



EVERETT TRANSIT

Everett Transit Long Range Plan: Visioning Outreach Summary

7/24/17

EXECUTIVE SUMMARY

Overview

To serve the growing Everett community, Everett Transit is developing a 20-year Long Range Plan by early 2018 to establish a vision for the future of transit within the City of Everett. After starting the project in January 2017, the project team conducted an extensive “visioning” comment period to gather public feedback for the future of Everett Transit

Over 1,000 people actively engaged with Everett Transit during this time, both in person or online, with tens of thousands more made aware of opportunities to engage across the City through numerous notification methods.

Outreach opportunities: In-person and online

Everett Transit hosted several in-person events, including one Visioning Workshop and two Drop-in Sessions. The Visioning Workshop included “Open House” time, where visitors could view display boards showing project information and talk one-on-one with project staff, as well as a presentation and question and answer session. In-person and online, participants were encouraged to complete a transit values survey. Translated printed copies were available in Spanish and Russian. Drop-In Sessions included elements of the Visioning Workshop, including several of the display boards and copies of the brochures and transit value surveys. Additional surveys were gathered at by-request events and briefings.

Participation by the numbers

- **Over 1,000 people participated** either via the online open house or at 9 in-person events
- More than **600 participants** visited the **online open house**
- **423 transit values survey responses** submitted in-person or online
- More than **20,000 postcards** mailed to residents and businesses in the project area
- **Distribution of brochure information** at in-person events and on Everett Transit buses, with translated copies available in Spanish and Russian

In-person event dates and locations

Event/appearance	Date	Location
Council of Neighborhoods	Monday, May 22, 2017	The Wall Street Building
Visioning Workshop	Thursday, June 8, 2017	Everett Station
Drop-In Session #1	Saturday, June 10, 2017	Everett Mall
Drop-In Session #2	Monday, June 12, 2017	Everett Community College
Transportation Advisory Committee	Thursday, May 18, 2017 Thursday, June 15, 2017	Public Works Service Center
Everett Station District Alliance	Thursday, June 15, 2017	Everett Station
Planning Commission	Tuesday, June 20, 2017	Everett City Council Chambers
Elder Fair	Thursday, June 22, 2017	Everett Community College
Senior Center	Friday, June 23, 2017	The Carl Gipson Senior Center of Everett

Online Open House

Community members could also attend an online open house on their own time, which provided a similar experience as the in-person Visioning Workshop and included an online version of the transit values survey. The online open house was live for approximately three weeks (June 1 to June 26, 2017).

Summary of feedback

A total of 423 survey responses were received through the initial visioning outreach period. Staff also took note of questions and comments they received at the in-person events. The following key themes emerged from the survey:

- In terms of participation, active riders responded most frequently (62%), referencing existing service. Those existing riders use Everett Transit most frequently to travel to work and special events/leisure.
- Everett Transit is a valuable community asset because it helps residents who are transit dependent.
- 56% of participants stated a preference for Everett Transit to keep working on its mission of local service, rather than commute or high-capacity service.

Incentives to ride

Throughout feedback, participants noted specific tactics and values that would incentivize them to use Everett Transit service more often. Emerging themes advised the team to focus on:

- Increased frequency of current routes and/or the addition of new routes.
- Increased geographic coverage.
- Improved wayfinding.
- Reduced fares.
- Increased convenience - enough to replace cars as, with an aging population, reliance on services like Everett Transit will increase.
- Recognized advantages for an aging population.
- Increased cleanliness.
- Improved bus stop safety and comfort.
- Continued maintenance of fleet for the future, including electric buses.
- Improved connections and advertisement of a multi-modal system, including to Community Transit and other services, and increasing planned stops with other transit routes in mind. These comments at times also referenced the diaspora of Seattle residents moving to Everett and Snohomish County, requiring more commute options.

The image shows a screenshot of the 'CONNECTING YOUR FUTURE Everett Transit Long Range Plan' website. The website features a navigation bar with 'Home', 'Background', 'Planning for the future transit', 'Your voice in our research', 'Board updates', 'Helping us help you', and 'Sign up'. The main content area is titled 'Background' and includes sections for 'Everett Transit today', 'How Everett Transit serves you today', 'How will Everett's growth affect the future of transit?', and 'The City of Everett is growing and changing'. There are also two maps showing 'Population and employment trends per square mile in Everett in 2010' and 'Population and employment trends per square mile in Everett in 2040'. Below the website screenshot is a photo of an open house event where three people are gathered around a table, looking at a large map or presentation board.

Next steps

All comments gathered from the public are being shared with City of Everett elected officials and the project team to forward the long range planning process. Using this feedback, the project team expects to conduct an additional public engagement period in fall 2017, showcasing and gathering feedback on potential service options. The timeline below shows upcoming technical milestones and public engagement opportunities.

