

2024 Passenger Experience Survey: Findings and Next Steps

*Rider Experience & Operations Committee
7/3/2025*

Why we are here

- Present results of 2024 Passenger Experience Survey.
- Describe how we will use the results to improve service.
- No Board action requested.

Survey Overview & Results

Passenger Experience Survey

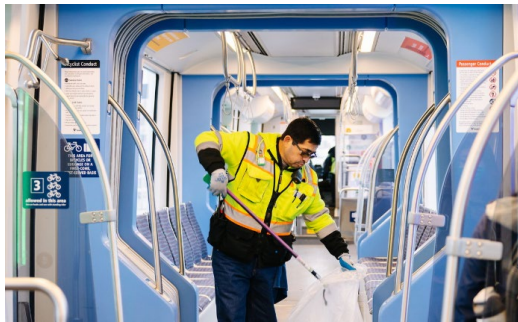
Measures subjective experience and performance in four categories



***Passenger
characteristics***



***Overall
performance***

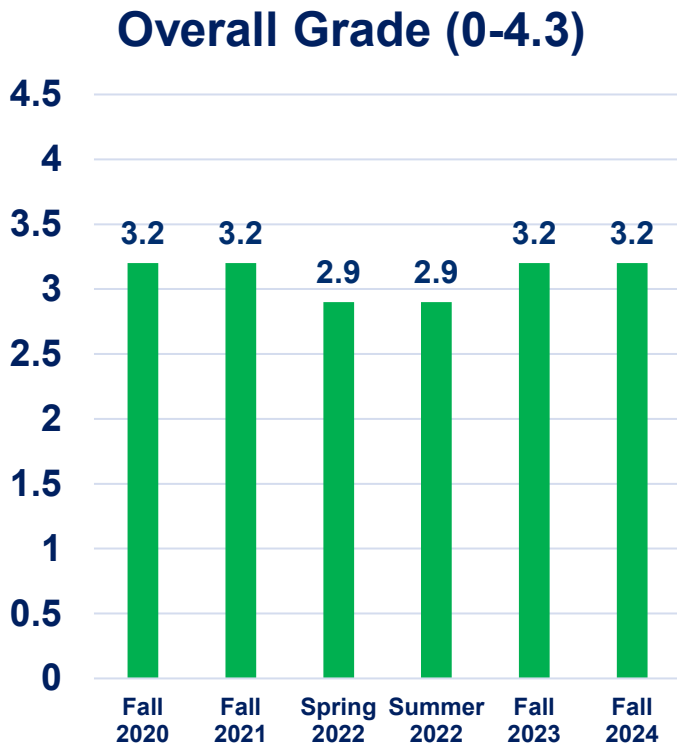


***Foundational
categories***



***Performance
drivers***

Overall sentiment – stable / rebounding



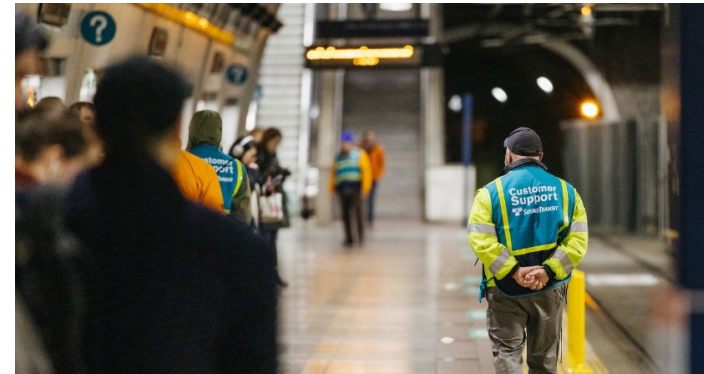
Survey categories performing above average

- Dependable service.
- Available service.
- Day to day passenger information.



Survey categories performing below average

- Perception of personal safety on vehicles and at stations.
- Maintenance and cleanliness of vehicles and stations.
- Passenger information during unplanned disruptions.



***Planned and ongoing
improvement actions***

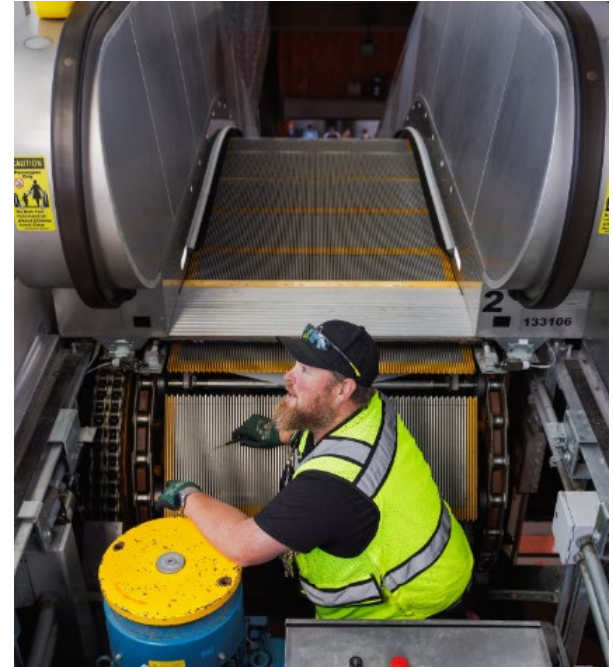
Personal Safety and Security

- Additional staffing from King County Sheriff.
- Additional deployment to special emphasis areas.
- Encouraging passenger reports via text/email/phone via *See Something, Say Something* campaign.
- Four security contracts providing system-wide coverage.
- Field Activity Specialist Team (FAST) providing rapid response and event/incident coordination.
- King County Mental Health providing empathetic crisis outreach at downtown stations, supporting security, and connecting vulnerable individuals to services.



Facility maintenance and cleanliness

- Elevator & Escalator upgrades.
- New *Redefine Clean* program for stations and stops.
- Planned Preventative Maintenance and on-call repairs.
- State of Good Repair - rotational annual program.



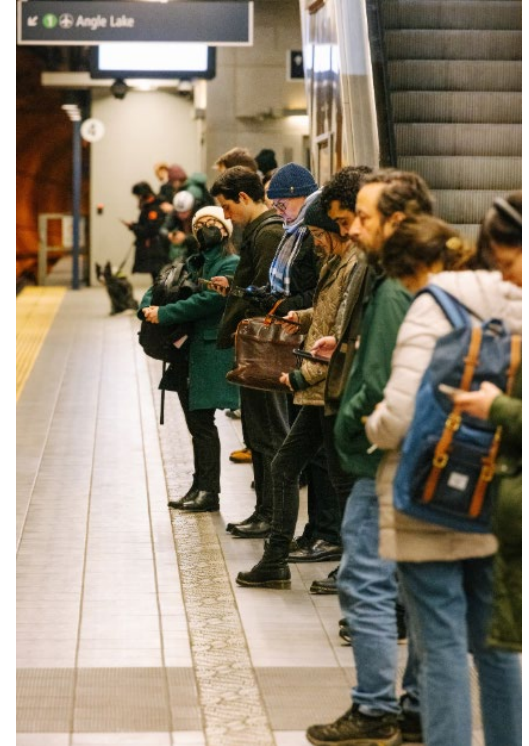
Vehicle Cleanliness

- End of line cleaning program implementation and expansion.
- Seat cover pilot completed, leading to conversion of seats from fabric to vinyl.



Information – unplanned disruptions

- Passenger Information Coordinators located in the Link Control Center for better coordination with Link Controllers.
- Cross-functional collaboration with front line staff to improve in station passenger communications.
- Enhancements to Digital Passenger Information through PIMS, Alert Systems.
- Additional training for Communications Specialists.



Thank you.



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