# Capital Signage

Briefing to System Expansion Committee

11/14/19



#### Why we are here

#### Signage Program Update

Information only briefing on signage program.

#### Today's Action

 System Expansion Committee direction on authorizing a contract for signage fabrication and installation services to support multiple system expansion projects.

# Signage Program Update

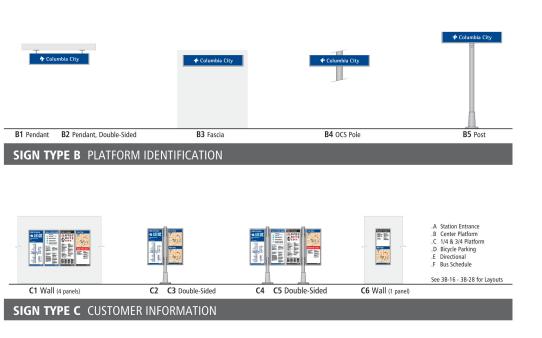
## What this update will cover

- Scope of Capital Signage Program
- Completed signage projects
- Upcoming signage projects



## Capital Signage Program Scope

#### Provides standardized customer signage



- Standard kit-of-parts applied across all transportation modes
- Implemented by Capital Signage
- Maintained by Facilities Operations
- Develops & maintains customer signs & wayfinding standards

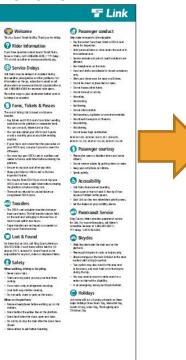
### Capital Signage Program Scope

#### System-wide updates

- Leverage work to improve & simplify information & tactile signage
- Consistency between new & old stations



#### **Before**



#### After

#### How to Ride Link

#### Tickets & Fare



The cost of riding Link is based on distance traveled.



Buy ticket or ORCA card and load ORCA card at ticket machines.



Tap ORCA card at yellow card reader before and after your ride.



Have fare ready for inspection within the Fare-Paid Zone. A valid ticket or ORCA card tap is proof of payment

#### How to use ORCA

#### <u></u> =00000€

trains, streetcars and ferries. A Manthly Pass of

Adult ORCA cards can be purchased and reload Disabled and low-income (Link only) reduced fare ners with can be purchased through output

#### Transfers Tep your ORCA card prior to breading for buses tap as you write. The ORCA card calculates transfers automatically, and uses 8-purps to cover the difference if your trip is higher than your pass

value. The full transfer value is held on the cord and will apply to the next but or train Fused Neper transfers are not accepted on any Soun Prancit pervious. Link paper Solvats do not transfer

For Hamp lost on Link, call King County Matte at

208-552-2000. Found items will be held for 20.

not responsible for any lock, stolen or misplesso

Canquage Services

rell sansarragran during normal business

enquery about traveling by train, Link light sail

#### Rider Information C Lost & Found

#### 711 or violt us online at soundtransit ore Accessibility

Sound Yuruit mains accessibility easy for rides · Fel tains feature level boarding, so same

· Doors open in front of each 8-form-. Each Link car has two schoolchair

#### Español | Spanish soundbansk.org/Spanis . Set the brains on your mobility device. Pyconi | Nucina soundbanakorg/fussis

#### King County Metro provides pareternit service for Link. For more information, call Metro's Acceptable Services et 1-988-208-8001.

Paratransit Service

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or uping an ORCA cord.



### Completed Signage Improvement Projects

#### **Collaboratively Managed**

- 8 improvement projects completed since 2014
- Cross-functional work by Signage Governance Team, Customer Experience, & Accessibility



Revised TVM Wrap



**Arrival Time Deployed** 



**New Stop Markers** 



## Completed Signage Improvement Projects

#### Collaboratively Managed

- Improvements at heavy-ridership stations
- Combination of leveraging existing contracts
  & individual projects



Supergraphics at King Street & Westlake



Improved station signage in downtown core

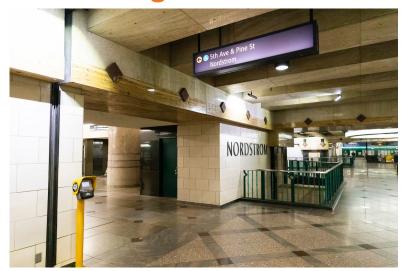


Destination signs added to platforms



### Coming Soon 2019: Numbered Exits Pilot

Pilot through 2020 at downtown tunnel stations



**Current Westlake Nordstrom Exit** 

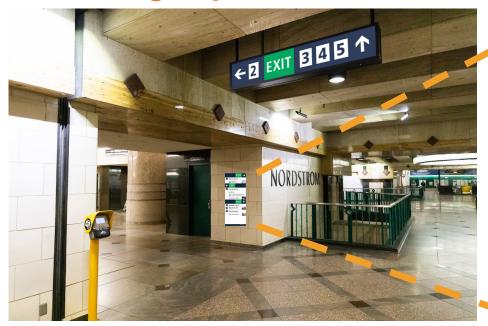


**Updated Westlake Nordstrom Exit** 

- Better legibility
- Clearer exit directions & paths

#### Coming Soon 2019: Numbered Exits Pilot

Overhead Signs paired with Directories









## Coming Soon 2021: Location-Relevant Line Maps

# On existing map panels for North Link opening

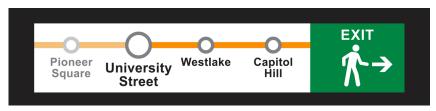
- Confirms direction of travel
- You are here indication
- Increases rider confidence
- Add connecting routes
- "Grey out" traveled portion



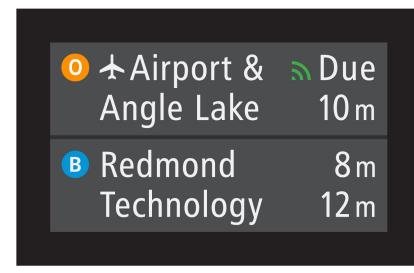
## Future Signage Projects: 2023 with East Link

#### **Dynamic Signage Standards**

- Defined functionality, behavior, content, message priority, graphics
- Stations and vehicles
- Will launch 2023 with East Link opening



Future on-board Siemens vehicle



**Future at Stations** 



## Future Signage Projects

#### Retirement of Regional T

- Research confirmed Regional T lacks meaningful recognition
  - Does not engage riders
  - 741 surveys completed
- Transit icons widely recognized by riders & non-riders
  - Only 33% recognized T
  - >70% recognized transit icons











Train (Sounder or Amtral



#### Tested Alternatives

#### What Worked

874 surveys completed

Transit icons & mode name

- Large arrows
- High contrast
- Illumination
- Initial updates focus on downtown stations
- Intend to incorporate system-wide





# Signage Fabrication and Installation Contract

Motion No. M2019-109

11/14/19





## Capital Signage Contract

#### Signage fabrication & installation

- Supports system expansion 2019-2025 for 6 Light Rail segment extensions
- Funding approved within Capital Project baseline budgets
- New signage and between car barriers at new stations
- Required signage updates at existing facilities and Link vehicles





## Capital Signage Contract

#### Signage fabrication & installation

- North Link Extension, 2021
- Tacoma Hilltop Extension, 2022
- East Link Extension, 2023
- Lynnwood Link Extension, 2024
- Federal Way Link Extension, 2024
- Downtown Redmond Link Extension, 2024

Request approval to authorize contract



**DuPont** 

## Thank you.



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