

RapidRide I Line Community Engagement Summary

Final design: 60 percent: March 2021–February 2022

Last updated: March 31, 2022

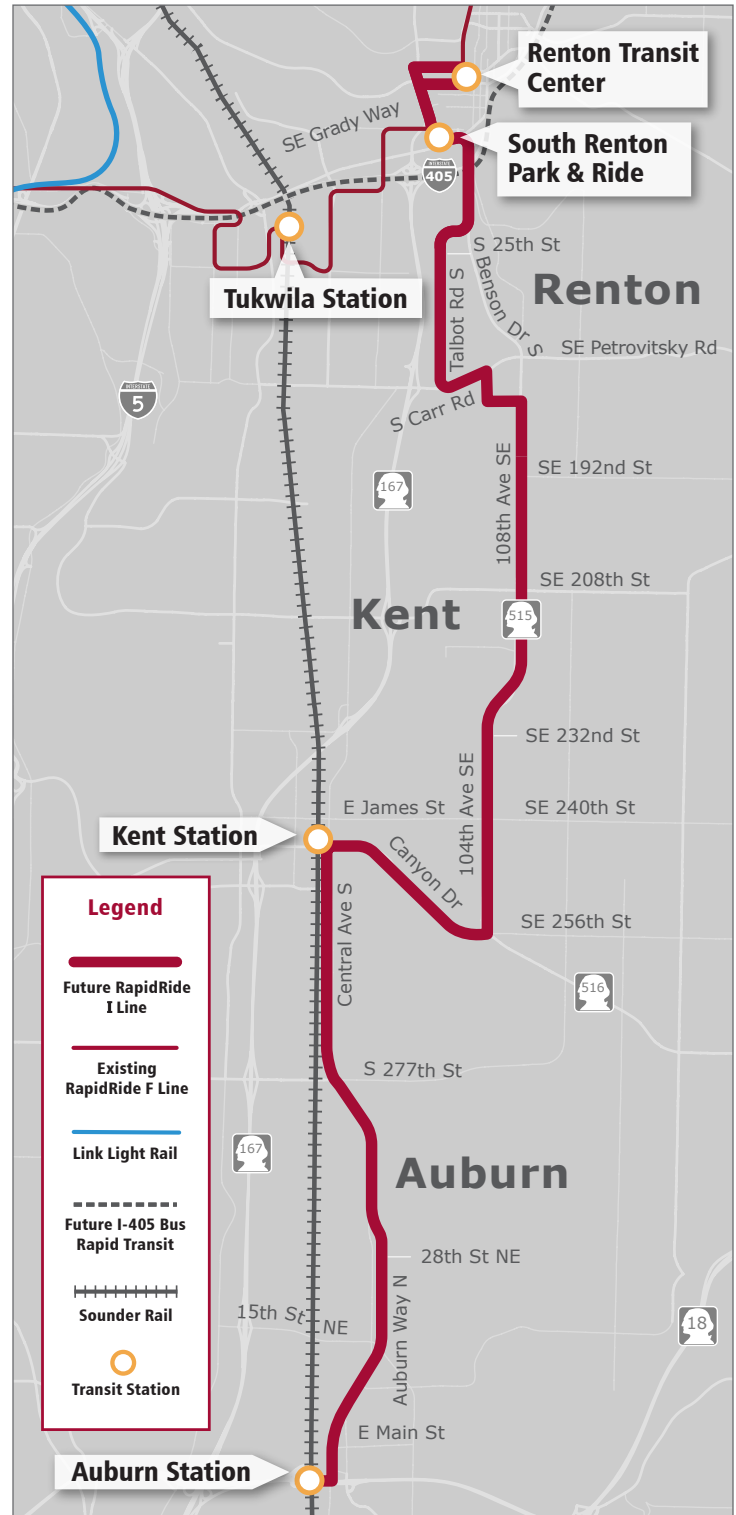
Executive Summary

Background

King County Metro is working to connect Renton, Kent, Auburn, and the surrounding areas with high-quality, frequent, and reliable bus service. RapidRide I Line will upgrade the current Route 160, which runs between Renton and Auburn, passing through Kent. Throughout the COVID-19 pandemic, Route 160 continues to be a top ridership route. Metro is working to improve King County transit access and reliability from a system-wide perspective; the RapidRide I Line is one element of a larger approach to improve bus access in south King County.

Inclusive community engagement approach

Just as community engagement shaped early planning, Metro is working to listen and gather input from community members during the final design process. At the 60 percent completion milestone in November 2021, Metro launched an online open house website in simplified Chinese, English, Russian, Spanish, and Vietnamese to report how they incorporated public input from previous project phases into design plans, share refined station locations and gather feedback on station features. Metro continued to engage with property owners, community-based organizations, and businesses to introduce the project and encourage participation, including having interpreters or multi-lingual staff to engage them as needed. Metro communicated anticipated benefits RapidRide I Line will bring to the community.



Inclusive community engagement approach (continued)



Culturally relevant media advertising in five languages*



Multilingual online open house in five languages*



Community partner engagement



Social media outreach



Flyers posted in local businesses

**Simplified Chinese, English, Russian, Spanish, and Vietnamese*

	facebook / Instagram	twitter
Impressions – The number of times the posts were on a screen.	42,006	11,461
Engagement – The number of times people engaged with the post through reactions, comments, shares, views and clicks.	1,103	161
Reach – The number of people who saw the post at least once. (Reach is different from impressions, which may include multiple views of the posts by the same people. Facebook/Instagram estimates this metric; Twitter does not provide it.)	28,175	N/A
Link clicks – The number of times a link is clicked and redirected.	734	45

Throughout the RapidRide I Line 60 percent final design engagement process, Metro mailed postcards to 48,026 addresses and reached out to 75 businesses and 38 community-based organizations along the RapidRide I Line route. Metro worked with community-based organizations and businesses to share information about the RapidRide I Line online open house, and project updates at the 60 percent design phase. Between January 28 and February 20, Metro posted multiple times on social media, including Facebook/Instagram and Twitter, about the opportunity to weigh in on the project through the online open house.

Social media metrics indicate that Twitter posts had 161 engagements, while Facebook posts had over 1,000 engagements. Metro purchased space in three Chinese print publications and two Vietnamese print publications. Metro placed advertisements in English to three online publications, two Spanish online publications, two traditional Chinese online publications, and one Vietnamese online publication.

Community feedback overview



Community members shared feedback with Metro in several ways during the 60 percent final design phase, including comments on the online open house, through emails, in one-on-one conversations, and on social media.

Most community members shared comments related to station locations, safety at stations and on the bus, station features, Metro operations and service, bike infrastructure, access to bus stations, and transit accessibility. Throughout final design, community members asked Metro to prioritize safety and accessibility of RapidRide I Line bus stations and service.

The RapidRide I Line 60 percent final design online open house remained open to public comment from Friday, January 28, through Sunday, February 20, just over three weeks. Throughout that time, 1,248 community members visited the online open house, an increase of 69 percent from the 30 percent design phase, which experienced only 856 online open house visitors. Community members shared 55 comments with Metro during this time – an increase of 55 percent from the previous phase. While most community members submitted feedback through the online open house website, some community members sent direct emails, and others commented on social media posts with their feedback.



Next steps

Throughout this project, community engagement has influenced Metro’s development of the RapidRide I Line route, projects to include speed and reliability, projects to improve access, station locations, and station design. As the project moves to the 90 percent design completion milestone, Metro will report back to the community about how their priorities and 60 percent design feedback are reflected in the design. Metro will reach out to route neighbors, businesses, and local community organizations to share expectations ahead of station construction.