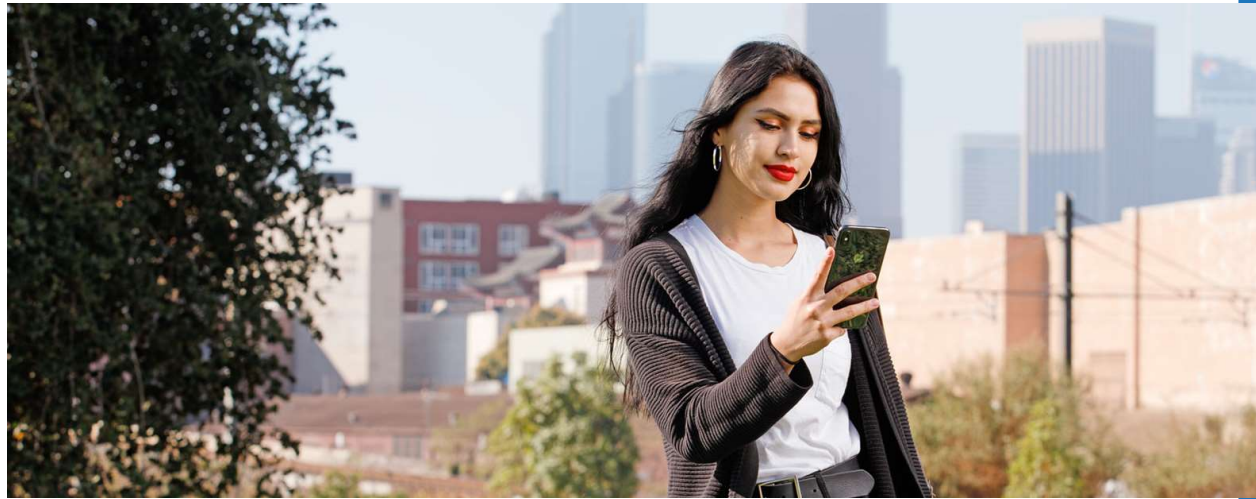# Mobile Application Consolidation
Board Response

Metro

Board Motion Summary

On December 1, 2022, the Board approved Motion 2022-0789 issued by Directors Krekorian, Garcetti, Barger, Narjarian, Sandoval and Mitchell directing staff to report back on the potential consolidation of all of Metro's phone applications into one single Metro App, including:

i. What steps would be required to consolidate all current applications to one single application;

ii. An estimate of costs and savings that would result from such consolidation and any indirect financial impacts and benefits, and;

iii. A proposed timeline for completion of such consolidation.

The Work Done to Date

- Convened internal cross-functional Working Group from Customer Experience, TAP, ITS, Operations, Planning and the Office of Strategic Innovation who currently own public-facing mobile applications.

- Identified all public-facing mobile applications and sites

- Analyzed technical specs and viability of immediate integration

- Researched latest trends in mobile applications

- Researched lessons learned from other transit authorities

- Began looking at expenditures and financial benefits

Metro

Metro's Current Mobile Application Inventory

Metro's current landscape of mobile applications and mobile-accessible channels is <u>complex</u>.

- Metro has **six** customer-facing mobile apps:
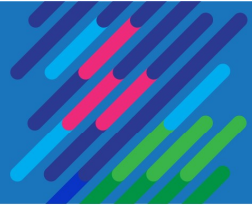
Transit Watch	TAP LA	Transit	Metro Micro	Metro Bike Share	Metro Parking

- Metro has **8** additional customer channels accessible on mobile phones:

  - *metro.net (+* specific service pages)
  - *Metro.net* contact form

  - *trips.metro.net*
  - *book.metro-micro.net*
  - *TapToGo.net*

  - Go 511 app
  - LA Secure app
 - Metro Vanpool app

Metro

Metro's Current Mobile Application Inventory

Metro's mobile applications are owned and operated by various departments across the agency

- **Seven** departments are involved in Metro's <u>existing</u> mobile applications:

  - o *Countywide Planning & Development*
  - o *Customer Experience*

  - o *Information and Technology Services*
  - o *Office of Strategic Innovation*
  - o *Operations*

  - o *TAP*
  - o *Safety, Security, and Law Enforcement*

- Note: some of the applications are operated and maintained by vendors and some are revenue share programs that make financial analysis complex.

Initial Consolidation Viability
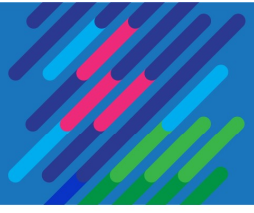
There are <u>many considerations we must address</u> in this study.

Technical/Data

- Standardization of data
- API Access
- Lack of industry-wide data standards
- Functions rely on good data; functions are not all integrate-able into anything that <u>currently exists</u>

Procurement and Funding

- Proprietary technology
- Contract restrictions and timing
- Financial agreements with third party application partners
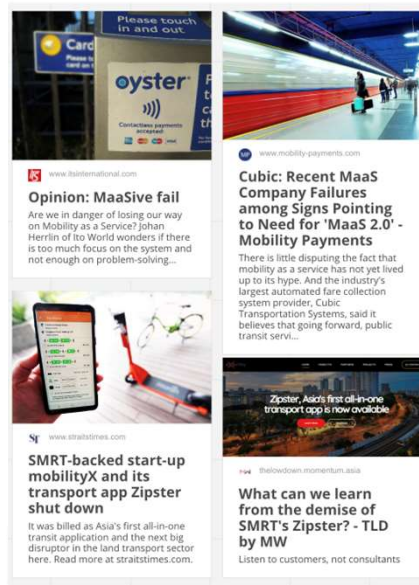
Ⓜ Metro®

Customer Trends Analysis

Any solution proposed by Metro will rely heavily on <u>knowing users and incorporating flexibility.</u>

While there have been challenges for transit agencies in creating mobile apps in the past, there are some agencies who have found recent success:

Challenges

- Difficulties integrating data and functionality between public and private sectors

- Challenges posed by existing laws regarding fare payment, interoperability, and consumer privacy

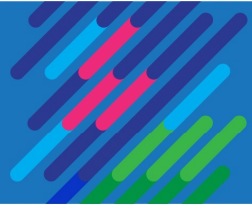- Fast pace of technology and payment solutions which yields an average app lifespan of 2-4 years

Successes

- MBTA and TriMet focused on building mobile-optimized, web-based rider tools

- RTC Southern Nevada and Metrolink contracted with a vendor (Masabi) to provide a mobile app with the primary function of ticketing that then links out to a mobile website for other functionality (e.g., schedulers)
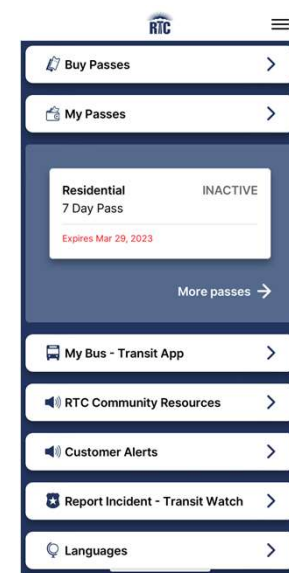
App Consolidation Evaluation Timeline

 Board Report

Phases and Activities	Dec 22	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan 24
Phase 1 – Initial Research • Convene internal Working Group • Identify all public-facing applications • Analyze viability of technical specs for integration • Research latest trends and lessons learned	■	■	■	◆										
Phase 2 – Customer Research • Map customer journey for rider experience and app usage • Analyze customer segments for different apps • Understand our customers' mobile app needs • Consolidate findings and insights into prioritized recommendations					■	■	■	■	■	■	■	◆		
Phase 3 – Refine Recommended Solution • Define high-level business and technical requirements • Compile cost and saving estimates • Develop implementation timeline												■	■	◆
Phase 4 – Implement Solution • Implement selected solution • UX test prototypes • Measure success of solution against performance metrics														➡

9