



Customer Experience Technology Improvements

January 2016 - Quarterly Status

Doug Anderson
Board Meeting
January 28, 2016

Background – Board Motions

Garcetti/Dupont-Walker Motion (*July 2013*)

- *Transit Customer-Oriented, Technology, Enhancements & Innovations*

Knabe Motion (*December 2013*)

- *Innovative Ways to Improve Customer Access to the Metro Bus and Rail System*

Garcetti/Knabe Motion (*March 2014*)

- *Customer Experience Technology, Enhancements & Innovations*

Garcetti Motion (*July 2014*)

- *Customer Service Based Technology Prioritization*

Progress - Customer Focused Activities

Coalition for Transportation Technology

Goals

- Provide guidance and support for regional transportation technology deployments.
- Identify and evaluate transportation technology demonstration opportunities.
- Outreach to industry partners including but not limited to local agencies, private industry, academia and USDOT.
- Pursue funding opportunities and strategic partnerships to support Coalition activities.

Among the technology applications of particular interest to the coalition are autonomous and connected vehicles, integrated corridor management, active traffic management, and local arterial transportation technology solutions











Progress - Customer Focused Activities

Digital Display Software Replacement for Countdown Clocks

Developed In-House
Network Monitoring
Rapid Updates
Targeted Messaging
No License Fees
Integrated Real-time
Multi-Agency Feeds
Unified Experience

* East Portal in beta



Metro Rail			
 Metro	804 N ● PASADENA - SIERRA MADRE VILLA STA	6,12,18 min	Track 2A
 Metro	805 W ● WILSHIRE/WESTERN/METRO PURPLE LINE	4,13,23 min	East Portal Entrance
 Metro	802 W ● NORTH HOLLYWOOD STATION	8,18,28 min	East Portal Entrance
Regional Buses			
	SAN N SAN FRANCISCO	57 min	Bus Bay 8
	LAS N LAS VEGAS	42 min	Cesar Chavez Entrance

Progress - Customer Focused Activities

Metro Rail System Cellular Service in Subway

Phase I – Union Station to 7th/Metro
Estimated Completion 1st Quarter 2016

Phase II – 7th/Flower to Vermont/Sunset & Wilshire/Western
Construction Begins March 2016



**Verizon Wireless Agreement
December 1, 2015**

**Sprint, AT&T, T-Mobile
negotiations on-going**



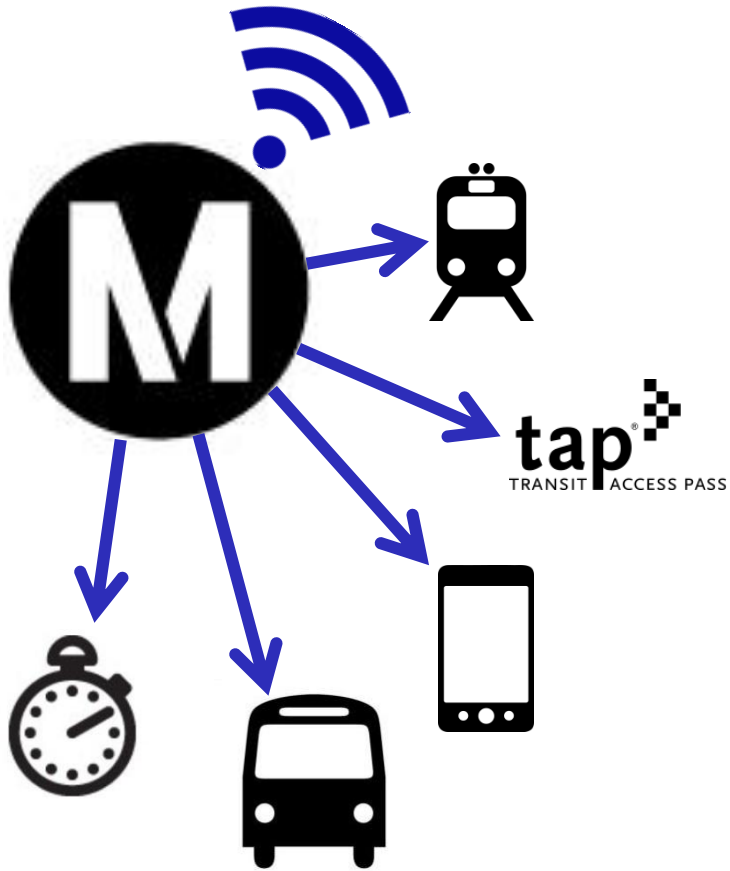
Metro

Progress – Customer Focused Activities

Nextrip E-Signage RFP released

- ✓ Up to 300 High density shelters throughout LA County
- ✓ Multi-agency real-time feed with digital displays
- ✓ ADA compliant
- ✓ 24/7 performance monitoring
- ✓ Advertising Potential for increased revenue generation
- ✓ Emergency Alerts





Thank you