

Marketing update

Citizens Oversight Panel

10/06/2021



Agenda


Look back, look forward

- Introductions
- 2020: Building passenger confidence
- 2021: Welcome, the Northgate Link Extension opening
- 2022: Beginning to rebuild ridership


***2020, early 2021:
Building passenger
confidence***

Building passenger confidence



We got you covered. 

Reduced fares available.
Use Transit GO Ticket or buy a ticket at the station.



We've got your ride covered. 



Cover your face when you ride.



Addressing psychological safety



TODOS A BORDO *Atención para todos. Exclusión para nadie.*

Envía un mensaje de texto o llámame al 206-398-5268 para informar de cualquier situación de acoso o racismo.

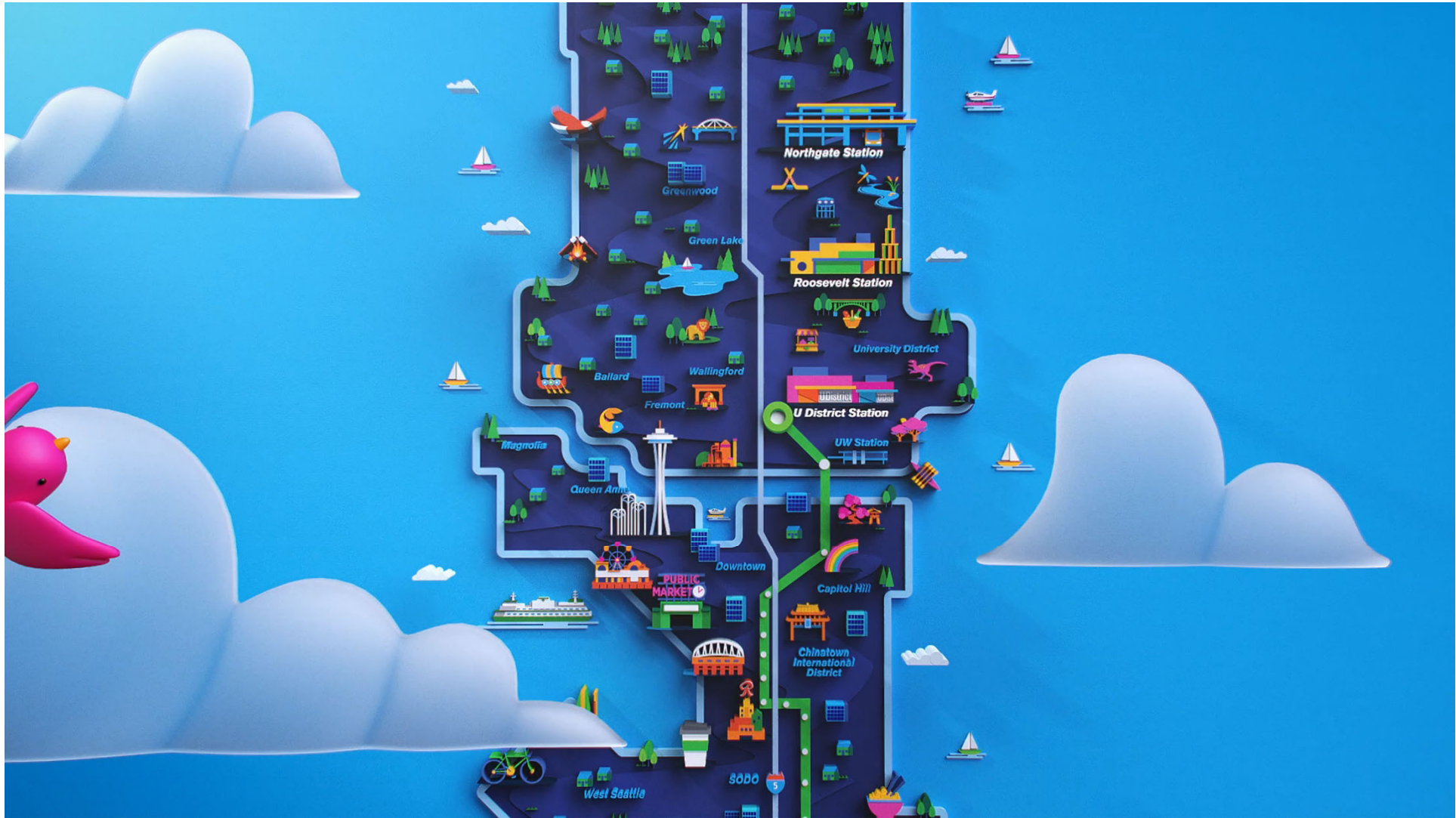
Interpreter 1-800-822-9230
Español 漢語 한국어 日本語
Tagalog ਪੰਜਾਬੀ ភាសាខ្មែរ

Para más información, por favor lláma al
1-888-889-6368 / TTY Relay: 711

SOUNDTRANSIT



***2021: Northgate opening,
awareness & supporting
ridership***





Print, etc.




U District

42 min.

Sea-Tac

Viajes en avión y viajes a través del tiempo, ahora más conectados que nunca. Desde el principal aeropuerto de la región hasta las enormes maravillas del Burke Museum, tres estaciones nuevas de Link light rail a lo largo de la Línea 1 conectan los vecindarios como nunca antes.

northgatelink.com




Othello

38 Mins

Roosevelt

Fishing tale and miles of trails, now closer than ever. From year-round fishing at Greenlake to the bike-friendly Chief Sealth Trail, three new Link light rail stations along the 1 line are connecting neighborhoods like never before.



Social media: drum beat of excitement for opening day



Instagram, Facebook, Twitter

*Two million
total
impressions*



The Platform



Rebar to rails: A look back at building Northgate

By Bruce Gray

July 14, 2021

As we get closer to the... [Read more](#)



Explore U District and Roosevelt Stations

By Katie Metzger

August 10, 2021



Welcome to opening day (and month!)

By Katie Metzger

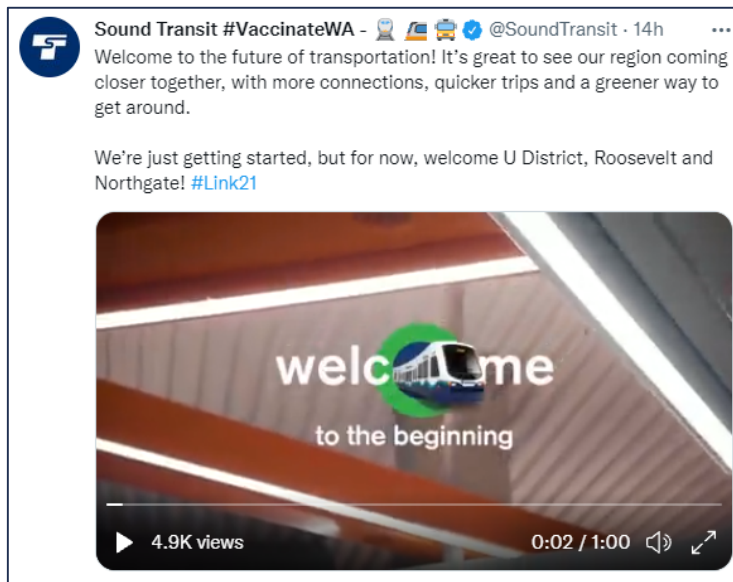
September 24, 2021

Opening day for the new Northgate, Roosevelt and U District Stations will be unlike anything we've done before. Whe... [Read more](#)

***Results: Opening weekend
by the numbers***

Great opening weekend social reach/engagement

Estimated 270,000+ people reached via social channels



Community-led social: Trending Sound Transit



What's happening

MLB · LIVE

Padres at Giants



#31NightsOfHalloween

Watch all October long on Freeform

Promoted by Freeform's 31 Nights of Halloween

Trending in Washington

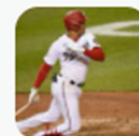
Northgate

1,043 Tweets

MLB · LIVE

Red Sox at Nationals

Trending with Houck





Dana Weber Believes Go M's! @dana_weber · Oct 2

On the @SoundTransit 1 Line from Northgate to the Mariners game. Got downtown in 15 minutes! Soooooo nice!



Alex Hudson @Ersilians · 11h

Replying to @SoundTransit

Big love to everyone at @SoundTransit for making this possible. You are literally building a better future for our region.



Jesse Piedfort @jessepiedfort · Oct 2

I stepped onto the new train at #Northgate this morning, and five minutes later I was exploring the U District. It felt like actual magic. #Link21









***2022 forecast: Beginning to
rebuild ridership***

Ridership development, another opening

Building passenger confidence will still be key

- Continue to emphasize health and safety, including psychological safety, mask requirements, cleaning and “text security”
- Hilltop Tacoma Link Extension opening celebration
- How to pay will be a key message: ORCA (next generation) benefits and how to use, reduced fare options

Thank you.



 [*soundtransit.org*](https://soundtransit.org)

