

Passenger Confidence Plan

Safety, education & reassurance

July 2020

Why we are here

- Provide post-pandemic ridership operations & communications plan overview
- Provide information, no action is required

***Responding to growing
demand***

Return to service

It's not possible to forecast post COVID-19 ridership

Four Ridership Level scenarios:

- 1. Ability to maintain social distancing*
- 2. Increased demand*
- 3. Commute normalization*
- 4. Demand Responsiveness*

** More than likely each mode and service line will be at a different level at different times*

Monitoring criteria

Demand:

Ridership trends

Monitor daily ridership by route and trip to identify where demand is returning or remaining unchanged.

Anticipated demand

Use employer information about plans to return employees to workplace. Anticipate where and when demand may return. Monitor COVID information at the local, state and national level.

Essential workers

Increase worker access where teleworking is not an option and for workers in industries prioritized for initial re-opening.

Capacity:

Operator availability

Monitor operator availability trends and use partner insight about future staffing outlook to determine capacity to restore service.

Fleet availability

Vehicle types available, janitorial staffing levels, assignments by day and by route.

Financial responsibility

Maximize efficiency and productivity while meeting social distancing objectives and not impacting underserved populations. Service that does not meet these criteria would be deprioritized. Consider the ratio of resources needed to ridership.

Monitoring criteria

Safety:

Social distancing

Minimize crowding and give opportunities to social distance for passengers as long as resources allow it to be possible. Provide robust information to passengers on the best options for them to maintain social distancing.

Equity:

Title VI

Prioritize preserving services for low income, minority and limited English proficiency populations.

Transit reliant

Prioritize services for populations with disabilities and those without access to vehicles.

A research-based approach

Regional customer survey data sources

- Sound Transit Sounding Board *COVID-19 Survey* (ongoing)
- Community Transit *COVID-19 Customer Survey* (June)
- Kitsap Transit *COVID-19 Community Survey* (June)
- King County Metro *COVID-19 Rider/non-Rider Survey* (ongoing)

Employer survey data sources

- Commute Seattle *Coronavirus Workplace Survey* (May)
- King County Metro *COVID-19 Employer Survey* (May)
- Sound Transit ORCA employer data analysis (ongoing)

Using collaboration & best practices

Best Practices Research

- Research team pulling a list of what transit agencies have done in response to COVID
- ST's Certified Industrial Hygienist co-authored the APTA's *Cleaning and Disinfecting Transit Vehicles and Facilities During a Contagious Virus Pandemic*

Collaboration

- Knowledge sharing with MBTA, LA METRO
- Active participant in international workshop to share lessons learned and best practices

Developing recommendations

Priority 1

- Achieve 100% passenger and employee face covering compliance
- Increase cleaning protocol
- Analyze opportunities to increase airflow and filtration

Priority 2

- Communicate passenger loads by route and time of day
- Increased passenger communications
- Feasibility to provide hand sanitizer

***Communications strategy &
creative***

Essential trips only, regional coordination

PLEASE PROTECT YOURSELF AND EVERYONE FROM COVID-19



Stay home if sick.
Signs of COVID-19 include fever, cough and shortness of breath.



Cover coughs.
Try not to touch your face and mouth.



Wash your hands often.
Use sanitizer.



If you must travel, consider wearing a fabric mask.



Limit travel to essential trips.

While on board, keep as much space between you and others as possible.



Stand apart while waiting.



POR FAVOR PROTÉGETE Y TODOS DESDE COVID-19

- Quédate en casa si estás enfermo. Los signos de COVID-19 incluyen fiebre, tos y dificultad para respirar.
- Si debe viajar, considere usar una máscara de tela.
- Limite el viaje a viajes esenciales.
- Tapar la tos. Intenta no tocarte la cara y la boca.
- Mientras esté a bordo, mantenga el mayor espacio posible entre usted y los demás.
- Lávate las manos con frecuencia. Usa desinfectante.
- Mantente alejado mientras esperas.

FOR MORE INFORMATION
kingcounty.gov/covid



Interpreter
206-553-3000
Interprete: 206-553-3000
日本語通訳: 206-553-3000
한국어 통역: 206-553-3000
越南語通譯: 206-553-3000
Somali

King County METRO
Moving forward together
Juntos avanzamos

Public Health
Seattle & King County

SOUNDTRANSIT

Reassure public that transit is safe

Teach those considering transit how to ride safely

- Strategy: Phase 1, Rider safety education campaign
- Strategy: Phase 2, Welcome back brand campaign
- Strategy: Sub-campaigns as needed (Sounder 20th anniversary, etc.)

Maintaining a customer-focus

Audience

- Current/former riders
- A diverse, multi-lingual community. Ads will be produced in Spanish and other languages and targeted as appropriate.
- Access to transit and information to those who are facing serious economic impacts is critical.

We've got you covered: Train wraps



Link Mask | Front View



Link Mask | Side View

We've got you covered: Bus exteriors

***We've
got your
ride covered.***



SOUNDTRANSIT

Cover your face when you ride.

A focus on safety & service quality

We got you covered.



**Cover your face
when
you ride.**

Protect yourself and others.



We got you covered.



**Touch-free
payment and
fare checking.**

*Ride touch-free with ORCA or
Transit GO Ticket.*




Reusable mask distribution June 26

We got you covered. 

FREE MASKS



Learn how to ride safely 



Campaign is modular & reassuring

We got you covered.



Keeping you safe.

All stations and vehicles are sanitized daily.

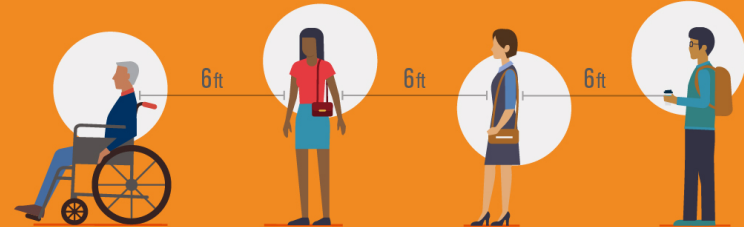


We got you covered.



Maintain social distance.

Protect yourself and others.



Emphasis on reduced fare options

We got you covered.



Reduced fares available.

Use Transit GO Ticket or buy a ticket at the station.



Pay less for your ride.

Low-income fares available.



Thank you.

Thank you.



 [soundtransit.org](https://www.soundtransit.org)

