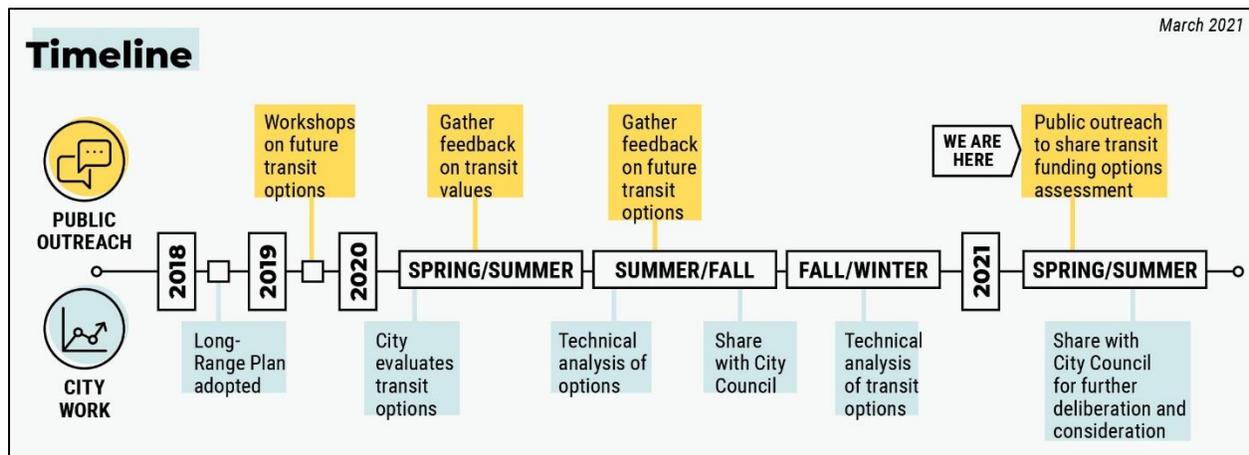




EXECUTIVE SUMMARY

The City of Everett began public outreach in May 2020 as a part of the Rethink Transit project to better understand the community’s transit priorities and to share information about future transit options. In fall of 2020, the City shared three potential options for managing future transit service in Everett with the community to gather feedback.

Since then, the City conducted further technical analysis on transit operations and costs associated with each of the options. This analysis detailed how each of the three potential options could impact future transit service in Everett. In March 2021, the City shared information about the analysis with the community and gathered additional feedback. The intent of this report is to present the public outreach findings to the Everett City Council. This summary provides an overview of the 2021 outreach process and outcomes from public feedback.



Themes

The following themes were found among the 433 survey responses received. It is important to understand this survey was not intended to be a poll but rather to provide information about community perspectives. The survey contained one open-ended question that asked respondents to share why they ranked the options as they did. Response themes to the open-ended question are highlighted below and detailed in the What We Heard section later in the report. It is important to note, themes differed slightly among respondents who self-reported as users of Everett Transit or Community Transit service.

Overall

- The survey results indicate support for improved transit in Everett. The results do not, however, show there is a clear sense of how people want to see that occur.
- Respondents were asked to rank the three options in order of importance. From this ranking, the Growth through Consolidation option was ranked highest most often, with the Growth option ranked second highest most often.
- While these outcomes indicate some preference for the Growth through Consolidation option, there was clear support for both the Growth through Consolidation and the Growth options with no statistically clear preference for one option versus the other.
- There were general suggestions to use current funding more efficiently.

Growth through Consolidation option

- The Growth through Consolidation Option was ranked second the least of the three options, by a substantial margin. This indicates that survey respondents have a very polarized view of this option: they are either very favorable or very unfavorable to this option without much opinion taking a middle-ground position. While the comments offer some insight into the essential causes of this disparity, this is clearly a place where the Growth through Consolidation option needs further development to clarify issues such as fares, paratransit service levels, local decision-making, and Community Transit's role and organization as a county-wide public transit agency.
- Even with clarification around the Growth through Consolidation option, the project team anticipates there will continue to be strong feelings against this option among a subset of respondents due to factors unrelated to transit service levels and more to perceptions of what it means to live in Everett. In essence, that if the City of Everett no longer provides transit service, some of Everett's community identity is lost.
- Respondents who preferred the Growth through Consolidation option, noted the need for more frequent and widespread transit service, improved inter-regional connections and transfers, more efficient use of resources.
- Respondents who reported to use transit rarely or never before the COVID-19 pandemic were more likely to rank the Growth through Consolidation option first compared to all respondents.

Growth option

- Of respondents who preferred the Growth option, there was concern a merge with Community Transit would result in Everett Transit losing control over decision-making and local service.
- Respondents who preferred either the Growth or Growth through Consolidation options first suggested more funding for paratransit service, divesting from car use, investing more in transit service, and providing affordable fares.
- Of respondents who preferred either the Growth or Current Funding options, there was concern that a merge with Community Transit will reduce paratransit and service in underserved areas.

Current Funding option

- The Current Funding option had the fewest rankings and was ranked lowest overall. The Current Funding option was ranked third significantly more often than the other two options. This indicates that respondents support transit improvements but do not have a shared vision of the most appropriate way to proceed.

- Of respondents who preferred the Current Funding option, there was opposition to raising taxes, noted difficulty of paying taxes during the pandemic, and suggestions to raising fares to fund transit improvements.

Outreach by the numbers

- 20 posters in English, Spanish, and Russian distributed in public spaces and transit service areas
- Printed fact sheets with the survey in English, Spanish, and Russian distributed to multicultural businesses, public spaces, and transit service areas in Everett
- Print and digital ads in five local and regional publications
- Articles in 10+ local and regional publications and blogs
- Over 30 social media posts via Facebook, Twitter, and LinkedIn posts through the Everett Transit, City of Everett and Community Transit social media accounts
- Seven Facebook stories posted through the Everett Transit social media account, totaling more than 2,300 views
- More than seven text rider alerts from Everett Transit, City of Everett, and Community Transit

Participation by the numbers

- 1,250+ online open house visitors
- 433 survey responses, via online open house and fact sheets
- Approximately 1,100 views of the Facebook livestream recording, with 28 comments and five shares (as of April 5, 2021)
- More than 15 stakeholder groups were provided with project information, the link to the online open house and survey, and an opportunity to meet with project staff. Project staff virtually met with 12 stakeholder groups to discuss the project, ask questions, and provide comments, including one meeting conducted in Spanish.

PROJECT BACKGROUND

Everett is growing, with the City's population 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:



CURRENT FUNDING

Service impacts: This option will allow Everett Transit to slowly restore some of the service cut during the COVID-19 pandemic, but would not provide enough revenue to grow service beyond what existed pre-COVID-19. This option will:

- Allow Everett Transit to pay operating and capital costs and make some small service improvements.
- Not allow Everett Transit to keep up with growing jobs and population in Everett.

Service improvements will happen slowly within the next ten years. The service level provided in mid-March 2021 will remain the service level for several years into the future.

Funding sources: This option would maintain the current local transit tax rate (currently 0.6%, or 6 cents on a \$10 taxable purchase). If Everett experiences significant economic growth, which could spur more sales tax revenue, it may allow for more small improvements in transit services.



GROWTH

Service impacts: This option will provide moderate growth in transit service within the City of Everett within a ten-year period. The improvements will:

- Increase frequency of local bus service.
- Expand operating hours in the mornings, evenings, and on weekends.
- Expand access to jobs within Everett for Everett residents.

The moderate increase in funding for this option means these service improvements would occur gradually, as Everett Transit expands its fleet, facilities, and workforce to provide more service. However, the funding level for this option would limit the ability of the transit system to provide adequate service for Everett residents as the city grows. The local service improvements under this option within the next ten years will be similar to the improvements achieved in the Growth through Consolidation option in two years.

Funding sources: To implement this option, the local transit sales tax (0.6%) would be increased by 0.3% (3 cents on a \$10 taxable purchase) to reach a total local transit sales tax of 0.9% (9 cents on a \$10 taxable purchase). Increasing the local transit sales tax requires approval by Everett voters and is the maximum allowable to Everett Transit under current state law.



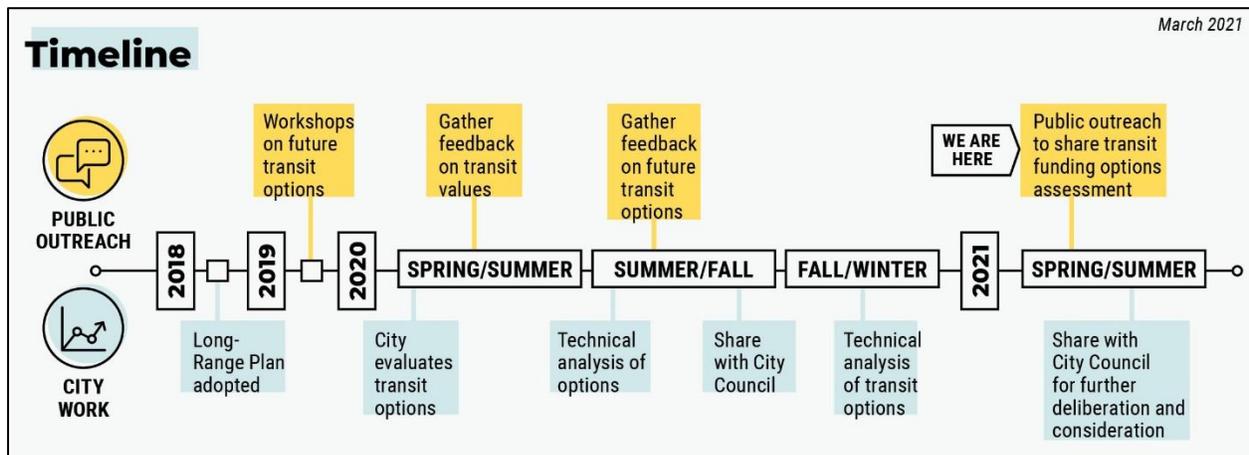
GROWTH THROUGH CONSOLIDATION

Service impacts: This option will involve merging Everett Transit with Community Transit, the regional transit provider. The option will provide the greatest amount of transit service throughout the city and its neighborhoods, expanding access to transit for the largest number of Everett residents, as well as improving service into nearby Snohomish County areas. The improvements will:

- Increase bus routes and frequency of bus service.
- Expand access to jobs for Everett residents.
- Reduce walk time to bus stops.
- Expand operating hours in the mornings, evenings, and on weekends.

Service improvements will be significant within the first two years. Service provided by the merged transit agency would shorten transit travel times, reduce riders' need to transfer, and integrate transit services between Everett and other parts of Snohomish County. These improvements would require that voters approve the City of Everett joining the Community Transit service area.

Funding sources: To implement this option, the current local transit sales tax (0.6%) would be increased by 0.6% (6 cents on a \$10 taxable purchase) to reach a total of 1.2% (12 cents on a \$10 taxable purchase) in Everett. This is because state law requires the transit sales tax levied by Community Transit to be uniform throughout the service boundaries of Community Transit.



From mid-2020 through early 2021, the City conducted technical analysis on transit operations and costs associated with each of the options. These details were presented to the public to gather comments, questions, preferences, and concerns in fall 2020 as well as spring 2021. The technical analysis was presented to the Everett City Council in January 2021 and this report on the public feedback presented to the Council in May 2021.

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. The preliminary round of outreach in fall 2020 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 the secondary round of outreach were as follows:

- Increase targeted outreach to transit users and traditionally underserved groups, including community members with limited English proficiency, and provide more accessible project resources.
- Provide easily accessible information about the three future transit service options and opportunities for the community to understand and provide input on the options.
- Synthesize and report back to City Council and the community on the outreach findings.

As the project team continued to conduct outreach during a global public health crisis and national social justice movement, the project team focused on outreach strategies and methods that prioritized health and safety and ensured accessibility and inclusivity.

Audience

During this secondary phase of outreach, the project team continued with 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, 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 four weeks.
- Implementing a diverse range of outreach activities and notifications.
- Sharing project information and hosting briefings with community organizations.
- Providing translations of outreach materials and notifications into Spanish and Russian.

OUTREACH OVERVIEW

Approach

For the second round of outreach beginning in March 2021, the project team developed an approach that leveraged various tools and tactics to provide accessible information to community members who would be impacted by potential service changes presented in the three options. Given the restrictions on in-person gatherings, outreach was conducted primarily in virtual forums. The shift toward virtual engagement represents a substantial change in the way outreach is conducted and how people respond. Where possible, the project team distributed project information on buses and to businesses and community organizations.

The project team consciously evaluated who engaged in the preliminary phase of outreach and tailored outreach during this secondary phase in the following ways to reach more community members who are dependent on transit or who are historically underrepresented in public engagement activities.

- ***Provide project information through a variety of channels to reach various audiences and address different learning styles:*** The project team continued to share information via various methods including in print, digital, virtual and in-person where feasible. Although restriction on in-person gatherings continued to be in place, the project team was able to distribute project information on buses, at local businesses, community centers and public events. The project team continued to leverage tactics that were the most successful in generating participation in the online open house, specifically: media coverage, digital advertisements, social media, virtual conversations, and direct outreach via printed materials. In addition, the project team developed a short, animated video to explain how the options could impact a transit user's experience. The project team actively targeted underrepresented communities in specific zip codes via boosted social media ads, direct contact with community and residential organizations, and translated materials.
- ***Increase targeted outreach to transit users:*** Building off outreach implemented in the preliminary phase of outreach, the project team focused on providing easily accessible project information to transit riders by distributing and collecting fact sheets with surveys on buses, distributing fact sheets at transit facilities and transit service vendors, and leveraging digital media to reach transit users in collaboration with agency partners and community centers.
- ***Increase targeted outreach to community members with limited English proficiency:*** The project team actively sought to expand translated project information and engage with community organizations to make project information accessible and create outreach opportunities where community members felt comfortable engaging. In addition to translating digital and printed project materials into Spanish and Russian, the project team hosted meetings in Spanish and ensured project videos had in-language closed-captioning capabilities.

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 Russian. 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, news articles and social media posts and stories. Outreach tools and approaches are summarized below detailed in the following sections.

Outreach by the numbers

- 20 posters in English, Spanish, and Russian distributed in public spaces and transit service areas
- Printed fact sheets with the survey in English, Spanish, and Russian distributed to multicultural businesses, public spaces, and transit service areas in Everett
- Print and digital ads in five local and regional publications
- Articles in 10+ local and regional publications and blogs
- Over 30 social media posts via Facebook, Twitter, and LinkedIn posts through the Everett Transit, City of Everett and Community Transit social media accounts
- Seven Facebook stories posted through the Everett Transit social media account, totaling more than 2,300 views
- More than seven 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:

- Project fact sheets with attached surveys on Everett Transit buses, available in English, Spanish, and Russian (see [Appendix A](#))
- Project posters at high-traffic public spaces and transit facilities, available in English, Spanish, and Russian (see [Appendix B](#))

Media advertisements and local articles

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

Several local and regional publications such as The Herald and Snohomish County Tribune also published articles regarding the project, some with coordination from the project team (see [Appendix D](#)).

Social media posts and notifications

Starting the week of March 8, Everett Transit posted project notifications and stories 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 E](#)). 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 March 25. 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 Monday March 8 and closed Monday, April 5, 2021. 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 F](#)). Visitor analytics were summarized through the Google Analytics tool (see [Appendix G](#)).

All materials used during 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).

Facebook Livestream

The City publicized and hosted [a Facebook livestream](#) event on the Everett Transit Facebook page on March 25 to provide information on the project, discuss the transit options, and allow the public to ask questions of project staff (see [Appendix E](#)). The livestream recording was kept posted on the Everett Transit Facebook page for community members to view, comment on, and share after March 25.

Stakeholder outreach

The City began outreach to over 15 stakeholder groups beginning the week of March 8 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 March. The purpose of this outreach was to share new project information and materials, ask stakeholders to share project materials and the survey with their networks, and understand their transit-related concerns and values.

Participation by the numbers

- 1,250+ online open house visitors
- 433 survey responses, via online open house and fact sheets
- Approximately 1,100 views of the Facebook livestream recording, with 28 comments and five shares (as of April 5, 2021)
- More than 15 stakeholder groups were provided with project information, the link to the online open house and survey, and an opportunity to meet with project staff.
- Project staff met virtually with 12 stakeholder groups to discuss the project, ask questions, and provide comments, including one meeting conducted in Spanish.

WHAT WE HEARD

Public outreach to share project information and gather feedback began on March 8, 2021 with the launch of the online open house and survey. Announcements about the opportunity to provide feedback through the survey were shared through distribution of fact sheets and posters, publications in local and regional media outlets, via meetings with stakeholders, and through the City of Everett, Everett Transit and Community Transit digital media channels. The online open house and survey were closed April 6, 2021.

The project team received more than 1,250 unique participants to the online open house and 433 surveys.¹ Key findings and trends from the survey are summarized below. Results from survey participants who identified as white or Hispanic/Latino, the population highlighted in Everett Transit's Title VI Program, are highlighted in the below summary.

Overall observations

During Phase 1, the project team shared information broadly throughout Snohomish County about Rethink Transit. For Phase 2, the project team focused outreach on community members who would be directly impacted by transit service changes under the three options. This phase of outreach targeted Everett residents, community organizations, businesses and transit users who travel within or to/from Everett. This more focused approach may have contributed to the slightly smaller number of survey responses compared to Phase 1. However, other external conditions may have also contributed to lower survey responses, such as a highly surveyed community and potentially lower public engagement following 2020 elections. It is important to note that the overall objectives of the outreach were to share information about Rethink Transit, understand community sentiment about the key issues and collect feedback from community members who would be impacted by potential transit service changes.

Survey demographics

The below sections summarize demographics as reported by total survey participants and those who reported to use Everett Transit services. These questions were optional, and respondents' information remained anonymous.

Table 1. What languages are regularly spoken in your home? Select all that apply.

Key: Highest percentages are marked in bold.

Language	All respondents	Everett Transit riders
English	90%	91.6%
Spanish	4.9%	6.5%
Chinese (Cantonese and/or Mandarin)	1.2%	1.4%
German	1.2%	0.9%
Tagalog	1.2%	1.4%

¹ The project team received approximately 20 additional paper surveys on April 22, 2021 that had been held up in the delivery process. Because they were received after this report was finalized, they are not included in the findings for this report. The project team reviewed responses from these surveys and found they align with the overall report findings, however. These surveys are being retained as part of the outreach documentation.

Vietnamese	1.2%	1.4%
Arabic	0.7%	0.9%
Russian	0.7%	0.5%
Mon-Khmer, Cambodian	0.5%	n/a
Ukrainian	0.5%	0.5%
Korean	0.2%	n/a
Prefer not to answer	7.8%	6.1%
Other	3.7%	3.7%

Among the survey respondents, 90% reported they regularly speak English in their home and about 5% of respondents regularly speak Spanish in their home. When compared to all survey responses, relatively more Everett Transit users reported they regularly speak Spanish in their home.

Table 2. Race/Ethnicity

Race/Ethnicity	Phase 1 survey responses	Phase 2 survey responses	Phase 2 survey responses - Everett Transit riders	City of Everett Census data ²
White	72.6%	70.5%	74.9%	72.5%
Hispanic/Latino	4.7%	6.6%	6.5%	15.1%
Asian, Native Hawaiian, or Pacific Islander	4.0%	5.1%	4.2%	10.4%
Black or African American (not of Hispanic origin)	3.1%	3.4%	3.3%	4.9%
American Indian or Alaska Native	1.9%	1.7%	1.9%	0.8%
Prefer not to answer	14.1%	15.1%	12.6%	n/a
Other	3.6%	2.2%	1.4%	n

Phase 2 survey respondents were predominantly white (over 70%) and 35 years old or above (over 70%). These demographics align overall with the City's demographics for white residents. Among respondents who reported to use Everett Transit service, about 75% identified as white, ~6.5% identified as Hispanic/Latino, and ~4% identified as Black or African American (not of Hispanic origin), as shown in Table 2. Among respondents who reported to use Community Transit, 74% of participants identified as white, 9% identified as Hispanic/Latino, and 4% identified as Black or African American (not of Hispanic origin).

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

To better reach limited-English proficient populations and people of color, online and print materials and notifications (e.g., project fact sheet, poster, online open house) were translated into Spanish and Russian. The project team also distributed paper fact sheets and surveys on buses and in neighborhoods with higher portions of Spanish-speaking populations.

In an effort, to increase engagement among Hispanic/Latino populations in particular, Phase 2 outreach targeted Spanish speaking communities through print and digital material translations and direct outreach to organizations that support Spanish-speaking community members. In spite, of these efforts, the rate of survey participation from people who self-reported as Hispanic/Latino was ~6.5%, notably lower than the ~16% Hispanic/Latino population living within the City of Everett as reported by the U.S. Census. It is worth noting that the percentage reach to self-identifying Hispanic/Latino populations improved marginally over the Phase 1 effort. While still being lower than desired, the additional efforts to recruit participation might have had some influence. Given the substantial increase in level of effort to reach the Hispanic/Latino population between Phase 1 and Phase 2, the level of effort to achieve results closer to the proportionality in the community will require an even heavier lift. This is important for future outreach efforts.

The rate of survey participation from people who self-reported as Black or African American (not of Hispanic origin) was ~3.5%, also lower than the ~5% Black or African American population living within the City of Everett as reported by the U.S. Census.

Table 3. Age

Age	All respondents	Everett Transit riders
Under 18	0.2%	0.5%
18-24	2.9%	2.8%
25-29	5.6%	7.0%
30-34	9.2%	7.9%
35-49	29.7%	30.7%
50-64	28.2%	29.8%
65 or older	15.8	13.5%
Prefer not to answer	8.3%	7.9%

The majority of survey participants were above 35 years of age (over 70%), with the highest percentage of participants between 35 and 49 years of age (~30%).

Table 4. Gender

Gender	All respondents	Everett Transit riders
Male	49%	50.9%
Female	39.8%	37.9%
Non-binary, gender non-conforming, or other	1.2%	2.3%
Prefer not to answer	10%	8.9%

The majority of survey participants identified as male (49%), with ~40% identifying as female and ~1% identifying as non-binary, gender non-conforming, or other. Percentages for participants who reported using Everett Transit service were similar.

Table 5. Residential information

Zip codes	Phase 1	Phase 2	% of Everett Transit users	% of Community Transit users
98201	28.5%	35.7%	42.1%	29.2%
98203	30.2%	21.5%	24.5%	22.9%
98204	11.3%	8.6%	6.9%	7.3%
98208	13.8%	13.6%	9.7%	10.9%
Other	16.2%	20.5%	16.7%	29.7%

The majority, of Phase 2 survey respondents reported to live in the City of Everett, with the nearly 60% from zip codes 98203 and 98201 and ~22% from zip codes 98208 and 98204. Approximately 21% of respondents reported to live outside the City of Everett, in cities such as Mukilteo, Northwest Snohomish, Lake Stevens, Lynnwood, Mill Creek, and Marysville.

Overall, the majority of survey respondents who reported living in Everett reported as white. Relatively few survey respondents reported as Hispanic/Latino or Black/African American. The City's recent research on demographics by zip code show that 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: 76% of residents identify as white, approximately 4% of residents identify as Latino/Hispanic, and 2% of residents identify as Black/African
- 98208, 63% of residents identify as white, 10% of residents identify as Latino/Hispanic, and 8% identify as Black/ African American.
- 98204, 61% of residents identify as white, 19% of residents identify as Latino/Hispanic, and 3% identify as Black/African American.

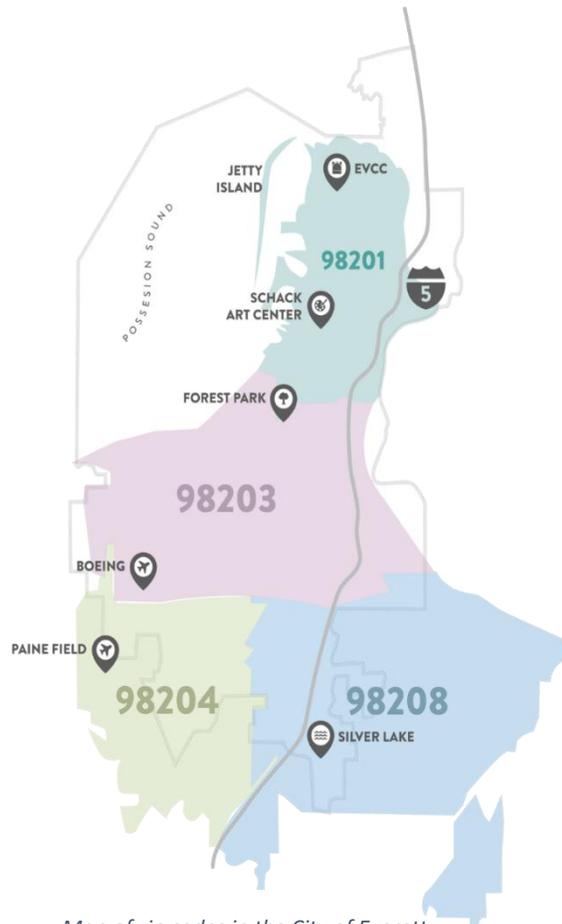
Table 6. Percentage of survey respondents reporting as Hispanic/Latino by zip code

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 respondents identifying as Hispanic/Latino-identifying people	% of Everett residents identifying as Hispanic/Latino-identifying people ³
98201	4%	9%
98203	5%	13%
98204	19%	23%
98208	10%	12%

³ Source: <https://www.census.gov/quickfacts/fact/table/everettcitywashington/PST045219>

There is a notable discrepancy between demographics of survey respondents and demographics of Everett residents. This may be due to how communities of color have been shown to have a lower rate of engagement with online tools. Nationally, Hispanic and Black populations are less likely than Caucasian populations to report using the internet.⁴ Hispanic and Black workers are also significantly less likely to be able to work from home than Caucasian workers.⁵ As noted above, in an effort to better engage with Hispanic/Latino community members than was possible in Phase 1, the project team actively sought to distribute printed project materials and surveys in Spanish directly to these communities.



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

⁴ Andrew Perrin, Maeve Duggan, "Americans' Internet Access: 2000-2015." Pew Research Center, June 2015.

⁵ Source: <https://www.bls.gov/news.release/pdf/flex2.pdf>

Table 7. Income information

Income	Phase 1	Phase 2	Phase 2 (Everett Transit)
Above \$100,000	24%	25.7%	22.5%
\$75,000 - \$100,000	15.5%	15.3%	15.1%
\$50,000 - \$75,000	18.1%	17.5%	18.3%
\$30,000 - \$50,000	10%	11.9%	13.3%
\$15,000 - \$30,000	8.8%	7.3%	7.8%
Less than \$15,000	7.7%	5.1%	6.4%
I prefer not to answer	15.8%	17.2%	16.5%

One-quarter of Phase 2 survey respondents reported an annual household income of above \$100,000. Over 50% of respondents reported annual incomes over the median average for Everett (\$54,562):

- ~26% reported annual incomes over \$100,000
- ~15% reported annual incomes of \$75,000-100,000
- ~18% reported annual incomes of \$50,000-75,000

Among respondents who reported using Everett Transit service, relatively more reported annual household incomes between \$30,000 and \$75,000, though percentages remain similar, to overall survey respondents.

Table 8. Reported income among respondents who use Everett Transit and Community Transit

Income	Everett Transit users	Community Transit users
Above \$75,000	37.6%	39.3%
\$30,000 - \$75,000	31.6%	28.5%
\$15,000 - \$30,000	7.8%	7.6%
Less than \$15,000	6.4%	5.6%
I prefer not to answer	16.5%	18.8%

Among respondents who reported using Community Transit service, slightly more reported annual household incomes above \$75,000 compared to reported Everett Transit users, and vice versa for the \$30,000 - \$75,000 income range.

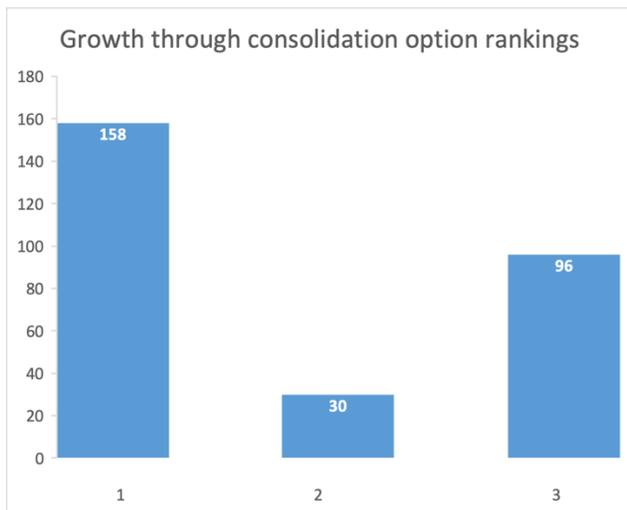
Transit values

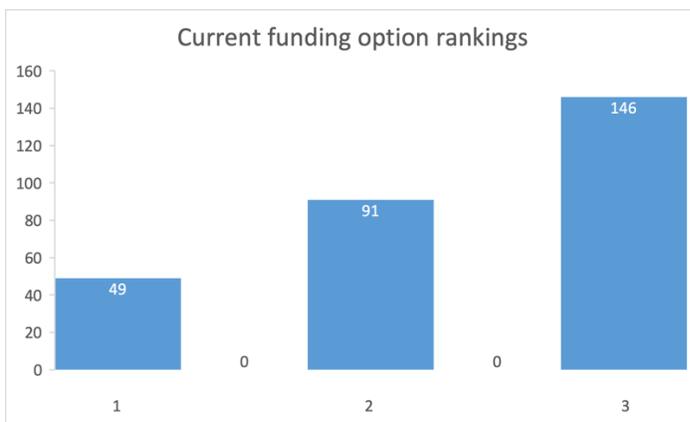
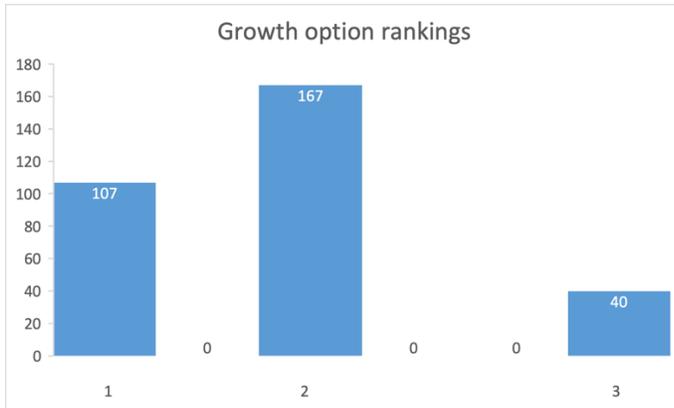
Transit priorities

Survey respondents were asked to rank the three options in order of preference. The Growth through Consolidation option was ranked highest most often while the Growth option was also ranked as the first choice frequently but ranked highest less often than the Growth through Consolidation option. The Current Funding option had the fewest number one rankings and was most frequently ranked as the second or third choice. The survey results indicate support for improved transit in Everett. The results do not, however, show there is a clear sense of how people prefer to see that occur.

While these outcomes indicate some preference for the Growth through Consolidation option, there was clear support for both the Growth through Consolidation and the Growth options with no statistically clear preference for one option versus the other. The Growth through Consolidation option was ranked second the least of the three options, by a substantial margin. This indicates that survey respondents have a very polarized view of this option: they are either very favorable or very unfavorable to this option without much opinion taking a middle-ground position. While the comments offer some insight into the essential causes of this disparity, this is clearly a place where the Growth through Consolidation option needs further development to clarify issues such as fares, paratransit service levels, local decision-making, and Community Transit's role and organization as a county-wide public transit agency. Even with clarification around the Growth through Consolidation option, the project team anticipates there will continue to be strong feelings among a subset of respondents against this option due to perceptions of what it means to live in Everett and less to factors related to transit service levels. In essence, a sentiment that some of Everett's community identity would be lost if the city no longer provides transit service.

The following graphics show overall rankings for each option.





Open-ended comment themes by option

Survey respondents were asked to explain their reason for how they ranked the three options via an open-ended comment. Themes from this question are outlined below. Among the themes from public comment, some misconceptions were identified:

- A perception all transit fares would increase under the Growth through Consolidation option.
- A perception Community Transit is a for-profit entity and as a result structures service and fares to maximize profit.

Current funding

- 11.6% of respondents who preferred the Current Funding option indicated some **opposition to tax increases** and noted an increased inability to pay taxes during a pandemic.
- Some respondents in this category suggested **raising fares to fund transit improvements**.

Growth option

- 24.6% of respondents who preferred the Growth option expressed concern that the City of Everett would have **less control over decision-making and local service** under the Growth through Consolidation option.
- Some **opposition to raising taxes**, although relatively less than for those who ranked the Current Funding option first.

- Some respondents indicated an **overall preference for Everett Transit** as an agency compared to Community Transit.

Current or Growth options

- Sentiment that merging with Community Transit (Growth through Consolidation option) would result in **reduced paratransit service and service in underserved areas**.
- Among respondents in this category, there were suggestions to use **current funding more efficiently** (e.g. spend more on direct transit service costs instead of personnel not directly involved in running transit service).
- Concern the project materials were **biased towards the Growth through Consolidation** option.

Growth through Consolidation option

- 37.4% of respondents in this category noted the need for **more frequent and more widespread transit service** to accommodate current and future Everett residents.
- Sentiment that the merger would provide **better inter-regional connections and smoother transfers between agency transit systems**.
- Sentiment that consolidation would lead to **more efficient use of resources**.
- Some respondents who indicated support for increased transit funding through transit taxes suggested **funds should only be used to meet the needs of a growing community**.

Growth or Growth through Consolidation options

- Support to increase transit funding to **maintain Paratransit service**.
- Some respondents suggested divesting from car use and **investing more in transit service**.
- Some respondents indicated concern for ensuring **affordable fares for low-income and underserved groups**.

Open-ended comment themes among Everett and Community Transit riders

While Everett and Community Transit riders responses to the open-ended comment themes were consistent with overall responses, the following trends were identified:

Everett Transit respondents:

- Everett Transit riders were more likely than Community Transit riders and overall respondents to perceive a merge as disadvantageous to Everett residents because of an assumed decrease in local service and decision-making power.
- Everett Transit riders were less likely than Community Transit riders and overall respondents to perceive a merge would provide better service compared to other options.

Community Transit riders

- Community Transit riders were less likely to oppose raising transit sales taxes.
- Community Transit riders were more likely to perceive a merge as advantageous.

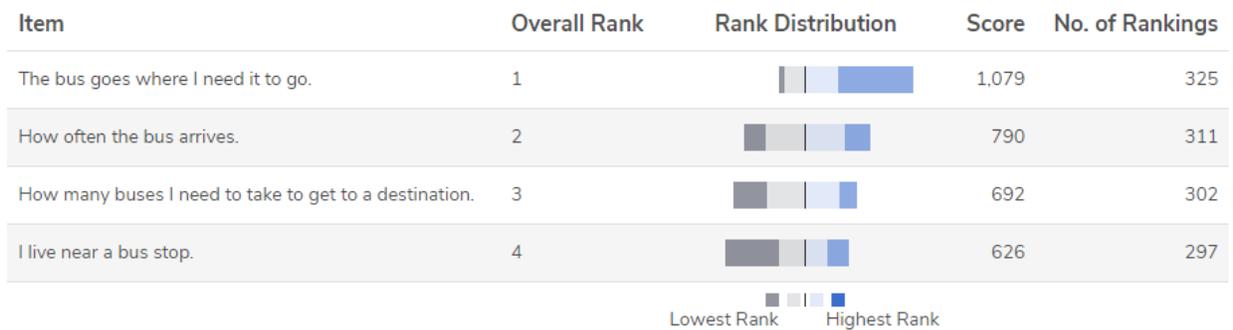
Transit use priorities

Survey respondents were asked to rank issues of most importance when they take or consider taking the bus. Responses to this question are shown in Figure 6.

- Respondents ranked “The bus goes where I need it to go” as a top priority.

- “How many buses I need to get to a destination” was less important to respondents than the frequency of buses (“How often the bus arrives”) and whether the bus reaches their intended destination (“The bus goes where I need it to go”).
- Respondents ranked “I live near a bus stop” as least important.

Figure 1. Ranking of transit use priorities



Future transit priorities

Survey respondents were asked to rank issues of most important to them about future transit service in Everett, as shown below in Figure 7. The most important issues were being within walking distance of transit service, access to more jobs, and ease of transit use to for local/regional travel. These results indicate that having greater access to transit and more places to travel to via transit may be more important than frequency of service and speed of implementation.

Figure 7. Ranking of future transit service characteristics by importance

	Very important	Somewhat important	Not important	Responses
More people are within walking distance of transit service. Count Row %	266 64.6%	109 26.5%	37 9.0%	412
Everett residents have access to more jobs. Count Row %	256 62.1%	127 30.8%	29 7.0%	412
It is easier to use transit to travel between Everett and places outside Everett. Count Row %	251 60.9%	100 24.3%	61 14.8%	412
Fares are affordable. Count Row %	239 57.7%	136 32.9%	39 9.4%	414
Buses come more often. Count Row %	210 51.7%	157 38.7%	39 9.6%	406
Buses operate earlier in the morning and later at night. Count Row %	189 45.9%	158 38.3%	65 15.8%	412
Buses operate on Saturday and Sunday. Count Row %	227 55.5%	143 35.0%	39 9.5%	409
Spending more for transit improvements so that they can happen faster. Count Row %	190 46.2%	134 32.6%	87 21.2%	411

Transit use

Survey respondents were asked to indicate their level of transit use prior to the public health crisis. 38.5% of respondents used public transit often, 35.9% used it sometimes, 13.7% used it rarely or never use it but know people who do, and 12% rarely or never use public transit. In Phase 1, respondents were asked the same question but provided with different response options, as shown in Table 9 below.

Table 9. Level of transit use prior to COVID-19 public health crisis

Transit usage	Phase 1	Phase 2
I use public transit often	39.8%	38.5%
I use public transit sometimes	n/a	35.9%
I rarely or never use public transit	n/a	12%
I rarely or never use public transit but know people who do	35.6%	13.7%
Public transit is my only means of transportation.	12.9%	n/a
I rarely or never use public transit and I don't know anyone that does.	11.7%	n/a

Service use

During both phases of outreach survey respondents were asked what service(s) they use (Table 10). The greatest percentage of respondents noted they use Everett Transit (72.3% in Phase 1; 71.6% in Phase 2).

Table 10. Transit service(s) used

Service use	Phase 1	Phase 2
Everett Transit bus	72.3%	71.6%
Community Transit bus	69.9%	64.7%
Paratransit	8.1%	7.3%
Other public transit (e.g., Sound Transit Express, Sounder, Skagit Transit)	52.4%	48.2%

TECHNICAL WORK OVERVIEW

Following the preliminary phase of outreach, the project team developed an approach for assessing the transit service that Everett residents would receive under each of the three potential future transit service options. This information was presented to the [Everett City Council in January 2021](#). The goal of this technical work was to quantify the quality, amount, and distribution of service for Everett residents. During the secondary phase of outreach, the project team shared the technical assessment with the public to allow community members to understand the impacts of each option and provide informed feedback.

For each option, the project team built a financial plan that could be sustained at the tax rate for each option through at least 2040, assuming future conditions for revenue and expenses remain similar, to what has happened historically. From that financial framework, a detailed transit network was constructed for each option.⁶ important to note that the September 2020 (post pandemic) service plan for CT and ET was used as a baseline for the technical work. The networks contain services provided by Community Transit, Sound Transit, and Everett Transit. The Everett Transit team built the Everett Transit portions of each option and the Community Transit team built the Community Transit portions of each network. The Sound Transit network is the same in all three options and was built in collaboration with Sound Transit. The consulting team evaluated the networks with Everett Transit and Community Transit staff.

It is important to emphasize that Everett Transit and Community Transit staff developed the prototype networks for the three options based on a series of goals and objectives within financial, implementation, and milestone frameworks, prior to community outreach and feedback. Although the networks constructed for each option highlighted potential future service provision goals, they served only as examples to support an understanding around options for future transit service. They were not designed as precise future service plans. As such, gathering community input was valuable for understanding community sentiment about the options based on how they perform from a rider perspective.

The comparisons presented to contrast the options are what could be possible as opposed to what will actually occur. The primary focus of public outreach around these options was to understand community sentiment about the different future transit scenarios.

See [Appendix H](#) for the presentation to the Everett City Council from which the online outreach was drawn.

⁶ The September 2020 (post pandemic) service plan for CT and ET was used as a baseline for the technical work.

APPENDICES

[Appendix A: Fact sheet](#)

[Appendix B: Poster](#)

[Appendix C: Media advertisements](#)

[Appendix D: Earned media](#)

[Appendix E: Social media and Facebook Live event](#)

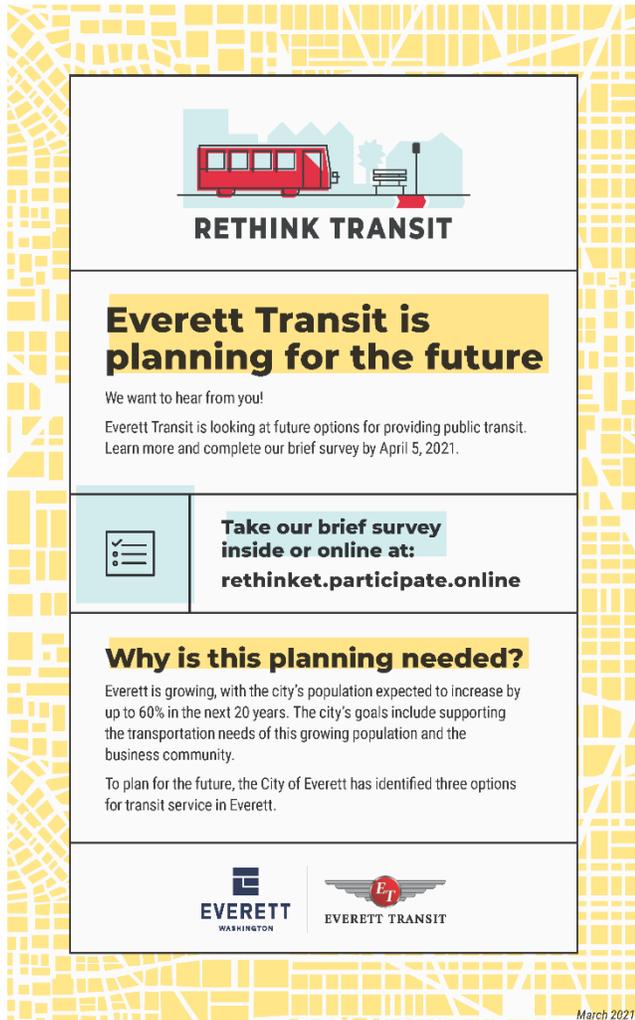
[Appendix F: Online open house and survey](#)

[Appendix G: Online open house analytics](#)

[Appendix H: Rethink Transit Presentation to Council](#)

Appendix A: Fact sheet

Project fact sheets with attached surveys were provided on Everett Transit buses through the month of March 2021. 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, Spanish, and Russian.



RETHINK TRANSIT

Everett Transit is planning for the future

We want to hear from you!

Everett Transit is looking at future options for providing public transit. Learn more and complete our brief survey by April 5, 2021.

Take our brief survey inside or online at:
rethinket.participate.online

Why is this planning needed?

Everett is growing, with the city's 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 the business community.

To plan for the future, the City of Everett has identified three options for transit service in Everett.

March 2021

What are the three options?



Current Funding

Keeping current transit funding would:

- Slowly restore some of the Everett Transit service cut during the COVID-19 pandemic.
- Would not provide enough revenue to keep up with growing jobs and population in Everett.
- Maintain the current local transit tax rate of 0.6%.



Growth

Choosing this option would:

- Provide moderate growth in transit service within the City of Everett over a ten-year period.
- Increase frequency of local bus service; expand operating hours in the mornings, evenings, and on weekends; and expand access to jobs in Everett.
- Increase the current local transit tax rate by 0.3%, resulting in a new transit tax rate of 0.9%.



Growth through Consolidation

Choosing this option would:

- Provide the greatest amount of transit service within two years and merge Everett Transit with Community Transit, the regional transit agency.
- Increase bus routes and frequency of bus service; expand access to jobs for Everett residents; reduce walk time to bus stops; and expand operating hours in the mornings, evenings, and on weekends.
- Improve access to transit in Everett and connections to nearby Snohomish County.
- Increase the current transit sales tax by 0.6%, resulting in a new transit tax rate of 1.2%.

Help shape the future of transit

Take our brief survey on the next page or online at rethinket.participate.online.



 EverettTransit.org  [@EverettTransit](https://www.facebook.com/EverettTransit)  ETmail@everettwa.gov  425.257.7777

Rethink Transit Phase II survey

Share your feedback on the transit options the City of Everett is considering by taking a few minutes to complete our survey. Your comments will remain anonymous and will be shared with Everett City Council as they evaluate an approach for future transit service.

Transit priorities

1. How would you rank the three options based on their importance to you?
1 being most important, 3 least important.
 Current funding Growth Growth through consolidation

2. Please share why you chose this ranking and any comments you have about the options.

3. Please rank what is most important to you when you take or consider taking the bus.
1 being most important, 4 least important.
 How often the bus arrives.
 The bus goes where I need it to go.
 I live near a bus stop.
 How many buses I need to take to get to a destination.

4. What is most important to you about future transit service in Everett?	Very important	Somewhat important	Not important
a. More people are within walking distance of transit service.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
b. Everett residents have access to more jobs.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
c. It is easier to use transit to travel between Everett and places outside Everett.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
d. Fares are affordable.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
e. Buses come more often.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
f. Buses operate earlier in the morning and later at night.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
g. Buses operate on Saturday and Sunday.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
h. Spending more for transit improvements so that they can happen faster.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

5. Choose the phrase that best describes your use of public transit before COVID-19:
 I use public transit often.
 I use public transit sometimes.
 I rarely or never use public transit.
 I rarely or never use public transit but know people who do.

If you use public transit, what service(s) do you use (select all that apply):
 Everett Transit bus Community Transit bus Paratransit
 Other public transit (e.g., Sound Transit Express bus, Sounder train, Skagit Transit)

Continued...

Demographic questions

1. What is your residential zip code?
 98201 98202 98203 98204 Other _____

2. What is the zip code, name, or cross street of your work, school or a place you frequently travel to in Everett? Please provide only one frequently travelled to location in Everett.

3. Race/Ethnicity (select all that apply)
 Asian, Native Hawaiian, or Pacific Islander American Indian or Alaska Native
 Black or African American (not of Hispanic origin) Hispanic/Latino
 White (not of Hispanic origin)
 Other (please specify) _____
 Prefer not to answer

4. What languages are regularly spoken in your home? Select all that apply.

- Arabic Chinese (Cantonese and/or Mandarin)
 English German
 Korean Mon-Khmer, Cambodian
 Russian Spanish
 Tagalog Ukrainian
 Vietnamese Other (please specify) _____
 Prefer not to answer

5. Your age:
 Under 18 18-24 25-29 30-34 35-49 50-64 65 or older
 Prefer not to answer

6. Gender:
 Male Female Non-binary, gender non-conforming, or other
 Prefer not to answer

7. What was your annual household income in 2020?
 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
 Prefer not to answer

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

Thank you for taking the time to complete the survey!

Please put your completed survey in the box on an Everett Transit bus or mail to:
 3201 Smith Ave., Ste. 215, Everett, WA 98201

March 2021

Tear here

Tear here

Appendix B: Poster

Project posters were distributed in early March at high-traffic public spaces such as transit facilities, grocery stores, and outlets that provided ORCA card refills. Posters were distributed in English, Spanish, and Russian.

Reconsideración del Transporte Público

¿Queremos saber qué piensa de esto! Everett Transit está buscando opciones futuras para la provisión de transporte público. Obtiene más información y complete nuestra breve encuesta antes del 5 de abril de 2021.

Responda nuestra breve en el autobús o en línea en: go.participate.online/rethinktransit-input

¿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 el soporte de las necesidades de transporte de esta creciente población y de la comunidad comercial. Para planificar para el futuro, la ciudad de Everett ha identificado tres opciones para el servicio de transporte público en Everett.

¿Cuáles son las tres opciones?

Financiamiento actual - Si se mantienen los fondos de transporte público actuales:
 • Se podría restaurar lentamente parte del corte del servicio de Everett Transit durante la pandemia de COVID-19.
 • No se podría contar con suficientes ingresos como para responder al aumento de empleos y población en Everett.
 • Se podría mantener la tasa impositiva de tránsito local actual del 0,6%.

Crecimiento - Si se selecciona esta opción:
 • Se podría proveer un crecimiento moderado en el servicio de transporte público dentro de la ciudad de Everett durante un periodo de diez años.
 • Se podría aumentar la frecuencia del servicio de autobuses locales; ampliar las horas de funcionamiento en las mañanas, tardes y fines de semana y ampliar el acceso a puestos de trabajo en Everett.
 • Se podría aumentar la tasa del impuesto de transporte público local actual en un 0,3%, lo que resultaría en una nueva tasa de impuesto de transporte público del 0,9%.

Crecimiento por medio de consolidación - Si se selecciona esta opción:
 • Se podría proveer la mayor cantidad de servicios de transporte público en dos años y fusionar Everett Transit con la agencia de tránsito regional Community Transit.
 • Se podrían aumentar las rutas y la frecuencia del servicio de autobuses; se podría ampliar el acceso a puestos de trabajo para los residentes de Everett; se podría reducir el tiempo que lleva caminar hasta las paradas de autobuses y se podrían ampliar las horas de funcionamiento en las mañanas, tardes y fines de semana.
 • Se podría mejorar el acceso al transporte público en Everett y a las conexiones con el cercano Condado de Snohomish.
 • Se podría aumentar la tasa del impuesto de transporte público local actual en un 0,6%, lo que resultaría en una nueva tasa de impuesto de transporte público del 1,2%.

Ayúdenos a conformar el futuro del transporte público
 go.participate.online/rethinktransit-input

EverettTransit.org
 @EverettTransit
 ETInfo@everettwa.gov
 425.257.7777

RETHINK TRANSIT

Мы хотим узнать ваше мнение! Everett Transit рассматривает возможности развития сети общественного транспорта. Узнайте больше и пройдите наш короткий опрос до 5 апреля 2021 г.

Заполните наш небольшой опрос в автобусе или онлайн на сайте go.participate.online/rethinktransit-input

Почему это планирование необходимо?
 Everett растет, ожидается что в течение следующих 20 лет количество горожан возрастет на 60%. Одним из целей города является удовлетворение связанных с транспортом потребностей растущего населения и делового сообщества. В рамках планирования на будущее в Everette выделены три возможности развития городской сети общественного транспорта.

В чем заключаются эти три возможности?

Текущее финансирование - Поддержание текущего финансирования сети общественного транспорта:
 • Обеспечит постепенное восстановление некоторых услуг Everett Transit, в которые повлияла пандемия COVID-19.
 • Приведет к медленному снижению для уровня мировых потребностей растущего населения и увеличивающейся плотности населения.
 • Обеспечит поддержание размера ставки налогового обложения местной транспортной сети (0,6%).

Развитие - Выбор этой возможности:
 • Обеспечит умеренное развитие сети общественного транспорта города Everett на протяжении десяти лет.
 • Обеспечит повышение частоты курсирования местной автобусной, увеличение количества рабочих часов в утром, вечерах и выходные, улучшение доступности к рабочим местам в Everett.
 • Приведет к повышению размера ставки налогового обложения местной транспортной сети на 0,3%, в результате чего новая ставка налогового обложения транспортной сети составит 0,9%.

Развитие путем консолидации - Выбор этой возможности:
 • Обеспечит рост количества услуг в рамках транспортной сети в течение двух лет, сливая Everett Transit с региональной транспортной организацией Community Transit.
 • Обеспечит рост количества автобусных маршрутов и частоты курсирования, улучшение доступа к рабочим местам для жителей Everett, сокращение пешего расстояния между остановками; увеличение количества рабочих часов в утром, вечерах и выходные.
 • Улучшит доступ к общественному транспорту в Everett, а также реконструирует сообщение с соседним округом Snohomish.
 • Приведет к повышению ставки налога с оборота местной транспортной сети на 0,6%, в результате чего новая ставка налогового обложения транспортной сети составит 1,2%.

Помогите сформировать будущее транспортной сети
 go.participate.online/rethinktransit-input

EverettTransit.org
 @EverettTransit
 ETInfo@everettwa.gov
 425.257.7777

Appendix C: Media advertisements

The City placed digital advertisements in five local and regional publications through March with a link to the online open house.

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) 568-3735
• Pastor Janalee Kurtz
2400 Lake Ave, Snohomish
Traditional Worship 10:00 am

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

Appendix D: Earned media

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

- The Urbanist, “[Everett Transit Mulling Merger with Community Transit to Sustain Service Growth](#)” (March 16, 2021)
- Snohomish County Tribune, “[Input sought on Everett Transit’s future](#)” (March 24, 2021)
- The Herald, “[Everett Transit: Stay the same, grow, or merge and grow?](#)” (March 29, 2021)
- Q13 Fox News, “[Taxpayers to decide fate of Everett Transit](#)” (April 1, 2021)

The screenshot shows the top of a HeraldNet article. The navigation bar includes 'Menu', 'Search', and 'Subscribe Today'. The main image is a red and white bus. Below the image is the headline 'Everett Transit: Stay the same, grow, or merge and grow?' and a sub-headline 'An online open house and survey explore how bus service should evolve — and how much it will cost.' The author is Ben Watanabe, dated Monday, March 29, 2021. The article text begins with 'Convenience, cost, frequency and range are at the heart of questions the City of Everett is asking in an online survey about the future of bus and para-transit programs. The questions gauge each factor's importance for Everett Transit as part of a years-long "Rethink Transit" process. The survey is up through April 5.'

The screenshot shows the top of a The Urbanist article. The navigation bar includes 'MAGAZINE SECTIONS', 'EVENTS', 'NEWSLETTERS', 'ABOUT', 'SUPPORT US', and 'CONTACT'. The main image is a red bus with the text 'RETHINK TRANSIT' overlaid. Below the image is the headline 'Everett Transit Mulling Merger with Community Transit to Sustain Service Growth' and the author 'By Stephen Fessler - March 16, 2021'. The article text begins with 'A merger of Everett Transit with the large countywide provider Community Transit is still on table. That option was first formally proposed last summer by the agency when the "Rethink Transit" process began, but had been floated as a possibility before. The proposal is meant to provide an option for significant service growth in the city and better integration across jurisdictional boundaries. Neither could be achieved by the agency on its own. Everett Transit has long operated as a city transit agency, primarily in the city limits of Everett and predating its county counterpart Community Transit. For decades, there was a real benefit of the transit agency operating on its own. But as the county and Everett have grown, Everett Transit's field of usefulness has far outgrown its useful purpose to the serious detriment of the people it is supposed to serve.'

Appendix E: Social media and Facebook Live event

Throughout March 2021, 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 March 25.

Everett Transit updated their cover photo. March 8 at 4:59 PM · 🌐

Everett is planning for future transit! Learn more and share your thoughts with us by visiting our online open house >> <https://rethinket.participate.online/>



7 1 Comment 6 Shares

Like Comment Share

Everett Transit March 16 at 3:00 PM · 🌐

To plan for the future, the City of Everett has identified three funding options for transit service in Everett: Current Funding, Growth, and Growth through Consolidation.

Watch our short video to see how these options will affect your transit experience and visit the link below to complete our survey and share your thoughts.

Video: <https://www.youtube.com/watch?v=NDjluWR3rek...> [See More](#)



YOUTUBE.COM
Rethink Transit: Options

6 4 Shares

Like Comment Share

Everett Transit was live. March 25 at 12:59 PM · 🌐

Thank you joining us to discuss Phase Two of the Rethink Transit Study, led by the City of Everett with support from Everett Transit and Community Transit. This study is looking at three options for future transit service in Everett and we're asking for public input on these options.

Joining the livestream will be Everett Transit's Director, Tom Hingson, Operations Manager, and Community Transit's Director of Planning and Development, Roland Behee, to share important informa... [See More](#)



Rethink Transit: Phase two [Send Message](#)

22 29 Comments 5 Shares

Like Comment Share

Appendix F: Online open house and

survey

The online open house launched on Monday, March 8 and closed at the end of the business day on Monday, April 5. The online open house included detailed project information, electronic versions of project materials, and a survey for the public to provide comments and feedback.



Overview

We want to hear from you!

Thank you for taking part in Rethink Everett Transit, a planning effort that is helping the City of Everett plan future transit service.

[Watch our short video](#) [Share your feedback](#)

In 2020, we reached out to the community to understand priorities for planning the future of transit in Everett. Since then, we conducted a technical analysis of three options for transit service in Everett. On this site you can learn more about the analysis and [share your feedback on these options](#) in our survey. Your feedback will be shared with Everett City Council as they evaluate an approach for future transit service.

Project timeline

- 2018**
 - Long-Range Plan adopted
- 2019**
 - Workshops on future transit options
- Spring - Summer 2020**
 - City begins process to evaluate transit options
 - Public outreach conducted to gather feedback on transit values
- Summer - Fall 2020**
 - City conducts technical analysis of transit options
 - Public outreach conducted to gather feedback on future transit options
 - Results of public outreach and technical analysis shared with City Council
- Fall 2020 - Winter 2021**
 - City continues technical analysis of transit options
- Spring - Summer 2021 (We are here)**
 - Public outreach conducted to share transit funding options assessment
 - Results of public outreach and technical analysis shared with City Council for further deliberation and consideration

Español Tagalog
Русский Tiếng Việt

Why is this planning needed?

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

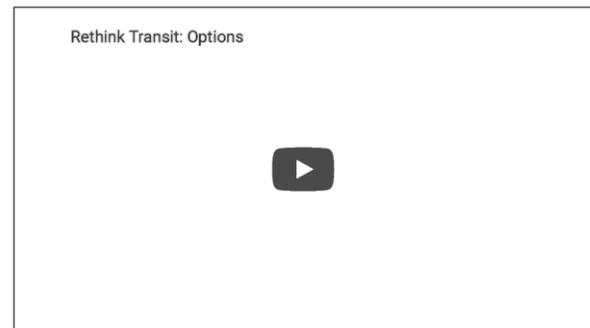
To help accommodate growth, the Everett Transit Long-Range Plan was finalized in 2018. The plan defined objectives for Everett's transit planning through 2040. Everett Transit engaged more than 2,000 community members during the development of the plan.

Since the adoption of the Everett Transit Long Range Plan, it has become clear that the current transit funding will cover operational costs, but will not allow for significantly improved transit service that will support the growing population and jobs in Everett. Improving transit as the city grows provides important benefits across the community, even to people who do not use transit often but know someone who depends on it.

What is Everett Transit considering?

To plan for the future, the City of Everett has identified three funding options for transit service in Everett: Current Funding, Growth, and Growth through Consolidation.

Watch our short video to see how these options will affect your transit experience and then take our survey below to [share your thoughts](#).



Transit options

Future transit service options



CURRENT FUNDING

Service impacts: This option will allow Everett Transit to slowly restore some of the service cut during the COVID-19 pandemic, but would not provide enough revenue to grow service beyond what existed pre-COVID-19. This option will:

- Allow Everett Transit to pay operating and capital costs and make some small service improvements.
- Not allow Everett Transit to keep up with growing jobs and population in Everett.

Service improvements will happen slowly within the next ten years. The service level provided by mid-March 2021 will remain the service level for several years into the future.

Funding sources: This option would maintain the current local transit tax rate (currently 0.6%, or 6 cents on a \$10 taxable purchase). If Everett experiences significant economic growth, which could spur more sales tax revenue, it may allow for more small improvements in transit services.



GROWTH

Service impacts: This option will provide moderate growth in transit service within the City of Everett within a ten-year period. The improvements will:

- Increase frequency of local bus service.
- Expand operating hours in the mornings, evenings, and on weekends.
- Expand access to jobs within Everett for Everett residents.

The moderate increase in funding for this option means these service improvements would occur gradually, as Everett Transit expands its fleet, facilities, and workforce to provide more service. However, the funding level for this option would limit the ability of the transit system to provide adequate service for Everett residents as the city grows. The local service improvements under this option within the next ten years will be similar to the improvements achieved in the Growth through Consolidation option in two years.

Funding sources: To implement this option, the local transit sales tax (0.6%) would be increased by 0.3% (3 cents on a \$10 taxable purchase) to reach a total local transit sales tax of 0.9% (9 cents on a \$10 taxable purchase). Increasing the local transit sales tax requires approval by Everett voters and is the maximum allowable to Everett Transit under current state law.



GROWTH THROUGH CONSOLIDATION

Service impacts: This option will involve merging Everett Transit with Community Transit, the regional transit provider. The option will provide the greatest amount of transit service throughout the city and its neighborhoods, expanding access to transit for the largest number of Everett residents, as well as improving service into nearby Snohomish County areas. The improvements will:

- Increase bus routes and frequency of bus service.
- Expand access to jobs for Everett residents.
- Reduce walk time to bus stops.
- Expand operating hours in the mornings, evenings, and on weekends.

Service improvements will be significant within the first two years. Service provided by the merged transit agency would shorten transit travel times, reduce riders' need to transfer, and integrate transit services between Everett and other parts of Snohomish County. These improvements would require that voters approve the City of Everett joining the Community Transit service area.

Funding sources: To implement this option, the current local transit sales tax (0.6%) would be increased by 0.6% (6 cents on a \$10 taxable purchase) to reach a total of 1.2% (12 cents on a \$10 taxable purchase) in Everett. This is because state law requires the transit sales tax levied by Community Transit to be uniform throughout the service boundaries of Community Transit.

Survey

Share your feedback on the transit options the City of Everett is considering by taking a few minutes to complete our survey.

If you haven't already, [check out our short video](#) where we explain how these options will affect your transit experience. Your comments will remain anonymous and will be shared with Everett City Council as they evaluate an approach for future transit service.

Having trouble viewing the survey? [View stand-alone survey.](#)

Share your feedback! 

Transit priorities

1. How would you rank the three options based on their importance to you?

Drag items from the left-hand list into the right-hand list to order them.

- Current funding
- Growth
- Growth through consolidation

2. Please share why you chose this ranking and any comments you have about the options.

3. Please rank what is most important to you when you take or consider taking the bus.

Drag items from the left-hand list into the right-hand list to order them.

- How often the bus arrives.
- The bus goes where I need it to go.
- I live near a bus stop.
- How many buses I need to take to get to a destination.

4. What is most important to you about future transit service in Everett?

	Very important	Somewhat important	Not important
More people are within walking distance of transit service.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Everett residents have access to more jobs.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easier to use transit to travel between Everett and places outside Everett.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fares are affordable.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buses come more often.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buses operate earlier in the morning and later at night.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Buses operate on Saturday and Sunday.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Spending more for transit improvements so that they can happen faster.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

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

- I use public transit often
- I use public transit sometimes
- I rarely or never use public transit
- I rarely or never use public transit but know people who do

Demographic questions

To help us best address community needs, please take a minute to tell us about yourself. This information will remain anonymous.

6. What is your residential zip code?

- 98201
- 98203
- 98204
- 98208
- Other:

7. What is the zip code, name, or cross street of your work, school or a place you frequently travel to in Everett? Please provide only one frequently travelled to location in Everett.

8. 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:

9. What languages are regularly spoken in your home? Select all that apply.

- Arabic
- Chinese (Cantonese and/or Mandarin)
- German
- Korean
- Mon-Khmer, Cambodian
- Russian
- Spanish

- Tagalog
- Ukrainian
- Vietnamese
- English
- Other:
- Prefer not to answer

10. Age:

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

11. Gender:

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

12. What was your annual household income in 2020?

- 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

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

Submit

Learn more

Project materials:

- [Rethink Transit Facebook Live](#) (March 25, 2021)
- [Presentation slides from Everett City Council meeting](#) (January 2021)
- [Recording of Everett City Council meeting](#) (January 2021)
- [Fact sheet - English](#) (March 2021)
- [Poster - English](#) (March 2021)
- [Poster - Spanish / Español](#) (March 2021)
- [Fact sheet - Russian / Русский](#) (March 2021)
- [Poster - Russian / Русский](#) (March 2021)
- [Small Poster - Russian / Русский](#) (March 2021)
- [Fact sheet - English](#) (May 2020)
- [Fact sheet - Spanish / Español](#) (May 2020)
- [Poster - English](#) (June 2020)
- [Poster - Spanish/Espanol](#) (Junio 2020)
- [Rethink Transit Facebook Live](#) (June 17, 2020)
- [Presentation - Rethink Transit overview](#) (July 2020)
- [Rethink Transit Phase 1 Final Report](#) (July 2020)

Contact us

Please contact us if you have any questions:

Email: ETmail@everettwa.gov

Phone: [425-257-7777](tel:425-257-7777)

Website: everetttransit.org



EVERETT TRANSIT

Share this site with others

Protected by reCAPTCHA

[Privacy](#) - [Terms](#)

participate.online
powered by EnviroIssues

Copyright ©2021 [EnviroIssues](#)



RETHINK TRANSIT

Appendix G: Online open house analytics

The online open house received 1,289 unique visitors and over 433 completed surveys. The project team tracked traffic source, device used, visitor location, average session duration, as shown below.

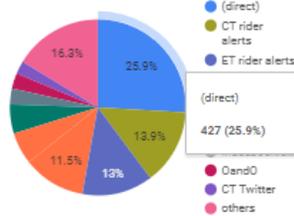
Sessions
1,647

Users
1,289

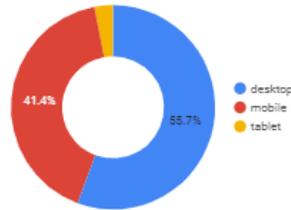
Avg. Session Duration
00:03:09

Bounce Rate
27.44%

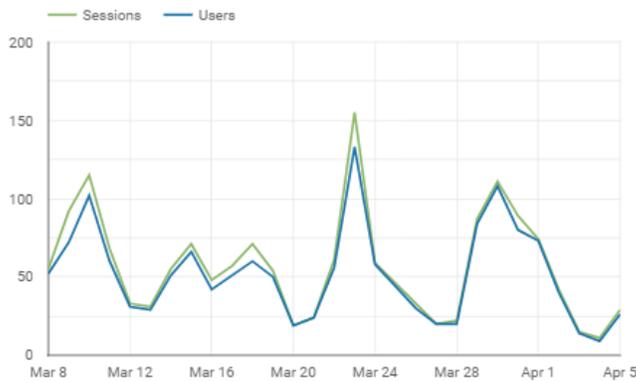
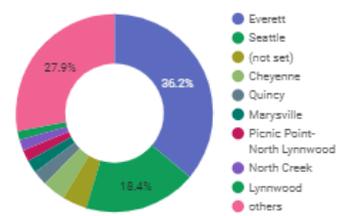
Traffic Source



Device



Visitor Location



Sections Reached	Total
1. Overview	2,603
2. Transit options	2,318
3. Survey	1,841
4. Learn more	427
5. end of page	221
6. Visión general	4
7. Opciones de tránsito	2
8. 民意调查	2
9. 概述	2

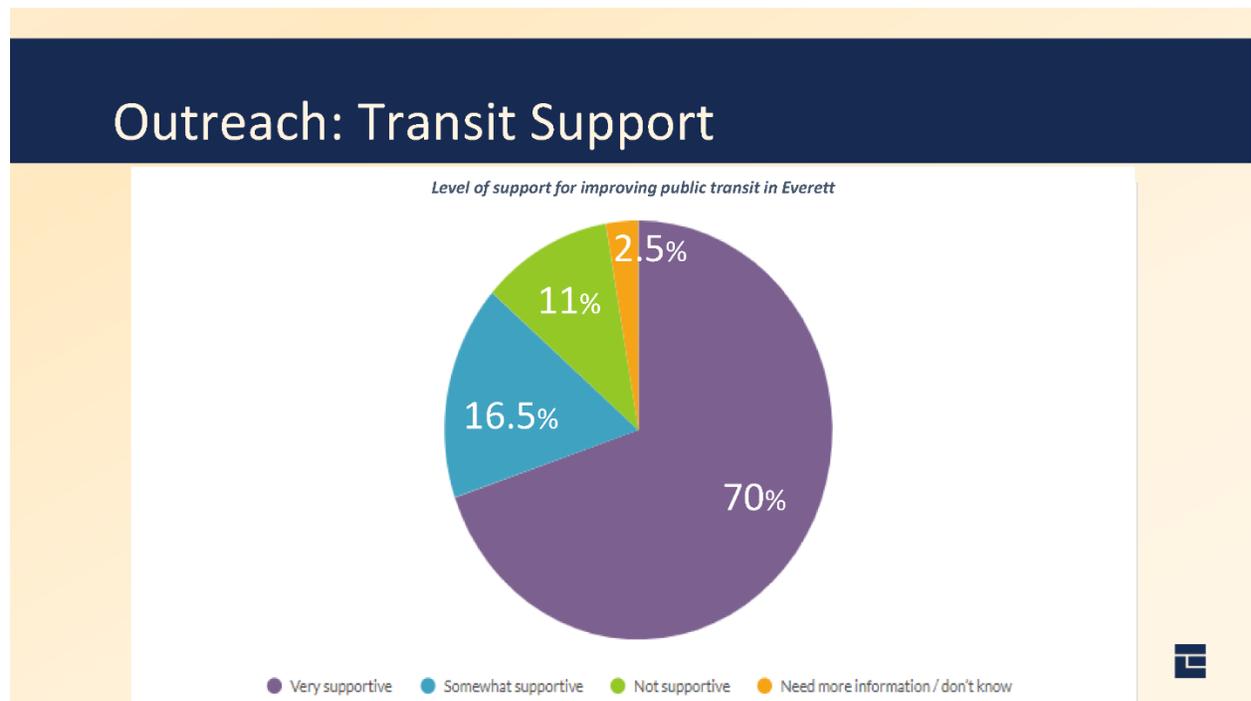
1 - 12 / 12 < >

Appendix H: Presentation to Everett City Council

The project team presented project updates to the Everett City Council on January 27, 2021. Following this presentation, preparation for public outreach began. The presentation slides are shown below.

Rethink Transit Update

Presentation to Everett City Council
January 27, 2021



Key Questions

- Why does consolidation with Community Transit increase the transit sales tax rate in Everett?
- How will the options influence local accessibility and regional connectivity?
- How does local versus regional decision-making differ between the options?



Options

- **Current funding**
 - Maintain transit sales tax at 0.6%
 - Option if other options are not pursued or fail to gain voter approval
- **Growth**
 - Ballot to increase transit sales tax from 0.6% to 0.9%
- **Growth through Consolidation**
 - Ballot to annex Everett Transit into Community Transit
 - Effect: increased transit sales tax from 0.6% to 1.2%

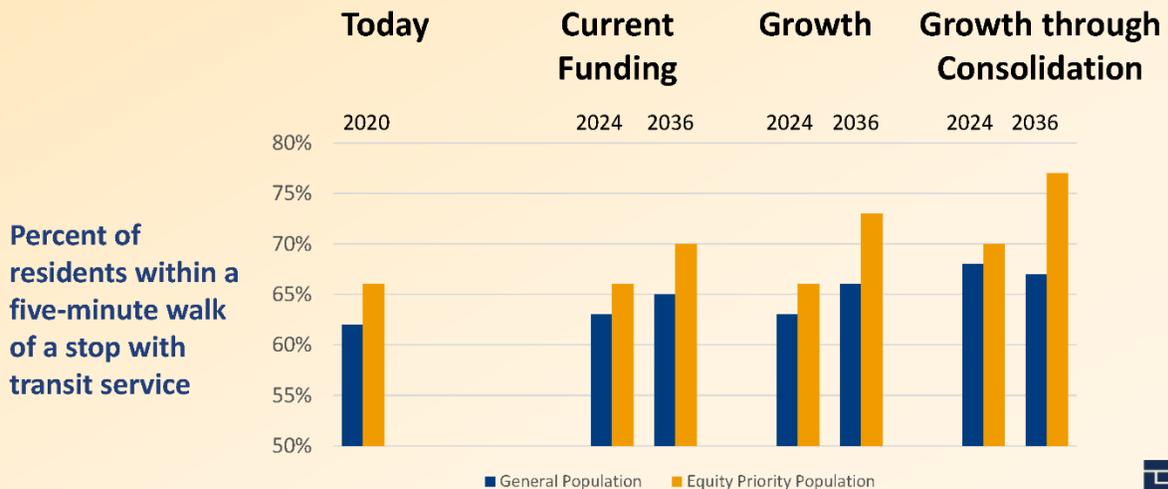


Transit Option Milestones

- **Today**
 - Based on September 2020 service levels
- **2024**
 - Corresponds with Lynnwood Link light rail opening
 - About one year after a new sales tax is assumed to be effective
- **2036**
 - Intended to assess transit network with Link light rail extended to Everett

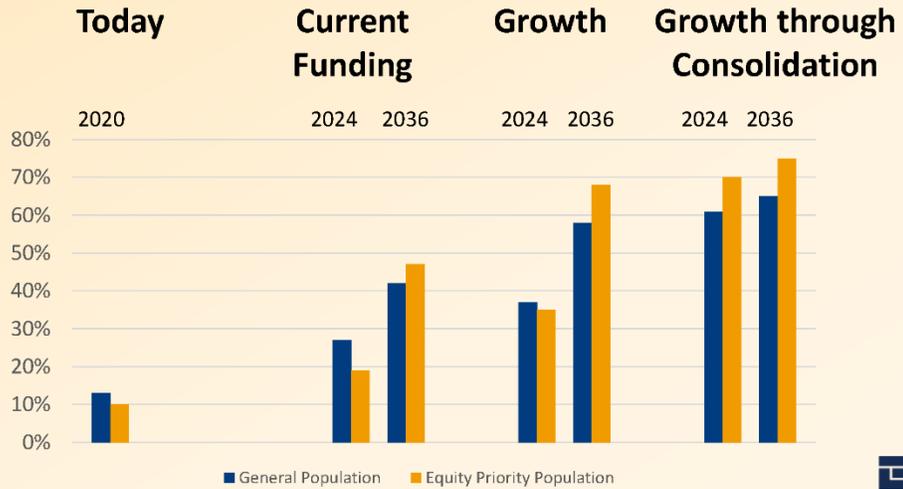


Access to Transit Service



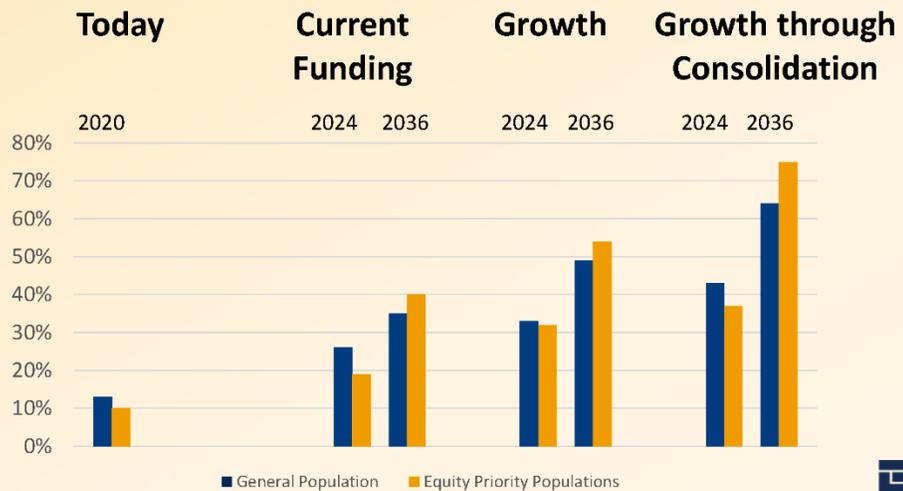
Access to Useable Transit Service

Percent of residents within a five-minute walk of a stop with "Useable Transit"



Access to High-Quality Transit Service

Percent of residents within a five-minute walk of a stop with "High-Quality Transit"



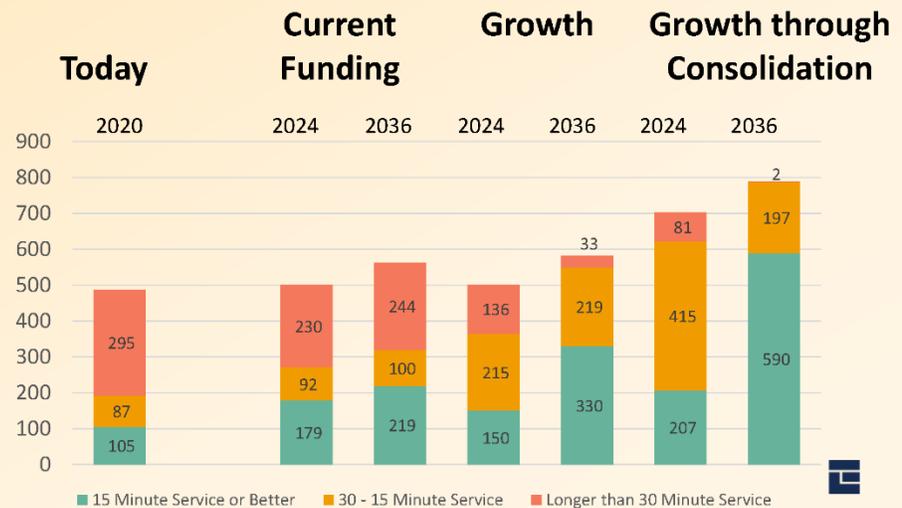
Access to Transit Frequency - Peak

Total number of Everett bus stops by service frequency



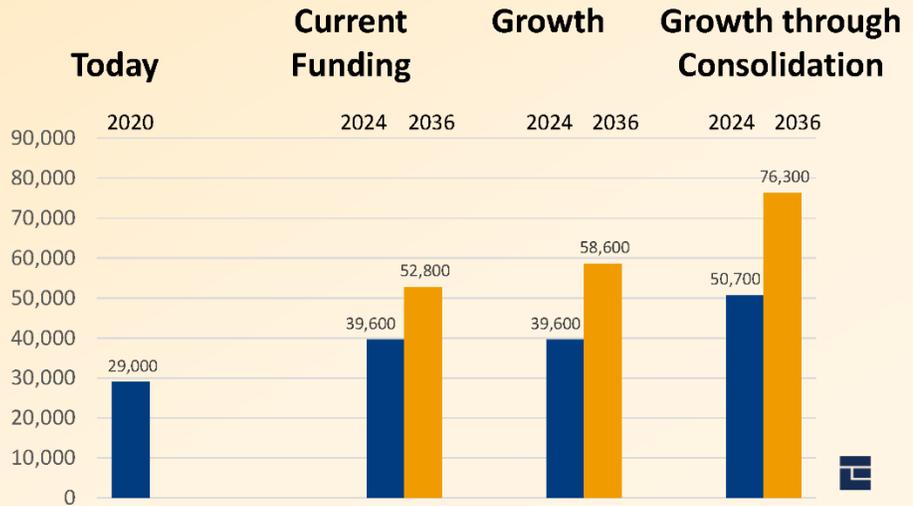
Access to Transit Frequency - Midday

Total number of Everett bus stops by service frequency

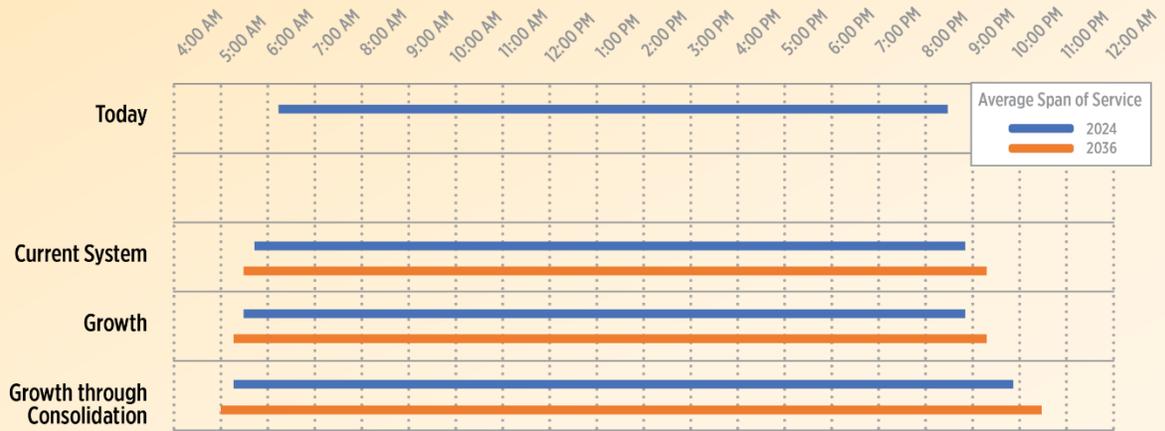


Access to Jobs

Average number of jobs available to an Everett resident within a 30-minute transit ride



Hours Service is Provided





Jamaal

- Lives near Silver Lake
- Running an errand at Mill Creek Town Center

Approx. 10 Minutes

1 Transfer

Route Frequency

Current Funding

Growth

Growth through Consolidation

Transit Travel Time



Transfers



Frequency





Jessica

- Lives near Silver Lake
- Has class at Everett Community College at 1:00 p.m.

Approx. 10 Minutes

1 Transfer

Route Frequency

Current Funding

Growth

Growth through Consolidation

Transit Travel Time



Transfers



Frequency



Jacob

- Lives in Delta neighborhood and works at Everett Mall
- Traveling home from work at 10:00 p.m.

Approx. 10 Minutes

1 Transfer

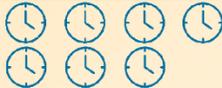
Route Frequency

Current Funding

Growth

Growth through Consolidation

Transit Travel Time



Transfers



Frequency

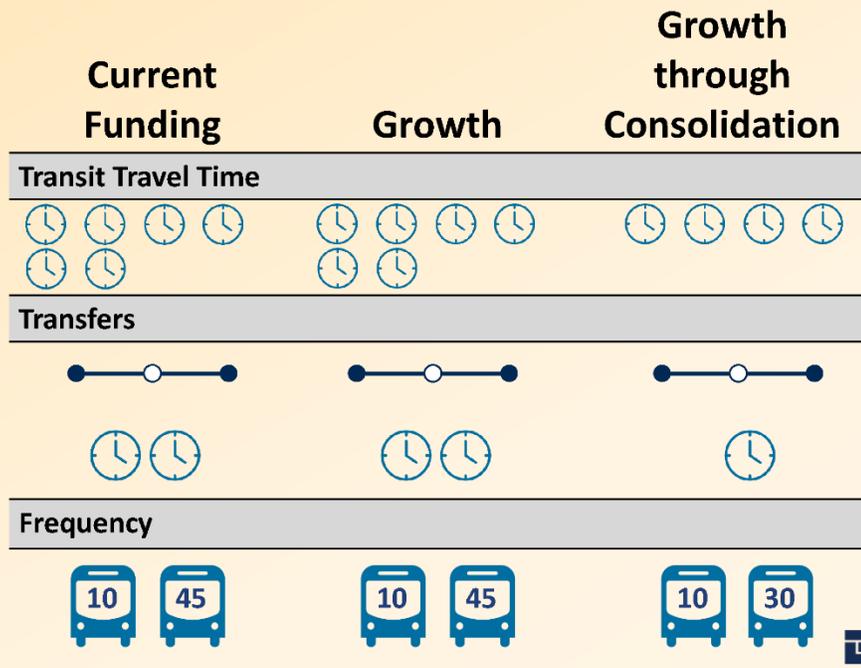




Jamie

- Works in Mill Creek Town Center
- Runs an errand after work to Everett Mall

- Approx. 10 Minutes
- 1 Transfer
- Route Frequency



DISCUSSION

Next Steps

- Outreach
 - Late February, into March of 2021
- Report back to Council
 - Late March or early April of 2021

