

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.

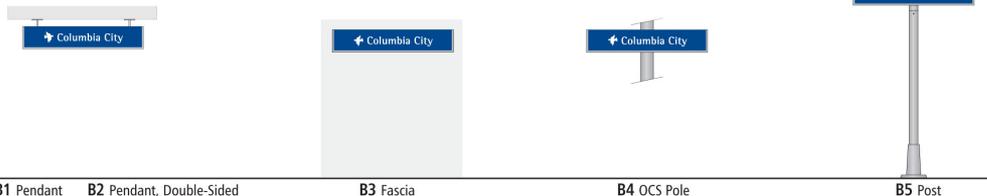
Signage Program Update

What this update will cover

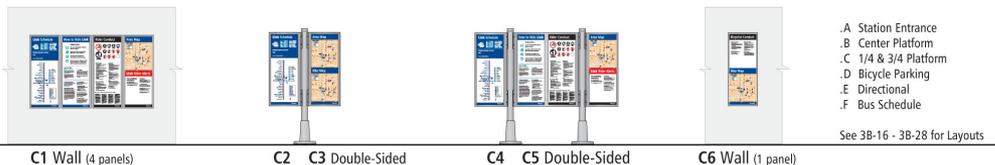
- Scope of Capital Signage Program
- Completed signage projects
- Upcoming signage projects

Capital Signage Program Scope

Provides standardized customer signage



SIGN TYPE B PLATFORM IDENTIFICATION



SIGN TYPE C CUSTOMER INFORMATION

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

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



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

Pilot through 2020 at 4 downtown tunnel stations

Coming Soon 2021: Location-Relevant Line Maps

On existing map panels for North Link opening

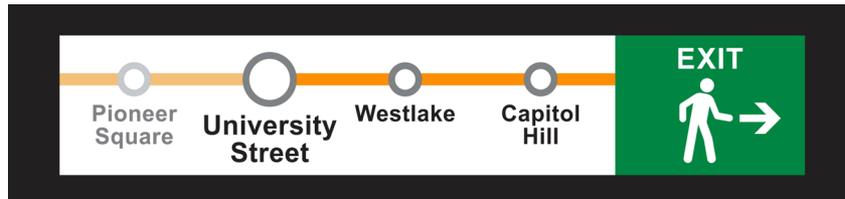
- Confirms direction of travel
- You are here indication
- Increases rider confidence
- Add connecting routes
- “Grey out” traveled portion



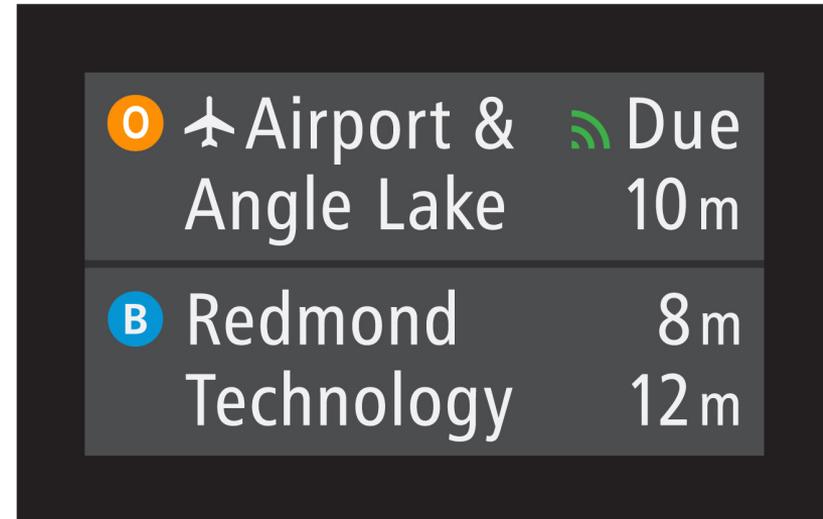
Future Signage Projects: 2023 with East Link

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



Bus
(Express or Transit Partners)



Light Rail
(Link)



Train
(Sounder or Amtrak)

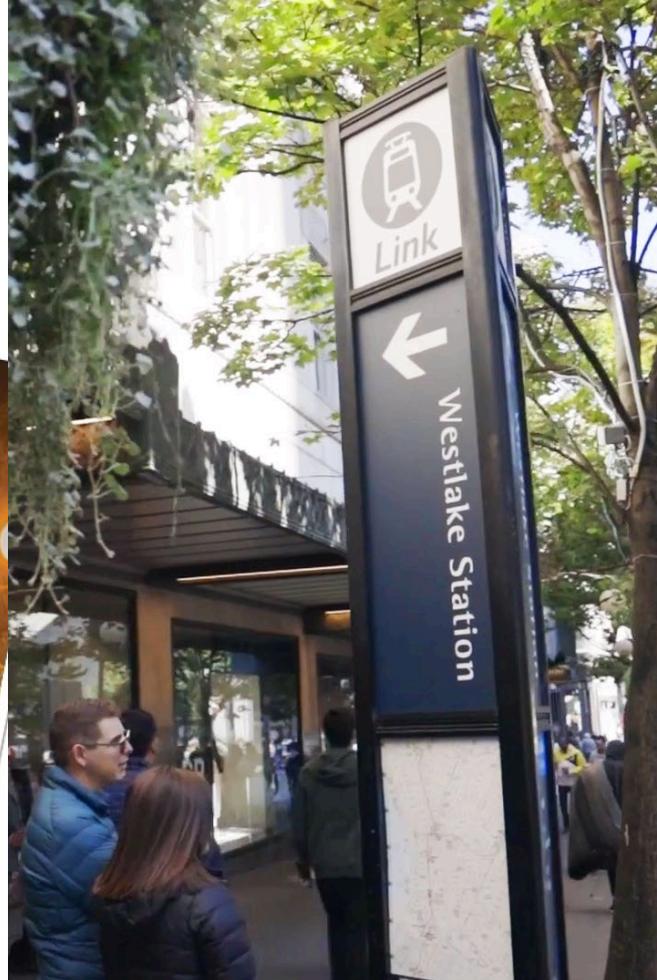
Tested Alternatives

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



Future Station Sign



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

Thank you.



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