Connect 2020

Connecting the Eastside to existing Link service

PSRC Special Needs
September 18, 2019
East Link / Blue Line

Overview

10 stations
14 miles
Opens 2023
Connect 2020 overview

Operating plan

• 4-car trains every 12 minutes.

• North- and southbound trains end at Pioneer Square. Riders continue by changing trains via a temporary center platform.

• Expect crowding on trains and in stations and slightly longer trip times
Northbound platform closure January-February
Weekend closures  Capitol Hill - SODO

Capitol Hill - SODO
Near-term rider impacts

Weekend closures

• Center platform construction occurs mostly at night.
• Will not impact weekday service.

- Pioneer Square platform prep:
  - Fri 11pm – Sun Oct 11 - Oct 13
  - Fri 11pm - Sun Nov 8 - Nov 10
  - Fri 11pm - Sun Oct 25 - Oct 27

- Connect 2020:
  - Sat & Sun Jan 4 & 5, 2020
  - Sat & Sun Feb 8 & 9, 2020 (TBD)
  - Sat & Sun Feb 8 & 9, 2020 (TBD)
Bicycles during Connect 2020

Ride between stations to continue

Protected bicycle lane

5TH

2ND AVE ↔

S MAIN ST ↔

PIKE ST ↔

Int’l District/Chinatown
Bicyclists on northbound trains must exit at International District/Chinatown Station.

Pioneer Square

University Street
Bicyclists on southbound trains must exit at University Street Station.

Westlake

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Communications plan

Rider communication strategy

PARTNER CHANNELS
WSDOT, SDOT, WS Ferries, Port of Seattle, etc.

EARNED MEDIA
press release, press events, etc.

OWNED CHANNELS
website, print, rider alerts, email, blog, etc.

PAID MEDIA/ADVERTISING
print; digital, etc

MICROSITE
“Riders, know your options & plan ahead”
Optimized for mobile
Translated
ADA compliant
Content: animations, maps, copy

FRONT LINE
Signage
Ambassadors
Security
Audio announcements
Customer service
Digital rider alerts & Twitter
Communications plan

Station signage principles

- Keep it simple: graphics and messages
- Provide a quick read
- Keep focus on circulation
- Emphasis on priority boarding
- Signage is front-line
- Audit & adjust
Communications plan

ST ambassadors

• Largest ambassador effort in ST history
• Staff role is to answer questions and provide wayfinding
• Allows security and platform personnel to focus on safety and crowd control