

KING COUNTY BUS SIGN PROJECT

PI Committee
Julie U PI Chair



IS THE AREA IS INTERESTED IN FUNDING A BUS SIGN PROJECT DURING THE 2026 WINTER HOLIDAYS?

Details:

Run during 2026 holiday season, when people tend to struggle more November 1, 2026-March 7, 2027

- 11"x 17" signs would be posted inside buses.
- Number of buses with signage: 200
- Duration signs would be up: 18 weeks, but probably longer
- Number of times those signs would be viewed: 3,942,900
- Cost per 1,000 views: \$2.62
- Total cost: \$11,343.16
 - The minimum cost to have any signage is \$10,000
 - ~~Bus routes broken up by KCM, into four zones. The signs for each zone will have their own QR code to track~~

PURPOSE OF THE AREA

Not all areas operate in the same way, but generally speaking, an area's purpose is threefold:

- 1.To elect a delegate who will represent the area's conscience at the annual General Service Conference, where decisions are made that affect A.A. throughout the U.S. & Canada.
- 2.To form a local decision-making structure so groups can collectively decide on matters that affect their area.
- 3.**To carry out Twelfth Step work that may not be practical for groups, districts or intergroups to take on by themselves** .

Examples include, but are not limited to: • Accessibility • Area bulletin or newsletter • Cooperation with the Professional Community (CPC) • Corrections • Informational website • Language translation services • Literature, including Grapevine and La Viña • ***Public Information*** (PI) • Treatment Facilities

King County Metro Servicing Seattle and the surrounding metro area

King County Metro is the largest bus system in the Seattle area, covering all of King County, including Renton and all of the eastside.

- 1,350+ total buses
- 240+ routes
- 2022 annual ridership of 66M
- 8th largest bus fleet in the USA

Source: King County Metro, National Transit Database



Sound Transit

Seattle's regional connector

Sound Transit provides express bus, light rail, and commuter train services in the urban areas of King, Pierce, and Snohomish counties.

- 250+ total buses
- 100 light rail vehicles and 72 commuter rail vehicles
- Constant light rail extension from Everett to Tacoma and throughout Bellevue

Source: Sound Transit



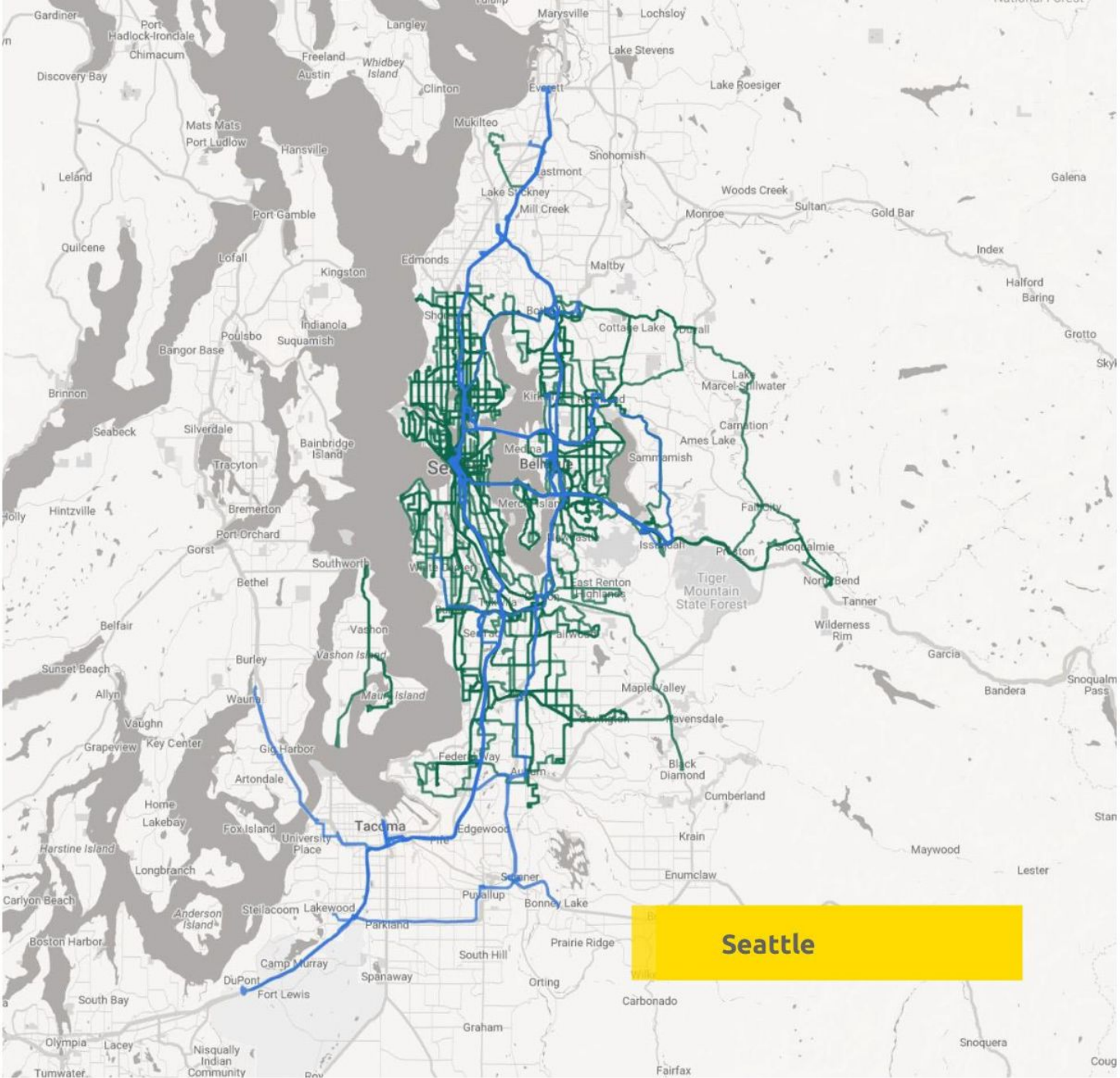
Seattle Bus Coverage

Legend

King County Metro Bus Routes



Sound Transit Bus Routes



Seattle Rail Coverage

Legend

Link Rail Routes



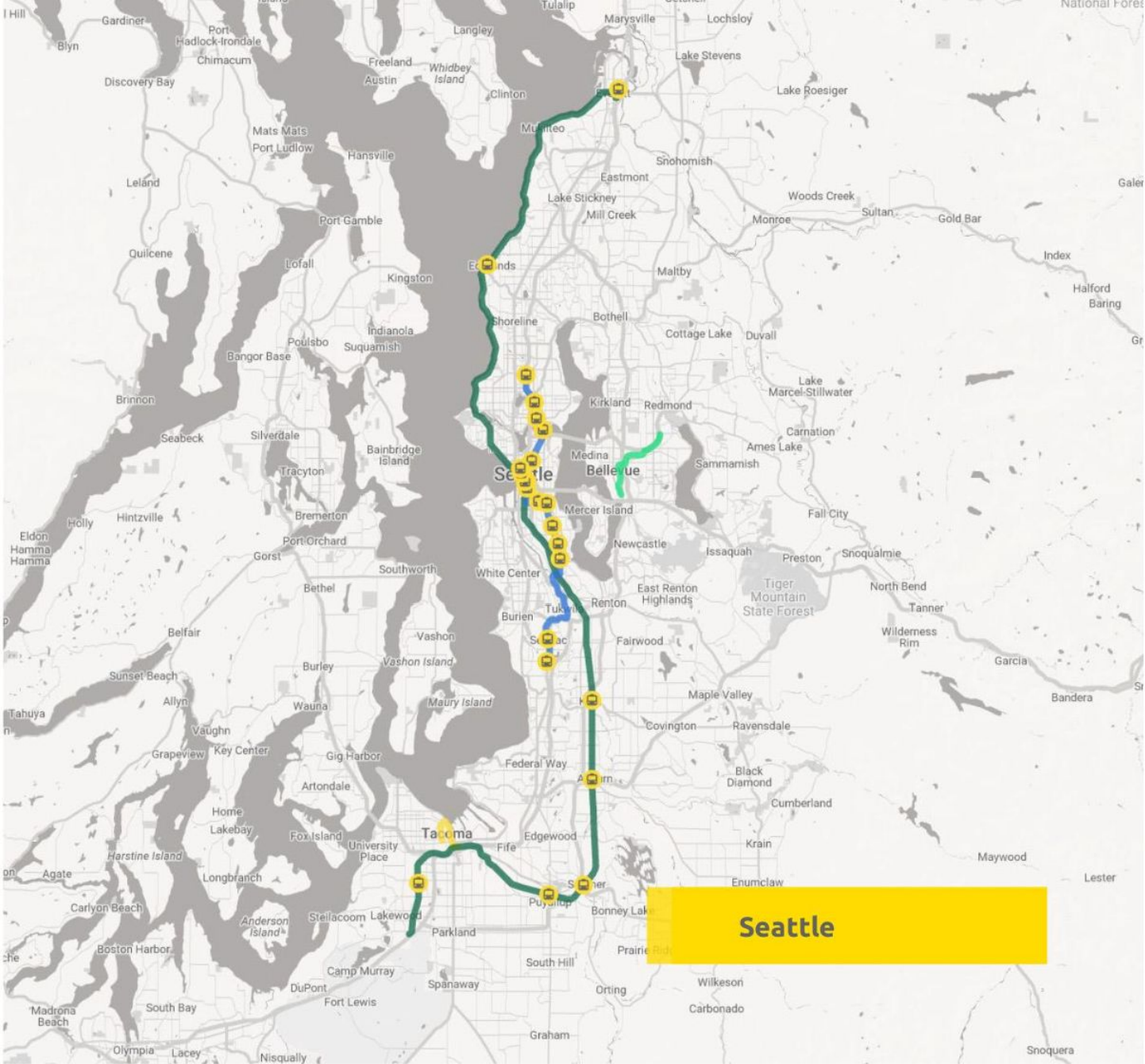
Sounder Train Route



Tacoma Link Route



Stations



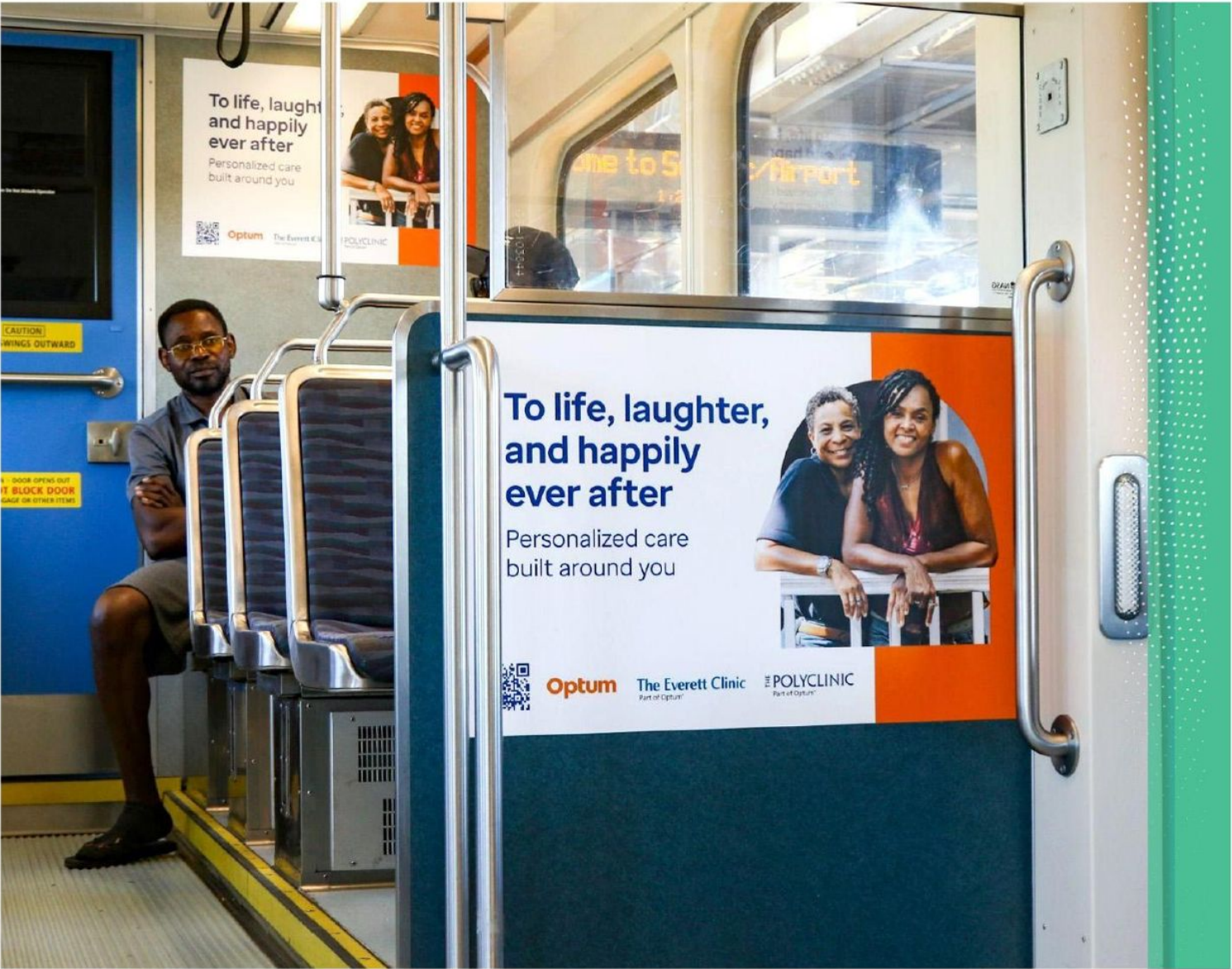
Rail Interiors

Rail Interiors place your ad directly in front of passengers, providing the perfect way to communicate with this captive audience.

Specs

Interior Rail Cards	Varies
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Wall Panels	27"H x 25"W
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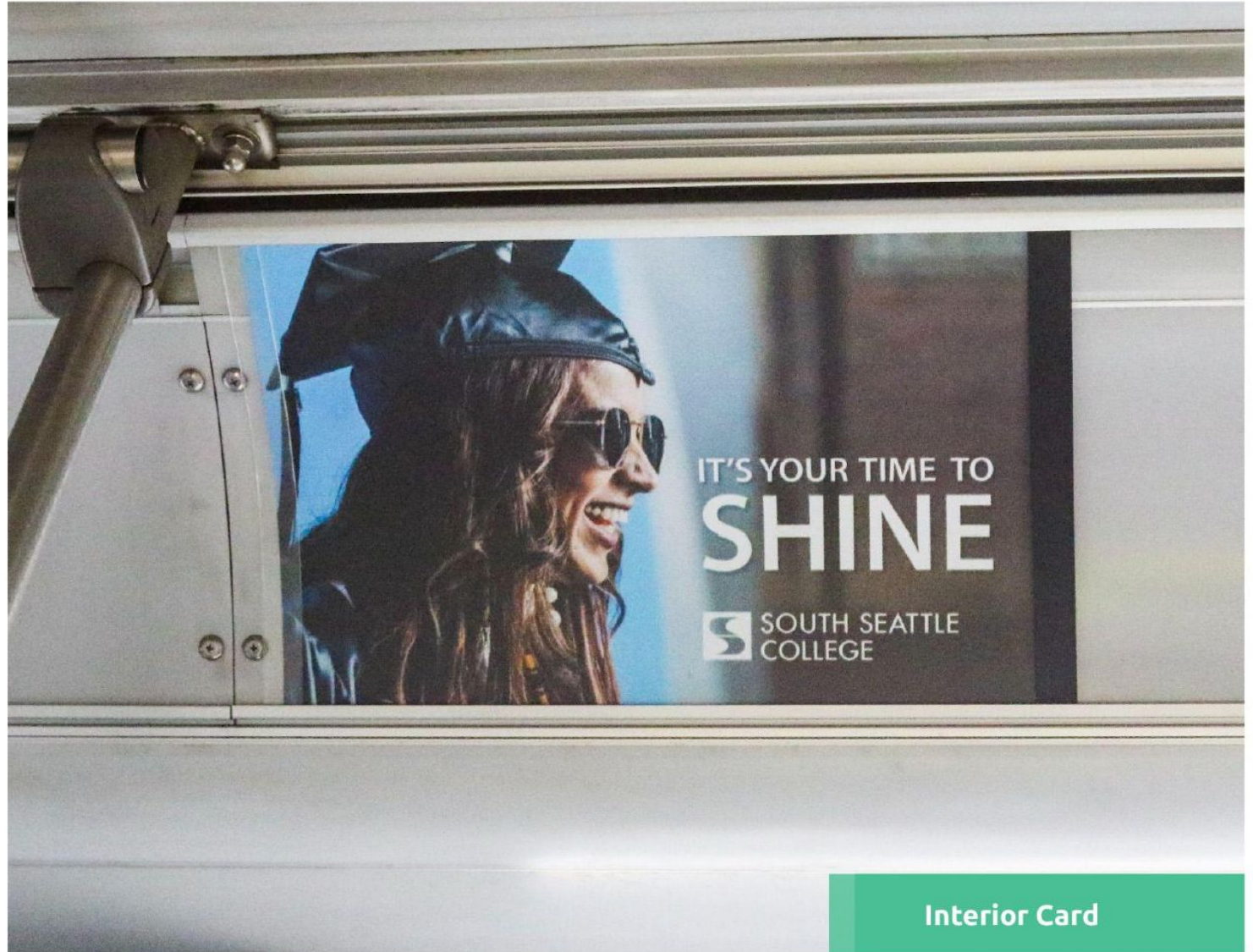
Bus Interior Cards

Interior Cards allow you to reach a captive audience of commuters every day with high dwell times.

Specs

Interior Car Card

Varies



Interior Card



MEDIA	UNITS	BONUS UNITS	TOTAL PAID IMPRESSIONS	TOTAL BONUS IMPRESSIONS	MONTHLY RIDERSHIP/ VISITATION	PROGRAM RATE CARD VALUE (Includes Bonus)	4 WEEK DISCOUNTED RATE PER UNIT	TOTAL MEDIA INVESTMENT	START DATE	END DATE	# OF 4 WEEK PERIODS (Paid)	PROD QTY	PROD COST	TOTAL PROGRAM INVESTMENT (Including Production)
Seattle - KCM - Interior Card (11x17) General Market <i>Interior Car Cards and Bulkheads allow you to reach a captive audience of commuters every day with high dwell times.</i> Creative Due Date: 08-11-2025 Specs: <u>11"H x 17"W</u>	100	100	1,971,450	1,971,450	-	\$40,500.00	\$23.00	\$10,350.00	08-25-2025	12-28-2025	4.5	240	\$794.52	\$11,144.52
			1,971,450	1,971,450		\$40,500.00		\$10,350.00					\$794.52	\$11,144.52

SEA (Bus + Train)

MEDIA	UNITS	BONUS UNITS	TOTAL PAID IMPRESSIONS	TOTAL BONUS IMPRESSIONS	MONTHLY RIDERSHIP/ VISITATION	PROGRAM RATE CARD VALUE (Includes Bonus)	4 WEEK DISCOUNTED RATE PER UNIT	TOTAL MEDIA INVESTMENT	START DATE	END DATE	# OF 4 WEEK PERIODS (Paid)	PROD QTY	PROD COST	TOTAL PROGRAM INVESTMENT (Including Production)
Seattle - Sound Transit - Interior Car Card (11x17) 1-Line (Central Link) <i>Rail Interiors place your ad directly in front of passengers, providing the perfect way to communicate with this captive audience.</i> Creative Due Date: 08-11-2025 Specs: 11"H x 17"W (Impressions based on ridership)	50	50	-	0	2,774,581	\$33,750.00	\$23.00	\$5,175.00	08-25-2025	12-28-2025	4.5	120	\$496.58	\$5,671.58
Seattle - Sound Transit - Interior Card (11x17) General Market <i>Interior Car Cards and Bulkheads allow you to reach a captive audience of commuters every day with high dwell times.</i> Creative Due Date: 08-11-2025 Specs: 11"H x 17"W	50	50	985,725	985,725	-	\$15,750.00	\$23.00	\$5,175.00	08-25-2025	12-28-2025	4.5	120	\$496.58	\$5,671.58
			985,725	985,725		\$49,500.00		\$10,350.00					\$993.16	\$11,343.16



MOTION FOR FUNDING KING COUNTY METRO BUS SIGN PROJECT

Motion Requesting Area 72 Allocate Funds for the King County Metro Bus Sign Project During the 2026 Winter Holiday Period

- Filed by: Julie U, PI Chair, Area 72



BACKGROUND INFORMATION:

- From 1992 to 2012, a bus sign project was maintained on King County Metro (KCM) buses to inform the public about the presence of Alcoholics Anonymous (AA) in the area and provide contact information for those seeking help. The project was made possible through funding from AA groups, individual member contributions, and support from many Area 72 Districts.
 - In 2013, the project came to an end due to a significant increase in advertising costs, making it no longer financially sustainable. That same year, printed phone books—which had long served as another way AA reached the public—stopped being delivered to Washington State residents. The loss of phone book listings impacted AA’s visibility, as the King County phone book alone had a potential reach of 2,047,967 residents in 2013.
 - Today, AA’s primary outreach methods in Area 72 include internet searches, word of mouth, public libraries, and literature racks. While helpful, these methods do not offer the same broad, consistent public visibility that bus signs once provided.
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