



# Route 40

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**ROUTE 40 TRANSIT-PLUS  
MULTIMODAL CORRIDOR PROJECT  
OUTREACH ACTIVITIES REPORT  
PLANNING THROUGH FINAL DESIGN (2020 – 2023)**

PUBLISHED NOVEMBER 2023

# ROUTE 40 TRANSIT PLUS MULTIMODAL CORRIDOR PROJECT OUTREACH ACTIVITIES REPORT



Seattle  
Department of  
Transportation

## OVERVIEW

In 2020, the Route 40 Transit-Plus Multimodal Corridor (TPMC) project team began reaching out to the community and project partners to begin planning improvements to the Route 40 corridor that will reduce transit travel times, improve transit reliability, and increase transportation safety and transit access for all. Since 2021, the project team has continued advancing the project through the design phase and in fall 2023, the design for the corridor was finalized. Through the design phase, the project team has appreciated the time spent working with a wide range of audiences, including project neighbors, advisory groups, community organizations, and business owners.

This document summarizes the outreach activities that were completed during the planning and design phases for the project. Please note that this report only includes activities such as email updates, briefings with community members and key stakeholders, and in-person outreach. Briefings with internal City of Seattle staff or elected officials are not included in the summary.

## OUTREACH AT A GLANCE



**40+ Briefings**

with community groups, property and business owners, and advisory boards



**20+ Email Updates**

to community members



**2 Online Open Houses**



**7 Door-to-Door Outreach**

activities with business owners and neighbors



**7 Tabling Events**

along the project corridor



**6 Surveys**

with riders and community members

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**OUTREACH ACTIVITIES**

Date	Location	Activity Description	Documents
02/14/2020	Project corridor	Survey: Transit operator ride along survey	Survey
02/24/2020	Online	Survey: Public survey	Survey and summary
02/26/2020	Online	Briefing: Seattle Transit Advisory Board	General project update presentation
02/28/2020	Project corridor	Flyering: At bus stops	Project fact sheets
03/02/2020	Online	Email Blast: Email to project stakeholders inviting them to March drop-in informational sessions	GovDelivery Email
03/03/2020	Online	Email Blast: Invitation to elected official on the drop-in informational sessions	GovDelivery Email
03/10/2020	Online	Email Blast: Ask for additional survey feedback	GovDelivery Email
03/11/2020	Online	Email Blast: Email to elected officials informing them of the drop-in sessions' postponement	GovDelivery Email
03/11/2020	Online	Email blast: Email to project stakeholders informing them of the drop-in sessions' postponement	GovDelivery Email
03/17/2020	Online	Email Blast: Update to stakeholder	GovDelivery Email
03/17/2020	Online	Email Blast: Survey announcement	GovDelivery Email
06/03/2020	Online	Briefing: Virtual briefing with bicycle non-profit	General project update presentation
06/22/2020	Online	Email Blast: Upcoming online presentation invitation	GovDelivery Email
06/30/2020	Online	Presentation: Virtual informational session	General project update presentation
08/05/2020	Online	Briefing: Seattle Bicycle Advisory Board Briefing	General project update presentation
08/18/2020	Online	Briefing: Leary Way NW business owner	General project update presentation
08/26/2020	Online	Briefing: Seattle Transit Advisory Board Briefing	General project update presentation
09/23/2020	Online	Briefing: Ballard-Fremont Greenways Meeting	General project update presentation
10/14/2020	Online	Briefing: Seattle Pedestrian Advisory Board	General project update presentation

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Date	Location	Activity Description	Documents
10/20/2020	Online	Briefing: Seattle Freight Advisory Board	General project update presentation
01/08/2021	Online	Briefing: Leary Way NW business owner	General project update presentation
3/25/2021	Online	Online Survey: Preliminary Designs	Survey
03/25/2021	Online	Email Blast: Route 40 Project Update	GovDelivery Email
04/05/2021	Online	Email Blast: Notification to community of what's happening now on the Route 40 project	GovDelivery Email
04/07/2021	Online	Email Blast: Notification to community of project update video, online survey, and virtual drop-in sessions.	GovDelivery Email
04/12/2021	Online	Email Blast: OOH Survey Closing	GovDelivery Email
04/20/2021	Online	Briefing: Seattle Freight Advisory Board	General project update presentation
04/27/2021	Online	Briefing: North Seattle Industrial Alliance	General project update presentation
04/28/2021	Online	Briefing: Seattle Transit Advisory Board	General project update presentation
05/21/2021	Online	Briefing: Ballard Alliance	General project update presentation
05/24/2021	Online	Briefing: Fremont Neighborhood Council	General project update presentation
06/01/2021	Online	Briefing: Fremont Chamber of Commerce	General project update presentation
06/24/2021	Online	Briefing: Ballard Alliance	General project update presentation
07/22/2021	Online	Briefing: Mercer Corridor Stakeholder Committee	General project update presentation
02/15/2022	Online	Briefing: Seattle Freight Advisory Board	General project update presentation
05/19/2022	Online	Email Blast: Announcement of preliminary design concepts	GovDelivery Email
05/20/2022	Ballard	Door to Door Outreach: 15th Ave NW and Leary Way NW	Updated 30% designs
05/23/2022	Online	External Media: MyBallard mentions Route 40 in article	
05/23/2022	Westlake	Door to Door Outreach: Westlake Ave N businesses	Updated 30% designs
05/23/2022	Fremont	Door to Door Outreach: Fremont Pl N businesses	Updated 30% designs

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Date	Location	Activity Description	Documents
05/26/2022	Online	Briefing: Mercer Stakeholder Meeting	Westlake Ave N design update presentation
05/27/2022	Fremont	Door to Door Outreach: Fremont Businesses	30% design graphics
05/27/2022	Westlake	Door to Door Outreach: Westlake Businesses	30% design graphics
5/31/2022	Online	Online Open House Launch: Updated Preliminary Designs	Online open house
05/31/2022	Online	Email Blast: Announcement of OOH launch	GovDelivery Email
06/02/2022	Project corridor	Signage: Bus stop signage	30% design graphics
06/02/2022	Ballard	Door to Door Outreach: Ballard businesses	30% design graphics
06/10/2022	Online	Email Blast: Key Stakeholder Online open house notification	GovDelivery Email
07/08/2022	Online	Briefing: Leary Way NW businesses	30% design graphics
08/17/2022	Online	Email Blast: Preliminary Route 40 TPMC Project Updates	GovDelivery Email
10/17/2022	Online	Briefing: Westlake Ave businesses	30% design graphics
10/26/2022	Online	Briefing: Seattle Freight Advisory Board FAB Lane announcement	Westlake Ave N design update presentation
12/02/2022	Fremont	Door to Door Outreach: Fremont Pl N businesses	30% design graphics
12/08/2022	Online	Briefing: Seattle Freight Advisory Board FAB Lane discussion	30% design graphics for Westlake Ave
03/30/2023	Online	Briefing: Ballard business owner	Draft 60% design graphics
04/25/2023	Online	Survey: King County Metro Transit User Survey	Online survey
04/25/2023	Online	King County Metro rider alerts for the online survey	Rider Alerts for routes 31, 32, 40, and 62
05/16/2023	Online	Email Blast: Refined Designs coming soon	GovDelivery Email
05/16/2023	Online	Briefing: Seattle Freight Advisory Board	60% design graphics for Westlake Ave
05/19/2023	Westlake	Briefing: Westlake business owners	60% design graphics for Fremont

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05/22/2023	Online	Email Blast: Refined Design announcement	GovDelivery Email
05/22/2023	Online	Online Open House Launch: Refined Design	Online open house
05/23/2023	Westlake	Tabling: Westlake	60% design graphics
05/24/2023	Online	Briefing: Transit Advisory Board briefing	General project design update presentation
05/26/2023	Fremont	Street teams: Fremont	60% design graphics
05/31/2023	Online	Email Blast: Promotional email to visit the Refined Design online open house	GovDelivery Email
06/02/2023	Ballard	Street teams: 20th and Leary	60% design graphics
06/04/2023	Ballard	Street teams: NW Market St	60% design graphics
06/06/2023	Fremont	Flyering: Fremont business owners	Project fact sheet
06/06/2023	Ballard	Flyering: Leary Ave NW businesses	Project fact sheet
06/08/2023	Ballard	Briefing: Fremont business owner	60% design graphics
06/11/2023	Fremont	Street Teams: Fremont	60% design graphics
06/12/2023	Westlake	Briefing: Westlake business owner	60% design graphics
06/13/2023	Crown Hill	Tabling: North Seattle Tabling	60% design graphics
06/13/2023	Online	Email Blast: Reminder to take the Refined Design survey	GovDelivery Email
06/14/2023	Westlake	Briefing: Westlake business owner	Loading zone and crosswalk design materials
06/20/2023	Online	Email Blast: Closure of the Refined Designs OOH	GovDelivery Email
08/24/2023	Fremont	Briefing: Fremont business owners	<ul style="list-style-type: none"> <li>- Project fact sheet</li> <li>- 60% design graphics</li> <li>- Bus stop design guidelines</li> <li>- Fremont parking map</li> <li>- Fremont FAQ</li> <li>- FAB lane information</li> </ul>

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09/15/2023	Online	Email Blast: Thank you for sharing your feedback!	GovDelivery Email
10/24/2023	Westlake	Briefing: Westlake property owners meeting	60% design graphics
10/24/2023	Westlake	Briefing: Westlake Ave property owners meeting	<ul style="list-style-type: none"><li>- 60% design graphics</li><li>- Traffic analysis</li><li>- General project update presentation</li></ul>
11/02/2023	Westlake	Briefing: Mercer Corridor Stakeholders	General project update presentation