

TRANSPORTATION LEVY TO MOVE SEATTLE



OUTREACH BY THE NUMBERS (As of April 30, 2015)



Over **5,300**
online surveys
completed

5 Coffees and **1** Happy
Hour with Kubly
attended by more
than **130** people



24 Facebook and
24 Twitter posts that
reached a total of nearly
115,000 people



Key materials
translated into **7** different
languages

BẠN CÙNG SEATTLE CHUYỂN VẬN?

*Tham gia thảo luận về đề nghị
tiền thu giao thông lần tới*

March 28, 10 AM - 12 PM
New Holly Gathering Hall

March 30, 6 - 8 PM
Roosevelt High School

March 31, 6 - 8 PM
West Seattle High School

BẤM VÀO ĐÂY ĐỂ THAM GIA KHẢO SÁT

Seattle Department of Transportation



Top **3** messages heard:

- Safety is the number one priority
- Improve transit reliability and access
- Make it easier to walk and bike

400 organizations engaged,
reaching thousands of
individuals by email



35 presentations at
community meetings
attended by over **750**
people

3 Mayoral stakeholder roundtables with representatives
of **40** different organizations



12,300
unique website views



TRANSPORTATION LEVY TO MOVE SEATTLE



Over **485**
people reached
at **9** farmers markets



**Radio
Ads**

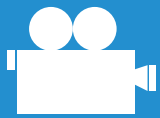


21 KUOW

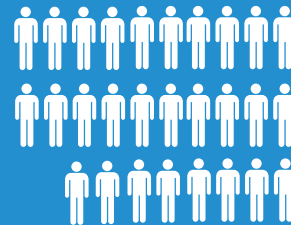
20 Busto Spanish Radio

320,000
impressions

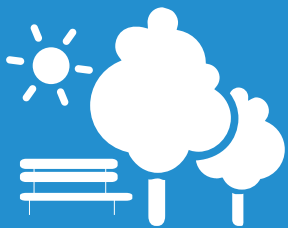
More than **35**
media stories
published about the
levy proposal



820
video views



28
participants in the
online meeting



3 Community
Conversations attended by
175 people



**Print and Online
Media Ads**

7
neighborhood blogs

4
citywide
ads

9
ethnic
media ads

6
pop-up tables

