

Passenger Experience (Px) Program Update

System Expansion Committee

10/8/2020



ACTION REQUIRED TODAY | None

PRESENTATION FOR: Information | Feedback | Discussion

PASSENGER EXPERIENCE VISION

We will deliver a transit experience that is dependable, safe, clean and available with informed riders; while striving to create an experience that is simple, seamless and intuitive for our riders

PASSENGER EXPERIENCE DIVISION

Passenger Services

Passenger Information

Passenger Care

Accessibility Services

Fare Engagement

Wayfinding & Signage

Capital Signage

Signage Maintenance

Research & Innovation

Metrics and Insights

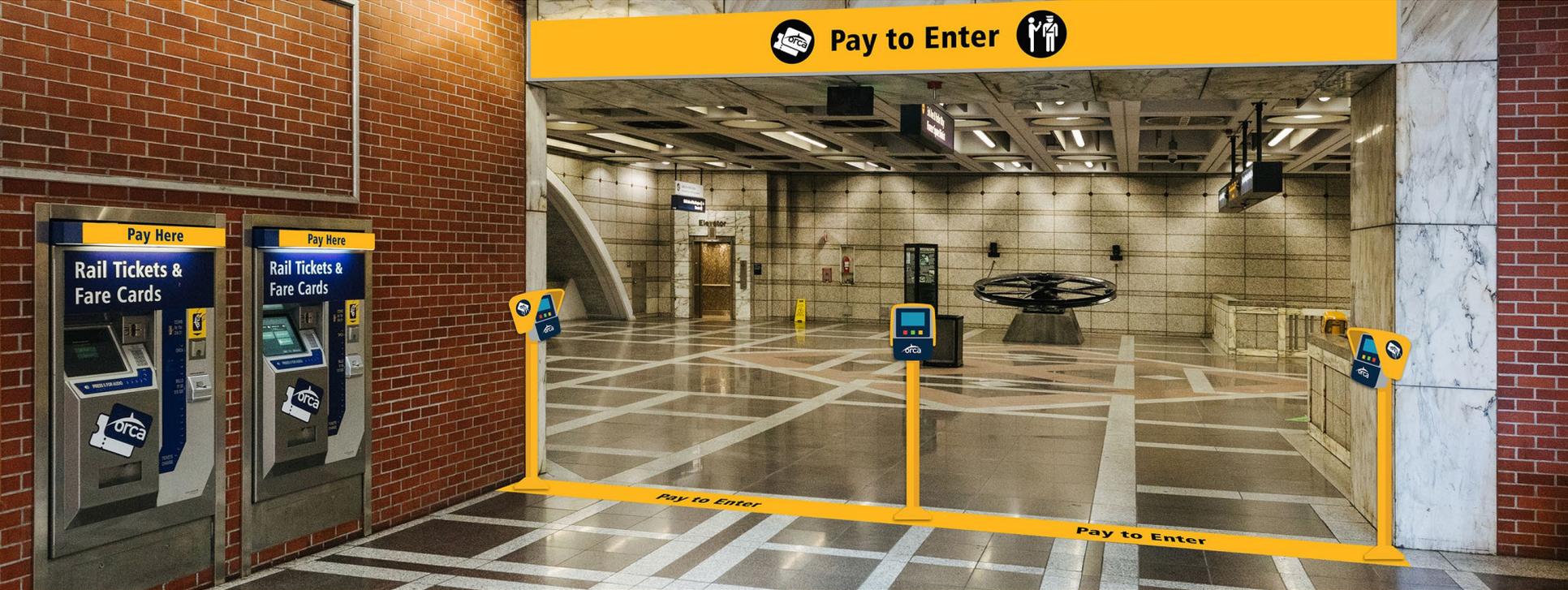
Innovation and Passenger
Technology

Research Library

PX IS COLLABORATION & LEADING IN

- Passenger Index Rating
- Station User Experience Standards
- Passenger Confidence Task Force and work plan implementation
- Research (what we are hearing from our passengers, peer agencies and the market)
- Passenger performance metrics
- Fare engagement
- Fare paid zone
- Signage (static and dynamic)
- Accessibility Services
- Service alerts
- Vertical Conveyance
- Station design principles
- Innovation
- All rider facing technology
- NextGen ORCA
- Parking management
- Passenger Information Management System (PIMS)
- Westlake Customer Service Center visioning
- Passenger personas and user experience, as applied to developing projects, capital and other

CLARITY ON WHEN TO PAY



SIMPLIFIED SIGNAGE

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 
SOUNDTRANSIT	

SIMPLIFIED LINE NAMING

Line Names that Work For All



Link
1 Line



Link
2 Line



Link
3 Line



Link
4 Line



Tacoma Link
T Line



Stride
S1 Line



Stride
S2 Line



Stride
S3 Line



Sounder
N Line

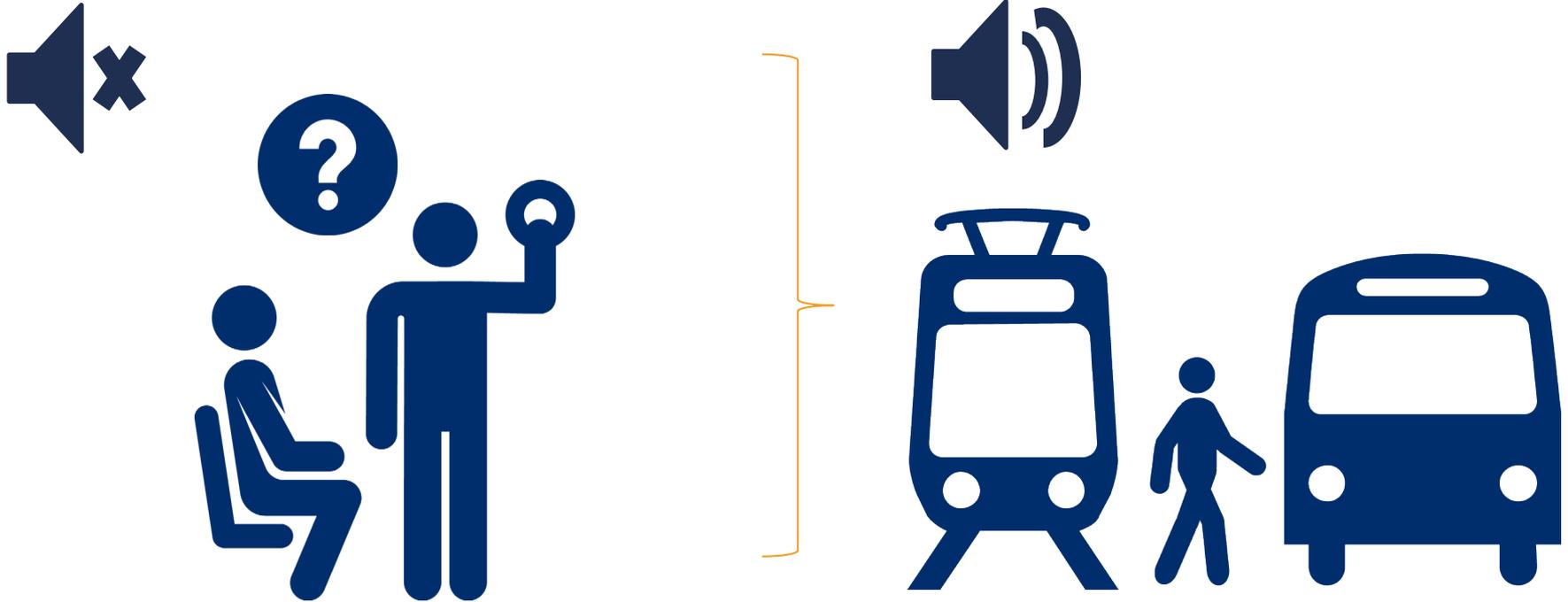


Sounder
S Line



GARBLED MESSAGES

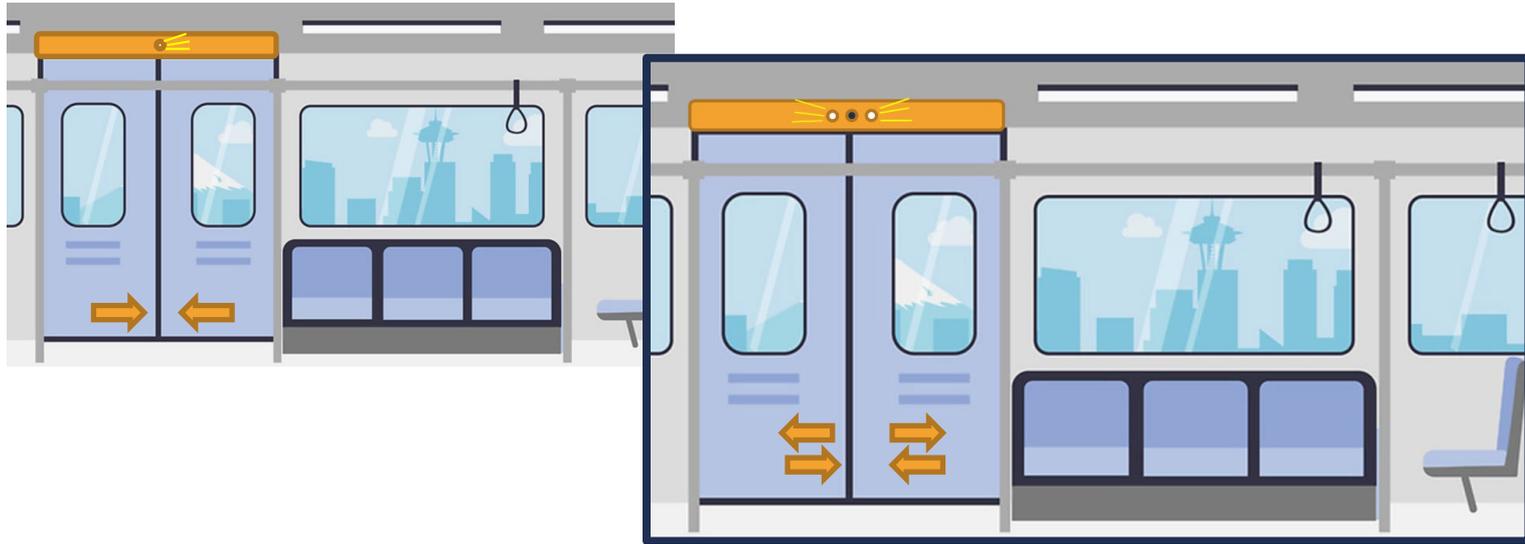
Clear Audio That Works In Every Link Car



CONSISTENT PASSENGER EXPERIENCE

Same Visual Door Indicators Regardless of Train

Currently Flashing Light When Doors Close

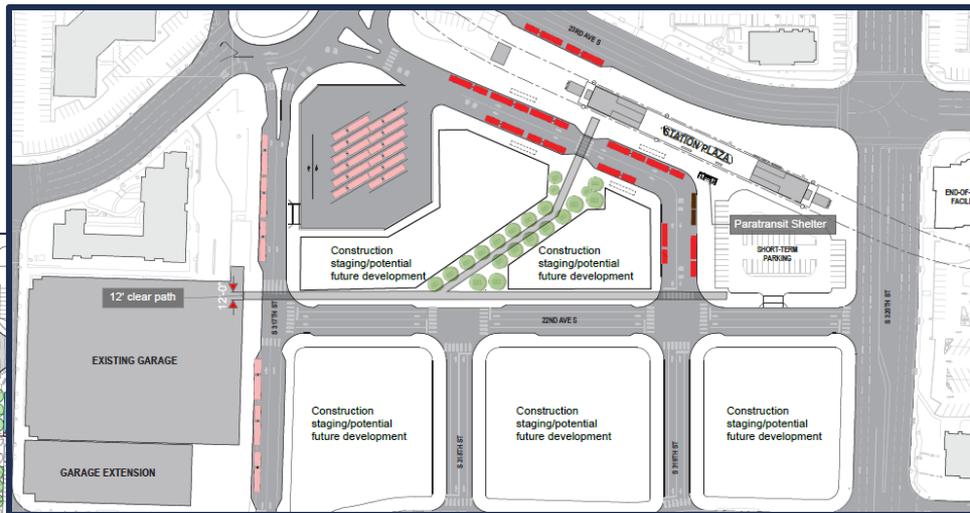
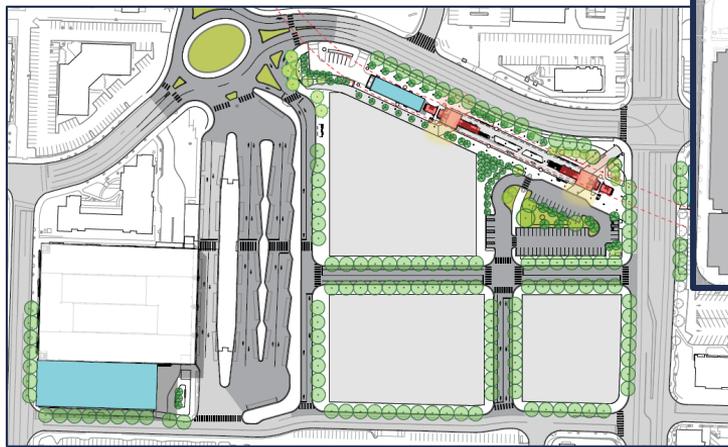


Upgrade Flashing Light When Doors Are Enabled

PASSENGER-FOCUSED

Safe, Simple and Seamless Passenger Movement

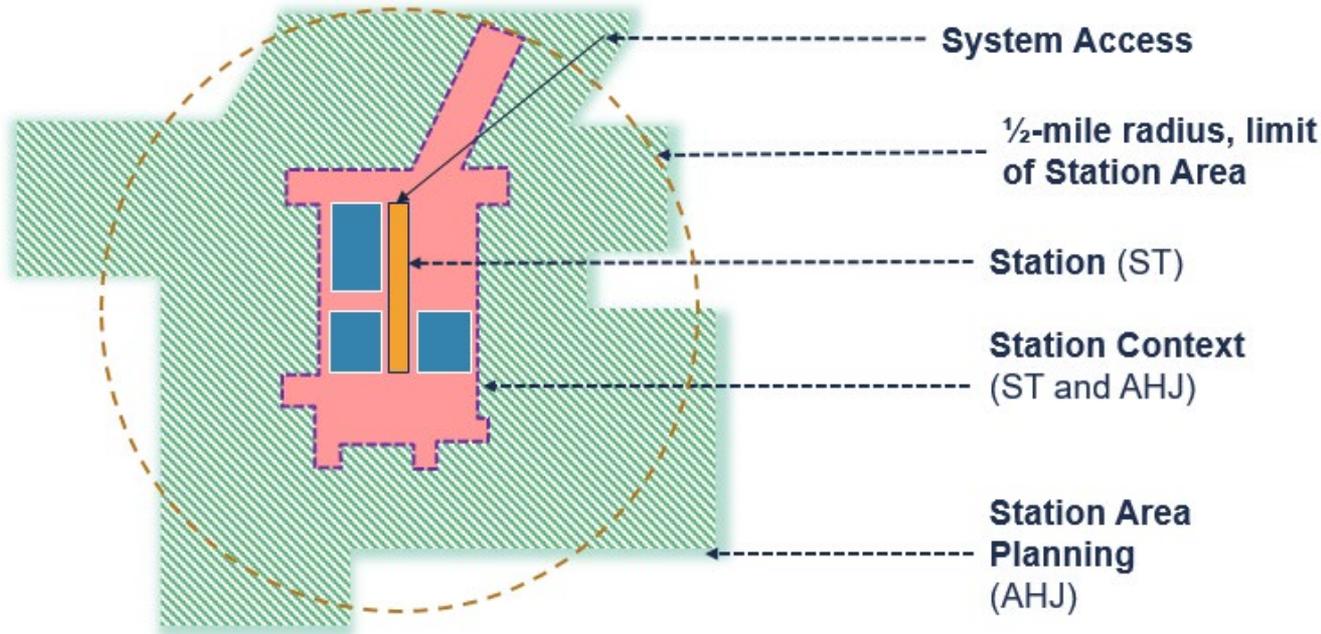
Prior to PX involvement



Recommendations after PX
involvement and criteria development

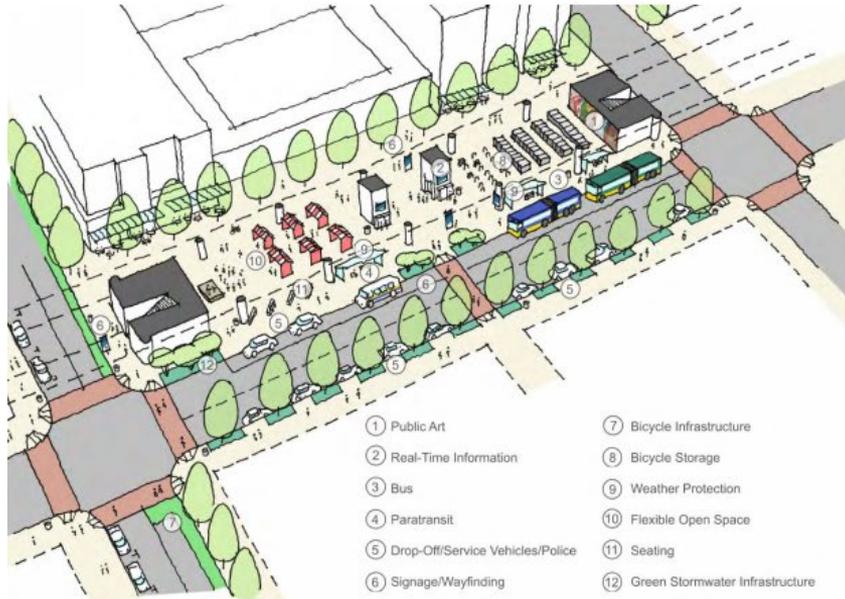
STARTING WITH PASSENGERS

Passenger Experience Design Manual



VISUALS CONNECTED TO CRITERIA

Clarity & Direction For Our Passenger Aspirations



PASSENGER JOURNEY

Simplicity As Passengers Move Through Our Stations



UNDERSTANDING OUR PASSENGERS

Using a unique passenger persona provides for the ability to role play and put subject matter experts in the shoes of those whose needs are for universal access.



Persona characteristics

Regular Riders

Occasional Riders

First-time Riders

Personas have at least one blue characteristic.

Limited English Proficiency

Persons with mobility assistance device

Tourist

Persons with hearing impair

Family & Children with strollers

Persons with visual impair

Persons traveling with belongings

Persons with speech impair

Women who are pregnant

Persons traveling with service animals

Senior

Persons traveling with pets

Youth

Technology Literate

Personas may have none, few or many orange characteristics, further framing their rider needs.

YOU ARE THE PASSENGER

Victor is a retired veteran who lives alone in Lynnwood. Victor has a disability, uses a wheelchair and cannot drive. He owns a reduced fare ORCA card and relies on public transportation. Today he is scheduled to see a specialist at a hospital in Beacon Hill in the morning. He has not been to this hospital in Beacon Hill before and this will be his first time using public transportation for this trip. On his way home, one of the elevators at a station along his journey has “just” gone out of service. There is no signage or instructions for an alternate route for him.



ENHANCED BENEFITS TO PROJECTS

- ***Enhanced station design for passengers***
- ***Opportunity to identify passenger experience considerations early in the design process***
- ***Potentially reduce expenditures related to passenger experience changes that would be otherwise made later on in the design process***

Thank you.

Thank you.



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