



PRESS RELEASE

Kitsap Transit, Washington State Ferries team up to inform Seattle commuters about options ahead of SR 99 Viaduct closure

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BREMERTON – As the Puget Sound region gets ready for the closure of the SR 99 Alaskan Way Viaduct on January 11, Kitsap Transit and Washington State Ferries are teaming up on a campaign to inform Seattle-bound commuters living in Kitsap County about their car-free travel options.

Using the familiar look of a traditional board game, the “What’s Your Plan?” campaign highlights the choices commuters can make during the three-week period when the roadway will be moved into the new SR 99 tunnel. Instead of driving alone onto a ferry, commuters are encouraged to consider alternatives by visiting the campaign’s web page at kitsaptransit.com/Realign99, which launched today.

The menu of choices is broad: Work from home; commute during off-peak hours; bike or take transit to a ferry terminal; rideshare or vanpool; use a park & ride lot. Try the new fast ferry from Kingston to downtown Seattle, a 40-minute crossing (pedestrians and bicycles only).

“Driving in Seattle will be challenging at best after January 11,” said John Clauson, Executive Director of Kitsap Transit. “Figure out now how you’re going to get through it. Ride a bus, use a park & ride, share a ride, whatever works – just don’t drive alone.”

The campaign will use multiple tactics to encourage changes in how people commute into Seattle during the Viaduct closure and realignment of the roadway:

- On January 7, during afternoon commute hours, representatives from Washington State Ferries and Kitsap Transit will be available to answer questions at the Seattle Ferry Terminal.
- On January 8, 9 and 10, toll booth operators at the Bainbridge, Bremerton, and Southworth terminals will hand flyers to drivers during the peak commute hours. Banners will be hung near the toll-booth entrances to direct motorists to the campaign’s web page.

- Representatives from Washington State Ferries and Kitsap Transit will be on board the WSF afternoon commuter sailings on January 8 (Seattle/Bremerton) and January 9 (Seattle/Bainbridge) to answer questions and provide information.
- On January 10 at 12:30 PM Pacific, Kitsap Transit will host a webcast with Washington State Ferries to answer questions and provide information on Kitsap Transit's DoubleMap mobile app for real-time tracking of its buses and ferries. To register for the webcast, please visit this link: <http://bit.ly/Realign99webcast>.
- The agencies will run a social-media ad campaign on Facebook as well as issue notifications about the campaign to their respective e-mail/text subscribers.

About Kitsap Transit

Kitsap Transit has been operating friendly, convenient public transit since 1983. The transit agency for Kitsap County carried more than 3.59 million riders in 2017 across a multi-modal system of routed buses, passenger ferries, paratransit shuttles, vanpools, and worker/driver buses for the Puget Sound Naval Shipyard.

Hablar español?

Por favor llame al 1-800-501-7433 durante las horas normales de oficina. El personal de servicios al cliente se conectará con un intérprete para ayudarle a responder sus preguntas.

Nagsasalita ka ba ng Tagalog?

Paki-tawagan ang numero 1-800-501-7433 normal na oras ng trabaho. Customer Service kawani ay kumonekta sa isang taga interpretor upang tulungan sagutin ang iyong katanungan.