



Board Report

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Agenda Number: 34.

**SYSTEM SAFETY, SECURITY AND OPERATIONS COMMITTEE
AUGUST 18, 2016**

SUBJECT: NEXTRIP BUS ARRIVAL ELECTRONIC SIGNAGE

ACTION: AWARD 3-YEAR CONTRACT FOR NEXTRIP BUS ARRIVAL ELECTRONIC SIGNAGE

RECOMMENDATION

AUTHORIZE the Chief Executive Officer to award a three-year fixed price Contract No. PS5491000 to Syncromatics in the amount of \$3,998,865 to **furnish, install, and maintain electronic signs at bus shelters throughout Los Angeles County for the display of real-time bus arrival and other passenger information.**

ISSUE

The purpose of Metro's bus system is to ensure transit riders a safe and efficient mode of transportation throughout the Los Angeles County region. As technology has continued to advance and become more prevalent in all aspects of society, there has also been an increasing desire from our patrons for real-time arrival information, particularly the display of this information at our bus stops. While Metro already provides real-time arrival information on its metro.net website and through its "Go Metro" mobile application as well as many other third party mobile applications, not all patrons have access to this information. Some patrons are more comfortable with technology than others and some may simply not have the means to own a capable device; making this information less accessible for them. According to the latest 2016 Metro Bus Customer Satisfaction Survey, a majority of our bus patrons (62%) still do not have access to a smartphone. Although we believe the transition to smartphones is expected to continue, improving the customer experience for all transit patrons through various user-friendly technology applications is a priority for Metro. Studies (*TCRP Synthesis 104 - Use of Electronic Passenger Information Signage in Transit*) have also shown that the implementation of these e-signs improve the perceived wait time of passengers, which can aid in improving their overall safety and satisfaction with the system and agency.

To help bridge this information gap and to increase access and reliability to data for all patrons, Metro has piloted about 10 electronic signs (e-signs) at shelters in the Downtown/ Civic Center area of Los Angeles. Metro also has similar signs in and around Union Station. These signs display stop-specific information: real-time arrival information of Metro and other municipal operators who operate at these stops, date/ time information, and stop/ route/ system-wide messages. Metro would like to expand the e-sign program and begin installing these signs throughout the County with this contract. Both

existing and new signs will have Push-to-Talk (PTT) technology, allowing the arrival times to be audibly played over a nearby speaker; making this information ADA accessible for the visually impaired.

The recommended contract award will install and maintain approximately 300 e-signs at existing bus shelters throughout Los Angeles County. The shelters have been prioritized based on ridership and will also include the replacement of existing Rapid Bus e-signs. These signs will work in tandem with Metro's Nextrip program, but will also include arrival information for municipal operators, if available, where shelters are shared with Metro.

Approximately one-third of the e-sign installations will be solar powered to help expand Metro's sustainability footprint and provide a lower cost installation solution where access to commercial power is limited.

DISCUSSION

In keeping with the agency-wide goal of offering efficient and high-quality service to its customers, Metro introduced Nextrip five years ago to provide patrons with real-time arrival information. Displaying this information at stops is arguably both the most accessible and convenient way to communicate this information to a multitude of passengers, regardless of phone ownership or technological literacy. Customers have frequently ranked access to real-time arrival information as a top priority. This project both addresses this expressed patron desire and aligns with Metro's organizational goals for improving the customer experience through technology.

Around the country and around the world, electronic signs have been growing in popularity and use. Other major United States transit operators that have made this investment include: Chicago CTA, San Francisco MUNI, AC Transit in the East Bay, King County Metro, Tri-Met in Portland, New York MTA, and WMATA in Washington DC.

In Los Angeles County, municipalities own and maintain the bus stops and shelters within their borders as part of their Right-of-Way. Thusly, this effort to furnish, install, and maintain electronic signage on existing bus shelters must be a closely coordinated effort with the County (for shelters in unincorporated areas), local municipalities, and shelter owners where these e-signs will be installed. Further, the wide array of site conditions, shelter types, shelter owners, and power conditions create highly-complex and variable situations that the project will need to consider in completing the installation of the e-signs throughout the county.

DETERMINATION OF SAFETY IMPACT

Providing real-time arrival information provides the transit rider with information that can be used to reduce anxiety and offer an opportunity for the rider to take shelter behind the street front and seek additional shade and safety if warranted or simply help improve their travel planning options

FINANCIAL IMPACT

Funding for this service has been approved under a capital project (CP 207141) and is included in

the FY17 budget under cost center 9210, Information Management - Transit Applications. Since this is a multi-year project, the project manager and the Chief Information Officer will be responsible for budgeting the cost in future years.

Impact to Budget

The funding for this action will be a combination of local operating funds such as Prop A, Prop C and, TDA and is also eligible for federal funds.

ALTERNATIVES CONSIDERED

The Board may choose not to proceed with the contract award. This option is not recommended based on both the desire for real-time information from patrons and Metro's commitment to continue to enhance the customer experience through technology and innovation.

NEXT STEPS

Upon approval of the Board, staff will move forward with awarding the new contract and developing an e-sign bus shelter installation schedule.

ATTACHMENTS

Attachment A - Procurement Summary

Attachment B - DEOD Summary

Prepared by:

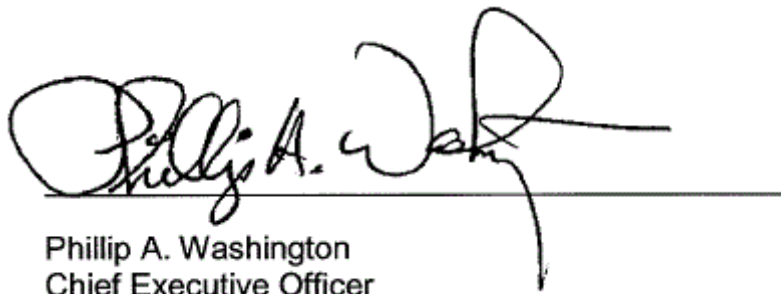
Al Martinez, Director, IT Transit Applications - (213) 922-2956

Reviewed by:

James Gallagher, Chief Operations Officer, Transit Operations - (213) 922-4424

David C. Edwards, Chief Information Officer, ITS Administration - (213) 922-5510

Ivan Page, Chief, Vendor/Contract Administration (Interim) - (213) 922-6383



Phillip A. Washington
Chief Executive Officer