

## Attachment A

Below is a summary of topics presented to CAC Members and their individual inputs for reporting period, January 5, 2024- March 14, 2024.

### JANUARY

#### **Received an update and provided input on Metro Customer Experience – Wayfinding Signage**

##### Highlights of CAC Member Feedback Responses: Wayfinding Signage:

- Enthusiastic personal observations for recent and visible improvements regarding Metro signage.
- Encourage Metro to consider best practices for wayfinding in the U.S. and around the world for mega-events.
- Deploy both traditional wayfinding signage and map cases in concert with online digital wayfinding tools (e.g., particularly for young people who often rely heavily on their smart phones).
- Improvements to the Harbor Gateway Station, including to the Wayfinding signage where there are multiple levels, bus bays, and a lack of clear signage and directories to help customers quickly make their transit connections.
  - **Staff Response:** Metro Customer Experience – Wayfinding Signage presenters clarified that this will be a part of the CX/Signage & Environmental Graphic Design (SEGD) work currently underway.
- Improve signage at the 7<sup>th</sup> and Metro station where some signs indicate “7<sup>th</sup> Street,” but it is also important for the rider to know if they are getting off at Figueroa or Flower, especially if the customer wants to transfer.
  - **Staff Response:** This will be addressed as part of a multi-phase signage refurbishment effort currently underway for 7th St/Metro Center and Union Station (CX/SEGD).
- Ensure effective Wayfinding signage at the new Metro Transit Station at LAX and for the future operating plans for the C & K Line, particularly as people from all over the world will increasingly fly into L.A. for mega events, including the Olympics, and will need clear signage in multiple languages to connect with transit options.
  - **Staff response:** Metro Wayfinding signage presenters shared that this is anticipated to be addressed through the construction project process (CX/SEGD).
- Consider integration of Swiftly with Apps.
  - **Staff response:** Metro CX presenting staff shared that the Metro Board and staff are looking into such considerations and more details.
- **Concerns expressed:**
- Real Time Displays are visible only at night but are not useful during the day.

- **Staff response:** This issue is noted and under consideration by Operations and CX/SEGD staff.
- One Member shared there is a lack of adequate signage on how to get to the J Line when he exits the Patsaouras Transit Plaza.
  - **Staff response:** This issue was noted by the Wayfinding Signage presenter and is under consideration through the above-mentioned refurbishment project (CX/SEGD).
- One Member expressed difficulty finding the Dodgers Shuttle upon exiting the B Line due to temporary signage and lack of directional arrows.
  - **Staff response:** Wayfinding Signage presenter noted this concern and it is under consideration with(CX/SEGD).

### **Received Update on Metro Micro Program**

#### Highlights of Feedback Received re: Metro Micro:

- **CAC Members expressed interest in:**
  - Metro's ability to see live tracking of the Metro Micro Vehicles & excess demand
    - **Staff response:** Metro Micro presenting staff confirmed that live tracking and excess demand tracking is already in use.
  - Metro Micro vehicle-types and the degree of accessibility with the current fleet.
    - **Staff response:** Metro Micro staff explained to CAC that Metro operates a mixed fleet, with Transits as our most common vehicle but 30-40% of the fleet is Caravans and Voyagers modified for wheelchair and other users with accessibility needs. A customer can be picked up by such a vehicle by selecting the Accessible passenger type upon booking.
  - Potential applicability of Autonomous Vehicles (AV's)
    - **Staff response:** Metro Micro staff shared with the CAC that we are still working on finding electric vehicles that meet all of our needs; AVs are still in development and are anticipated to be adopted by the private sector before there are suitable vehicles for public transit needs. It's likely a long way off.
  - Providing more statistics on operating costs versus revenue generated.
    - **Staff response:** Metro Micro presenter to CAC explained that there isn't much more to share at the moment, though there's a positive trend. Presenting staff noted that farebox is a low proportion of revenue for bus, rail, \*and\* Micro, because it's public transit.
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- **FEBRUARY:**  
**Received an update on Metro GoPass and Metro's Discounted Fare Programs**

### Highlights of Feedback Received:

- **CAC Members expressed interest in:**

- Inquired if Metro is exploring the idea of individual cities potentially contributing to the GoPass and discounted fare programs.
  - **Staff response:** Presenting staff shared that initial conversations are underway to see if more local school districts may wish to participate.
- Factors considered for the increased GoPass participation this year as compared to the previous year.
  - **Staff response:** The Metro presenter explained to the CAC that every year Metro gets more districts participating. Some that had previously determined they did not want to but reproached the conversation recently to join the program. The expansion is in part due to that and due to a number of districts involved. As more students join the program, more learn of the program. Retention rates have also increased greatly and there are newer students coming into the program.
- How Metro is Marketing the program.
  - **Staff response:** Presenting staff explained to CAC that they had placed very specific stories in ethnic newspapers in LA County in their efforts to ensure communities knew about the program and staff provided them in different languages to ensure communities can understand the program.
- Promotions and partnerships aimed at getting more students to use the GoPass and discounted fares during the Summer and Spring breaks to get to key recreational activities and destinations throughout the County via transit.
  - **Staff response:** Presenting staff shared with the CAC that they are discussing ideas for how to get more students to use their pass over breaks. Metro staff are working on a summer ridership campaign with a focus on youth and students and with potential partnerships with key Los Angeles institutions. Staff highlighted a few great recent partnerships and promotions examples with the students and schools. Staff are working on enhanced Marketing methods and reminders to the students about how they can get to key sightseeing and iconic L.A. institutions for free.
- Enhanced cross-promotion and marketing of the discounted fare programs by integrating the student GoPass program into the application for other discounted fares, such as the LIFE program.
  - **Staff response:** Metro staff presenter explained to the CAC that at present, they have parents helping students register for the program and when they get to final screen, there will be a message indicating to “click here” to continue to the “low-income application.” It is not currently the same application, but the applications are connected in this way.
- Encourage students to promote GoPass and discounted fares via their own social media channels (peer-to-peer) to get more youth interested.

- **Staff response:** Metro presenting staff shared with the CAC that they were able to do some paid advertising with social media with the students promoting GoPass. Staff are also considering additional ways that students can advocate for the program and additional methods to get the word out.
- **Concerns expressed:**
  - One Member expressed concerns that small City School District interests and needs may be different than large School District interests and needs regarding these discounted programs.
    - **Staff response:** Metro presenters clarified that GoPass is a voluntary program and that every district is able to choose whether or not it is in their best interest to participate in the program.

*(NOTE: The views or concerns reiterated above were those of one or more individuals and not necessarily reflective of the CAC as a whole).*