



EVERETT TRANSIT

Rethink Transit Phase 1 Summary

July 2020

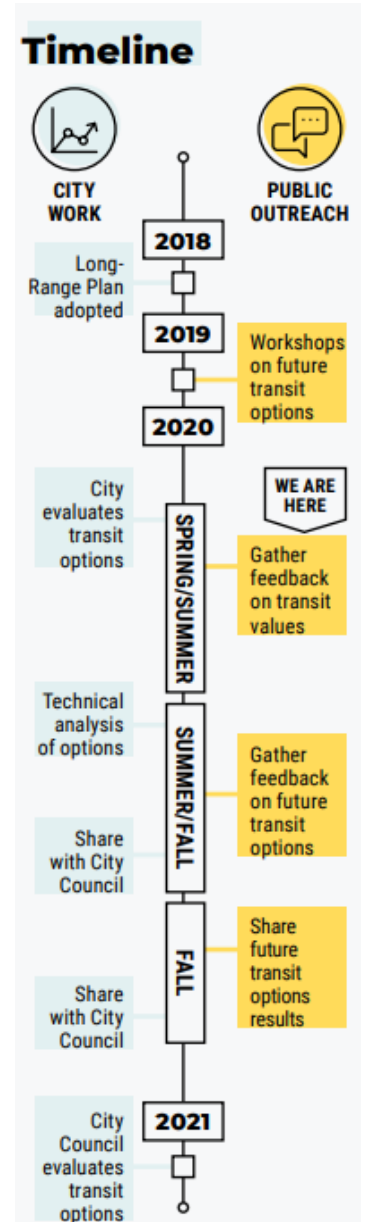
EXECUTIVE SUMMARY

In May 2020, the City of Everett began public outreach as a part of the Rethink Transit project to better understand the community's transit priorities and to share information about future transit options. Public outreach for this project will continue through 2020, when the project team will ultimately present public feedback and technical assessments of transit options to Everett City Council.

This summary describes Rethink Transit outreach and technical work completed in Phase 1 of the project, conducted May through July 2020. The summary also describes the project's next steps.

The most substantial work completed in Phase 1 of Rethink Transit was the public outreach, which assessed the community's transit values. The following themes were found among the approximately 730 survey responses that were submitted:

- There was mixed support and opposition to the idea of Everett Transit consolidating with Community Transit.
- A majority of those who mentioned a sales tax increase in their comments were opposed to it. Those who reported "rarely or never" using transit were more likely to be opposed to a sales tax increase.
- There was general confusion about why the merge with Community Transit would cost more in sales tax than other options and how sales tax rates work in an annexation.
- There was support for improving regional connections to nearby cities and businesses and improving coordination between different agencies' services.
- There was support for reducing fares and sales taxes, especially for low-income and underserved groups.
- There was support for more frequent service, as well as adjusting the current service schedule based on ridership. There was support for adding paratransit service.
- Respondents with lower annual incomes were more likely to request additions to the current transit schedule.
- There was support for improving service to reduce wait times and reliability.



This summary will be provided to Everett City Council and later posted online for public access. Phase 2 of Rethink Transit is anticipated to begin late summer/early fall 2020 and will provide the public with more details about the three transit options so that community members can compare, contrast, and provide input.

Outreach by the numbers

- 25,000 fact sheets distributed via City utility bill customers (in English and Spanish)
- 20 posters and 100 handbills distributed in public spaces and transit service areas
- Over 2,000 bus hangers distributed on Everett Transit buses (in English and Spanish)
- Print and digital ads in eight local and regional publications
- Articles in four local publications and blogs
- Public service announcements (PSAs) on four local radio stations (in English, Russian, Spanish, and Vietnamese)
- Weekly Facebook posts, Twitter posts, and text rider alerts from Everett Transit, City of Everett, and Community Transit

Participation by the numbers

- Over 2,000 online open house visitors
- Over 725 survey responses
- Approximately 2,200 views of the Facebook livestream recording with 20 comments and four shares (as of July 13)
- Over 80 stakeholder groups were provided with project information, the link to the online open house and survey, and an opportunity to meet with project staff. Approximately 10 stakeholder groups responded to confirm that they took the survey and shared the survey to their networks, and project staff met with three stakeholder groups to discuss the project, ask questions, and provide comments (as of July 13).

PROJECT BACKGROUND

Everett is growing. The City's population is expected to increase by up to 60% in the next 20 years. The City's goals include supporting the transportation needs of the growing population and business community. The Everett Transit Long-Range Plan was developed in 2018 to identify future transit service needs to accommodate this growth and defined objectives for Everett's transit planning through 2040. Everett Transit engaged over 2,000 community members during the development of the plan and heard that the community wanted Everett Transit to improve local services, improve walking distance to and from bus stops, and increase how often and when transit was available.

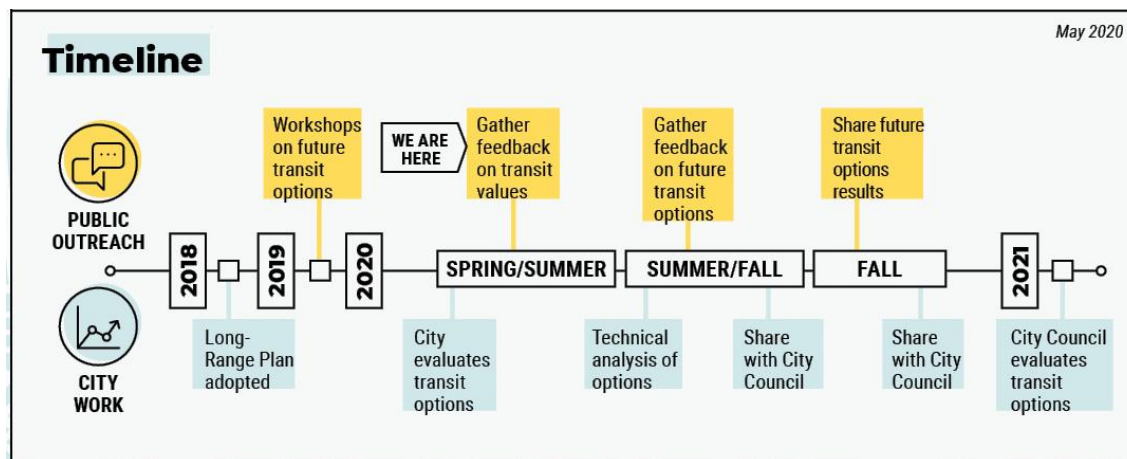
Since the adoption of the plan, the City found that funding for transit will not be enough to meet Everett's growth goals. The City of Everett has identified three options for managing future transit service in Everett:

- **Option 1 - Growth:** Follow the "Growth Option" from the Everett Transit Long-Range Plan, which would require asking voters to increase the transit sales tax from its present level of 0.6% (6 cents on a \$10 taxable purchase) to 0.9% (9 cents on a \$10 taxable purchase) in Everett. This option would allow for those revenues to be invested in sustaining and improving transit mobility within the City.
- **Option 2 - Growth through consolidation:** Explore a consolidation and annexation of the City of Everett into the taxing and governmental boundaries of Community Transit. This option would require asking voters to approve the annexation into Community Transit. Under current law, this would increase the transit sales tax from its present level of 0.6% (6 cents on a \$10 taxable purchase) to 1.2% (12 cents on a \$10 taxable purchase) in Everett. This option would allow those

revenues to be invested in improved transit services in Everett and integration with countywide transit.

- **Option 3 - Current system:** Explore the outcomes of maintaining the current transit tax rate of 0.6% (6 cents on a \$10 taxable purchase). No new revenue would be invested in transit service.

From May through December 2020, the City is conducting technical analysis on transit operations and costs associated with each of the options and will present these details to the public to gather comments, questions, preferences, and concerns. The technical analysis and public feedback will be presented to the Everett City Council at the end of each round of outreach. In early 2021, the City Council will evaluate the transit options and come to a decision after a council vote.



Public outreach objectives

The overall objectives of the Rethink Transit project are to help the City collect, analyze, and assimilate information gathered from the community about future transit service to enable Council to make a well-informed decision. This preliminary round of outreach focused on informing the community of the project and gauging community thoughts and concerns on planning for future transit mobility in Everett.

The goals of preliminary outreach were as follows:

- Inform the community about the project, explain the importance of maintaining transit service, and outline the pathways under consideration to assess future transit service.
- Confirm the values of the community that were arrived at in the Long-Range Plan.
- Engage the community and assess willingness to engage in the project in the context of the current public health crisis to understand concerns, values, and the vision for local transit service that may not have been expressed in previous outreach efforts.

As preliminary outreach began during a global public health crisis and national social justice movement, the project team revised outreach strategies and methods to acknowledge the impacts these events are having on communities and ensure accessibility and inclusivity:

- Public health crisis – Outreach began just as the state implemented policies to respond to COVID-19. The project team modified tactics to better support online and virtual engagement and reach transit riders and historically underrepresented communities.

- Social justice movement – Mid-way through the preliminary round of outreach, protests began in response to police violence and racial injustice. To be responsive to the stress occurring primarily in communities of color, the project team slightly delayed outreach to stakeholder groups. The project team ultimately decided to continue stakeholder outreach to ensure that they were aware of the project and City’s needs to consider transit options. Initial outreach asked stakeholders to provide input on how the project team can best reach their communities in future rounds of outreach, given ongoing social unrest.

Audience

During the preliminary round of outreach, the project team developed an approach to outreach that centered on the community and used a range of tools to reach as many people as possible, including members of the community that are historically underrepresented or hard to reach.

The project team sought to inform and offer opportunities for the following groups to participate and provide input:

- Existing Everett Transit and Community Transit riders
- Potential riders in the Everett Transit service area
- Organized groups and forums, including social service providers, community organizations, and business groups
- Business leaders, employers, and developers
- Internal City departments and regional partners (e.g., Community Transit and Sound Transit)

The project team also strived to ensure equitable opportunities for engagement, especially for those who may be dependent on transit, compliant with Everett Transit’s Title VI Program. Historically underserved populations include people of color, immigrants and refugees, people who speak limited English (specifically Spanish- and Russian-speaking populations, which are large demographics in Everett), people with low incomes, people who are homeless, people with color blindness, people who are blind or visually impaired, people with low literacy, people with low internet access, people with mobility challenges and varying abilities, and seniors and youth.

To ensure inclusion and accessibility of project information and materials for these historically underserved communities, the project team deployed the following approaches to outreach:

- Being conscious of the timing of outreach activities, such as keeping the online open house and survey open for six weeks
- Implementing a wide range of outreach activities and notifications
- Conducting interviews with community organizations and social service providers to better understand and gauge the capacity level of various populations in the project area, as well as how to better conduct outreach to these populations
- Providing translations of outreach materials, notifications, etc. into languages commonly spoken in the project area

OUTREACH UPDATE

Outreach Methods and Tools

The project team used a range of methods and tools to share project information broadly and provide accessible engagement opportunities. All materials were translated into Spanish, and some materials were also translated into Russian, Tagalog and Vietnamese. Multiple notification tools were used to provide project information through digital, print, and direct channels. Outreach activities were limited to virtual engagement due to the public health crisis and included a livestream event, video calls, and articles. Outreach tools and approaches are summarized below detailed in the following sections.

Outreach by the numbers

- 25,000 fact sheets distributed to City utility customers (in English and Spanish)
- 20 posters and 100 handbills distributed in public spaces and transit service areas
- Over 2,000 bus hangers distributed on Everett Transit buses
- Print and digital ads in eight local and regional publications
- Articles in four local publications and online blogs
- Public service announcements (PSAs) on four local and regional radio stations (in English, Russian, Spanish, and Vietnamese)
- Weekly Facebook posts, Twitter posts, and text rider alerts from Everett Transit, City of Everett, and Community Transit

Notifications

The City used the following outreach notifications to inform community members about the project and solicit feedback.

Physical outreach materials

The City distributed the following printed materials in both English and Spanish:

- Project fact sheet mailed to all utilities customers, delivered early June through early July ([see Appendix A](#))
- Project posters and handbills, distributed in high-traffic public spaces and transit facilities ([see Appendix B](#))
- Project bus hangers distributed on buses ([see Appendix C](#))

Media advertisements and public service announcements

The City placed print and digital advertisements in seven local and regional publications with a link to the online open house ([see Appendix D](#)): Snohomish County Tribune, The Herald, La Raza Del Noroeste, Northwest Vietnamese News, Live in Everett, My Everett News, and Everett Post.

The City also ran PSAs on four local radio stations to encourage the public to visit the online open house and provide feedback. The stations were Everett's Greatest Hits KRKO – 1380 AM and 95.3 FM, Classic Country KXA – 1520 AM, Independent Public Radio KSER – 90.7 FM, and Multicultural Radio Seattle KXPA – 1540 AM.

The advertisements and PSAs began the week of June 8 and continued through July 13. The advertisements and PSAs were translated into Spanish, Vietnamese, and Russian as needed for La Raza del Noroeste, Northwest Vietnamese News, and Multicultural Radio Seattle KXPA.

Several local and regional publications also published articles regarding the project, without coordination with the project team ([see Appendix E](#)).

Social media posts and notifications

Starting the week of May 25, Everett Transit posted project notifications to its Facebook page, sent text alerts to existing riders, and coordinated with the City to share similar notifications via their social media accounts ([see Appendix F](#)). The notifications were sent on at least a weekly basis and encouraged followers to visit the online open house, provide feedback via the short online survey, and attend the Facebook livestream event held on June 17. The project team also “boosted” Facebook posts to receive higher viewership and engagement in zip codes with populations that are traditionally hard to reach and/or historically underrepresented.

Coordination with Community Transit

The City coordinated with Community Transit to review and provide key input on the project team’s outreach strategies, notifications plan, and materials before their implementation. Community Transit also provided feedback on the draft online open house and survey and shared the survey with their customers via social media channels and rider alerts.

Public involvement opportunities

The following opportunities were available for community members to participate in and provide feedback on the project.

Online open house website and survey

The online open house launched on Thursday, May 28 and closed Monday, July 13, 2020. The online open house included detailed project information, electronic versions of project materials, and a survey to obtain comments and feedback from members of the community ([see Appendix G](#)).

All materials used during preliminary outreach encouraged the public to visit the [online open house](#) and provide feedback via the online survey. Announcements about the survey were also shared on the City of Everett’s social media accounts and Everett Transit’s social media accounts, homepage spotlight, and rider alerts (text and email).

Participation by the numbers

- Over 2,000 unique online open house visitors
- Approximately 230 survey responses
- About 2,200 views of the Facebook livestream recording with 20 comments and four shares
- Over 80 stakeholder groups were provided with project information, the link to the online open house and survey, and an offer to meet with project staff. Approximately 10 stakeholder groups responded to confirm they took the survey and sent the survey to their networks. As of July 13, three stakeholder groups met with project staff to discuss the project, ask questions, and provide comments.

Facebook Livestream

The City publicized and hosted [a Facebook livestream](#) event on the Everett Transit Facebook page on June 17 to provide information on the project, discuss transit options, and allow the public to ask questions of project staff. The livestream recording was kept posted on the Everett Transit Facebook page for community members to view, comment on, and share after June 17.

Stakeholder outreach

The City began outreach to over 80 stakeholder groups the week of June 15, to offer groups the opportunity to meet and discuss the future of transit with project staff. Stakeholder groups included community organizations, non-profit organizations, neighborhood associations, local advisory councils, and local businesses in the Everett area. The project team met with stakeholder groups through July.

The purpose of this initial outreach was to share project information and materials, ask stakeholders to share project materials and the survey with their networks, assess stakeholders' ability and interest in engaging in the project, and understand their transit-related concerns and values. Initial outreach to stakeholder groups acknowledged that communities may have limited capacity to engage and be experiencing significant stress from the public health crisis and social justice movement.

What We Heard

The online open house and survey launched on May 28 and closed on July 13. Announcements about the opportunity to provide feedback through the survey were shared through physical outreach materials, local and regional publications, local and regional radio stations, meetings with stakeholder groups, the City of Everett and Everett Transit social media accounts, Community Transit social media accounts, City of Everett website spotlight, and text rider alerts. As of July 14, over 2,000 unique participants visited the site, completing nearly 730 surveys ([see Appendix H](#)).

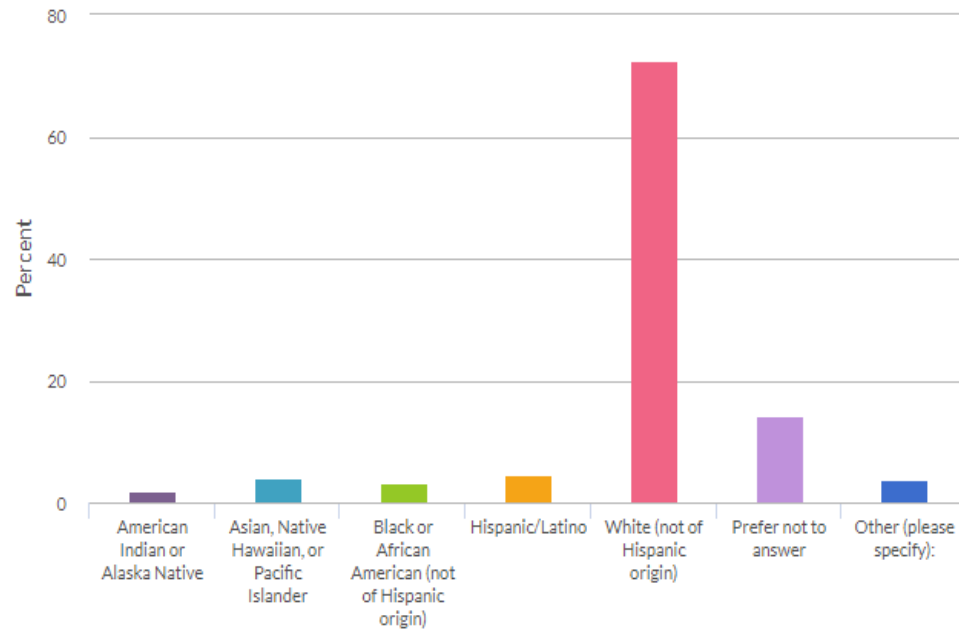
Key findings and trends are summarized below. This summary highlights the demographics of survey participants who identified as white or Hispanic/Latino, the population highlighted in Everett Transit's Title VI Program.

Survey demographics

Race

Survey participants were predominantly white (over 70%), above 35 years old (over 75%), and Everett residents (over 75%).

11. Race/Ethnicity (select all that apply)



Value	Percent	Responses
American Indian or Alaska Native	1.8%	13
Asian, Native Hawaiian, or Pacific Islander	4.1%	29
Black or African American (not of Hispanic origin)	3.1%	22
Hispanic/Latino	4.6%	33
White (not of Hispanic origin)	72.6%	517
Prefer not to answer	14.2%	101
Other (please specify): (click to view)	3.7%	26

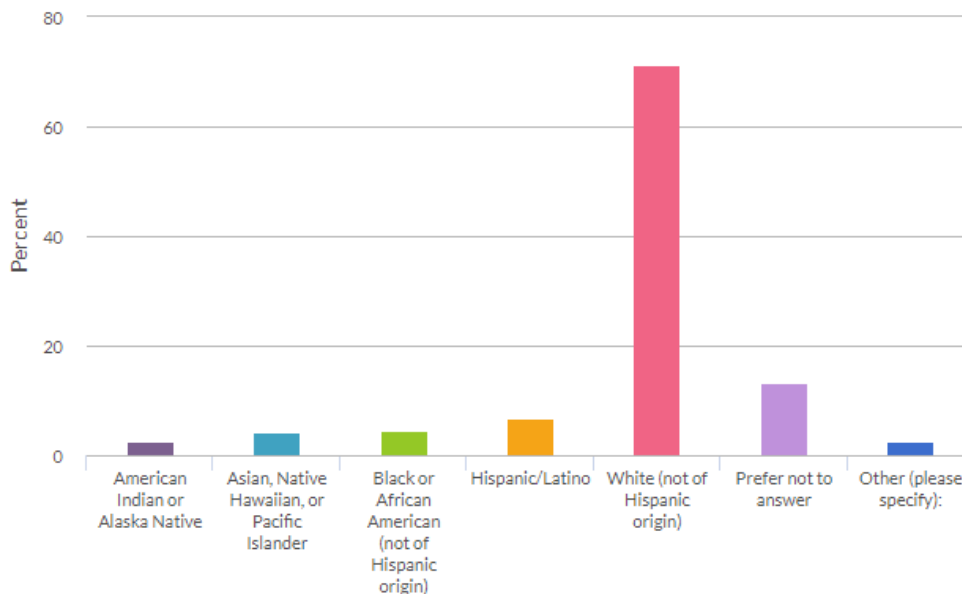
Figure 1: Race/Ethnicity of survey respondents (select all that apply)

These survey demographics align overall with the City's demographics for white residents (~74%).¹ However, the rate of survey participation from people who self-reported as Hispanic/Latino was ~5%,

¹ Source: <https://www.census.gov/quickfacts/fact/table/everettcitywashington/PST045219>

was notably lower than the ~16% Hispanic/Latino population living within the City of Everett as reported by the U.S. Census. The rate of survey participation from people who self-reported as Black or African American (not of Hispanic origin) was ~3%, also lower than the ~5% Black or African American population living within the City of Everett as reported by the U.S. Census.

11. Race/Ethnicity (select all that apply)



Value	Percent	Responses
American Indian or Alaska Native	2.6%	7
Asian, Native Hawaiian, or Pacific Islander	4.2%	11
Black or African American (not of Hispanic origin)	4.5%	12
Hispanic/Latino	6.8%	18
White (not of Hispanic origin)	71.3%	189
Prefer not to answer	13.2%	35
Other (please specify): (click to view)	2.6%	7

Figure 2: Race/Ethnicity of Everett Transit users (select all that apply)

Among participants who reported using Everett Transit, over 71% identified as white, ~7% identified as Hispanic/Latino, and ~5% identified as Black or African American (not of Hispanic origin). Among

participants who reported using Community Transit, 72% of participants identified as white, ~7% identified as Hispanic/Latino, and ~5% identified as Black or African American (not of Hispanic origin).

Age

The majority of survey participants were above 35 years of age, with the highest percentage of participants between 50 and 64 years of age.

9. Age:

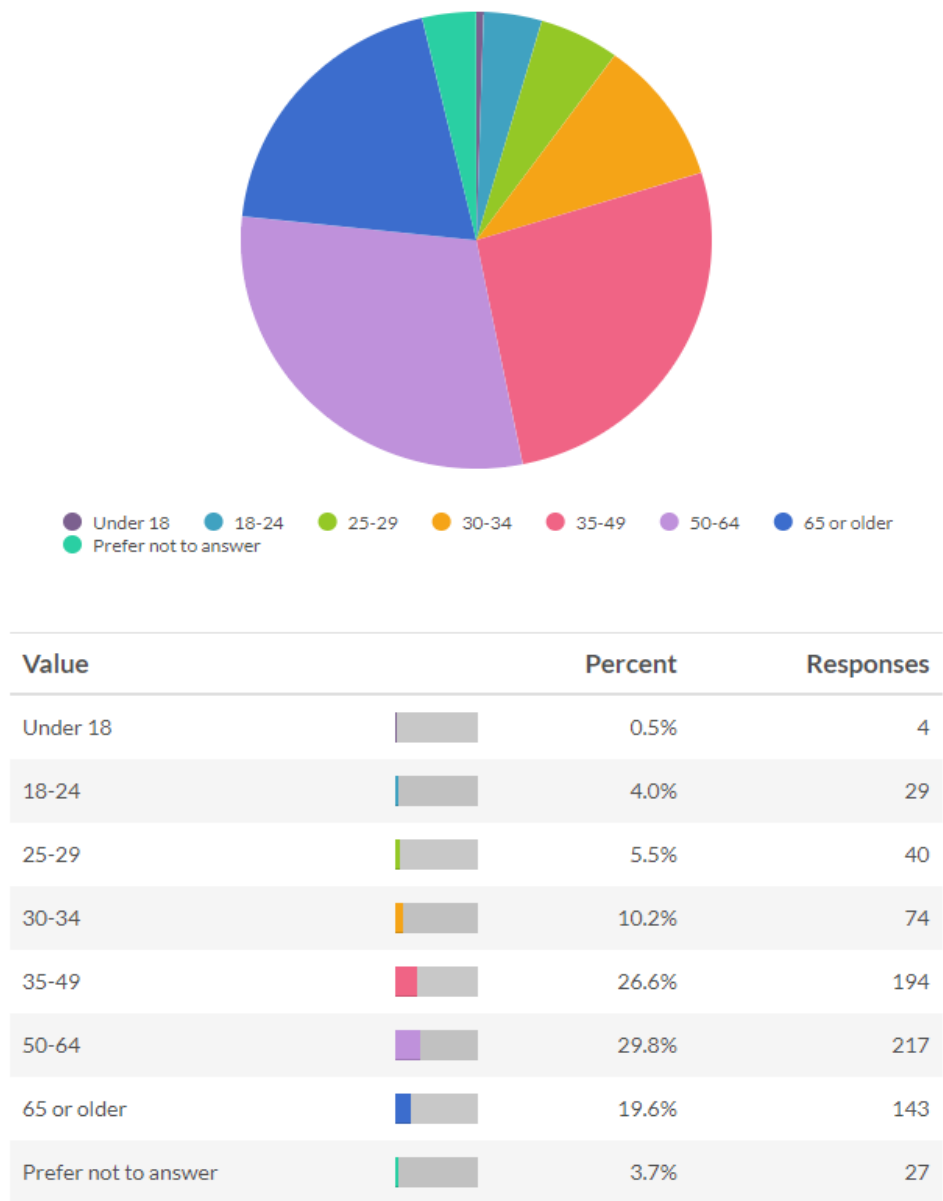
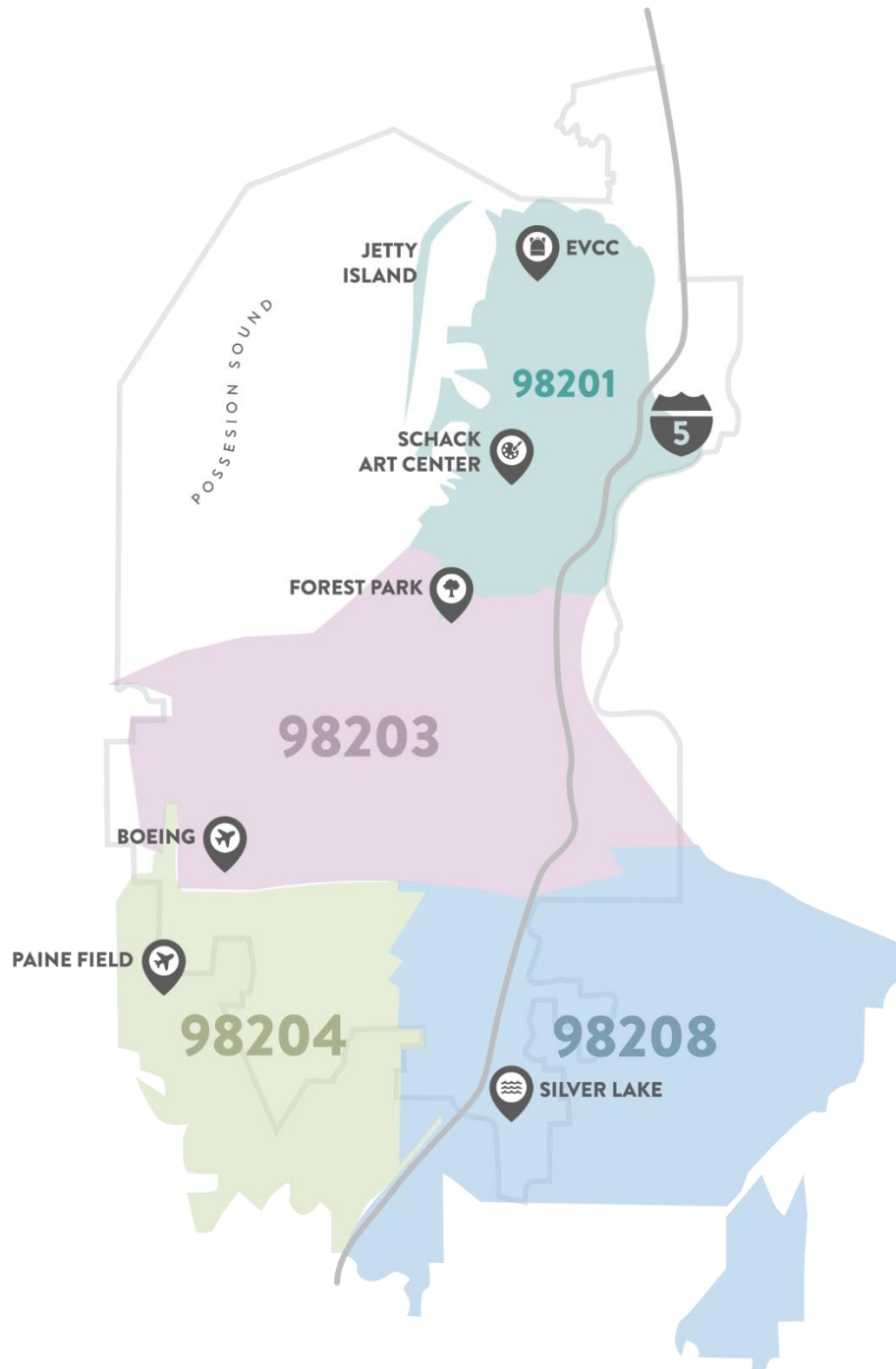


Figure 3: Age of Respondents

Totals: 728

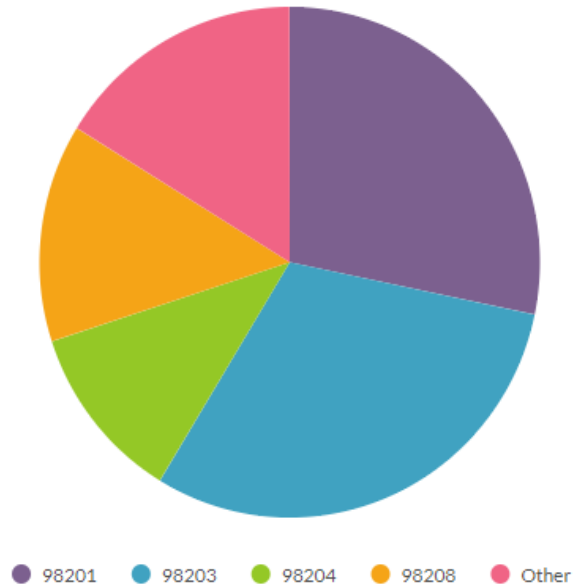
Residential information

The majority of survey participants reported to live in the City of Everett, with the majority from zip codes 98203 and 98201 (59%) and ~25% from zip codes 98208 and 98204. Approximately 16% of participants reported to live outside the City of Everett, in cities such as Mukilteo, Northwest Snohomish, Lake Stevens, Lynnwood, Mill Creek, and Marysville.



Map of zip codes in the City of Everett. Credit: liveineverett.com/tour

12. What is your residential zip code?



Value		Percent	Responses
98201		28.3%	203
98203		30.4%	218
98204		11.3%	81
98208		13.8%	99
Other		16.2%	116
			Totals: 717

Figure 4: Residential zip code

Overall, the majority of survey participants who reported living in Everett reported as white. Relatively few survey participants reported as Hispanic/Latino or Black/African American. The City's recent research on demographics by zip code shows more white-identifying people and fewer Latino/Hispanic-

identifying or Black/African American-identifying people live in 98203 and 98201 than in 98208 and 98204. By zip code, the report notes:

- Within 98203 and 98201: 79% of residents identify as white, approximately 11% of residents identify as Latino/Hispanic, and an average of 3.5% of residents identify as Black/African
- Within 98208, 73% of residents identify as white, 12% of residents identify as Latino/Hispanic, and 4% identify as Black/ African American.
- Within 98204, 59% of residents identify as white, 23% of residents identify as Latino/Hispanic, and 9% identify as Black/African American.

The below table outlines the percentage of survey respondents reporting as Hispanic/Latino in the city of Everett as reported by the U.S. Census.

Everett zip code	% of survey participants identifying as Hispanic/Latino-identifying people	% of Everett residents identifying as Hispanic/Latino-identifying people ²
98201	3%	9%
98203	~5%	13%
98204	~11%	23%
98208	~4%	12%

The notable discrepancy between demographics of survey participants and demographics of Everett residents may be a result of the following:

- Limited-English proficient populations may have a lower rate of engagement with online tools. This preliminary round of outreach primarily relied on providing online opportunities to provide feedback. While efforts will continue to be made to translate project notifications (project fact sheet, poster, rail hanger, advertisements and PSAs) and the online open house content, the project team will consider providing limited-English proficient populations with more direct, and when possible, in-person outreach along with culturally relevant communication to encourage greater engagement.
- Preliminary outreach began during two major events, the COVID-19 public health crisis and national movement in response to racial injustice. These events are disproportionately affecting and stressing people of color.

Income information

The median income reported among survey participants was between \$50,000 - \$75,000, shown in Figure 5. Over 50% of participants reported annual incomes over the median average for Everett (\$54,562):

- 24% reported annual incomes over \$100,000
- 18% reported annual incomes of \$50,000-75,000
- 15% reported annual incomes of \$75,000-100,000.

² Source: <https://www.census.gov/quickfacts/fact/table/everettcitywashington/PST045219>

17. What was your annual household income in 2019?

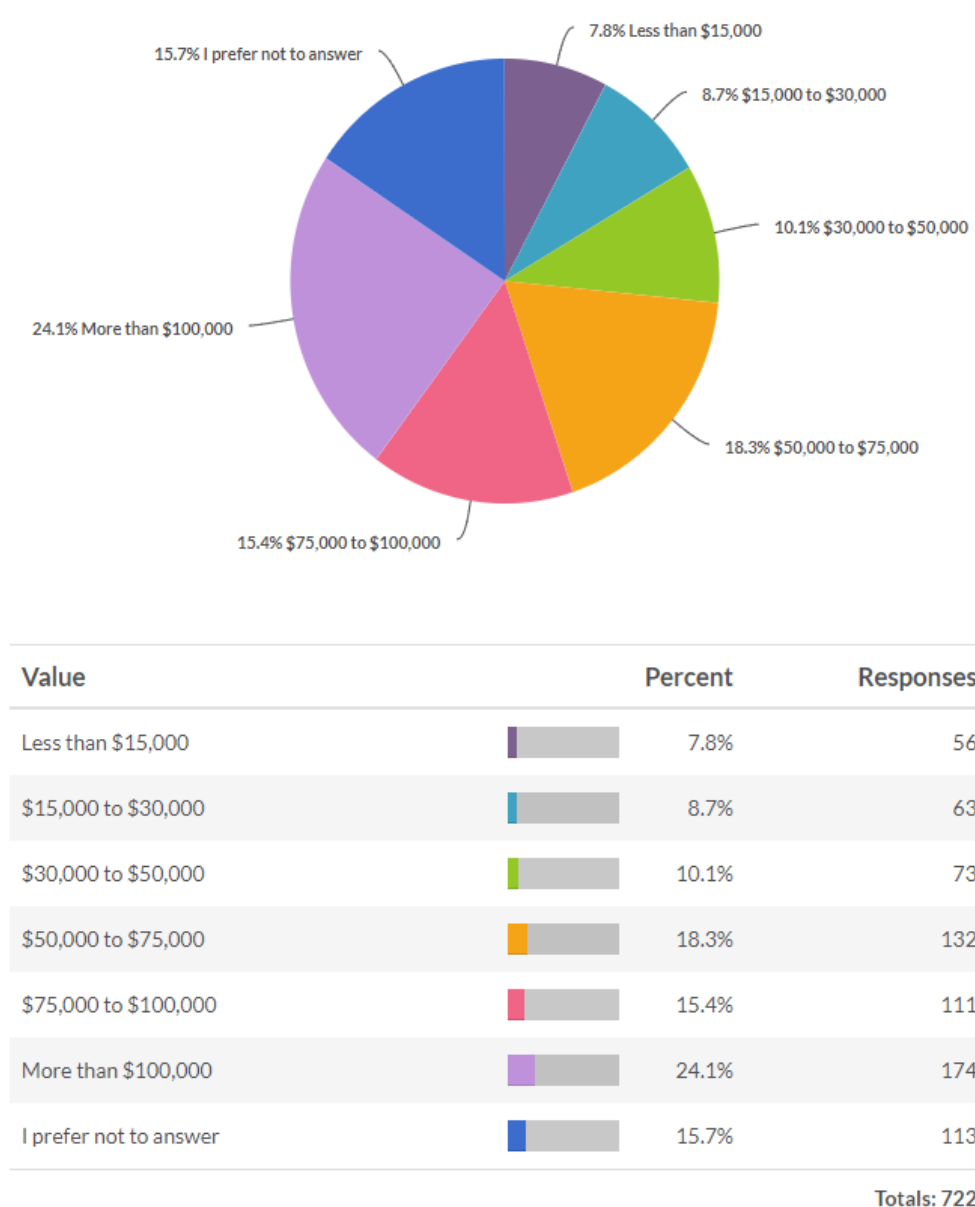
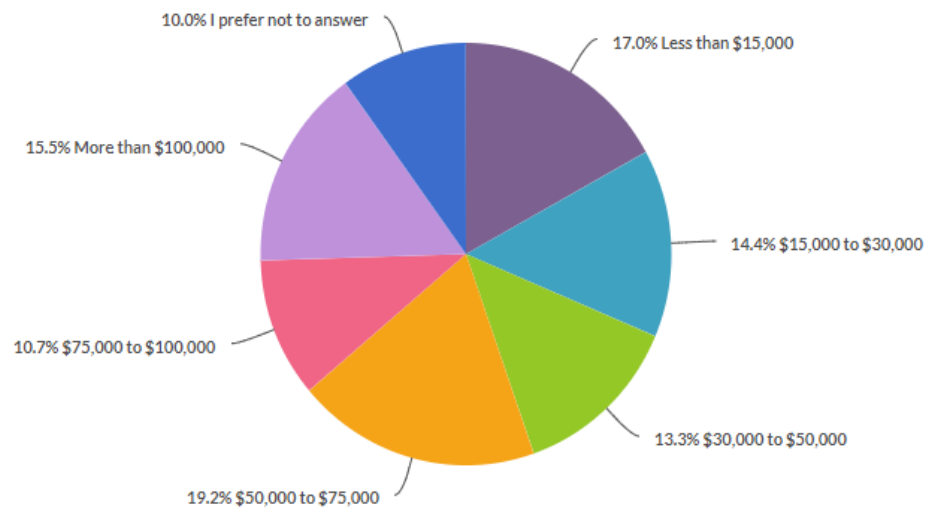

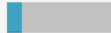







Figure 5: Annual household income in 2019 of Everett residents

Among participants who reported using Everett Transit service, ~44% reported annual household incomes under \$50,000, as shown in Figure 6. Paratransit use was higher reported among people with incomes under \$15,000 and between \$15,000 and \$30,000 (17.6% and 22%, respectively) compared to people with incomes above \$30,000.

17. What was your annual household income in 2019?



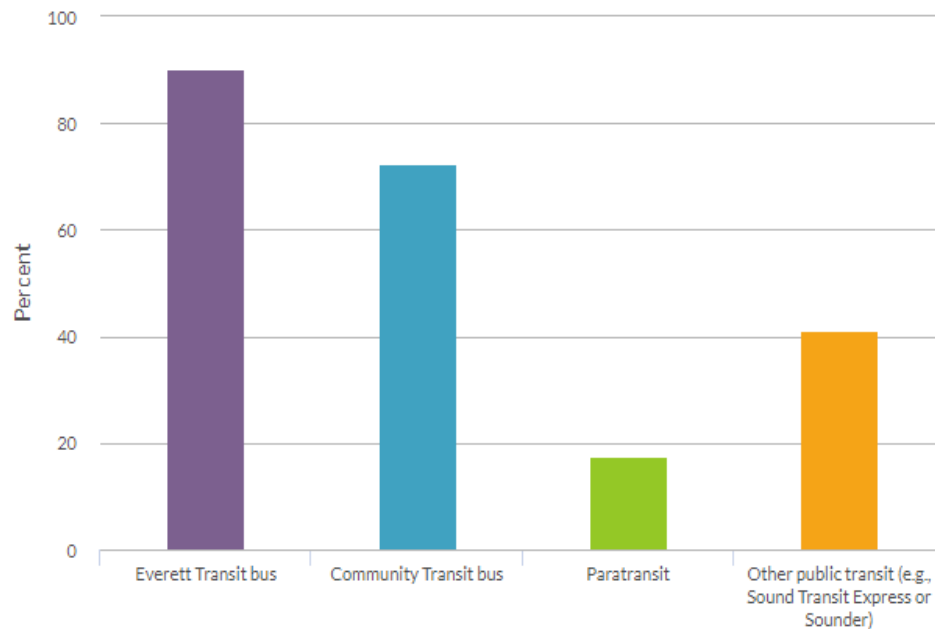
Value		Percent	Responses
Less than \$15,000		17.0%	46
\$15,000 to \$30,000		14.4%	39
\$30,000 to \$50,000		13.3%	36
\$50,000 to \$75,000		19.2%	52
\$75,000 to \$100,000		10.7%	29
More than \$100,000		15.5%	42
I prefer not to answer		10.0%	27

Totals: 271

Figure 6: Annual household income in 2019 of Everett Transit users

Transit service use by income levels for Everett Transit, Community Transit and Other (e.g., Sound Transit Express and Sounder) is detailed in figures 7-10.

16. What service(s) do you use?







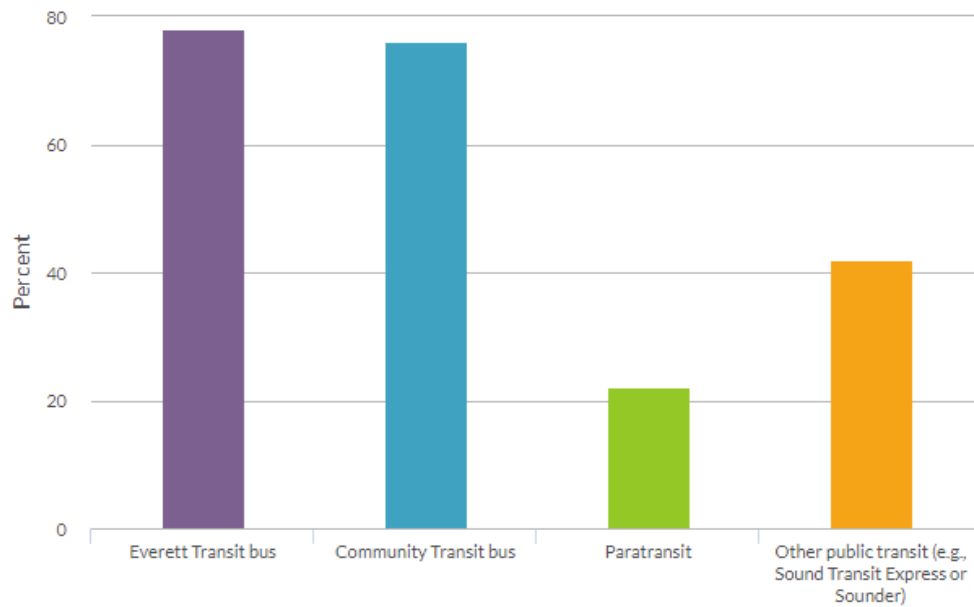
Value		Percent	Responses
Everett Transit bus		90.2%	46
Community Transit bus		72.5%	37
Paratransit		17.6%	9
Other public transit (e.g., Sound Transit Express or Sounder)		41.2%	21

Figure 7: Service use among people with incomes less than \$15,000 in

16. What service(s) do you use?







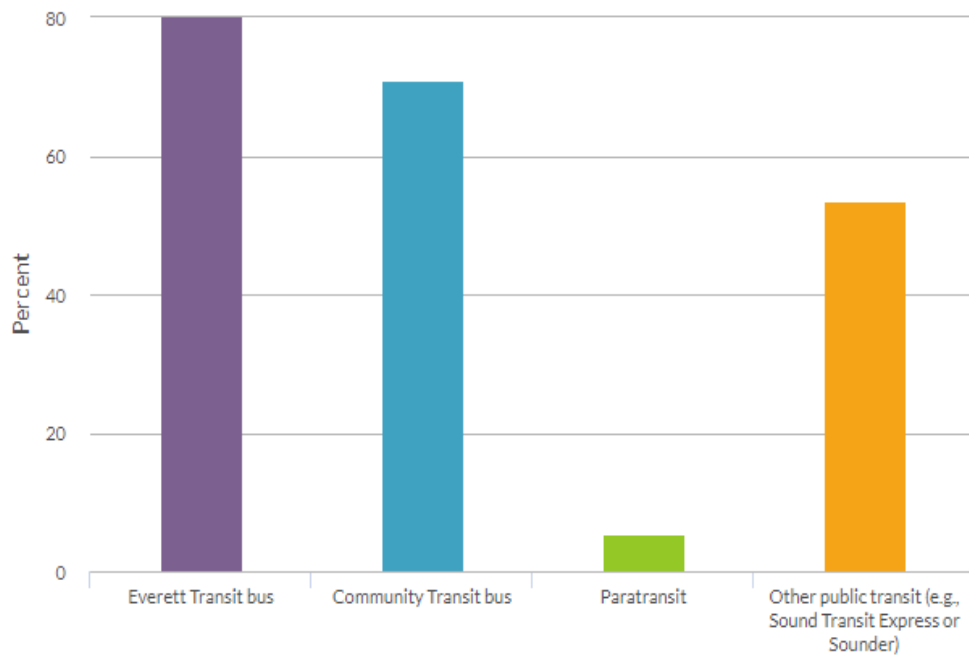
Value		Percent	Responses
Everett Transit bus		78.0%	39
Community Transit bus		76.0%	38
Paratransit		22.0%	11
Other public transit (e.g., Sound Transit Express or Sounder)		42.0%	21

Figure 8: Service use among people with \$15,000 - \$30,000 income in 2019

16. What service(s) do you use?







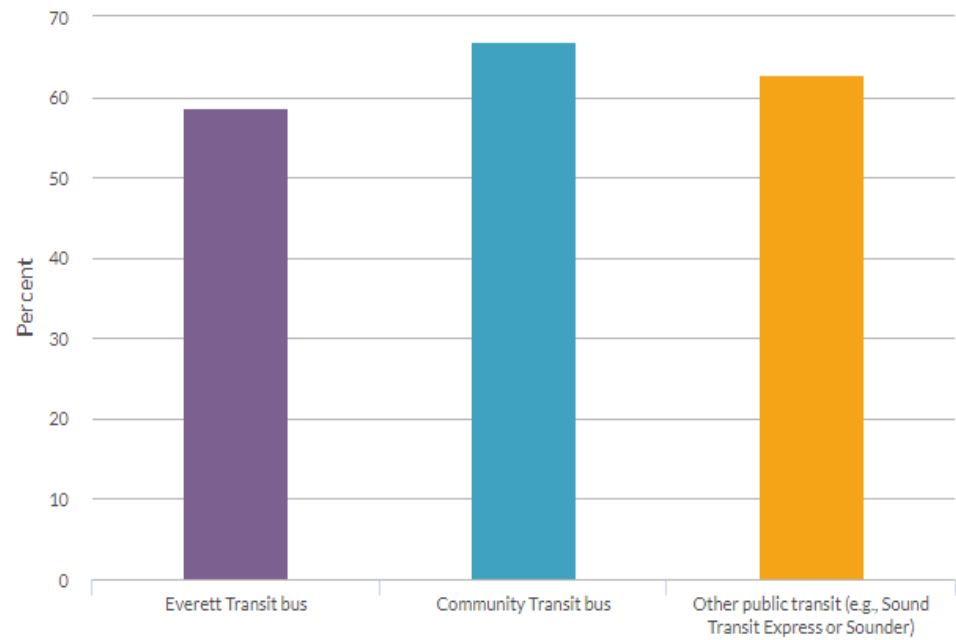
Value		Percent	Responses
Everett Transit bus		80.0%	88
Community Transit bus		70.9%	78
Paratransit		5.5%	6
Other public transit (e.g., Sound Transit Express or Sounder)		53.6%	59

Figure 9: Service use among people with \$30,000 - \$75,000 income in 2019

16. What service(s) do you use?






Value		Percent	Responses
Everett Transit bus		58.7%	71
Community Transit bus		66.9%	81
Other public transit (e.g., Sound Transit Express or Sounder)		62.8%	76

Figure 10: Service use among people with \$75,000 - \$100,000 and \$100,000+ income in 2019

Transit values

Long Range Plan values

Over 50% of survey participants indicated they support the 2018 [Everett Transit Long-Range Plan](#) values: Focus on transit service in Everett; Focus on getting bus stops closer to places people want to go; Focus on running buses more often and earlier and later in the day. Responses by transit value are detailed in Figure 11.

	Very important	Somewhat important	Not important	Need more information/ don't know	Responses
Focus on transit service in Everett Count Row %	413 56.8%	184 25.3%	105 14.4%	25 3.4%	727
Focus on getting bus stops closer to places people want to go Count Row %	436 60.4%	176 24.4%	90 12.5%	20 2.8%	722
Focus on running buses more often and earlier and later in the day Count Row %	402 55.9%	187 26.0%	113 15.7%	17 2.4%	719
Totals Total Responses					727

Figure 11: Importance of Everett Transit Long-Range Plan values

Public transit values

Among survey participants, almost 70% indicated overall support for improving public transit, detailed in Figure 12.

3. Please select an option below that best describes your level of support for improving public transit in Everett:

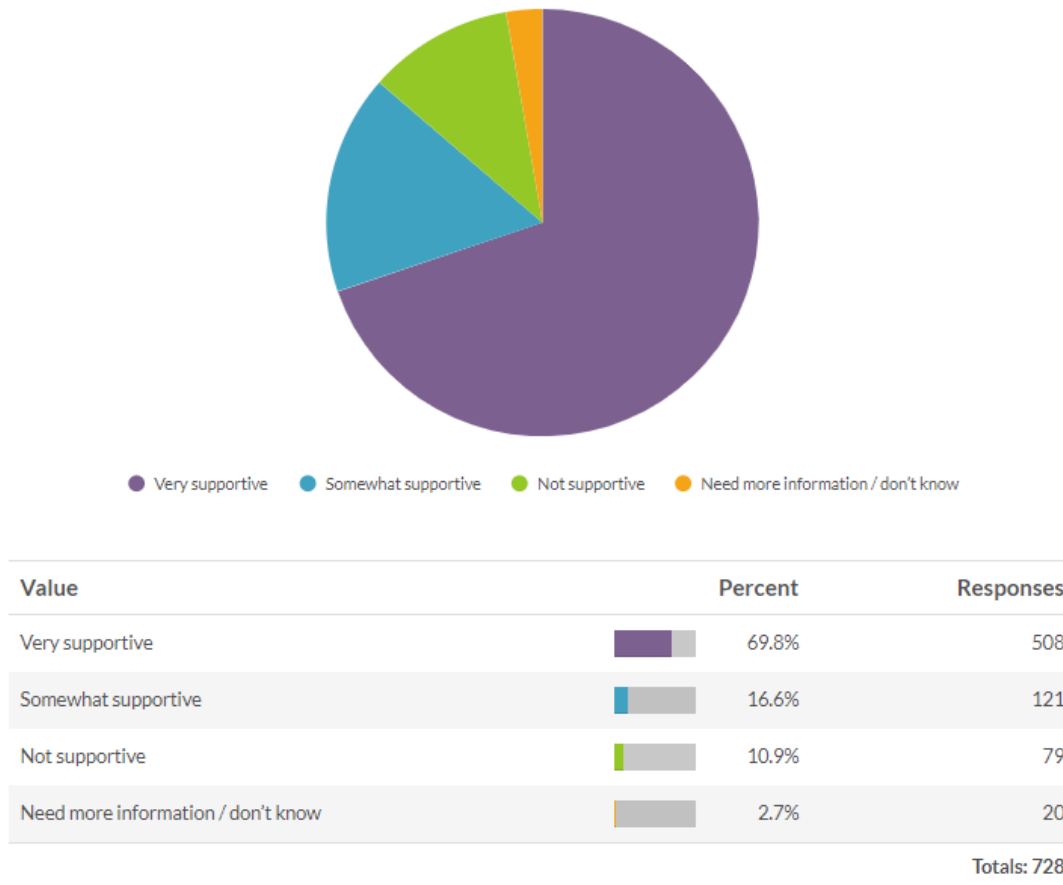


Figure 12: Level of support for improving public transit in Everett

Transit use

Survey participants were asked to indicate their level of transit use prior to the public health crisis, as shown in Figure 13. Participants also had the option to provide comments about their transit use. Among respondents to this question, opposition to increasing sales tax was noted among the following groups:

- Out of the ~47% of respondents who answered they “rarely or never use public transit”, ~9% of the comments expressed opposition to increasing sales taxes.
- Out of the ~40% of respondents who answered they “use public transit often”, ~3% of the comments expressed opposition to increasing sales taxes.
- Out of the ~51% of survey participants who answered they “use public transit often” or “public transit is their only method of transportation”, ~3% of the commented expressed opposition to increasing taxes.

Those who “used public transit often” suggested adding service (frequency & routes) more often (~19% of relevant responses) than those who “used public transit rarely or never” (~9% of relevant responses)

15. Choose the phrase that best describes your use of public transit before the COVID-19 crisis:

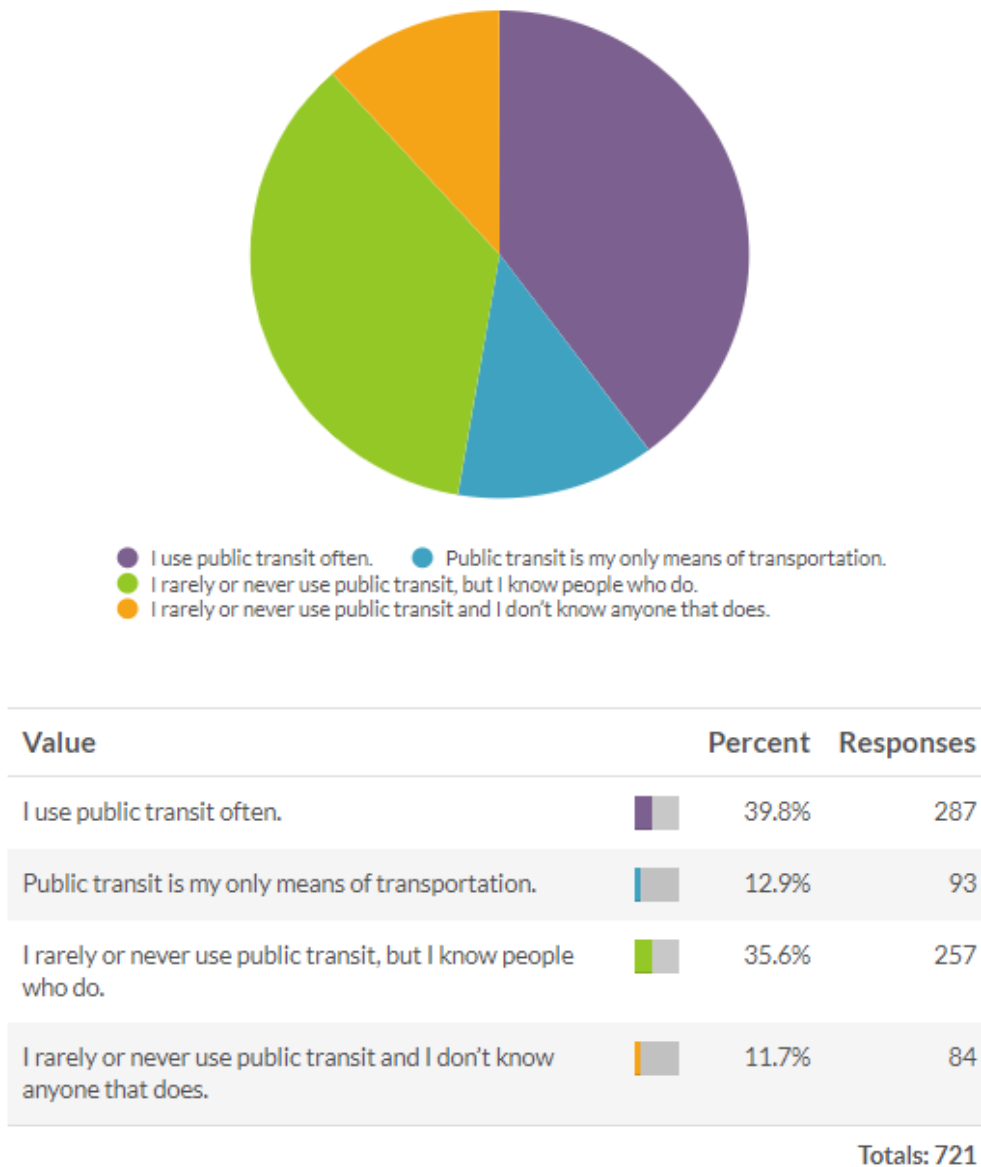


Figure 13: Use of public transit before COVID-19

Preferred level of engagement

Out of all survey participants, ~46% noted they want to be engaged and stay informed about the project, while over 40% indicated they plan to be somewhat involved, detailed in Figure 14. ~53% of those who identified as Hispanic/Latino noted they want to be engaged and stay informed about the project, while ~35% indicated they plan to be somewhat involved (Figure 15). ~64% of those who

identified as Black/African American (non-Hispanic) noted they want to be engaged and stay informed about the project, while ~ 27% indicated they plan to be somewhat involved (Figure 16).

4. As we plan for the future of transit in Everett, how would you like to be involved?

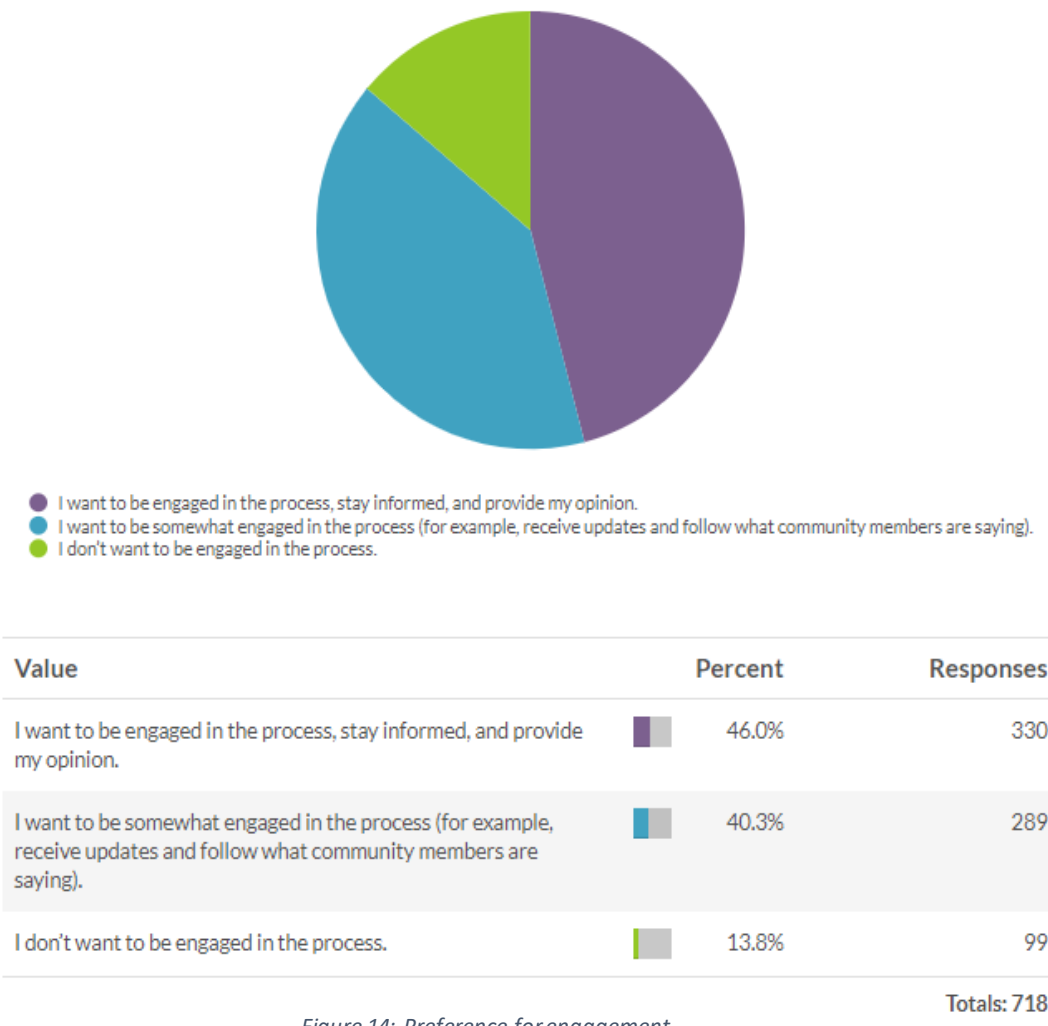
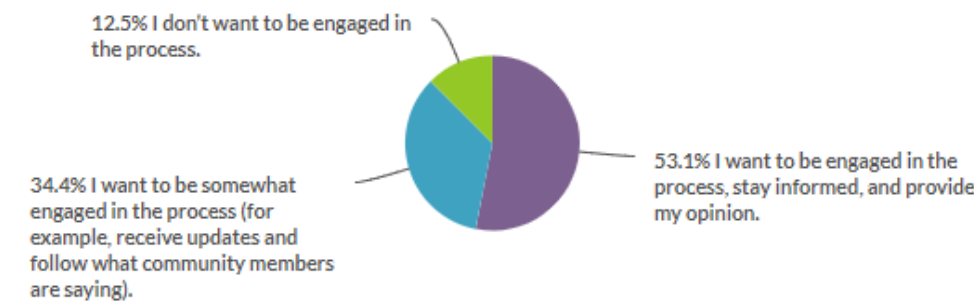


Figure 14: Preference for engagement

4. As we plan for the future of transit in Everett, how would you like to be involved?






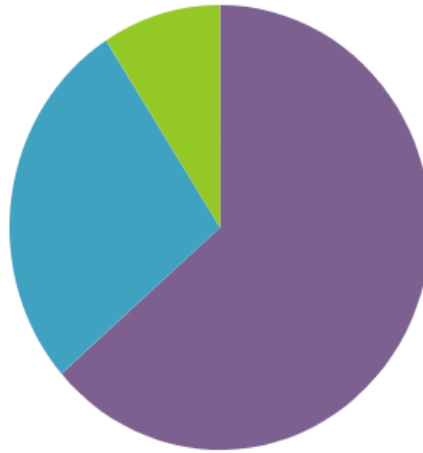
Value		Percent	Responses
I want to be engaged in the process, stay informed, and provide my opinion.		53.1%	17
I want to be somewhat engaged in the process (for example, receive updates and follow what community members are saying).		34.4%	11
I don't want to be engaged in the process.		12.5%	4
Totals: 32			

Figure 15: Preference for engagement among those who identified as Hispanic/Latino

4. As we plan for the future of transit in Everett, how would you like to be involved?



- I want to be engaged in the process, stay informed, and provide my opinion.
- I want to be somewhat engaged in the process (for example, receive updates and follow what community members are saying).
- I don't want to be engaged in the process.

Value	Percent	Responses
I want to be engaged in the process, stay informed, and provide my opinion.	63.6%	14
I want to be somewhat engaged in the process (for example, receive updates and follow what community members are saying).	27.3%	6
I don't want to be engaged in the process.	9.1%	2
		Totals: 22

Figure 16: Preference for engagement among those who identified as Black/African American (non-Hispanic)

When asked how they would like to be involved in this project, ~85% of participants indicated they prefer online tools, ~30% indicated they prefer mailings and ~20% indicated they prefer in-person meetings. Less than 10% of participants specified other preferred methods of involvement, such as

learning about the project through news sources and blogs, pop-ups in community spaces and community organizations, and social media and emails (Figure 16).

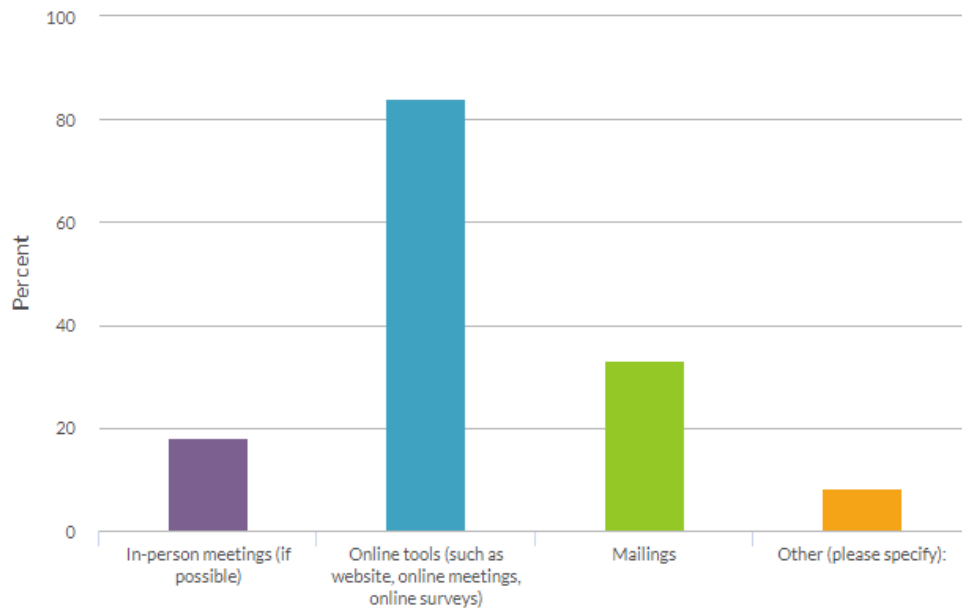


Figure 16: Preferred method of involvement

Over 60% of participants noted they would be more involved as the result of online tools being made available when asked: “If Rethink Transit uses mostly online tools, due to limits on in-person gatherings during the current public health crisis, would that change your interest/ability to be involved?” (Figure 17).

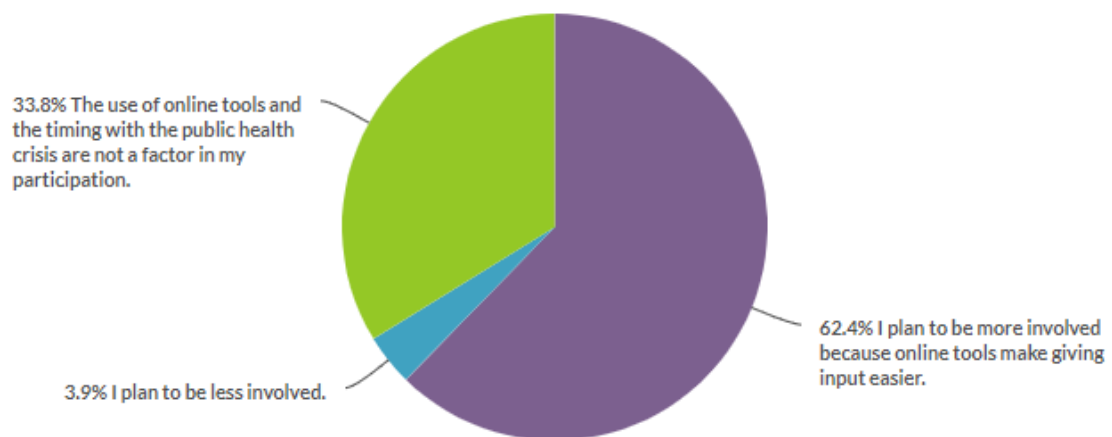


Figure 17: Interest/ability to be involved when online tools are used

Key themes

Survey participants were asked to answer the two open-ended questions, noted below. This section details key themes of comments from survey participants who responded to these questions.

Open-ended questions

- What other values do you have and would like us to consider in planning for the future of transit in Everett?
- As we recover from the impacts of COVID-19 and evaluate options for future transit service in Everett, do you have ideas for how we can rethink transit to best address community needs?

Open-ended comment themes

- There was mixed support for and opposition to consolidation of Everett Transit with Community Transit.
- A majority of those who mentioned a sales tax increase in their comments were opposed to it. Those who reported “rarely or never” using transit were more likely mention opposition to a sales tax increase in comments.
- There was general confusion about why a merger with Community Transit would cost more in sales tax than other options and how sales tax rates work in an annexation.
- There was support for improving regional connections to nearby cities and businesses and improving coordination between different agencies’ services.
- ~8% of comments expressed a desire to improve living and transit affordability in Everett. Some of the commenters specifically mentioned the importance of affordability for low-income members of the community.
- There was support for adding frequency of service, as well as adjusting the current service schedule based on ridership. There was support for adding paratransit service.
- Respondents with lower annual incomes noted a desire to increase the frequency of transit services (detailed on page 28).
- There was support for improving service to reduce wait times and more accurately predict schedules.

Divided support for consolidation and opposition to sales tax increase:

“As much as I love the fact that Everett has its own transit service, I believe that the time has [passed] where a city of Everett's size can support a healthy transit service. And while Everett does a decent job of running transit within the city, connections to the rest of Snohomish County and areas outside of Snohomish County would be greatly improved by a consolidated system with Community Transit. I am willing to pay the higher taxes to make this happen.”

“Wondering if we give up local control will we end up losing our local and neighborhood service? Also would Everett dollars then be spent outside Everett and we would be losing out?”

- There was both opposition and support for an increase in sales taxes among commenters.
- ~6% of commenters expressed general disapproval against raising sales taxes in their responses.
- ~2% of commenters expressed general support for raising sales taxes in their responses.

“Prioritize connecting to regional transit that is within the City of Everett, e.g. Everett Station and the 112th Freeway Station. Connections within/from the city of Everett itself. Minimal duplication of other transit agency services in the city of Everett, e.g. Swift Blue, Swift Green, the 201/2. Minimize coverage in low-density areas. Do fewer things well vs. the present attempt to try to be something for everyone.”

- ~11% of commenters expressed general support for Everett Transit to merge with Community Transit.
- Commenters who indicate support for a merger argued it would improve regional connections.
- ~5% of commenters expressed general opposition to a merger.
- Commenters concerned about merging with Community Transit noted the perception it would decrease the quality and quantity of service within Everett.

“Connectivity – I find connectivity with other agencies is very poor and that makes it difficult to quickly plan trips. I would like to see better connectivity as I think it would make it a lot easier for people to use the buses in Everett. Frequencies- I live along the route 29, which runs every 45 minutes on weekdays and hourly on weekends. This last mile connection is what often results in my commute taking longer because I have to wait a long time for the next bus. I would think that I'm not the only one with this issue. I would hope that by raising the frequency of some routes, transit would become more convenient for some and reduce the trip times for others.”

Suggestions for alternative approaches to transit funding

- ~4% of commenters provided funding ideas, which included cutting Everett Transit’s “overhead” costs, reducing Everett Transit operating costs, reallocating funding from police department, and taxing property developers instead of property owners or transit riders.

Support for improving regional connections and increasing service frequency:

- ~17% of commenters had a statement or phrase supporting an increase in service routes and/or frequency. Reasons for these requests included currently long wait times and long distances needed to reach services.
 - Suggestions for increasing service within the open-ended questions occurred in varying frequencies across self-reported 2019 income levels. 30% of comments from respondents with self-reported incomes lower than \$30,000 included a phrase or statement in support of increasing service. ~18% of comments from respondents with self-reported incomes in the \$30,000 - \$50,000 range included a phrase or statement in support of increasing service. ~12% of comments from respondents with self-reported

incomes higher than \$50,000 included a phrase or statement in support of increasing service.

- ~12% of commenters conveyed suggestions for improving regional connections between the services of other agencies and connections between different cities. ~4% of commenters noted support for improved cooperation and communication between different transit agencies that serve the area.
- ~6% of commenters gave different suggestions to adjusting current service in their answers to the open-ended questions. Most commonly, they suggested decreasing frequency of buses experiencing low ridership due to the pandemic and rerouting them to cover previously abandoned routes.
- ~4% of comments suggested improving current service through the following measures: lowering wait times for buses, providing more accurate predictions of bus arrival times, improving timeliness of buses, and fixing malfunctioning fare machines.
- ~3% of respondents to the open-ended questions mentioned support for adding Sunday service.
- ~3% of respondents to the open-ended questions commented about Paratransit, the majority of which were in support of the service.
- ~1% of respondents to the open-ended questions commented about connections to and from the airport.

Concerns about accessibility and affordability of Everett Transit:

"I wouldn't mind paying more. I can afford it, but sales taxes always hit low income people the hardest. I think until we get a [fairer] tax system there should be some consideration for those with low incomes. decreased rates or subsidized travel cards, I'm sure there are other options."

- ~8% of respondents to the open-ended questions expressed a desire for making fares and services and general cost of living more affordable in Everett. There was some overlap between their comments and those that specifically mentioned wanting more equitable/affordable service for low-income populations (~6% of respondents' comments).

It would be great if one bus ride could go outside Everett city limits for disabled people. Waiting at bus stops is hard for elderly, disabled people. For instance, from Eastmont to Mill Creek senior center, my dad could only get there by getting off one bus and waiting for another. The paratransit service is amazing. Thank you so much for it.

- ~6% of commenters supported improving accessibility of service to disabled and limited mobility folks and expressed a desire for transit to be accessible to all.
- ~3% of commenters supported paratransit and supported its continuation, especially since it provided critical services for them.
- ~2% of commenters suggested increasing fares.

Preference for making new investments to vehicle fleets:

- ~9% of commenters suggested making new investments. Suggestions included adding smaller buses and operating them more frequently to accommodate current low ridership, reduce costs of operation, and reduce risks of crowding. Other suggestions included adding bus shelters and investing in real-time, smartphone, and no-contact technologies to improve service.

Preference for maintaining cleanliness & safety and protecting drivers:

- ~8% of commenters supported carrying out regular and increased cleanings to prevent disease transmission. Suggestions included reducing crowding on buses by running them more frequently, operating smaller buses to make this more feasible, and implementing partitions and no-touch technologies.
- ~5% of commenters mentioned they had safety concerns about bus stops, using service late/early in the day, lack of shelters around bus stops, reducing speed of buses and other vehicles, and reducing loitering around bus stops.
- ~2% of commenters specifically stated their concern for drivers' wellbeing and supported taking measures necessary (e.g. partitions, no-touch technology, frequent cleanings) to protect them.

Desire for improved non-motorized infrastructure and different connections to transit

- ~4% of commenters suggested making changes in support of sustainability. Some of those included bike & pedestrian improvements and other included investing in electric buses, sustainable energy options, running buses on clean energy, and discouraging single-occupant vehicles.
- Some commenters (~1%) supported improving bicycle and pedestrian paths as an alternative path to reaching transit and to reduce pressures on roadways and transit.

Other:

- ~4% of commenters mentioned light rail, most of whom preferred an earlier open date than currently planned. As commonly expressed, an earlier opening would help meet their transit needs sooner, provided that there were also ample transit connections to reach light rail.
- ~2% of commenters supported seeking community input in decisions.
- ~5% of responses either expressed general support for (~2%) or general disapproval of (~2%) Everett Transit.

Lessons Learned

For the preliminary round of outreach beginning in May, the project team developed an approach that leveraged various tools and tactics to provide accessible information to a representative cross-section of the community. It must be recognized that this was assembled and conducted in an unprecedented environment of 100% virtual forums. This represents a substantial change in the way outreach is conducted and how people respond. The project team has consciously evaluated the profile of people reached through Phase 1 of outreach. Upon analyzing the results, the project team recognized the need for future rounds of outreach to reach more community members who are dependent on transit or who are historically underrepresented in public engagement activities. The next round of outreach, planned for Fall 2020, will continue to share information via the tactics used to date and will also focus on expanding approaches to better reach transit users and underrepresented groups as detailed below. This round of outreach will include another survey that will allow community members to provide comments on detailed outcomes for each of the future transit options.

- ***Provide project information through a variety of channels to reach various audiences and address different learning styles:*** The project team will continue to share information via various sources including print, digital, virtual and in-person, if feasible. The project team found media coverage, digital advertisements, social media, and direct outreach via printed materials generated the greatest participation in the online open house. However, to better reach and encourage engagement from underrepresented communities, the project team will target zip codes with lower participation rates and explore how make project resources more accessible.
- ***Increase targeted outreach to transit users:*** Building off outreach implemented in the first round, the project team will expand efforts to provide project information that is easily communicated directly to transit riders. The project team anticipates a continued increase in transit use over the coming months and plans to share project information on buses, at transit facilities, and through digital media to reach transit users where they are. In addition, the project team will collaborate with agency partners and community centers to increase engagement of transit users.
- ***Increase targeted outreach to community members with limited English proficiency:*** The project team will continue to provide accessible project information by translating materials and targeting digital advertisements in the next round of outreach. In addition, the project team will build off the outreach initiated in Phase 1 with key stakeholders and community organizations to develop partnerships for sharing project information and creating outreach opportunities where community members are able and feel comfortable engaging.

TECHNICAL WORK UPDATE

In Phase 1 of the Rethink Transit project, the technical team developed an approach for assessing the transit service that Everett residents would receive under each of the three potential future transit service options. The goal of this work is to quantify the quality, amount, and distribution of service for Everett residents, so that it can be communicated in Phase 2 of the Rethink Transit project. The public will be able to use this information to better understand what each of the transit service options would mean for their community, and to provide more informed feedback on the options.

The technical work in Phase 1 of Rethink Transit was conducted in three primary steps:

- **Step 1: Forecast near- and long-term revenues for Everett Transit:** This step took on greater importance as the impacts of COVID-19 on sales tax revenues became apparent during project kickoff. In response to the pandemic, the technical team used City of Everett Finance Department revenue forecasts to estimate the sales tax revenue Everett Transit would receive. The revenue forecast will be updated in conjunction with City of Everett Finance Department revenue forecast update in late July 2020.
- **Step 2: Develop a long-range annual financial model for Everett Transit:** This step involved developing assumptions around Everett Transit's planned expenditures, service levels, and revenues from year 2020 through 2040. The revenue forecasts from Step 1 were important inputs to this model. To date, the model development has focused on understanding the financial consequences of Option 3. The process is moving into development of Option 1 and Option 2 in late July and early August. Option 2 – Growth through Consolidation, development is being led by Community Transit and carefully coordinated with development of Options 1 and 3
- **Step 3: Develop transit mobility metrics:** These metrics will assess the quality, quantity, and distribution of transit service under each of the three potential service options and in time frames that correspond to the present, the beginning of Link light rail service at Lynnwood Station, and the beginning of Link light rail service at Everett Station, roughly those events occur in 2020, 2024 and 2036, respectively.

Step 1: Revenue Forecasting

Because the impacts of COVID-19 on sales taxes was becoming apparent at the beginning of this project, significant revision to forecasted sales tax revenue for Everett Transit was necessary. This revision was led by City of Everett Finance Department sales tax reforecasts, which were used to produce a sales tax revenue forecast for Everett Transit.

For the years 2020 and 2021, the City of Everett Severity Level 3 revenue forecast was used to assume Everett Transit sales tax revenues. For years 2023 to 2040, an annual sales tax revenue growth rate of 2.12% was assumed. This 2.12% number is the average annual percent change in total taxable retail sales in Everett from 2001 to 2019. This forecast will be revisited and reassessed in August, after the City of Everett Finance Department's planned reforecast of sales tax revenues.

Step 2: Long-Range Financial Modeling

To assess the quantity, quality, and distribution of service that can be provided by Everett Transit in various future scenarios, a long-range financial model was developed. This model incorporated sales tax revenue estimates from Step 1, as well as projected capital and operating costs from Everett Transit staff. These costs considered vehicle replacement, facilities maintenance, and changes in paratransit service, among elements. This has included substantial forecasting of service and capital needs based on post-COVID realities that had not yet been integrated into Everett Transit's future financial models.

This long-range financial model will be the tool that project planners use to determine the quantity, quality, and distribution of transit service that can be provided in each of the year-alternative combinations.

Step 3: Transit Mobility Metrics

The transit mobility metrics that will be developed as a part of Phase 2 of this project are meant to assess the quality, quantity, and distribution of transit service under each of the three potential service options and in time frames that correspond to the present, the beginning of Link light rail service at Lynnwood Station, and the beginning of Link light rail service at Everett Station, roughly those events occur in 2020, 2024 and 2036, respectively.

Why use mobility metrics? – If the past six months have taught any lessons, one is that the future is not fully predictable. The objective of the project team is to focus the conversations on community outcomes of each of the three options rather than exactly what the transit network may look like in the future under any of the three options. While the outcomes are derived from carefully constructed transit network options using common assumptions and revenue forecasts, this project is not intended to be a transit service planning project, that will unfold over time. The intent is to focus on what the community can expect to be the benefits compared across the options rather than the technical content of the options.

The draft transit mobility metrics that will be assessed for each year-alternative combination are:

Metric Number	Transit Mobility Metric
1	Percent of Everett residents living within 1/4-mile of a transit stop
2	Percent of Everett residents living within 1/2-mile of a high-quality transit* route stop
3	Percent of Everett equity focused population living within 1/4-mile of a transit stop
4	Percent of Everett equity focused population living within 1/2-mile of a high-quality transit* route stop
5	Percent of Everett jobs within 1/2-mile of a high-quality transit* route stop

6	Average number of jobs available to an Everett resident via a 30-minute transit ride
7	Percent of Everett residents within 15-minute transit travel time of a stop serving Sound Transit rail or bus
8	Percent of Everett residents that can access a transit stop outside of Everett without transferring, assuming ¼-mile walkshed to Everett stops
9	Isochrone maps showing transit travel time reach from locations: Everett Mall, Seaway Transit Center, Everett Station, College Station, Paine Field, Mukilteo Ferry, and South Everett Park-and-Ride

**High-quality transit is defined as transit arriving every 15 minutes or fewer all day.*

*** Priority populations are residents living in the 85th percentile and above of block groups in or overlapping with the City of Everett, measured as the sum of residents living below 200% of the poverty level, foreign-born residents, residents of color, limited-English speaking residents, and residents with a disability. This method is also used by King County Metro.*

These metrics were workshopped among project technical staff from the consultant team, the City of Everett, Everett Transit, and Community Transit. The metrics will provide a large body of information about each scenario, which can be selected from for Phase 2 outreach. It is likely that only some of the outputs from the transit mobility metrics will be used in outreach; staff will select the most meaningful and informative outputs to be translated into outreach material content.

NEXT STEPS

The next steps for Phase 2 of the Rethink Transit project are to develop service scenarios for each year-alternative combinations (e.g., what service would be provided under Option 1 in 2024), perform transit mobility metric analysis on these scenarios, and translate these metric outputs into information for outreach. The information on each scenario that is included in outreach will produce informed feedback from the public on which alternative they prefer. These next steps are described in more detail below.

Technical Work Next Steps

The next step for the technical portion of this project is to define service scenarios for each time-frame and alternative combination. This results in seven different combinations for consideration and comparison. For each time frame -alternative scenario, a fiscally constrained quantity, quality, and distribution of service will be assumed, based on resources that are indicated to be available in the long-range financial model.

These scenarios will then be assessed using the transit mobility metrics. The results of this assessment will be the basis of the outreach next steps, which are described below.

Outreach Next Steps

The next step for Rethink Transit outreach is to inform the public about the three proposed options for future transit service in Everett and collect feedback to determine the public's general preference (if any) and their concerns. This information will be based on the transit mobility metric assessment of the year-alternative combinations. Because the transit mobility metrics will produce many outputs, it is unlikely that Phase 2 outreach will use all this information in public outreach, lest it become overwhelming and confusing. Phase 2 outreach will select the most informative transit mobility metric outputs, and endeavor to transform those outputs into simple, easy-to-understand representations of the service that will be provided to Everett residents under each of the potential future options.

The outreach plan then calls for a third round of outreach essentially reporting the results of the previous wave of outreach and looking for community reaction and confirmation.

APPENDICES

Appendix A: Fact sheet

Appendix B: Poster

Appendix C: Rail hanger

Appendix D: Media advertisements


Appendix E: Earned media

Appendix F: Online open house and survey

Appendix G: Online open house analytics

Appendix A: Fact sheet

Project fact sheets were mailed to all utility customers in the City of Everett from early June through early July. The fact sheets were also provided to all stakeholder groups for them to learn more about the project and share with their own networks. Fact sheets were available in English and Spanish.



RETHINK TRANSIT

Everett Transit is planning for the future

During 2020, we are planning for the future of transit in Everett. We want to hear about your transit values and priorities.

Take our brief survey: [RethinkET.participateonline](https://rethinket.participateonline.com)

Why is this planning needed?

Everett is growing, with the population expected to increase by up to 60% in the next 20 years. The City's goals include supporting the transportation needs of this growing population and business community. To help accommodate growth, the Everett Transit Long-Range Plan was finalized in 2018. This plan defined objectives for Everett's transit planning through 2040.

Since adoption of the plan, it appears funding for transit will not be enough to meet Everett's growth goals. The City has identified different options for funding transit in Everett, which is why we are seeking more input.

Option 1: Growth

Option 2: Growth through consolidation

Option 3: Current system

In the coming months, we will share more information about these options and how they will affect your transit experience. We will keep you informed throughout the process.

Help shape the future of transit

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For more information about Everett Transit visit: [EverettTransit.org](https://everetttransit.org)

[@EverettTransit](https://twitter.com/EverettTransit) ETmail@everettwa.gov 425.257.7777

Timeline

CITY WORK

Long-Range Plan adopted

2018

2019

2020

City evaluates transit options

Technical analysis of options

Share with City Council

Share with City Council

City Council evaluates transit options

2021

PUBLIC OUTREACH

Workshops on future transit options


WE ARE HERE

Gather feedback on transit values

Gather feedback on future transit options

Share future transit options results

May 2020



RECONSIDERACIÓN DE LA CIRCULACIÓN DE AUTOBUSES

Everett Transit está haciendo planes para el futuro

Durante 2020, estamos haciendo planes para el futuro de la circulación de autobuses en Everett. Queremos saber cuáles son sus valores y prioridades para la circulación de autobuses.

Responda a nuestra breve encuesta: [RethinkET.participateonline](https://rethinket.participateonline.com)

¿Por qué es necesaria esta planificación?

Everett está creciendo y se espera que la población aumente hasta en un 60% en los próximos 20 años. Los objetivos de la ciudad incluyen apoyar las necesidades de transporte de esta creciente población y comunidad comercial. El Plan Everett Transit Long-Range se finalizó en 2018 para ayudar a ajustarse al crecimiento. Este plan definió objetivos para la planificación la circulación de autobuses en Everett hasta 2040.

Parece que desde que ese plan se adoptó la financiación para la circulación de autobuses no va a ser suficiente para satisfacer los objetivos de crecimiento de Everett. La Ciudad ha identificado diferentes opciones para financiar la circulación de autobuses en Everett, razón por la cual estamos buscando más comentarios.

Opción 1: Crecimiento

Opción 2: Crecimiento por medio de consolidación

Opción 3: Sistema actual

En los próximos meses vamos a compartir más información sobre estas opciones y cómo van a afectar su experiencia de circulación de autobuses. Le vamos a tener informado(a) durante todo el proceso.

Ayúdenos a darle forma al futuro de la circulación de autobuses

Responda a nuestra breve encuesta: [RethinkET.participateonline](https://rethinket.participateonline.com)

Si desea obtener más información sobre Everett Transit vaya a: [EverettTransit.org](https://everetttransit.org)

[@EverettTransit](https://twitter.com/EverettTransit) ETmail@everettwa.gov 425.257.7777

Cronograma

TRABAJO EN LA CIUDAD

Se adopta el plan de largo plazo

2018

2019

2020

La ciudad evalúa las opciones de circulación de autobuses

ANÁLISIS TÉCNICO DE OPCIONES

Se comparten con el Ayuntamiento

Se comparten con el Ayuntamiento

La ciudad evalúa las opciones de circulación de autobuses

2021

DIFUSIÓN PÚBLICA

Talleres sobre futuras opciones de circulación de autobuses

ESTAMOS AQUÍ

Recopilación de comentarios sobre los valores de circulación de autobuses


Recopilación de comentarios sobre futuras opciones de circulación de autobuses

Se comparten los resultados de las opciones futuras para la circulación de autobuses

Mayo 2020

Appendix B: Poster

Project posters and handbills (small versions of the poster) were distributed in early June in high-traffic, public spaces such as transit facilities, grocery stores, and outlets that provided ORCA card refills. Posters were distributed in both English and Spanish.



RETHINK TRANSIT

Everett Transit is planning for the future

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Take our brief survey:
go.participate.online/rethinktransit-input

Why is this planning needed?

Everett is growing, with the population expected to increase by up to 60% in the next 20 years. The City's goals include supporting the transportation needs of this growing population and business community. To help accommodate growth, the Everett Transit Long-Range Plan was finalized in 2018. This plan defined objectives for Everett's transit planning through 2040.

Since adoption of the plan, it appears funding for transit will not be enough to meet Everett's growth goals. The City has identified different options for funding transit in Everett, which is why we are seeking more input.


Option 1: Growth

Option 2: Growth through consolidation

Option 3: Current system

In the coming months, we will share more information about these options and how they will affect your transit experience. We will keep you informed throughout the process.

Timeline





2018
 CITY MEET
 Long-Range Plan adopted

2019
 PUBLIC OUTREACH
 Reevaluate on future transit options

2020
 CITY MEET
 City evaluates transit options

2021
 CITY MEET
 Technical analysis of options
 Share with City Council
 Share with City Council
 City Council evaluates transit options

June 2020



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Option 2: Crecimiento por medio de consolidación

Option 3: Sistema actual

En los próximos meses vamos a compartir más información sobre estas opciones y cómo van a afectar su experiencia de circulación de autobuses. Le vamos a tener informado durante todo el proceso.

Cronograma



2018
 TRANSITO DE LA CIUDAD
 Se adopta el plan de largo plazo

2019
 PARTICIPACIÓN PÚBLICA
 Se evalúan las opciones de circulación de autobuses

2020
 CIUDAD MEET
 La ciudad evalúa las opciones de circulación de autobuses

2021
 CIUDAD MEET
 Análisis técnico de opciones
 Se comparte con el Consejo Ciudadano
 Se comparte con el Consejo Ciudadano
 La ciudad evalúa las opciones de circulación de autobuses

Junio 2020




Appendix C: Bus hanger

Project bus hangers were distributed and replenished in a majority of Everett Transit buses from mid-June through mid-July. The rail hangers were double-sided, in both English and Spanish, and were hung from handrails on the vehicles for riders to take.



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Why is this planning needed?

Everett is growing, with the population expected to increase by up to 60% in the next 20 years. The City's goals include supporting the transportation needs of this growing population and business community.

Option 1: Growth Option 2: Growth through consolidation Option 3: Current system

The City has identified different options for funding transit in Everett, which is why we are seeking more input. In the coming months, we will share more information about these options and how they will affect your transit experience.

Help shape the future of transit

✓ go.participate.online/rethinktransit-feedback

EverettTransit.org @EverettTransit
ETmail@everettwa.gov 425.257.7777



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Everett está creciendo y se espera que la población aumente hasta en un 60% en los próximos 20 años. Los objetivos de la ciudad incluyen apoyar las necesidades de transporte de esta creciente población y comunidad comercial.

Opción 1: Crecimiento Opción 2: Crecimiento por medio de consolidación Opción 3: Sistema actual

La Ciudad ha identificado diferentes opciones para financiar la circulación de autobuses en Everett, razón por la cual estamos buscando más comentarios. En los próximos meses vamos a compartir más información sobre estas opciones y cómo van a afectar su experiencia de circulación de autobuses.

Ayúdenos a darle forma al futuro de la circulación de autobuses

✓ go.participate.online/rethinktransit-feedback

EverettTransit.org @EverettTransit
ETmail@everettwa.gov 425.257.7777





Project hangers on bus handrail. Credit: Everett Transit

Appendix D: Media advertisements

The City placed print and digital advertisements in seven local and regional publications with a link to the online open house. The advertisements began the week of June 8 and continued through July 13. They were translated into Spanish and Vietnamese for La Raza del Noroeste and NW Vietnamese News.

this, solidarity, a resiliency of the human spirit that seems particularly appropriate for the 4th of July. Members from the Everett, Marysville, Mill Creek, Monroe, Mukilteo and Stanwood YMCA will be lacing up their shoes, heading out their doors, and continuing a long-standing tradition of celebrating the 4th of July in a community that has proven they know how to do that well.



Using a facial covering made mandatory statewide

By MICHAEL WHITNEY

Statewide, wearing a face covering is now mandatory for both indoor and outdoor settings.

Face coverings, such as masks, will be required for all residents ages five and up. Masks are not recommended for children 2 and under.

Gov. Jay Inslee said last week it is "likely" the mandate will be in force until a vaccine or cure for COVID-19 is developed. The mandate was announced at a press conference June 23.

Not wearing a face covering is a misdemeanor, however police officers won't be spending time tracking down scofflaws.

COVID-19, the disease from the new coronavirus, "remains a serious threat," state Secretary of Health John Wiesman said. Twenty

to 40 percent of cases are asymptomatic, meaning someone carries the virus but doesn't show it.

Face coverings limit the spread.

"Think of this as a new part of the etiquette in this state," Inslee said.

The legal requirement can be waived for people who have a medical reason not to wear a mask. Outside of that, face coverings are required, including outdoors when six feet apart cannot be maintained — such as a bus stop.

In Snohomish County, the latest available two-week rolling period graph, dated to June 20, says the county has exceeded 25 cases per 100,000. It's at 25.7 per 100,000 as of June 20. Additionally, between June 21 and June 23's reported case numbers, there were 107 new COVID-19 cases in two days, according to Snohomish

Health District figures.

Scientific studies show masks help prevent the transmission of COVID-19, health officials pointed out during a news conference last week.

However, the statewide mandate was not prompted solely by the situation in Yakima County, where cases spiked. It's the state's overall situation. Statewide, the reproduction numbers of the virus have surpassed the safety baseline ratio of 1-to-1 which is being used to determine the virus's spread. Both Eastern Washington and Western Washington have gone above the 1-to-1 ratio. Western Washington crested past the benchmark last week.

"Transmission, we believe, relates to personal behavior," Inslee said, and gatherings have a factor to the case numbers.

All of the state's existing

requirements against gatherings remain intact with the state mask mandate. For Snohomish County and other counties in Inslee's Phase 2 of his "Safe Start" plan, this means not socially gathering with more than five individuals a week from outside your household.

County wants comments on housing and community plans

Snohomish County is looking for comments on its long-range plans for how it uses federal funds for affordable housing and community development projects now through July 8. A copy of the draft plan is online at the county's website: www.snohomishcountywa.gov/5645/Consolidated-Plan-for-2020-2024. Written comments will be accepted until 4 p.m. on July 8 to Debra May by emailing Debra.May@sno.co.org or by mail to: County Human Services, Debra May, M/S 305, 3000 Rockefeller Ave, Everett, WA 98201. — Tribune staff

Community Church Directory

Seventh Day Adventist
Seventh Day Adventist
505 Ave D, Snohomish
(360) 568-1144

United Methodist
United Methodist
(360) 568-5755
• Pastor Janella Kurtz
2400 Lake Ave, Snohomish
Traditional Worship 10:00 am

Call to list your Church Services!
(360) 568-4121

RETHINK TRANSIT

During 2020, we are planning for the future of transit in Everett. We want to hear about your transit values and priorities.

Take our brief survey:
go.participateonline/rethinktransit-survey1

@EverettTransit
425.257.7777

EVERETT TRANSIT

MONROE FIREPLACE CALL US TODAY: 360-794-8024

GET THE GRILL OF YOUR DREAMS!

Big Green Egg
The Ultimate Cooking Experience

Renewing the fire, inside and out!
19922 Highway 2, Monroe, WA 98272 | monroefireplace.com
Monday - Saturday 9:00 a.m. to 5:30 p.m. | Sundays - Closed

Appendix E: Earned media

Several local and regional publications published articles about the project and opportunity for the public to provide feedback:

- The Herald, "[Can higher taxes save Everett Transit, alleviate traffic?](#)" (June 8, 2020)
- Myeverettnews.com, "[City of Everett Offering Three Options For Future Of Everett Transit](#)" (June 9, 2020)
- Seattle Transit Blog, "[Everett Transit looks at future options, including merger](#)" (June 26, 2020)
- The Urbanist, "[Everett Transit Rethinks Its Future, But Is It Time For A Merger?](#)" (July 2, 2020)



Everett Transit looks at future options, including merger

June 26, 2020 by Bruce Englehardt



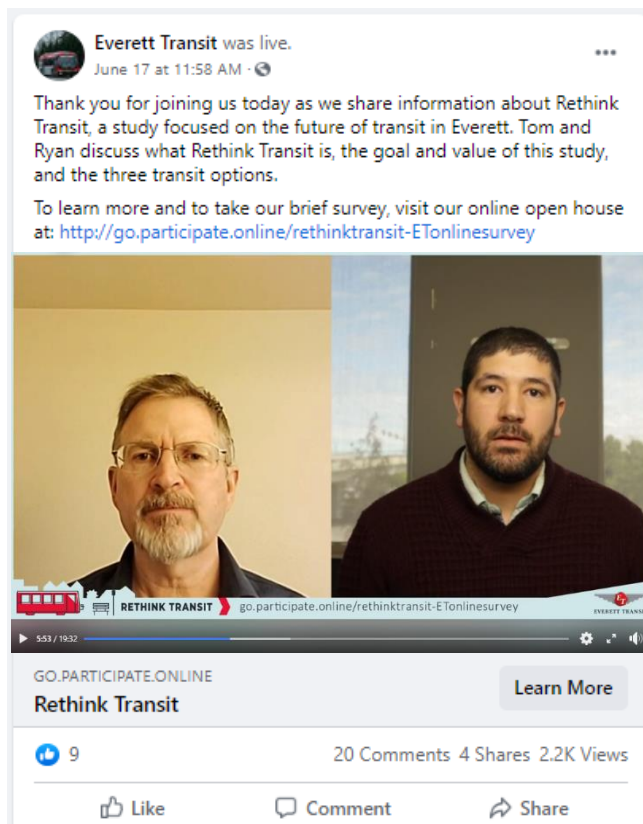
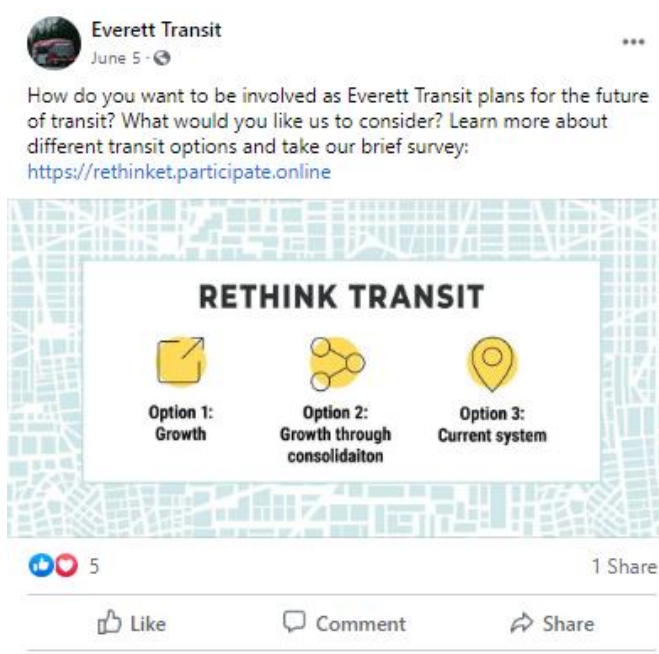
City leaders are looking for input on three options for Everett Transit's future: keep things as is and keep losing money and cutting service, seek a voter-approved tax lift, or merge with Community Transit. A short online survey about your transit use, support of transit and more ends July 13. (Sue Misao / The Herald)

STREET SMARTS

Can higher taxes save Everett Transit, alleviate traffic?

Appendix F: Social media and Facebook Live

From the week of May 25 through July 13, Everett Transit posted project notifications to its Facebook page, sent text alerts to existing riders, and coordinated with the City to share similar notifications via their social media accounts about the online open house, opportunity to provide feedback, and Facebook livestream on June 17.




Appendix G: Online open house and survey

The online open house launched on Thursday, May 28 and closed at the end of the business day on Monday, July 13. The online open house included detailed project information, electronic versions of project materials, and a survey for the public to provide comments and feedback.

Take our brief survey by July 13, 2020

Switch Language
Powered by Translance



Overview Survey Contact Us and Learn More

We want to hear from you!

During 2020, we are planning the future of transit in Everett. We want to hear about your transit values and priorities.


On this webpage, you can learn about Rethink Everett Transit, a planning effort helping the City of Everett plan future transit, and share your thoughts by taking the brief survey below.


Why is this planning needed?


Everett is growing, with the population expected to increase by up to 60% in the next 20 years. The city's goals include supporting the transportation needs of this growing population and business community.

To help accommodate growth, the Everett Transit Long-Range Plan was finalized in 2018. The plan defined objectives for Everett's transit planning through 2040. Everett Transit engaged more than 2,000 community members during the development of the plan.

Since adoption of the plan, it appears funding for transit will not be enough to meet Everett's growth goals. The City of Everett has identified three options for managing future transit service in Everett:

**Option 1 - Growth:** Follow the "Growth Option" from the Everett Transit Long-Range Plan, which would require asking voters to increase the transit sales tax from its present level of 0.6% (6 cents on a \$10 taxable purchase) to 0.9% (9 cents on a \$10 taxable purchase) in Everett. This option would allow for those revenues to be invested in sustaining and improving transit mobility within the city.

**Option 2 - Growth through consolidation:** Explore a consolidation and annexation of the City of Everett into the taxing and governmental boundaries of Community Transit. This option would require asking voters to approve the annexation into Community Transit. Under current law, this would increase the transit sales tax from its present level of 0.6% (6 cents on a \$10 taxable purchase) to 1.2% (12 cents on a \$10 taxable purchase) in Everett. This option would allow those revenues to be invested in improved transit services in Everett and integration with countywide transit.

**Option 3 - Current system:** Explore the outcomes of maintaining the current transit tax rate of 0.6% (6 cents on a \$10 taxable purchase). No new revenue would be invested in transit service.

EspañolTagalog

РусскийTiếng Việt

Project timeline

- 2018**
 - Long-Range Plan adopted
- 2019**
 - Workshops on future transit options
- Spring - Summer 2020 (We are here)**
 - City begins process to evaluate transit options
 - Public outreach to gather feedback on transit values
- Summer - Fall 2020**
 - City conducts technical analysis of transit options
 - Public outreach to gather feedback on future transit options
 - Public outreach and technical analysis shared with City Council
- Fall 2020**
 - Public outreach to share future transit options results
 - Public outreach and technical analysis shared with City Council
- 2021**
 - City Council evaluates transit options

Help shape the future of transit

The following questions will take only a few minutes to answer and are anonymous. Your input, along with technical analysis, will help City Council understand community priorities as they decide on an approach for managing future transit service in Everett.

Appendix G: Online open house and survey (cont.)

Share your input

When we developed the Everett Transit Long-Range Plan, we engaged more than 2,000 people to understand the community's transit priorities. People told us to:

- Focus on transit service in Everett
- Focus on getting bus stops closer to places people want to go
- Focus on running buses more often and earlier and later in the day

Please tell us how important these values are to you.

	Very important	Somewhat important	Not important	Need more information / don't know
Focus on transit service in Everett	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Focus on getting bus stops closer to places people want to go	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Focus on running buses more often and earlier and later in the day	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

What other values do you have and would like us to consider in planning for the future of transit in Everett?

Please select an option below that best describes your level of support for improving public transit in Everett:

- ☐ Very supportive
☐ Somewhat supportive
☐ Not supportive
☒ Need more information / don't know

As we plan for the future of transit in Everett, how would you like to be involved?

- ☐ I want to be engaged in the process, stay informed, and provide my opinion.
☐ I want to be somewhat engaged in the process (for example, receive updates and follow what community members are saying).
☒ I don't want to be engaged in the process.

As we recover from the impacts of COVID-19 and evaluate options for future transit service in Everett, do you have ideas for how we can rethink transit to best address community needs?

How do you want to be informed and engaged?

Given current restrictions on in-person gatherings due to COVID-19, we are considering how to best keep community members informed and engaged in this project.

How do you want to be involved in this project? Check all that apply

- ☒ In person meetings (if possible)
☒ Online tools (such as website, online meetings, online surveys)
☒ Mailings
☐ Other (please specify):

If community involvement for Rethink Everett Transit uses mostly online tools (such as a website, online meetings, and online surveys) due to limits on in-person gatherings during the current public health crisis, does this change your interest or ability to be involved?

- ☐ I plan to be more involved because online tools make giving input easier.
☒ I plan to be less involved.
☐ The use of online tools and the timing with the public health crisis are not a factor in my participation.

Please tell us why you plan to be less involved

Please tell us about yourself:

Age:

- ☐ Under 18
☐ 18-24
☐ 25-29
☐ 30-34
☐ 35-49
☐ 50-64
☐ 65 or older
☐ Prefer not to answer

Gender:

- ☐ Male
☐ Female
☐ Non-binary, gender non-conforming, or other
☐ Prefer not to answer

Appendix G: Online open house and survey (cont.)

Race/Ethnicity (select all that apply)

☐ American Indian or Alaska Native

☐ Asian, Native Hawaiian, or Pacific Islander

☐ Black or African American (not of Hispanic origin)

☐ Hispanic/Latino

☐ White (not of Hispanic origin)

☐ Prefer not to answer

☐ Other (please specify):

What is your residential zip code?

Other

Please enter your residential zip code

Characters used: 0 out of 5.

What is the zip code, name, or cross street of your work, school or places you frequently travel to in Everett?

Choose the phrase that best describes your use of public transit before the COVID-19 crisis:

☐ I use public transit often.

☐ Public transit is my only means of transportation.

☐ I rarely or never use public transit, but I know people who do.

☐ I rarely or never use public transit and I don't know anyone that does.

What was your annual household income in 2019?

☐ Less than \$15,000

☐ \$15,000 to \$30,000

☐ \$30,000 to \$50,000

☐ \$50,000 to \$75,000

☐ \$75,000 to \$100,000

☐ More than \$100,000

☐ I prefer not to answer

If you would like to receive project updates, please share your email address (otherwise, your answers will remain anonymous):

Submit

Appendix G: Online open house and survey (cont.)

Contact us and resources

Please contact us if you have any questions:

Email: ETmail@everettwa.gov

Phone: 425-257-7777

Website: everetttransit.org

Resources –

- [Fact sheet - English \(May 2020\)](#)
- [Fact sheet - Spanish / Español \(May 2020\)](#)
- [Poster - English \(June 2020\)](#)
- [Poster - Spanish / Español \(June 2020\)](#)
- [Rethink Transit Facebook Live \(June 17, 2020\)](#)
- [Presentation - Rethink Transit overview \(July 2020\)](#)



EVERETT TRANSIT

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RETHINK TRANSIT

Appendix H: Online open house analytics

The online open house received over 2,000 unique visitors and over 725 completed surveys. The project team tracked traffic source, device used, visitor location, average session duration, and more.

