



ST4 Seattle

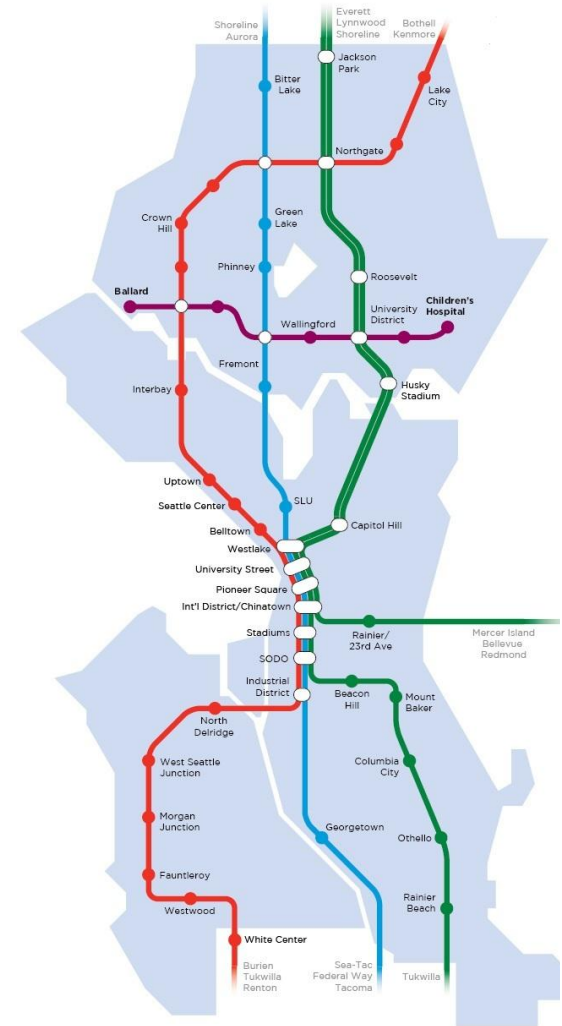
Agenda

- Seattle Subway History
- Seattle Subway Outreach
- ST4 Seattle Campaign
- Next Steps



Seattle Subway History

- Seattle Subway is an all volunteer organization founded by transit advocates in 2011.
- Our mission: Channel public enthusiasm for fast, reliable high capacity transit into actionable goals.
- We focus on quality and the best system for transit riders.
- Key Accomplishments
 - Planning for ST3 in 2016 started in 2012
 - Funding source for ST3 secured in 2015
 - ST3 about 2x original planned size
 - ST3 all high quality/grade separated expansion
 - ST3 passed* *nearly 70-30 in Seattle



Seattle Subway Outreach

- Community events
- Transit Meetups with Action Items
- Letter writing campaigns
- Social Media
 - Facebook (16,000+ followers)
 - Twitter
 - Reddit
 - Instagram (New!)



Seattle Subway, UW Chapter

- Registered Student Org as of Nov. 2019
- Semi-autonomous, led by students
- 70,000 potential “transit ambassadors”
 - 48,000 students
 - 22,000 staff & faculty
- Student/Voter engagement
 - Red Square, HUB, Link stations
- Transit education
 - Guest speaker roundtable sessions
 - Transit documentary series



ST4 Seattle Campaign

- Launched in June 2019 targeting 2024 vote
- Need new funding source from legislature*
 - Preferably Capital Gains or Carbon Tax
- Initial Strategy: Grassroots pressure
 - Work with Stakeholders on Article Series
 - Nearly 1000 letters sent to State Legislators
 - Most 2019 winning council candidates support ST4 in 2024

*Can run it with TBD or CTA as-is if legislature fails to act



Next Steps

- Madison Line installment in article series
- Direct lobbying
 - City (for initial study work)
 - State (for funding source)

