# Station Activation and Retail Strategy

## Enhancing a Safe, Clean, Welcoming ride

*Rider Experience and Operations Committee*

*11/5/2026*

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# *Why we are here*

- Report on past, current and future station activation pilots and initiatives
- Review Sound Transit's current retail portfolio and environment
- Discuss agency's evolving retail strategy framework



# *Station Activation Strategic Vision*

***Transform waiting and transitional spaces into engaging, welcoming and community-centered environments that improve passenger experience while supporting operational goals.***

# *Four pillars of station activation*

1. **Activate:** E.g. Coffee carts, beverage vendors, farmers markets, food carts, pop-up retail
2. **Engage:** E.g. Create memorable experiences that reflect community and culture--live music, local artists, arts and craft shows, cultural celebrations
3. **Partner:** E.g. Local businesses, community organizations, local artists
4. **Manage:** E.g. Integrate station activities amidst crowd control for major events, peak-period activations

# Early pilots, wins and learning opportunities pave the way for more









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# *Expanding connections: Community / market activations*



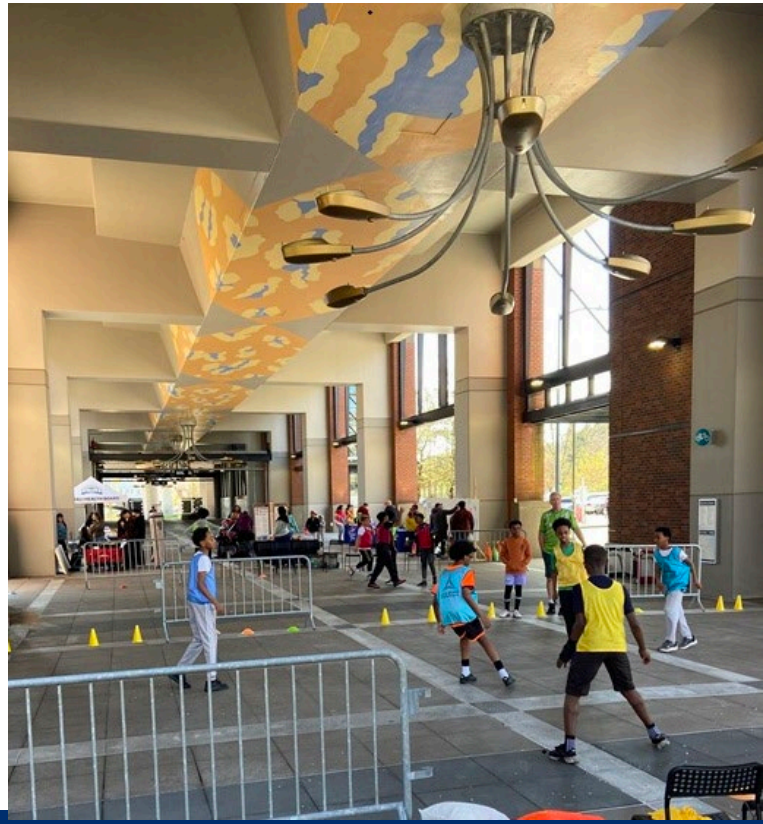




# Activating strong partnerships

- Somali Health Board and Rainier Beach Action Coalition
- Via partnership with SDOT “Community and Mobility Hub” program
- Part of bigger outreach program to make rider experience better in Rainier Valley





# Retail activations underway and upcoming




Ciao Caffé – Lynnwood City Center




Whatzz Up Dogzz –
Federal Way Downtown



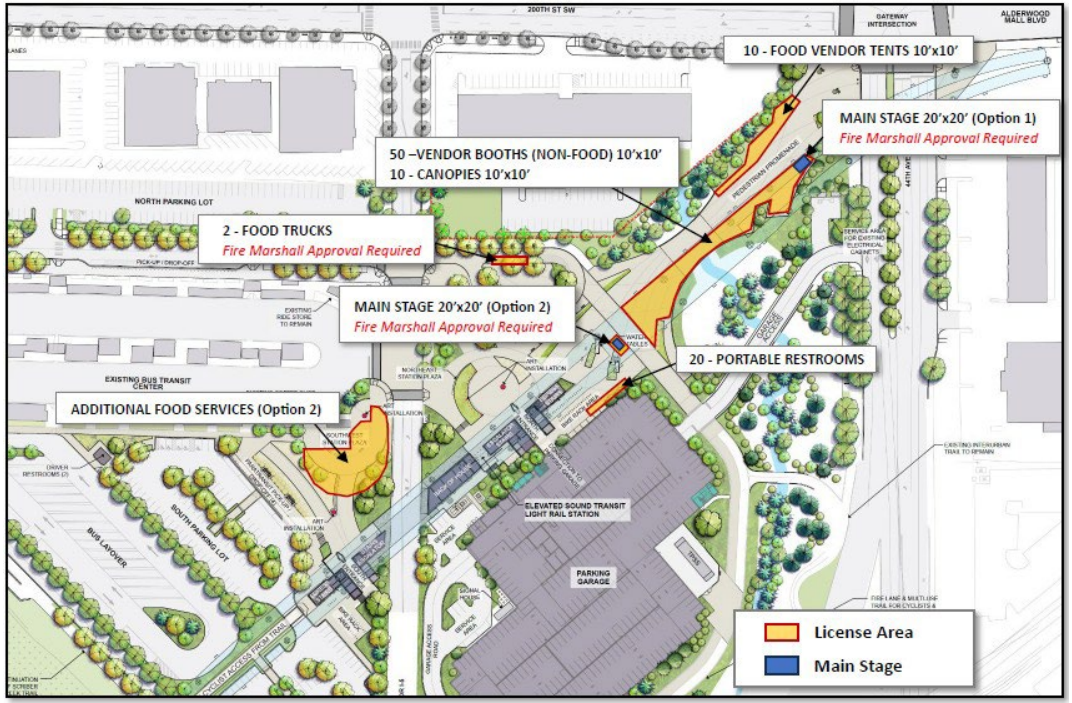
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# Next steps: Turning pilots into programs

## *Pilot, partner, programmatize*

- System-wide station maps
- Internal agreement on activities at all stations
- More proactive promotion/outreach

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Lynnwood City Center Station Activation Map



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# *Retail strategy evolution*

# Retail Strategy Task Force

## Purpose

Strengthen Sound Transit's approach to integrating retail into stations and **ensuring a welcoming rider experience**.

## Deliverable

Recommendations for retail strategy framework and implementation approach.






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# Current Retail Environment

## Existing ST retail portfolio

- **Angle Lake Station** – Roadhouse performance/community space (2023)
- **Auburn Station (Sounder)** – Ground floor commercial (2002, leased to City)
- **Redmond Technology Station** – Microsoft Dote Coffee Bar (2022)
- **Lynnwood Transit Center** – Ciao Caffe (Opened Aug. 2025)
- **Kent Station –** Transit-supported retail development
- **Pop-ups and Programming**








# *Task Force Key Findings*

1. Existing retail built primarily in response to local zoning, with mixed results.
2. Link expansion is creating strong rider interest in retail, and new retail opportunities.
3. Looking ahead to ST3, now is an ideal time to update our policies on retail and establish a consistent retail framework and program at ST.



# *Recommendations and next steps*

1. **Implement a defined Retail Typology for our system:** Focus on retail types that are scaled appropriately to demand, and can adapt over time.
2. **Plan for success using a retailer's perspective:** Use a retail toolkit to evaluate site selection with viability criteria based on demand.
3. **Design integration early:** Incorporate retail as part of existing design standards and capital budgets.
4. **Preferred management model:** Use 3rd party agreements to leverage industry expertise to manage retail and help ensure success.

# Retail Typology

A graduated approach to station activation, progressing from low-capital, flexible formats to more intensive investments, allows Sound Transit to **scale appropriately**.

## Vending



- Standalone machines
- Package lockers

## Pop Ups & Programming



- Farmer's markets
- Community, non-revenue-generating events
- Buskers

## Food Trucks



- Designated food-truck zones

## Staffed Concession



- Kiosks
- Carts
- Food stands

## Other Spaces



- EV charging rental
- Shared parking
- Car detailing

## Brick & Mortar



- Permanent, physical stores

*Thank you.*

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