

Swift Gold Line

Phase 2 Engagement and Research Summary



Updated Nov. 21, 2025

Table of Contents

Executive Summary	1
Overview	1
Engagement by-the-numbers	1
Who we reached	1
What we heard	1
What's next?	2
Community Engagement	3
Online open house	3
Community Transit webpage	3
That Transit Show	3
Digital ads	3
Community-based organization (CBO) partnerships and events	4
Briefings and presentations	5
Internal communications with Community Transit staff	5
Route 201/202 bus schedule ads	6
Sidewalk decals	6
Peachjar.....	6
Public notice.....	6
Rack card.....	6
Email updates	7
Community events	7
Social media	8
Media	10
Webinars.....	10
Mailing.....	10
Equitable engagement	10
Engagement survey	12
Results overview	12
Quick poll	12
Q&A	13
Research	13
Respondents	13
Appendices	
Appendix A: Swift Gold Line Phase 2 Communications and Engagement Plan	13
Appendix B: In-Person Event Summaries.....	13

Appendix C: Phase 2 Engagement Survey Results.....	13
Appendix D: Research Survey Results.....	13

Executive Summary

Overview

Community Transit conducted Phase 2 community engagement on the Swift Gold Line from **Sept. 4 – Oct. 2, 2025**. Community Transit hosted an online open house, including a survey, to share information and gather input on proposed station locations and bus lane options. In addition, Community Transit conducted research through a scientific survey on Swift Gold Line from July 13-20, 2025.

Engagement by-the-numbers

626 total engagement survey responses and comments and 500 research responses		
Online Open House  <ul style="list-style-type: none"> 8,133 views 4,681 visitors 550 surveys 28 quick poll 	Briefings  <ul style="list-style-type: none"> 14 businesses and community organizations 10 State and Federal elected officials 4 neighborhood meetings 	Video and Ads  <ul style="list-style-type: none"> 719 That Transit Show views 102,974 impressions on Google ads
Postcards and Emails  <ul style="list-style-type: none"> 24k+ postcards to residents within 0.5 mi 500+ business postcards Email updates to businesses, community organizations, and riders 	Events  <ul style="list-style-type: none"> 668 conversations at 21 community events/ presentations 	Partnerships  <ul style="list-style-type: none"> 4 paid partnerships with community organizations 210 surveys gathered

Who we reached

The communications and engagement tactics helped Community Transit reach community members in the project area, including equity populations. The demographic questions from the survey help showcase who responded to comments, and we reached key audiences through partnerships with community-based organizations, postcard mailings, business emails and webinars, and in-person events at libraries and in the community. The research reached voters in Arlington, Marysville, and North Everett.

What we heard

Overall across the engagement and research, we heard positive support for the Swift Gold Line project.

- The vast majority of respondents support the Swift Gold Line project overall, routing through Downtown Everett, and the proposed use of center-running transit-only lanes.
- Respondents reflected questions and a desire for further study in the following areas:
 - Parking on Broadway, specifically impacts to businesses and nearby residential neighborhoods.
 - Impacts to businesses in north Everett and downtown Marysville.

- Removal of the two-way center-turn lane, and how it would impact businesses and traffic safety.
- Many respondents shared enthusiasm for improvements to sidewalks, crosswalks, and the flow of traffic.
- Some respondents expressed confusion about how pedestrians will safely access the stations in the center of the roadway.
- Some respondents expressed concerns about safety and security on the Swift buses, at the stations, and for nearby neighborhoods.

What's next?

The Community Transit project team will review and consider the feedback/results of the Phase 2 engagement and research, along with evaluation of key criteria, to refine station locations and bus lane options. The community will have the opportunity to provide further input in 2026 on preliminary design and the draft locally preferred alternative.

Community Engagement

Community Transit conducted Phase 2 community engagement on the Swift Gold Line project from Sept. 4 to Oct. 2, 2025. The Swift Gold Line Phase 2 Communications and Engagement Plan (Appendix A) details the full engagement approach. The following sections detail the approach and engagement results for each tactic.

Online open house

The main method for sharing project information and gathering input was the online open house (ctgo.org/swiftgold). The online open house is hosted on the Social Pinpoint platform.

During the engagement period, the site received 8,133 views and 4,681 visitors.

The platform was actively accepting input through three methods from Sept. 4 to Oct. 2, 2025:

- **Survey (550 responses):** Gathered input on the overall project, proposed station locations, and bus lane options, as well as demographics. Took respondents 10-15 minutes to complete and included an option to enter a sweepstakes for a chance to win one of two \$200 gift cards.
- **Quick poll (28 responses):** Offered a quick, two-question option about the overall project and bus lane options for those who didn't have time or interest to complete the full survey. Took respondents approximately 3 minutes to complete.
- **Q&A (11 responses):** Allowed visitors to submit questions that were answered on the site for all visitors to see.

Details on the results are captured in the **Survey**, **Quick poll**, and **Q&A** sections below. A high-level summary is available in the **Executive summary** above.

Community Transit webpage

Community Transit created a webpage (communitytransit.org/swiftgold) to share information about the project and link to the online open house. Most tactics linked to the online open house directly, but the webpage helped drive organic traffic from the Community Transit website to the online open house.

Between Sept. 4 and Oct. 2, the webpage received the following engagement:

- Views: 494
- Engagement rate (user stays on the page for more than 10 seconds or clicks on any link): 71%

In addition, the Community Transit [news release](#) on the topic was posted to the Community Transit webpage. This page received 311 views.

52% of online open house visitors were acquired through websites; 301 visits came from the Community Transit website.

That Transit Show

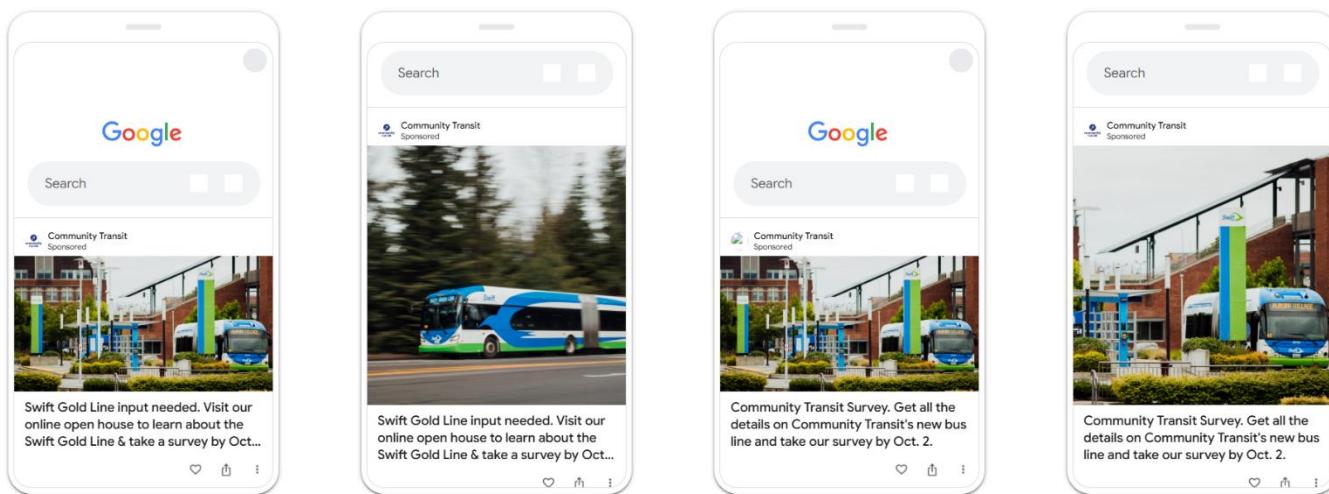
- [That Transit Show \(719 views on YouTube\)](#): On Aug. 19, Community Transit released an episode of its regular program, That Transit Show, focused on Swift Gold Line.
- [That Transit Show – Center-Running Transit-Only Lanes segment \(183 views\)](#): On Sept. 4, Community Transit promoted a shorter segment of That Transit Show focused on center-running transit-only lanes.

Digital ads

To reach a broader audience, Community Transit conducted a variety of digital ads, including:

- **YouTube ads:**
 - 60-second video

- 33,100 views
 - 18,500 unique viewers
 - 93% average percent viewed
- 3-minute video
 - 23,400 views
 - 15,200 unique viewers
 - 72% average percent viewed
- **Google search, display, and gmail ads:**
 - 102,974 Impressions
 - 5,983 Clicks
 - 4,625 Conversions
 - With 115 users hitting submit on the survey (added Sept. 15)
 - From the campaign during the engagement period, the cost per survey submit comes to \$12.89.



Community-based organization (CBO) partnerships and events

Community Transit established paid partnerships with four community-based organizations (CBOs) to help reach vulnerable populations, which resulted in 210 surveys collected. Those who completed surveys at events with these organizations received a \$20 Visa gift card.

- **Clare's Place** (Catholic Community Services of Western Washington) provides permanent supportive housing for chronically homeless and vulnerable households in 65 units in Everett.
 - Project staff collected 28 surveys on site at a tabling event on Sept. 19.
 - Clare's Place posted a flyer on community bulletin boards advertising the Sept. 19 event.
 - Clare's Place included project information in a weekly newsletter to residents.
- **Interfaith Family Shelter** operates five emergency shelter programs for families with children who are experiencing homelessness in Snohomish County.
 - Interfaith staff distributed information about the project on social media and posted a flyer on community bulletin boards.
 - Interfaith staff collected 17 surveys from their clients at various events and meetings.
- **Arlington Community Food Bank** offers essential programs (i.e., food, educational workshops, and special initiatives for children and seniors) to help those facing hunger in Arlington.
 - Arlington Food Bank staff shared information about the project on social media.
 - Arlington Food Bank staff included a project flyer in kids pack program to 800+ parents.
 - Project staff collected 135 surveys at the following events.

- Mobile Market – The Villas at Lakewood on Sept. 2: 28 surveys.
- Mobile Market – Stilly Valley Center on Sept. 9: 36 surveys.
- Mobile Market – Cedar Point Apartments on Sept. 9: 56 surveys.
- Food Bank on Sept. 12: 15 surveys.
- **Keep Dreams Alive** fosters capacity-building in communities of color, specifically the Spanish-speaking population, in the areas of wellbeing and education at all levels in Marysville and across Snohomish County.
 - Keep Dreams Alive staff shared information about the project on social media in Spanish.
 - Project staff collected 30 surveys at the following events:
 - Food Pantry on Sept. 10: 21 surveys.
 - Book Club Meeting on Sept. 30: 9 surveys.

Briefings and presentations

Project staff reached out to a variety of businesses, community organizations, and jurisdictional groups to offer briefings. 28 briefings were conducted with the following:

- **10 state and federal elected officials**
- **Countywide**
 - Snotrac North SnoCo Transportation Meeting (Aug. 5)
 - Snotrac Mid SnoCo Transportation Meeting (Aug. 5)
 - Snohomish County Tomorrow (Sept. 24)
 - Snotrac Partners Meeting (Sept. 26)
- **Everett**
 - Clare's Place (July 17)
 - Riverside Neighborhood Meeting (Sept. 9)
 - Everett Transportation Advisory Committee (TAC) (Sept. 18)
 - Northwest Neighborhood Council Meeting (Sept. 18)
 - Delta Neighborhood Council Meeting (Sept. 18)
 - Everett Council of Neighborhoods (Sept. 22)
 - Downtown Everett Association (Sept. 24)
 - Everett Chamber (Sept. 30 and Oct. 22)
 - Washington State University (WSU) Everett (May 28)
 - Everett Community College (Feb. 3)
- **Marysville**
 - Keep Dreams Alive Foundation (July 28)
 - Marysville Public Works Committee (Oct. 22)
- **Arlington**
 - Arlington Food Bank (July 25)
- **Tribes**
 - Tulalip Tribes (Nov. 10)

Internal communications with Community Transit staff

Community Transit also shared information with its employees about the Swift Gold Line, many of whom live in the project area. This included:

- Posts on Interact, Community Transit's employee communications platform:
 - Sept. 2: Letting staff know about the upcoming Swift Gold Line engagement:
 - 53 views on old platform and 11 on the new platform
 - 12 likes
 - 45 employees downloaded the Swift Gold Line Internal Q&A
 - Sept. 5: Sharing the news release:

- 62 views
- 9 likes
- 10 shares
- Presentation at All Hands meeting on Sept. 10
- An internal Q&A to help frontline staff answer questions from customers

Route 201/202 bus schedule ads

Ads were placed on the Route 201 and Route 202 bus schedules at bus stops, reaching riders of the route that is most closely associated with the Swift Gold Line route.

Swift Gold Line is coming



Sidewalk decals

Decals were placed on sidewalks along the route at key locations and high-traffic areas. The decals resulted in 303 visits to the online open house. The decals will continue to remain on sidewalks through 2026.



Peachjar

The fact sheet in English and Spanish was posted to Peachjar, a platform to share information with parents of students. The posts reached 6,918 email addresses of parents in the Marysville and Arlington School Districts, with 645 views and 34 actions. (Note: The fact sheet was flagged by the Everett School District and did not get pushed out).

Public notice

A notice was posted in the public notices section of the Everett Herald in English and Spanish on Sept. 3 and Sept. 30, letting readers know about the opportunity to give input on Swift Gold Line.

Rack card

A rack card inviting riders to learn more and give their input was shared on Community Transit and Everett Transit buses. This rack card was also used as a brochure at events.

Email updates

Community Transit maintains email lists for each route, as well as key topics. Subscribers receive emails about changes to their route(s) as well as opportunities to provide public comment. For this Swift Gold Line community engagement period, we sent the following emails:

- Sept. 5: Tell us what you think about fast, frequent bus service in North Snohomish County by Oct. 2 for a chance to win \$200*
 - 9,913 recipients
 - 22% open rate
 - 5% click rate
- Sept. 30: It's not too late to win \$200!* Tell us what you think about Swift Gold Line by Oct. 2
 - 9,878 recipients
 - 22% open rate
 - 4% click rate

[Ex]:Tell us what you think about fast, frequent bus service in North...



Community Transit <communitytransit@public.govdeli
To Chelsea Ongaro



Fri 9/5

[If there are problems with how this message is displayed, click here to view it in a web browser.](#)

[View this email in a browser](#)



Community Transit is planning for rapid population growth and increasing traffic with a new investment to move more people. Swift Gold Line will extend the popular Swift bus rapid transit (BRT) system to north Snohomish County, expanding transit capacity while maintaining capacity for cars.

The project team shared information about the project and offered a briefing to discuss further to nearly 200 contacts. These emails also provided information about how these individuals and groups could amplify the information to their communities. These contacts included:

- Quarterly newsletter to community-based organizations (CBOs) representing a variety of equity populations throughout Snohomish County: 129 contacts
- Email updates to apartment complexes in the project area, including some low-income apartment complexes: 17 contacts
- Targeted emails to CBOs in the project area representing youth, mobility groups, and equity populations: 15 contacts
- Email updates to major employment centers in the project area: 6 contacts
- Email updates to jurisdictional contacts and other transit agencies: 16 contacts
- Email updates to transportation and other advocacy organizations, including organizations that represent vulnerable populations: 14 contacts
- Email updates to 117 businesses in the downtown Everett Loop, North Everett, and downtown Marysville, inviting them to the webinar and later sharing the recording

Community events

Community Transit hosted or attended 14 community events to share information about the project and gather input about the proposed station locations and bus lane options. In total, we talked to 458 people at these events:

- Aug. 20: Marysville Farmers Market (60 engagements)
- Sept. 6: Bayside Neighborhood Bark in the Park (31 engagements)
- Sept. 7: Everett Farmers Market (71 engagements)
- Sept. 9: Riverside Neighborhood Meeting (24 engagements)
- Sept. 11: Everett Library Drop-In Session (18 engagements)
- Sept. 13: Marysville Touch-A-Truck (83 engagements)

- Sept. 13: Arlington Hispanic Heritage Festival (34 engagements)
- Sept. 15: Arlington Library Drop-In Session (17 engagements)
- Sept. 17: Marysville Library Drop-In Session (23 engagements)
- Sept. 18: Everett Transportation Advisory Committee (25 engagements)
- Sept. 18: Northwest Neighborhood Meeting (16 engagements)
- Sept. 18: Delta Neighborhood Meeting (8 engagements)
- Sept. 20: Arlington Farmers Market (28 engagements)
- Sept. 22: Everett Council of Neighborhoods (20 engagements)

Including the CBO events, we talked with 668 people in person.

What we heard

- Positive sentiment about extending service through Marysville to Arlington – with especially positive feedback from people who lived in Marysville and Arlington.
- Some apprehension about adding a center-running bus lane in Marysville, due to potential negative business impacts.
- A mix of frequency of ridership, with some people being very familiar with Swift and using it frequently, some people using it infrequently, and some people not using it at all. Some people indicated using their car for transportation, while others indicated that they rely on the bus completely for travel.
- Emphasis to have stations near important locations, like parks, recreation spaces, and grocery stores.
- Desire for faster connections to Seattle, especially for attending events in the city and getting to and from the airport.

See **Appendix B** for summaries from each event, including the CBO events.

Social media

Community Transit shared organic and boosted social posts on Facebook, Instagram, and LinkedIn. 683 online open house visitors were acquired through social media posts, which may have included Community Transit, partner organization, and CBO social posts.

Here are the details of Community Transit's social activity:

Facebook

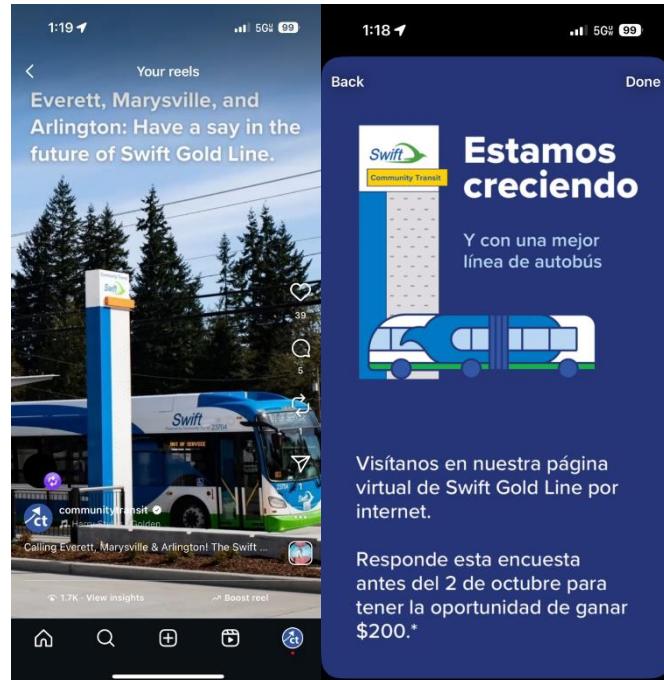
Aug. 19, 2025 – This post was boosted for a total of \$125.

- 24,775 impressions
- 20,506 total views
- 10,296 reach
- 47 reactions
- 0 comments
- 4 shares

LinkedIn

Sept. 5, 2025

- 1,025 impressions
- 64 engagements
- 6.2% engagement rate
- 1 comment
- 20 reactions
- 2 shares
- 20 likes



Instagram

Sept. 5, 2025

- 31 engagements
- 675 views
- 4.6% engagement rate (per view)
- 27 likes
- 1 comment
- 1 share
- 2 saves

What we heard

- Questions about how and if the Swift Gold Line will replace Routes 201 and 202.
- Desire to see the project completed more quickly.

Media

Community Transit shared a [press release](#) about the project and community engagement period on Sept. 5. Swift Gold Line received the following media coverage:

- [Community Transit shares more details on upcoming Gold Line](#), Everett Herald (Aug. 8, 2025)
- [Community Transit wants feedback on Gold Line options](#), Everett Herald (Sept. 8, 2025)
- [After engagement, surveys show proposed Gold Line is popular](#), Everett Herald (Oct. 27, 2025)

Webinars

Staff hosted two webinars for the business community to present information about the project and answer questions. The webinars were also recorded.

- Sept. 10: [Downtown Everett Loop Business Webinar](#) – 4 attendees, 93 recording views, 4 comments
- Sept. 11: [North Everett and Downtown Marysville Business Webinar](#) – 1 attendee, 3 recording views

Mailing

Community Transit sent a variety of mailings:

- Postcard mailed to residences and businesses within 0.5 miles of the project corridor (24,912 addresses)
- Postcard mailed to businesses in the Downtown Everett Loop and in the areas where center-running transit-only lanes are proposed in North Everett and Downtown Marysville (499)

74 postcard recipients scanned the QR code to the online open house.

Equitable engagement

Community Transit used a variety of tactics to engage with vulnerable populations in the project area. These populations include people with low incomes, people with disabilities, and people of color.

These tactics are outlined in the Communications and Engagement Plan ([Appendix A](#)) and below:

- Google Translate/Localize translation available in many languages, including Spanish, for:
 - Community Transit webpage (communitytransit.org/swiftgold)
 - 4 views in languages other than English, including Vietnamese and French.
 - Online open house (ctgo.org/swiftgold)
 - 48 views in languages other than English, including Japanese, French, Spanish, and Russian.
- Paid partnerships with four community-based organizations who engage with people experiencing homelessness, people with low incomes, and people of color, resulting in 210 surveys completed at events.
- Posts on Peachjar to reach parents of students in the Marysville and Arlington school districts in English and Spanish.



Community Transit's 209 bus departs from the Lake Stevens Transit Center at 4th St NE and Highway 9 on Thursday, April 20, 2023, in Lake Stevens, Washington. (Ryan Berry / The Herald)

[Purchase Photo](#)

Community Transit wants feedback on Gold Line options

The agency is looking for riders to share thoughts on possible station locations and the use of center-running bus lanes.

By Will Geschke
Monday, September 8, 2025 10:18am [LOCAL NEWS](#) [TRANSPORTATION](#)



EVERETT — Community Transit is seeking feedback on plans for its new bus rapid transit line set to serve north Snohomish County.

The Swift Gold Line, expected to open in 2031, will connect Everett to the Smokey Point Transit Center in Arlington, bringing new transit service to an area that's expected to see significant population growth in the coming years.

Set to become the fourth bus rapid transit line built by Snohomish County's transit agency, it's also set to be one of its most ambitious. The 15-mile route could include center-running bus lanes in both Everett and Marysville, the

- Ads on Route 201 and 202 bus schedules, reaching transit riders who are most likely to be impacted by the project and to be transit-dependent.
- Postcard mailing with details about how to access information in different languages:
 - Reaches people who are most impacted by the project, including those in the equity areas as defined by the Washington State Environmental Health Disparities Map.
 - Meets standard for Title VI requirements for communication.
 - Language block directs recipients who need information in a language other than English to call a number that will set them up with an interpreter.
- Spanish translations of:
 - Organic social media
 - Email updates
 - Fact sheet
 - Rack card
 - Blurb on the online open house
- Meeting people where they are at with digital options, in-person events, and CBO partnerships, including in the downtown Everett and Marysville equity areas.
- Email to 200+ community-based organizations representing community members from a variety of vulnerable populations.
- Direct email updates/briefing invites to key stakeholders representing vulnerable populations.

Engagement survey

550 respondents completed the engagement survey. At the end of the survey, respondents had the opportunity to enter a sweepstakes for a chance to win one of two \$200 Visa gift cards.

Results overview

Key results from the survey include:

- Respondents are supportive of the Swift Gold Line with 85% expressing favorability for the project
- There is general support for center-running, transit-only lanes with key questions about:
 - Impacts to traffic flow
 - Pedestrian safety, especially as they cross to center stations
- Stations are generally located to serve key destinations with some requests to see service to downtown Arlington, the Tulalip Casino, and other specific destinations.

Results for each survey question are detailed in **Appendix C**.

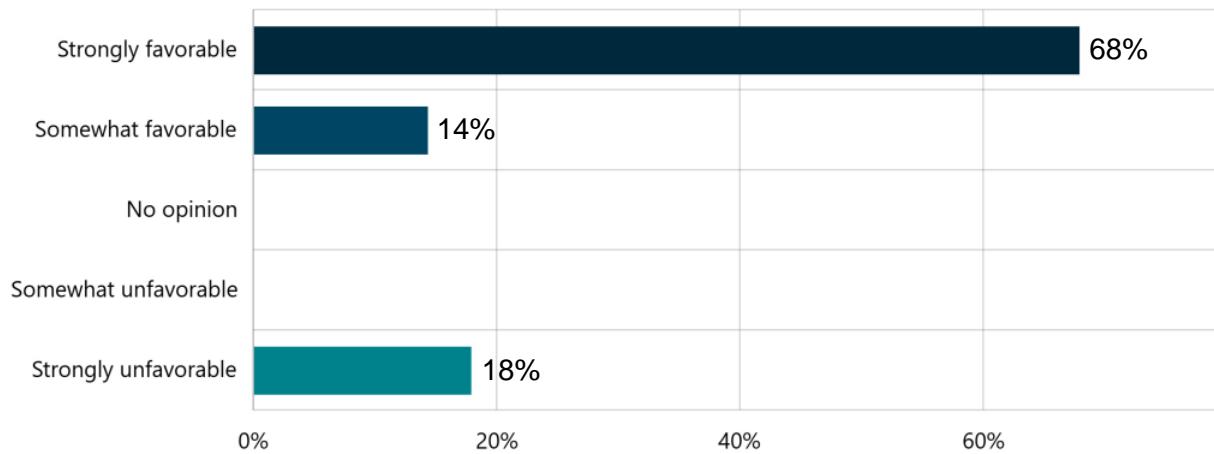
Quick poll

For those who might not have time to complete the full survey, we offered a 2-minute video and quick poll. 28 respondents completed the quick poll. Note that the quick poll encouraged visitors to take the full survey later, so there may be some duplication.

The quick poll asked two questions, the results of which are summarized below.

How favorably do you view the Swift Gold Line project? (n=28)

82% of respondents expressed a favorable view of the project.



What questions or concerns do you have about center-running transit-only lanes? (n=12)

Key themes include:

- Many respondents using the quick poll expressed concerns for pedestrian and bicyclist safety.
- Many respondents expressed concerns with the costs of the project.
- While overall support from this question was limited, these respondents generally emphasized that the project could be successful if it remains safe, accessible, and thoughtfully designed.

Q&A

The online open house included a Q&A tool. Visitors could submit a question that the project team would answer and post on the site. 11 questions were submitted by 5 contributors with 128 views.

Key question themes included:

- Asking how data, numbers, and costs referenced were determined.
- Asking how Swift Gold Line will incorporate with current service.
- Providing ideas for future Swift updates

Research

500 respondents completed the research survey, conducted by EMC Research, from July 13-20, 2025. The survey was distributed via email and text invitations with a unique link to complete the survey online. The survey took approximately 15 minutes to complete.

Respondents

The 500 survey respondents were registered voters in the study area, including:

- 100 responses from Arlington
- 275 responses from Marysville
- 125 responses from North Everett

Results overview

Key results from the research survey include:

- Traffic congestion and lack of transit are the leading transportation problems in the region.
- The vast majority (76%) say adding more transit service is a good thing, even if they don't use it.
- The vast majority (81%) have a favorable view of existing Swift lines.
- Across the three communities, the proposed Swift Gold Line is well received throughout its introduction and initial details, landing at 75% favorable.
- The concept of center-running transit-only lanes does reduce positive opinion initially, but 75% still have a positive opinion of the project after hearing all information, including nearly half (48%) who are strongly favorable.

Results for the research are detailed in **Appendix D**.

Appendices

Appendix A: Swift Gold Line Phase 2 Communications and Engagement Plan

Appendix B: In-Person Event Summaries

Appendix C: Phase 2 Engagement Survey Results

Appendix D: Research Survey Results

Appendix A: Swift Gold Line Phase 2 Communications and Engagement Plan

SWIFT GOLD LINE

Phase 2 Communications and Community Engagement Plan

Updated Dec. 9, 2025

Overview

Community Transit will share information and gather input from the community about the Swift Gold Line with a public comment period from **Sept. 4 – Oct. 2, 2025**. This plan outlines:

- Background information on Swift Gold Line, including project details and timeframe
- Communication and community engagement goals
- Audiences
- Key messages and input gathering
- Tactics and timeline
- Stakeholders

Project details

Community Transit is preparing to expand its popular Swift bus rapid transit system north from Everett to serve Marysville and Arlington with Swift Gold Line.

Project timeframe

- **2022-2025:** Scoping Study
 - **Phase 1 Community Engagement** (July 11 to Aug. 7, 2024)
 - Overview, Benefits, Vision, and Route Options (Consult)
 - **Phase 2 Community Engagement** (Sept. 4 – Oct. 2, 2025)
 - Downtown Everett Loop, Lane Options and Station Locations (Involve)
- **2025 – 2028:** Design and Environmental Review
 - **Phase 3 Preliminary Design Community Engagement** (2026)
 - Access management outreach with property and business owners
 - Center-running transit-only lane designs and impacts
 - **Phase 4 Community Engagement** (2026)
 - Draft Locally Preferred Alternative (Consult)
 - **Phase 5 Communications** (2027)
 - Locally Preferred Alternative (Inform)
- **2028-2031:** Construction
 - **Title VI Community Engagement** (2030)
 - Service change proposal for Swift Gold Line route and other route changes
 - **Ongoing construction outreach and communications**
- **2031:** Launch



- Route and proposed station locations
- Downtown Everett loop
- Center-running transit-only lane concepts
- Provide information about how Swift Gold Line will benefit the community and bus riders
- **Community engagement**
 - Foster constructive input from the community to inform:
 - Station locations
 - BRT design (i.e., TSP, BAT, center-running)
 - Garner 2,000 visits to the online open house, 400 engagement survey responses
 - Facilitate equitable participation and meaningful involvement from vulnerable populations and overburdened communities
- **Internal communications**
 - Ensure Community Transit employees, especially frontline workers, have information about the project and know where to direct community members for more information
- **Planning**
 - Meet Environmental Justice Assessment requirements

Audiences

Key stakeholders and known concerns

Stakeholder group	Known or potential concerns/interests
External stakeholder groups	
Route 201/202 riders	<ul style="list-style-type: none"> • Expanded frequency opportunities • Concerns about impacts to local stops • Concerns about land use changes and growth
Everett Transit riders	<ul style="list-style-type: none"> • Concerns about the future of local bus routes in the corridor
Other transit riders	<ul style="list-style-type: none"> • Expanded access and coverage opportunities • Expanded regional connectivity through Swift Network
Non-rider/general public	<ul style="list-style-type: none"> • Traffic impacts
Near neighbors (i.e., businesses and residences along the corridor)	<ul style="list-style-type: none"> • Traffic impacts • Construction impacts • Business/residence impacts near stations and related to center-running transit lanes impacting left-turn access
Businesses in the Downtown Loop	<ul style="list-style-type: none"> • Construction impacts • Traffic impacts • Station proximity impact on business
Jurisdictions	<ul style="list-style-type: none"> • Support to spread the word • Concern about community backlash
Media	
Prospective employees	<ul style="list-style-type: none"> • More opportunities for jobs
Internal stakeholder groups	
Frontline employees	
Other employees	
Board of Directors and elected officials	

See the Stakeholders section below for a full list of targeted groups for email updates, briefings, etc.

Socio-economic factor analysis

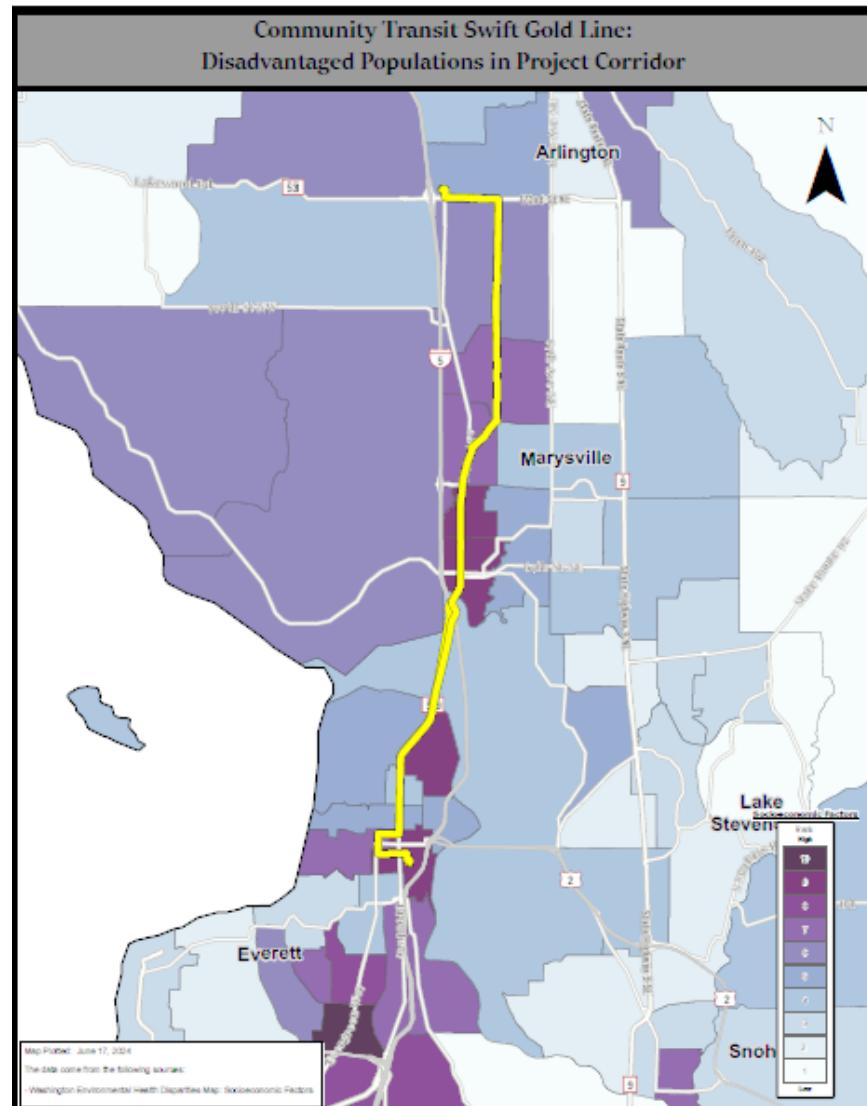
An analysis of demographic and socio-economic factors revealed the following key elements of the project area:

- Higher than the regional average number of people with low incomes and people with disabilities, as well as People of Color in the Everett portion of the corridor. (PSRC Resource Map)

In this Everett area:

 - 32% People of Color
 - 16% people with low incomes
 - 16% people with limited English proficiency
- North of Everett, average in the corridor:
 - 30% People of Color
 - 7% people with low incomes
 - 6% people with limited English proficiency
- High PSRC defined Equity areas in Everett Downtown Core, Everett along Broadway, Marysville, and North Marysville segments.

Map pulled from State HEAL Map tool (<https://doh.wa.gov/data-and-statistical-reports/washington-tracking-network-wtn/washington-environmental-health-disparities-map>)



Key messages

Overview

Everett, Marysville and Arlington are experiencing rapid population and employment growth, along with increasing traffic along all three major north-south corridors connecting the area: I-5, Highway 529, and Highway 9. To improve mobility in the corridor, Community Transit is preparing a new investment to move more people by expanding transit while maintaining capacity for cars. This solution will extend the popular Swift bus rapid transit (BRT) system north from Everett to serve Marysville and Arlington in 2031.

This new project is called Swift Gold Line, and it will join three existing BRT lines (Swift Blue, Swift Green, and Swift Orange lines). Swift BRT investments increase the speed, frequency, and reliability of bus service to approach those of rail lines, without billions in costs. Expanding BRT offers a solution that will benefit everyone, including roadway improvements benefiting cars, buses, and pedestrians alike.

Community Transit is seeking public input through Oct. 2 to help shape project plans for Swift Gold Line. Take the survey for the chance to win \$200*. This input builds on what we heard from you in 2024 and further analysis of project options

What have we learned so far?

Community Transit studied three options for designing Swift Gold Line, with select focus on high-traffic areas of Everett and Marysville:

- **Center-running transit-only lanes:** One-lane, bi-directional, center-running transit-only lanes in Marysville and one- or two-lane center-running transit-only lanes in Everett where BRT buses are isolated from regular car traffic.
- **Business Access Transit (BAT) lanes:** BAT lanes in the curbside lane where BRT buses travel along with cars making right turns.
- **Curbside in mixed traffic with TSP:** BRT buses operate in the curbside lane along with regular traffic, using transit signal priority (TSP).

Outside of these areas in Everett and Marysville, BRT buses would use a combination of BAT lanes and curbside in mixed traffic with TSP.

Careful analysis shows that the best design option for Swift Gold Line is to use center-running transit-only lanes in these areas of Everett and Marysville. Factors include:

- **Trouble with mixed traffic** – Traffic models show that when buses travel in curbside lanes with mixed traffic (cars and buses) or BAT lanes (cars turning right and buses), traffic will slow down and get worse, and only bus travel times would only slightly improve.
- **Impact on ridership and funding** – If bus travel times don't improve, models show that fewer people will ride. That would hurt the project's chances of getting the federal funding needed to build it.
- **Center-running transit-only lanes help everyone** – Center-running transit-only lanes offer a solution that will benefit everyone, no matter how they get around. This option improves traffic flow by separating buses and cars, while maintaining the current number of vehicle through-lanes. Improved intersections and traffic signals in congested areas will benefit all traffic.

As the project design process moves forward, its core objectives will be to maintain the corridor's current vehicle capacity while significantly expanding its people-moving capacity.

*Sweepstakes open to Snohomish County residents ages 18+. Survey closes 10-2-2025. Visit ctgo.org/swiftgold for terms & restrictions.

What are the details and benefits of BRT and Swift Gold Line?

<p>Swift BRT is a proven, reliable, and popular travel option already established in Snohomish County, and Swift Gold Line will bring this same level of service to northern Snohomish County.</p>	<ul style="list-style-type: none"> • Expands Snohomish County's most popular transit service, Swift BRT, into fast-growing north of the county as soon as 2031. <ul style="list-style-type: none"> • The population in Marysville, Arlington, and Everett are expected to grow by 41%, 74%, and 57%, respectively — in the next 20 years. • Swift Gold Line will be a 15-mile bus rapid transit line, connecting Everett Station with Smokey Point Transit
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	<p>Center in Arlington. Destinations along the way include downtown Marysville, the Cascade Industrial Center, downtown Everett, Angel of the Winds Arena, the future Everett outdoor event center, and Everett Community College.</p> <ul style="list-style-type: none"> • Gives you transit closer to home, with access to more destinations in Snohomish County and new connections to get you farther, on other Community Transit buses, Link light rail, and other regional transit services. • Service is fast and frequent. BRT has similarities to light rail: you don't need to consult a schedule, and digital signs display real-time information showing when the next bus will arrive. • This project requires no additional local funding or new taxes. This project will be funded by federal grants, as well as revenue from the existing Community Transit sales tax rate. Voters approved the existing sales tax rate in 2015.
<p>You get more choices for traveling in the community and the region with Swift Gold Line.</p>	<ul style="list-style-type: none"> • Swift Gold Line means more service, more connections, and greater frequency, creating flexibility and possibilities for people who travel in the northern part of Snohomish County. • You can choose to travel within your community and go to your favorite businesses and activities or go farther for special events in places like downtown Seattle. • Swift Gold Line will connect with the Link light rail extension from Lynnwood to Everett that is scheduled to enter construction in the next decade. By riding Swift Gold Line, people in Marysville and Arlington can easily access a congestion-free light rail network that eventually will stretch 116 miles, extending all the way south to Tacoma in addition to serving Seattle and Eastside locations.
<p>Swift Gold Line will improve on the current Swift system and keep traffic moving safely for everyone. That's because the proposed use of dedicated, center-running lanes for buses preserves general purpose lanes for car travel.</p>	<ul style="list-style-type: none"> • We are proposing Swift Gold Line would travel in a dedicated lane in the middle of the road for portions of the project in Everett along Broadway and Marysville along State Ave. The project will maintain the same number of general-purpose lanes for driving cars as there are today. • Center-running lanes are an even faster, safer, and more efficient BRT design, used around the world. • Everyone benefits when BRT buses use dedicated center-running lanes, rather than sharing lanes with drivers. • Buses in center-running lanes don't compete with cars in regular traffic lanes. Emergency vehicles can also use the lanes, speeding up emergency responses and increasing public safety. • This design prevents buses from causing delays or visibility problems for drivers while ensuring faster, more reliable service for bus riders. • You can get to where you're going without getting stuck behind a BRT bus since they will be in their very own lane.

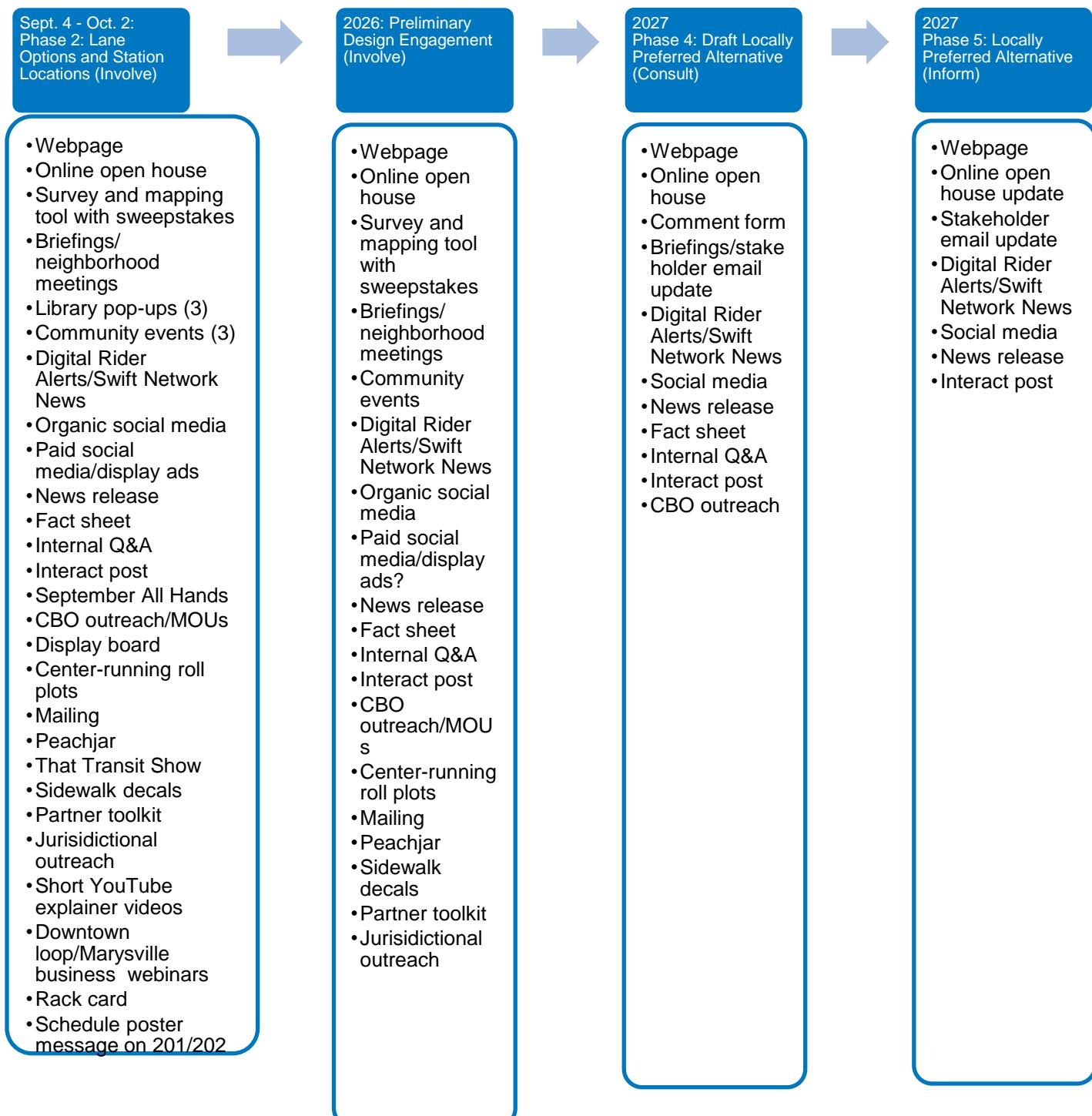
	<ul style="list-style-type: none"> • If you are driving, side streets and driveways will remain accessible on the right and on the left, there will be dedicated turn lanes at key points. • There are two designs for center-running transit-only lanes: In the first design, only one lane is built in the center of the road, and that dedicated lane would be shared by north- and southbound buses. With the second type of design, two separate lanes would be built in the center of the road for each bus to travel in different directions. In both cases, the buses are separated from other lanes of traffic that are used by cars and other vehicles.
<p>BRT offers a cost-effective way to improve transportation for you, your neighbors, and the region.</p>	<ul style="list-style-type: none"> • Swift BRT provides service for the people of Snohomish County that can approach the frequency and reliability of light rail at a greatly reduced cost. • BRT has similarities to light rail – buses arrive frequently, for example, so riders don't have to look at a schedule. • Even if you don't plan to ride the bus, BRT can make it easier for everyone to get around. That's because it offers people more choices, including the choice to try transit. Everyone who rides transit instead of driving is someone who doesn't add to rising traffic and helps control carbon emissions.
<p>The loop through downtown Everett connects you with key destinations</p>	<ul style="list-style-type: none"> • After leaving Everett Station, the route travels west on Pacific Ave, north on Hoyt Ave, and east on Everett Ave before continuing north on Broadway. This loop through downtown: <ul style="list-style-type: none"> ◦ Serves key destinations such as the Everett Public Library, the Imagine Children's Museum, and the Snohomish County District Court. ◦ Provides further transit connections to the Swift Blue Line station at Pacific/Colby. ◦ Reaches a high population and dense job centers, creating projected ridership levels needed for federal funding.
<p>Swift Gold Line is estimated to be constructed by 2031. As we plan for this service, we will continue to seek input from residents, the business community, and others who travel in Everett, Marysville, and Arlington.</p>	<ul style="list-style-type: none"> • Community members can comment on this project during the current Scoping Study for Swift Gold Line, and all plans are subject to review and refinement. • Our second phase of community engagement will take place Sept. 4 to Oct. 2, 2025. Share your input on the project, proposed station locations, and dedicated center-running BRT bus lanes. • At the end of the scoping study, Community Transit will select a preferred route and station locations, called the locally preferred alternative. The project will be further refined in environmental review and design. The community will have further opportunity to comment as more design details become available. • From construction through to operation, we expect minimal impacts to businesses, services, and their customers.

	<ul style="list-style-type: none">• Additional timeline details:<ul style="list-style-type: none">○ Phase 3 Community Engagement (2026): Give input on the preliminary design○ Phase 4 Community Engagement (2026): Give input on draft locally preferred alternative.○ Phase 5 Communications (2026): Review final locally preferred alternative.○ Environmental Review & Design will take place from 2025-2028.○ Construction will take place from 2028-2031.
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Routing

- Community Transit identified route Option B as the preliminary route for Swift Gold Line. To select this route option, we conducted a thorough evaluation that included both a technical analysis and community input collected during Phase 1 Community Engagement (Jul 11- Aug. 7, 2024).
- The community had the opportunity to provide input on three route options in Marysville: Option A, B, and C. Each route received both positive and negative comments. Option B was well received for the speed of north-south travel and for providing increased access to residential areas over Option A. Option B balances the community's interest in travel time through the corridor as well as access to both residential and commercial areas.
- The preliminary route option for Swift Gold Line would operate from Everett Station through downtown Everett via Pacific Ave, Hoyt Ave, Everett Ave, and Broadway. It then continues to State Ave in downtown Marysville, turns onto Shoultes Rd, and continues on 51st Ave NE to 172nd St NE before ending at Smokey Point Transit Center.
- This decision was also informed by a detailed analysis of key factors that included:
 - Projected ridership
 - Construction costs
 - Travel time
 - Population and employment growth
 - Accessibility to key destinations
- Route Option B balances the community's needs with long-term efficiency, directness of travel, and ensuring the best outcome for future transit users.

Tactics and timeline



Equitable engagement tactics

We will use the following tactics to reach historically disadvantaged populations, especially the equity populations outlined in the Audiences section above. These tactics will be refined through the Swift Gold Line scoping study and life of the project to better reach these communities.

- Mailing with language block
 - Reaches people who are most impacted by the project, including those in the equity areas outlined in the Audiences section above.
 - Meets standard for Title VI requirements for communication.
 - Language block directs recipients who need information in a language other than English to call a number that will set them up with an interpreter.
- Google Translate/Localize translation available in many languages, including Spanish, for:
 - CT webpage
 - Online open house
- Spanish translations of:
 - Social media
 - Fact sheet
 - Blurbs on the online open house and digital rider alerts
- Peachjar notification to schools, reaching parents of students in equity populations
- Social media ads to target those in the project area
- Meeting people where they are at with digital options, library pop-ups, and farmers markets, including in the downtown Everett, and Marysville equity areas
- Paid partnerships with community-based organizations to support sharing information and gathering survey responses from their communities, which focus on community members from a variety of vulnerable populations
- Email to 200+ community-based organizations representing community members from a variety of vulnerable populations
- Direct email updates/briefing invites to key stakeholders representing vulnerable populations (see Stakeholders section below)

Community-Based Organization engagement

One tactic we will use to reach historically disadvantaged populations will be partnering closely with Community-Based Organizations (CBOs). We will partner with four CBOs in the service area to share information about the Swift Gold Line and gather survey feedback. CBOs and survey participants will be compensated for their support. CBOs will receive between \$700 - \$3,500 depending on level of involvement. In-person survey participants will receive a \$20 Visa gift card. The four CBOs and outreach plans include:

- Clare's Place (Catholic Community Services of Western Washington) in Everett
 - Tabling event on site to distribute and collect surveys
 - Share project flyer and survey on community bulletin boards
 - Include project information and survey in weekly newsletter to residents
- Interfaith Family Shelter in Everett
 - Staff to distribute and return surveys from residents at various events
 - Share information about the project on social media
 - Share project flyer and survey on community bulletin boards
- Arlington Food Bank in Arlington
 - Share information about the project on social media
 - Provide project flyer in kids pack program to 800+ parents
 - Tabling event on site at food bank to distribute and collect surveys
 - Tabling at three mobile market events to distribute and collect surveys
- Keep Dreams Alive in Marysville

- Share information about the project on social media
- Tabling event on site to distribute and collect surveys
- Tabling event at one book club to distribute and collect surveys

Downtown Loop, Downtown Everett, and Downtown Marysville business engagement

In order to share information and gather input from businesses along the route for the downtown loop through Everett and businesses in Marysville, we will use targeted tactics, including:

- Focused question in the online open house survey about the downtown loop
- Specific postcard mailer, inviting them to:
 - Give input on the online open house
 - Attend a drop-in session at the Everett Public Library/Marysville Library
 - Attend a webinar or watch the recording to ask questions
- Webinar presentation and Q&A (live and recorded)
- Email invite to webinar and follow-up email with recording
- Partner toolkit and flyer to share information with their customers
- Offer to meet for a briefing for key businesses in this corridor

In-person and online engagement

Online open house and survey

- When: Sept. 4 – Oct. 2, 2025
- Where: Social Pinpoint, engage.communitytransit.org/swiftgold (ctgo.org/swiftgold)



Webinars

- Swift Gold Line Downtown Everett Loop Business Webinar
 - What: Webinar to introduce the project, share specifics about the downtown loop, and answer questions. The webinar will be recorded and emailed to businesses.
 - When: Wednesday, Sept. 10, 8:30-9:30 a.m.
 - Where: <https://us02web.zoom.us/j/86948841019>
 - Staffing: Frank, Chelsea
- Swift Gold Line Downtown Marysville and Everett Business Webinar
 - What: Webinar to introduce the project, share specifics about center-running transit-only lanes in downtown Marysville and Everett, and answer questions. The webinar will be recorded and emailed to businesses.
 - When: Thursday, Sept. 11, 8:30-9:30 a.m.
 - Where: <https://us02web.zoom.us/j/84385367464>
 - Staffing: Frank, Chelsea

That Transit Show

- What: Regular CT program. This month's will focus on Swift Gold Line with:
 - An interview with Morgan McGrath, BRT Manager, about the project
 - A "remote segment" highlighting center-running transit-only lanes
- When: Aug. 19 with promotions into September
- Where: Uploaded to YouTube and promoted on social channels, including different cuts of the show highlighting different portions.

Pop-ups and other events

- Library pop-ups
 - Everett Public Library Main Branch, Thursday, Sept. 11, 5:45-7:45 p.m.

- Arlington Library, Monday, Sept. 15, 3-5 p.m.
- Marysville Library, Wednesday, Sept. 17, 4-6:30 p.m.
- Neighborhood Meetings
 - ~~Port Gardner Neighborhood Meeting, Monday, Sept. 8, 7 p.m.~~ (CANCELLED)
 - Riverside Neighborhood Meeting, Tuesday, Sept. 9, 6:30-8 p.m.
 - Northwest Neighborhood Council Meeting, Thursday, Sept. 18, 6:30 p.m.
 - Delta Neighborhood Meeting, Thursday, Sept. 18, 6:30 p.m.
 - Everett Council of Neighborhoods Meeting, Monday, Sept. 22, 4-5:30 p.m.
- Tabling
 - Marysville Farmers Market, Wednesday, Aug. 20, 10 a.m. – 2 p.m.
 - Bayside Neighborhood Bark in the Park, Saturday, Sept. 6, 11 a.m. – 2 p.m.
 - Everett Farmers Market, Sunday, Sept. 7, 10:30 a.m. – 3 p.m.
 - Marysville Touch-A-Truck, Saturday, Sept. 13, 10 a.m.- 1 p.m.
 - Arlington Hispanic Heritage Festival, Saturday, Sept. 13, 5 p.m.
 - Arlington Farmers Market, Saturday, Sept. 20, 10 a.m.- 2 p.m.

See Asana for a detailed workback plan and deliverables.

Stakeholders

The following table identifies stakeholders for email updates and invites for in-person or online briefings. This list captures those most impacted by the project, as well as vulnerable communities and populations.

Stakeholder group	Category	Lead	Type	Materials	Timing
Multi-family and HOAs					
Cedar Point Apartments, Arlington	Near neighbor, low income	Christina(Ryan)	Email update with request to amplify online open house, offer to attend any meetings they might have	Partner toolkit, fact sheet	During engagement period (Sept. 4 – Oct. 2)
Centennial Park Apartments					
Park77 Apartments					
The Outpost Apartments					
The Villas at Arlington					
Four Corners Apartments					
Camelot Apartments					
Axis Apartments,					
Riverview Apartments, Everett					
Skotdal Real Estate (Library Place)					

Stakeholder group	Category	Lead	Type	Materials	Timing
Williams Investments					
Vintage at Arlington					
South Village					
Motto Apartments					
Villas at Lakewood					
Affinity at Arlington					
Willowstone Apartments					
Gayteway at Smokey Point					
Everett Neighborhood Groups					
Bayside	Community	Christina (Presentations lead by Frank and Chelsea, with Morgan and Christina as backups)	Email update with request to amplify information and Bark in the Park Event	Event materials, toolkit, fact sheet	Sept. 6
Port Gardner			Email update to coordinate getting on agenda and request to amplify online open house, etc. Follow-up phone calls as needed	Presentation, partner toolkit, fact sheet	Sept. 8
Northwest					Sept. 18
Delta					Sept. 18
Riverside					Sept. 9
Council of Neighborhoods					Sept. 22
CBOs					
Washington Bikes	Mobility	Christina (Briefings to primarily be led by Frank (Morgan as backup) and Chelsea or Christina)	Email update with request to brief and amplify online open house, etc. Follow-up phone call to try to schedule briefing	Presentation, partner toolkit, fact sheet	During engagement period (Sept. 4 – Oct. 2)
Columbia College	Youth				
Community Foundation of Snohomish County	Vulnerable populations				
Carl Gipson Center	Vulnerable populations				
Everett Family YMCA	Vulnerable populations				

Stakeholder group	Category	Lead	Type	Materials	Timing
Clare's Place	Vulnerable populations				
Sno-Isle Libraries (Susan Hempstead and Vanesa Guiterez)	Vulnerable populations				
Stilly Valley Health Connections	Vulnerable populations				
Smokey Point Behavioral Health	Vulnerable populations				
Lakewood/Smoky Point Library	Vulnerable populations				
Everett Public Library	Vulnerable populations	Christina	Email coordination to schedule library drop-ins Follow up offer to provide 1:1 briefing via email	Event materials, partner toolkit, fact sheet	Sept. 11 drop-in
Marysville Library	Vulnerable populations				Sept. 17 drop-in
Arlington Library	Vulnerable populations				Sept. 15 drop-in
WSU Everett	Youth	Jamyang/Christina	Christina to send email update with request to brief and amplify online open house, etc. Jamyang will coordinate follow-up phone calls/emails to try to schedule briefing if they don't respond	Presentation, partner toolkit, fact sheet	During engagement period (Sept. 4 – Oct. 2)
Arlington Community Resource Center	Vulnerable populations	Jamyang/Christina			
Arlington Village Community Services	Vulnerable populations	Jamyang/Christina			
Everett Community College	Youth	Jamyang/Christina			
Downtown Loop (to be updated further based on contact list in progress)					
Skotdahl Real Estate (Library Place)	Business	Chelsea	Email update with invitation to webinar, library drop-in, and 1:1 briefing and	Presentation, partner toolkit, fact sheet	During engagement period (Sept. 4 – Oct. 2)
Imagine Children's Museum	Youth				

Stakeholder group	Category	Lead	Type	Materials	Timing
Schack Art Center	Community		request to amplify engagement		
The Elks (479)	Community		Phone call to offer 1:1 briefing Follow-up email with webinar recording		
Businesses (to be updated further based on contact list in progress)					
Cascade Industrial Center	Business	Christina	Email update with briefing request and request to amplify online open house, etc.	Presentation, partner toolkit, fact sheet	During engagement period (Sept. 4 – Oct. 2)
Arlington Airport	Business				
Aquasox Stadium					
Angel of the Winds arena	Business				
Amazon	Business				
Providence Medical Center	Business		Follow-up phone call		
Jurisdictions/Agencies (cc Jamyang)					
City of Marysville, Communications (Connie Mennie)	Government	Chelsea	Pre-meeting with jurisdictional group Email update with request to amplify online open house, etc.	Partner toolkit, fact sheet	Pre-meeting July 29 Email update Sept. 4
City of Everett, Communications and Engagement (Simone Tarver, Kathleen Baxter)	Government	Chelsea			Pre-meeting July 8 Email update Sept. 4
City of Arlington, Community Engagement (Mandy Kruger, Sarah Lopez)	Government	Chelsea			Pre-meeting July 31 Email update Sept. 4
Everett Transit (Matt Coomes)	Transit	Chelsea			Pre-meeting July 8 Email update Sept. 4
City of Everett, Jennifer Gregerson	Government	Deb			Pre-meeting July 8 Email update Sept. 4
Everett School District	Government	Chelsea	Email update with briefing	Partner toolkit, fact	During engagement

Stakeholder group	Category	Lead	Type	Materials	Timing
Marysville School District	Government	Chelsea	request and request to amplify online open house, etc. Follow-up phone call	sheet, Presentation	period (Sept. 4 – Oct. 2)
Arlington School District	Government	Chelsea			
Lakewood School District	Government	Chelsea			
Snohomish County Executive Office, Ken Kline, Alessandra	Government	Deb/Jamyang			
Snohomish County Tourism Bureau	Government	Jamyang			
Sound Transit (Erik Ashlie-Vinke)	Transit	Noah (Transit Integration)	Email update with request to amplify	Partner toolkit, fact sheet	During engagement period (Sept. 4 – Oct. 2)
Everett Naval Base		Jamyang			
Port of Everett	Government	Jamyang			
Snohomish County PUD (Brenda White)	Utility	Frank	Email update with request to amplify	Partner toolkit, fact sheet	During engagement period (Sept. 4 – Oct. 2)
Puget Sound Regional Council (PSRC)	Government	Sophie	Email update with request to amplify	Partner toolkit, fact sheet	During engagement period (Sept. 4 – Oct. 2)
City of Everett Transportation Advisory Committee	Government	Chelsea	Short update at meeting	Partner toolkit, fact sheet	During engagement period (Sept. 4 – Oct. 2) Briefing Sept. 18
Partner groups and advocacy organizations					
Economic Alliance of Snohomish County	Transportation	Jamyang	Briefing/update	Messaging	July 15 Coffee Chat
SCCIT	Transportation	Ric	Briefing/update	Messaging	
Snohomish County Tomorrow	Advocacy	Ric	Presentation	Presentation (30 min), partner toolkit, fact sheet	Sept. 24

Stakeholder group	Category	Lead	Type	Materials	Timing
Stanwood Commerce Alliance	Business	Jamyang	Briefing/update		
Downtown Everett Association (Liz Stenning and Scott Hulme)	Business	Jamyang	Briefing/update, including focused note about Downtown Loop		
Greater Everett Chamber of Commerce	Business	Jamyang	Briefing/update, including focused note about Downtown Loop		
North Sound Transportation Alliance	Transportation	Jamyang	Briefing/update		
Marysville Tulalip Chamber of Commerce	Business	Jamyang	Briefing/update		
Marysville Tulalip Chamber of Commerce, Latino Leadership Council	Business, people who speak Spanish	Jamyang	Briefing/update		
Transportation Choices Coalition	Transportation	Matthew/Jamyang	Briefing/update		
Snotrac	Transportation	Chelsea	Briefing/update		Sept. 26 Partners Meeting Aug. 5 North and Mid Subcommittees
Snohomish County CEO Roundtable Group	Government	Ric			
WSTA	Transit	Ric			
Everett Station District Alliance	Transportation	Roland			
Stilly Valley Chamber of Commerce	Business	Jamyang	Briefing/update		
Tribes					
Tulalip Tribes	Government	Jamyang	Briefing		Nov. 10

Stakeholder group	Category	Lead	Type	Materials	Timing
Sauk-Suiattle	Government	Jamyang	Briefing		
Stillaguamish Tribe	Government	Jamyang	Briefing		
Elected officials					

Appendix B: In-Person Event Summaries

Marysville Farmers Market

10345 State Ave, Marysville, WA

Summary

Overview

Timing: Aug. 20, 10 a.m.-2 p.m.

Staff: Christina Strand and Caoilfhionn Schwab

Outreach by the numbers: 60

Questions/comments:

- Questions about the operation of center lane bus lanes and the methodology used for their implementation.
- Comments on the potential for a faster, more reliable, and frequent route to the Lynnwood Light Rail station.

Lessons learned:

- The final farmers market of the season had lower attendance, possibly due to being scheduled during standard work hours for many individuals.



Arlington Mobile Markets – The Villas at Lakewood

16800 27th Ave NE, Marysville, WA

Summary

Overview

Timing: Sept. 2, 11 a.m.-12 p.m.

Staff: Christina Strand and Caoilfhionn Schwab

Outreach by the numbers: 28

Questions/comments:

- Employment inquiries for drivers.
- Support for increased bus frequency and reliability.
- Questions about children's fares on bus and light rail.

Lessons learned:

- Arrive before the food bank vehicle to hand out materials early, as people gather quickly and it gets busy when the food bank arrives.



Bayside Neighborhood Bark in the Park

Clark Park, Everett, WA

Summary

Overview

Timing: Sept. 6, 11 a.m.- 2 p.m.

Staff: Christina Strand and Caoilfhionn Schwab

Outreach by the numbers: 31

Questions/comments:

- Queries about rules for bringing dogs on buses.
- Mixed feedback on center running lanes, including positive remarks and questions about their function and methodology.

Lessons learned:

- The booth arrangement was improved by positioning the display table toward the front of the tent awning, creating a more inviting environment for community members to engage with us.



Everett Farmers Market

2930 Wetmore Ave, Everett, WA

Summary

Overview

Timing: Sept. 7, 10:30 a.m.-3 p.m.

Staff: Morgan McGrath, Brutton Kavanaugh, and Jacky Smale

Outreach by the numbers: 71

Questions/comments:

- Feedback was mostly positive or neutral.
- Many people were familiar with the Swift bus lines.
- One person wanted to see bike lanes on Broadway.
- One person was concerned about open drug use on CT buses.
- One person asked about CT buses operating on holidays when Everett Transit buses didn't.

Lessons learned:

- Most people were interested in talking with staff rather than completing the engagement exercise with dots and sticky notes.



Arlington Mobile Markets – Stilly Valley Center

18308 Smokey Point Blvd, Arlington, WA

Summary

Overview

Timing: Sept. 9, 11 a.m.-noon

Staff: Jacky Smale and Caoilfhionn Schwab

Outreach by the numbers: 36

Questions/comments:

- People wanted the bus to extend further north to Mt. Vernon.
- People wanted more crosswalks with auditory elements to help visually-impaired folks.
- Some people expressed that they have never taken the bus, or that they rarely take the bus.
- People were grateful for CT's presence and stipend.
- People valued accessibility of the buses for wheelchairs and walkers.

Lessons learned:

- A small graphic of both the Downtown Everett Loop and the center-running transit-only lanes would be helpful. The large center running lane map is hard to display at the Mobile Market events.



Arlington Mobile Markets – Cedar Point Apartments

17309 40th Ave NE, Arlington, WA

Summary

Overview

Timing: Sept. 9, 2-3 p.m.

Staff: Jacky Smale and Caoilfhionn Schwab

Outreach by the numbers: 56

Questions/comments:

- People noted that they would like for the bus to stop directly in front of their apartment building for easier access.
- People wanted the bus to extend further north to Mt. Vernon.
- People wanted more crosswalks with auditory elements to help visually-impaired folks.
- Some people expressed that they have never taken the bus, or that they rarely take the bus.
- People were grateful for CT's presence and stipend.
- People valued accessibility of the buses for wheelchairs and walkers.

Lessons learned:

- A small graphic of both the Downtown Everett Loop and the center-running transit-only lanes would be helpful. The large center running lane map is hard to display at the Mobile Market events.



Keep Dreams Alive Food Distribution

10525 State Ave Ste 102, Marysville, WA

Summary

Overview

Timing: Sept. 10, 5-7 p.m.

Staff: Valeria Herrera and Caoilfhionn Schwab

Outreach by the numbers: 21

Questions/comments:

- Some asked whether people who usually travel by car have a say in this process.
- Several highlighted the importance of access to parks and recreation spaces for children.
- There was confusion about whether this project will replace Routes 202 and 201.
- One participant noted that the northern blue area on the map (where major changes are planned) is particularly relevant for their family because it brings access to many resources.
- Many emphasized the importance of faster connections to Seattle, especially to the airport and for attending events in the city.

Lessons learned:

- The survey felt long and complicated for some participants, which may have limited the detail or completeness of their responses.



Everett Library

2702 Hoyt Ave, Everett, WA

Summary

Overview

Timing: Sept. 11, 6-8 p.m.

Staff: Christina Strand and Jacky Smale

Outreach by the numbers: 18

Questions/comments:

- Someone thought that the Swift bus lines were significantly more expensive than other bus lines.
- People generally love the Swift lines.
- Someone felt annoyed with ST's light rail delays. They want buses to shuttle from the stations directly to high-traffic locations.
- Someone asked about increasing frequency on the 900 routes on weekends.

Lessons learned:

- A library employee confirmed that there's very little foot traffic in the library on weeknights and that we should schedule with them on the weekend in the future, if possible.



Arlington Food Bank – Main Distribution

19118 63rd Ave NE, Arlington, WA

Summary

Overview

Timing: Sept. 12, 12:30-1:30 p.m.

Staff: Jacky Smale and Caoilfhionn Schwab

Outreach by the numbers: 20 (15 surveys)

Questions/comments:

- People expressed mostly positive sentiment about Swift Gold Line.
- Someone suggested extending it north to Mt. Vernon.
- A few people expressed that they've never ridden the bus before.

Lessons learned:

- The space that the employees placed us in ended up causing traffic jams with people's carts as they checked out from the Food Bank. Next time we should stand outside either right before people enter the Food Bank or just outside after they exit.



Touch-a-Truck

449 Alder Ave, Marysville, WA

Summary

Overview

Timing: Sept. 13, 10 a.m.-1 p.m.

Staff: Jacky Smale and Samantha Jackson

Outreach by the numbers: 83

Questions/comments:

- Mostly positive reception about the Swift Gold Line
- There were multiple people interested in seeing the local bus schedule
- About half of the kids had ridden some kind of bus before
- The center-running lanes had a positive reception

Lessons learned:

- We should bring more kid-specific swag next time.
- The event was busy! It would be useful to have 3 staff and an additional table to spread the kids out, so they aren't all crowded around the same spot
- It was challenging to engage the parents – if the kid ran off the parent had to follow
- Not a great event to talk about new changes – I think this event is extremely useful for positive brand recognition, and everyone LOVED going inside the bus, but it was challenging to have meaningful conversations about the new Swift line



Hispanic Heritage Festival

114 N Olympic Ave, Arlington, WA

Summary

Overview

Timing: Sept. 13, 5-9 p.m.

Staff: Britton Kavanaugh and Valeria Herrera

Outreach by the numbers: 34

Questions/comments:

- Concern about safety when using the bus
- Are Zip vehicles equipped with car seats?
- Had a bad experience with a Zip driver in vehicle #3003
- Need more parking near transit locations
- Could there be more parking at Smokey Point to make public transportation easier to use?



Arlington Library Drop-In Session

135 N Washington Ave, Arlington

Summary

Overview

Timing: Sept. 15, 3:30-5:30 p.m.

Staff: Chelsea Ongaro and Valeria Herrera

Outreach by the numbers: 17

Questions/comments:

- Mentioned transit options to EvCC.
- Expressed interest in ZIP offering scheduling in advance.
- Two people supported center lanes as a good idea to keep buses out of the way of cars.
- One youth library visitor needed help ordering a Zip.
- Said 51st works well, but there's too much congestion on Smokey Point Blvd.

Lessons learned:

- Good location — lobby area with high foot traffic, especially after school.
- Busiest time: 3:30–4:30 p.m.
- Add materials in Chinese (Simplified and Traditional).
- The English Talk Time was lightly attended but we had great conversations with the two attendees prior to the event.



Marysville Library Drop-In Session

6120 Grove St, Marysville, WA

Summary

Overview

Timing: Sept. 17, 4-6 p.m.

Staff: Christina Strand and Jacky Smale

Outreach by the numbers: 23

Questions/comments:

- We heard concerns about the impact to businesses with the implementation of center running bus lanes – specifically with removing the center left-turn lane
- We heard that someone missed having Routes 421 and 422
- We heard that some people were worried about how people and cars would interact with center-running bus lanes
- We heard some general positive comments about extending faster service
- We heard that people wanted Zip to extend its service area

Lessons learned:

- Bringing candy was somewhat successful in getting engagement



Clare's Place

6200 12th Ave SE, Everett, WA

Summary

Overview

Timing: Sept. 18, 2-4 p.m.

Staff: Jacky Smale and Caoilfhionn Schwab

Outreach by the numbers: 28

Questions/comments:

- We had several folks ask for clarity and visual examples of center-running transit-only lanes.
- The “loop” question in the survey was unclear and confusing for folks who took the survey.
- Many people rely on the bus as their main transportation.

Lessons learned:

- Include visual aids to help describe more complex questions, such as inquiries about center running lanes.
- Have materials written in plain language, without acronyms. We had a lot of people ask what “BRT” stands for, and had several people take the survey that needed assistance with reading and comprehension.



Delta Neighborhood Association

Madrona Square Meeting Room

Summary

Overview

Timing: Sept. 18, 2025, 6:30 p.m.

Staff: Christina Strand, Morgan McGrath

Outreach by the numbers: 8

Questions/comments:

- Comments about the station spacing being far apart.
- Interest in emergency vehicles being able to use the center-running transit-only lanes.
- Requests for additional bus service that's designed to connect with the Swift service. Notes that it's easy to cross one lane of traffic to get between the Swift stations and local bus stops.
- Concerns about roadway widening and fitting the center-lanes into the roadway.
- Concerns that federal funding for transit projects is unlikely.
- Interest in what Everett Transit's preferred bus lane option is.
- Concerns that bus bulbs create problems in the roadway.



Northwest Neighborhood Association

Everett Community College

Summary

Overview

Timing: Sept. 18, 2025, 6:30-8 p.m.

Staff: Frank and Chelsea

Outreach by the numbers: 16

Questions/comments:

- **Kudos**
 - Commenter expressed that they are a big fan of Swift and believe that it will help the Broadway area, especially the businesses.
- **Agency coordination**
 - Expressed hope that we are coordinating with the city's Vision Zero effort.
 - Hope that we are coordinating with Everett Transit to maintain bulb outs. However, did also express that the bulb outs cause frustration because they slow down traffic.
- **Other improvements**
 - Expressed hope that the project will improve Smokey Point Transit Center.
- **Center turn lane**
 - Concerns about the center-turn lane going away, but happy to hear that it improves safety for pedestrians and reduces collisions.
- **Parking**
 - Concerns about parking impacts, especially with city's growth targets and the removal of the requirement to build parking with new buildings.
 - Some expressed that parking on Broadway is not a good experience anyway.
 - Concern that there will be no parking for the new outdoor event center. But another commenter noted that the center will be south of the area where we'd remove parking.
 - Concerns about people shifting to parking in the neighborhood.
- **Maintenance**
 - Who is responsible for maintaining crosswalks? This is currently a problem on Broadway where the city does not repaint as often as necessary.
 - Who is responsible for maintaining the center-running lanes (or BAT)?
- **Mobility**
 - Question about whether we allow e-bikes on board.
 - Concern that without parking on Broadway, people using a walker will not be able to access the stations.
- **Safety**

- Concern about people darting across the road to catch the bus in the center. Noted that people already often frequently run into traffic on Broadway. Suggestion to add barriers to prevent this.
- Suggest adding no right turn on red to protect U-turns.
- **Traffic flow**
 - Several commenters noted that Broadway is already an alternative for when I-5 is backed up. When Broadway then backs up, drivers use McDougall and Lombard, which is not designed for two-way traffic.
 - One commenter suggested closing access from residential side streets to Broadway to reduce the number of drivers that will use residential streets as an alternate path.
- **Impacts to businesses**
 - Concerned about how there will be enough space to widen without taking businesses. Understood that more details would be available in design and that initial station locations do take space into account (e.g., there is no station suggested at Broadway and 19th because there's no room).

Transportation Advisory Committee (TAC)

Everett Public Works

Summary

Overview

Timing: Sept. 18, 2025, 8-9:30 a.m.

Staff: Morgan McGrath, Chelsea Ongaro

Outreach by the numbers: 25 attendees, including City and Everett Transit staff

Questions/comments:

- **Traffic**
 - Question about how to deal with reliability issues on the 529 bridge, especially when it opens once or twice per day.
 - Question about how much of the 57% growth will occur on Broadway and what other plans there are to try to relieve traffic.
- **Bus lane options**
 - Questions about how we're evaluating the different bus lanes options, with specific questions about cost, ridership, and safety differences.
 - Note that Madison, WI is starting construction on a center-running transit-only lane.
- **Safety**
 - Concerns about pedestrian safety with center stations, specifically around people jaywalking to the station to catch their bus. Suggestion for barriers on the sidewalks to deter people from jaywalking.
 -
- **Design**
 - Suggestions to incorporate the historic nature of Everett into the station design (e.g., greens and browns), rather than blues, plastics, and metals.
 - Suggestion to add landscaping to the corridor with the design.
 - Detailed questions about signal timing, especially for BAT lanes to maintain the same flow of traffic.
 - Suggestion to add bike parking at stations and incorporate people biking into our graphics.
 - Suggestion to coordinate with Everett Planning to encourage future developments to put their driveways on side streets, not Broadway
- **Parking**
 - Several comments about how parking on Broadway is not a pleasant experience
- **Restructuring of other service**
 - Question about whether Skagit Transit will shorten their 90X
- **Engagement**

- Suggestion to conduct more outreach with large employers (e.g., Boeing) and inform them that more people riding the bus means everyone will get their faster
- Suggestion to create maps that show a zone where taking transit could get you to work faster
- Suggestion to share the new Plan My Trip app with employers

Arlington Farmers Market

114 N Olympic Ave, Arlington, WA

Summary

Overview

Timing: Sept. 20, 10 a.m.-2 p.m.

Staff: Britton Kavanaugh and Valeria Herrera

Outreach by the numbers: 28

Questions/comments:

- Two people were very interested in the two-lane/center-lane idea.
- Some participants expressed concern about increased traffic and more buses.
- One person worried about Arlington's growing population and how additional bus service might change the character of the town.
- One family was excited about the potential for faster connections to Seattle — visiting parents from another state appreciated how well-connected the area is but wished travel could be faster.
- Night shift service could be important for some community members.

Lessons learned:

- At this event, kids were especially excited about the car toys and spent a lot of time playing with the center-lane display. Many of them returned later for the candy, which helped keep the atmosphere lively and engaging.



Everett Council of Neighborhoods (CoN)

Everett Municipal Building

Summary

Overview

Timing: Sept. 22, 2025, 4-4:45 p.m.

Staff: Morgan, Chelsea

Outreach by the numbers: 20

Questions/comments:

- Request to consider adjusting speed limits on Broadway as people drive too fast
- Appreciation that emergency services could use the center-running transit-only lanes, but concern that not having the center turn lane will make it slower for people in regular vehicles driving to the hospital in an emergency
- Hope that Everett Transit buses could also use the Swift platforms and a desire to see Swift and local stops combined
- Suggestion to talk with businesses on Broadway directly as many don't have alley access or their own parking
- Hope to see center-running transit-only lanes on Evergreen as it would be an advantage for people crossing the roadway
- Question about how left turns would work without the center turn lane
- Question about how the center-lanes would be demarcated
- Would like to see the space at Pacific and Broadway dedicated for buses only, especially once the new outdoor event center opens
- Not that drivers will feel that the center-lanes should be open to them since their taxes paid for the lanes



Keep Dreams Alive – Book Club

10525 State Ave St 102, Marysville, WA

Summary

Overview

Timing: Sept. 30, 6-6:30 p.m.

Staff: Chelsea Ongaro and Valeria Herrera

Outreach by the numbers: 9

Questions/comments:

- Everyone was really interested in the ZIP service in Arlington and wanted to see additional service in Marysville.
- They asked about adding a station around Tulalip and the Outlets
- Some participants were hesitant to provide feedback since they don't use the services often or at all
- Several people asked questions or filled out the survey to help their children use the bus, rather than for themselves
- Overall, they appreciated being part of this stage of the project in this format

Lessons learned:

- This informal format was a success
- Everyone appreciated the close conversation and approachable setting, including being able to use their own language

Appendix C: Phase 2 Engagement Survey Results

Swift Gold Line Engagement Results

Phase 2 – Sept. 4 – Oct. 2, 2025

communitytransit



Community Engagement

Phase 2 – What We Heard

- **8,133** online open house views
- **626** survey responses/comments
- **668** conversations at community events

Key results/comments

- Respondents are supportive of the Swift Gold Line with 85% expressing favorability for the project and interest in fast, frequent service in the corridor.
- There is general support for center-running transit-only lanes with key questions about:
 - Impacts to traffic flow
 - Pedestrian safety, especially as they cross to center stations
- Stations are generally located to serve key destinations with some requests to see service to downtown Arlington, the Tulalip Casino, and other specific destinations.

Community Engagement

Survey Methodology

- Online survey available via the online open house (ctgo.org/swiftgold) Sept. 4 – Oct. 2, 2025.
- Respondents had the opportunity to enter a sweepstakes to win one of two \$200 for completing the survey.
- These results also reflect paper surveys received from partner organization events, for which respondents were given a \$20 Visa gift card for completing the survey.

This engagement survey is not a statistically significant scientific survey. Community Transit did conduct scientific research July 13-20 on Swift Gold Line (see Appendix D).

Community Engagement

Survey Methodology

- Survey advertised through a variety of channels, including but not limited to:
 - Postcard mailer to residences within 0.5 miles of the corridor, and businesses in the downtown Everett loop and areas proposed for center-running transit-only lanes in Everett and Marysville
 - Organic and paid social media
 - Paid Google ads
 - Sidewalk decals
 - Rack card brochures on buses
 - Email updates to riders and community-based organizations
 - News media



Community Transit's 209 bus departs from the Lake Stevens Transit Center at 4th St NE and Highway 9 on Thursday, April 20, 2023, in Lake Stevens, Washington. (Ryan Berry / The Herald)

[Purchase Photo](#)

Community Transit wants feedback on Gold Line options

The agency is looking for riders to share thoughts on possible station locations and the use of center-running bus lanes.

By [Will Geschke](#)

Monday, September 8, 2025 10:18am | [LOCAL NEWS](#) | [TRANSIT](#)



EVERETT — Community Transit is seeking feedback on plans for its new bus rapid transit line set to serve north Snohomish County.

The Swift Gold Line, expected to open in 2031, will connect Everett to the [REDACTED] new transit service to an [REDACTED] growth in the coming years. [REDACTED] built by Snohomish County's [REDACTED] ambitious. The 15-mile route [REDACTED] Everett and Marysville, the [REDACTED]

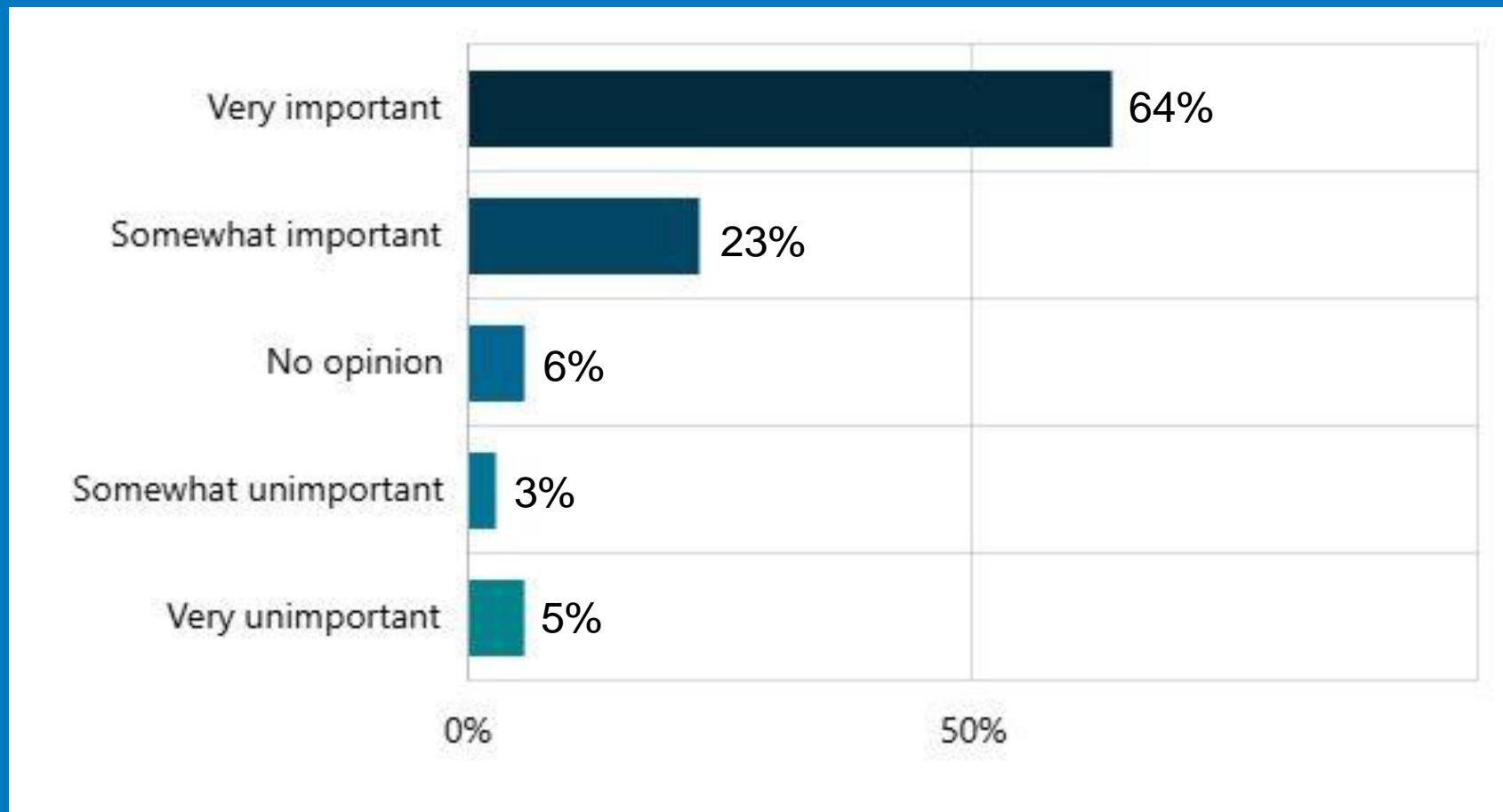


Bus Rapid Transit (BRT)

Investments in BRT

86% of respondents shared that investments in BRT are important in our region.

How important to you are investments in BRT in our region? (n=534)

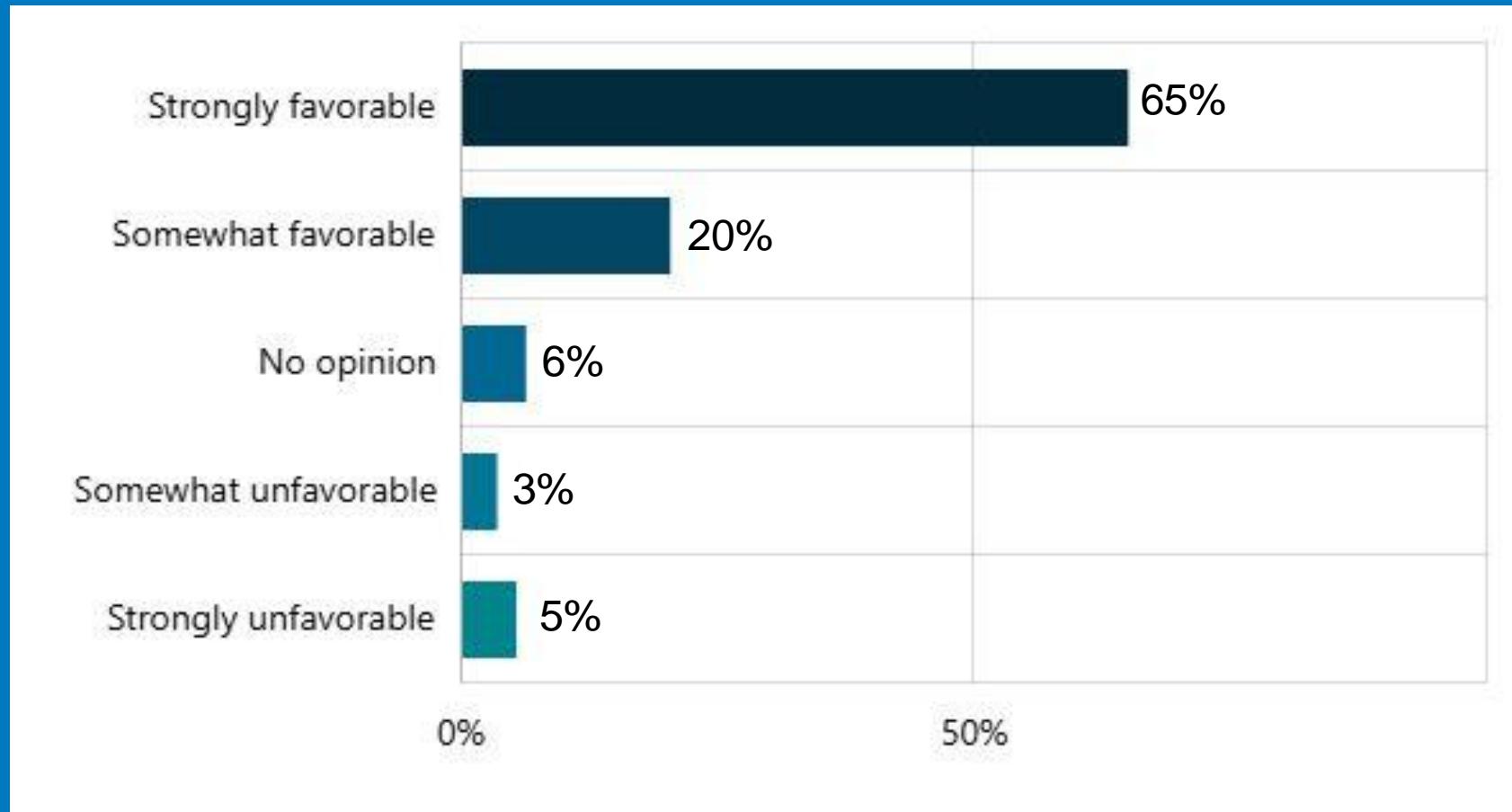


Swift Gold Line

Opinions of Swift Gold Line

85% of respondents expressed a favorable opinion of the proposed Swift Gold Line.

What is your opinion of the proposed Swift Gold Line? (n=536)



Opinions of Swift Gold Line

Respondents reflected suggestions for additional areas to serve, concerns about construction impacts and security, and questions about cost and funding.

What questions or concerns do you have about Swift Gold Line? (n=350)

Key themes of the questions and concerns about Swift Gold Line included:

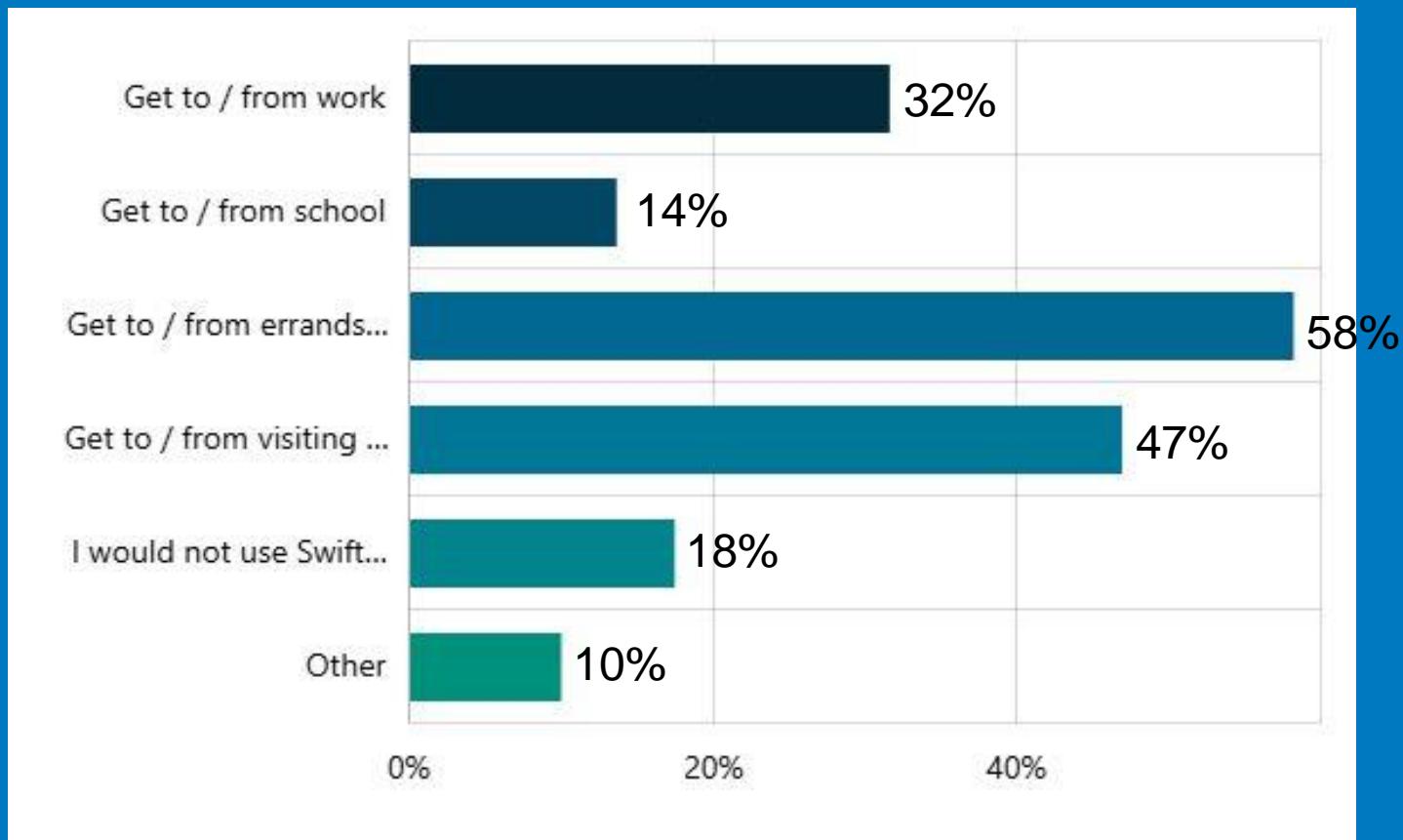
- Many responses indicated no questions or concerns.
- Suggestions for locations or hubs for Swift Gold Line to serve, such as Everett Community College, Downtown Arlington, and 88th and State in Marysville.
- Concerns about how project construction will impact traffic.
- Suggestions about security at the stations or along the route.
- Questions about how taxes and fares would be impacted.

Station Locations

Use of Swift Gold Line Stations

After being shown a map of the station locations, respondents were asked how they would use it.

**With these station locations in mind, how would you use Swift Gold Line?
Please select all that apply. (n=526)**



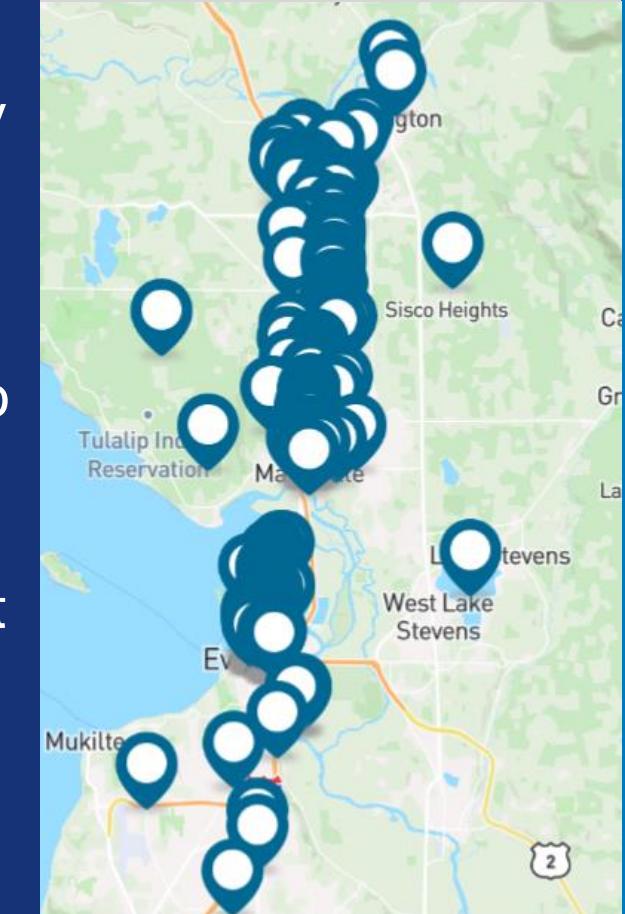
Station Locations

Respondents could add markers to an interactive map to indicate the station they would use the most and any comments they had about it.

Tell us your thoughts on proposed station locations. Please place a pin to let us know which station you would be most likely to use. Leave a comment to let us know how you'd use that station. (n=301, 537 pins)

Key themes included:

- Smokey Point was frequently mentioned, especially related to shopping and medical appointments.
- Stations throughout Everett were frequently mentioned with specific mention of Everett Station and connections to current and future transit at that location.
- Some mentions of connections to educational institutions such as Marysville Pilchuck High School and Everett Community College.



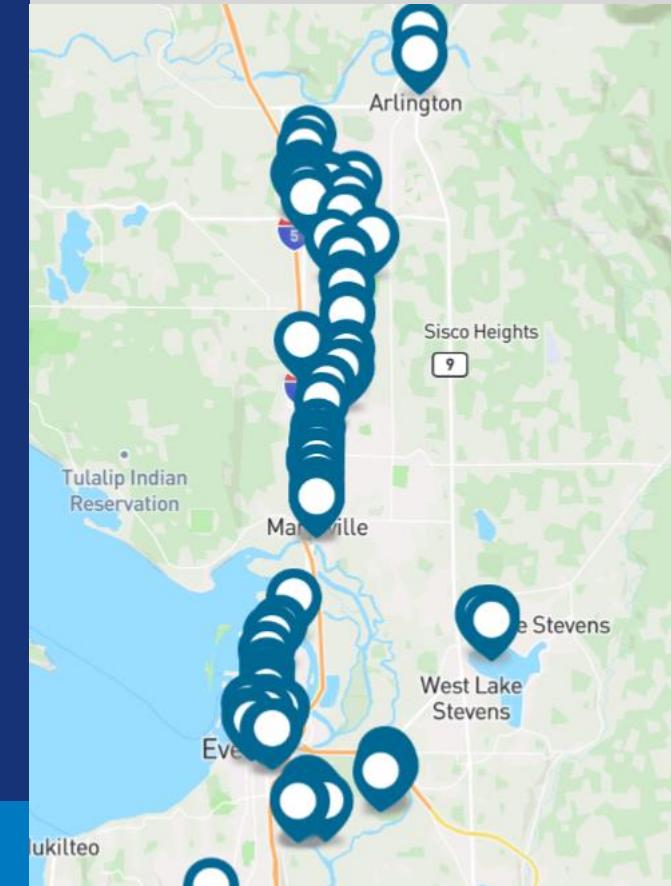
Access Improvements

Respondents could add markers to an interactive map to indicate improvements they would like to see to help them access the stations.

Tell us your thoughts on access improvements. Please place a pin and leave a comment to let us know what pedestrian or other mobility improvements (e.g., crosswalks, sidewalks, bike lanes) would help you access these station locations. This could be improvements at or near the stations, but also on nearby streets. **(n=125, 153 pins)**

Key themes included:

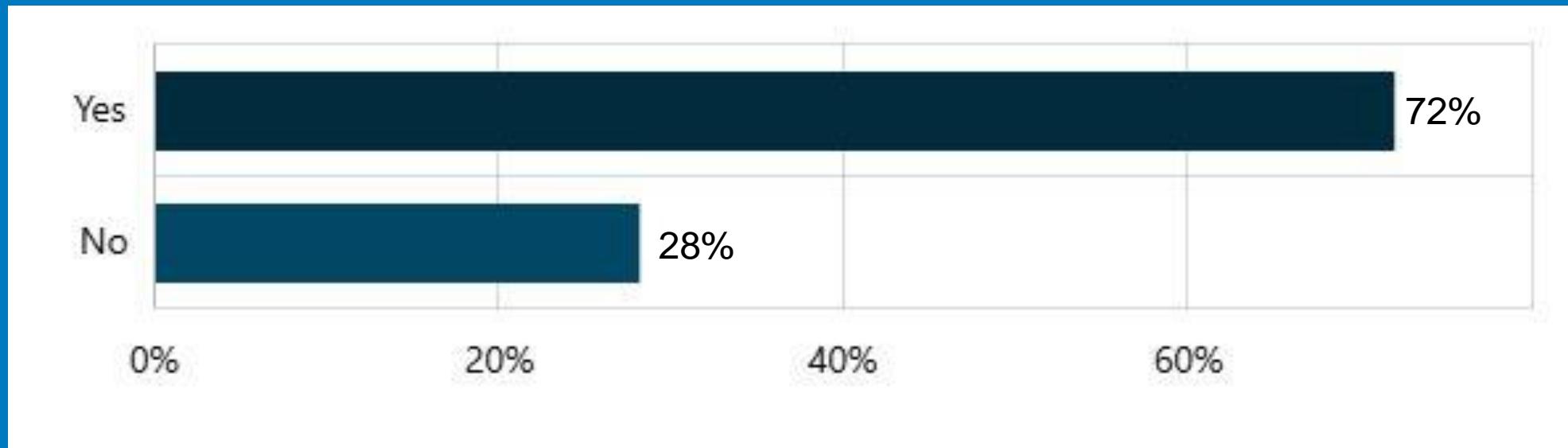
- Requests for sidewalks and crosswalks, especially near station locations in Smokey Point and State and 80th.
- Suggestions to add bike lanes, especially along State Ave, near Smokey Point, and 51st Ave.



Downtown Loop

72% of respondents indicated an interest in learning more and answering questions about the downtown Everett loop. This aligns with the 72% of survey respondents who indicated they would drive or take transit in Everett.

Would you like to learn more and answer questions about the loop to serve Downtown Everett along Pacific Ave, Hoyt Ave, and Everett Ave? (n=512)

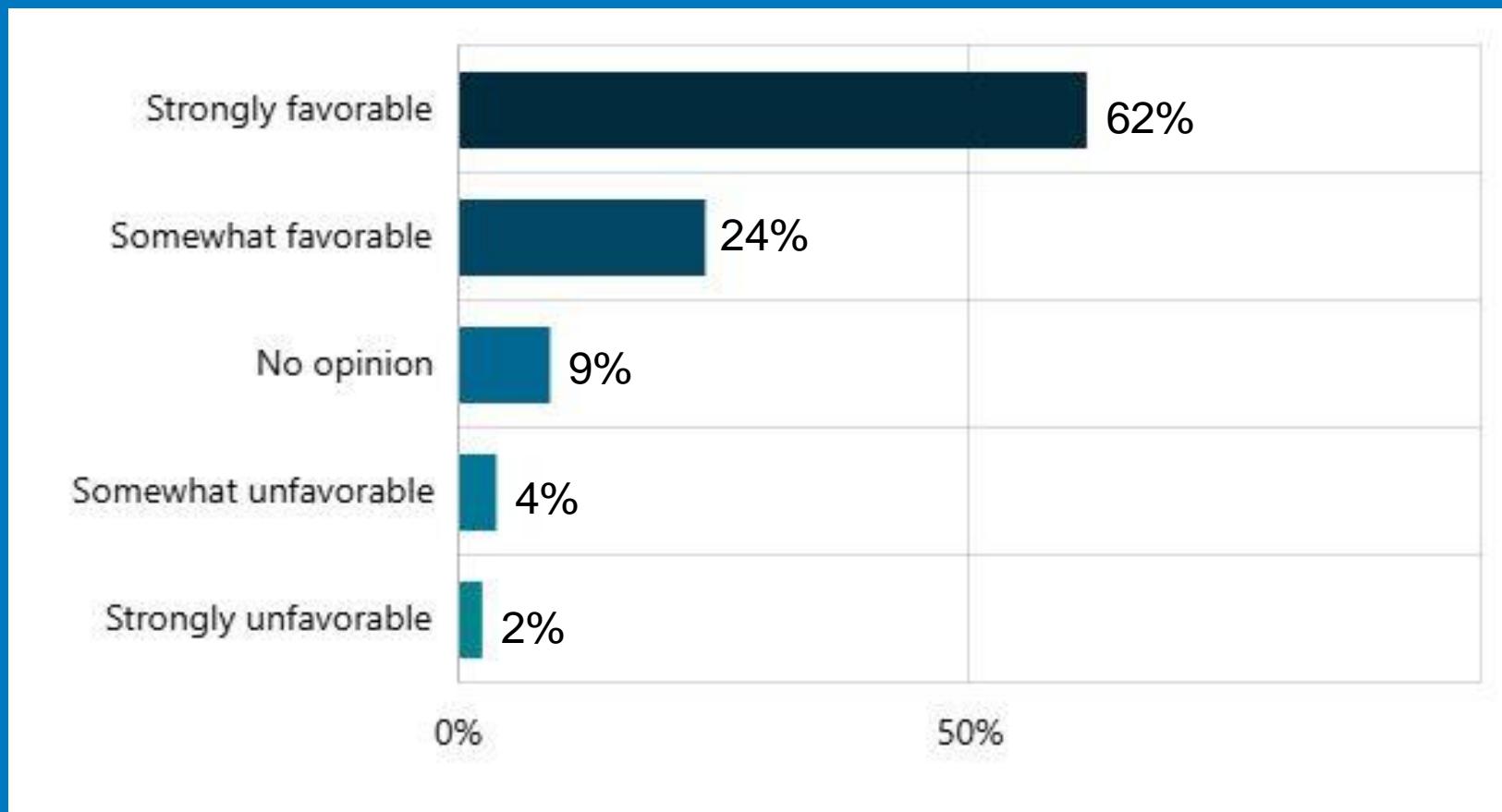


Note that this question was not included on paper versions of the survey

Downtown Loop

85% of respondents expressed a favorable opinion of the downtown Everett loop.

**What is your opinion of this loop (described above) through downtown Everett?
(n=365)**



Downtown Loop

Some respondents expressed positive or neutral sentiment about the loop, while others suggested bypassing the loop. Others felt the loop should serve additional locations with more stops, potentially using dedicated lanes.

How could the loop through downtown Everett be improved? (n=205)

Key themes included:

- Some responses expressed positive or neutral sentiment about the downtown loop.
- Suggestions to bypass the downtown loop and continue straight along Broadway, noting the need for efficiency and speed, as well as the fact the downtown core is well served by other routes.
- Some suggestions to add more stops in the downtown loop or add connections to the waterfront.
- Some suggestions to use center-running transit-only lanes in the downtown loop as well.

Considerations for Station Locations

Respondents generally expressed positive support for Swift Gold Line with some suggestions to serve additional locations, connections, and safety.

Is there anything else related to the Swift Gold Line station locations that the project team should consider, such as important destinations that are not well served? (n=225)

Key themes included:

- Many responses expressed positive feedback or that they had no additional suggestions.
- Suggestions to serve additional areas such as the Tulalip Casino or neighboring cities.
- Interest in how to access the stations, including pedestrian access and transfers from other Swift lines.
- Concerns about safety and suggestions to improve security, such as lighting.

BRT Design Options

Center-Running Transit-Only Lanes

Respondents generally expressed support or interest in center-running transit-only lanes with some questions and concerns about impacts to traffic and access to businesses, as well as safety for riders using the center stations.

What questions or concerns do you have about center-running transit-only lanes? (n=288)

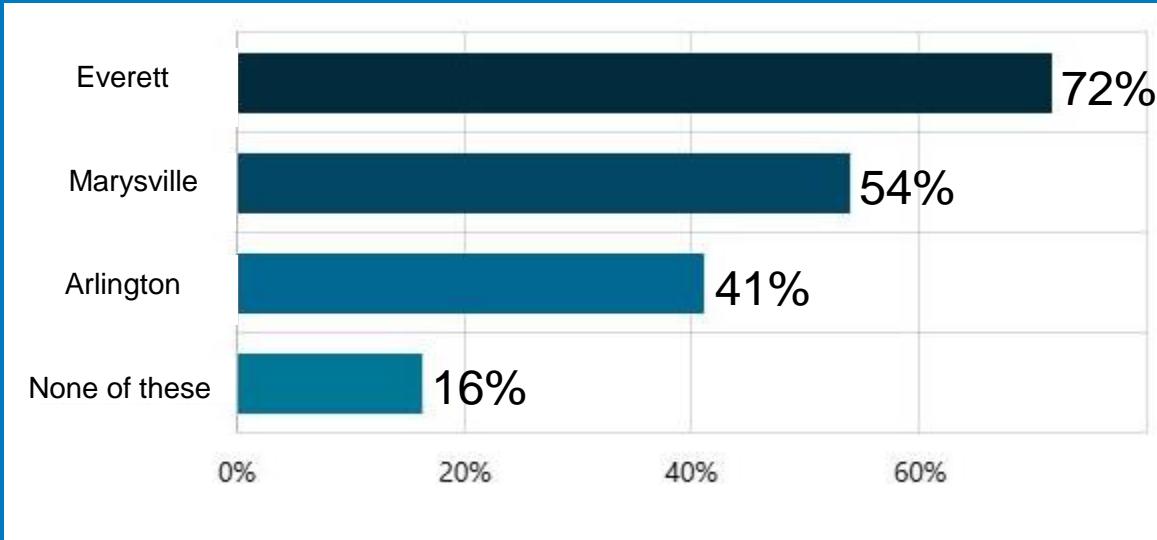
Key themes included:

- Many responses reflect generally positive or neutral support for center-running transit-only lanes.
- Concerns about impacts to general traffic flow, especially at intersections.
- Concerns about how pedestrians will access the center stations safely.
- Questions about how drivers would access businesses without the center-turn lane.

Demographics

Location

Do you regularly drive or take transit in Area A (Everett), B (Marysville), or C (Arlington)? Select all that apply. (n=327)



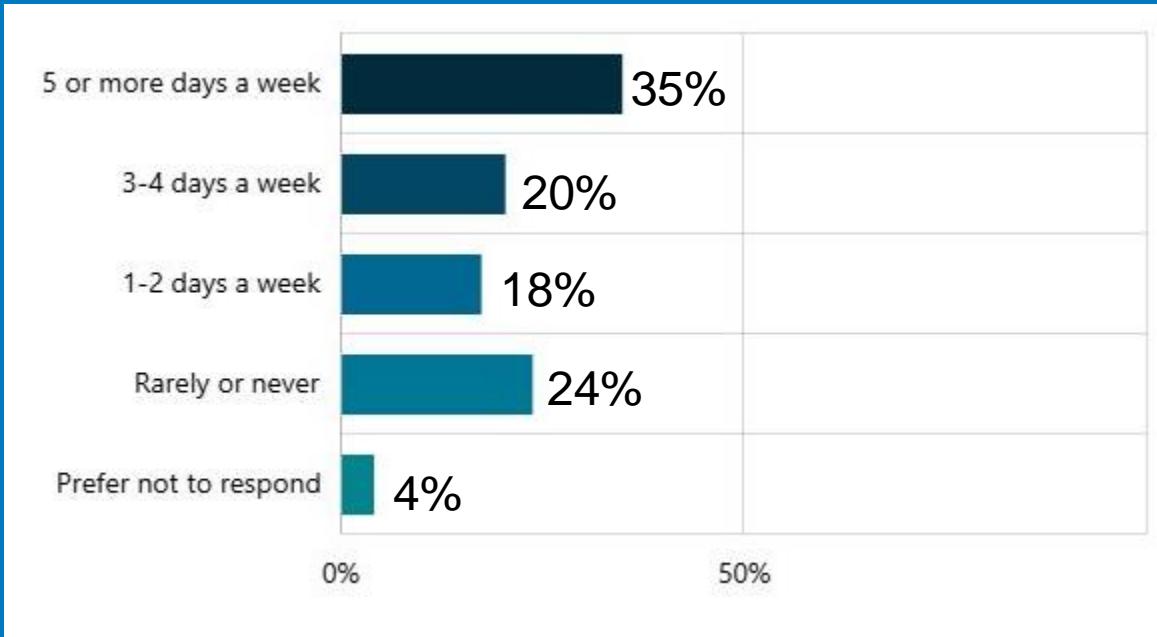
Note that this question was not included on paper versions of the survey

What is your home zip code? (n=469)
Responses are aggregated by jurisdiction.

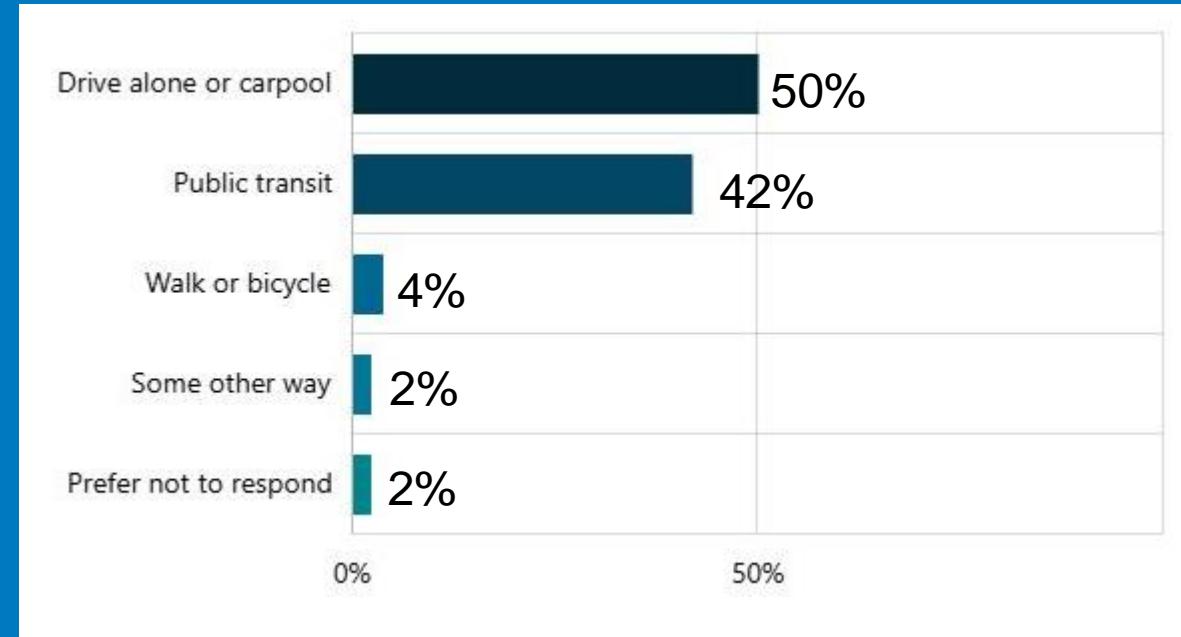
- **34% Everett** (98201, 98203, 98204, 98206, 98207, 98208, 98213, 98272, 98275, 98290)
- **25% Marysville** (98259, 98270, 98271)
- **11% Arlington** (98223)
- **20% Other**

Commuting

Do you commute for work, school, or some other regular activity? (n=506)



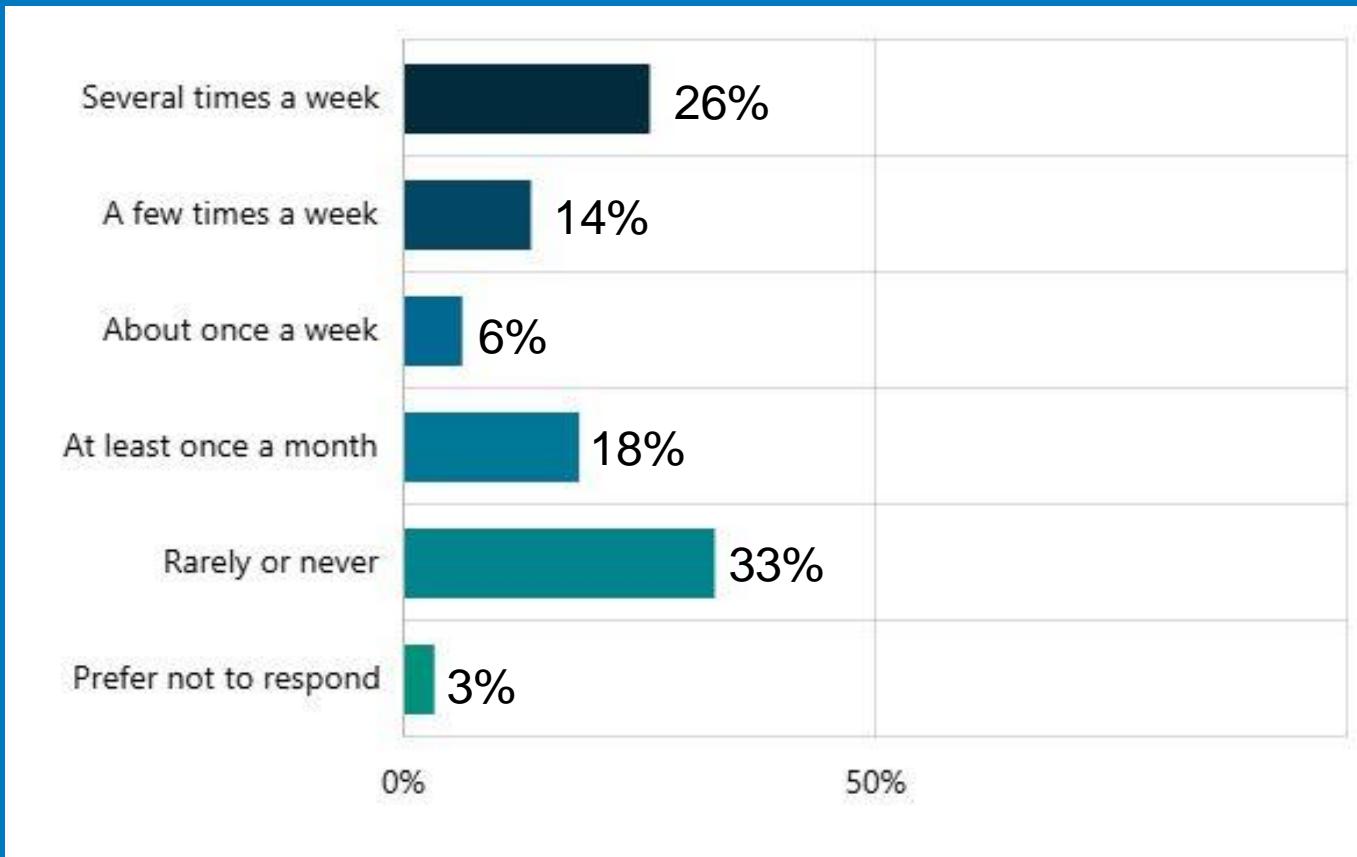
How do you typically make this commute? (n=270)



Transit Ridership

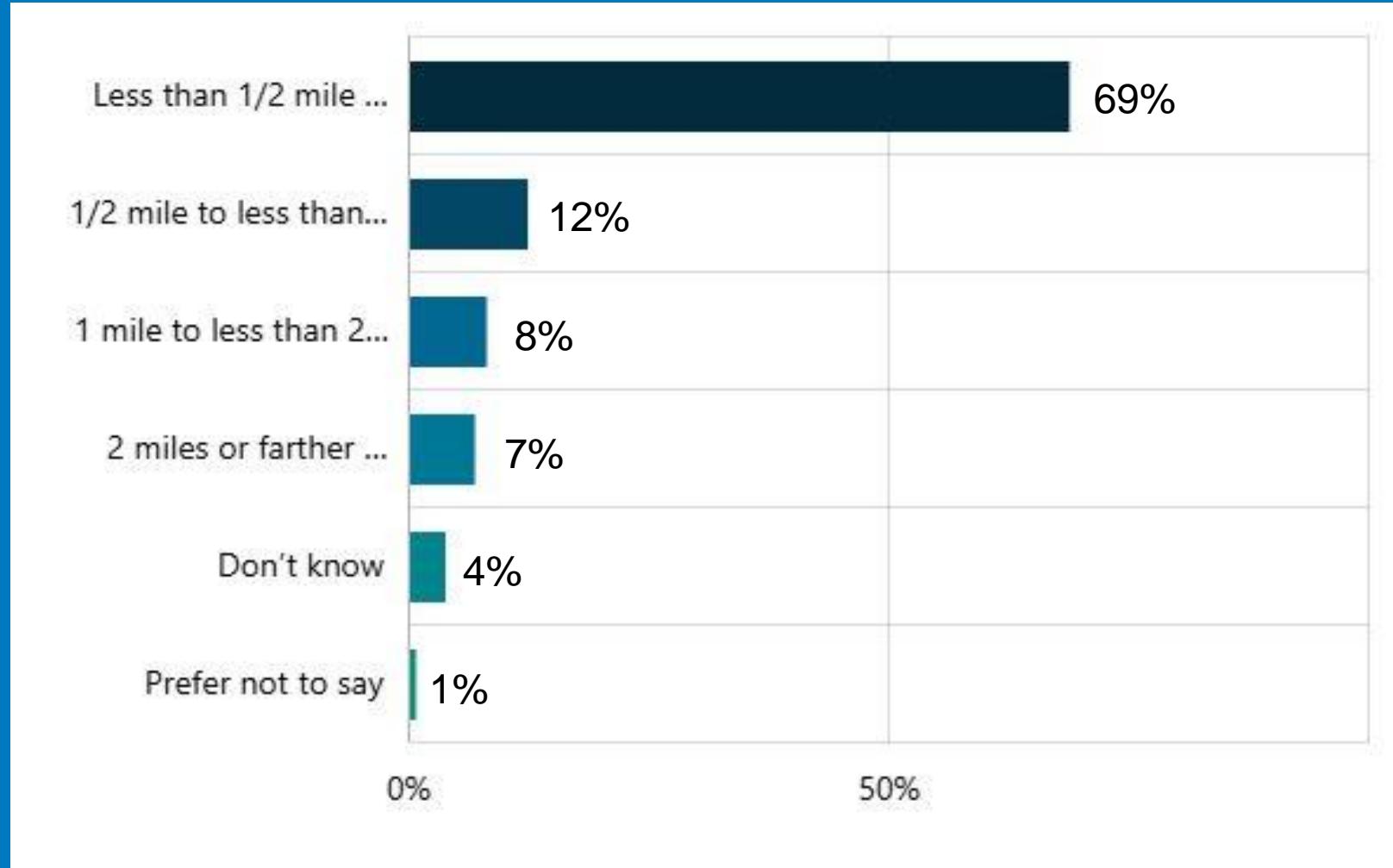
45% of respondents would be considered regular transit riders, which is significantly higher than the estimated 2% of the population of the public transportation benefit area that are transit riders.

On average, about how often do you ride public transportation? (n=511)



Bus Stop Proximity

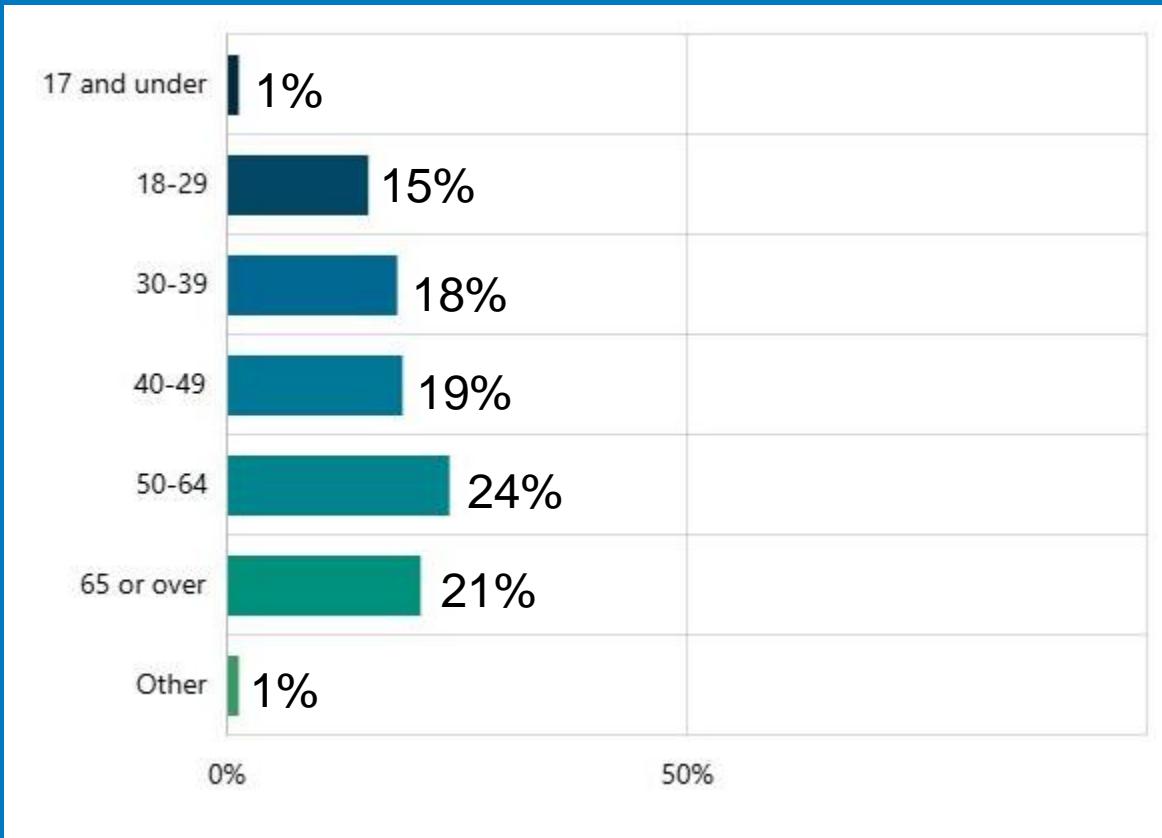
How far is the nearest bus stop to your home? (n=326)



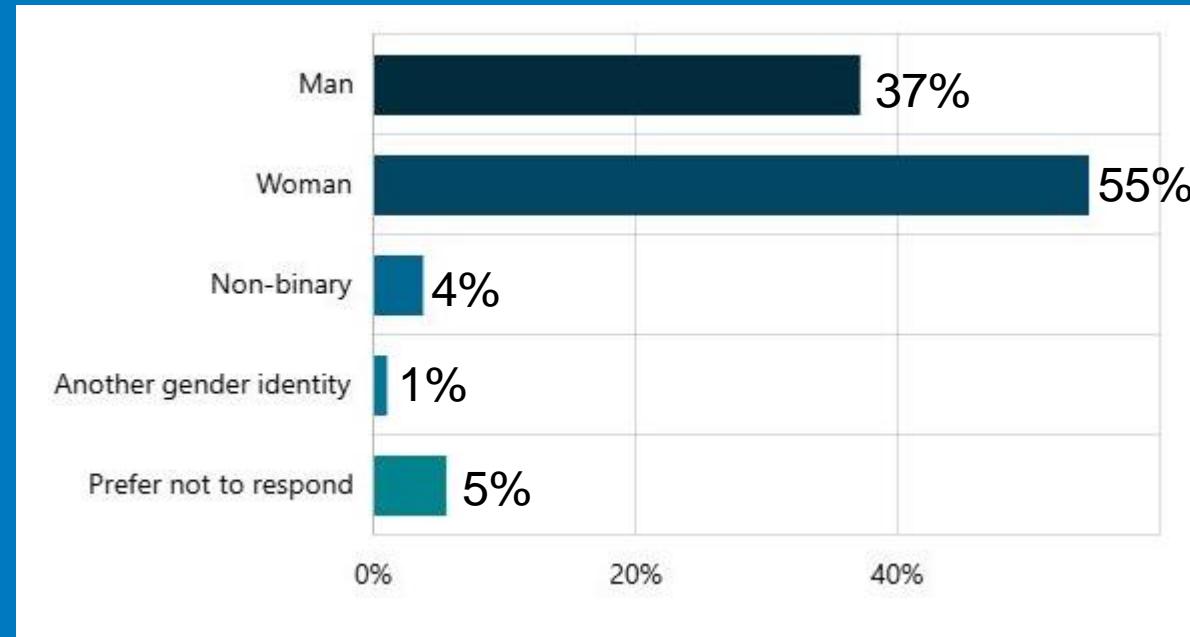
Note that this question was not included on paper versions of the survey

Age and Gender

Which age group are you in? (n=514)

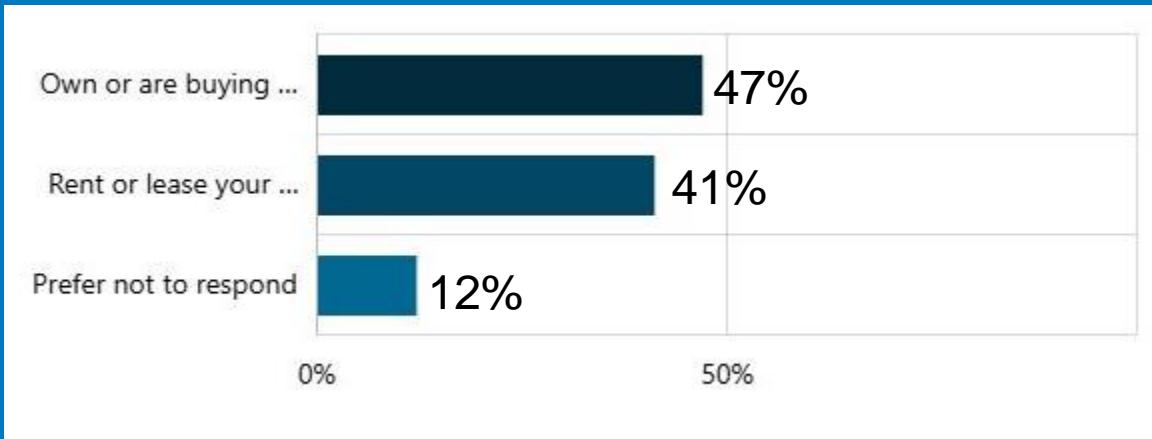


Do you consider yourself to be: (n=513)

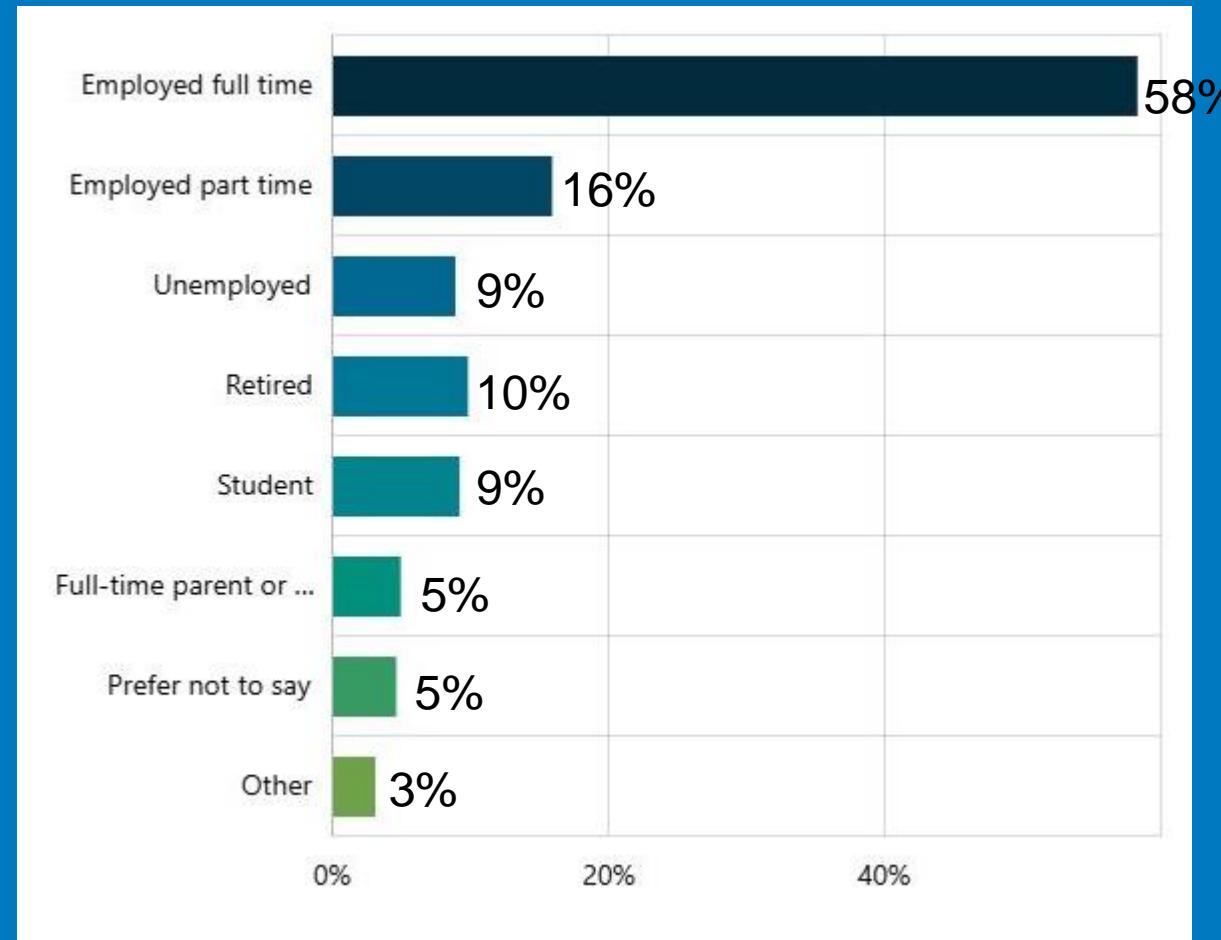


Housing and Job Status

Do you?: (n=324)



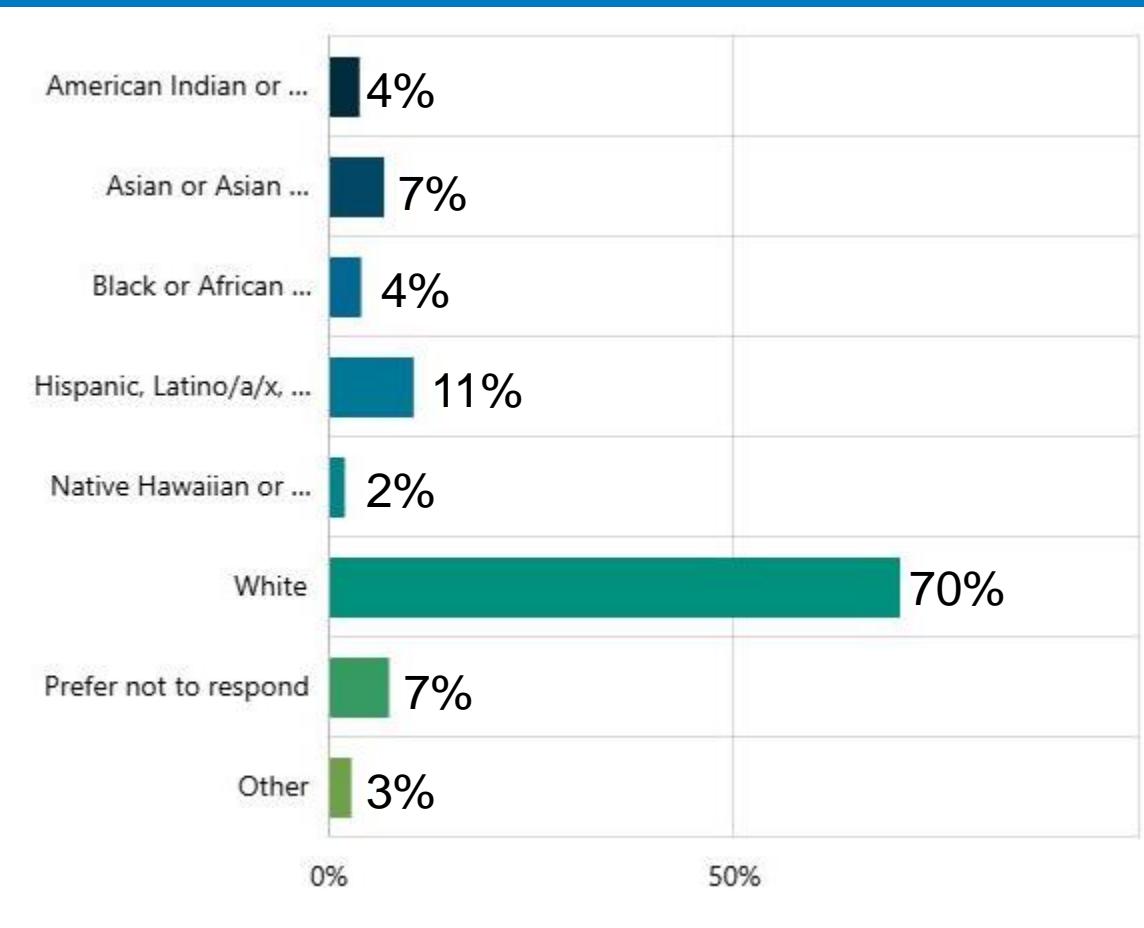
In terms of your job status, are you: (n=328)



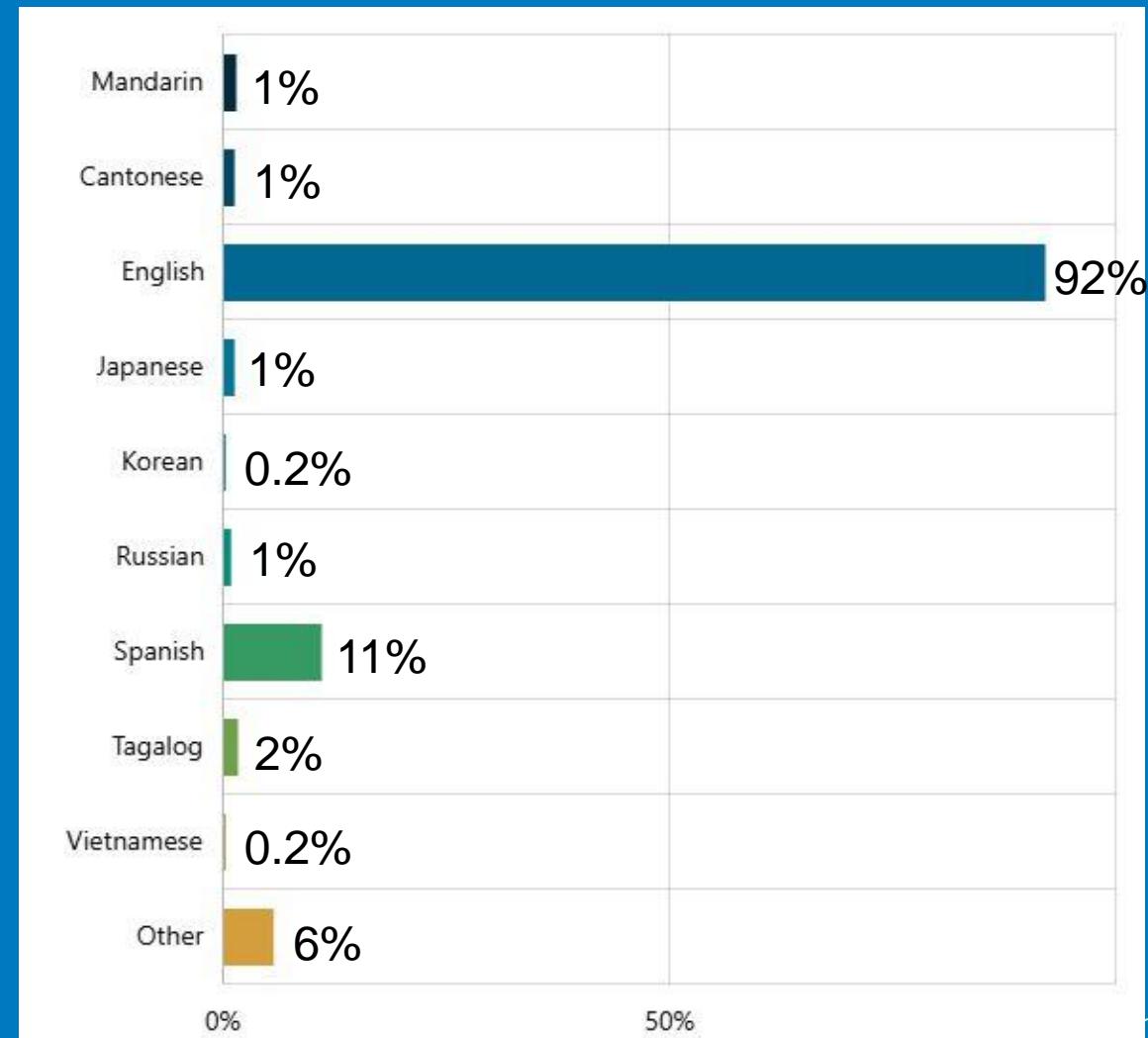
Note that these questions were not included on paper versions of the survey

Race and Language

How do you identify? Please select all that apply. (n=496)



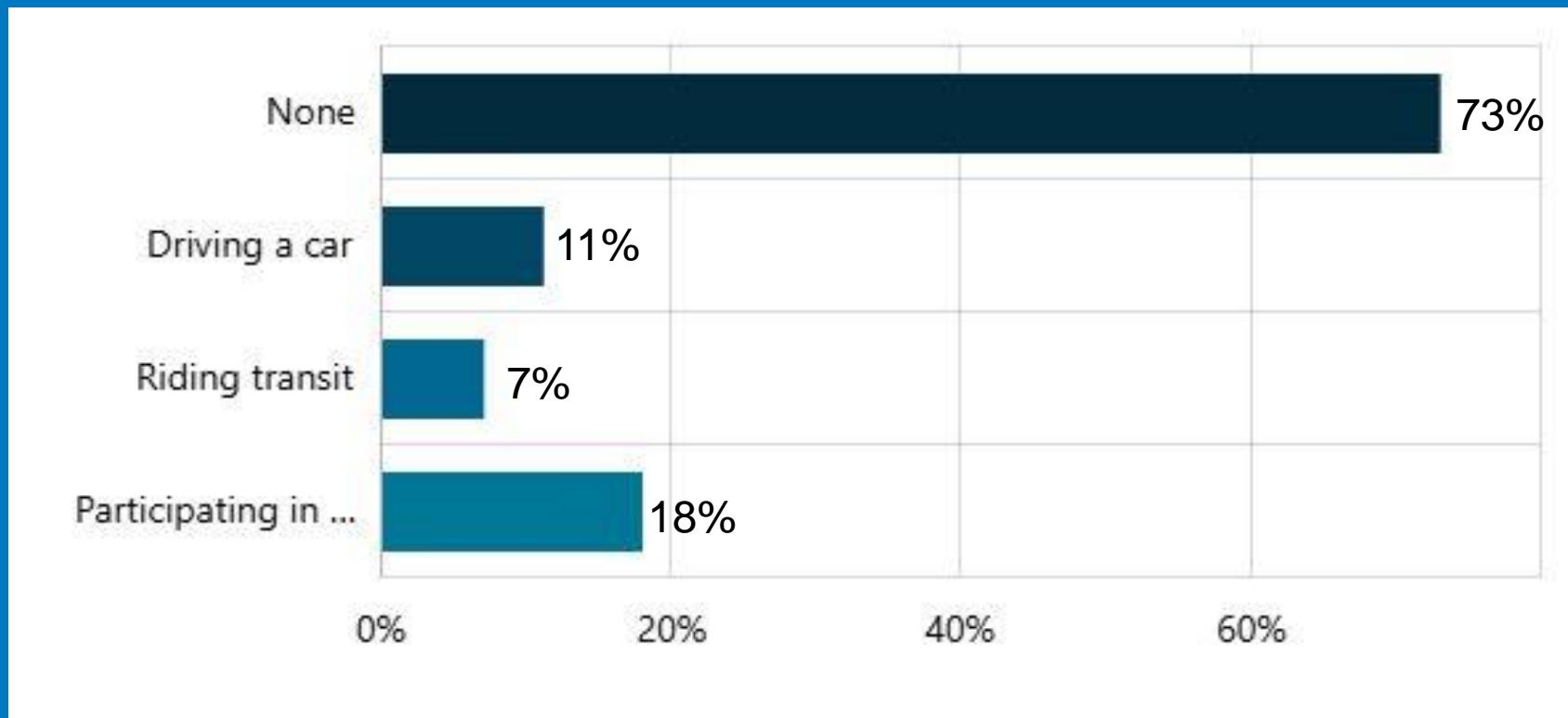
What languages do you speak at home? (n=505)



Disability

27% of respondents consider themselves to have a disability.

Do you consider yourself to have a disability that impacts any of the following activities? Please select all that apply. (n=486)



Appendix D: Research Survey Results

community
transit



EMC
research

Swift Gold Line Survey
Executive Summary
July 2025

About EMC, Purpose, and Approach

- ▶ EMC is a nationwide opinion research company with more than 30 years of experience and offices in Seattle.
 - Clients include Sound Transit, Seattle Chamber, Puget Sound Energy, King County Library, multiple local cities, and dozens more.
- ▶ Project launched to understand and measure opinion on Community Transit's Swift Gold Line project within the project area.
- ▶ Survey carefully constructed to balance respondents' unfamiliarity with the project, and a survey progression designed to minimize bias while measuring opinion and reaction to Gold Line information and attributes.

Methodology

- ▶ Online survey of registered voters in the cities of Arlington, Marysville, and North Everett, WA
 - Email and text invitations sent with a unique link to web survey
 - Survey length averaged 15 minutes
- ▶ Survey conducted July 13 – 20, 2025
- ▶ 500 interviews; overall effective margin of error ± 4.5 percentage points
 - 100 interviews in Arlington; MoE ± 9.8 percentage points
 - 275 interviews in Marysville; MoE ± 5.9 percentage points
 - 125 interviews in North Everett; MoE ± 8.8 percentage points
 - *Note: Following oversampling, jurisdictions were weighted to their natural proportions*

North Everett Region Map



Please note that due to rounding, some percentages may not add up to exactly 100%.



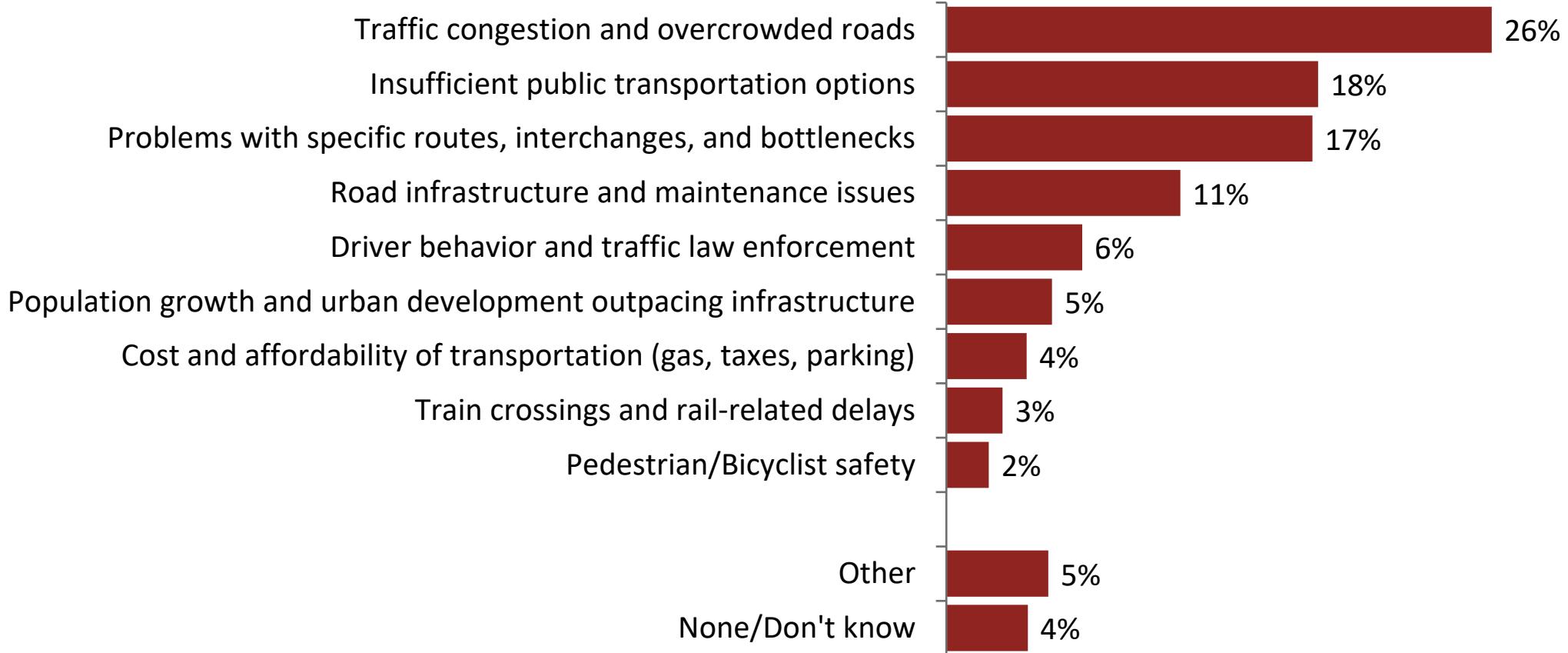
Issue Environment

Most Important Transportation Problem

Traffic congestion and overcrowded roads are the most frequently-mentioned transportation problem in their area, followed by insufficient public transportation options and problems with specific trouble spots.

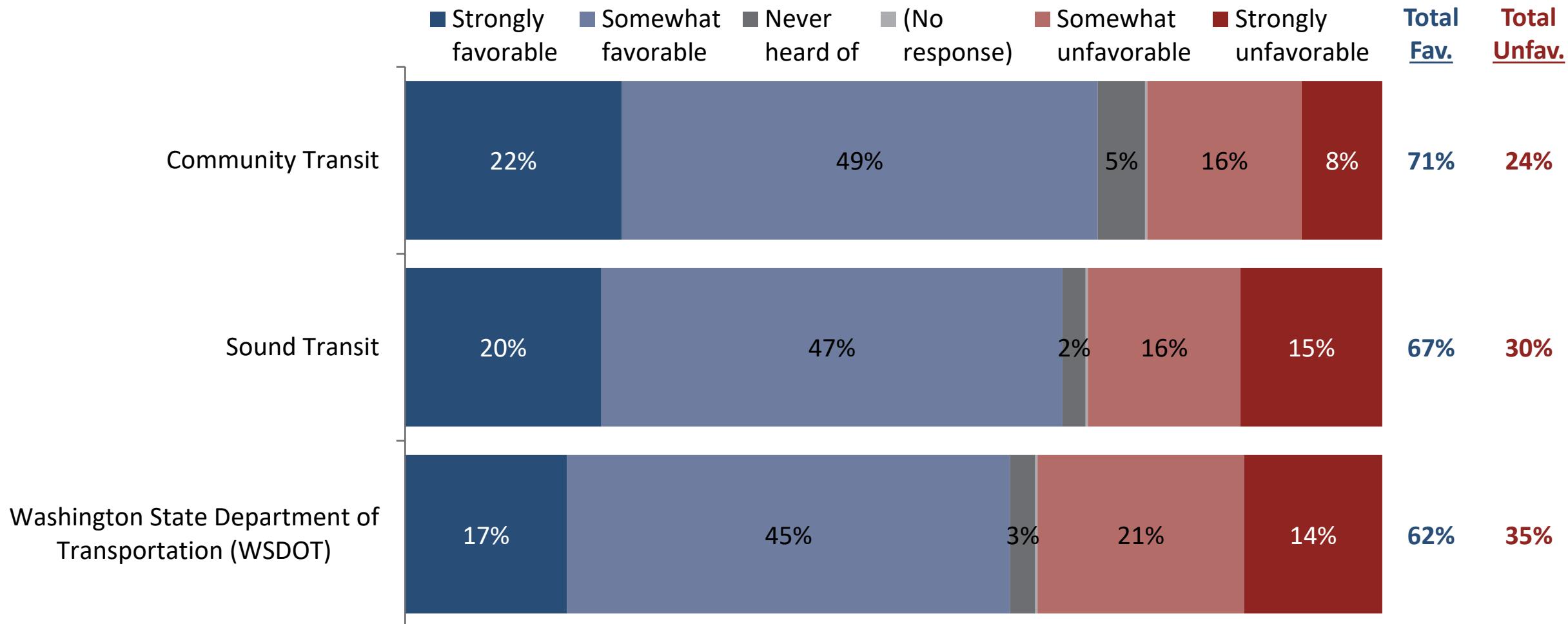
What do you think is the most important transportation problem in your area today?

(Open-ended question; verbatim responses coded into categories)



Organization Ratings

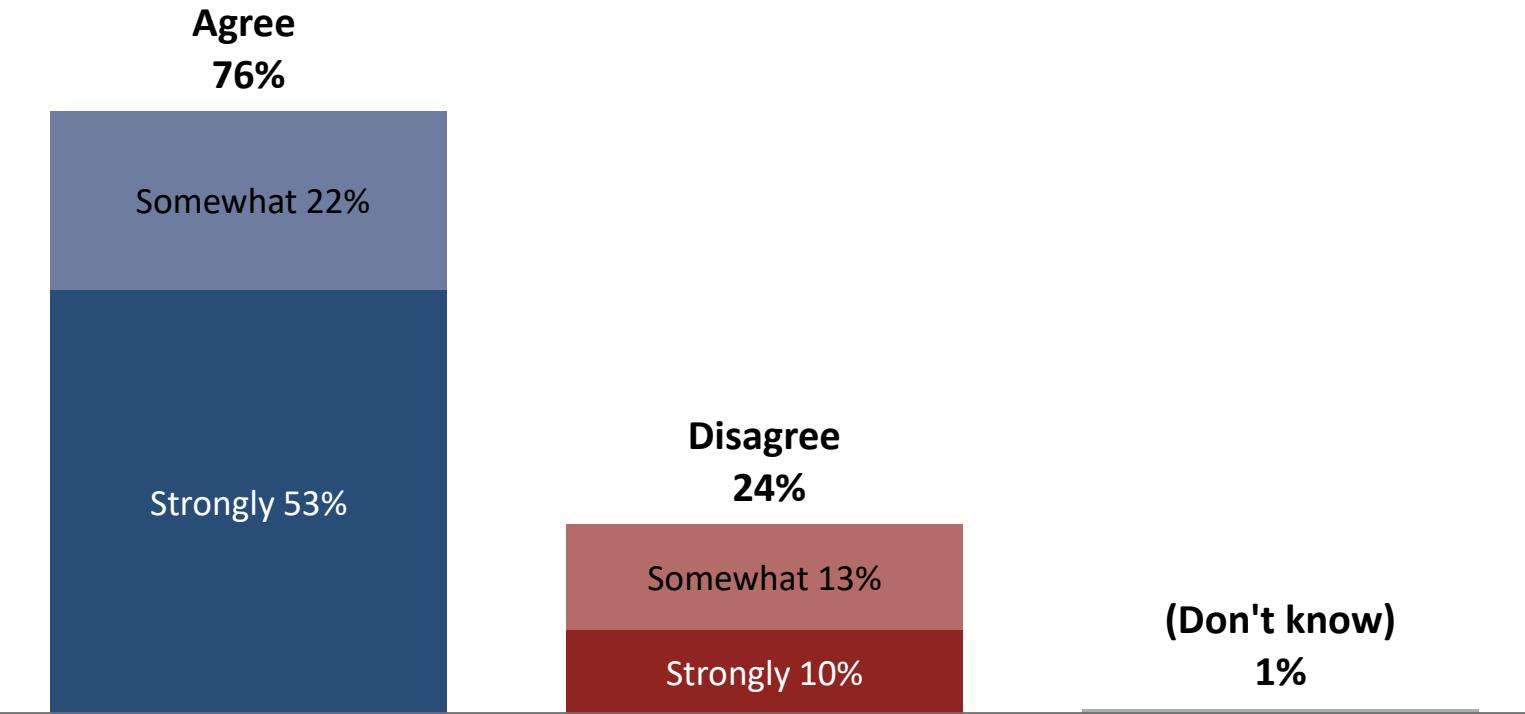
Community Transit as an organization is rated favorably by 7-in-10 residents. All tested agencies are favorable with at least 60% of respondents.



Adding More Transit

3-in-4 residents agree that adding more transit service in Snohomish County is a good thing, and over half strongly agree.

Please indicate whether you agree or disagree with this statement: Adding more transit service in Snohomish County is a good thing, whether or not I personally use it.



Existing Swift Lines Favorable Rating

After a brief explanation and current network map, over 80% of residents rate existing Swift lines favorably and nearly a third say they have a strongly favorable opinion.

As you may know, Swift is Community Transit's bus rapid transit (BRT) service, operating three lines: Swift Blue, Swift Green, and Swift Orange, on the routes shown below. Swift buses arrive every 10 minutes on weekdays. Swift is Community Transit's most popular service. What is your opinion of the three existing Swift Lines?



Favorable

81%

Somewhat 50%

Unfavorable

19%

Somewhat 15%

Strongly 4%

(No response)

1%

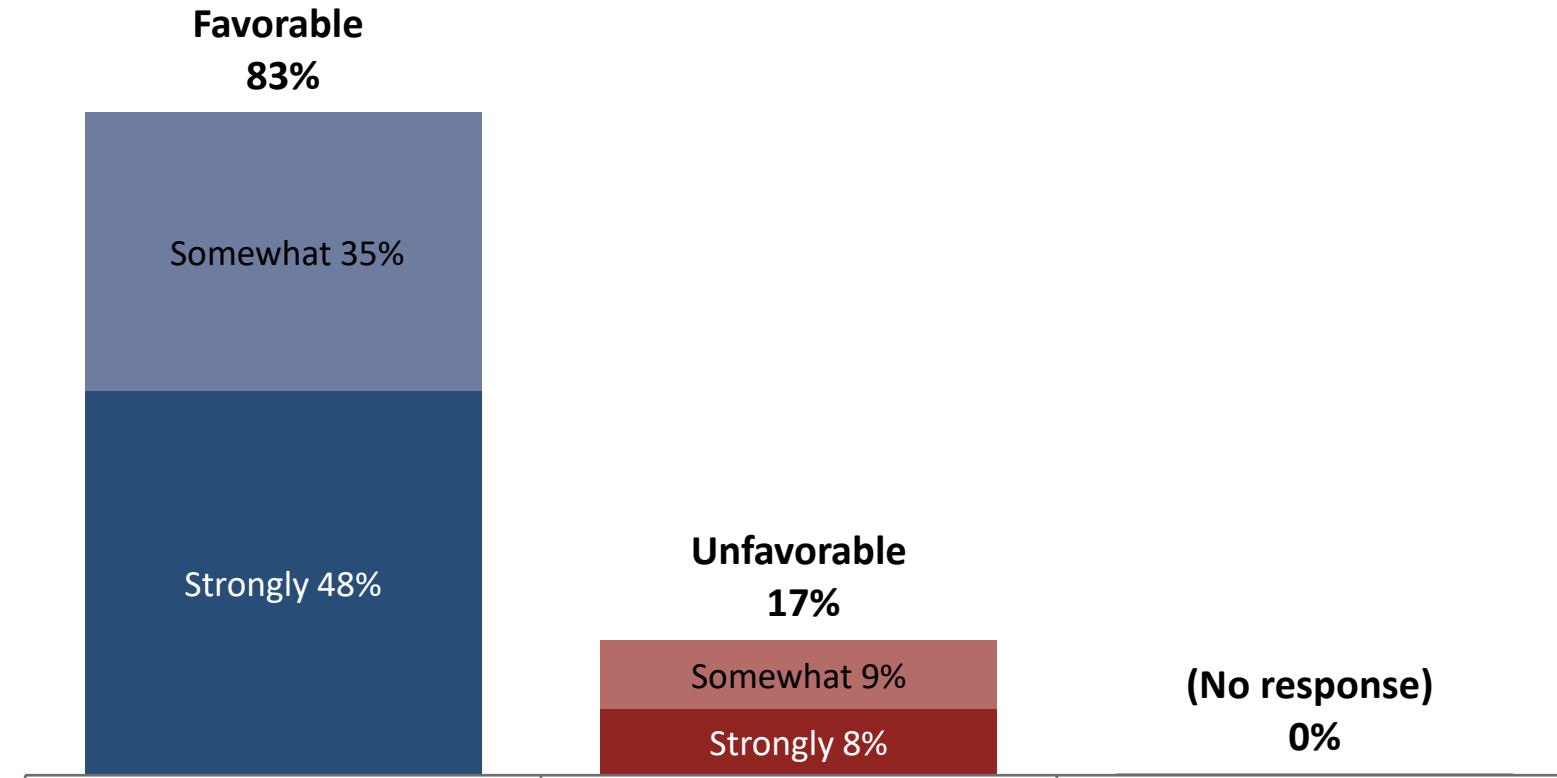


Swift Gold Line

Swift Gold Line Initial Favorable Rating

About half rate the Swift Gold Line strongly favorably after a brief description of the proposed route, and another third rate it somewhat favorably.

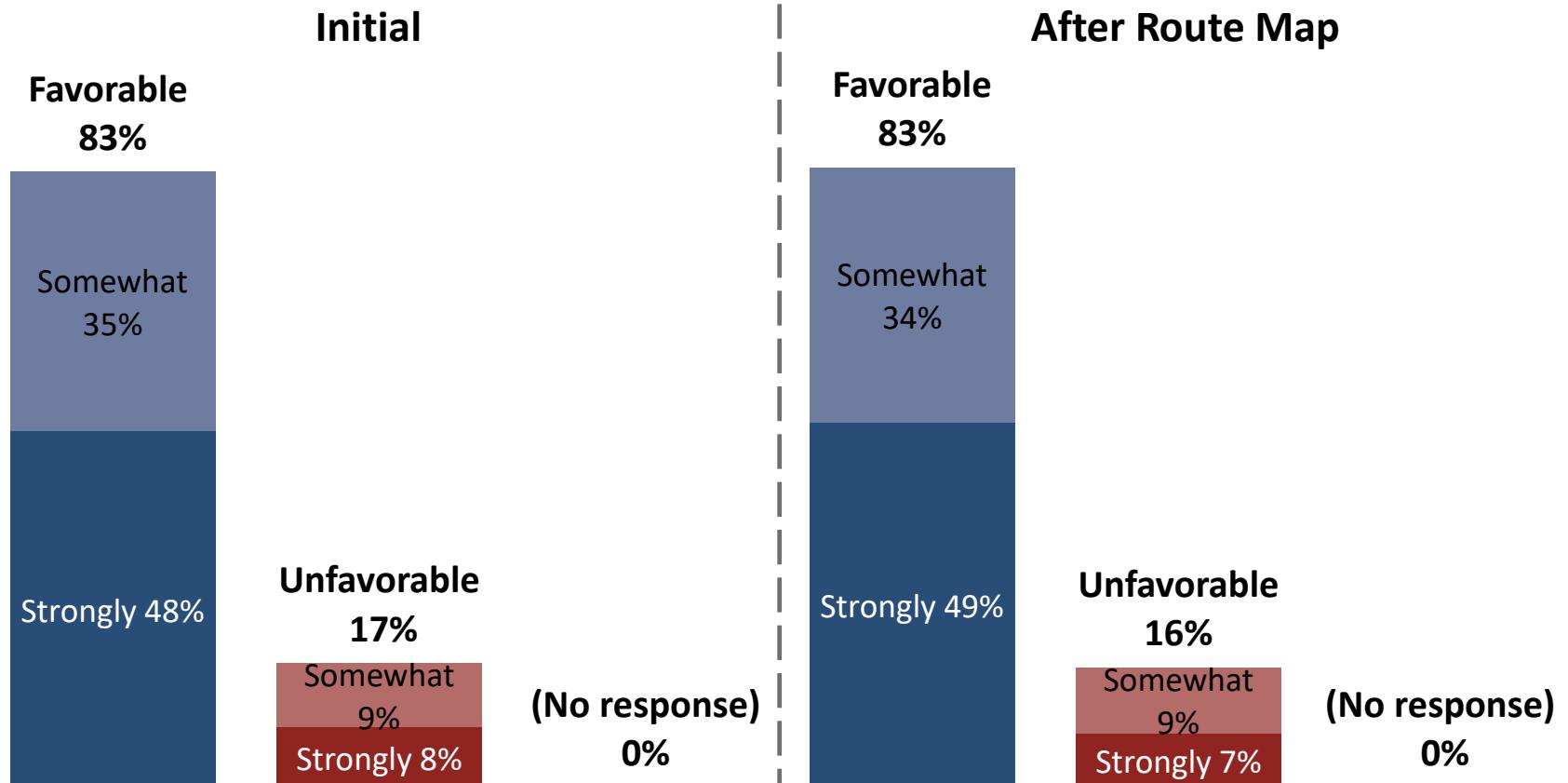
Community Transit's proposed new Swift Gold Line will connect downtown Everett, Marysville, and Arlington. It will also connect to the existing Swift network that serves Everett and south Snohomish County, as well as the Sounder and future Link Light Rail service at Everett Station. Knowing this, what is your opinion of the proposed Swift Gold Line?



Favorable Rating After Route Map

Following the presentation of the proposed route map, favorability remains unchanged.

Swift Gold Line will be a 15-mile bus rapid transit line, connecting Everett Station with Smokey Point Transit Center in Arlington along the route shown below. Knowing this, what is your opinion of the proposed Swift Gold Line?

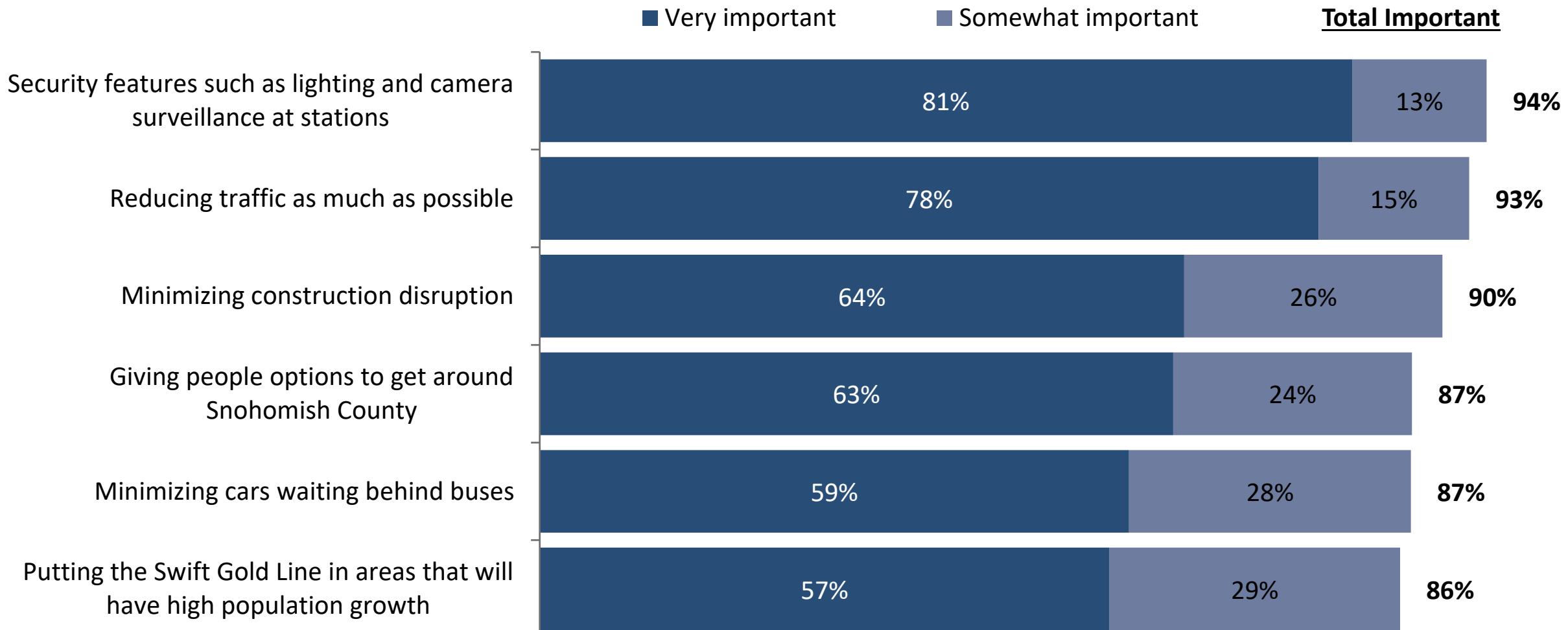




Swift Gold Line Features

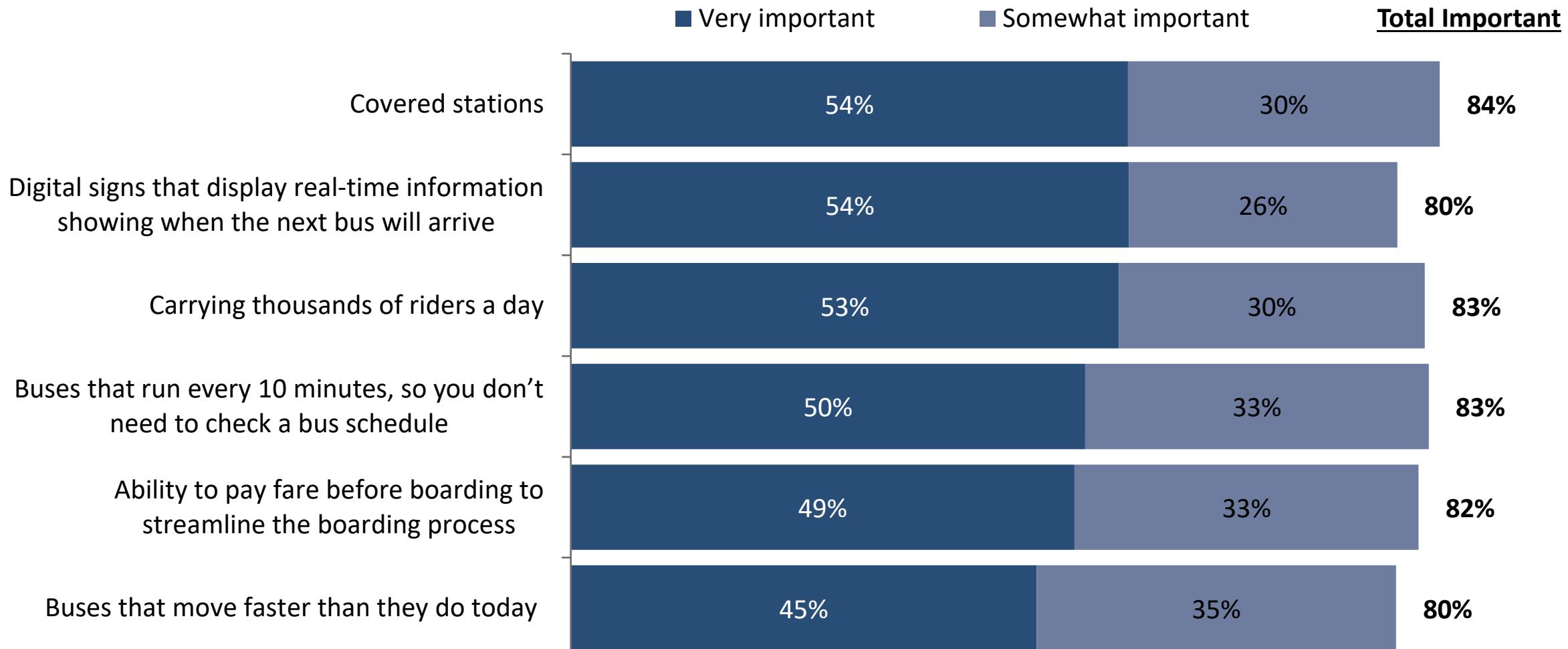
Swift Gold Line Features

About four-in-five residents rate security features at stations and reducing traffic as much as possible as very important potential features.



Swift Gold Line Features

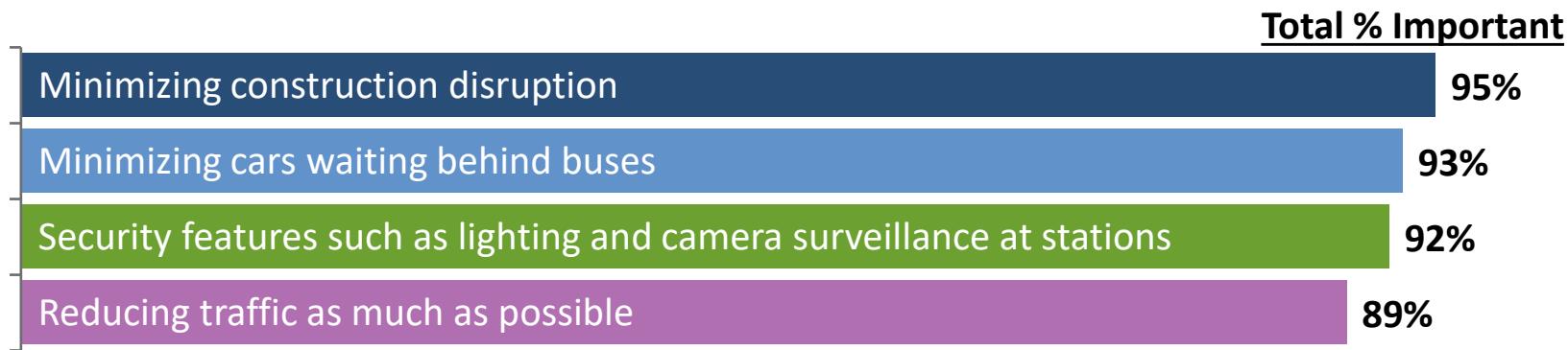
Intensity of importance is lowest for streamlining the boarding process and faster buses.



Top Swift Gold Line Features by Region

Top features vary slightly across jurisdiction, though reducing traffic and security features are consistently in the top four.

Arlington
(n=100; MOE=±9.8)
[See Appendix](#)



Marysville
(n=275; MOE=±5.9)
[See Appendix](#)



North Everett
(n=125; MOE=±8.8)
[See Appendix](#)



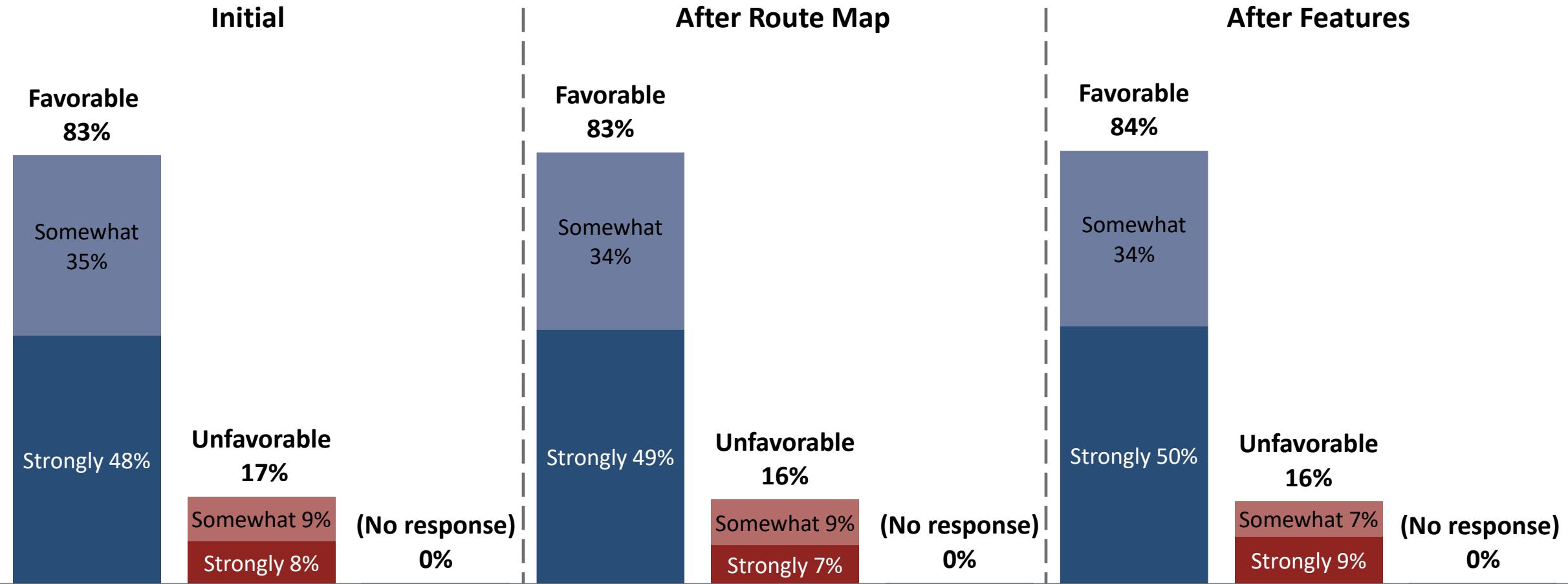
Q15-Q26. Next, you will see some potential features of this new service.

After each, please indicate how important that feature is to you.

Gold Line Favorable Rating After Features

Favorability remains high after features.

Having seen these potential features, what is your opinion of the proposed Swift Gold Line?





Additional Information

Additional Information

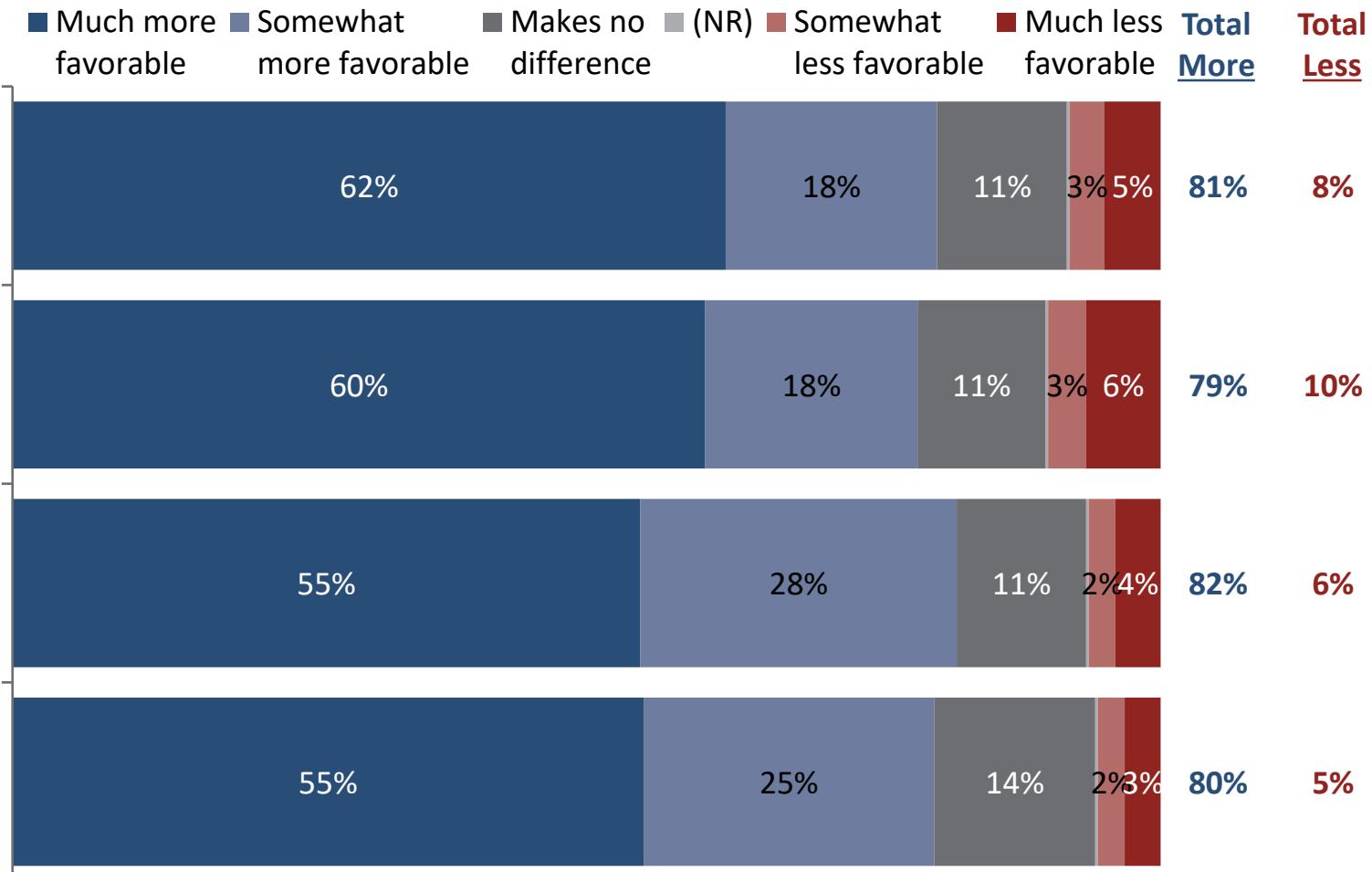
All BRT information shown was popular. Highlighting that funding has already been secured and the light rail connection are particularly impactful items.

This project does not require additional local funding or new taxes. It will be funded by state and federal grants as well as revenue from the existing Community Transit sales tax rate, which voters approved in 2015.

Swift Gold Line will connect to the new light rail coming to Everett in the next decade. Opening the Swift Gold Line will mean people in Marysville, Arlington, and Everett can easily access congestion-free light rail that eventually will stretch 116 miles, extending to Seattle, Tacoma, and the Eastside.

Swift BRT comes so often that you don't need to check the schedule to ride it, offering the speed, frequency, and reliability of light rail to the people of Snohomish County without billions in costs.

With Swift Gold Line, you can choose to travel to your favorite businesses and activities within your community, or go farther for special events in places like downtown Seattle or to take a flight.

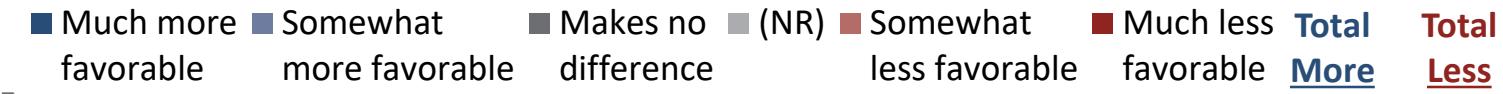


Q28-Q34. Next, you will read some additional information about bus rapid transit (BRT). After you read each statement, please indicate whether that makes you feel more or less favorable towards the new Swift Gold Line.

Additional Information

Over half report that each piece of information makes them feel much more favorable towards the new line.

Swift Gold Line will greatly improve people's ability to quickly get around within Snohomish County from north to south without needing a car.



Even if you don't ride it, BRT will make it easier for everyone to get around because it gives people options to avoid traffic. People can choose transit instead of driving and we can avoid adding to traffic.



The populations in Marysville, Arlington, and Everett are expected to grow by 41%, 74%, and 57%, respectively in the next 20 years. Swift Gold Line will bring new bus rapid transit to these fast-growing cities in the next six years.

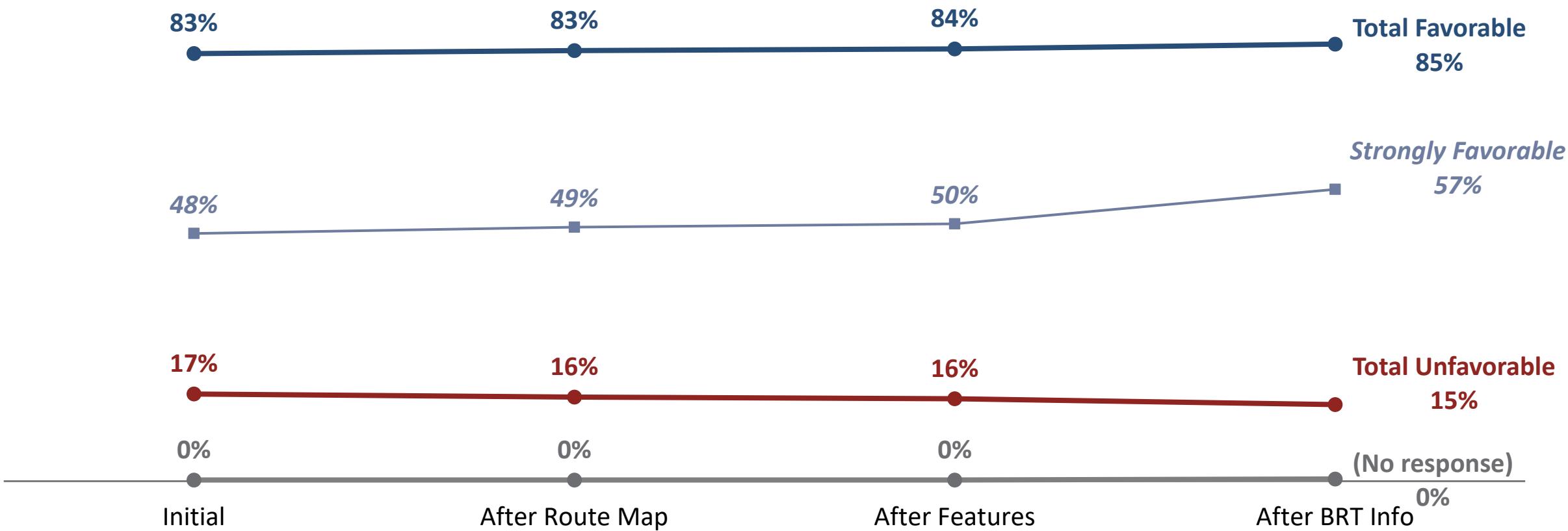


Q28-Q34. Next, you will read some additional information about bus rapid transit (BRT). After you read each statement, please indicate whether that makes you feel more or less favorable towards the new Swift Gold Line.

Favorable Rating After Information

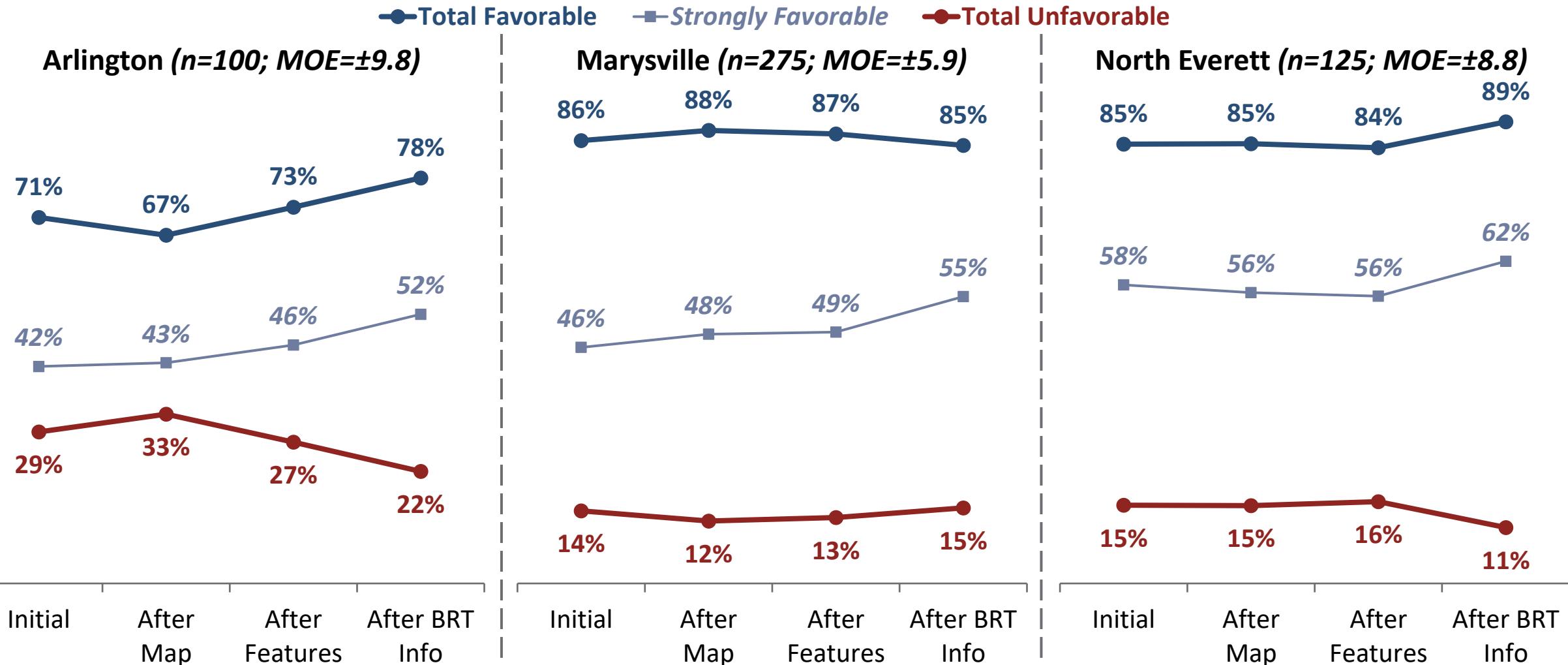
While total favorability remains steady, strongly favorable ratings increase by 7 points after additional information about BRT.

Now that you've learned more, what is your opinion of the proposed Swift Gold Line?



Favorable Rating After Info by Region

Across jurisdictions, there is an increase in strongly favorable sentiment after additional information about BRT benefits.



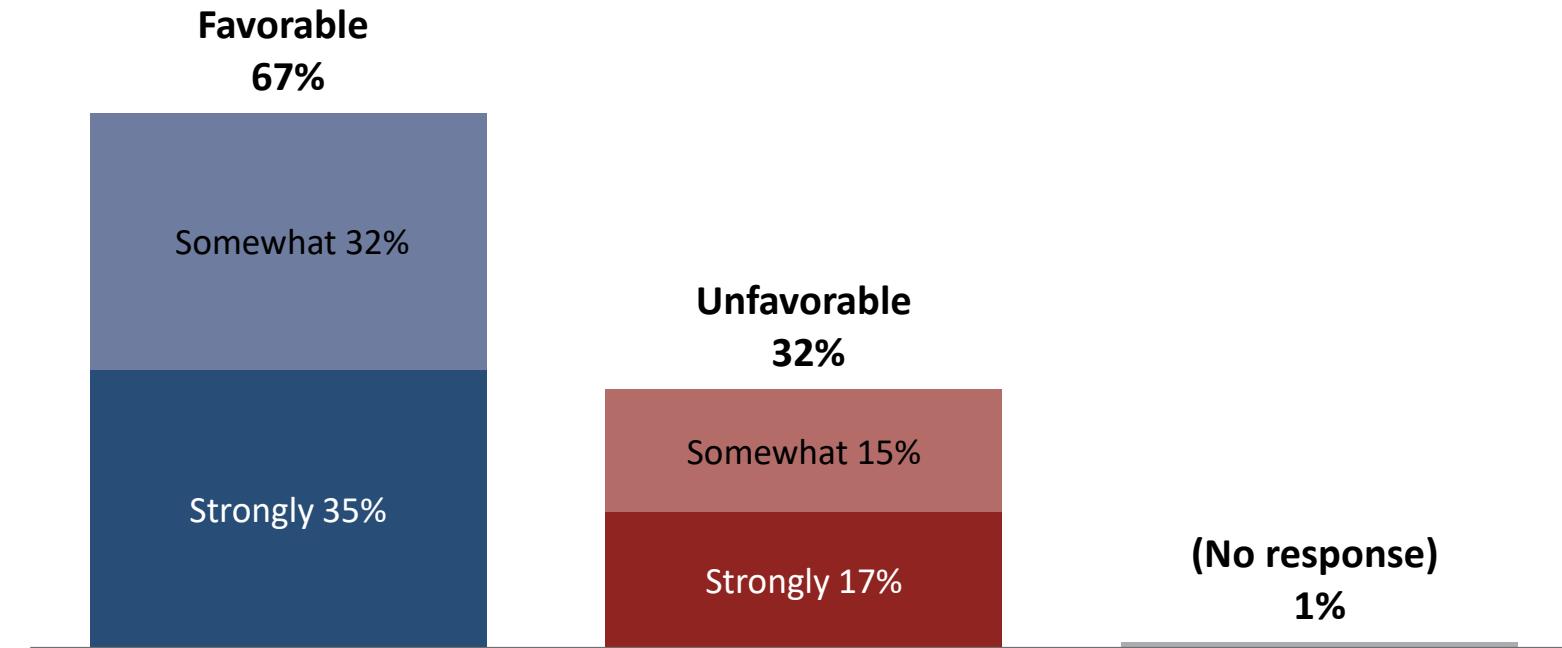


Center-Running
Transit-Only Lanes

Center-Running Lanes Initial Favorable

On the initial ask after a brief explanation, two-thirds hold a favorable opinion toward center-running lanes.

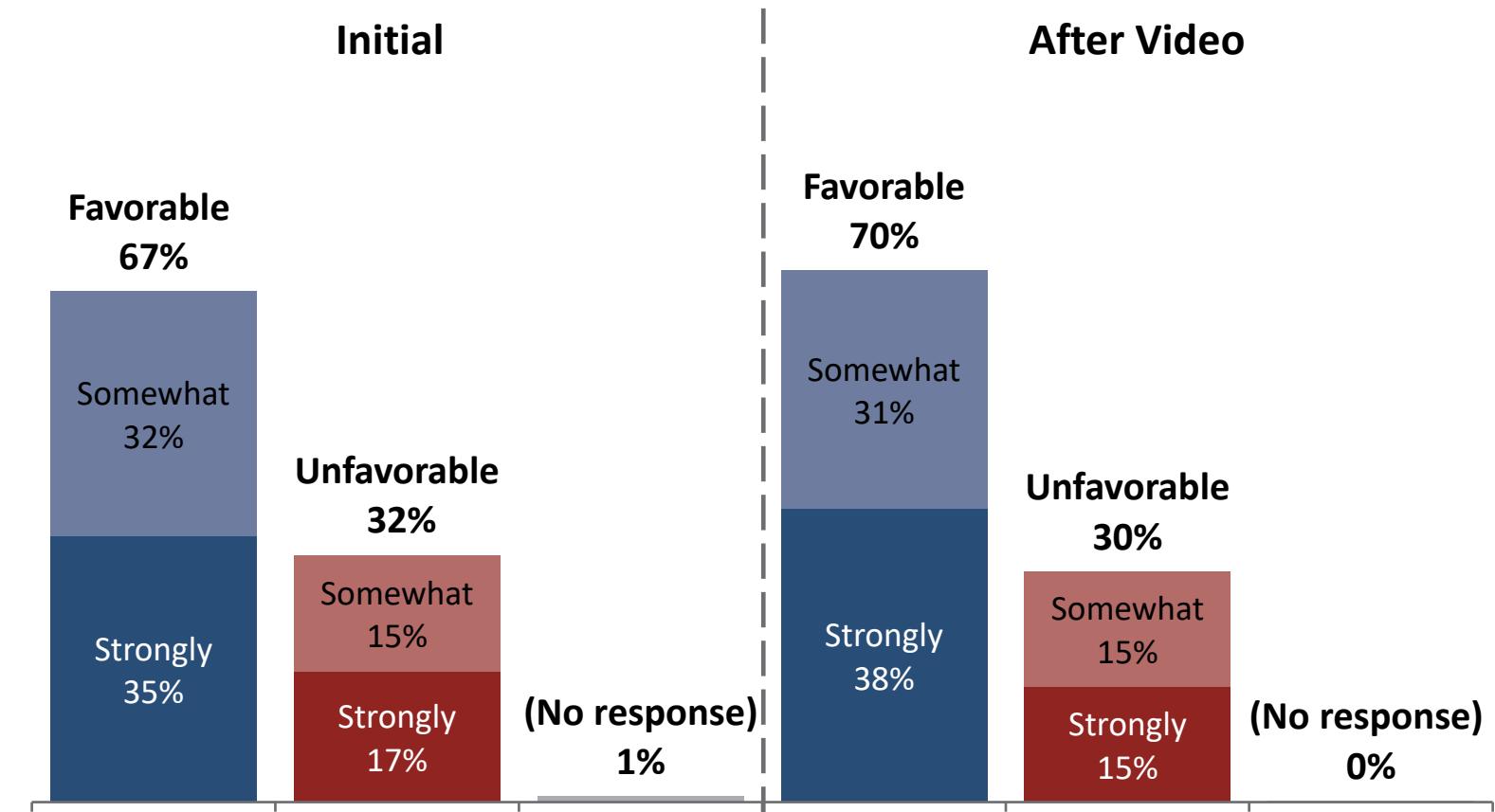
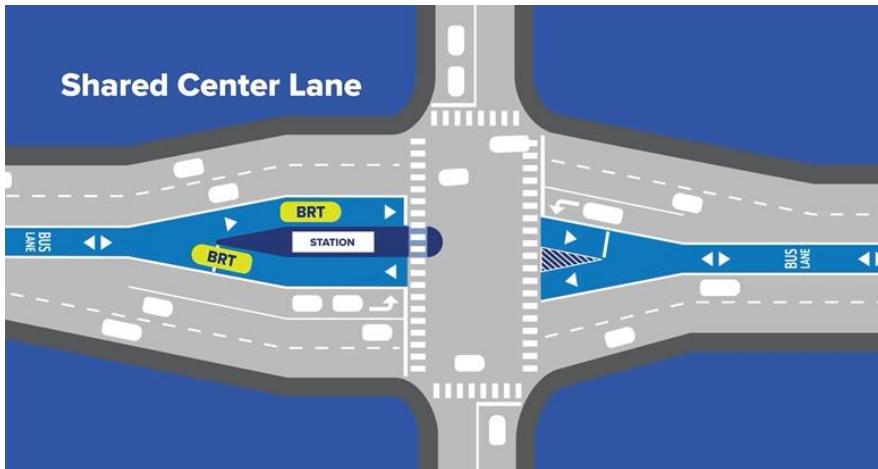
One idea under consideration for the proposed Swift Gold Line is dedicated lanes in the center of the roadway for transit use only, called center-running transit-only lanes. Swift Gold Line buses would travel in the center of the roadway, isolating Swift buses from cars while maintaining the same number of general-purpose through-lanes for driving cars as there are today. What is your opinion of center-running transit-only lanes as part of the proposed Swift Gold Line?



Center-Running Lanes Rating After Video

Favorability remains similar after an explanatory video.

Now you'll see a video of what these center-running transit-only lanes could look like. Having seen this, what is your opinion of center-running transit-only lanes as part of the proposed Swift Gold Line?



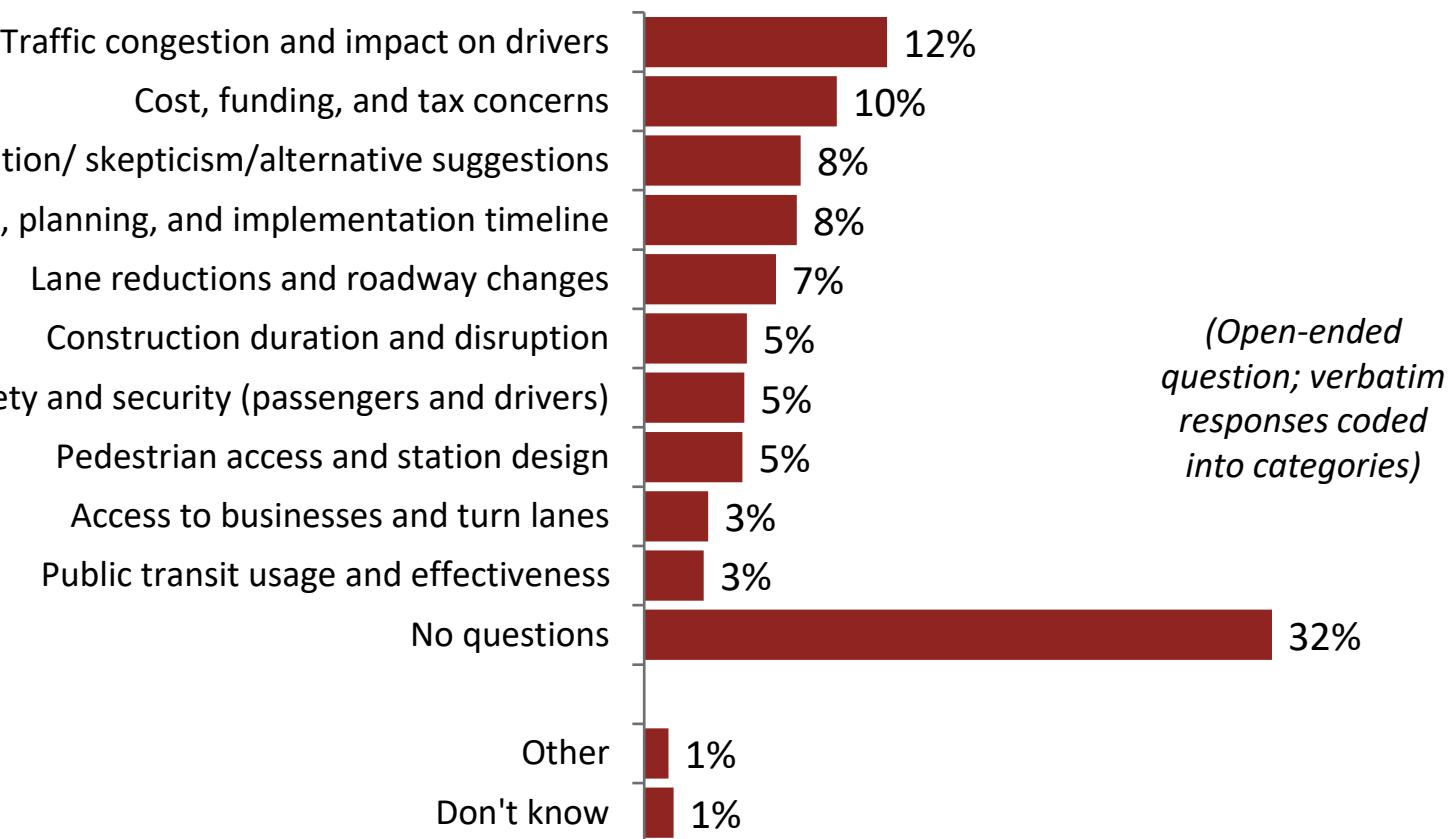
Center-Running Lanes Map

About a third of residents have no questions after seeing the video and map. Among those who do, the most common questions are around impacts on traffic congestion and costs.

Below is a map of the Swift Gold Line route showing in dark blue where center-running transit-only lanes could go along Broadway in Everett and along State Avenue in Marysville.



Having seen all of this, what questions do you have about center-running transit-only lanes?



Additional Info About Center-Running Lanes

Half say that emergency vehicles' ability to use center-running lanes makes them feel much more favorable about them.

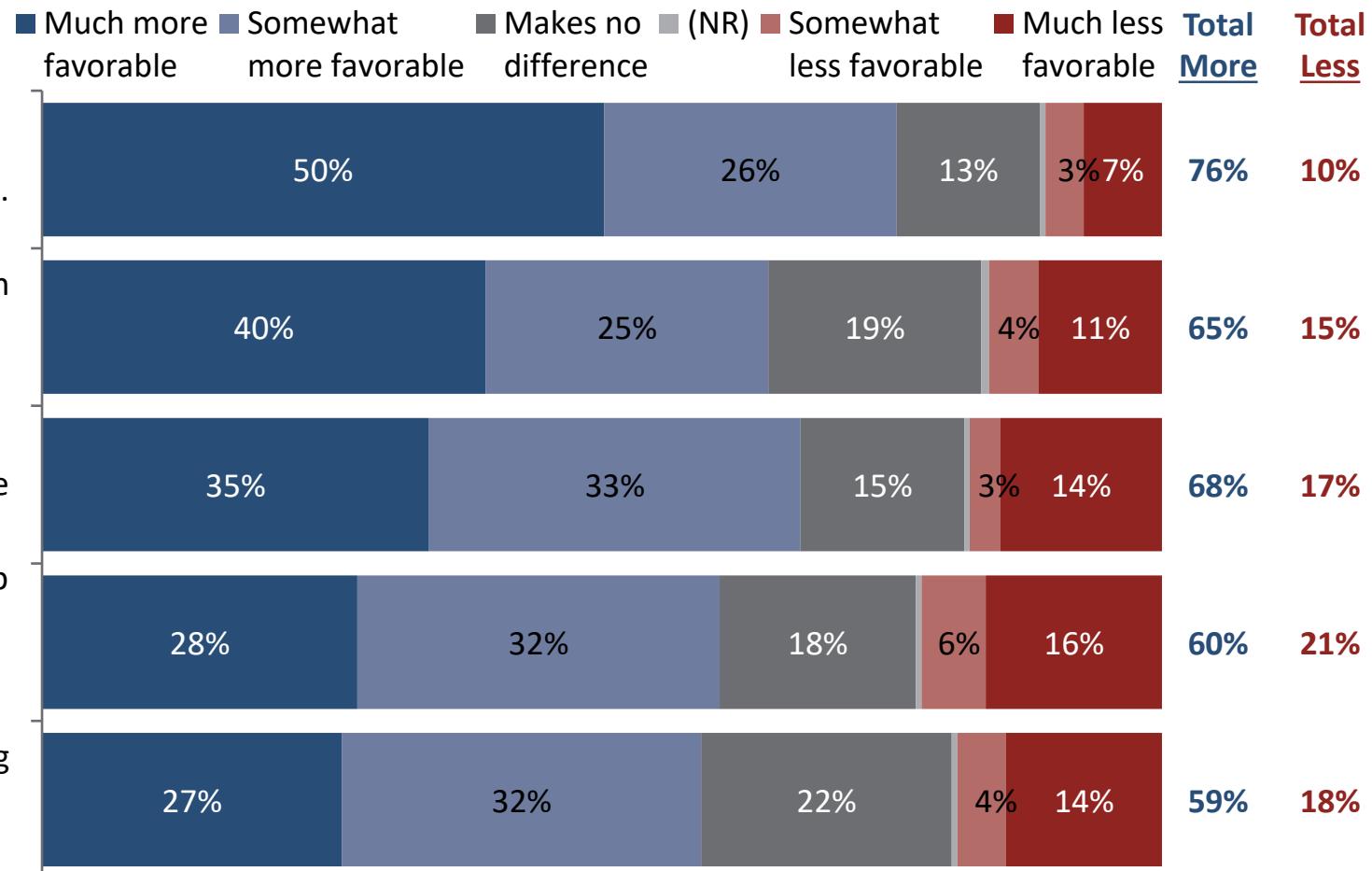
Emergency vehicles can also use the center-running lanes, speeding up emergency responses and increasing public safety.

As traffic increases with projected population growth of 57% in Everett, 41% in Marysville, and 74% in Arlington, the center-running lanes will improve traffic flow for everyone.

Center-running lanes prevent buses from causing delays or visibility problems for drivers while ensuring faster, more reliable service for bus riders.

Swift Gold Line will improve on the current Swift system and keep traffic moving safely for everyone. That's because the proposed use of dedicated, center-running lanes for buses preserves general-purpose through-lanes for car travel.

Everyone benefits when BRT buses use dedicated center-running lanes, because you can get where you're going without getting stuck behind a bus.



Q39-46. Next you will read some additional information about the proposed center-running transit-only lanes. After each, please indicate if that information makes you feel more or less favorable about center-running transit-only lanes along the proposed portions of the new Swift Gold Line route.

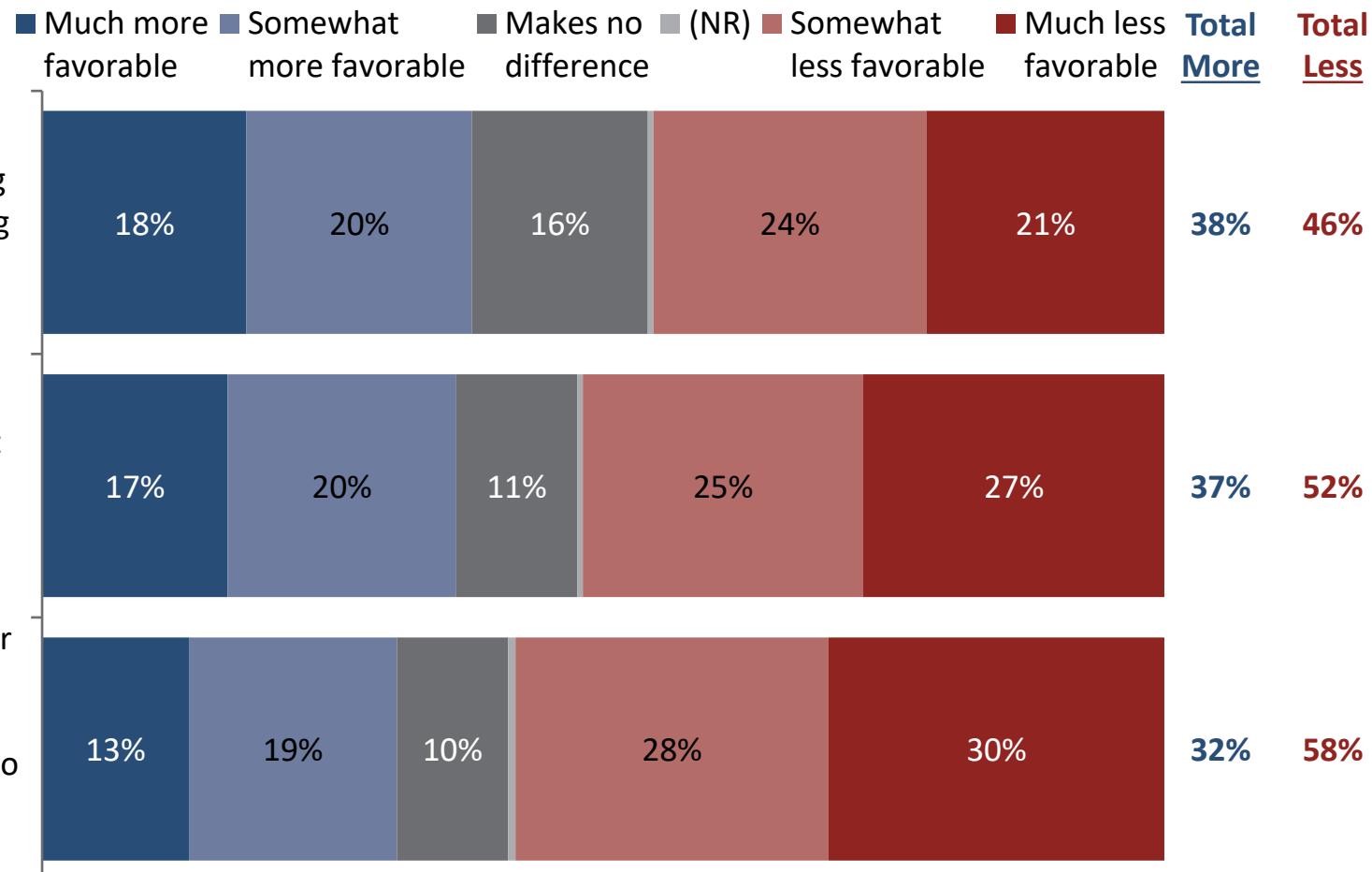
Additional Info About Center-Running Lanes

About 6-in-10 say getting rid of two-way left-turn lanes makes them feel less favorable about center-running lanes.

To maintain the same number of driving lanes, some areas along the corridor may need to be widened, which may require moving sidewalks several feet closer to adjacent buildings.

In order to have space for center-running transit-only lanes, most street parking would be removed along Broadway in Everett in areas where center-running transit-only lanes would operate.

Currently, there are two-way left-turn lanes, also known as center left-turn lanes, in the middle of the road along much of the proposed route. These lanes would be removed where center-running transit-only lanes are added. Drivers would only be able to turn left or make U-turns at intersections or at designated areas rather than in the middle of a block.

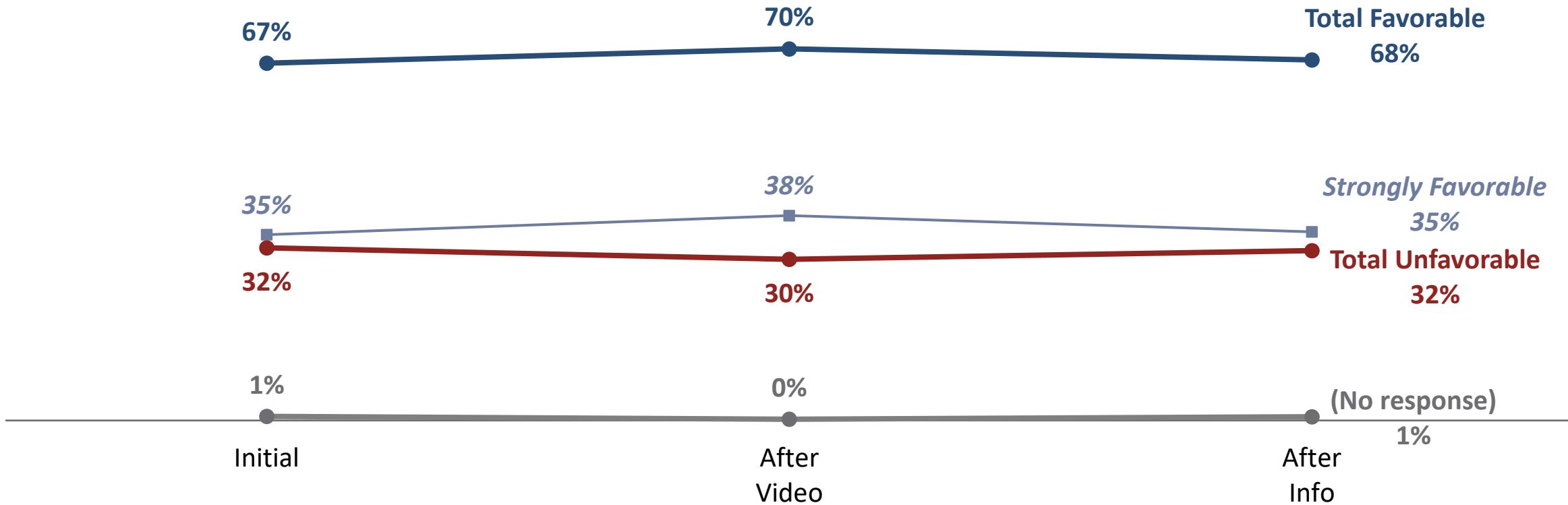


Q39-46. Next you will read some additional information about the proposed center-running transit-only lanes. After each, please indicate if that information makes you feel more or less favorable about center-running transit-only lanes along the proposed portions of the new Swift Gold Line route.

Center-Running Lanes Progression

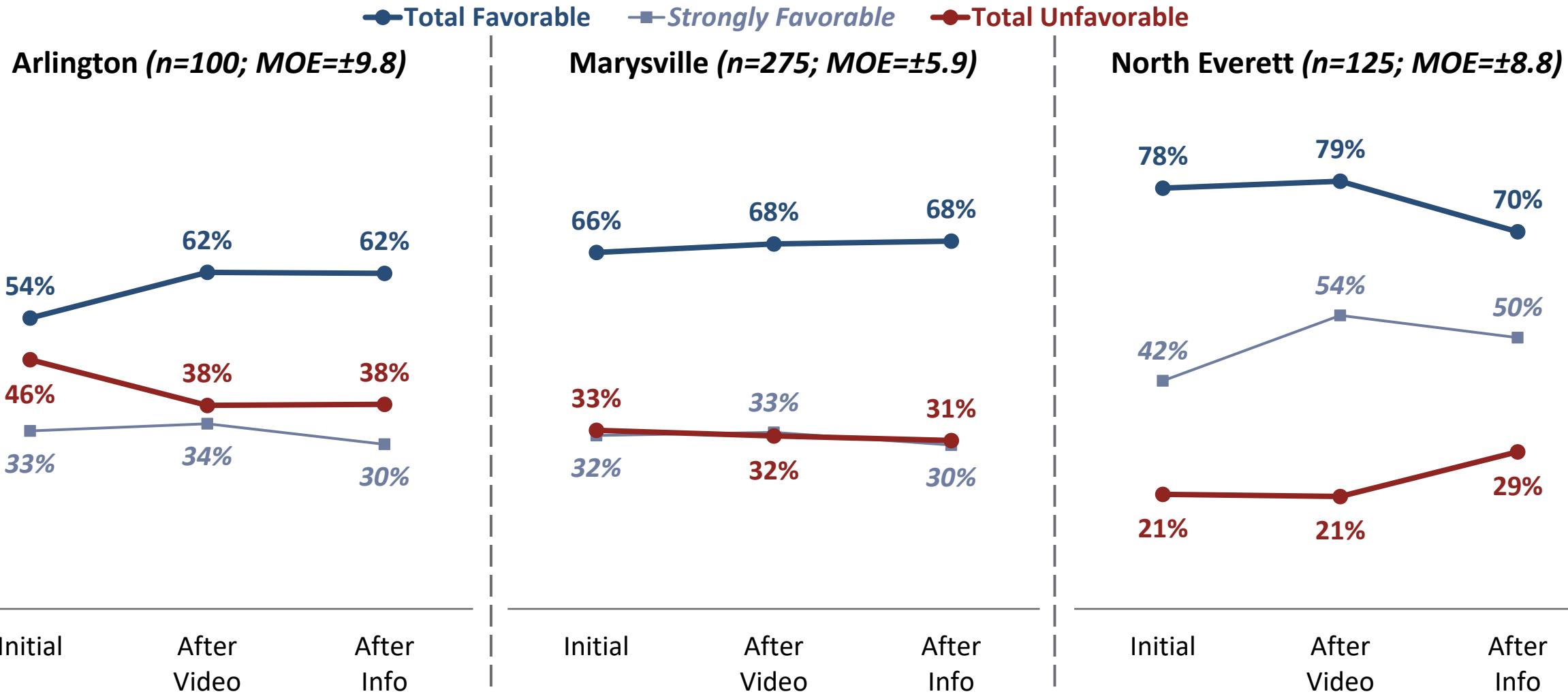
Opinions of center-running lanes remain consistent across asks.

Given everything you've seen, what is your opinion of the proposed center-running transit-only lanes along Broadway in Everett and along State Avenue in Marysville as part of the Swift Gold Line route?



Center-Running Lanes Progression

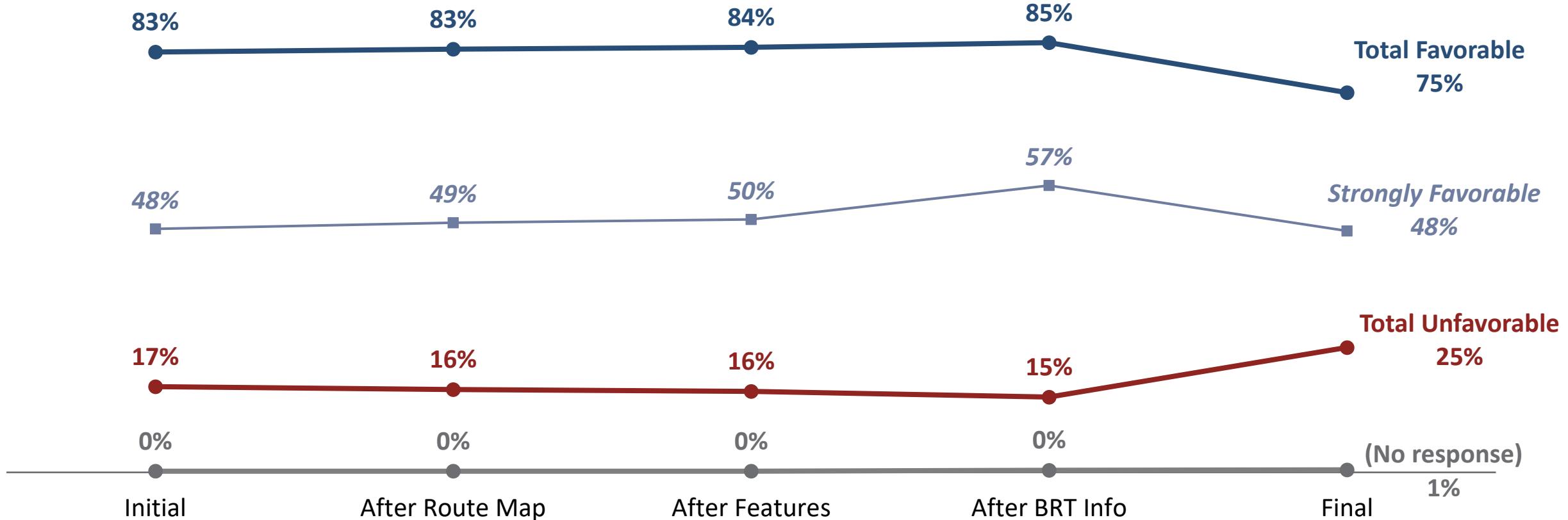
North Everett—which also has the highest proportion of regular transit users—is consistently the most favorable jurisdiction towards center-running lanes.



Swift Gold Line Progression

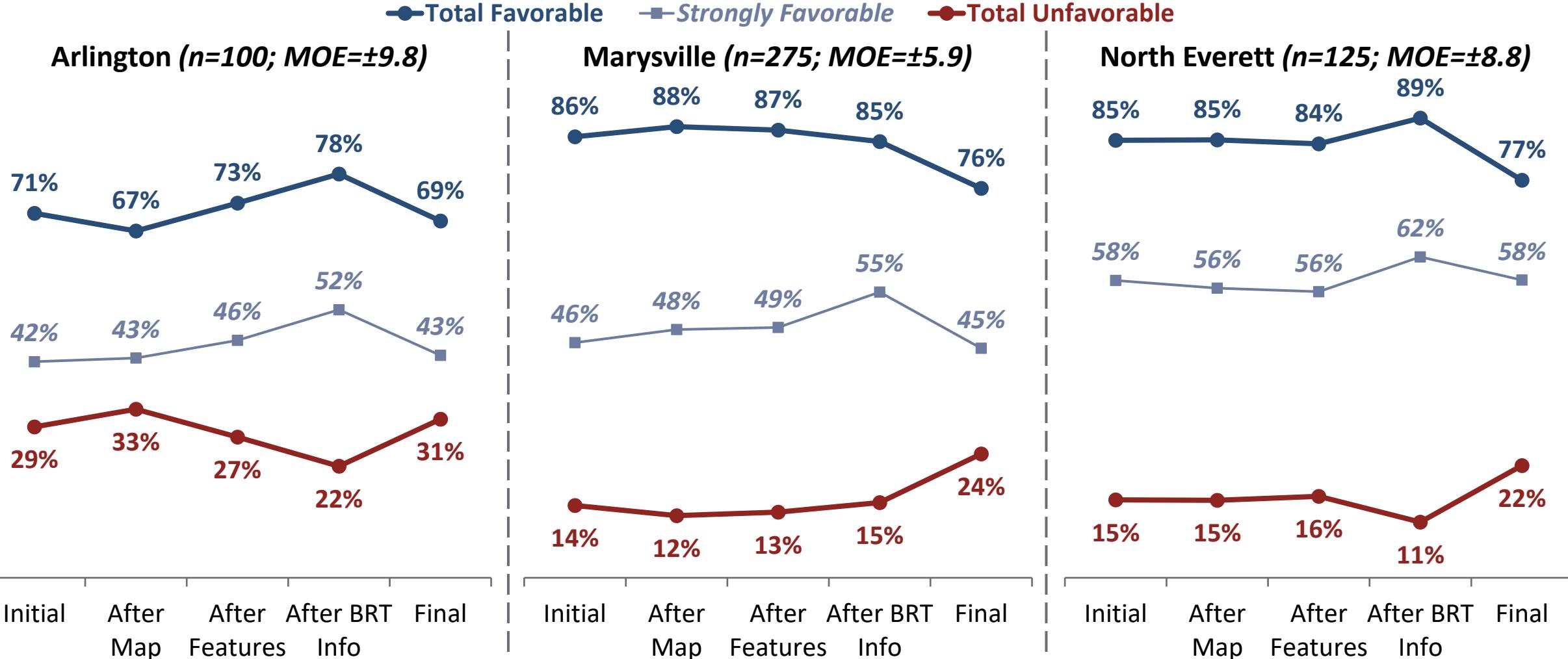
Three-quarters hold favorable opinions of the Swift Gold Line after information about center-running lanes.

Finally, after everything you've seen, what is your opinion of the proposed Swift Gold Line?



Swift Gold Line Progression by Jurisdiction

Across jurisdictions, while favorability decreases somewhat after center-running lane info, strong majorities remain favorable. Strongly favorable opinions end at a similar level to the initial ask.



Conclusions

- ▶ Traffic congestion and lack of transit are the leading transportation problems in the region.
- ▶ The vast majority (76%) say adding more transit service is a good thing, even if they don't use it.
- ▶ The vast majority (81%) have a favorable view of existing Swift lines.
- ▶ Across the three communities, the proposed Swift Gold Line is well received throughout its introduction and initial details.
- ▶ The concept of center running lanes does reduce positive opinion initially, but three-quarters still have a positive opinion of the project after hearing all information, including nearly half (48%) who are strongly favorable.



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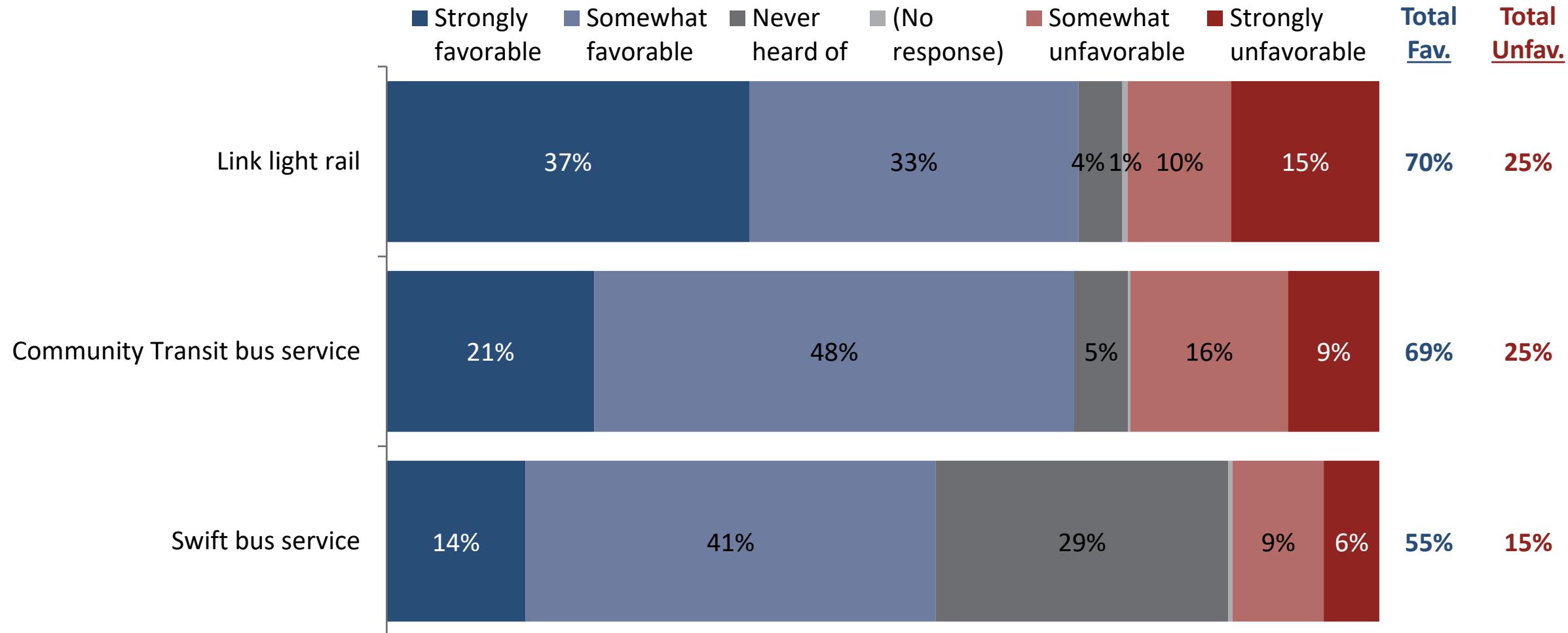
Appendix



Overall

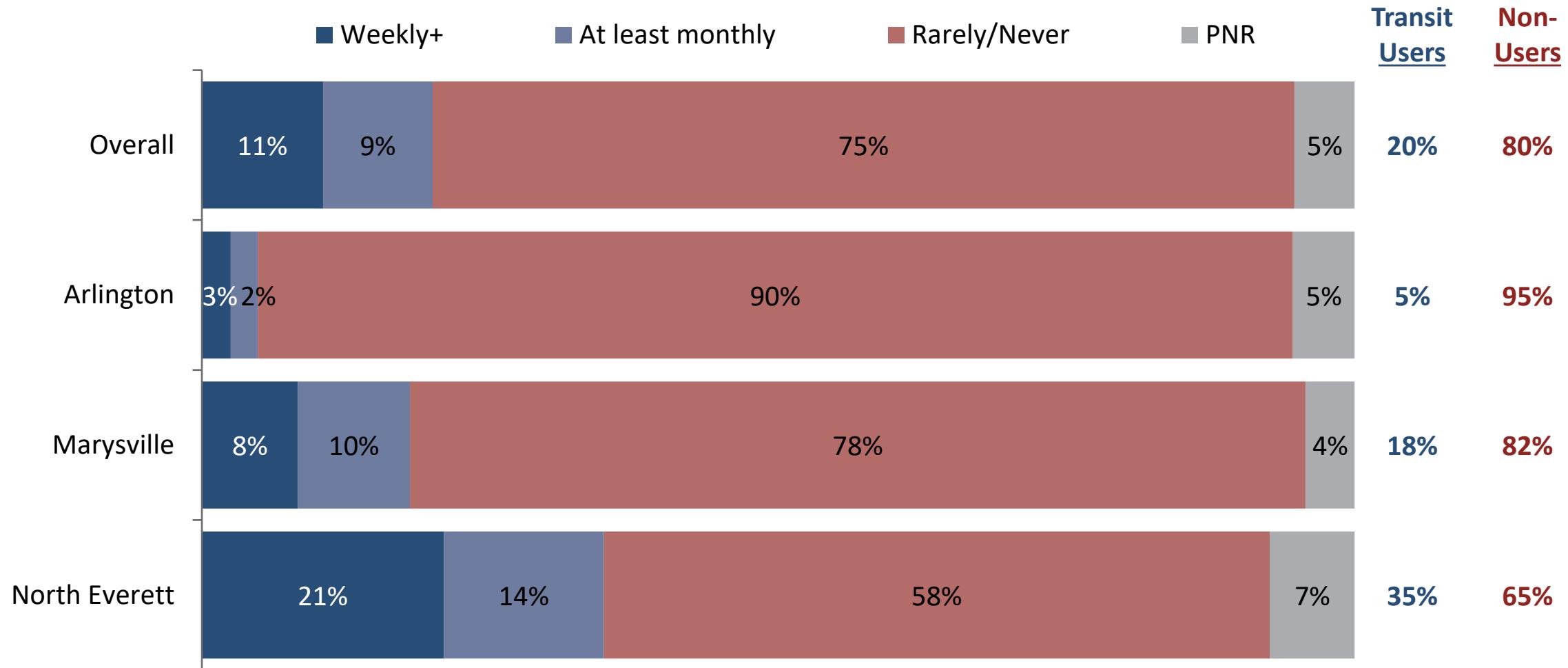
Service Ratings

Over half of residents rate Swift bus service favorably. About one-third have never heard of it.



Transit Usage by Jurisdiction

Overall, a fifth report riding public transit at least monthly. North Everett has the highest proportion of regular transit users at about one-third, while Arlington residents are least likely to be transit users.



Adding More Transit by Subgroups

Strong majorities across subgroups agree that more transit service in Snohomish County is a good thing, including 7-in-10 of those who do not use transit regularly.



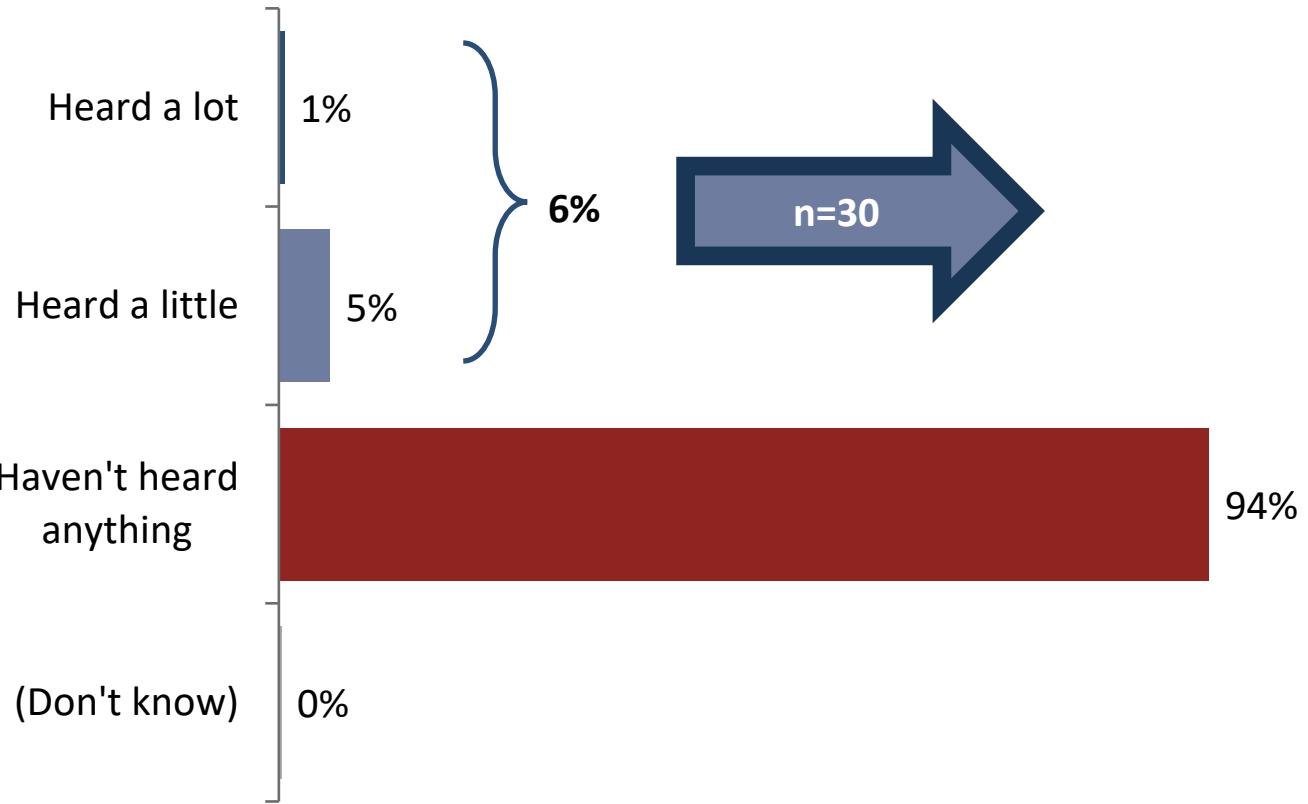
NOTE: Smallest subgroup = BIPOC, n=71, MOE=±11.63%

Q9. Please indicate whether you agree or disagree with this statement: Adding more transit service in Snohomish County is a good thing, whether or not I personally use it.

New Rapid Bus Line Awareness

Awareness of a new rapid bus line is low, with only 6% reporting having seen or heard anything recently. Among those 6% (30 respondents total), most recall having heard details/routes of planned expansions or general awareness of the new line.

Have you heard or seen anything recently about a new rapid bus line coming to your area?



What have you heard or seen?	n
Details and routes of planned expansions	9
General awareness of new Gold/Swift line service	9
Light rail extension	3
Desire for more information or uncertainty	3
General negative	2
General positive	1
Other	2
Don't know	1

Swift Gold Line Initial Rating by Subgroups

Strong majorities are favorable towards the new line across demographic subgroups, with regular transit users nearly unanimously favorable.

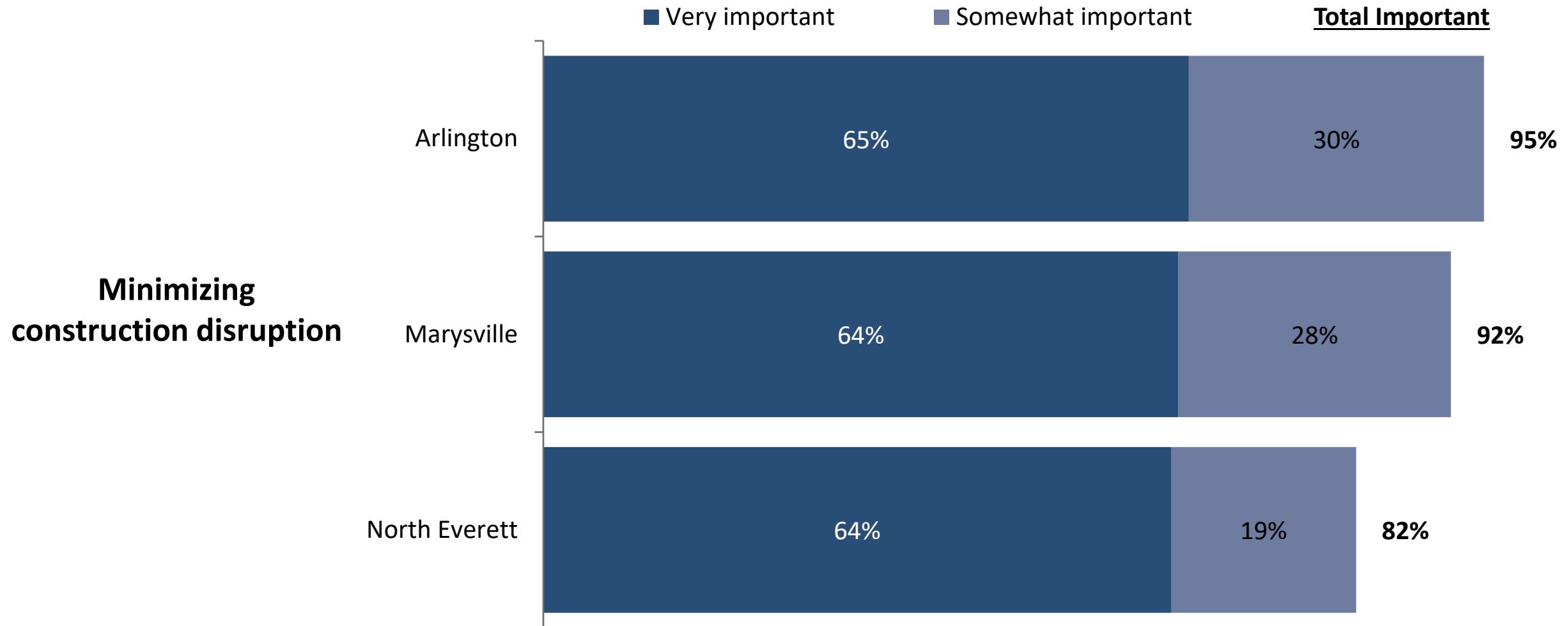


NOTE: Smallest subgroup = BIPOC, n=71, MOE=±11.63%

Q13.

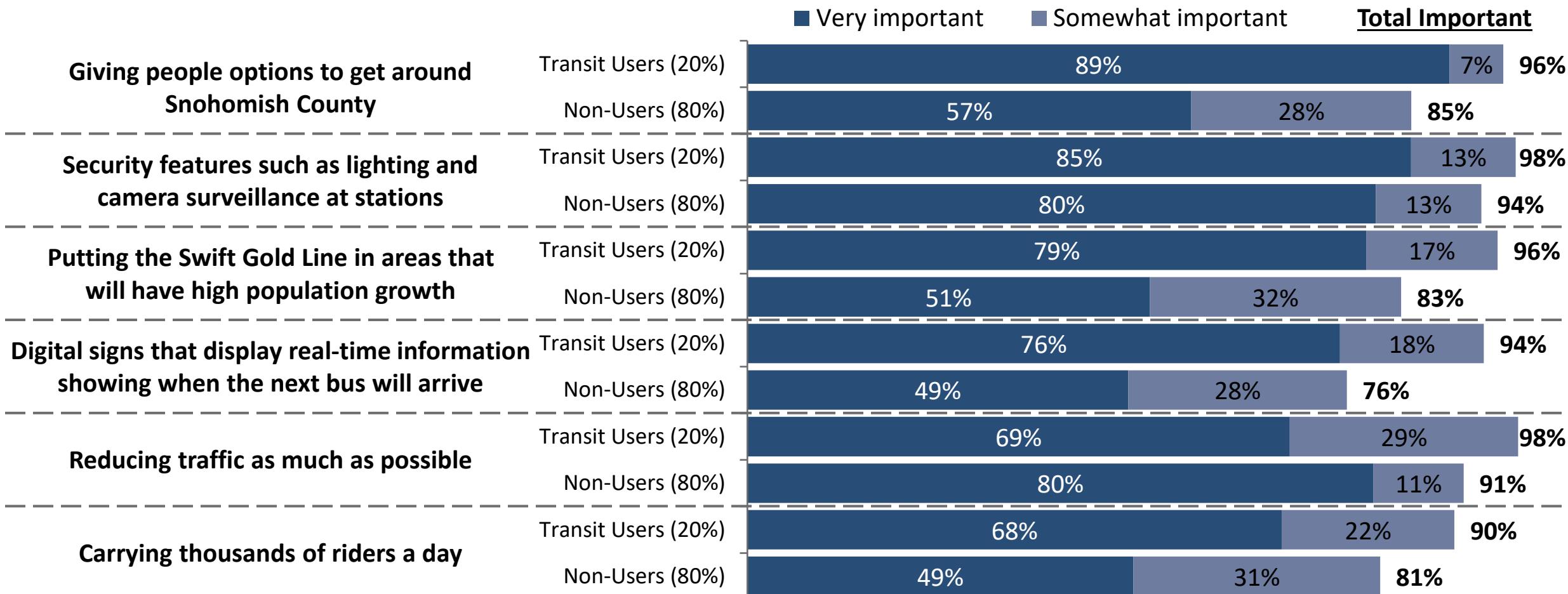
Minimizing Disruption by Jurisdiction

The proportion rating “minimizing construction disruption” as very important is consistent across jurisdictions. North Everett residents are less likely to rate it as somewhat important.



Swift Gold Line Features by Transit Usership

Giving people options to get around Snohomish County is important to nearly all transit users. Non-users and users agree on the importance of security features at stations.



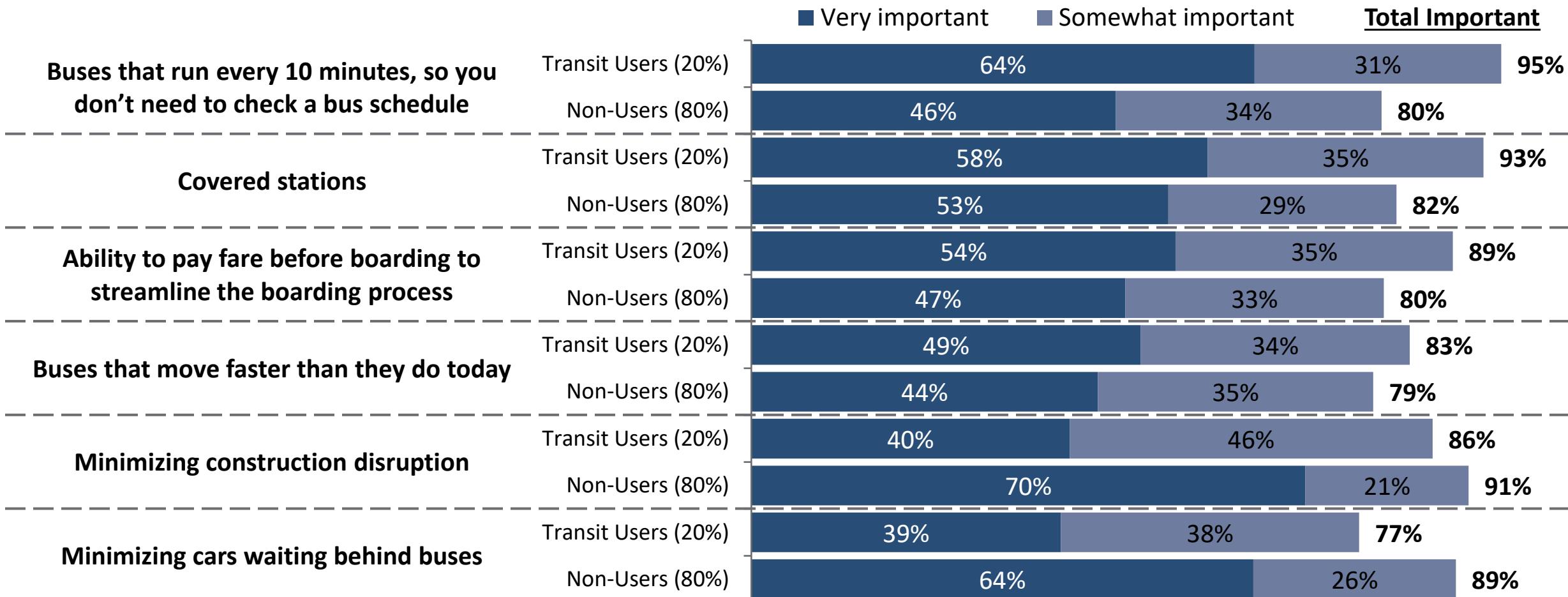
NOTE: Transit Users, n=99, MOE=±9.8%

Q15-Q26. Next, you will see some potential features of this new service.

After each, please indicate how important that feature is to you.

Swift Gold Line Features by Transit Usership

Ability to pay before boarding and faster buses fall towards the bottom among both transit users and non-users. Minimizing construction disruption and cars waiting behind buses are more important to non-users.



NOTE: Transit Users, n=99, MOE=±9.8%

Q15-Q26. Next, you will see some potential features of this new service.

After each, please indicate how important that feature is to you.

Center-Running Lanes Initial Rating by Subgroups

On the initial ask, those in North Everett and regular transit users are most favorable toward center-running lanes.

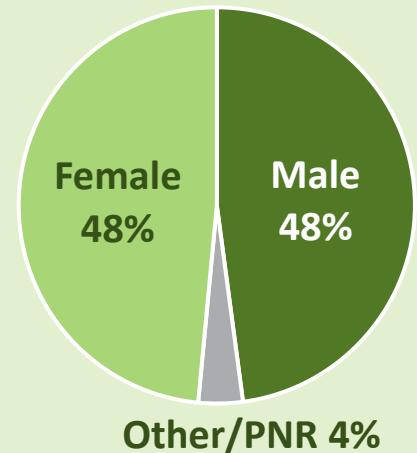


NOTE: Smallest subgroup = BIPOC, n=71, MOE=±11.63%

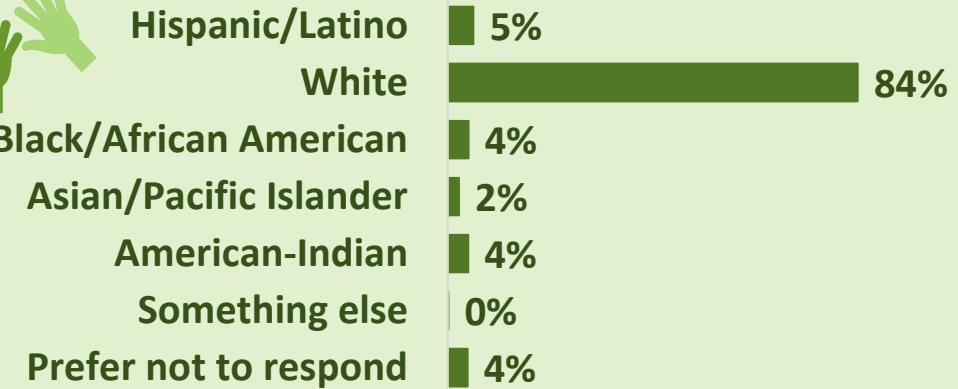
Q36.

Respondent Profile

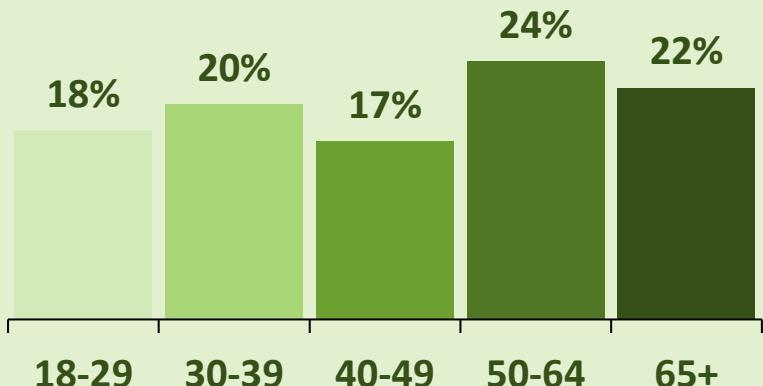
Gender



Ethnicity



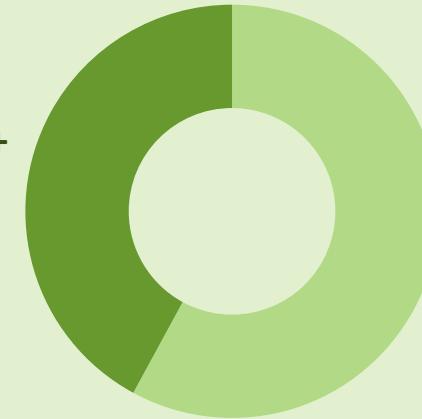
Age



Education



4-year
degree+
42%

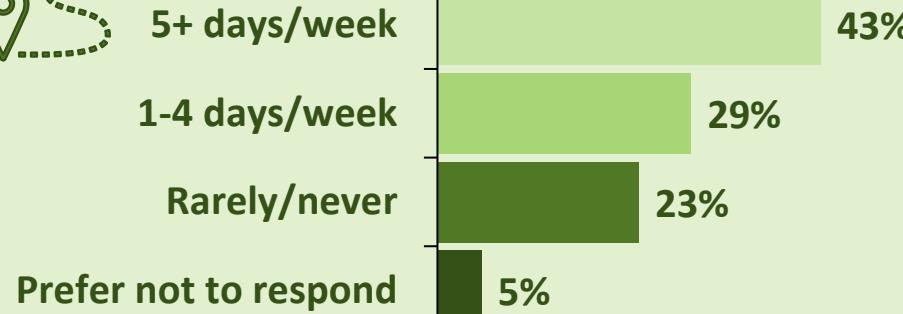


<4-year
degree
58%

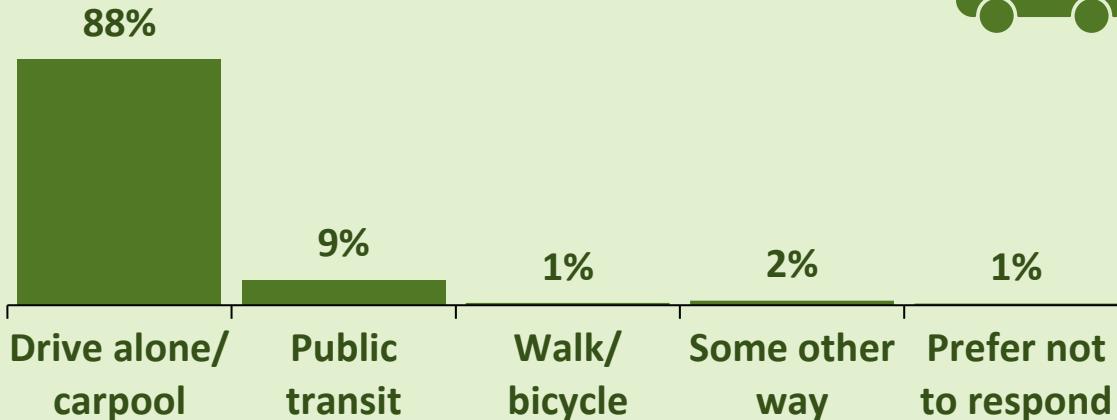
Respondent Transportation Profile



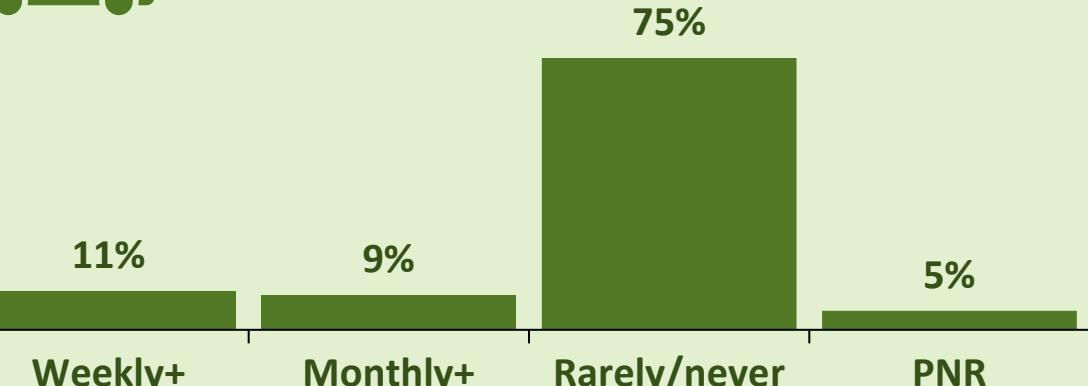
Commute



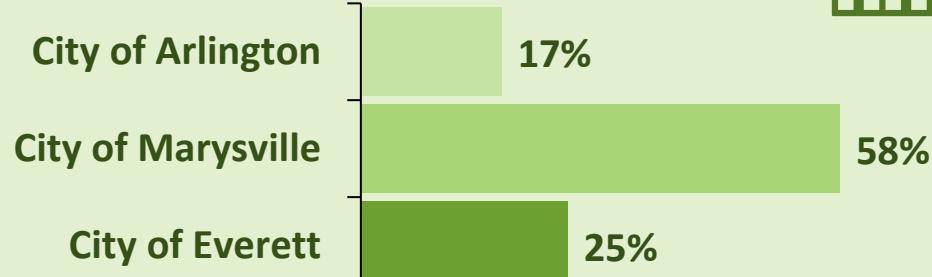
Commute Method*



Public Transit Usage



Jurisdiction



*Asked only of those respondents who commute at least 1 day a week (n=358)

EMC
research



North Everett
 $n=125$; $MOE=\pm 8.8\%$

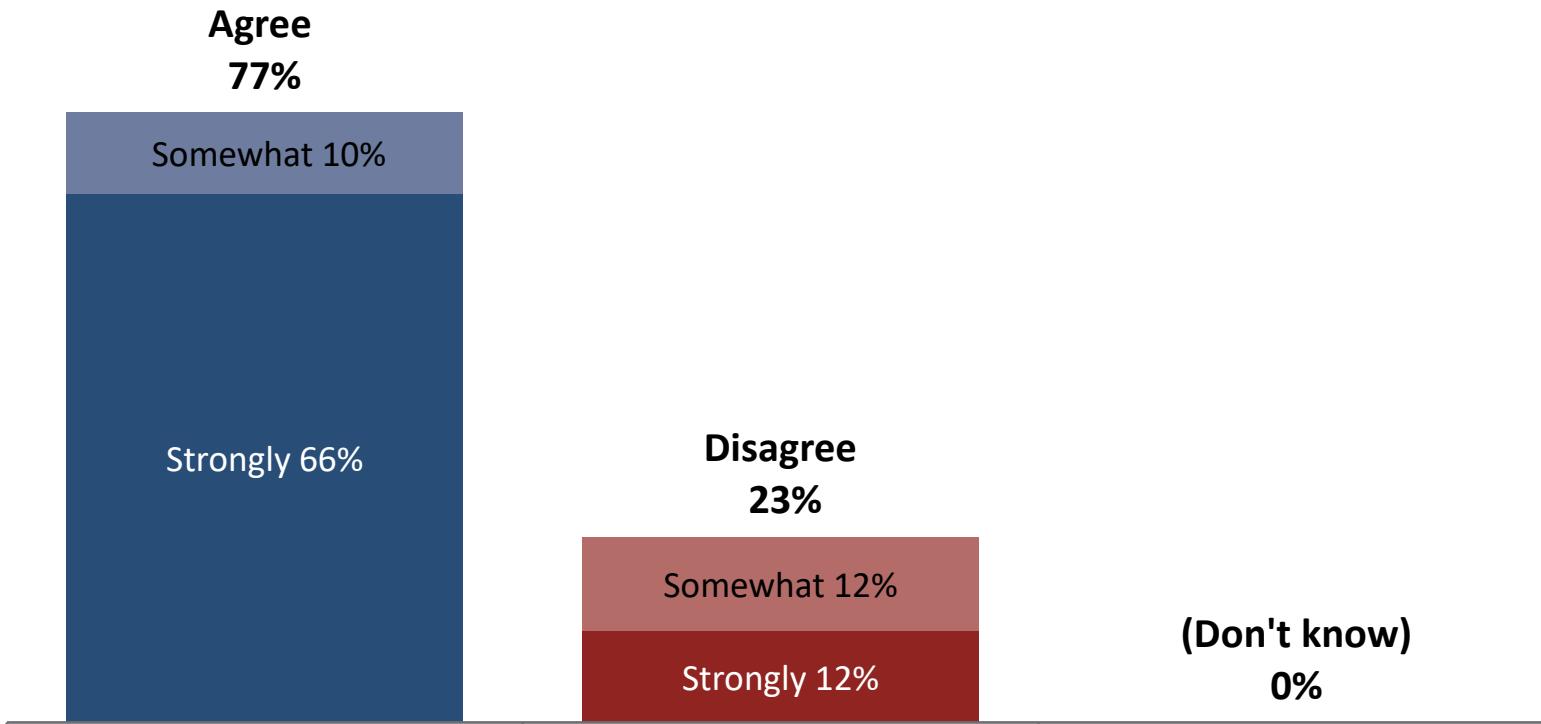
North Everett: Key Findings

- ▶ A strong majority of North Everett residents see the benefit of adding more transit service in Snohomish County.
- ▶ Throughout the survey, three-quarters or more respond favorably to the proposed Swift Gold Line, with a majority *strongly* favorable. A majority are also favorable regarding center-running transit-only lanes.
- ▶ While there are some concerns around removing two-way turn lanes and street parking on Broadway, information about the benefits of bus rapid transit and center-running lanes resonates, and reducing traffic and giving people more options to get around Snohomish County are nearly unanimous priorities.

N. Everett: Adding More Transit

Two-thirds of North Everett residents strongly agree that adding more transit service in Snohomish County is a good thing.

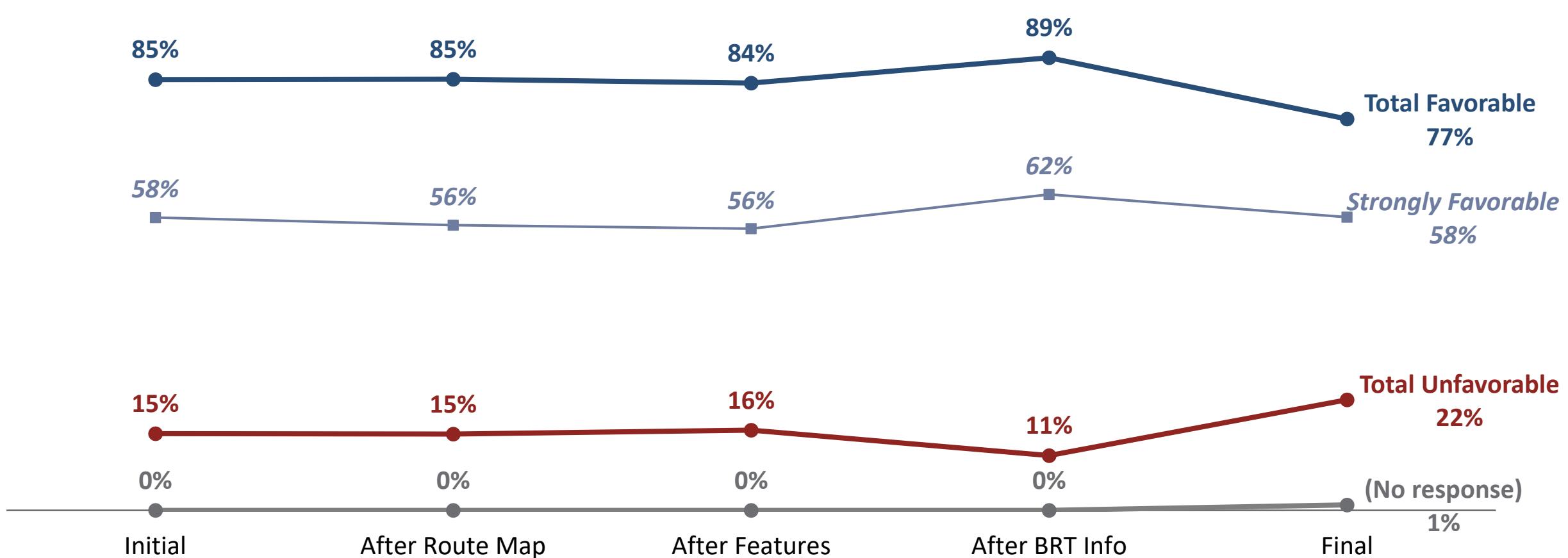
Please indicate whether you agree or disagree with this statement: Adding more transit service in Snohomish County is a good thing, whether or not I personally use it.



N. Everett: Swift Gold Line Progression

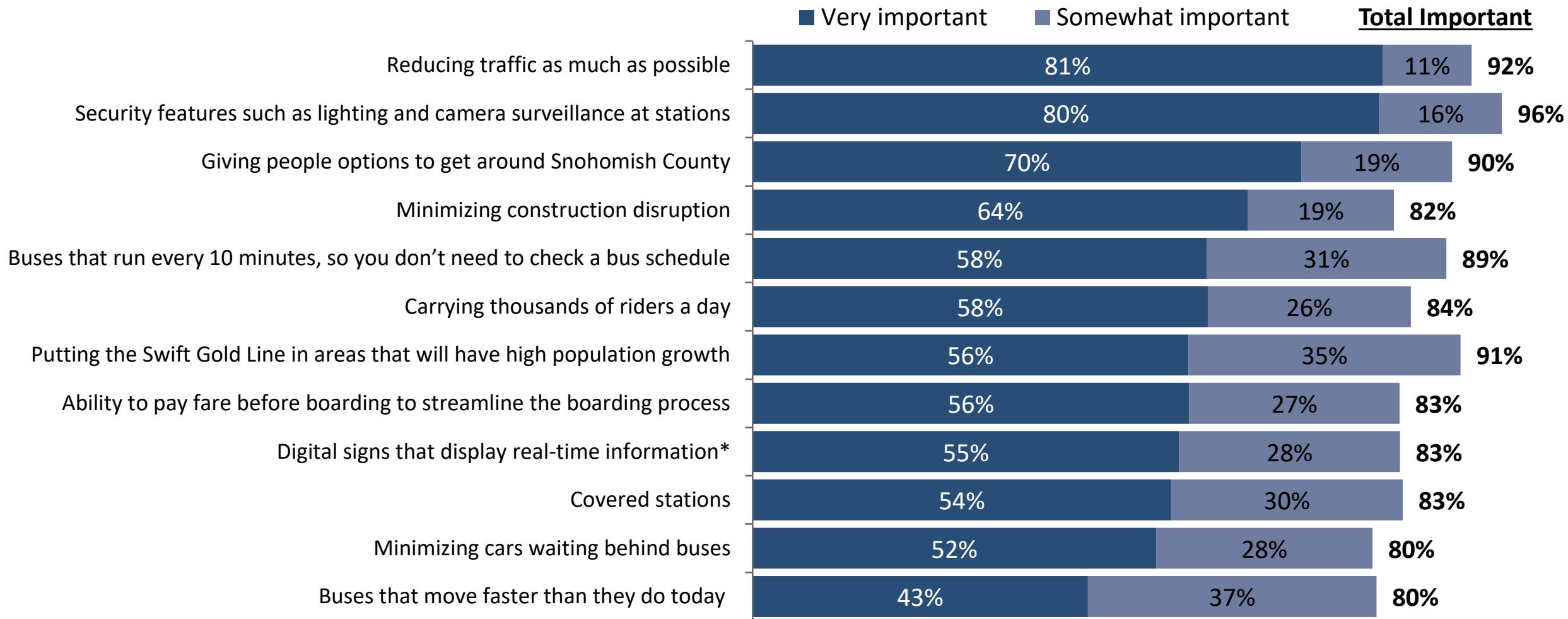
Favorability among North Everett residents is high throughout the survey. Total favorability does drop after information about center-running lanes, though the proportion saying they feel strongly favorable remains similar.

...what is your opinion of the proposed Swift Gold Line?



N. Everett: Swift Gold Line Features

80% of North Everett residents say reducing traffic as much as possible and security features at stations are very important. Putting the Swift Gold Line in areas that will have high population growth is at least somewhat important to 9-in-10.

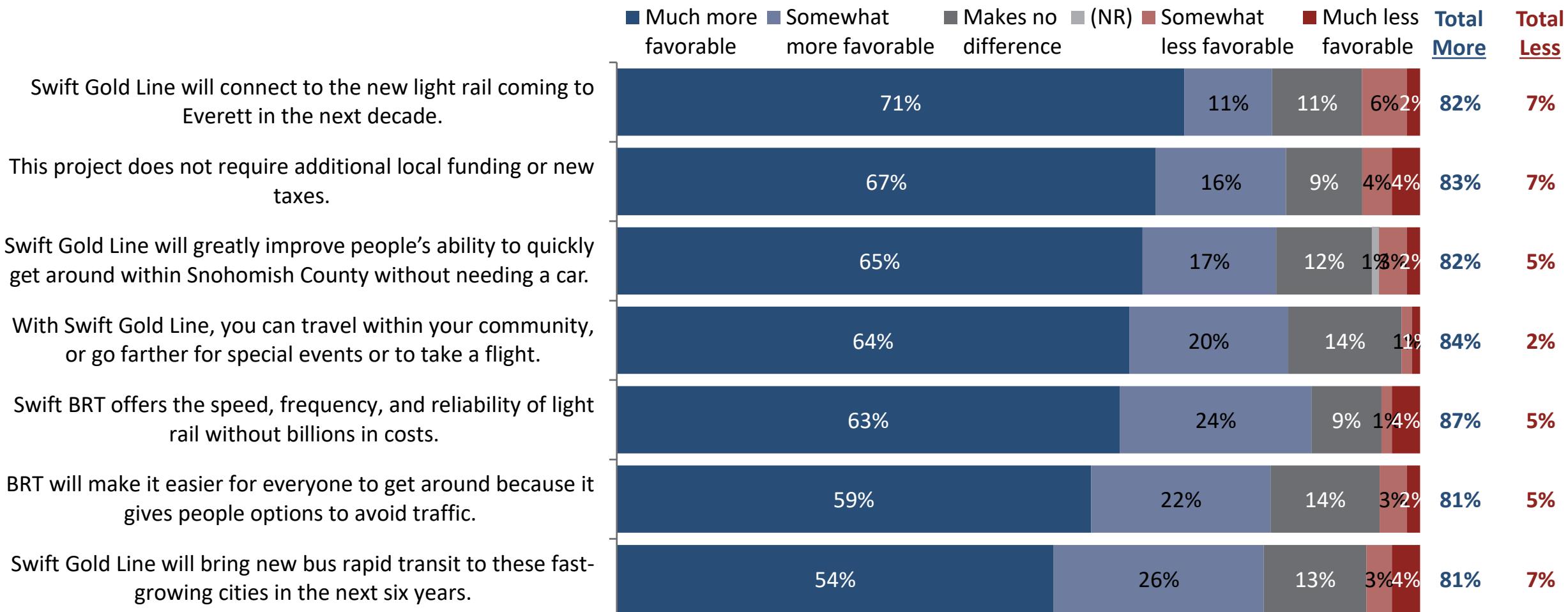


Q15-Q26. Next, you will see some potential features of this new service. After each, please indicate how important that feature is to you.

*Full text: Digital signs that display real-time information showing when the next bus will arrive

N. Everett: Additional Info about BRT

Connection to the new light rail is particularly popular in North Everett, with over 7 in 10 saying it makes them feel much more favorable towards the new line.



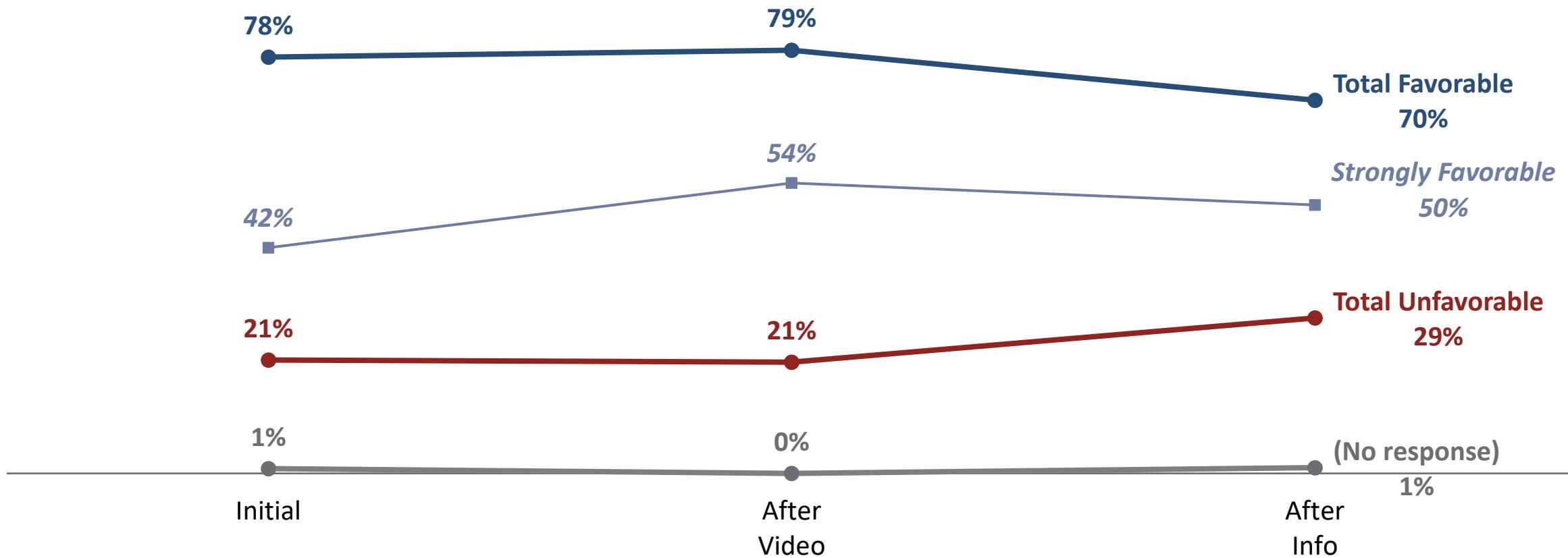
Q28-Q34. Next, you will read some additional information about bus rapid transit (BRT). After you read each statement, please indicate whether that makes you feel more or less favorable towards the new Swift Gold Line.

NOTE: Statements have been shortened for readability

N. Everett: Center-Running Lanes Progression

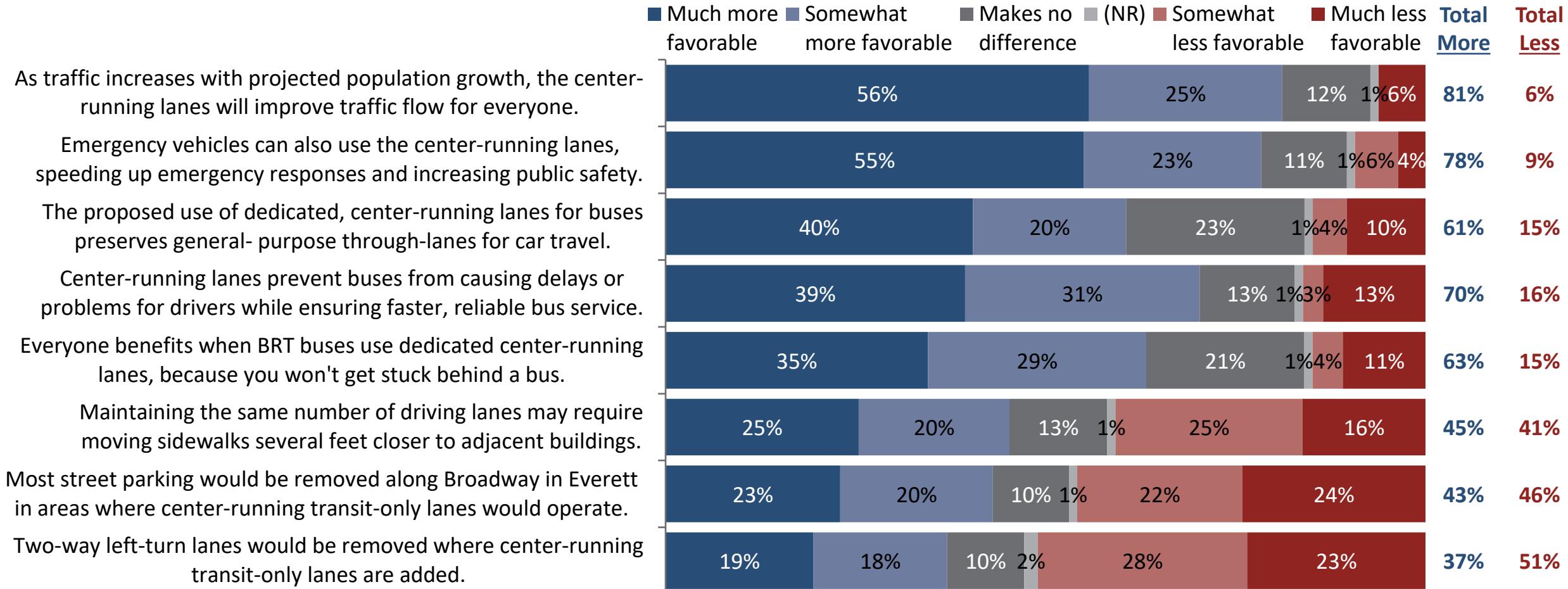
While total favorability drops after additional information, over half of North Everett residents rate center-running lanes as strongly favorable, a larger proportion than on the initial ask.

Given everything you've seen, what is your opinion of the proposed center-running transit-only lanes along Broadway in Everett and along State Avenue in Marysville as part of the Swift Gold Line route?



N. Everett: Info About Center-Running Lanes

Improving traffic flow and emergency response times are the most impactful benefits. About half say removing two-way left-turn lanes makes them feel less favorably, while just under half say the same of removing street parking along Broadway.



Q39-46. Next you will read some additional information about the proposed center-running transit-only lanes. After each, please indicate if that information makes you feel more or less favorable about center-running transit-only lanes along the proposed portions of the new Swift Gold Line route.

NOTE: Statements have been shortened for readability



Arlington
n=100; MOE=±9.8%

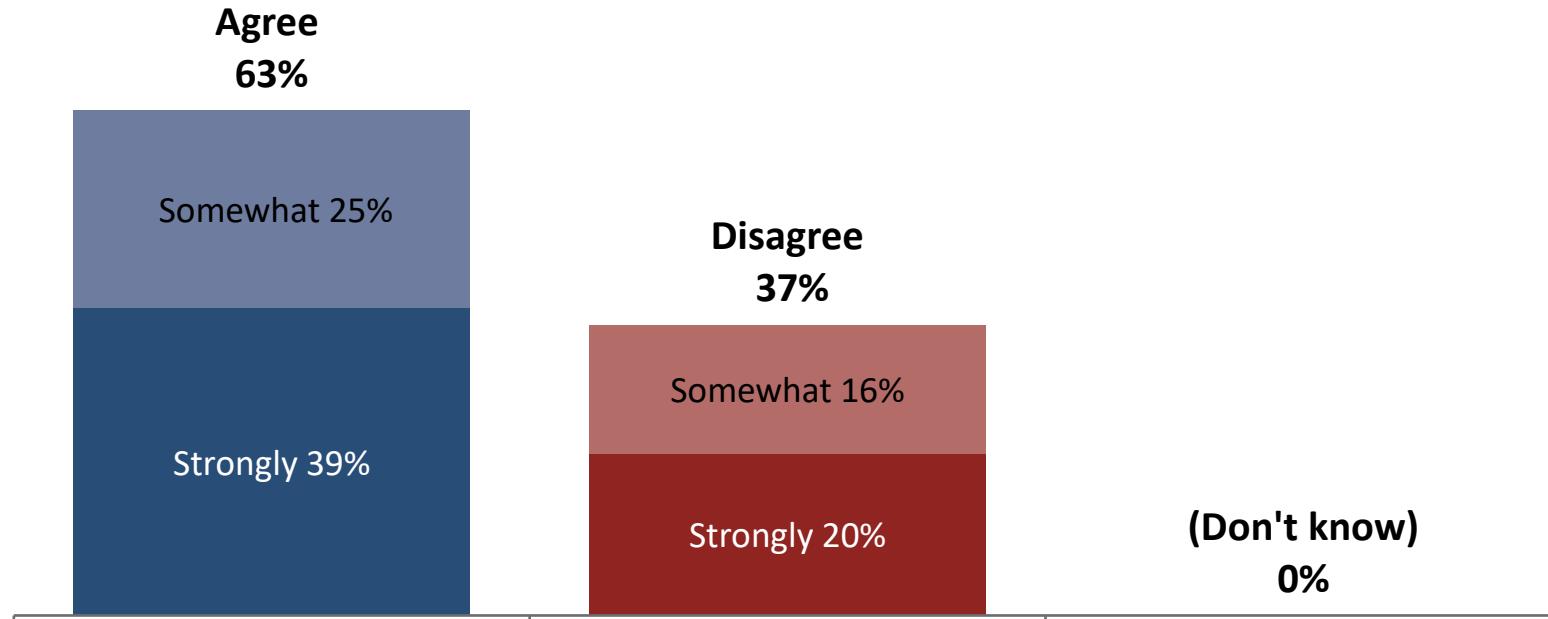
Arlington: Key Findings

- ▶ About two-thirds of Arlington residents see the benefit of adding more transit service in Snohomish County.
- ▶ Throughout the survey, two-thirds or more respond favorably to the proposed Swift Gold Line. A majority are also favorable toward center-running transit-only lanes.
- ▶ While removing two-way turn lanes and street parking on Broadway in Everett cause some hesitation, information about the benefits of bus rapid transit and center-running lanes resonates strongly with Arlington residents.

Arlington: Adding More Transit

About two-thirds of Arlington residents agree adding more transit service in Snohomish County would be a good thing.

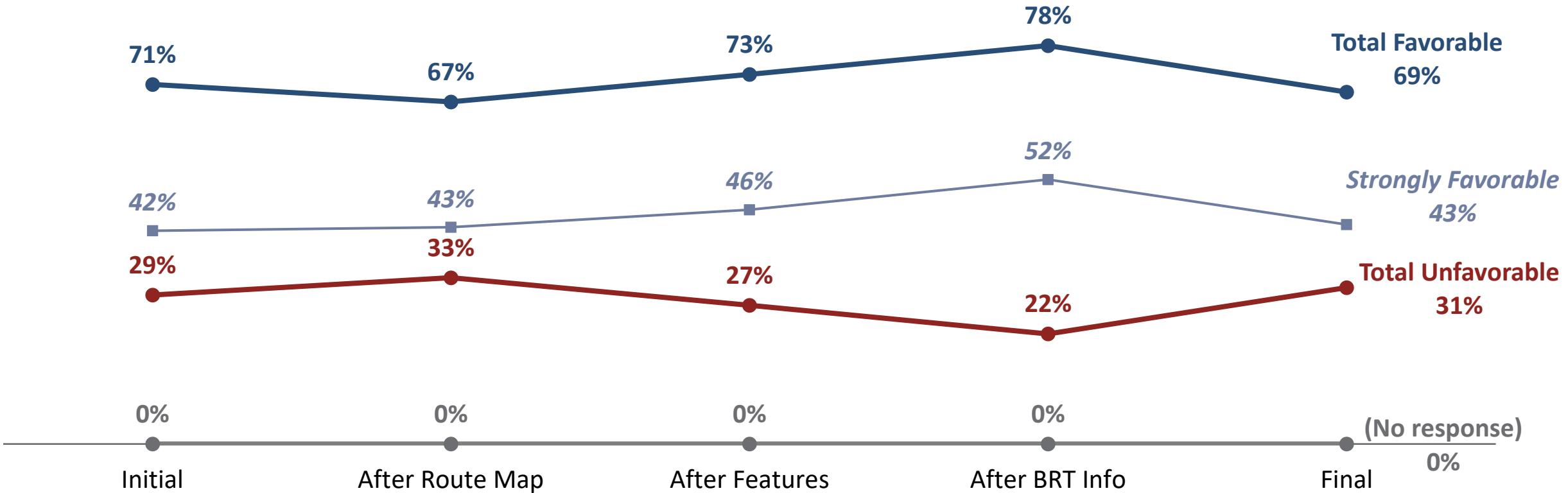
Please indicate whether you agree or disagree with this statement: Adding more transit service in Snohomish County is a good thing, whether or not I personally use it.



Arlington: Swift Gold Line Progression

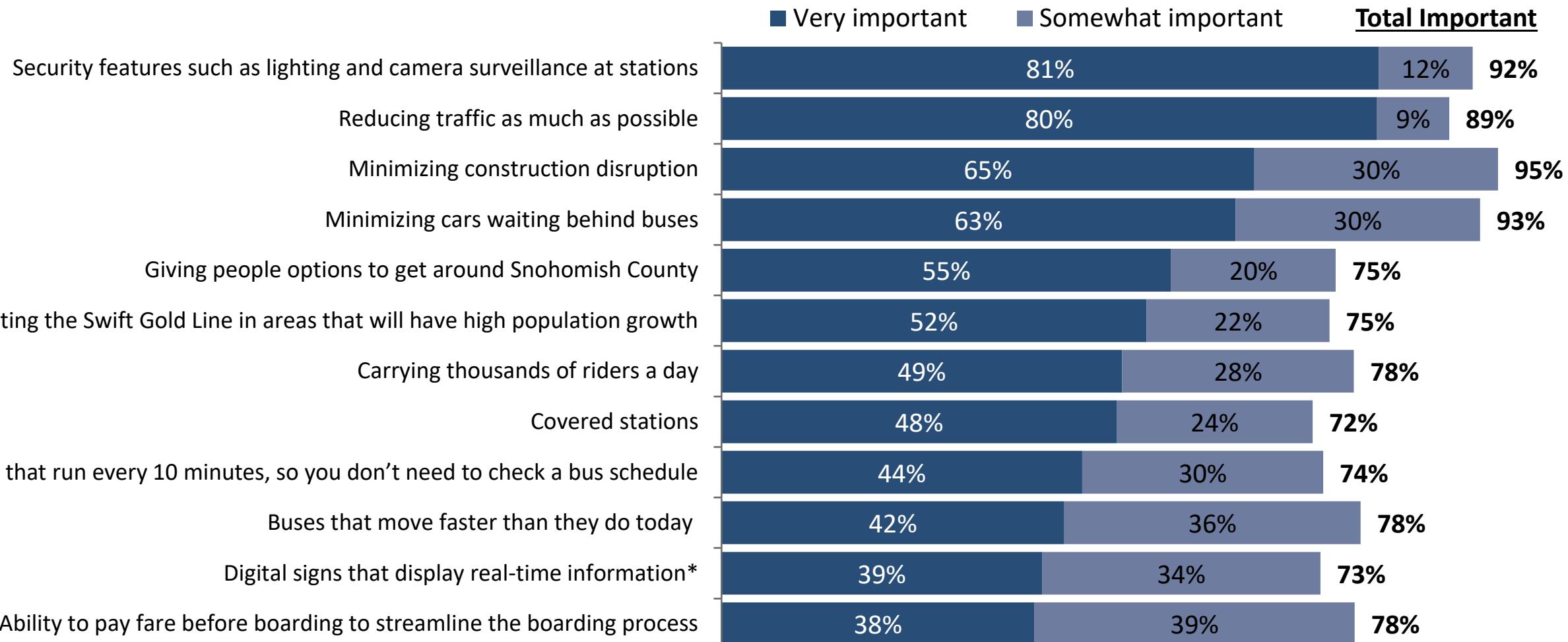
After all information, Swift Gold Line favorability among those in Arlington ends at the same level it was initially.

...what is your opinion of the proposed Swift Gold Line?



Arlington: Swift Gold Line Features

Security features and reducing traffic are very important to 4-in-5 Arlington residents. Features that are exclusively beneficial to riders are least popular with Arlington residents—also the jurisdiction with the lowest proportion of regular transit users.

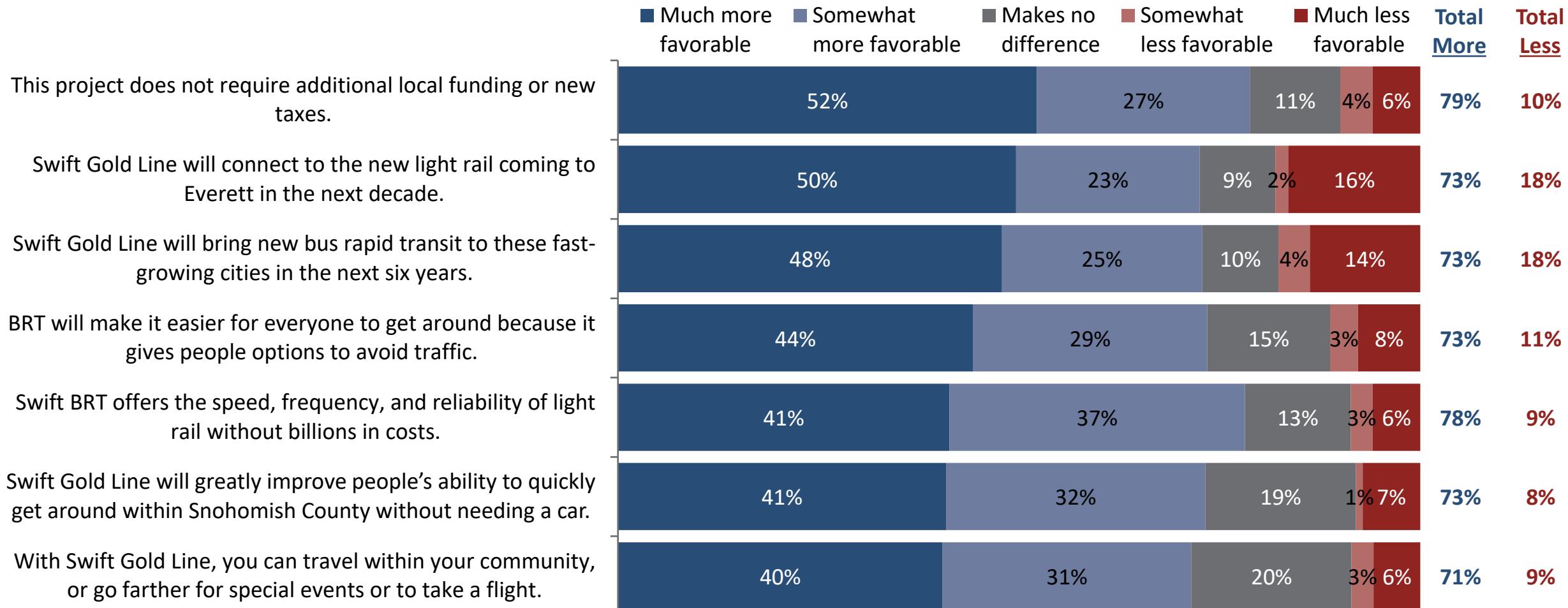


Q15-Q26. Next, you will see some potential features of this new service. After each, please indicate how important that feature is to you.

*Full text: Digital signs that display real-time information showing when the next bus will arrive

Arlington: Additional Info About BRT

All informational statements are positively impactful to at least 70% of Arlington residents.



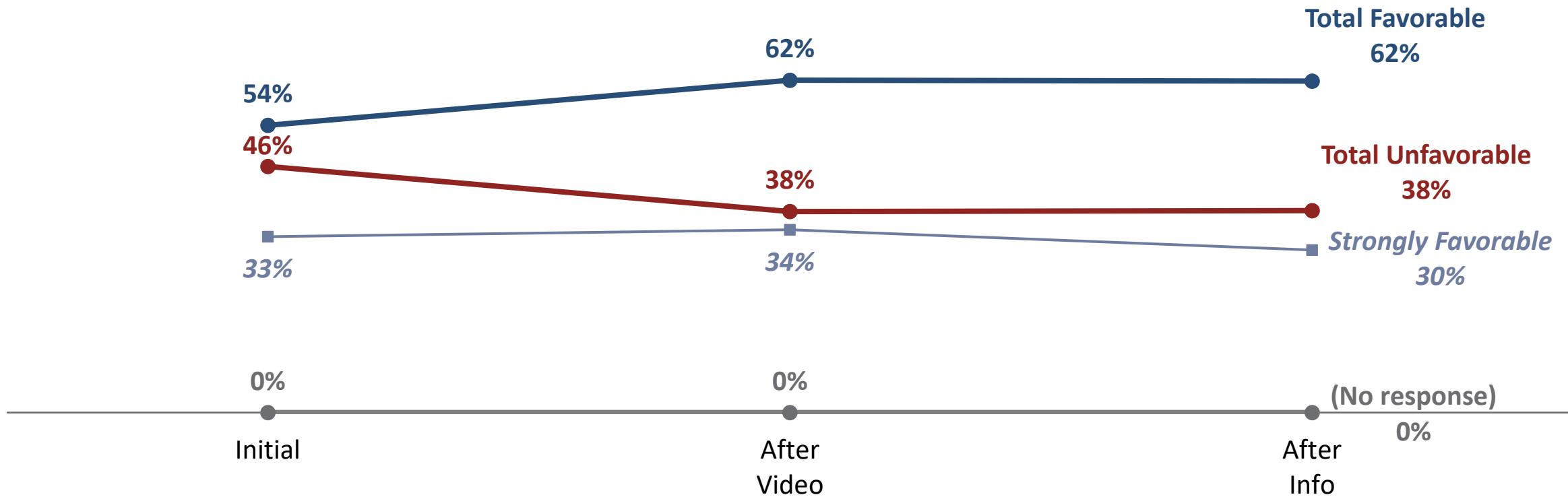
Q28-Q34. Next, you will read some additional information about bus rapid transit (BRT). After you read each statement, please indicate whether that makes you feel more or less favorable towards the new Swift Gold Line.

NOTE: Statements have been shortened for readability

Arlington: Center-Running Lanes Progression

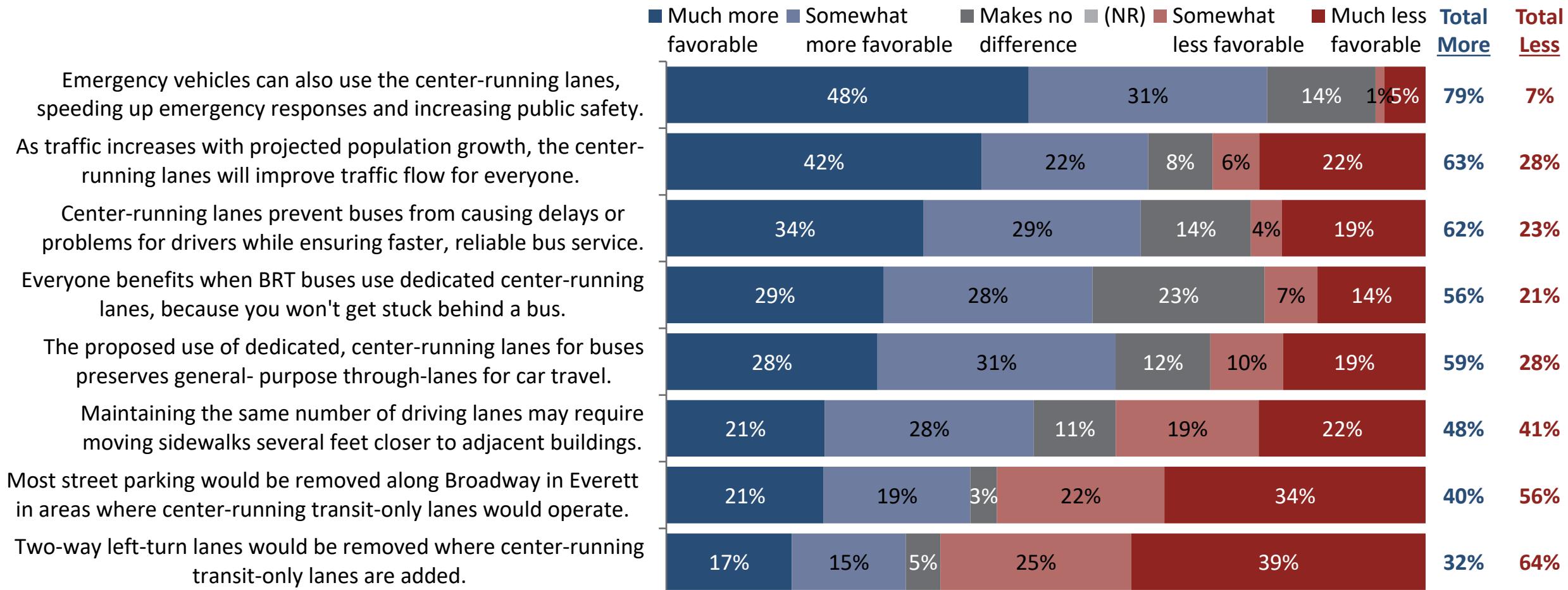
Favorability towards center-running lanes increases after the explanatory video, but the change is within the margin of error.

Given everything you've seen, what is your opinion of the proposed center-running transit-only lanes along Broadway in Everett and along State Avenue in Marysville as part of the Swift Gold Line route?



Arlington: Info About Center-Running Lanes

Faster emergency response times and improved traffic flow are the most impactful benefits. The prospect of removing two-way left-turn lanes and street parking along Broadway in Everett resonate as concerns among a majority.



Q39-46. Next you will read some additional information about the proposed center-running transit-only lanes. After each, please indicate if that information makes you feel more or less favorable about center-running transit-only lanes along the proposed portions of the new Swift Gold Line route.

NOTE: Statements have been shortened for readability



Marysville
n=275; MOE=±5.9%

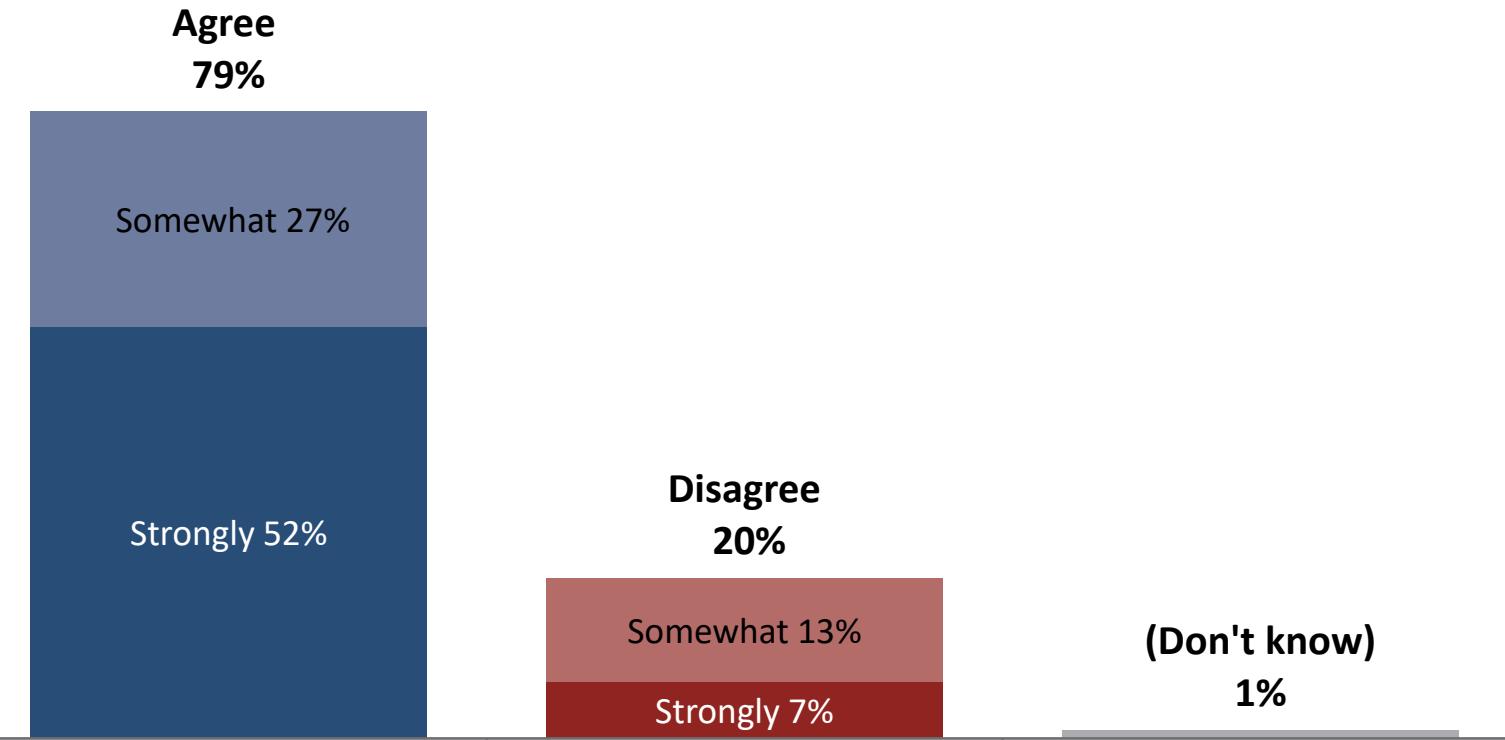
Marysville: Key Findings

- ▶ Over three-quarters of Marysville residents see the benefit of adding more transit service in Snohomish County.
- ▶ Throughout the survey, three-quarters or more respond favorably to the proposed Swift Gold Line. Two-thirds are favorable regarding center-running transit-only lanes.
- ▶ While some have concerns around removing two-way turn lanes and street parking on Broadway in Everett as well as moving sidewalks, information about the benefits of bus rapid transit and center-running lanes resonates strongly, as do the features of reducing traffic and giving people more options to get around Snohomish County.

Marysville: Adding More Transit

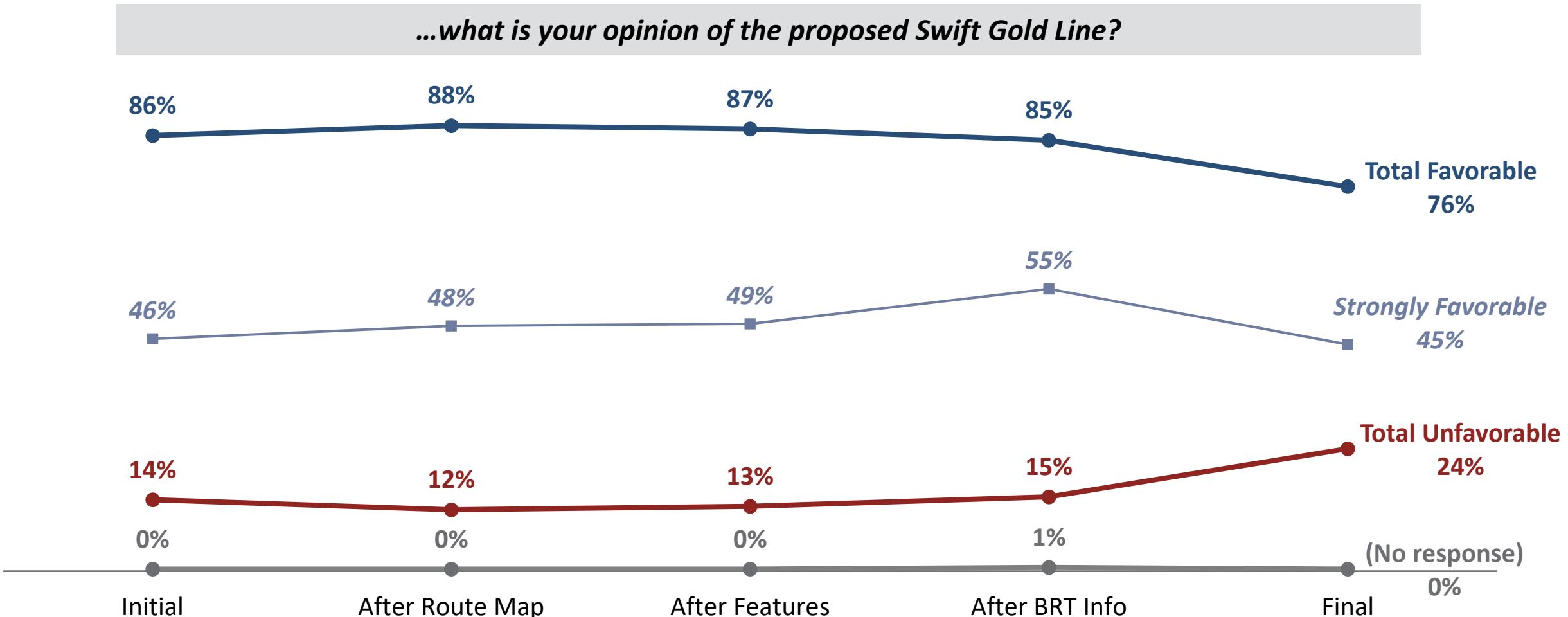
Over half of Marysville residents strongly agree that adding more transit is a good thing.

Please indicate whether you agree or disagree with this statement: Adding more transit service in Snohomish County is a good thing, whether or not I personally use it.



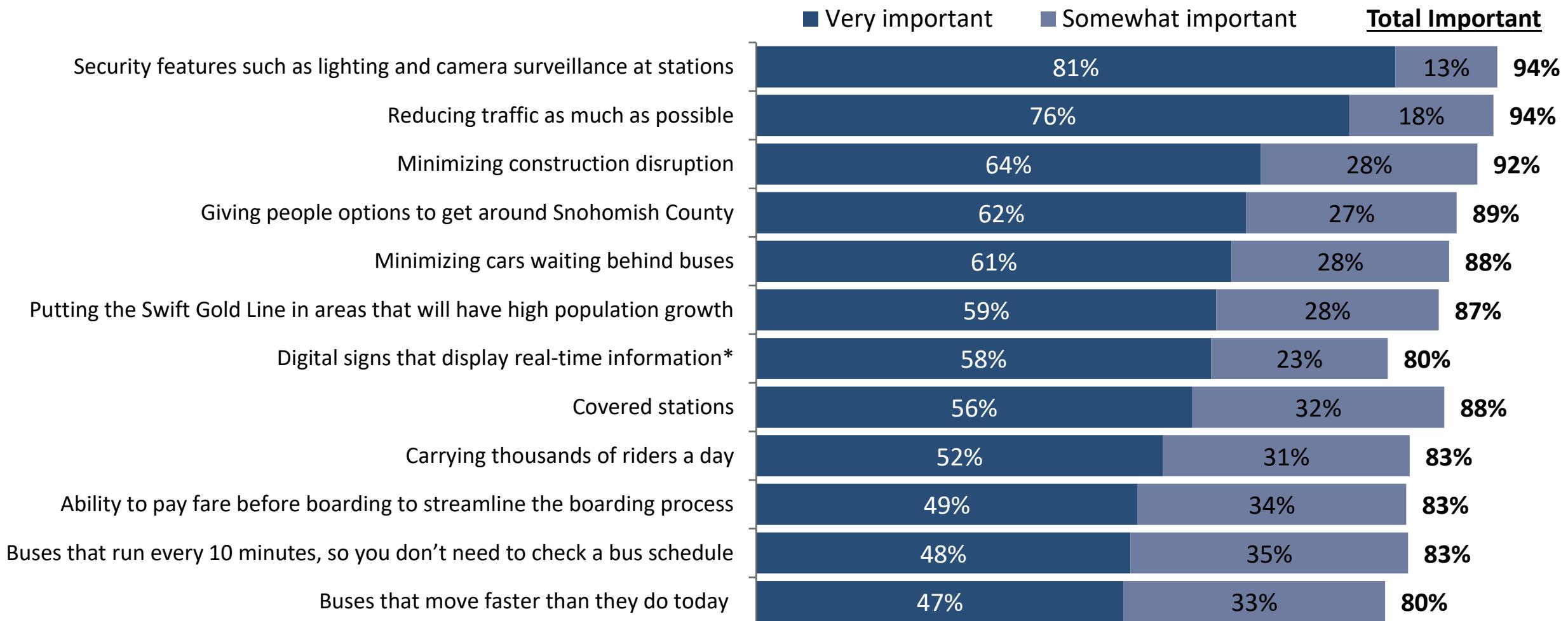
Marysville: Swift Gold Line Progression

Favorability in Marysville is impacted by information about center-running lanes but is around three-quarters or higher across the survey. Strongly favorable opinions end at the same level as the initial ask.



Marysville: Swift Gold Line Features

Security features at stations and reducing traffic are important to nearly all Marysville residents, and very important to at least three-quarters.

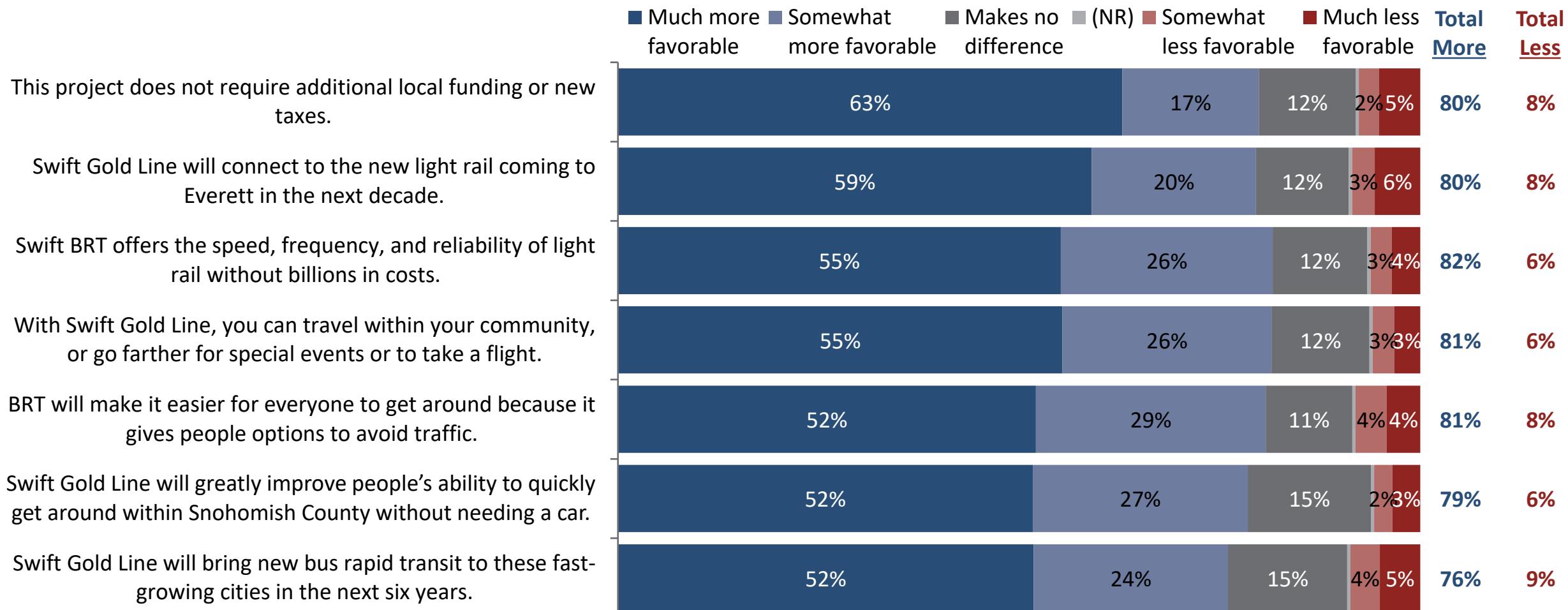


Q15-Q26. Next, you will see some potential features of this new service. After each, please indicate how important that feature is to you.

*Full text: Digital signs that display real-time information showing when the next bus will arrive

Marysville: Additional Info About BRT

All additional info tested about BRT is rated as making at least half of Marysville residents feel much more favorable towards the new Swift Gold Line.



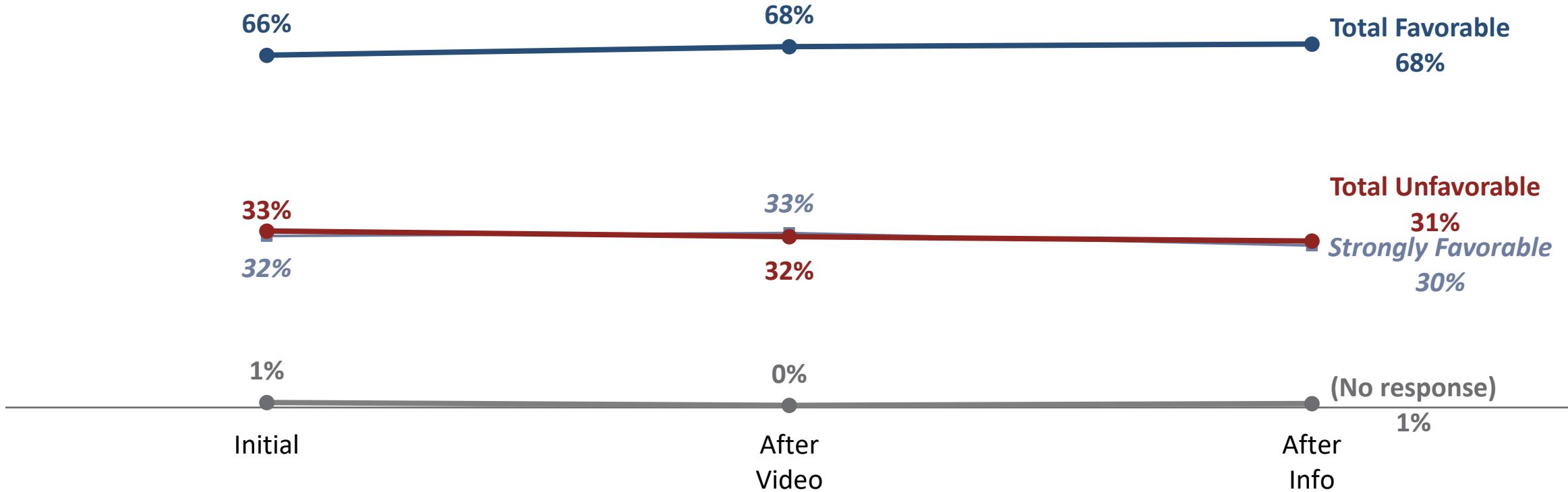
Q28-Q34. Next, you will read some additional information about bus rapid transit (BRT). After you read each statement, please indicate whether that makes you feel more or less favorable towards the new Swift Gold Line.

NOTE: Statements have been shortened for readability
25-9489 Community Transit Swift Gold Line Survey | 68

Marysville: Center-Running Lanes Progression

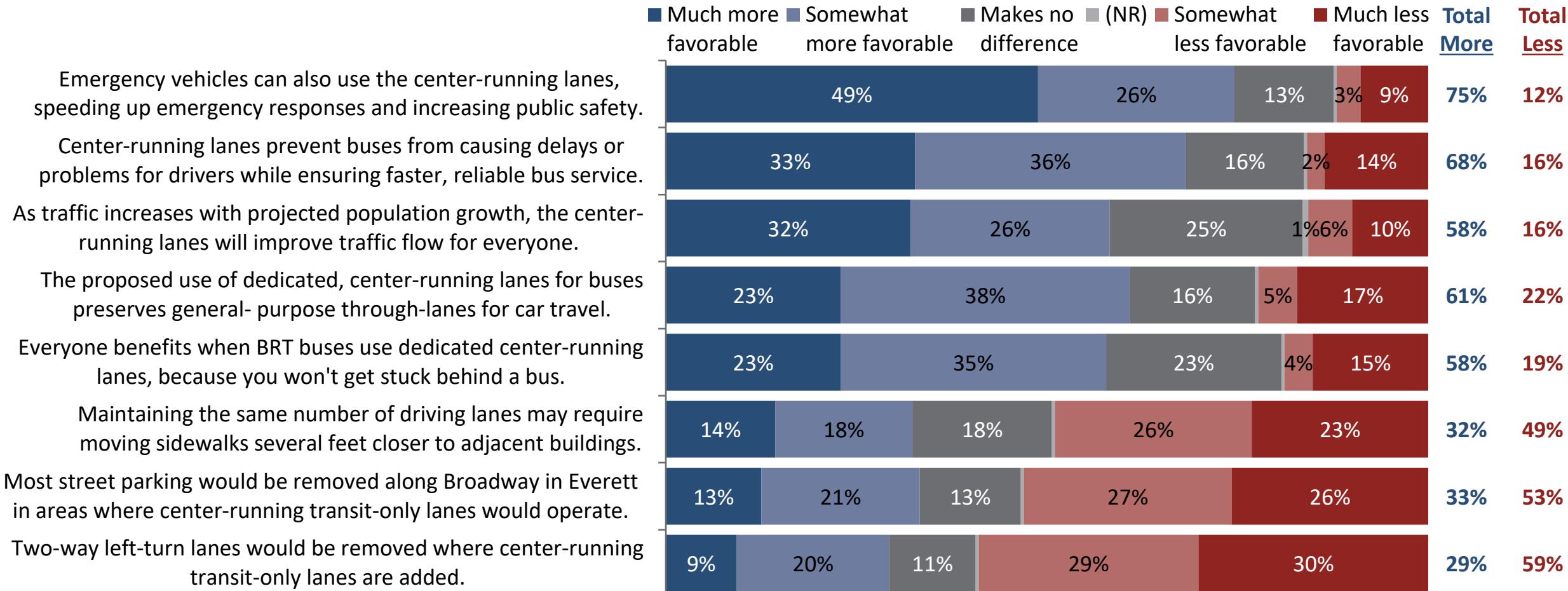
Center-running lanes favorability remains consistent among Marysville residents throughout the survey.

Given everything you've seen, what is your opinion of the proposed center-running transit-only lanes along Broadway in Everett and along State Avenue in Marysville as part of the Swift Gold Line route?



Marysville: Info About Center-Running Lanes

Emergency response times and preventing buses from causing delays are the most impactful benefits of center-running lanes. Removing two-way left turn lanes and street parking along Broadway in Everett draw some hesitation.



Q39-46. Next you will read some additional information about the proposed center-running transit-only lanes. After each, please indicate if that information makes you feel more or less favorable about center-running transit-only lanes along the proposed portions of the new Swift Gold Line route.

NOTE: Statements have been shortened for readability