

Passenger Experience (Px) Program Update

Citizen Oversight Panel

8/4/2021



PASSENGER EXPERIENCE VISION

We will deliver a transit experience that is dependable, safe, clean and available with informed riders; while striving to create an experience that is simple, seamless and intuitive for our riders

PASSENGER EXPERIENCE DIVISION

Passenger Services

Passenger Information

Passenger Care

Accessibility Services

Fare Engagement

Wayfinding & Signage

Capital Signage

Signage Maintenance

Research & Innovation

Metrics and Insights

Innovation and Passenger
Technology

Research Library

PX IS COLLABORATING & LEADING IN

- Station Experience Design Manual
- Passenger Metrics and Research (what we are hearing from our passengers, peer agencies and the market)
- Passenger performance metrics
- Fare engagement
- Fare paid zone
- Signage (static and dynamic)
- Accessibility Services
- Service alerts
- Innovation and rider facing technology
- NextGen ORCA
- Passenger Information Management System (PIMS)
- Communities of focus
- Passenger personas and user experience, as applied to developing projects, capital and other
- Station naming policy
- Restroom policy

PASSENGER JOURNEY

Simplicity As Passengers Move Through Our Stations



Persona characteristics

Regular Riders

Occasional Riders

First-time Riders

Personas have at least one blue characteristic.

Limited English Proficiency

Tourist

Family & Children with strollers

Persons traveling with belongings

Women who are pregnant

Senior

Youth

Persons with mobility assistance device

Persons with hearing impair

Persons with visual impair

Persons with speech impair

Persons traveling with service animals

Persons traveling with pets

Technology Literate

Personas may have none, few or many orange characteristics, further framing their rider needs.

BECOMING THE PASSENGER

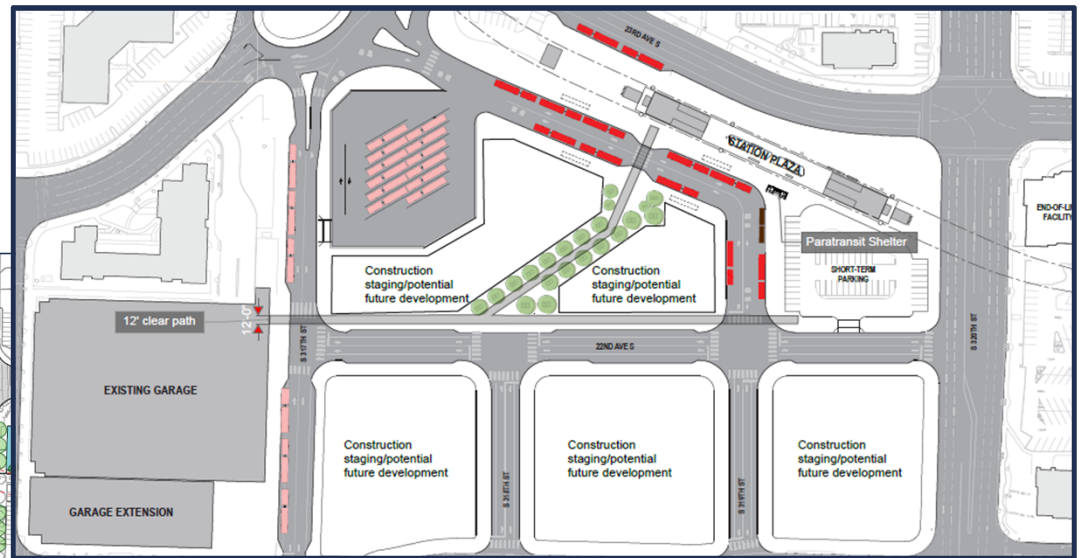
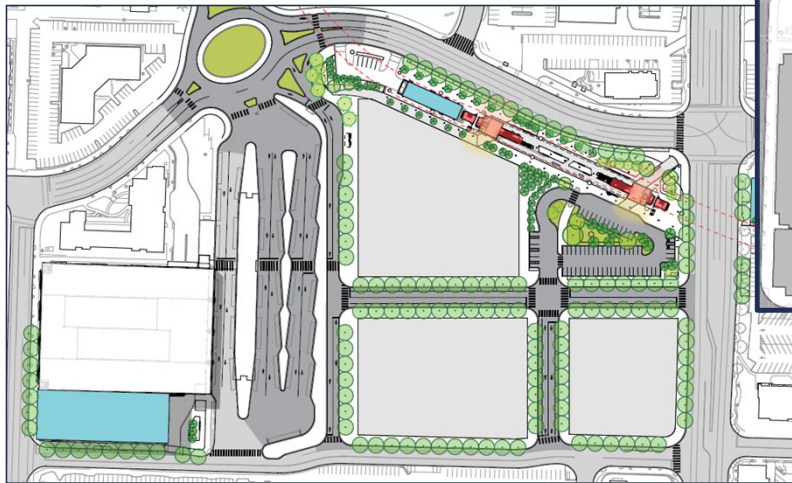
Victor is a retired veteran who lives alone in Lynnwood. Victor has a disability, uses a wheelchair and cannot drive. He owns a reduced fare ORCA card and relies on public transportation. Today he is scheduled to see a specialist at a hospital in Beacon Hill in the morning. He has not been to this hospital in Beacon Hill before and this will be his first time using public transportation for this trip. On his way home, one of the elevators at a station along his journey has “just” gone out of service. There is no signage or instructions for an alternate route for him.



PASSENGER-FOCUSED

Safe, Simple and Seamless Passenger Movement

Prior to PX involvement



Recommendations after PX involvement and criteria development

SIMPLIFIED SIGNAGE

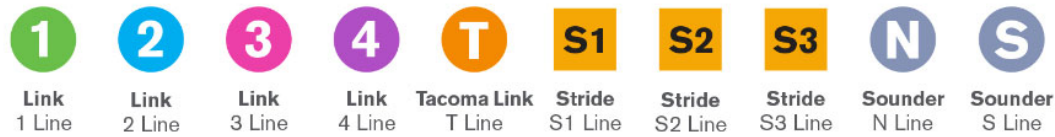
Overhead Signs Paired with Directories



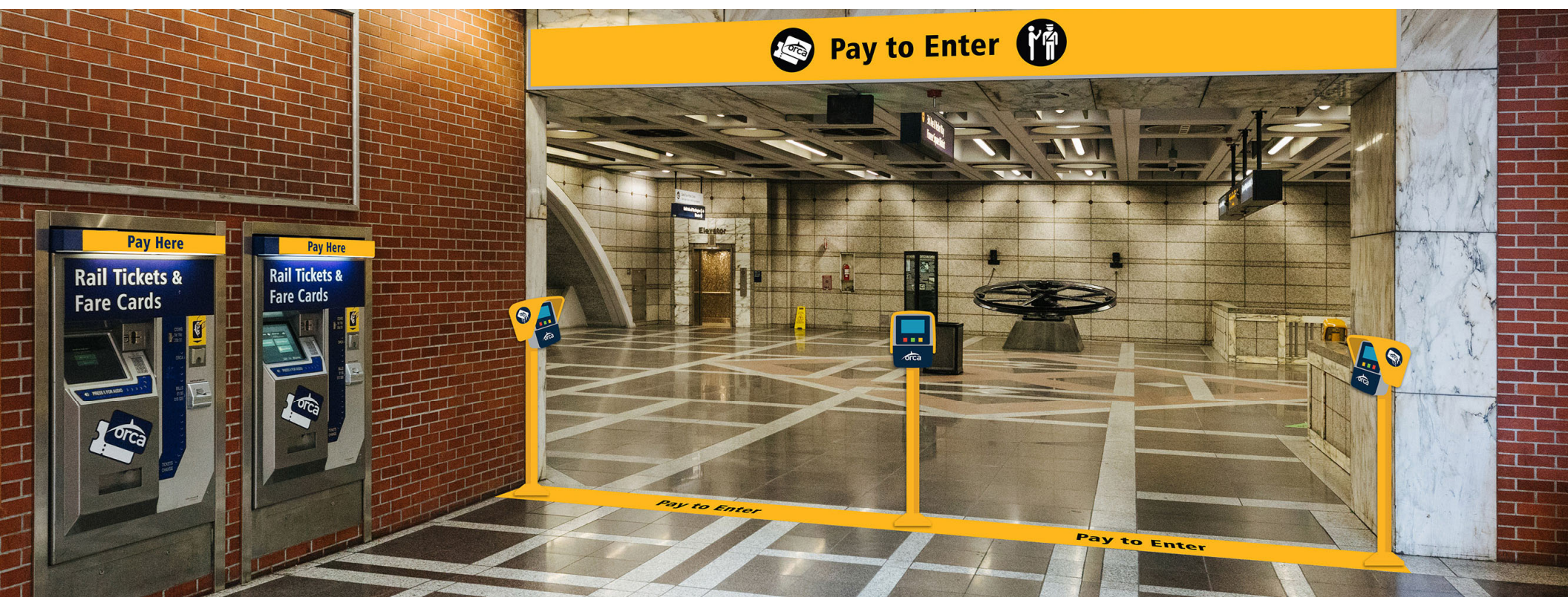
EXIT →	
1	5th Ave & Pine Monorail Space Needle & Seattle Center
← EXIT	
2	Pine & 5th Ave Nordstrom S Lake Union Streetcar Museum of History and Industry (MOHAI) Paramount Theater
EXIT ↑	
3	Westlake Center
4	Pine & 3rd Ave Westlake Park
5	Pine & 3rd Ave Pike Place Market
SOUNDTRANSIT	

SIMPLIFIED LINE NAMING

Line Names that Work For All



CLARITY ON WHEN TO PAY



Fare Ambassador attire

The new fare ambassadors will have different uniforms that are less like law enforcement



DRAFT concept only,
color subject to change

Fare compliance vision

A system where everyone taps — where everyone who has fare media can get to where they want to go, and everyone who needs fare media can get access to it.

Thank you.

Thank you.



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