



# **US 2 Trestle Capacity Improvements & Westbound Trestle Replacement PEL study**

## **Spring 2024 online open house summary**

### **Overview**

WSDOT is currently conducting the US 2 Trestle Capacity Improvements & Westbound Trestle Replacement PEL study (US 2 Trestle PEL Study or PEL Study). WSDOT is developing the PEL Study in partnership with the Federal Highway Administration (FHWA). Throughout the PEL Study process, the study team will engage with local agencies, resource agencies, Tribes, and the public. Once the federal PEL is complete, the public will be notified that the Purpose and Need and project alternatives will be adopted into the project's NEPA review, which is anticipated to begin immediately following this PEL Study.

The study team held one round of PEL committee meetings during spring 2024. In alignment with study community engagement objectives, WSDOT hosted an online open house for the US 2 Trestle Capacity Improvements & Westbound Trestle Replacement PEL study from May 14 to June 7, 2024, at [engage.wsdot.wa.gov](https://engage.wsdot.wa.gov).

The purpose of the online open house was to gather input on the draft NEPA Purpose and Need statements, including the level of agreement and disagreement with them, and to learn more about public experiences traveling on and around the US 2 trestle. Site content was published in English, Spanish, Russian, Korean, Vietnamese, and Tagalog.

Online open house visitors were given the options to submit comments through a survey, online open house comment form, and voicemail, which was guided by a pre-recorded greeting message in the six languages mentioned above.

### **Summarized results**

Participation in the online open house was exceptional, with over 21,000 site visits. There were approximately 10,000 users, 3,970 survey responses, and 139 comment form submittals. An additional five voicemail comments/questions were also recorded. Although people visited the translated survey pages, all survey responses were submitted in English. Most people who took the survey represented communities on the east side of the trestle (~70%) and use the trestle to get to a variety of destinations. Feedback through the survey and comments aligned with the draft purpose and need statements, though many of the comments focused on opposition to tolling. The following summary provides more detail on these statistics and summarizes public feedback.

## Online open house website analytics

The online open house was accessible through WSDOT’s engage.wsdot.wa.gov menu page and through a direct link: engage.wsdot.wa.gov/US2Trestle. The total number of website views across all languages was 21,633, with 10,161 unique users. The average engagement time per session was 1 minute and 12 seconds. Table 1 summarizes website traffic by language.

Table 1. Website traffic overview by language

Metric	English	Spanish	Russian	Korean	Vietnamese	Tagalog
Views	21,232	317	19	36	13	16
Unique Users	9,849	287	6	12	2	5
Average engagement time (minutes/seconds)	3m 58s	0m 9s	1m 01s	0m 35s	0m 47s	0m 43s

Website traffic is analyzed in a variety of ways to help the team understand who accessed the information, when, and how. The following list includes some of the most common terms and their definitions related to website traffic analytics:

- **Direct:** When a user types the website URL into their browser or scanned a QR code.
- **Referral:** When a user clicks through to your website from another third-party website.
- **Organic Social:** When a user clicks through to your website from a social media platform, such as Facebook.
- **Organic Search:** When a user clicks on a free link from a search engine results page.
- **Display:** When a user clicks on a display ad through Google’s Display Network to your website.
- **Email:** When a user clicks through to your website from an online email tool, such as Gmail or Hotmail.
- **Engaged Session:** An engaged session is a session that lasts longer than 10 seconds, has a key event, or has at least 2 pageviews or screen views.
- **Engagement Rate:** This measures the percentage of users who meaningfully interact with the website, such as viewing more than one page or filling out a form.

The largest number of users found the online open house by entering in the URL directly, followed by referrals from third-party websites, social media, search engine results, paid advertising, and emails. Table 2 summarizes how users accessed the online open house between May 14 and June 7, 2024.

Table 2. Sources of website traffic

Channel Group	Users	Sessions	Engaged Sessions	Average Engagement Time per Session (minutes/seconds)	Engagement Rate
Direct	4,411	5,160	3,091	3m 43s	59.9%
Referral	3,086	3,392	1,747	3m 39s	51.5%
Organic Social	2,275	2,416	1,746	2m 58s	72.27%
Unassigned	164	170	45	2m 14s	26.47%
Organic Search	129	221	169	4m 20s	76.47%
Display	112	138	23	8s	16.67%
Email	21	23	16	4m 20s	69.57%

A more detailed summary of notification methods and results is provided at the end of this summary.

## Survey results

The online open house received 3,970 survey responses. Although people visited the translated survey pages, all survey responses were submitted in English. The full questionnaire and results charts are provided as an appendix to this summary.

### Survey takeaways

#### *Demographics*

- Most survey respondents reported living on the east side of the trestle, with the cities of Lake Stevens (38%) and Snohomish (17%) collectively making up 55% of respondents.
- Most respondents identified as white or Caucasian (73%), with the next largest group of self-identified respondents as Asian or Asian American (4%). About one-fifth of respondents (21%) chose not to share their race and ethnicity.
- Most respondents fell between the ages of 25-54 (64%), with a little less than a quarter of respondents falling above the age of 55 (23.5%).
- About 10 percent of respondents identified as having a disability.
- A little under half of respondents reported having an annual household income of \$100,000 or more. A quarter of respondents did not share their annual household income.

#### *Travel behavior and attitudes*

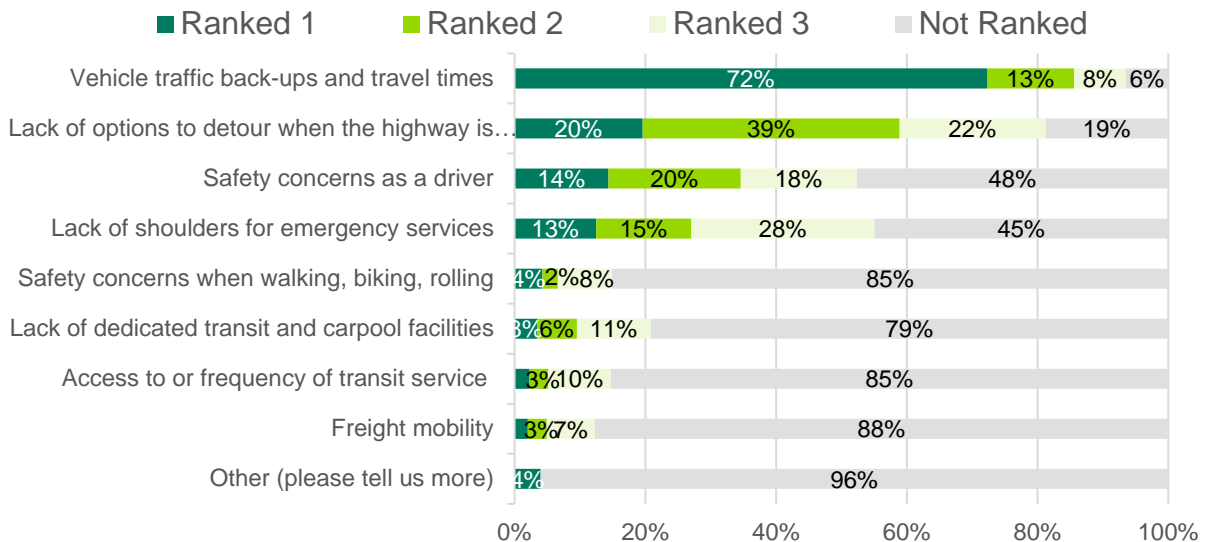
- Nearly all respondents (99%) reported traveling on or around the US 2 trestle using their personal vehicle.
- Nearly all (87%) of respondents reported using the US trestle daily or weekly.
- Trip types using the US 2 trestle varied in the responses; however, the most common types of trips included shopping/errands/medical (82%), recreation (74%), and visiting friends or family (69%). Commuting to and from work represented 64% of responses, while commuting to and from school represented 7% of responses. Respondents could select as many answer choices as applicable to their situation.
- For many respondents (61%), taking an alternate route to the US 2 trestle depends on the situation, and some (23%) either don't take an alternate route or don't know of an alternate route. Only 15% answered that they take an alternate route to avoid traveling on the US 2 trestle.
- Many respondents (58%) reported that they experience bottlenecks at all interchanges listed: the I-5 interchange north or southbound near the trestle, the US 2/I-5 ramp, US 2 westbound at the State Route 204/20th Street on-ramp, US 2 westbound at the US 2/SR 204 ramp, and SR 204 at Sunnyside Boulevard.
- Most survey respondents (75%) reported that they oppose tolling to fund improvements for the following reasons:
  - Feeling that it would be a huge financial burden for many people in the community.

- There are few to no alternative routes to avoid paying the toll.
- Feeling that improvements should be covered by existing budget or funding.
- Feeling a lack trust in WSDOT to set reasonable toll prices or manage funds.
- Those who support or remain neutral on tolling (25%) shared the following reasons:
  - Thinking that tolling will encourage people to use alternative travel modes like public transit or carpooling.
  - Thinking that those who use the US 2 trestle should pay for improvements.
  - Feeling good about paying a toll (as long as it is reasonable) if it fixes the problems with the US 2 trestle.

*Challenges with traveling on the US 2 trestle and priorities for improvements*

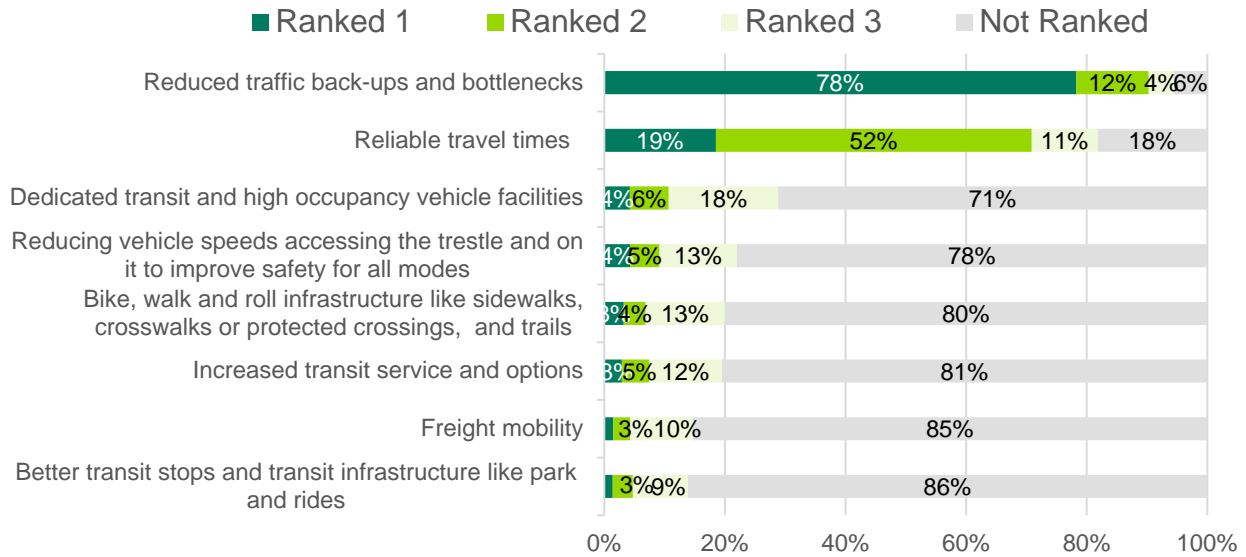
- Respondents were asked to rank their three biggest challenges when traveling on or near the US 2 trestle. By a wide margin, most respondents (72%) ranked vehicle back-ups and travel times as the biggest challenge. Likely connected, the top priority to improve travel on or near the US 2 trestle was reduced traffic back-ups and bottlenecks (78% of respondents).
- The next two biggest challenges and improvements were related to options and safety, which aligns with the draft NEPA Purpose and Need Statements.

### Three biggest challenges (n = 3,967)



### Priorities for improving travel

(n = 3,967)



#### *Opinions about the Draft NEPA Purpose and Need statements*

Online open house visitors were presented with the draft NEPA Purpose & Need statements and asked if they agreed with the statement (response choices were yes, no, or don't know). Respondents could also add an explanation to their choice in an open-ended comment box. Respondents were also asked to share if they thought anything was missing in the draft NEPA Purpose and Need.

Most respondents agreed with the individual need statements (average agreement of 74%) and the purpose statement (79%). Charts with survey results and reasons for agreement or disagreement with the purpose and needs statement are provided in the appendix.

## Themes from open-ended comment form submittal

In addition to the survey, visitors to the online open house could ask a question or provide comment on the information through an open-ended comment form. This form included fields for participants to leave their name and contact information for a response and future communication.

WSDOT received 139 comment form entries that were coded into themes. The themes are listed in italics, and the following quotes illustrate these themes.

### *Desire to improve the route, access, and design of the US 2 trestle and surrounding roads*

- “West to North US 2 to I-5 connection should stay on the Northeast side of the river. This would keep this traffic out of the short weave section between the US 2 entry and E Marine View Dr exit.”
- “I-5 NB merge from 41st on-ramp. If reconfiguration is considered for the Everett exits, making this a braided system to have US2 exit prior to 41st on-ramp entering the highway would enable a more continuous flow and improve level of service.”
- “I understand the need to keep connections to Sunnyside Blvd. But this intersection is a major hazard for vehicles in both directions. Reconfiguring how this is accessed or moving access to a different location farther north along 204 should reduce fatalities. At least closing the crossing maneuver or adding a roundabout here.”
- “The transition from US 2 to I-5 needs to be straighter to avoid a slow down from 55 to 30. As well as more of a gradual increase going over the water. I believe the incline and the extreme speed decrease are what cause the intense back ups.”
- “Enlarging the intersection at the east end of the Lowell - Snohomish river road, so that more cars can get through at a time (more turn lanes, soften the sharp corners, or move the road over next to the Rail Road tracks) and make both roads 4-lane through the intersection. A fairly inexpensive option, or in addition to the other work.”
- “Thank you for looking into this. The use of a traffic circle by Sunnyside is potentially a solution.”
- “Solution would be to build another dedicated highway from Snohomish directly to Interstate 5 and another dedicated highway from 84th in Marysville directly to Interstate 5”
- “I’m particularly concerned about the on ramp, going eastbound, to US 2 from 204 and Sunnyside. Is that issue being addressed? It’s a very dangerous on ramp as cars have to merge onto US2 from 204 while cars (going eastbound on the trestle) do not see the cars merging on to US 2.”

### *Desire for the US 2 trestle to remain toll-free*

- “I believe a toll option will cause more harm than good. It will cause a lot of people to find alternate routes which will congest those areas and cause more traffic and safety

concerns. If there is an option to open up a vote for a bond or levy that might work. Or adding to the gas/property tax. Maybe a new construction tax for new homes.”

- “Do not impose a toll on the working class that would prefer not to commute, but rather tax the corporations that demand in person work.”
- “I understand the need to replace the bridge and that’s all ok. I sincerely hope you can manage it without the tolls. There are a lot of local businesses on each side of the bridge that will suffer if folks stop driving across for pleasure to avoid tolls that they’re forced to pay for business. Not to mention, the people who do have to fork it over for business, these aren’t folks making \$400k at Microsoft or Amazon, people out in this area don’t have a lot of extra money to be spending on getting to work. And because there is literally NO OTHER WAY to cross the river to the west side, it’s just plain mean to toll the road. If you can’t get around it, please turn it off for HOV, nights, and weekends, like on 405.”
- “Consider reversible “express lanes” for a.m. westbound and p.m. eastbound traffic patterns.”
- “My additional comments for this are that other areas make major corrections to the freeways and highways without turning everything into a toll and this area is so limited with routes over waterways. If there were to be additional lanes for toll riders and carpool in addition to normal driving lanes when I wouldn’t be strongly opposed to incorporating toll options.”

*Desire for increased public transit and safer bike and pedestrian facilities*

- “Safe walking around 204/2/Sunnyside needs to be incorporated for a more sustainable future. Plan for an eventual eastward light rail expansion.”
- “Please improve cycling infrastructure. It is badly needed in this area.”
- “Hello, I and a lot of people would greatly appreciate if you could explore transit options like more trains to connect the area.”
- “Please prioritize building a train or tram connecting Lake Stevens/Snohomish to E, the payoff will be massive once the light rail reaches Everett proper.”

*Desire for WSDOT to prioritize improvements that will ease congestion and improve safety*

- “We love the trestle and support whatever improvements are needed to ease traffic flow and improve the stability of the structure. Detours can be inconvenient short-term but long-term stability is the most important for the safety of all involved.”
- “Improving the safety of merging traffic by adding an additional lane West would improve bottlenecks. Redoing the on ramp from I-5 would do the same and help the goal of net zero.”
- “I’m concerned with getting to a hospital. If the trestle is closed or blocked, the alternative is Cathcart or Marysville. That is a very long ambulance ride.”
- “There needs to be emergency lane where vehicles can move for accidents and stalls to avoid blocking lanes.”



- “Better flow on and off the trestle and dividing the traffic east bound between highway 2 and highway 204 sooner will speed up traffic and increase safety by reducing crowding of the vehicle you are following.”

An additional five community members recorded voicemail comments/questions on the OOH’s hotline. While the voicemails contained sentiments consistent with the rest of the survey and open-ended comments, the content of the voicemails varied. Relevant quotes include:

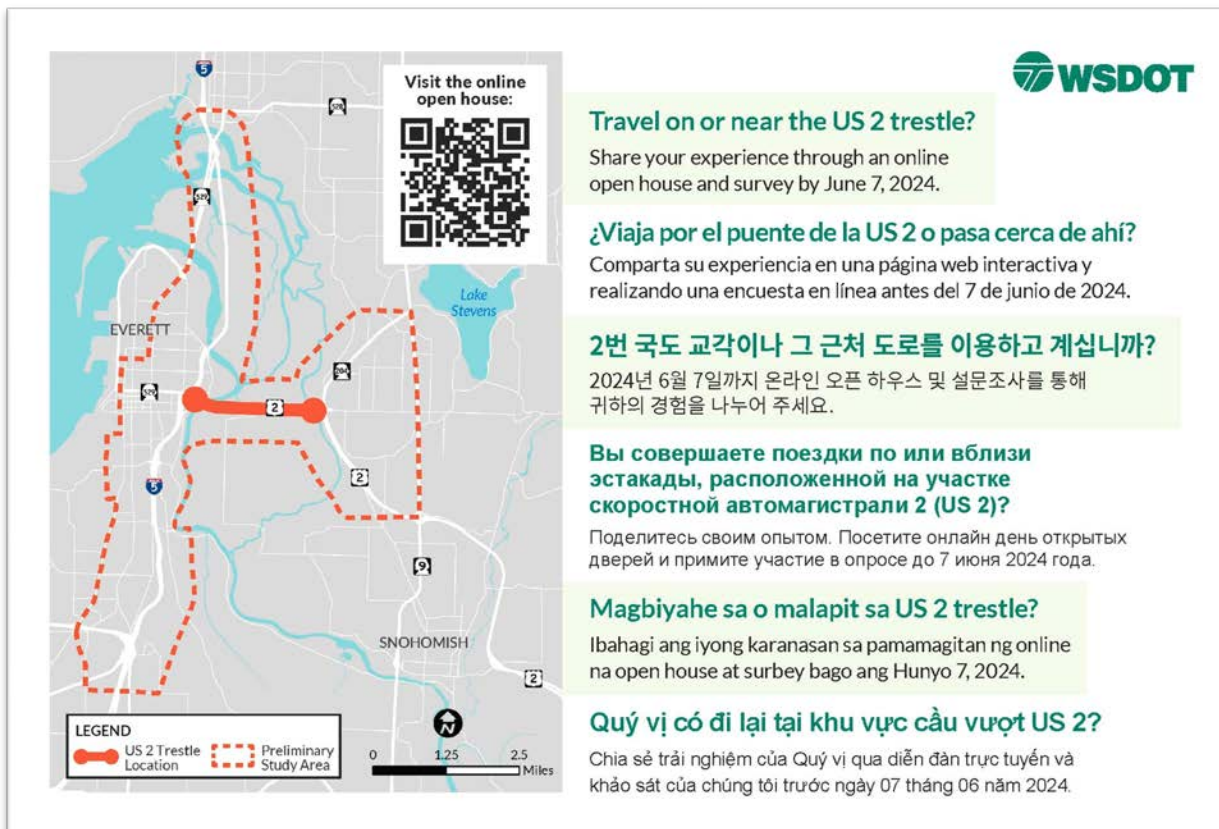
- "Hi, I live in Arlington, and I do not think it would be a good idea for tolls. I do not have much problem when I try to go over the trestle, but I do not go during rush hours."
- "Well, number 1, you guys should change the on ramp and off ramp. Never have an on ramp and an off ramp right after that. You’ve got to switch those around. That is where the backup has been like that for years."
- “The first thing I think that needs to be done is when you are traveling westbound on Highway 2 and you go around the corner. And all of a sudden, you see cars stop. And the trestle is all blocked off, I think there needs to be some kind of notification before you get to that curve on Highway 2 that you get into sight of the trestle to warn people that the trestle is backed up.”

## Summary of public notification methods and results

### Postcard mailing

During the week of May 20, 2024, the study team mailed a postcard with online open house information to 14,473 households within the preliminary study area (shown as the dotted line on the map printed on the postcard) where United States Census Bureau 2021 American Community Survey data showed a higher concentration of Limited English Proficient communities. In general, mailing addresses were approximately a half mile either side of I-5, US 2, and SR 204. Other addresses were in Snohomish, WA, a half mile on either side of Maple Ave between 10th Street and 2nd Street. Postcard information was provided in English, Spanish, Russian, Korean, Vietnamese, and Tagalog.

### Final postcard



The final postcard features a map of the study area around Everett and Snohomish, WA. A red dashed line outlines the 'Preliminary Study Area', and a red line indicates the 'US 2 Trestle Location'. A QR code is provided to 'Visit the online open house'. The text on the postcard is as follows:

**Visit the online open house:**

**Travel on or near the US 2 trestle?**  
Share your experience through an online open house and survey by June 7, 2024.

**¿Viaja por el puente de la US 2 o pasa cerca de ahí?**  
Comparta su experiencia en una página web interactiva y realizando una encuesta en línea antes del 7 de junio de 2024.

**2번 국도 교각이나 그 근처 도로를 이용하고 계십니까?**  
2024년 6월 7일까지 온라인 오픈 하우스 및 설문조사를 통해 귀하의 경험을 나누어 주세요.

**Вы совершаете поездки по или вблизи эстакады, расположенной на участке скоростной автомагистрали 2 (US 2)?**  
Поделитесь своим опытом. Посетите онлайн день открытых дверей и примите участие в опросе до 7 июня 2024 года.

**Magbiyahe sa o malapit sa US 2 trestle?**  
Ibahagi ang iyong karanasan sa pamamagitan ng online na open house at surbey bago ang Hunyo 7, 2024.

**Quý vị có đi lại tại khu vực cầu vượt US 2?**  
Chia sẻ trải nghiệm của Quý vị qua diễn đàn trực tuyến và khảo sát của chúng tôi trước ngày 07 tháng 06 năm 2024.

**US 2 Trestle Capacity Improvements and Westbound Trestle Replacement**  
 Survey and online open house | May 14 - June 7, 2024  
 Visit: [engage.wsdot.wa.gov/us2trestle](https://engage.wsdot.wa.gov/us2trestle)  
 Leave a voicemail comment: (425) 233-8970

**Mejora de la capacidad del puente US 2 y sustitución de la estructura del puente en dirección oeste**  
 Encuesta y página web interactiva | Del 14 de mayo al 7 de junio de 2024  
 Visite: [engage.wsdot.wa.gov/us2trestle](https://engage.wsdot.wa.gov/us2trestle)  
 Deje sus comentarios en el buzón de voz: (425) 233-8970

**2번 국도 교각 하중 개선 및 서쪽방향 교각 교체**  
 설문조사 및 온라인 오픈 하우스 | 2024년 5월 14일 - 6월 7일  
 방문: [engage.wsdot.wa.gov/us2trestle](https://engage.wsdot.wa.gov/us2trestle)  
 음성 메시지로 의견을 남겨주세요: (425) 233-8970

**Улучшение пропускной способности эстакады, расположенной на участке скоростной автомагистрали 2 (US 2) и замена эстакады в западном направлении**  
 Опрос и онлайн день открытых дверей | 14 мая - 7 июня 2024 г.  
 Посетить: [engage.wsdot.wa.gov/us2trestle](https://engage.wsdot.wa.gov/us2trestle)  
 Оставить комментарий на голосовой почте: (425) 233-8970

**Mga Pagpapabuti ng Kapasidad ng US 2 Trestle at Pagpapalit ng Trestle Patungong Kanluran**  
 Surbey at online na open house | Mayo 14 - Hunyo 7, 2024  
 Bisitahin: [engage.wsdot.wa.gov/us2trestle](https://engage.wsdot.wa.gov/us2trestle)  
 Mag-iwan ng komento sa voicemail: (425) 233-8970

**Dự án cải thiện công suất phục vụ và thay thế phần di chuyển hướng tây của cầu vượt US 2**  
 Khảo sát và diễn đàn trực tuyến | 14 tháng 05 đến 07 tháng 06 năm 2024  
 Truy cập: [engage.wsdot.wa.gov/us2trestle](https://engage.wsdot.wa.gov/us2trestle)  
 Để lại tin nhắn thoại: (425) 233-8970

**Title VI Notice to Public**  
 It is the Washington State Department of Transportation's (WSDOT) policy to assure that no person shall, on the grounds of race, color, or national origin, as provided by Title VI of the Civil Rights Act of 1964, be excluded from participation in, be denied the benefits of, or be otherwise discriminated against under any of its programs and activities. Any person who believes his/her Title VI protection has been violated, may file a complaint with WSDOT's Office of Equity and Civil Rights (OECR). For additional information regarding Title VI complaint procedures and/or information regarding our non-discrimination obligations, please contact OECR's Title VI Coordinator at (360) 705-7090.

**Americans with Disabilities Act (ADA) Information**  
 This material can be made available in an alternate format by emailing the Office of Equity and Civil Rights at [wsdotada@wsdot.wa.gov](mailto:wsdotada@wsdot.wa.gov) or by calling toll free, 855-362-4ADA(4232). Persons who are deaf or hard of hearing may make a request by calling the Washington State Relay at 711.

WSDOT Northwest Region  
 15700 Dayton Avenue North  
 Shoreline, WA 98133-5910

## Community partner collaboration

Before the online open house launched, the study team created an extensive list of local community-based organizations (CBOs) that work with marginalized or underserved people in the study area. These CBOs focus on serving people with a range of needs, including social services, behavioral health, food assistance, and those with limited English proficiency, especially including people who use Spanish, Russian, Korean, Vietnamese, and Tagalog.

The study team established relationships with 15 community-based organizations (CBOs) through listening sessions earlier in 2024. On May 14, 2024, the online open house launch date, the study team reached out to these same CBOs to request their support to help promote the online open house and survey opportunity to their networks and communities. To aid in this sharing, the study team provided a flyer PDF in English and Spanish, and a toolkit of pre-written newsletter and social media messages in English, Spanish, Russian, Korean, Vietnamese, and Tagalog that advertised the online open house and survey. CBOs who helped promote the online open house through newsletters, social media, or other methods of notification best suited to them, were offered compensation in the form of a \$50 gift card for their time and effort.



The following CBOs received a toolkit by email:

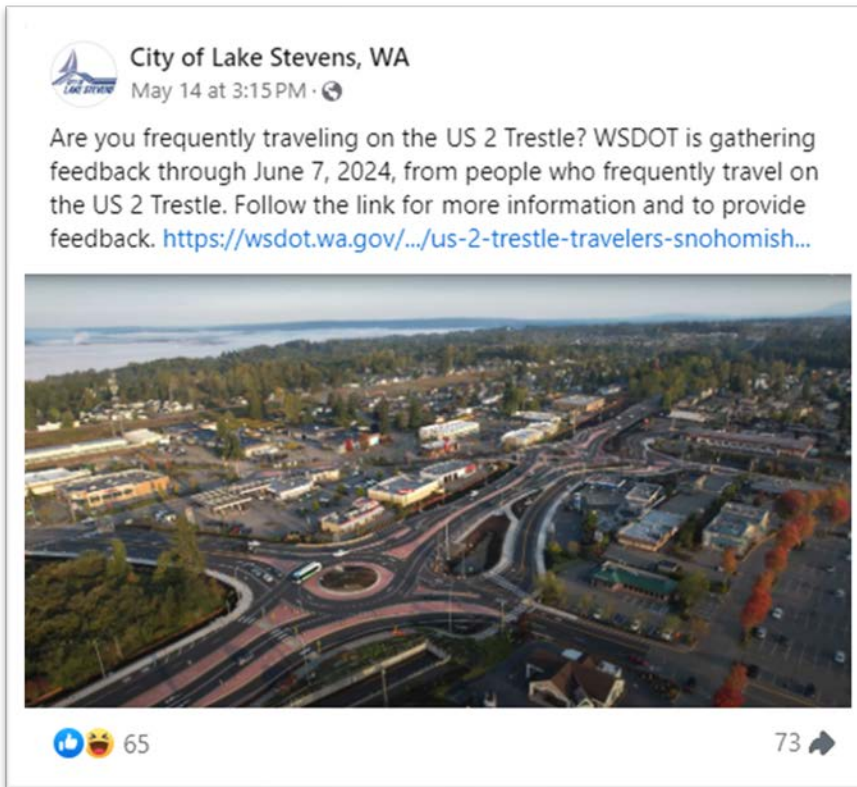
- Asian Service Center
- BIKES Club of Snohomish County\*
- Community Foundation of Snohomish County
- Connect Casino Road\*
- Delta Neighborhood Association\*
- Everett Station District Alliance
- Westmont and Holly Neighborhood Association
- Homage Senior Services
- Lake Stevens Community Food Bank\*
- Lake Stevens Community Resource Center\*
- Lake Stevens School District
- Pioneer Human Services\*
- Sharing Wheels Community Bike Shop
- Snohomish County Committee for Improved Transportation (SCCIT)
- Snohomish County Transportation Coalition\*

*\*denotes CBO partner who accepted compensation*

In addition to these community partners, the study team also sent notifications about the online open house and survey on the launch date to the PEL study advisory committees (Executive Advisory Group, Technical Working Group, and the Resource Agency Committee).


Samples of CBO partner promotion:

*City of Lake Stevens Facebook*




City of Lake Stevens, WA  
May 14 at 3:15 PM · 🌐

Are you frequently traveling on the US 2 Trestle? WSDOT is gathering feedback through June 7, 2024, from people who frequently travel on the US 2 Trestle. Follow the link for more information and to provide feedback. <https://wsdot.wa.gov/.../us-2-trestle-travelers-snohomish...>



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*Delta Neighborhood Association newsletter*



**The US 2 Trestle Capacity Improvements and Westbound Trestle Replacement Online Open House is live now through June 7!**

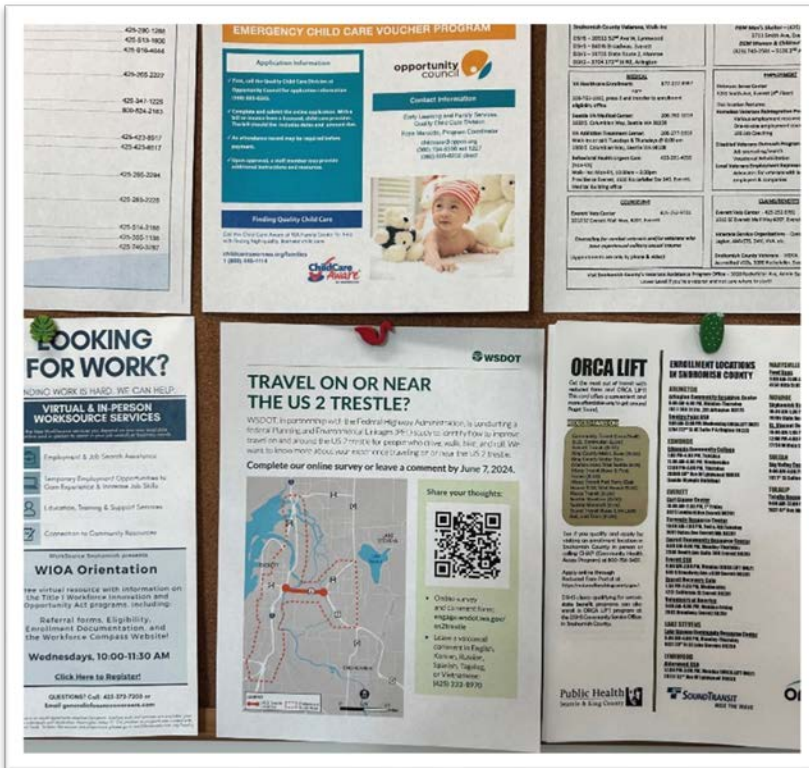
The Washington State Department of Transportation recently launched an [online open house and survey](#) to gather feedback on experiences traveling on or near the US 2 trestle. The US 2 trestle is the main crossing over the Snohomish River between eastern Snohomish County and the Interstate 5 (I-5) corridor and Everett.

How to provide feedback:

- Learn about the process of reaching the recommended plan for improvement
- Learn how feedback from the community & partners informed the recommendation
- Learn about the planned outcomes and next steps for the final recommendation
- Submit questions and comments to WSDOT

Visit [engage.wsdot.wa.gov/us2trestle](https://engage.wsdot.wa.gov/us2trestle) or call (425) 233-8970 and leave a voicemail by June 7 to make your voice heard!

Lake Stevens Community Resource Center public board



### Information booth at Lake Stevens Food Bank



### Owned social media posts and mentions

Owned social media refers to accounts and channels owned and operated by WSDOT. The study team promoted the online open house through WSDOT's social media and asked community partners to do the same. Referral traffic from public relations messaging appeared to be a highly effective source of traffic, with a total of 1,702 users. Social media engagement also drove participation, especially from Facebook and Twitter. Table 3 summarizes sources of social media traffic to the online open house.

WSDOT social media post screen captures

<p>WSDOT Facebook</p> <p>May 29, 2024</p>	<p>WSDOT May 29 at 9:10 AM · 🌐</p> <p>US 2 travelers between Everett and Snohomish! We're gathering feedback for a study that involves the US 2 trestle for a capacity improvement and trestle replacement project. Share your thoughts at our online open house, which is open until June 7. Reminder: The comment section is NOT the best place to share your input, please do so at the link below. <a href="https://engage.wsdot.wa.gov/us2trestle/">https://engage.wsdot.wa.gov/us2trestle/</a></p> <p>WSDOT US 2 SR 204</p> <p>Use US 2 near Everett? Visit our online open house before June 7!</p> <p>WSDOT Government organization</p> <p>180 130 comments 93 shares</p> <p>Like Comment Share</p>
<p>WSDOT X (Twitter)</p> <p>May 21, 2024</p>	<p>WSDOT Traffic @wsdot_traffic</p> <p>We are gathering feedback from people who travel on or near the US 2 trestle in #SnohomishCounty. Complete our survey or leave a comment by June 7!</p> <p>Link: <a href="https://bit.ly/us2trestle">bit.ly/us2trestle</a></p> <p>Map showing US 2 Trestle Location and Preliminary Study Area near Everett, Snohomish County, WA. Legend: US 2 Trestle Location (orange line), Preliminary Study Area (dashed orange line). Locations include Tulalip Reservation, Marysville, Everett, Mukilteo, Lake Stevens, and Snohomish.</p> <p>3:11 PM · May 21, 2024 · 4,593 Views</p> <p>7 Reposts 6 Likes 3 Bookmarks</p>



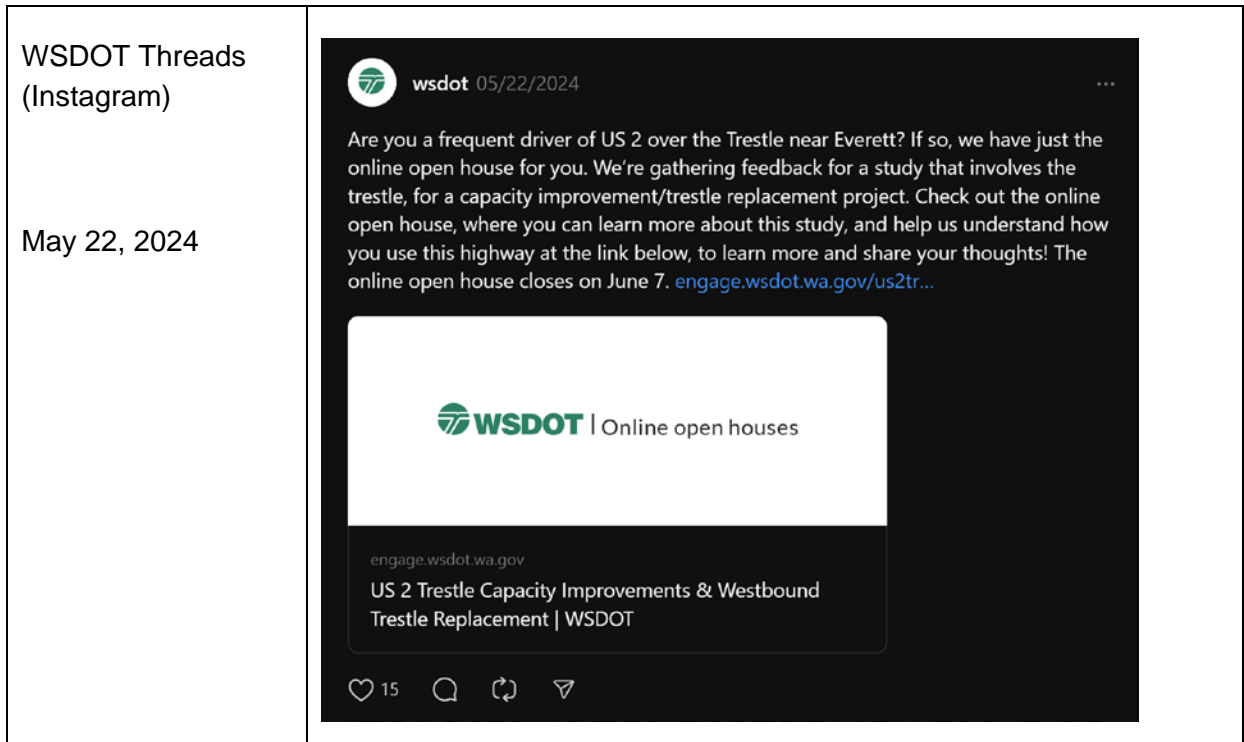


Table 3. Sources of social media traffic to the online open house

Platform	Users	Sessions	Engaged Sessions	Average engagement time per session (minutes/seconds)	Engagement Rate
Twitter	380	391	287	2m 41s	73.4%
Facebook	1,876	1,975	1,434	3m 04s	72.61%
LinkedIn	4	4	4	8m 42s	100%
Reddit	13	13	13	55s	100%
Instagram	1	1	0	0s	0%
Snapchat	3	3	3	3m 46s	100%
<b>TOTAL:</b>	<b>2,277</b>	<b>2,387</b>	<b>1,741</b>	<b>3m 11s</b>	<b>74.34%</b>



## Earned media

Earned media refers to third-party mentions, such as news articles, blog posts, and word-of-mouth that are not paid for by WSDOT. On May 14, 2024, WSDOT shared information about the online open house in a [press release](#). The press release was covered by several news outlets including [My Everett News](#), [My Northwest](#), [Everett Post](#), and the [Everett Herald](#). My Everett News published an article on May 15 promoting the online open house, which directed 387 users visiting the online open house. These visitors were highly engaged with a 5 minute and 30 second average engagement time per session. Table 4 summarizes sources of earned media referral traffic to the online open house.

*Table 4. Sources of earned media referral traffic to the online open house*

Source	Users	Sessions	Engaged Sessions	Avg. engagement time per session	Engagement rate
Heraldnet.com	648	733	616	6m 17s	84.04%
Myeverettnews.com	387	461	369	5m 38s	80.04%
Everettpost.com	582	610	531	6m 22s	87.05%
Mynorthwest.com	85	97	77	4m 32s	79.38%
<b>TOTAL:</b>	<b>1,702</b>	<b>1,901</b>	<b>1,593</b>	<b>5m 42s</b>	<b>82.63%</b>



## Paid media

WSDOT implemented targeted digital ads in English and Spanish to generate online traffic to the online open house. English display ads appeared on the Heraldnet.com and across the digital ad network. Spanish display ads appeared on La RazaNW.com, a local Spanish publication, and across the digital ad network. Ads ran May 20 – June 7, 2024.

### Paid Media Results

Tactic/Channel	Impressions	Clicks	CTR
Heraldnet.com	99,266	153	0.15%
English Programmatic Display	149,396	150	0.10%
LaRazaNW.com	14,746	2	0.01%
Spanish Programmatic Display	18,500	23	0.12%
<b>TOTAL:</b>	<b>281,908</b>	<b>328</b>	<b>0.12%</b>

The following list includes referenced terms, and their definitions related to digital advertising analytics:

- **Impressions:** The number of times the ad had the opportunity to be seen.
- **Clicks:** The number of times the link was clicked
- **Click through rate (CTR):** The percentage of people who visited the website via the ad link. The higher the better.

*(digital advertisement examples on the next page)*

Digital Advertisement Examples

