



Board Report

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EXECUTIVE MANAGEMENT COMMITTEE
SYSTEM SAFETY, SECURITY AND OPERATIONS COMMITTEE
AUGUST 18, 2016

SUBJECT: CUSTOMER EXPERIENCE TECHNOLOGY IMPROVEMENTS

ACTION: RECEIVE AND FILE STATUS REPORT

RECOMMENDATION

RECEIVE AND FILE the status report on **efforts underway to use technology and innovation to transform the customer experience on Metro's Bus and Rail system**, and mobility in the region in general.

ISSUE

This report provides key accomplishments and technological activities since the last update in April 2016 to further the goal of improving the customer experience as well as a look-ahead to the next update in November 2016.

DISCUSSION

The following is a summary of progress on customer focused activities for the referenced period.

1. Metro Bike Share Downtown Los Angeles (DTLA) and Metro Bike Locker projects - completed and ongoing.

The DTLA Bike Share project was officially launched on July 7, 2016. To date, there are over 60 stations active with up to 1,000 bicycles for public use. The service provides TAP integration with a registered TAP Card and allows for the purchase of a Bike Share Pass. A bike share-registered TAP card serves as the key to unlock a bike at a station.

The Metro Bike Locker Registration webpage has been updated with 12 new stations along the Expo Phase 2 and Foothill Extended Line segments with 232 new bike lockers.

2. Metro.net Website - on going

Staff has been working on the design and development of the next version of metro.net, the agency's primary customer web portal. Key features include a brand new trip planner utilizing open

source technology, a new and consolidated service advisory/alert system, the use of geolocation technology and dynamic maps, a design facelift to information pages with video media, and the entire website redesigned for 'mobile first.'

Metro's large website averages 3.5 million page views each month from more than 1.3 million users, with 65% of all web traffic coming from a mobile device. The impact of mobile device and smartphone usage by Metro customers has been a dominant force in considering the needs, requirements, design, and technology for the new website.

Staff will conduct a public beta period where internal and external users may test the beta website and provide feedback for consideration and additional features.

3. Metro E-Signage projects - completed and on going

Progress on several e-signage projects has been completed this quarter.

- In order to improve e-signage reliability, approximately 260 Transit Passenger Information System (TPIS) displays have been replaced on the Red/Purple Line with only 40 more remaining to complete the replacement project.
- Three large vertical pedestal displays were added to the west side of Union Station to compliment the 4 east portal displays in support of the Bus Plaza closure through October 2016 to help passengers locate the new temporary stop locations.
- All remaining signage which previously utilized proprietary software at El Monte, Union Station, and the Harbor Transit way have been upgraded with Metro-developed enterprise solution software for better maintenance monitoring and license cost reduction.
- A new real-time display was installed at the Cal State University Northridge (CSUN) Transit Center complete with bus arrival countdown data to support students travelling to and from the campus.

4. TAP related projects - on-going

Research and partially implemented projects:

- TAP cards can now be used as an electronic key for access to bike hubs. TAP is working with Metrolink to develop a QR code reader to access rail station gates and also reviewing Bluetooth and camera solutions for gate access as well.
- TAP cards can now be used as verification for discounts at Metro parking facilities and TAP is exploring the ability to use parking meters as devices to load stored value onto TAP cards.
- TAP is also exploring wearable technology such as wristbands and rings to be used in place of TAP cards.

New Implementations:

- TAP and Operations are piloting the installation of Bus Mobile Validators at the rear and front doors of the Silver Line buses to reduce station dwell time and speed up the route.
- TAP has developed the ability for LADOT, Foothill and Norwalk Transit to accept Metro Fare products on their systems to be used for special promotions.

5. Open Trip Planner OTP - testing

Work on the new Open Trip Planner continues with the completion of new features required to support the Metro Information Center. Call Center staff have begun testing and using the new planner for live calls. Using knowledgeable agents on live calls to more thoroughly test the planner will allow OTP adoption to occur more quickly with less user transition difficulties when replacing the public planner scheduled for September 2016.

Staff has also been exploring additional trip planning options with other open source technology partners such as Xerox that launched the Go LA app this year. Again, the impact of mobile device and smartphone usage by Metro customers has been a dominant force in considering the needs, requirements, design, and technology for a new trip planner.

6. Connected Buses - established

Staff are developing plans for the installation of wireless cellular technology on Metro's revenue service fleet. These plans will include projected costs and proposed schedule for implementation. The addition of cellular wireless on our fleet will allow Metro to offer much improved capabilities in the areas of vehicle diagnostics, security surveillance, customer communications, and potentially fare collection.

Nearly 150 new buses with modified communications hardware have been ordered of which 63 have been delivered to date with the balance of the order due by October 2016. The vehicles will be used to pilot many of the capabilities described above as well as provide WiFi service to customers. The pilot implementation is tentatively scheduled for September 2016. Surveys will be conducted to determine customer satisfaction levels with the new service.

*7. Subway Metro Rail System Cellular project, *Phase I - operational for Verizon and Sprint devices*

Additional milestones were reached this period in Metro's effort to provide wireless cellular coverage in our subway system. At the end of March, Verizon officially activated live service for all Verizon subscribers to provide continuous wireless phone coverage and Internet access from above ground, down onto the subway station platforms and then onto the subway trains.

Last month, Sprint followed Verizon's lead and also activated service for Sprint customers for the same Red / Purple Line Phase I segment.

T-Mobile has signed a contract with In-Site Wireless to provide cellular service in the subway. Work is underway to install the T-Mobile cellular service. Negotiations with AT&T are ongoing.

**Phase I stations include Union Station, Civic Center, Pershing Square and 7th Metro.*

NEXT STEPS

Staff will develop and implement customer experience related initiatives as well as continue to evaluate other technology applications that will benefit Metro's customers.

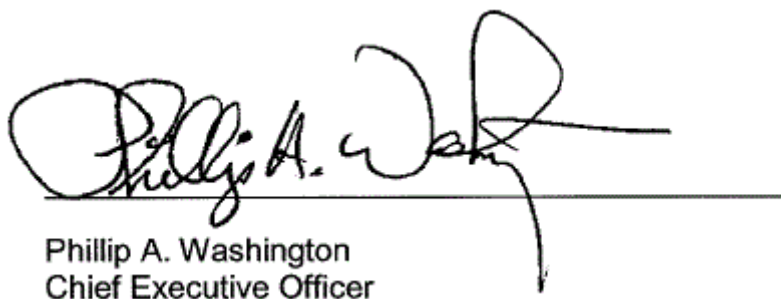
Look-Ahead for Next Period

Staff will report back in November 2016 with a progress update on a variety of customer related technology initiatives, including:

- A) Connected buses
- B) OTP progress
- C) New real-time initiatives

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