

2019 Service Implementation Plan - Public Outreach Metrics

Print and Online Outreach

Delivery Date	Medium	Product	Message	Reach	Notes
10/30 Outreach Launch - Website and Survey Live					
10/29	Print	Coach posters	These routes are changing - visit soundtransit.org/sip for more info	450 buses	
10/30	Web	Service Implementation Plan	www.soundtransit.org/sip		
10/30	Email/text	Rider Alert (electronic)	Push to soundtransit.org/sip for more info and to leave public comment	13,612	
10/30	Soc-Media	Twitter	organic tweet: "Big changes are coming to some of our bus routes next year as routes move out of the downtown Seattle tunnel and construction projects get under way. Find out about proposed changes to the 550 and other routes [pointing finger] soundtransit.org/sip "	15,969 impressions, 281 engagements, 175 link clicks	
10/30	Paid Social Media (1 day)	Facebook	513 ad "Starting in March 2019, ST Route 513 will extend to Seaway Transit Center and no longer serve Evergreen Way. Join us tomorrow @ Evergreen Way & 79th Pl. SE from 5:30-8:30am or visit soundtransit.org/sip for more information and to comment."	3,322 people reached, 115 clicks	
10/31	Paid Social Media (1 day)	Facebook	580 ad "ST Route 580 will be changing next spring. Join us tomorrow @ Lakewood Station from 4-7:30pm or visit soundtransit.org/sip to learn more."	3,977 people reached, 103 clicks	
10/31	Paid Social Media (7-days)	Facebook	550 ad " Buses are coming out of the tunnel in March of 2019. Find out how the 550 will change at soundtransit.org/sip "	18,512 people reached, 1258 clicks	
11/1	Platform Blog Post	Blog	These routes are changing - visit soundtransit.org/sip for more info		
11/1	Paid Social Media (7 days)	Facebook	555 ad "ST route 555 will be changing next spring. Look out for Sound Transit staff at your bus stop to discuss these changes or visit woundtransit.org/sip to learn more." (ad running for 1 week)	6,344 people reached, 103 clicks	
11/1	Open House FB event - Boosted organic post	Facebook	FB Event - Open House "Changes are coming to some of our busiest routes in March - learn more and talk with our service planners at the upcoming open house"	1,400 people reached, 34 clicks, 16 reactions	
11/1	Open House FB event - Boosted organic post	Facebook	FB Event - Open House "Changes are coming to some of our busiest routes in March - learn more and talk with our service planners at the upcoming open house"	1,200 people reached, 21 responses	

			MFS closure ad "Big changes are coming for State Route 520 from Montlake to I-5 as @WSDOT begins the next phase of their SR 520 Bridge Replacement and HOV program. Starting in March, 2019, the Montlake Freeway Station will close. Watch for our street teams at the stop in the coming days to answer your questions or check out soundtransit.org/sip for more information."	12,884 people reached, 477 clicks	
11/2	Paid Social Media (7 days)	Facebook			
11/2	Email/text	Rider Alert (electronic)	Notifying people about the MSF closure`	8,835 recipients	
11/8	Public Hearing	In person	give public comment on the 2019 SIP changes	2 public comments	
11/8	Open House Event	In person	ask questions about 2019 Service Implementation	1 written comment, 8 visitors	
11/13	Email/text	Rider Alert (electronic)	Last week for public comment! Push to soundtransit.org/sip for more info and to leave public comment	13,612 recipients	
11/13	Paid Social Media (3 days)	Facebook	Final call for public comment	373 people reached, 17 clicks	
11/15	Board action		ST board will make final decision on wheter to adopt 2019 SIP		
11/15	Public comment period closes				

Street Teams

10/31	Street Teams	513 - Evergreen Way & 79th Pl. SE, Everett	Hand out Rack Cards, promote website & open house dates for public comment	27	1 ST/1 EI staff from 5:30-8:30am
11/1	Street Teams	DSTT Stations (no Pioneer)	Hand out Rack Cards, promote website & open house dates for public comment	440	5 ST staff from 6:00-9:30 a.m.
11/1	Street Teams	Lakewood Station	Hand out Rack Cards, promote website & open house dates for public comment	13	1 ST/1 EI staff from 4:00-7:30 p.m.
11/2	Street Teams	DSTT Stations (no Pioneer)	Hand out Rack Cards, promote website & open house dates for public comment	217	3 ST/3 EI staff from 10:30 a.m.-2:00 p.m.
11/2	Street Teams	Eastgate P&R	Hand out Rack Cards, promote website & open house dates for public comment	5	1 ST/1 EI staff from 3:00-6:30 p.m.
11/3	Street Teams	Montlake Freeway Station (EB & WB)	Hand out WSDOT Fact sheet, notify riders about closure in March	240	3 ST staff + 3 WSDOT staff from 10:00 a.m.-6:00 p.m.
11/5	Street Teams	Issaquah Transit Center	Hand out Rack Cards, promote website & open house dates for public comment	60	2 EI staff from 3:00-6:30 p.m.
11/5	Street Teams	DSTT Stations (no Pioneer)	Hand out Rack Cards, promote website & open house dates for public comment	719	6 ST staff from 3:30-6:30p.m.
11/7	Street Teams	Montlake Freeway Station (EB & WB)	Hand out WSDOT Fact sheet, notify riders about closure in March	287	2 EI staff + 2 Metro staff from 5:30-9:30 a.m.
11/7	Street Teams	Montlake Freeway Station (EB & WB)	Hand out WSDOT Fact sheet, notify riders about closure in March	115	2 ST staff + X staff from 10:30 a.m.-2:30 p.m.
11/7	Street Teams	I-90/Richards Rd. (WB)	Hand out Rack Cards, promote website & open house dates for public comment	21	1 ST staff + 1 EI staff from 3:00-6:30 p.m.
11/8	Street Teams	Montlake Freeway Station (EB & WB)	Hand out WSDOT Fact sheet, notify riders about closure in March	306	2 ST staff + X staff from 3:00-7:00 p.m.
			Total engagement	2450	