

# **Perception is Reality**

*Safety, Security and the User Experience*

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Denver, CO*



Rail Conference



Metro

# Willowbrook/Rosa Parks Station System Map



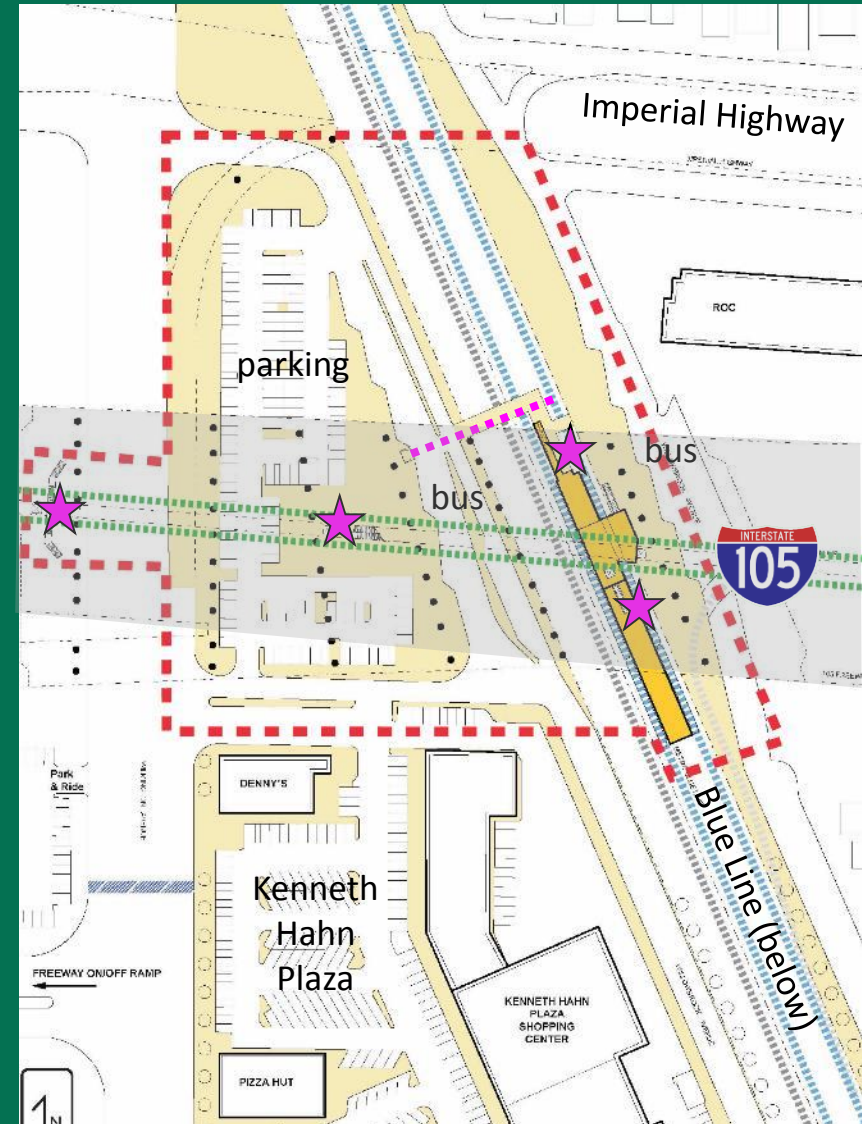
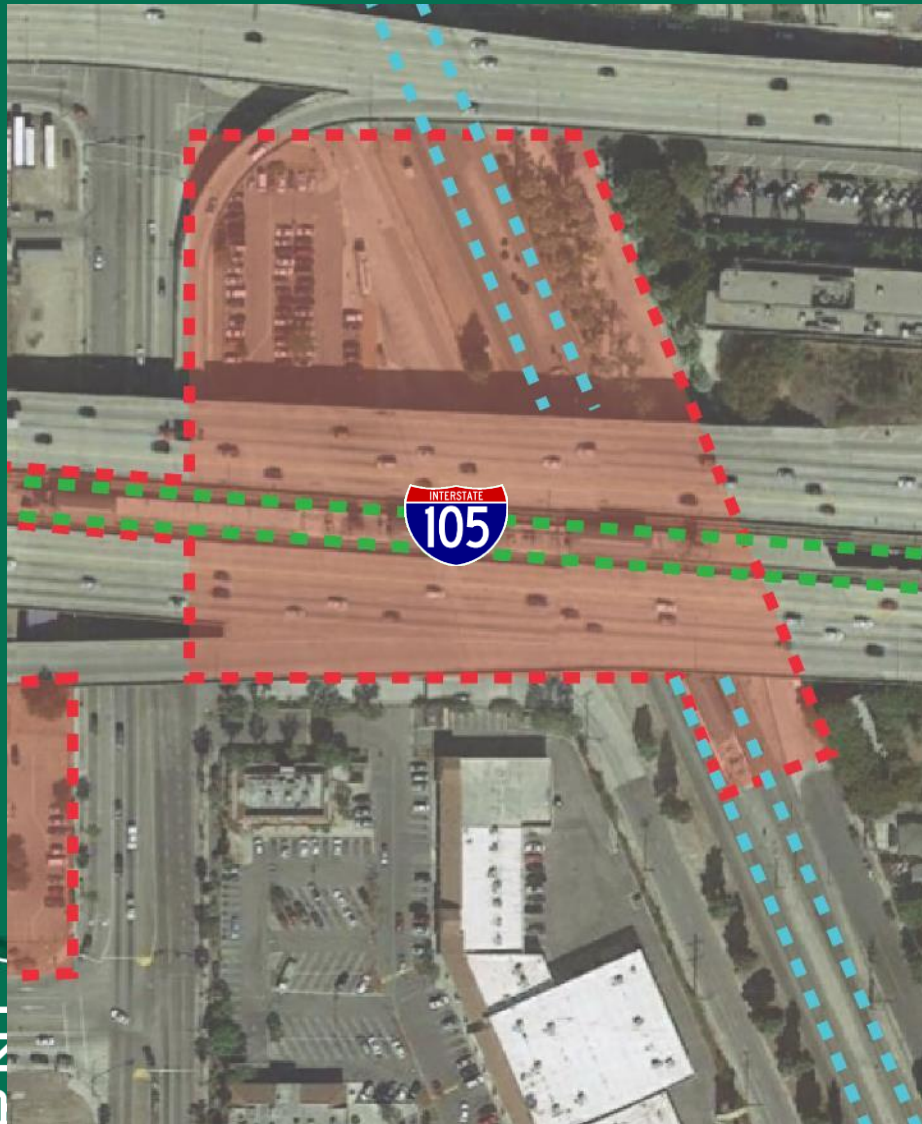
# Willowbrook/Rosa Parks Station Neighborhood Map



1. LA County Dept of Pub & Social Svcs
2. Willowbrook Library
3. Boys & Girls Club
4. King Drew Med Center Campus
5. Grape Elementary
6. Markham Middle School
7. 112th Elementary
8. Ritter Elementary
9. Lincoln Elementary
10. Cesar Chavez High School
11. Willowbrook Middle School
12. McNair Elementary
13. MLK Elementary
14. Bunche Mid Sch
15. Carver Elementary
16. Drew Univ of Med
17. King Drew HS
18. Flournoy Elementary
19. Mona Park
20. GW Carver Park
21. Sibrie Park
22. 109th St Rec Center
23. Kenneth Hahn Plaza
24. Watts Towers Arts Center
25. Macedonia Baptist Church
26. San Miguel Parish



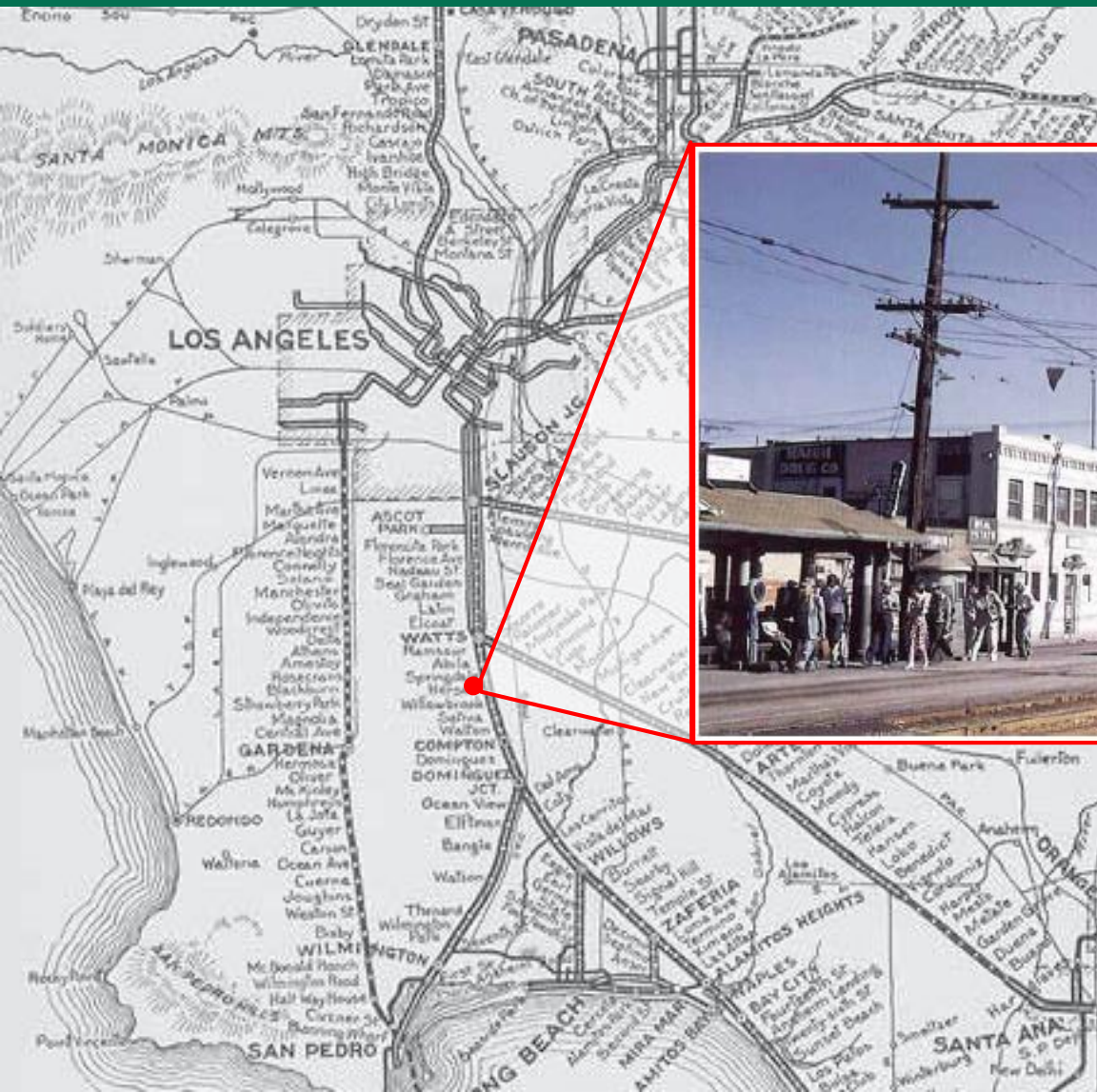
# Willowbrook/Rosa Parks Station Station Map





# Willowbrook/Rosa Parks Station

## Then and Now



# Willowbrook/Rosa Parks Station

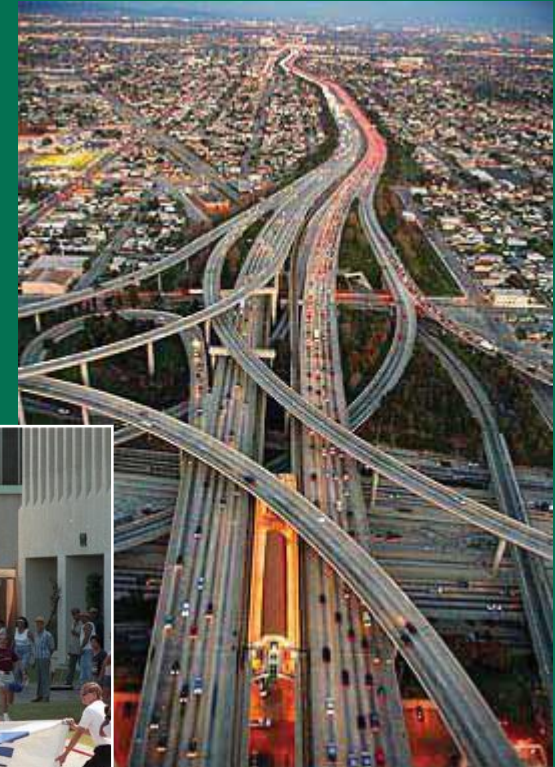
## Then and Now





# Willowbrook/Rosa Parks Station

## Then and Now



# Willowbrook/Rosa Parks Station Then and Now





# Willowbrook/Rosa Parks Station Then and Now



# Willowbrook/Rosa Parks Station Then and Now





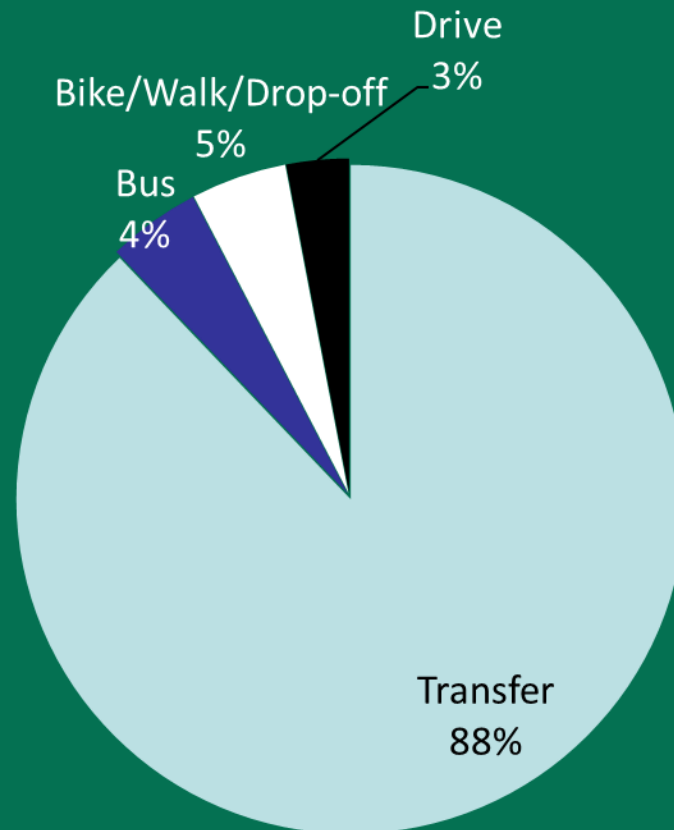
# Willowbrook/Rosa Parks Station Then and Now





# Willowbrook/Rosa Parks Station Then and Now

## Willowbrook/Rosa Parks Station Boardings by Mode of Access



# Willowbrook/Rosa Parks Station Then and Now



# Willowbrook/Rosa Parks Station Then and Now





# Willowbrook/Rosa Parks Station Redesign

## Why now?

- Then

*Build it and they will come.*

- Now

*Create a community asset.*



# Willowbrook/Rosa Parks Station Project Area

## Property Acquisition



# Willowbrook/Rosa Parks Station Redesign

## User Experience

- *The first requirement for an exemplary user experience is to **meet the needs of the customer, without fuss or bother.***
- *Next comes simplicity and elegance that produce products that are a joy to own, **a joy to use.***

UX



# UX Issue 1

## *"I'm Confused."*

Why it's important  
confusion = vulnerability



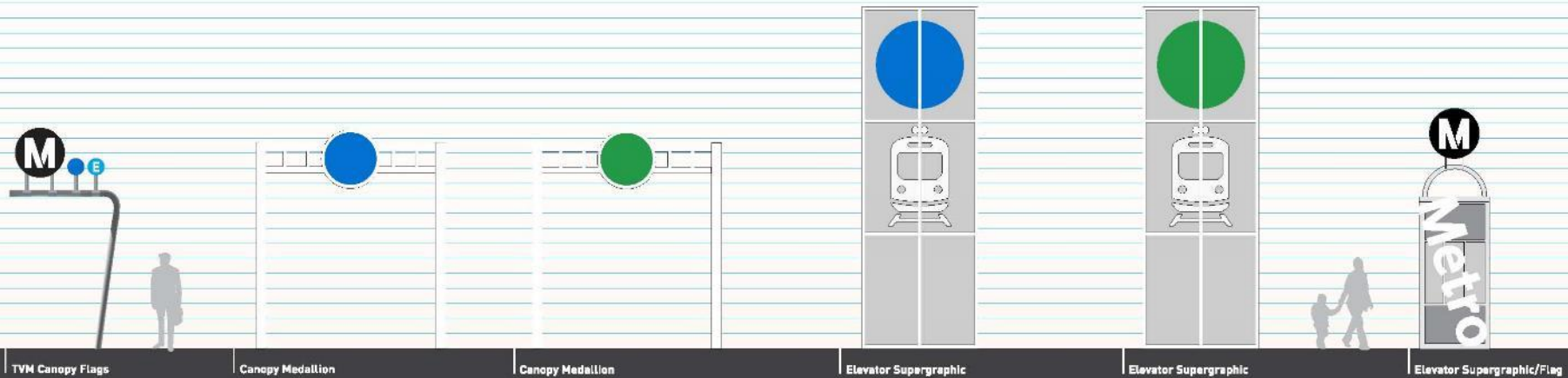
# UX Issue 1

## *"I'm Confused."*

### Design Strategies

- Signage

#### Metro Blue / Green Line Identifiers : Unique Elements



# UX Issue 1

## *"I'm Confused."*

### Design Strategies

- Wayfinding Cues
  - paving
  - lighting



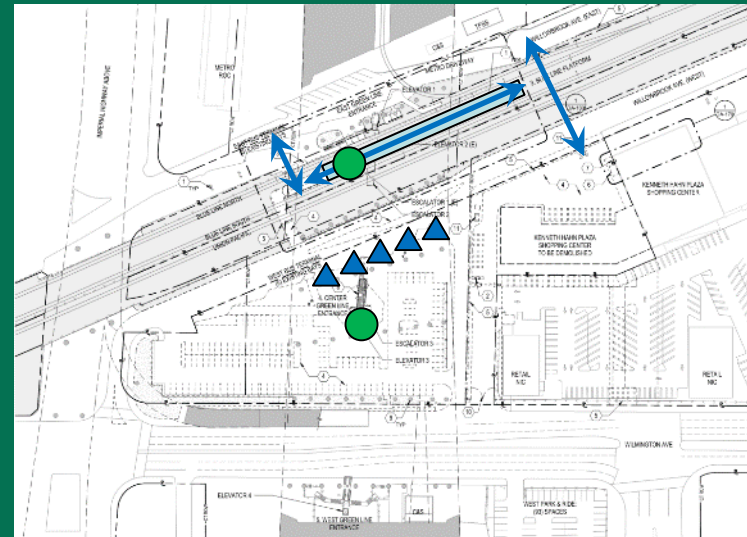
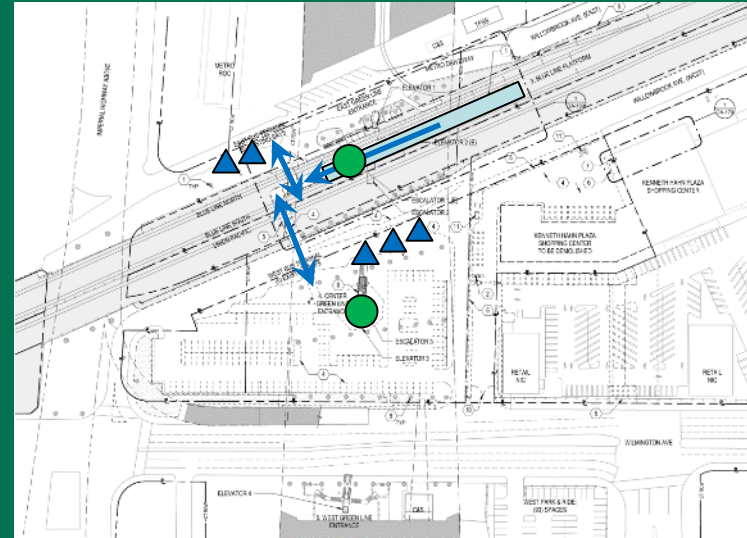


# UX Issue 1

## *"I'm Confused."*

### Design Strategies

- Relieve congestion
  - 'Ground' patrons
    - Relocate crossing
    - Consolidate buses



# UX Issue 1

## ***"I'm Confused."***

### Design Strategies

- Relieve congestion
  - Transfer patrons
    - Extend mezzanine
    - Additional stairs
    - Relocate elevator

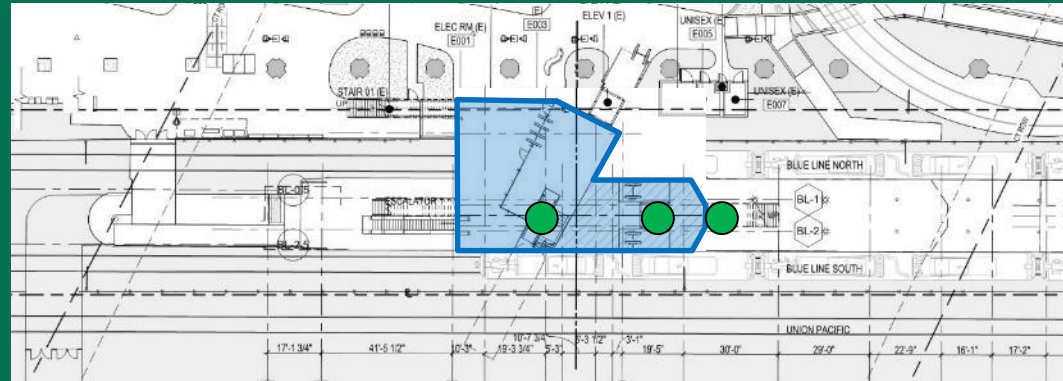


# UX Issue 1

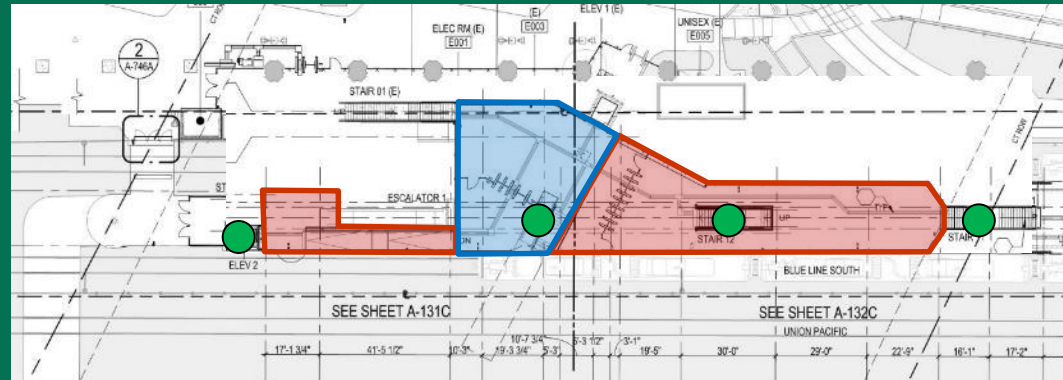
## *"I'm Confused."*

### Design Strategies

- Relieve congestion
  - Transfer patrons
    - Extend mezzanine
    - Additional stairs
    - Relocate elevator



MEZZANINE- Existing



MEZZANINE- New



# UX Issue 1

## *"I'm Confused."*

### Design Strategies

- Relieve congestion
  - Remove obstructions
    - Benches



# UX Issue 1

## *"I'm Confused."*



## UX Issue 2

# ***"It's dark and scary."***

Why it's important  
They're right.



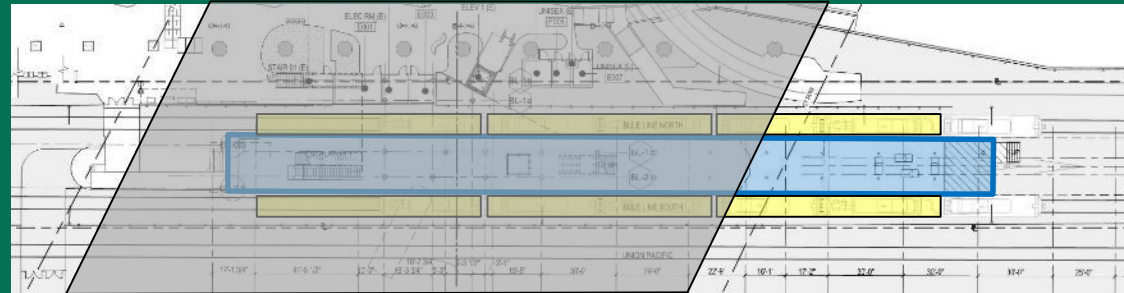


# UX Issue 2

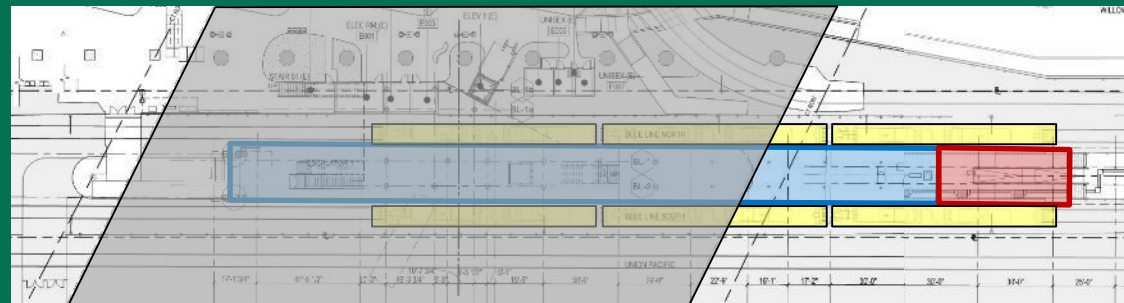
## ***"It's dark and scary."***

### Design Strategies

- Move Elements
  - Crossing
  - Platform extension



BLUE LINE PLATFORM - Existing



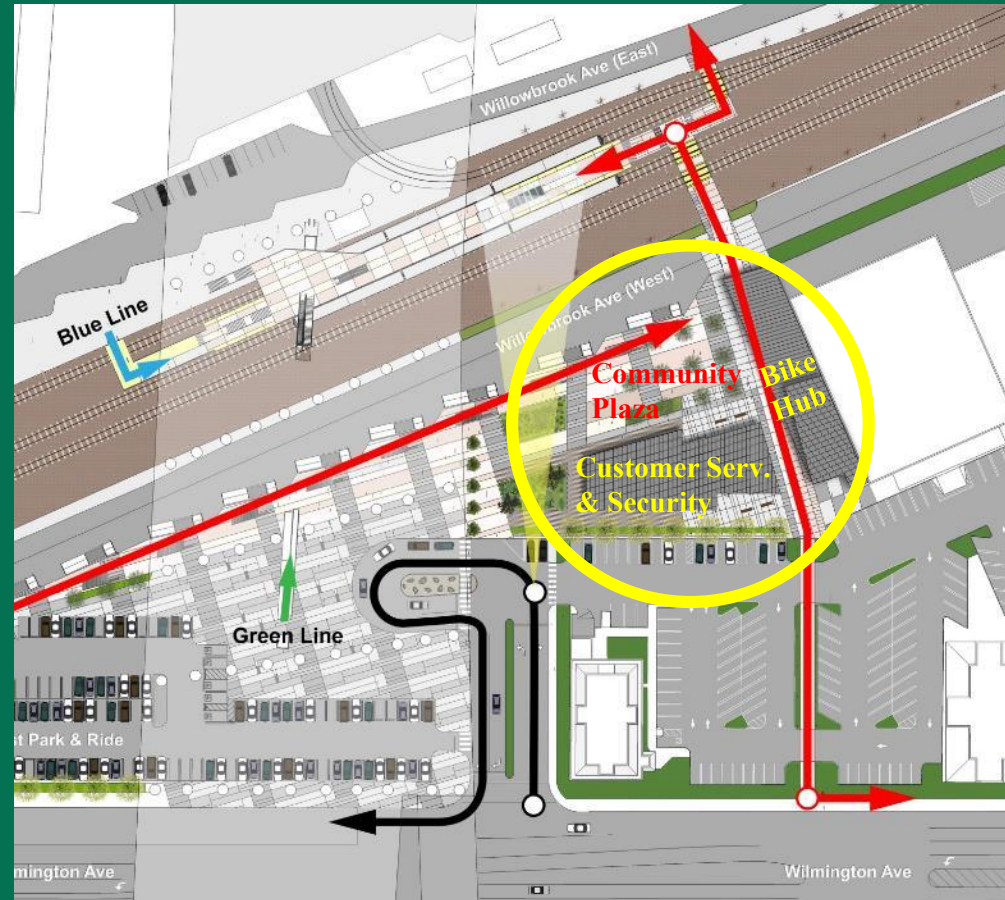
BLUE LINE PLATFORM - Proposed

## UX Issue 2

# *"It's dark and scary."*

### Design Strategies

- Locate new elements thoughtfully
  - Service center
  - Plaza
  - Mobility hub



## UX Issue 2

# ***"It's dark and scary."***

### Design Strategies

- Lighting
  - Lighting Type
  - Multiple sources
  - Aesthetics





## UX Issue 2

# ***"It's dark and scary."***

### Design Strategies

- Remove Obstructions
  - Furnishings
  - Camera Placement



## UX Issue 3

***"I feel like I don't belong here."***

Why it's important  
unbalanced modal  
hierarchy  
=  
physical danger



## UX Issue 3

***"I feel like I don't belong here."***

### Design Strategies

- Reorganize parking
  - Configuration
  - Reduced spaces
  - Dedicated KnR



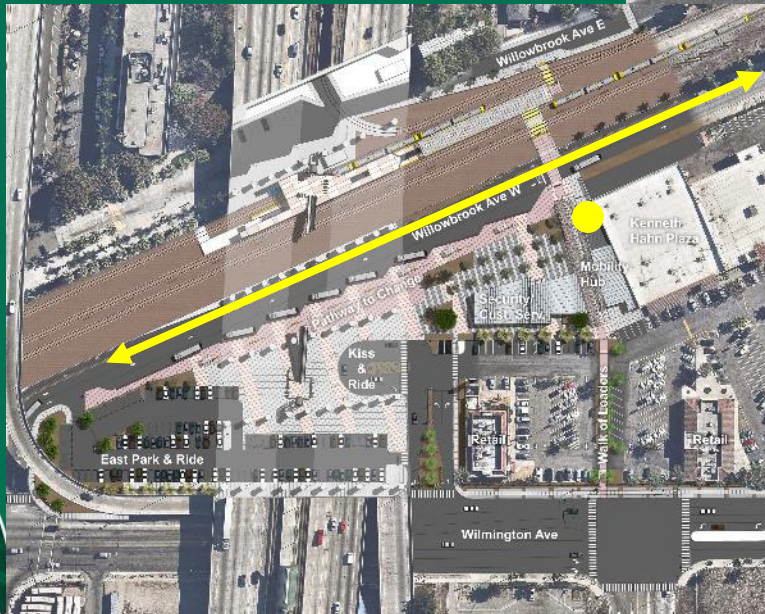


## UX Issue 3

***"I feel like I don't belong here."***

### Design Strategies

- Bike Lane



## UX Issue 3

***"I feel like I don't belong here."***

### Design Strategies

- Sidewalks and crossings



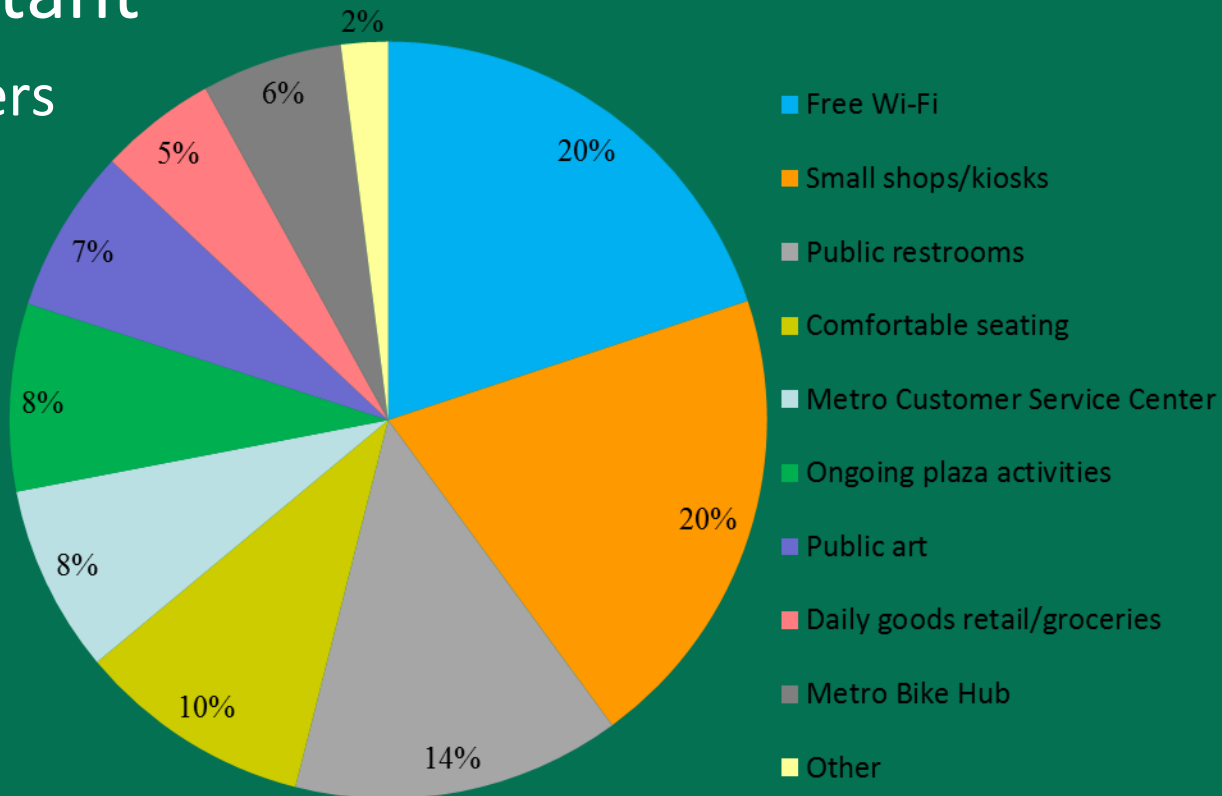


## UX Issue 4

***"I only go there because I have to."***

### Why it's important

Safety in numbers



Willowbrook/Rosa Parks Station Improvement Project

Platform Intercept Survey Results





## UX Issue 4

***"I only go there because I have to."***

### Design Strategies

- Add program
  - Service center
  - Security/courts
  - **Mobility hub**



Secure Bike Storage



Retail



Tool Lending



Bike Club

## UX Issue 4

***"I only go there because I have to."***

### Design Strategies

- Make it attractive
  - Seating
  - Specialty paving
  - Shade
  - Planting
  - art

Challenge alert: management/enforcement





## UX Issue 4

***"I only go there because I have to."***

### Design Strategies

- Add flexibility
  - Vendors
  - Events
  - Classes





## UX Issue 4

***"I only go there because I have to."***

### Design Strategies

- Add connectivity
  - Neighborhood cross-thru
  - Consolidated buses
  - Shopping center



# Willowbrook/Rosa Parks Station

## Key Takeaways

### *Plan for User Experience*

- UX #1: I'm confused.

*Intuitive Movement: Confidence is power*

- UX #2 It's dark and scary.

*Location and lighting: Make it a pleasant place to be*

- UX #3 I feel like I don't belong here.

*Prioritize the most vulnerable: Pedestrians first.*

- UX #4 I only go there because I have to.

*Safety in Numbers: Program for more than transit*

# Willowbrook/Rosa Parks Station Key Takeaways

