



U Link Launch March 19, 2016

Sound Transit Board
3/24/2016

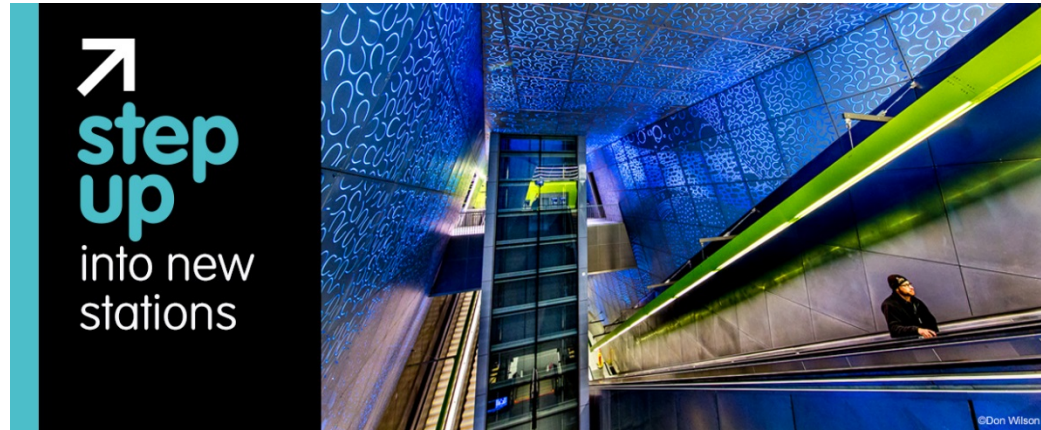


Opening Day!

U Link Ridership

Boardings

- Opening Day – 67,000
 - Sunday – 35,000
 - Monday – 47,000
 - Tuesday – 57,000



Emergency Operations Center



Reach & Engagement

Trended #2 on Twitter in Seattle Metro region

- Reached 4.9 million people (avg. of 1.2)

Facebook reached 57,000 people

- 10,000 visits to the U Link website
- Soundtransit.org traffic up from average of 7k to 20k

100+ news media stories about the opening over the past 10 days with multiple cover stories

A Twitter post from @SoundTransit with the text: "Open to the public in a half hour! Come out out to see your new stations on Capitol Hill and UW! #ULink2016". The post includes two photos: one of a train interior and one of a large crowd at a station. The tweet shows 32 retweets and 39 likes.

A social media post from Sound Transit with the text: "Sound Transit added 13 new photos to the album: U Link 2016 Opening Day — at University of Washington. March 19 at 4:48pm". Below the text is a photo of a train and a collage of photos showing people at the station.

A screenshot of the Sound Transit website. The header includes the "step up" logo and "SOUNDTRANSIT". Navigation links include "HOME", "HOW TO RIDE", "LAUNCH DAY", "STATION TOUR", and "ROUTE MAPS". The main content area features a large image of a train with the text "step up into new stations".

The cover of "The Stranger" magazine. The main headline is "LIGHT RAIL IS ON" with a large yellow gear graphic. Other headlines include "CAPITOL HILL", "OTHELLO", "COLUMBIA CITY", and "E-DISTRICT". At the bottom, it says "CAPITOL HILL AND UW STATIONS OPEN SATURDAY".

The cover of "The Seattle Times Sunday" newspaper. The main headline is "The Seattle Times Sunday" with a price tag of "\$5.00". Other headlines include "DRIVEN: Fantasy Plum with UW women to new heights" and "LIVING ON THE EDGE: Contract work can mean flexibility, also instability".

A news article titled "ALL ABOARD FOR UW" with a sub-headline "Light rail arrives at UW". The article includes a photo of a train at a station and text describing the opening of the U Link light rail line.



A close-up, low-angle shot of a white and blue Sound Transit bus. The bus features a large, stylized wave graphic in shades of blue and teal. The top half of the bus is white with several dark, rectangular windows. The bottom half is blue with more windows and a large white graphic that partially reads 'SOUND'. A dark horizontal band is overlaid across the middle of the image, containing the Sound Transit logo and the slogan 'RIDE THE WAVE'.

 **SOUNDTRANSIT**
RIDE THE WAVE