All Hands On Deck:
Closing the Downtown Seattle Transit Tunnel
Link Light Rail

15.7 Miles under construction from downtown Seattle to Sea-Tac Airport
All Hands On Deck

• Inter-agency coordination
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Sound Transit
RIDE THE WAVE
$16 million in Mitigation

- Five primary surface street improvements
- Shelter and lighting improvements
- Seattle Police Traffic enforcement
- Bicycle Emphasis Patrols
- Additional Cleaning/Maintenance
- Monitoring baseline report completed
Downtown Seattle light rail work

- Retrofitting the tunnel
- Upgrading systems
- ‘Stub-Tunnel’ construction
Coordinated Communication

• New project Web site
• Consistent logo and message
Reaching out to the public

“Family of Materials”
Custom Communication Tools
Shop, Dine & Ride

- Over 100 participating businesses
- Guide available both in print and online
Marketing and Advertising

- Ads in Seattle Times and P-I
- Bus advertising – wrapped and banners
- Radio ads
Street Teaming

Your Guide to Downtown Seattle bus service
Quick Response

- Inter-agency “Quick Response Team”
- Identify Operational “Hot Spots”
- Develop & Implement specific actions
- Designate responsible agency implementers
- Communicate changes to downtown customers
On-going Monitoring

- Monitor and Maintain Committee
- Pre-closure baseline report
- Post closure reports in ‘06, ‘07 and ‘08
Commitment to ongoing communication with downtown Seattle and the region

www.seattletunnel.org