

Passenger Confidence Plan

Safety, education & reassurance

Return to service

It's not possible to forecast post COVID-19 ridership

Four Ridership Level scenarios:

- 1. Ability to maintain social distancing*
- 2. Increased demand*
- 3. Commute normalization*
- 4. Demand Responsiveness*

** More than likely each mode and service line will be at a different level at different times*

A research-based approach

Regional customer survey data sources

- Sound Transit Sounding Board *COVID-19 Survey* (ongoing)
- Community Transit *COVID-19 Customer Survey* (June)
- Kitsap Transit *COVID-19 Community Survey* (June)
- King County Metro *COVID-19 Rider/non-Rider Survey* (ongoing)

Employer survey data sources

- Commute Seattle *Coronavirus Workplace Survey* (May)
- King County Metro *COVID-19 Employer Survey* (May)
- Sound Transit ORCA employer data analysis (ongoing)

Using collaboration & best practices

Best Practices Research

- Research team pulling a list of what transit agencies have done in response to COVID
- ST's Certified Industrial Hygienist co-authored the APTA's *Cleaning and Disinfecting Transit Vehicles and Facilities During a Contagious Virus Pandemic*

Collaboration

- Knowledge sharing with MBTA, LA METRO
- Active participant in international workshop to share lessons learned and best practices

Rider Feedback

- **64% report they will resume riding transit / or ride more frequently than before the pandemic**
- **25% report they plan to ride less often**

Reasons For Not Riding Include...

- **62% are concerned about getting ill on transit**
- **60% will be working from home more often**
- **17% will no longer be making the same trips**
- **12% have found another way to travel**

Developing recommendations

Priority 1

- Achieve 100% passenger and employee face covering compliance
- Increase cleaning protocol
- Analyze opportunities to increase airflow and filtration

Priority 2

- Communicate passenger loads by route and time of day
- Increased passenger communications
- Feasibility to provide hand sanitizer

***Communications strategy &
creative***

Maintaining a customer-focus

Audience

- Current/former riders
- A diverse, multi-lingual community. Ads will be produced in Spanish and other languages and targeted as appropriate.
- Access to transit and information to those who are facing serious economic impacts is critical.

We've got you covered: Train wraps



Link Mask | Front View



Link Mask | Side View

We've got you covered: Bus exteriors

***We've
got your
ride covered.***



SOUNDTRANSIT

Cover your face when you ride.

A focus on safety & service quality

We got you covered.



**Cover your face
when
you ride.**

Protect yourself and others.



We got you covered.




**Touch-free
payment and
fare checking.**


*Ride touch-free with ORCA or
Transit GO Ticket.*




Reusable mask distribution June 26

We got you covered. 

FREE MASKS



Learn how to ride safely 



Emphasis on reduced fare options

We got you covered.



Reduced fares available.

Use Transit GO Ticket or buy a ticket at the station.



Pay less for your ride.

Low-income fares available.



Thank you.

Thank you.



 [soundtransit.org](https://www.soundtransit.org)

