

Safe, Clean, Welcoming Ride

Introducing the initiative

Rider Experience and Operations Committee

9/3/2026



Why we are here

No action.

Introducing the initiative, for information only.

- **Safe, Clean, Welcoming Ride** brings the agency together to deliver that standard.
- Our goal is a consistently safe, clean and welcoming experience every day, across the system.

One rider experience, five areas of focus

Strategic framework:

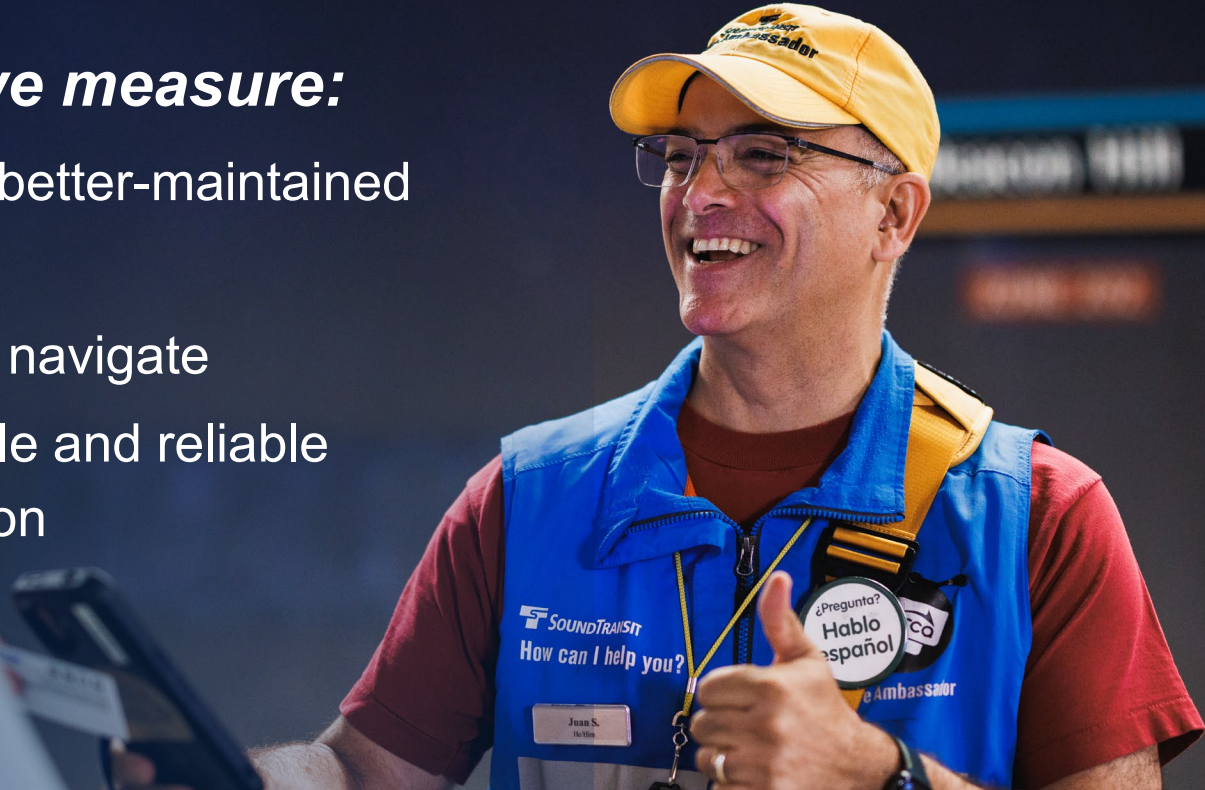
1. Facilities
and vehicles
2. Data and standards
3. Frontline operations
4. Passenger experience
5. Regional collaboration



People-centered solutions

Outcomes we measure:

- Cleaner, better-maintained stations
- Easier to navigate
- Accessible and reliable information



Increased visible presence

Progress to date:

- ✓ More staff regularly onsite at facilities, beyond fare engagement and security.
- ✓ Westlake Customer Information Booth re-opened on Link station mezzanine.
- ✓ Lynnwood City Center Station activation with coffee shop and planned farmers' market in 2027.



Continuous Improvement

Improving safety at every level:

- ✓ Systemwide safety.
- ✓ Targeted interventions.
- ✓ Regional partnership.

Positive trends, year-to-date:

- ✓ Passenger injuries decreased 32%.
- ✓ Transit worker assaults decreased 21%.
- ✓ At-grade crossing collisions down by 10%.



Informed response

Learn

- ✓ *Understand what passengers experience.*

Measure

- ✓ *Track progress and continually assess progress.*

Respond

- ✓ *Turn what we learn into action.*

Example metrics:

***93% response rate
within 3 business days****

***22,464 written inquiries
and 8,781 calls****

**In the first half of 2026*

Where we go next

- ✓ **Sustain what works.**
- ✓ **Define success.** Establish meaningful benchmarks across the initiative.
- ✓ **Make progress visible** and support intended system use through a public campaign.
- ✓ **Keep raising the standard** by applying what we learn and continuously improving.



Thank you.



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