights

- Participants expressed that safety should be a core priority across all station access points.
- Some participants had positive views of transit apps in general, but several expressed that they found the apps unreliable for accurate information.
- Some participants see multilingual signage as important for accessibility and inclusivity.

Communication preferences and information channels

Primary channels

- Social media:
- Facebook is the preferred source, especially pages of local media outlets or personalities, including Jaime Mendez (Se Habla Media on Facebook) and Radio KKMO El Rey 1360 – host Horacio Ahumada.
- Younger audiences tend to use Instagram and TikTok.
- QR codes are effective.
- WhatsApp groups for community information sharing.
- Traditional and local sources include:
- Spanish-language radio (e.g., Radio 1360).
- Local news (e.g., Federal Way Mirror).
- Libraries and community organizations.

Strategies for improving outreach

Participants recommended Sound Transit:

- Use trusted community channels (in-language Facebook groups, WhatsApp, radio, Listserv emails).
- Provide accessible, multilingual information in both digital and physical formats (QR codes at stations).
- Share timely, news-style updates in easily accessible formats.

Barriers to engagement

Participants also identified barriers that make participating more difficult, including:

- Conflicting work schedules and limited availability.
- Competing priorities and time constraints.
- Need for more targeted, relevant outreach.

Korean focus group summary

Sound Transit hosted the Korean language focus group on April 6 from 5:30 to 7:30 p.m. at the Asia Pacific Cultural Center in Tacoma. Eight people accepted the invitation, and seven participated.

Activity 1: Mobility patterns and barriers



Korean focus group facilitator writing down themes from the Activity 1 discussion.

Significant locations

- **Retail/Commercial:** Costco (Tacoma/Federal Way/Fife), Korean grocery stores in South Tacoma, King County Aquatic Center.
- **Other frequent destinations:** Medical facilities, including St. Joseph Medical Center in Tacoma, the area along South 336th Street in Federal Way, around 66th Ave in Fife, and the Tacoma Dome area.

Car dependency

- All participants reported they are highly car-dependent due to gaps in transit service and safety concerns.
- They said it can feel dangerous not to travel in a car, especially during late hours when it gets dark.

Barriers

Infrastructure gaps:

- Participants said some pedestrian crossings feel dangerous because crossing infrastructure is either missing or inadequate across busy streets.
- Participants cited a need for more parking spaces near public transit and in popular destination areas.
- Several participants noted there are not enough easily accessible public restrooms.

Transit challenges:

- Participants say current transit service does not provide adequate connections; the frequency of service is too low, and routes often do not serve where they want to travel.
- Participants cited the lack of in-language announcements as a barrier to using transit. They expressed a desire to have Korean announcements, especially for stations near large Korean populations or popular destinations for Koreans.

Safety concerns:

- Participants shared concerns about frequent jaywalking near transit stations, increasing the possibility of conflicts between drivers and pedestrians and making traveling in the area feel less safe and predictable.
- Participants reported hearing stories of violent crimes on public transportation that impact their personal sense of safety when using transit.

Activity 2: Station access priorities

Top priorities

Participants were asked to place three stickers next to their top station access priorities. The discussion explored the importance, shared experiences, and different needs.

1. Wayfinding signage (6 stickers)

- Clear signage/maps that point the riders to the correct exit to get to their destination due to confusion at existing stations.
- The Seoul transit system is more complex yet clearer in its signage. A participant recommended this as a model for maps and signage design.

2. Parking, pick-up, drop-off (6 stickers)



Korean facilitator discussing feedback from Activity 2.

- Plenty of parking spots are needed at the station areas for them to use the stations, according to the group.

3. Transit connections (5 stickers)

- Participants cited a need for more frequent buses and more stops in the station areas.

4. Bicycle storage and parking (2 stickers)

5. Sidewalks (1 sticker)

- The sidewalks, or lack of sidewalks, feel less safe in the U.S. and create discomfort when walking in some locations.

6. Street lighting and safety (1 sticker)

- Lighting is needed, but participants expressed skepticism that it would adequately increase a sense of public safety at night, especially for women.

Additional concerns not on the list

- Desire for constant presence of security guards to prevent random acts of violence that are shown on the news.
- Desire for public restrooms that are easily accessible.

Communication preferences and information channels

Primary channels

Local outreach:

- Bulletin boards at Korean grocery stores.
- Partnering with local Korean churches.

Regional publications:

- “Crossroads” (교차로) – physical and online community newspaper.
- Woman’s No. 1 (우먼즈) – physical newspaper.
- Media Korea (미디어 한국) – online international media.
- KOAM-TV WA (코앰 방송) – YouTube channel and online media.
- Radio Hankook (라디오 한국) – local radio station and online media.

Strategies for improving outreach

Participants recommended Sound Transit:

- **Work with past participants to build trust and encourage participation.** It can be difficult for people to decide whether to participate in public engagement because they do not know what to expect, whether it will be worth their time, or whether the sponsoring agency can be trusted. Participants said that after attending this focus group and learning more about Sound Transit and its projects, they had a positive experience and would be willing to share it with other community members.
- **Partner with Korean community groups and attend their events consistently.** Participants said relationship-building matters. They emphasized the importance of Sound Transit showing up at community events, taking time to get to know people, and allowing the community to get to know Sound Transit in return. They noted that word spreads quickly in the Korean community and said this focus group left them with the impression that Sound Transit was thoughtful, respectful, and accommodating. They said that if Sound Transit continues to engage in this way, it can build strong relationships with other Korean community members in the area.
- **Meet Korean community members at Korean grocery stores.** Participants noted that there are only a few Korean grocery stores in the area and that many Korean residents shop there regularly because certain foods are only available there. They said grocery stores are a strong place for outreach. If in-person tabling is not possible, they recommended using bulletin boards at Korean grocery stores as an alternative way to share information.

Conclusion

The focus groups with Korean and Spanish speakers helped Sound Transit connect with new audiences about their current experience navigating the station areas and what would make it easier to access public transportation and connect with their respective communities. In both groups, participants expressed similar barriers, despite differences in their travel patterns and destinations. Both audiences are currently very car-dependent and find challenges with the current transit connections and related infrastructure in the corridor.

The priorities of each group varied, with Spanish speakers indicating improved transit connections as top priority, followed by bike lanes, and passenger pick-up and drop-off. While the Korean-speaking group also indicated transit connections are a high priority, this group distinctly expressed wayfinding signage as the top priority. These focus groups helped the project team identify recommended channels and methods to reach Spanish and Korean speakers, which will be incorporated into the station planning outreach strategy and other future outreach efforts.

Appendix A

Online interest form, available in English, Spanish, and Korean. Example English excerpt.

5

Which languages do you speak or read? (Select all that apply)

☒

 I speak Spanish.

☐ I read Spanish.

☐ I speak English.

☐ I read English.

6

How are you connected to the Spanish-speaking community? (Select all that apply)

☐ I have Spanish-speaking family members or friends.

☐ I am part of a Spanish-speaking community group.

☐ I interact with Spanish-speaking community through work or volunteer services.

☐ Other

7

Do you have any accessibility needs we should know about to help you fully participate? (Select all that apply)

☐ No.

☐ Yes, I use a wheelchair or mobility device.

☐ Yes, I use a screen reader for digital content.

☐ Yes, I use tools to help me process visual or verbal information.

☐ Other

Appendix B

Flyers for digital outreach or printed for physical outreach, distributed in English/Korean and English/Spanish.



Tacoma Dome Link Extension

Do you live, work, or spend time near a future light rail station?
건설 예정인 경전철 역 근처에서 거주하거나, 일하거나, 시간을 자주 보내시나요?

Fill out the interest form for the chance to participate and receive a \$100 Visa gift card!
참여하고 \$100 비자 기프트카드를 받을 기회를 원하신다면 의향 양식을 작성하세요!



Sound Transit is looking for members of the Korean-speaking community to participate in a focus group to help inform station designs and public outreach.

Sound Transit은 정차역 설계와 대중을 대상으로 한 대외 활동에 대한 의견을 이해하는 데 도움이 될 포커스 그룹에 참여하실 분을 찾고 있습니다.



Map showing the Tacoma Dome Link Extension route from Tacoma to Milton. Key stations include Tacoma Dome station, Portland Avenue station, Fife station, and South Federal Way station. The map also shows major roads like I-5 and SR-161.



Tacoma Dome Link Extension

Do you live, work, or spend time near a future light rail station?
¿Vive, trabaja o pasa tiempo cerca de alguna futura estación de tren ligero?

Fill out the interest form for the chance to participate and receive a \$100 Visa gift card!
¡Complete el formulario de interés para tener la oportunidad de participar y recibir una tarjeta de regalo Visa de \$100!



Sound Transit is looking for members of the Spanish-speaking community to participate in a focus group to help inform station designs and public outreach.

Sound Transit busca a personas de la comunidad latina o hispana que hablen español para participar en un grupo de discusión que ayudará a informar sobre el diseño de las estaciones y las actividades de divulgación pública.



Map showing the Tacoma Dome Link Extension route from Tacoma to Milton. Key stations include Tacoma Dome station, Portland Avenue station, Fife station, and South Federal Way station. The map also shows major roads like I-5 and SR-161.

Appendix C

Social media screenshots from community-based organizations. Facebook post from Multi Service Center advertising both focus groups (left), Instagram post advertising the Spanish focus group (right).

Multi-Service Center
2d · 🌐

Sound Transit is seeking Korean and Spanish-speaking community members in South Federal Way, Fife, and Tacoma to participate in a February focus group for the Tacoma Dome Link Extension project.

Selected participants will receive a \$100 Visa gift card!

Apply using the interest form here: <https://bit.ly/3MEXkZC>

Tacoma Dome Link Extension
Do you live, work, or spend time near a future light rail station?
¿Vive, trabaja o pasa tiempo cerca de alguna futura estación de tren ligero?

Fill out the interest form for the chance to participate and receive a \$100 Visa gift card!
¡Complete el formulario de interés para tener la oportunidad de participar y recibir una tarjeta de regalo Visa de \$100!

Sound Transit is looking for members of the Spanish-speaking community to participate in a focus group to help inform station designs and public outreach.
Sound Transit busca a personas de la comunidad latina o hispana que hablen español para participar en un grupo de discusión que ayudará a informar sobre el diseño de las estaciones y las actividades de divulgación pública.

Sound Transit is looking for members of the Korean-speaking community to participate in a focus group to help inform station designs and public outreach.
Sound Transit은 일차에 설계와 대중을 대상으로 한 대외 활동에 대한 의견을 이해하는 데 도움이 될 포커스 그룹을 마련하고 있습니다.

Like 9 · Comment 3 · Share 7

micentrowa_arts

Tacoma Dome Link Extension
Do you live, work, or spend time near a future light rail station?
¿Vive, trabaja o pasa tiempo cerca de alguna futura estación de tren ligero?

Fill out the interest form for the chance to participate and receive a \$100 Visa gift card!
¡Complete el formulario de interés para tener la oportunidad de participar y recibir una tarjeta de regalo Visa de \$100!

Sound Transit is looking for members of the Spanish-speaking community to participate in a focus group to help inform station designs and public outreach.
Sound Transit busca a personas de la comunidad latina o hispana que hablen español para participar en un grupo de discusión que ayudará a informar sobre el diseño de las estaciones y las actividades de divulgación pública.

Like 19 · Comment 3 · Share 4

micentrowa_arts **Español Abajo**

Sound Transit is seeking Spanish-speaking community members in South Federal Way, Fife, and Tacoma to participate in a February focus group for the Tacoma Dome Link Extension project. Selected participants will receive a \$100 Visa gift card. Apply using the interest form here <https://bit.ly/3MEXkZC>

Sound Transit busca a personas de la comunidad latina o hispana que hablen español en South Federal Way, Fife y Tacoma para participar en un grupo de discusión en febrero para el proyecto de extensión Tacoma Dome del tren ligero Link (Tacoma Dome Link Extension project). Los participantes seleccionados recibirán una tarjeta de regalo Visa de \$100. Aplique para participar <https://bit.ly/3MEXkZC>

Appendix D

Example slides from the presentation delivered in both Spanish and Korean.

¿Qué es la planificación de estaciones?

What is station planning?

					
Aceras y cruces de peatones	Carriles para bicicletas y ciclistas	Conexiones a transporte público	Estacionamiento, lugares para recoger y dejar pasajeros	Señalización	Alumbrado
Sidewalks and crosswalks	Bike lanes and bike storage	Transit connections	Parking, pickup, and drop-off	Signage	Lighting

17 

¿Qué destinos y barreras identificó?

What destinations and barriers did you identify?

Cosas a tener en cuenta: • Cómo viaja (autobús, tren, automóvil, vehículo compartido, a pie, en bicicleta). • ¿Por qué elige utilizar o no utilizar el transporte público? • ¿Qué le facilitaría utilizar transporte público, caminar, ir en bicicleta o utilizar dispositivos de movilidad (silla de ruedas, andadera)?	Things to consider: • How you travel (bus, train, car, rideshare, walk, bike). • Why you choose to use or not to use transit. • What would make it easier to take transit, walk, bike, or roll.
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13 

Appendix E

Display boards for Activity 1, in English/Korean and English/Spanish. Example station areas:

