

Sound Transit Community Outreach

Reaching Your Audience

WSDOT Symposium
November 14, 2007



SOUNDTRANSIT



Identifying Your Audiences

Start Broad

Target Communities

Develop an Individual Focus



East Link Public Scoping

- Held multiple Public Scoping meetings
- Distributed 155,000 postcards and HTML version to electronic distribution list
- West Bellevue Neighborhood Briefing
- Responsive to business community's request for briefings and information

EAST LINK PUBLIC SCOPING

30-Day Public Comment Period: Sept. 1 to Oct. 2, 2006

Sound Transit, the Federal Transit Administration and WSDOT are beginning an environmental analysis, or Environmental Impact Statement (EIS), for the East Link project. On Sept. 1, 2006, the East Link project will begin the first step in the EIS process called "public scoping."

During scoping, comments are being sought on the proposed scope of the EIS:

- the proposed range of alternatives for consideration
- the elements of the built and natural environment to be evaluated for project impacts
- the preliminary project Purpose and Need Statement

Four public meetings are being held within the East Corridor to give you an opportunity to review and comment on the proposed scope of the EIS and talk with project team members. Both oral and written comments will be accepted at the public meetings. Written comments can also be emailed to eastlinkscop@soundtransit.org or mailed to James St., Seattle, WA 98104. Written comments will be accepted through the 30-day public comment period which ends on Oct. 2, 2006.



East Link Project

Sept. 27 Neighborhood Briefing
On Sept. 27 at 7 p.m., Sound Transit's East Link project team is holding a briefing for West Bellevue neighborhood members in the Bellevue City Hall Council Chambers. Neighborhood members will have an opportunity to meet and talk with team members. A presentation beginning at 7 p.m. will include information about the environmental process, an overview of the project, how East Link is part of Sound Transit 2, and other project related information. Attendees will have an opportunity at the end of the presentation to ask questions about the project and Sound Transit 2. Please join us!

Project Description
The East Link is a major economic engine in the Central Puget Sound area and is home to global leaders in technology, manufacturing, retail and finance. Sound Transit's proposed East Link project will connect the region's biggest population and employment centers in Seattle, Bellevue and Redmond, along with Sea-Tac International Airport.

The East Link project consists of an approximately 19-mile corridor between downtown Seattle, Bellevue and Redmond via I-90 and Mercer Island. Project length could vary between 11 and 19 miles, depending on how the project is implemented.

East Link is part of a proposed Sound Transit 2 package that includes mass light rail and improvements to Sounder commuter rail and ST Express regional bus systems. Sound Transit 2 is part of a Roads & Transit package that will be presented to voters in November 2007. The Sound Transit Board and the Regional Transportation Investment District are identifying projects that will be part of that package. This package will define the East Link project's length and implementation schedule. Besides Sound Transit 2 investments, the Roads & Transit plan will include a series of potential investments to major roadways and bridges in King, Pierce and Snohomish counties.

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1000 1st Ave.
Box 340000
Seattle, WA 98124-0000
Phone: 206.462.4000
Fax: 206.462.4001
www.soundtransit.org



Link Examples

- Held 400+ briefings/meetings for North Link
- Individual approach to specific neighborhoods
- Actively work with community on emerging issues

Central Link Light Rail Transit Project Final Supplemental Environmental Impact Statement North Link

APPENDIX B Public Involvement

Table B-1
Public Events, Hearings, and Community Organization Meetings
November 1997 to February 2006 (continued)

Date	Time	Event and Topic	Organizations
12/13/1997	9:00 a.m.	Link Scoping Meeting	Sound Transit
12/13/1997	1:30 p.m.	LRT Open House and Scoping Meeting	Sound Transit
1/9/1998	7:30 a.m.	Meeting	
1/13/1998	8:00 a.m.	Meeting	
2/28/1998	9:00 a.m.	Meeting	
3/6/1998	9:00 a.m.	Communit Link	
3/7/1998	10:00 a.m.	Roosevelt Meeting	
3/10/1998	6:15 p.m.	Meeting	
3/11/1998	6:00 p.m.	Northgate Meeting	
3/13/1998	9:00 a.m.	Communit Link	
3/20/1998	9:00 a.m.	Communit Link	
3/26/1998	7:30 a.m.	Meeting	
3/27/1998	9:00 a.m.	Communit Link	
3/28/1998	9:00 a.m.	Roosevelt Link Aha Workshop	
3/30/1998	4:00 p.m.	Meeting	
4/18/1998	9:00 a.m.	Capitol Hill Workshop	
4/21/1998	5:00 p.m.	University Design V	
5/2/1998	9:00 a.m.	First Hill Station I	
6/4/1998	9:00 a.m.	Vancouver Meeting	
6/5/1998	9:00 a.m.	Communit Link - Port	
6/19/1998	9:00 a.m.	Communit Link	
6/25/1998	6:00 p.m.	NE 45th Rail Station Business Briefing	
7/14/1998	2:30 p.m.	Meeting	
8/6/1998		Meeting	
8/22/1998		A Bise of	
8/26/1998		Meeting	
8/28/1998		Meeting	
9/3/1998	4:30 p.m.	Meeting	
9/17/1998	2:00 p.m.	Meeting	

March 2006

Table B-1
Public Events, Hearings, and Community Organization Meetings
November 1997 to February 2006 (continued)

Date	Time	Event and Topic	Organizations
12/2/2004	1:30 p.m.	North Link Meeting - Roosevelt Station	Calvary Christian Assembly
1/5/2005	7:00 p.m.	North Link Briefing	North District Council
1/6/2005	7:00 p.m.	North Link meeting	Northeast District Council
1/11/2005	7:00 p.m.	North Link Briefing	City University Community Advisory Committee (CUCAC)
1/11/2005	7:00 p.m.	North Link Briefing	City University Citizen's Advisory Committee (CUCAC)
1/25/2005	7:00 p.m.	Roosevelt Neighborhood Public Meeting	Sound Transit
1/30/2005	9:45 a.m.	Agency overview w/ focus on light rail	Wallingford United Methodist Church
2/2/2005	6:00 p.m.	North Link Station Design Open House - Capitol Hill/First Hill	Sound Transit
2/3/2005	6:00 p.m.	North Link Station Design Open House - University Station	Sound Transit
2/24/2005	6:00 p.m.	North Link Station Design Open House - Roosevelt and Northgate Stations	Sound Transit
3/12/2005	1:50 p.m.	Agency update	American Council of Engineering Co's of Washington
4/20/2005	5:30 p.m.	North Link - Roosevelt Station Presentation	Roosevelt High School Site Council
4/20/2005	5:30 p.m.	North Link Briefing - Project Update	Roosevelt High School Site Council
4/22/2005	10:00 a.m.	Central Link Tours for UW Staff	Sound Transit
4/25/2005	12:30 p.m.	North Link Briefing - Brooklyn/Safeco	Sound Transit
4/27/2005	7:00 p.m.	North Link Briefing - Project Update	Maple Leaf Community Council
4/27/2005	7:00 p.m.	North Link - Northgate Station Presentation	Maple Leaf Community Council
6/21/2005	7:30 a.m.	University District Chamber of Commerce Breakfast	University District Chamber of Commerce
6/22/2005	9:30 a.m.	North Link Briefing - First Hill Station Update	First Hill CTR Network
7/27/2005	7:00 p.m.	Maple Leaf Summer Social	Maple Leaf Community Council
7/27/2005	6:30 p.m.	North Link Briefing - First Hill Station	First Hill Improvement Association
7/30/2005	9:00 a.m.	North Link - Roosevelt Hill Moose Festival	Roosevelt Neighborhood Association
7/30/2005	9:00 a.m.	Roosevelt Summer Festival	Roosevelt Chamber of Commerce
9/10/2005	10:00 a.m.	First Hill Briefing	First Hill Community Council
9/13/2005	6:30 p.m.	North Link Briefing - First Hill Station	First Hill Improvement Association
9/21/2005	10:00 a.m.	North Link Briefing - First Hill	First Hill CTR Network

North Link Final SEIS
Appendix B: Public Involvement

B-18

March 2006



Link Light Rail

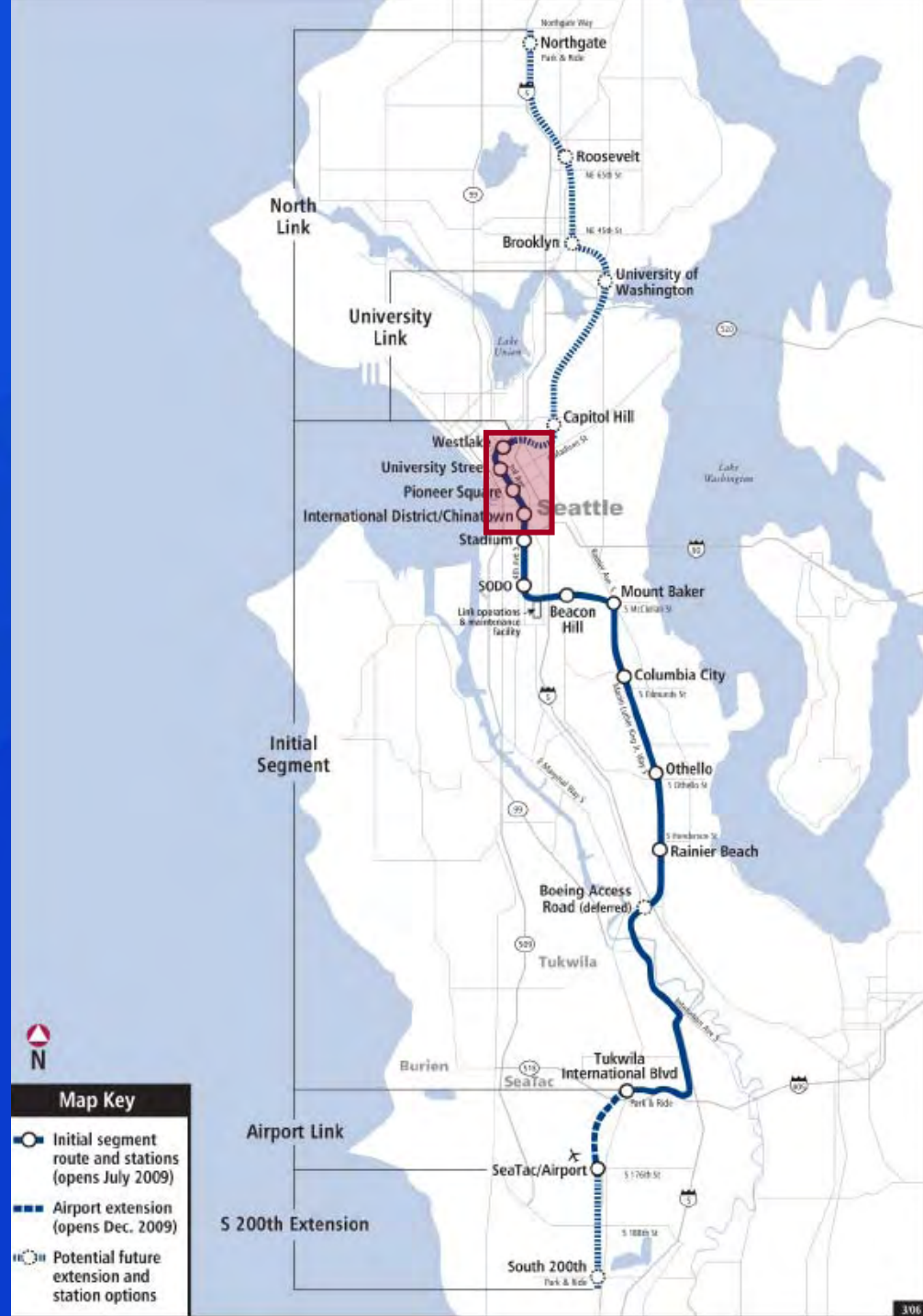
Began construction: 2003

Length: 15.7 miles

Stations: 14

Begin service: 2009

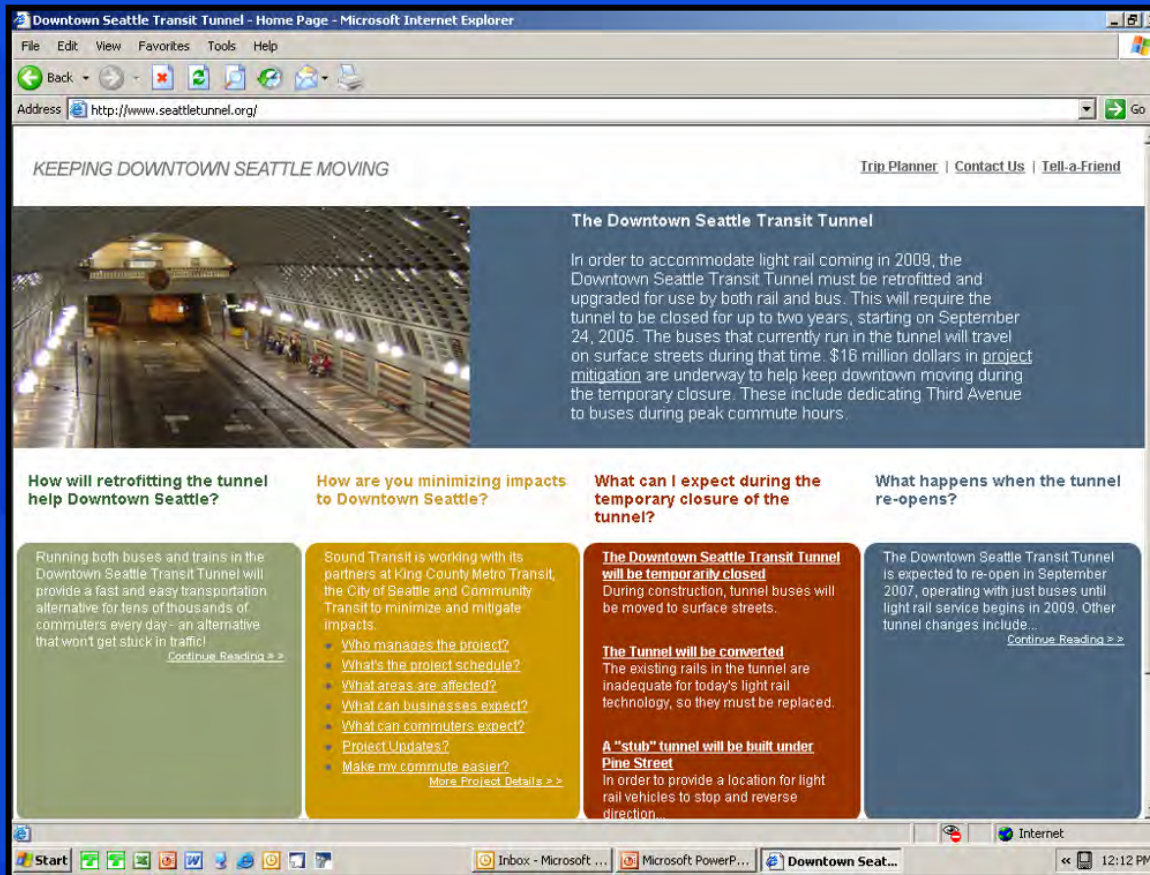
Construction is over 80% complete



Internal Communication: All Hands On Deck



Coordinated Communication



- New project Web site
- Consistent logo and message

KEEPING DOWNTOWN SEATTLE MOVING



www.seattletunnel.org

Partnerships

- Agency
- Private
- Community



piece folds here, the photo of Paramount will be shown on front

Going to the Pine Street at		PARAMOUNT	
JAZZ	March 10	Concord Jazz Festival	Now showing on Pine
DANCE	March 12	Ballet Modern Dance Company	
FAMILY	March 24	Seward Gospel Group	For those who value a night at the theatre, get to Pine Street early and enjoy some of the best entertainment, dining and shopping in South.
COMMUNITY	March 25	Starbirds Her Java Cool Jazz	
FAMILY	April 2	Laurie Bellwin	<ol style="list-style-type: none"> 1. Paramount Theatre and Pinetree 2. Pine Street Community Center 3. Pine Street Apartments and the best 4. Pine Street and the best 5. Grand Street and the best 6. Pine Street and the best 7. Pine Street and the best 8. Pine Street and the best
DANCE	April 9	Garth Fagan Dance Company	
BROADWAY	April 12-17	Musicals of a Heart	
BROADWAY	April 26-May 1	The Graduate	
BROADWAY	May 21 - June 5	Big River	
COMMUNITY	July 9	Dance This...	

SOUNDTRANSIT
 RIDE THE WAVE



MUSIC TO YOUR EARS

It's as easy as ever to experience the Seattle Symphony at Benaroya Hall

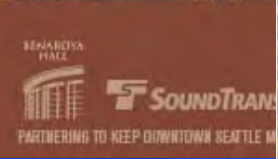
DRIVING & PARKING GUIDE



In 2009, Sound Transit's Link light rail will carry thousands of people into and out of Downtown Seattle every day.

Seattle Symphony and Benaroya Hall are excited that light rail is coming to Downtown Seattle. World-class cities have subway and rail stations near their symphony halls, and Seattle will soon join their ranks.

To make it as easy as possible for symphony patrons to come and go from Benaroya Hall, we've partnered with Sound Transit to show you parking garages and passenger drop-off and pick-up areas near Benaroya Hall.



DRIVING & PARKING GUIDE TO BENAROYA HALL DURING LIGHT RAIL CONSTRUCTION

Beginning Sept. 24, 2005
To prepare for light rail, the Downtown Seattle Transit Tunnel will close and there will be limited automobile access on 3rd Avenue.



P PARKING ACCESS*

→ PASSENGER DROP OFF & PICK UP*

*Subject to change

KEEPING DOWNTOWN SEATTLE MOVING For more information about the project visit www.seattletunnel.org

DRIVING DIRECTIONS TO MACY'S WILL CALL & LOADING DOCK



To access Macy's loading zone and will call during weekday peak travel times (6 a.m. – 9 a.m. and 3 p.m. – 6:30 p.m.), please take Pine Street westbound to 3rd Avenue and turn right and then right into the load zone. To depart from the load zone, please turn right on 3rd Avenue.

From the Macy's Garage, drivers may turn right onto 3rd Avenue and make a quick left hand turn into the loading zone as long as traffic is not blocked to do so.

- Drivers note:
- 3rd Ave is a bus priority corridor between Stewart Street and Yesler Way during peak travel times. 3rd Avenue cannot be accessed from Stewart Street during the peak travel times.
 - Drivers using 3rd Avenue during peak travel times are only allowed to travel one block before making the next right hand turn available.
 - No left hand turns onto or off of 3rd Avenue during peak hours are allowed.

In order to bring light rail into the Downtown Seattle Transit Tunnel, it must be closed for up to two years to retrofit it for use by both rail and bus. During the Downtown Seattle Transit Tunnel closure, these changes to downtown streets are helping ensure that buses move through downtown as quickly and efficiently as possible.

For information on the DSTT project, please visit www.seattletunnel.org.

macy's **SOUNDTRANSIT** PARTNERING TO KEEP DOWNTOWN SEATTLE MOVING

Custom Communication Tools



Reaching out to the public

PROJECTS

AUGUST 2005

SOUNDTRANSIT
RIDE THE WAVE

LINK LIGHT RAIL DOWNTOWN SEATTLE TRANSIT TUNNEL CLOSURE DRIVER ADVISORY

The Downtown Seattle Transit Tunnel will be closed for up to two years beginning Sept. 24, 2005 in preparation for bringing light rail to Downtown Seattle.

To prepare the Downtown Seattle Transit Tunnel for use by both buses and trains the tunnel must be closed for up to two years. During the tunnel closure, buses that currently use the tunnel will be rerouted to surface streets.

During the tunnel closure, changes to downtown streets will ensure that buses move through downtown as quickly and efficiently as possible. New bus stops will be added and existing stops and street signals improved for better transit service. Over \$16 million in Improvements are being implemented to keep Downtown Seattle moving including adding more traffic control and police officers.

The most visible changes will occur on 3rd Avenue. During the morning and afternoon commute periods, 6-9 a.m. and 3-7 p.m., 3rd Avenue between Stewart Street and Yesler Way will be converted into a transit priority corridor. General purpose traffic will be allowed to travel on 3rd Avenue for just one block before making a right turn. Left turns during peak hours are not currently allowed.

In order to extend the length of some bus zones and maintain transit speed and reliability on Third Avenue, some pull-out commercial and/or passenger zones will be removed. Alternate load zones have been identified within one block of the affected zones.

When the tunnel re-opens in 2007, most of the rerouted buses will return to the tunnel. Beginning in 2009, Sound Transit's Link light rail will carry thousands of people into and out of Downtown Seattle every day.

To learn more, visit www.seattletunnel.org

Questions or comments about Link light rail construction in Downtown Seattle? Contact Brooke Belman at belmanb@soundtransit.org or (206) 398-5238.

KEEPING DOWNTOWN SEATTLE MOVING www.seattletunnel.org

Sound Transit's regional network of express buses, commuter rail, light rail and transit facilities connects communities in King, Pierce and Snohomish counties. To request printed materials in alternative formats, call (206) 699-4327 or (888) 713-6030 (TTY).

DOWNTOWN SEATTLE TRANSIT TUNNEL CLOSSES **SEPTEMBER 24, 2005**

The Downtown Seattle Transit Tunnel will be closed up to two years in preparation for bringing **LIGHT RAIL** to Downtown Seattle.

VISIT www.seattletunnel.org

FOR PROJECT INFORMATION AND:

- Changes to bus service
- Trip planning tools*
- Changes and restrictions to downtown streets
- Stop, Drive & Ride program incentives


*Find out about new programs available to help you choose and use your best commute options, including personalized trip planning services at convenient downtown locations. Click on Tools to Keep You Moving at www.seattletunnel.org

KEEPING DOWNTOWN SEATTLE MOVING

“Family of Materials”


Non-English Speaking Communications

PROJECTS



SOUND TRANSIT
RIDE THE WAVE

AUGUST 2005



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LINK LIGHT RAIL
Downtown Seattle Transit Tunnel Project

SEPTEMBER 2007



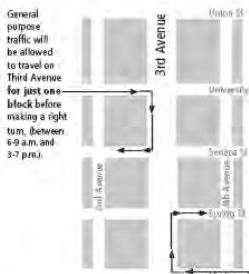
For more information

To request a meeting for your organization or for more information, contact: Brook Belman, Community Outreach Specialist, at (206) 398-5238 or belmanb@soundtransit.org. You can also call Sound Transit's toll-free number at 1-888-713-6030.


To receive a mail update about this project, subscribe to our e-news, www.seattletunnel.org.

General Purpose Traffic

General purpose traffic will be allowed to travel on 3rd Avenue for just one block before making a right turn. Between 6-9 a.m. and 3-7 p.m.,



3rd Avenue between Stewart Street and Yesler Way will be converted into a transit priority corridor. For more information, visit www.seattletunnel.org.



SOUND TRANSIT
Union Station
401 S. Jackson St.
Seattle, WA 98104-2026


PROJECTS
COMMUNITY
PARTNERS
FOR
SEATTLE
WA
98104-2026

Train testing in the tunnel

When the tunnel re-opens in September 2007, operating hours will be from 5 a.m. to 7 p.m. Monday through Friday. A significant amount of light rail testing will occur at night and on weekends. In the months that follow reopening:

Train testing began in January 2007 in the SOCO area south of downtown Seattle. Testing in other areas, including the Downtown Seattle Transit Tunnel, will occur as the construction work wraps up. Testing in the tunnel will likely occur during non-passenger operating hours, though it is possible you will see trains entering and exiting the tunnel at other times as well.

SOUND TRANSIT 2



Where will light rail go?

The Roads & Transit package that will go to regional voters in November 2007 includes Sound Transit 2, a program of proposed transit expansions throughout the region highlighted by 50 miles of new light rail.

This expansion would build on the system framework approved by voters and currently under construction to create a 70-mile regional light rail system with new routes to Northgate, Shoreline, Woodland Terrace, Lynnwood, Allynwood, the 15th Street area of Franklin County, Maroon Island, Redmond, Oriskany, Deer Meadows, Federal Way, Fife and Tacoma.

In the meantime, construction of light rail's first phase is about 75 percent complete and on schedule to begin service between Downtown Seattle and Sea-Be Airport in 2009. Sound Transit also is working to secure \$750 million in federal funding to start building an extension north to the University of Washington as soon as 2008, using existing local taxes.

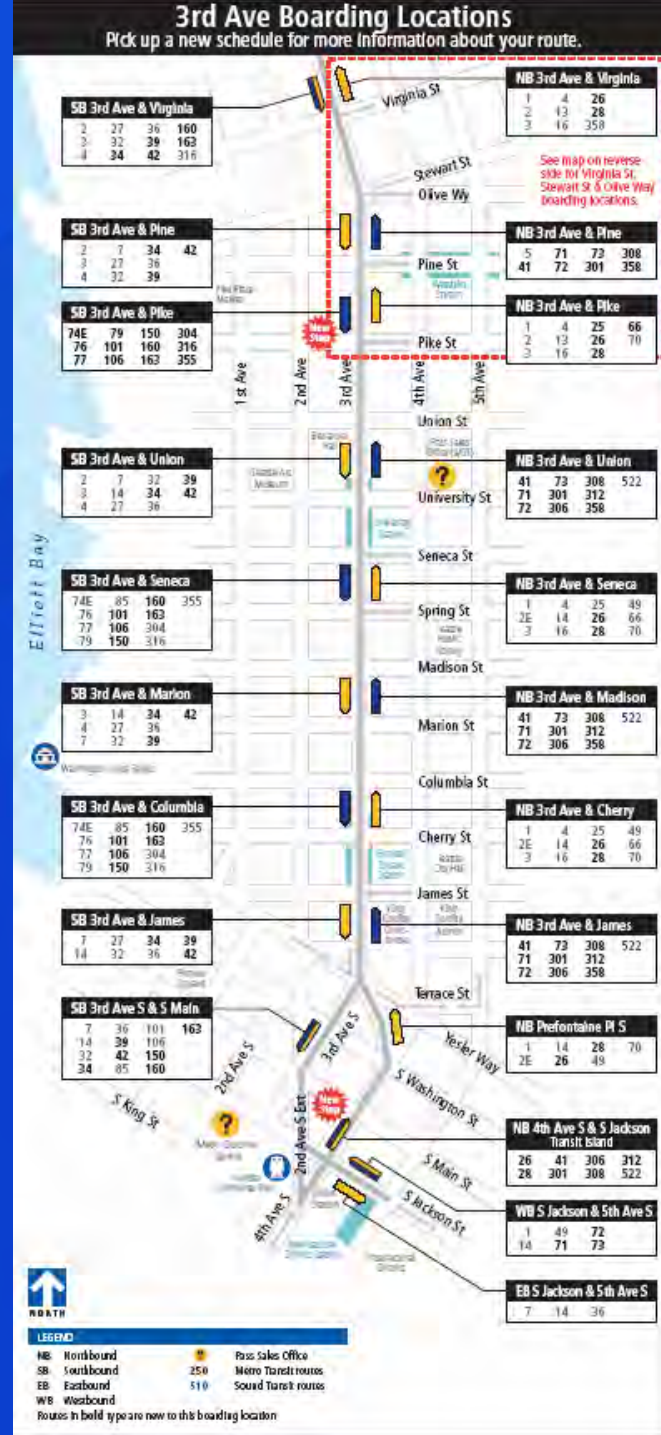
To learn more about the Sound Transit 2 projects included in November's Roads & Transit vote, visit www.soundtransit.org/st2 or www.roadsandtransit.org.



Light rail trains testing in the Downtown Seattle Transit Tunnel.

Street Teaming

Your **Guide** to Downtown **Seattle** bus service



On-going Monitoring

- Monitor and Maintain Committee
- Pre-closure baseline report
- Post closure reports in '06, '07 and '08



DSTT Reopened On-Time!

