



2026 Priority Seating Campaign

Anj Olsen | Sr. Market Development Specialist

Background

YEARS	CAMPAIGN DETAILS
2020 – 2024	Developed a new campaign and it has run for several years. The former campaign reminded people with “Make Room for Those in Need.”
2025	<ul style="list-style-type: none">• Surveyed customers to understand what they know about priority seating.• Surveyed other agencies to learn from their experiences. What worked and didn't
2026	Starting with a new campaign based on our findings.

Feedback Loop (1 of 2)

AUDIENCE	CHALLENGES	PROPOSED SOLUTIONS
Customers	<ul style="list-style-type: none">• Convenience overrides consideration	<ul style="list-style-type: none">• Reinforcing awareness, empathy and respect
Disabled Customers	<ul style="list-style-type: none">• Fear of rejection• Fear of injury	<ul style="list-style-type: none">• Empowering customers who need those seats to ask• Promoting others to help those who cannot ask
Operations	<ul style="list-style-type: none">• Some Operators don't like confrontation• Additional training including sensitivity• Not just an Operators job.	<ul style="list-style-type: none">• An annunciator message asking customers to make room for those who really need it• Additional training for Operations – reinforcement reminders

Feedback Loop (2 of 2)

AUDIENCE	CHALLENGES	PROPOSED SOLUTIONS
Equity	<ul style="list-style-type: none">Respecting cultural differences and transit challenges	<ul style="list-style-type: none">Promoting kindness over policy. We discovered rules are often ignored, but reminders of helping other riders may be more attractive for all.
Customer Relations	<ul style="list-style-type: none">Reminding customers of our policy	<ul style="list-style-type: none">Additional messaging aboard buses and trains and at stations and sheltered stops

Elements of the New Campaign

Informational: Updating items like the website so it's easier to share information through various channels

Educational: Internal and external audiences

Changing the focus: Moving toward kindness, empathy and respect



Campaign Elements

AUDIENCE	ELEMENTS
Internal	<ul style="list-style-type: none">• New training elements for Operations, TRIP Agents, and MTPD• Awareness Tools, given to those who have completed the training to remind them why priority seating exists• Digital messaging in the drivers' rooms reinforcing and reminding Operators to be courteous of the customers who may need priority seating• Talking points: Internal communications to help aid departments when communicating with customers
General Awareness (External)	<ul style="list-style-type: none">• On-board ads available externally and internally transit vehicles• Stop/Station advertising and announcement along high-ridership corridors• Developing copy to share with partner organizations to use in their newsletters. This information would be shared in our Connect customer-facing newsletter• Social media campaigns to create awareness of the need.

The Ask

A key element for another phase of this new campaign is sharing stories from those who rely on priority seating.

Would you be willing to be photographed and sharing a story what Priority Seating means to you?

Any Questions?

Thank You!

Anj Olsen

Anjila.Olsen@metrotransit.org