

Communicating Upcoming System Changes to Riders

Rider Experience and Operations Committee

8/1/24



Why We're Here

- In addition to the launch of Lynnwood Link revenue service on 8/30, other changes are coming to the system at that time
- Comms and PX staff are continuing to raise awareness of these changes
- Briefing only, no action requested of the Committee



Additional Changes Coming this Fall

- *Bus service change and transit integration*
- *Implementation of \$3 flat Link fares*
- *Transition from pictograms to station codes*
- *Symphony Station name change*

Communications Opportunities

Educating people on the many improvements happening to the system and how they fit into a connected, transit-oriented community

Keeping promises by tangibly showcasing completion of decades of infrastructure promises, setting the stage for more in the coming years

Building confidence in the system by making rides easier through updated fare structure, modified tap requirements, and logical station navigation

Timing and Themes

Pre-Lynnwood opening phase: Build awareness and excitement about new service, how to ride basics (including how to pay, how to save, how to transfer, transit options like Sounder and STX, safety and etiquette messages).

Post-opening phase (between Aug. 31 and service change): Focus on service change (Flat fares, bus/rail transfers, additional transit options such as Sounder and STX)

3 – 6 months post opening: Develop and launch new rider etiquette and education campaign.

Communications Strategy

Model

- Integrated communications effort (strategies, messages, channels, schedule)
- Close collaboration with transit and community partners
- Tactics are inclusive of:
 - ❑ **In-person:** community fairs and festivals, partner toolkits distributed to CBOs, staff and fare ambassadors
 - ❑ **Print:** in-station and onboard messaging, translated flyers
 - ❑ **Digital:** social media, ST.org, Platform blog, text messages and email, in-station audio announcements

Passenger Experience

PX Partnering Efforts

- In-Person Staffing Plans
- Familiarization
- Escalation Procedures
- Plan Review



Passenger Experience

Draft Plans in Review

- Fare Ambassadors
- In-Person Staffing Plans
- Staff Ambassadors
- Rider Alerts
- Signage
- Crowd Control



Thank you.



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