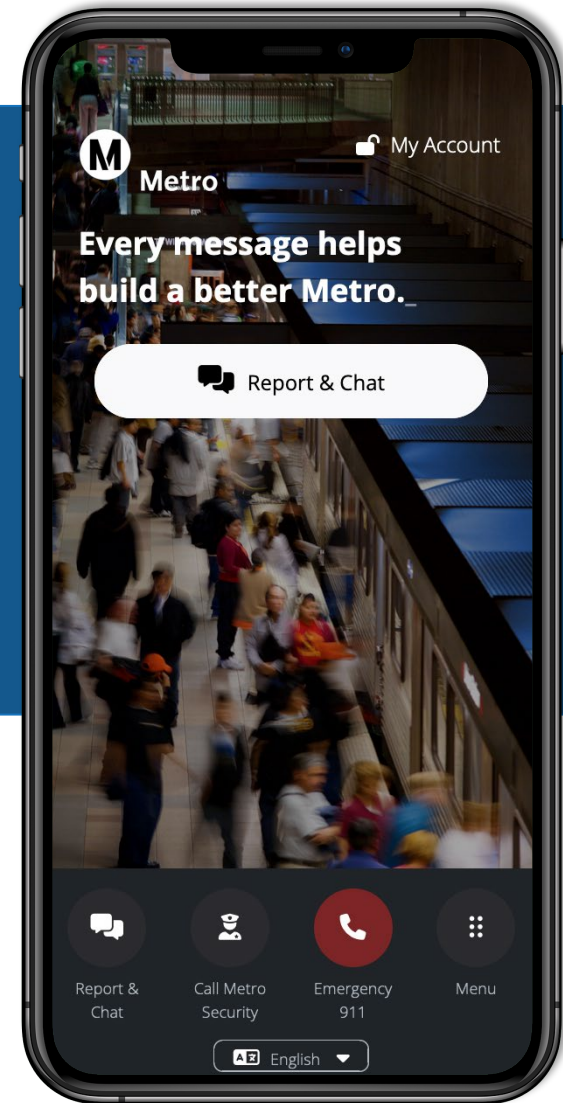


Metro Transit Watch App Update

Ken Hernandez
Interim Chief Transit Safety Officer



Motion 46 A Better Transit Watch

In July 2024, the Board approved Motion 46 by Directors Hahn, Barger, Horvath, Najarian, Butts, and Yaroslavsky, directing staff to report back in October 2024 on efforts to improve and/or replace the Metro Transit Watch App, including ways to:

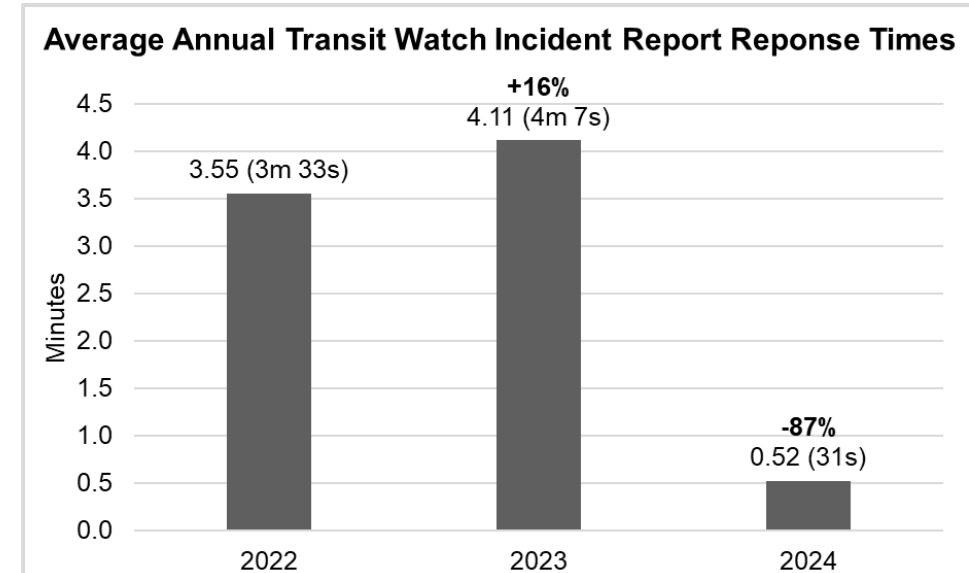
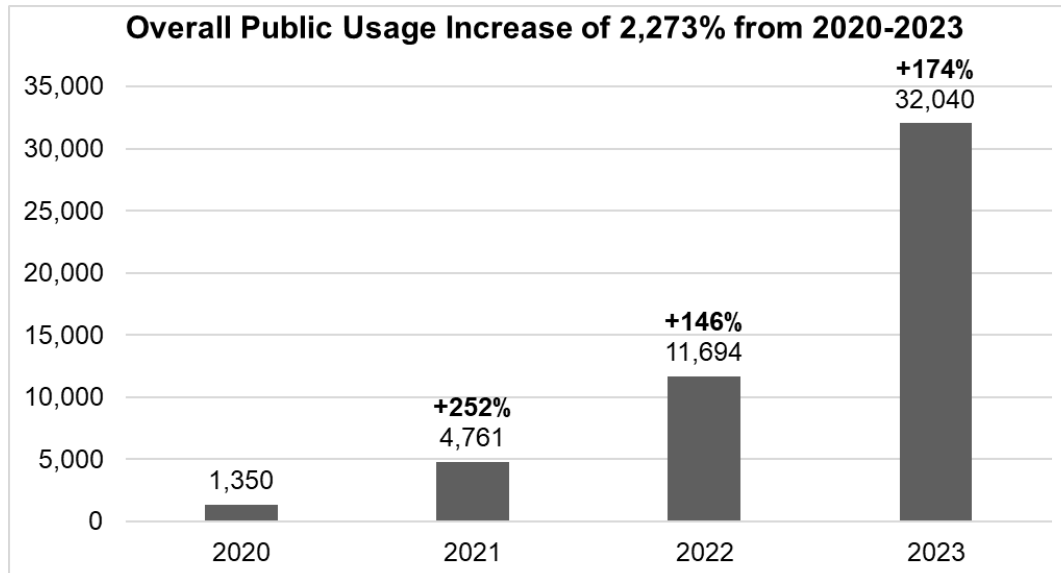
- Increase awareness of and access to the app on Metro buses and trains
- Improve user-friendliness for a more intuitive app
- Elevate elements of the app relating to rider experience like cleanliness, graffiti, and other concerns that extend beyond public safety

Background



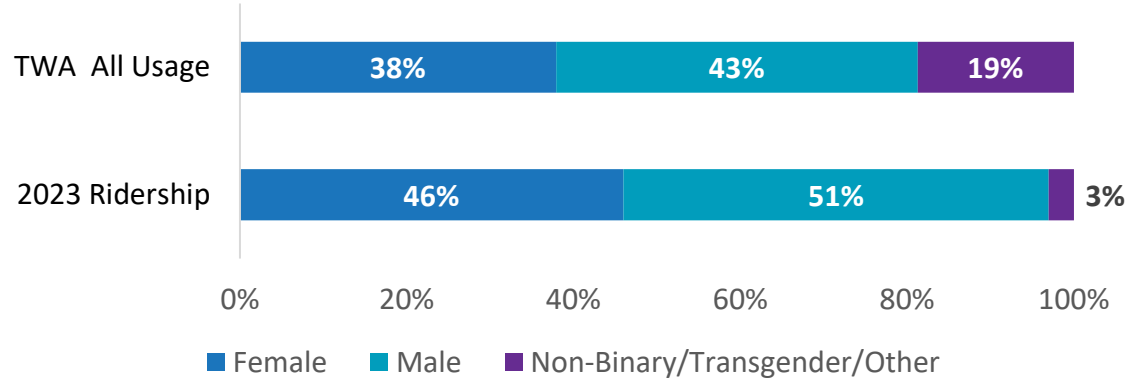
The Transit Watch App (TWA) is a critical component of Metro's efforts to enhance the system's safety and security.

- Provides passengers with an accessible and direct line of 24/7 communication to report security incidents, suspicious activities, safety concerns, and maintenance issues directly to Metro.
- Offers user the option to securely attach photos and provide personal information that can be used to obtain additional incident details.
- Can push notifications with critical alerts from Metro, informing them about important updates like service interruptions and elevator outages.



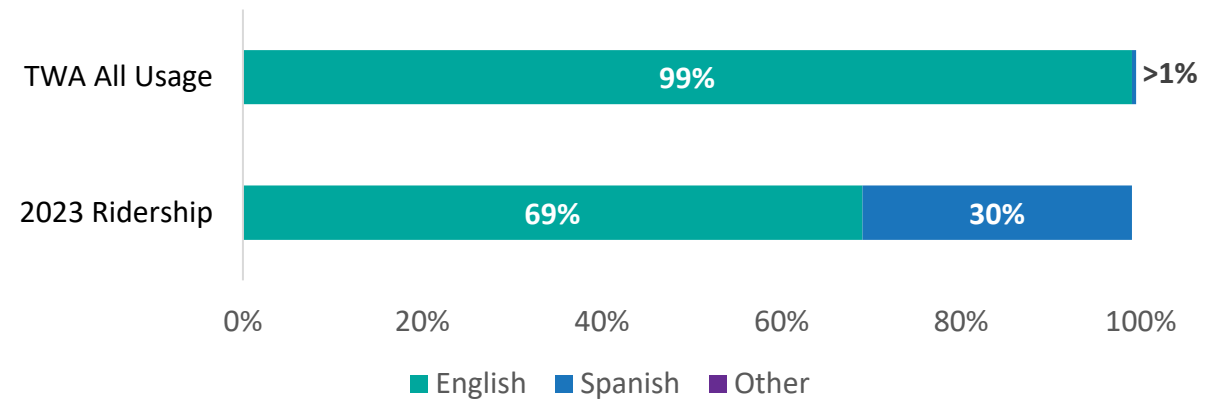
TWA User Demographics

TWA Gender vs Ridership



Source: 2023 Planning Survey; TWA Users (opted-in with gender);
Note: gender grouping is due to different answers collected by TWA vs Planning survey

TWA Languages Used vs Ridership



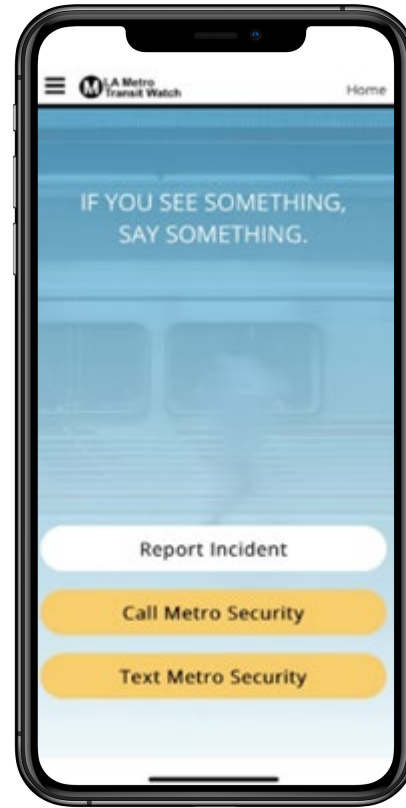
Source: 2023 Planning Survey; TWA Users (language of report)

Why Transit Watch App 3.0?

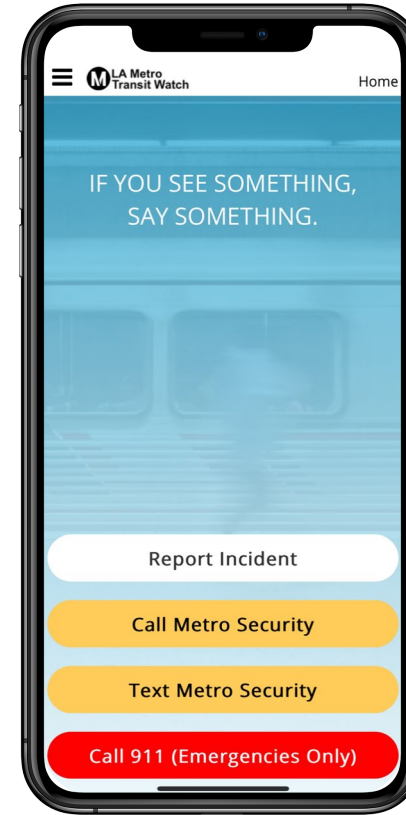
The TWA team has been documenting and addressing updates since the launch of TWA 2.0.

In-depth user experience (UX) testing was conducted in Fall 2023.

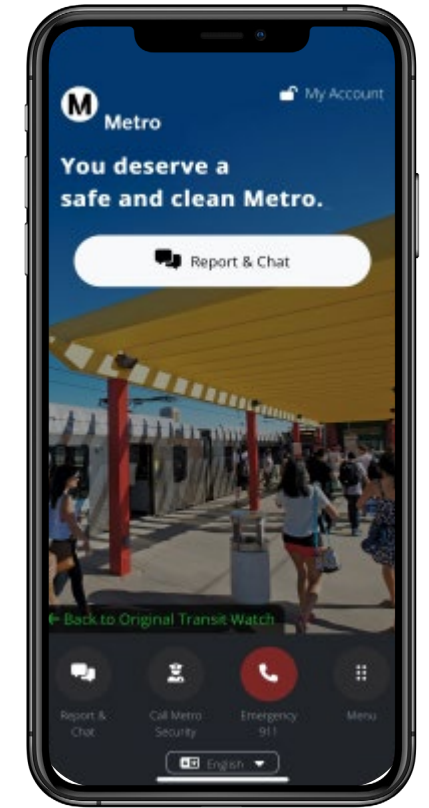
Based on the customer feedback, the team learned that it should launch a new app version instead of making smaller updates to address faster reporting, improvements to location selections, incident transparency, and clearer user interface.



**TWA 2.0
Home Screen –
Fall 2023**



**TWA 2.0
Home Screen –
Current**

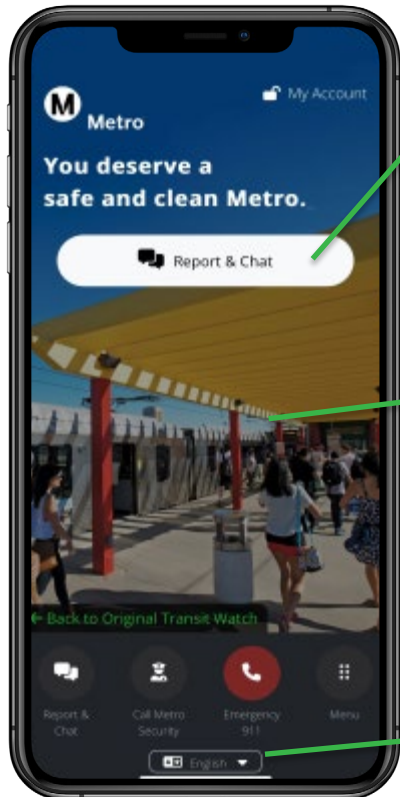


**TWA 3.0
Home Screen**

What's New in TWA 3.0?

End-User Mobile App

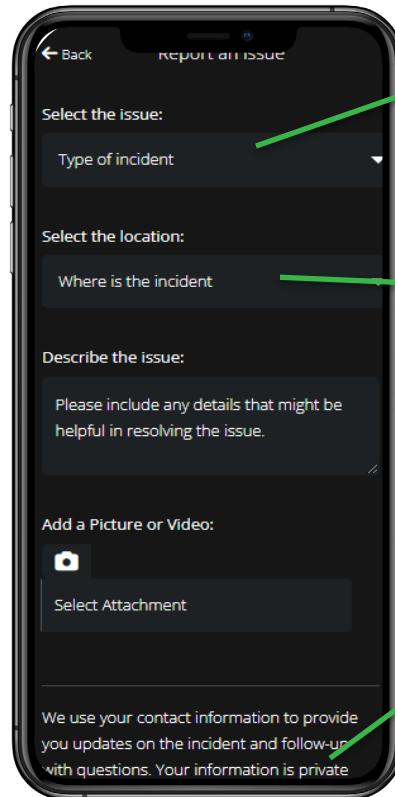
We've made significant updates to the user interface and functionality of the app, enhancing the experience to be more efficient and supportive. These improvements not only make navigation smoother but also empower our staff to respond more quickly to submitted reports.



Highlighting primary action – report & chat with us in the app.

Modern design and inviting user interface with photos and icons

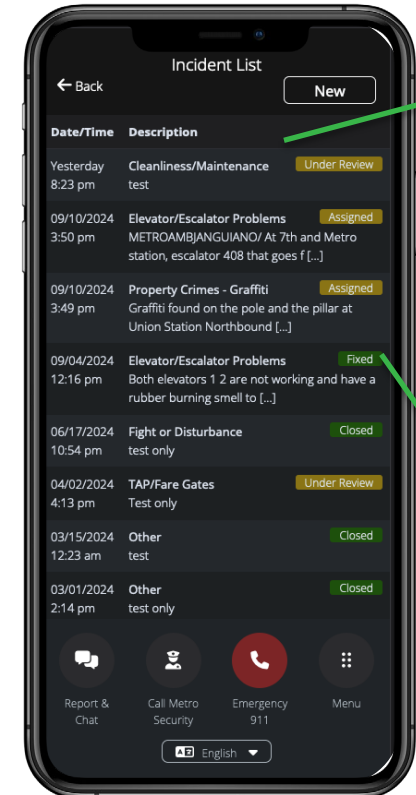
Clear language options (Top 14 languages)



Shortened for quicker submission

More accurate real-time location to help user and staff

Saved information (when logged in to account)



Clearer history of report and chat history

Maintenance tickets with more defined progress and closure categories (connected directly to Metro's maintenance ticketing system)

Beta Testing

On 10/2, the TWA team launched the Beta version of the app for testing to:

- Compare survey results to the previous UX survey data collected on TWA 2.0 to understand satisfaction and ease of reporting.
- Monitor comments for specific feedback on bugs and areas we can improve upon.

Initial roll out of Beta testing focused on TWA power users, PSAC and Accessibility Advisory Council (AAC). To increase usage and survey completion, Beta was expanded to all current users (772 current users as of 10/17/24).

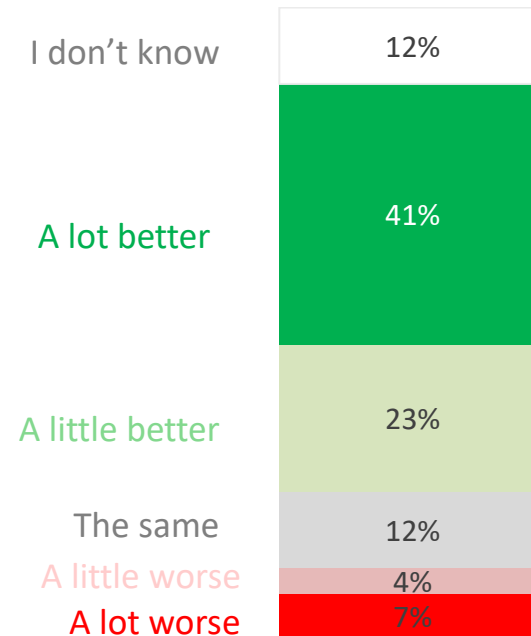
“Great improvements”

Beta User

“... the look is great and the movements seem seamless...”

PSAC Member

Is this version better or worse than TWA 2.0?



TWA 3.0 Beta Users
As of 10/21, N=75

Marketing Plan

Staff developed a comprehensive marketing communications plan to promote Transit Watch 3.0, encourage its adoption among Metro riders, and clearly articulate the ways in which Transit Watch can be used to report safety, cleanliness, and maintenance incidents. This marketing plan includes digital campaigns, social media promotions, and on-board posters to raise awareness about the app's new features and benefits.

Make Metro safer, cleaner, better.

This is your Metro. Use *Transit Watch* to report safety, cleanliness and maintenance issues to make it better. Now available in 14 languages. Metro Security is a call or text away. For emergencies, call 9-1-1.

Download LA Transit Watch app now.

metro.net/security

Every message helps build a Better Metro.

Report & Chat

Next Steps

The anticipated full launch date for Transit Watch App 3.0 is the end of the month. The staff working on Transit Watch will continue to improve the mobile app based on planned improvements and customer feedback.

The following key performance indicators (KPIs) will continue to be monitored by staff:

- Total monthly incident report submissions
- Total monthly downloads of Transit Watch App
- Customer satisfaction with the Transit Watch App (as answered in a post-report feedback survey)

Staff will continue to collaborate with Metro's mobile app consolidation working group as it finalizes its recommendations and next steps.