

Light Rail Extension and Bus Restructuring

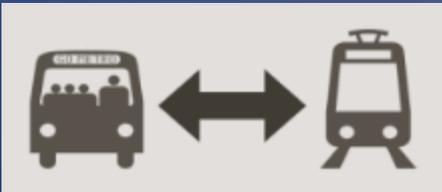
Helping riders manage the new travel options
created by the University Link/bus integration project



King County Metro Transit / Sound Transit

U-Link Connections

King County Metro / Sound Transit Integrated Communications Plan



**U-Link opens
and extensive
Metro service
changes begin
March 2016**



External Objectives

- **Rider education.** Make it easy for all existing and potential new transit customers to figure out “how to” both ride and use the new system
- **Mitigate transition** by providing rider information through multiple communication channels
- **Communicate transit improvements** and attract new riders to the regional transit network
- **Drive ORCA** and ORCA LIFT adoption

Internal Objectives:

- **Coordinate communications** to improve reach and maximize awareness
- **Stage communication activities** by phase
- **Develop messages jointly** to ensure consistency
- **Co-develop materials** where appropriate

Communications Principles

- Start early
- Drive rider savings
- Go where our customers are
- Maximize the personal connection



Target Audiences

- Existing bus and Link customers
- Cash riders
- Those needing accessible services
- Those without access to the Internet
- Residents & employers in NE Seattle and Capitol Hill
- UW students and employees



Key Messages on New Network and Service

- Link light rail provides frequent service with 8 minute trips from UW to downtown Seattle
- Improved east/west bus connections
- More frequent bus service for NE Seattle and Capitol Hill households
- More travel options throughout the network



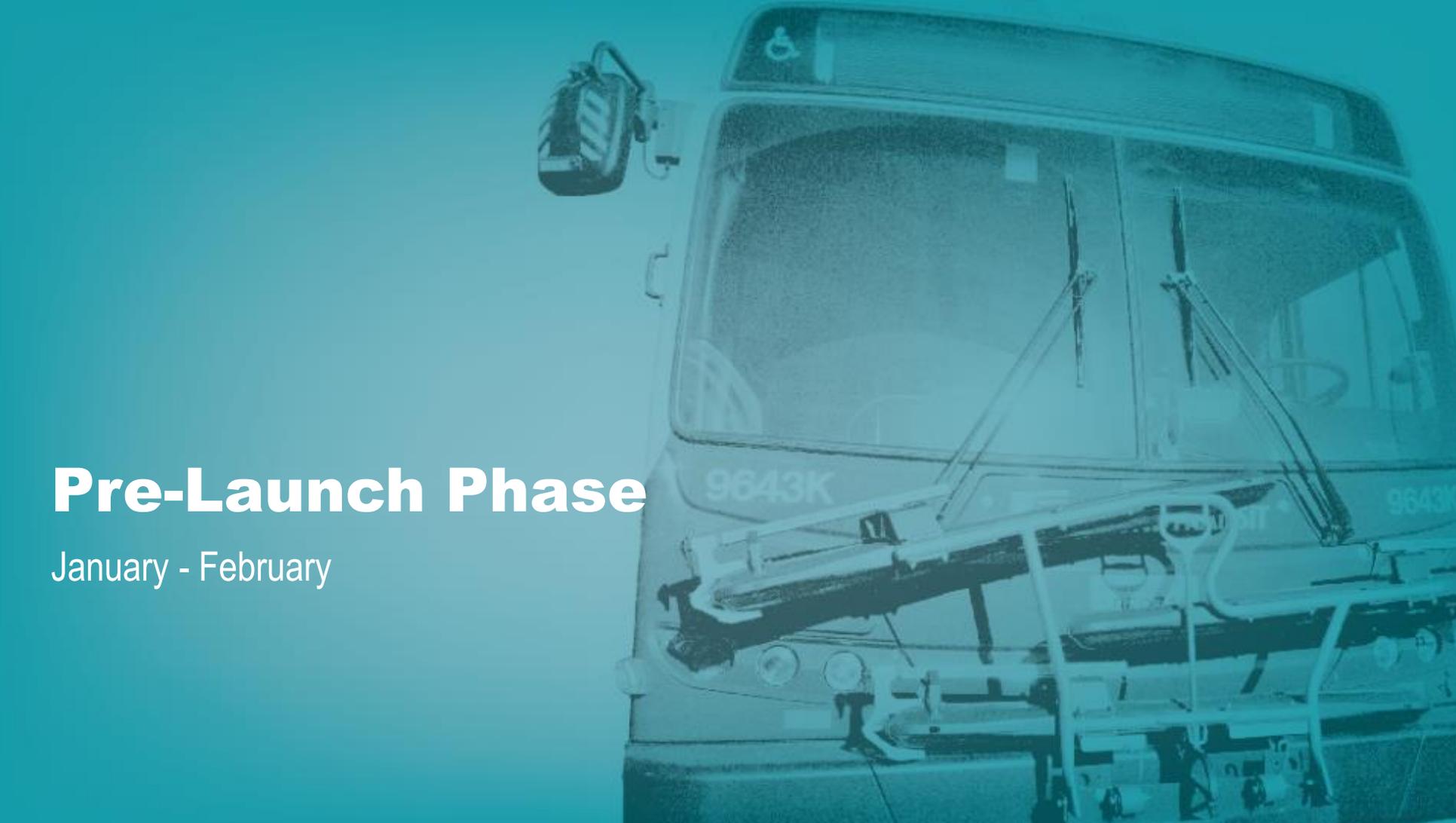
Emphasis on ORCA

- Excellent benefit for riders using combined bus/rail service
 - Already high rates of utilization in target area
- Promote value of ORCA and ORCA LIFT for non-ORCA users
 - On-site ORCA support during transition



Communications Phases

- **Pre-launch** January - February
- **Launch** March
- **Post-Launch** April – May

A teal-tinted photograph of the front of a bus. A stretcher is mounted on the front of the bus, extending across the lower part of the windshield. The bus has a wheelchair accessibility symbol on the top left of the windshield and the number '9643K' on the front. The background is a plain, light-colored wall.

Pre-Launch Phase

January - February

Objective: Setting the Stage for the Changes

- Initiating rider education
- Promoting ORCA and ORCA LIFT
- Building excitement

Station opening announced
Pre-launch customer research
Web, video resources updated
Coordinated earned media
Residential mailings
Digital messaging and outreach
Free ORCA cards, other incentives (TBD)



Launch Phase

March

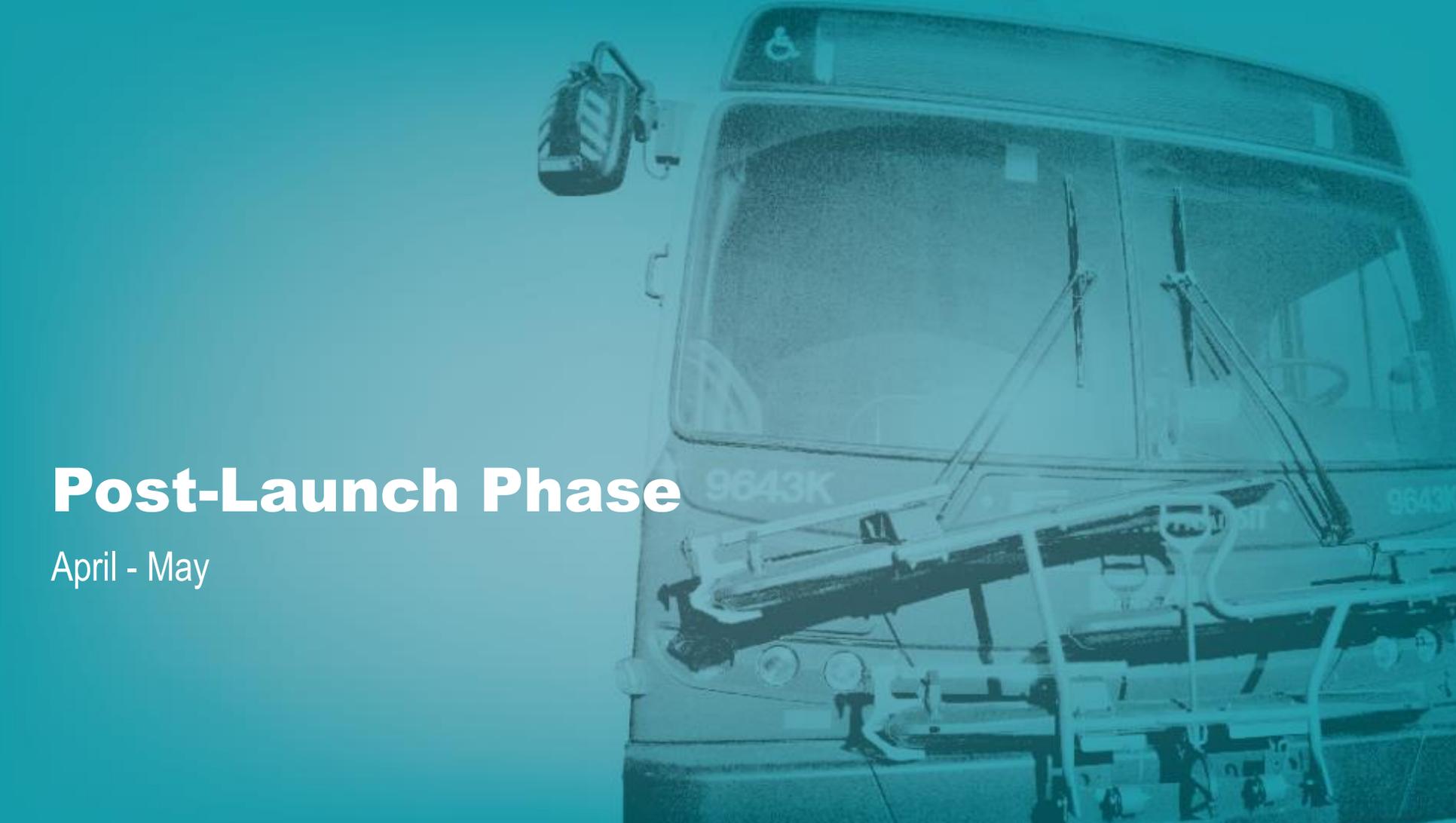


Objective: Executing the Changes

- Intensive, coordinated communications
- Maximize personal interactions
- Celebrate University Link launch

Coordinated earned, social media
Launch celebration promotion
Street teams/customer care, joint ST/KCM training
Free ORCA cards, other incentives (TBD)
On-site ORCA LIFT and ORCA-to-Go
Targeted promotions, e-notifications, outreach
On-board bus information and announcements



A photograph of the front of a bus with a stretcher mounted on the front. The bus is white with a wheelchair symbol on the top left of the windshield. The number '9643K' is visible on the front of the bus. The image is overlaid with a teal color.

Post-Launch Phase

April - May

Objective: Ongoing Customer Care and Development

- Continued on-site presence
- Targeted customer development

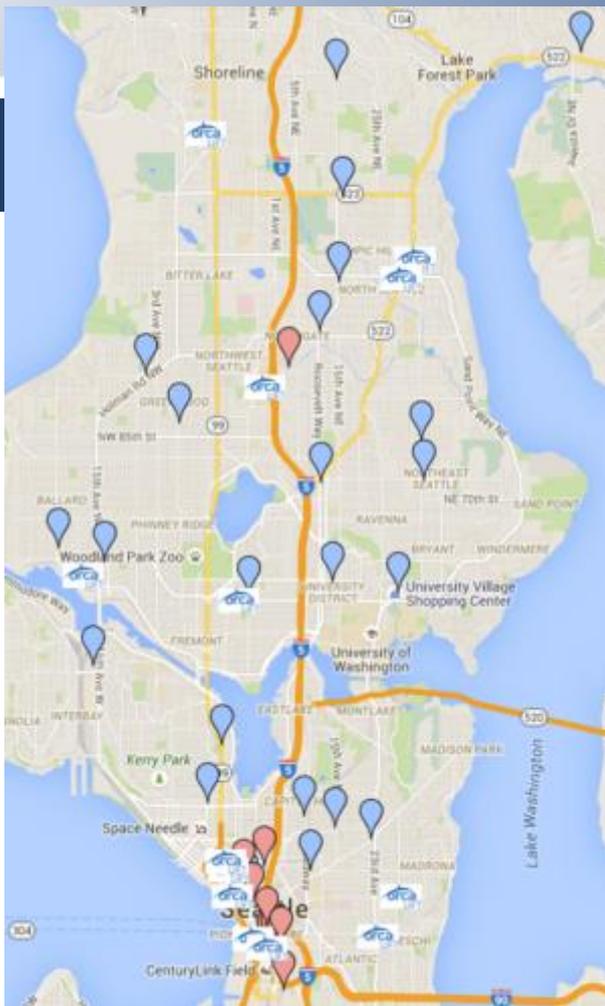
Street teaming/customer care
On-site ORCA LIFT and ORCA-to-Go
Free ORCA cards, other incentives (TBD)
Coordinated earned and reactive social media
Targeted In Motion programs
Post-launch customer research



The image shows the front of a bus with a stretcher mounted on the front. The bus has a wheelchair accessibility symbol on the top left of the windshield. The number '9643K' is visible on the front of the bus. The entire image is overlaid with a blue tint.

Preparations are underway and on track.

ORCA Sales Locations



ORCA and LIFT Cards - Where to go ☆

Locations for ORCA sales and LIFT verification
1,150 views



Made with Google My Maps

Retail Stores - Add Value to ORCA...

All items

ORCA Vending Machines

All items

Apply for an ORCA LIFT card here

All items