Metro

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Board Report

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Agenda Number: 32.

OPERATIONS, SAFETY, AND CUSTOMER EXPERIENCE COMMITTEE
MARCH 16, 2023

SUBJECT: MOBILE APPLICATION CONSOLIDATION MOTION RESPONSE
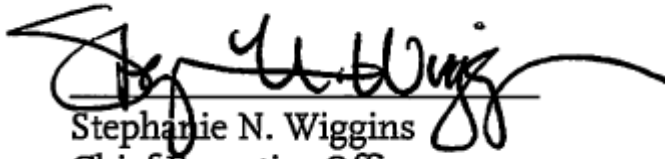
ACTION: ORAL REPORT

RECOMMENDATION

RECEIVE oral report on Mobile Application Consolidated Motion.

EQUITY PLATFORM

The Mobile Application Consolidation response is incorporating Metro's Equity Platform by supporting the pillar: Listen and Learn. In outlining the next phase of in-depth customer research, the working group will strive to understand who, demographically and socio-economically, are current users of existing Metro mobile applications; how different users of varying abilities currently do and would like to interact with Metro mobile applications; and identify ways in which Metro can better address and solve for disparities with riders without Smartphones. In addition to studying current users of Metro's mobile apps, the Working Group will also study non-users of existing applications to understand barriers and ways in which mobile app access and usage can be increased through this effort. The working group is committed to listening and learning from all customers in its next phase through coordination with Metro's special interest councils and segmented user experience testing, eventually incorporating those findings into its final proposed solution.

Prepared by: John Gordon, Senior Director - Special Projects Marketing, (213)922-2290
Rochelle Chavez, Senior Manager - Systems Projects TAP, (213)922-7291
Nina Kin, Web Systems Developer Marketing, (213)922-4213
Bryan Sastokas, Deputy Chief of Information Technology Services, (213)922-5510

Reviewed by: Jennifer Vides, Chief Experience Office, (213)922-4060

Stephanie N. Wiggins
Chief Executive Officer