



Priority Seating Now and Tomorrow

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Priority Seating Agenda:

- Reviewing what was done in the past.
- What are other agencies doing/creative team recommendations
- Brainstorming what the TAAC would like to see in 2025 and beyond.

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Objectives for this session:

- What does TAAC want all passengers to know about priority seating?
- Come to a consensus on who should utilize priority seating.
- Brainstorm some concepts for further development for the priority seating campaign.

Priority Seating Agenda

Last Year's campaign.



A graphic for last year's campaign. On the left, four blue icons represent different types of disabilities: a person with a cane, a person with a walker, a person in a wheelchair, and a person with a hearing aid. To the right, a red speech bubble contains the word "Reminder" in large white font. Below the speech bubble, a yellow box contains the text "Priority Seating is for customers with disabilities and seniors. Make room for those in need." and a small red circle with a white "T" in the bottom right corner.



A partial view of the campaign graphic, showing the red speech bubble with "Reminder" and the four disability icons.



A graphic for the current campaign. It features a large red speech bubble with the word "Reminder!" in white font. Below the speech bubble, a yellow box contains the text "Priority Seating is for customers" and a small red circle with a white "T" in the bottom right corner.

Ideas from Metro Transit's Creative Team

Suggestion to move away from the word senior in our use of future priority seating campaigns. Using more inclusive language such as "Please offer your seat to those with mobility needs."



Image shows a sign above priority seats on bus reads: "Show You Care - priority seats are for persons with disabilities." additional images below are of modern icons of someone with a service dog, someone in a wheelchair and another with a cane.

Ideas from Metro Transit's Creative Team



Using a technique that is currently being practiced on the light rail seats, use the wheelchair iconography to designate the priority seats. No translation needed.



Image shows Canadian versions of the Priority Seating campaign. The top in blue with white figures shows a person with a service dog, another in a wheelchair and another with a crutch. The second image shows two people in each area two people

Ideas from Metro Transit's Creative Team



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A combination of seating and floor applications reminding all customers that the front of the bus are priority seating



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A more artistic application of designating priority seating. This is a black colored window cling showing the types of people that would utilize priority seating.

Your ideas and concepts

Typing notes from the session

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Questions?

Thank You!

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