



Board Report

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Agenda Number: 46.

REVISED
OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
NOVEMBER 17, 2022

Motion by:

DIRECTORS KREKORIAN, GARCETTI, BARGER, NAJARIAN, SANDOVAL, AND MITCHELL

Consolidated Metro Transportation App

As the Los Angeles Metropolitan Transportation Authority (“Metro”) has expanded its range of services, including on-demand mobility, micromobility and bike share, it has also developed multiple smartphone applications for customers to use these modes of transportation and to receive news from or communicate with Metro. Among the existing smartphone applications are Metro Bike, Metro Micro, Tap, and more.

In order to ensure the best possible customer experience, increase efficiency, encourage existing customers to utilize more kinds of services, and promote seamless communication between Metro and its customers across all service modes, Metro should consolidate all existing and anticipated applications under one improved, user-friendly Metro smartphone application.

In addition, a consolidated application would better address Metro’s growing need to communicate more directly with customers and educate the public on all of the services that Metro provides to our region. This is particularly important to tourists and visitors to the region, especially as Los Angeles looks forward to welcoming major international events such as the World Cup and the 2028 Olympics and Paralympics.

SUBJECT: CONSOLIDATED METRO TRANSPORTATION APP MOTION

RECOMMENDATION

APPROVE Motion by Directors Krekorian, Garcetti, Barger, Najarian, Sandoval, and Mitchell that direct the Chief Executive Officer or her designee to report back in 90 days on the potential consolidation of all of Metro’s phone applications (including Bike Share, Metro Micro, Tap app, rail information, parking availability at Metro lots, MetroTransit, Transit Watch, etc.) 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.

WE FURTHER MOVE to direct the CEO or her designee, in considering the potential new consolidated application, to assume it should include at least the following attributes:

1. A user-friendly interface for easy use;
2. The opportunity for revenue generation by marketing Metro's services through the consolidated application;
3. Two way communication capabilities that could allow:
 - a. Customer ratings of and comments about their ride experience;
 - b. Customer suggestions for improved services;
 - c. Targeted Metro communications to customers about special fare programs, events, service issues, etc.;
4. Integrating trip planning and payment processing, similar to a smart wallet;
5. Potential regional integration to include other transit agencies.