



Board Report

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Agenda Number:

**REGULAR BOARD MEETING
January 28, 2016**

Motion by:

**MAYOR ERIC GARCETTI, SUPERVISOR HILDA SOLIS,
DIRECTOR MIKE BONIN & DIRECTOR ARA NAJARIAN**

January 28, 2016

**Item #44; File ID 2015-1783
Technology & Transportation Investments to Improve Customer Service**

The quality of the customer experience is directly relevant to how attractive the MTA system is to potential riders, and more riders translates into the furthering of MTA’s goals of easing congestion, cleaning our air and keeping our economy moving.

Technological sophistication is expected by today’s customers within all economic and demographic strata.

A majority of people across all economic and demographic strata carry cellular and/or internet enabled devices on their person.

People want to be constantly connected to cellular and Internet service, especially when traveling.

Transportation information applications are among the most downloaded smart-phone programs.

Technology has the potential to improve customer service, “first-mile, last mile” connections by linking the transit system with car sharing, taxi, bike and other modes of transportation; provide real-time bus and train timetables; streamline transfers; and more.

As MTA proceeds with its unprecedented expansion of Los Angeles County’s transportation network, it is essential that these investments are complemented by the best possible technology.

MOTION by Garcetti, Solis, Bonin, Najarian that the Board direct the CEO to:

- A. Prioritize and accelerate the **full** installation of cellular and Wi-Fi infrastructure and service in MTA tunnels, underground stations, and provide a status report on the execution of agreements with cellular service providers, with the goal of a system with no “dead zones” for cellular and

internet users.

- B. Begin the development of a next-generation Transit Access Pass (“TAP”) for customer payment of non-MTA services, including but not limited to Metrolink, taxicabs, ride-hailing companies, bikeshare, parking garages, etc.
- C. Identify existing transit applications that do not use real-time MTA data and explore the feasibility of sharing real-time data to enhance the user experience.
- D. Work with transit technology companies to develop connectivity and demand-response systems that integrate with MTA’s fixed-route transit lines to provide first-mile/last-mile connections in various modes.
- E. Improve real-time arrival service information, including, but not limited to:
 - 1. Set a goal of repairing faulty displays within 24 hours of failure
 - 2. Ensure consistency between countdown clocks displays at each rail station
 - 3. Create true real-time feeds of bus and rail arrival times rather than the current practice of information feeds at set intervals.
 - 4. Work with Metrolink and Amtrak to install real-time arrival information at regional rail stations.
- F. Work with county transit municipal operators to help improve bus speeds at key corridors where traffic signal priority technology exists.
- G. Identify and utilize technology to better align arrivals and departures of different lines to streamline transfers.
- H. Report back on all the above during the April 2016 MTA Board cycle.