Los Angeles County
Metropolitan Transportation
Authority
One Gateway Plaza
3rd Floor Board Room
Los Angeles, CA

Metro

Board Report

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AD HOC CUSTOMER EXPERIENCE COMMITTEE
JUNE 21, 2018

SUBJECT: CHIEF EXECUTIVE OFFICER REMARKS

ACTION: ORAL REPORT

RECOMMENDATION

RECEIVE report by the Chief Executive Officer

- Ridership Initiatives

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Ridership Initiatives

Customer Experience
Item 56
June 21, 2018

Strategic Plan: Vision 2028

- The Strategic Plan focuses on the desired outcome of increased mobility in Los Angeles County measured in part by increased ridership.
- The initiatives to follow are drawn directly from these initiatives in Vision 2028:
  - Invest in a world class bus system
  - Manage transportation demand effectively
  - Improve Security for all Metro customers
  - Improve customer satisfaction at all customer touch points
  - Leverage transit investments to catalyze transit-oriented communities

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Top Initiative: Improve Bus Travel Speeds

Invest in World Class Bus System

- Congested streets/highways degrade the quality of bus service.
- Speeding up the system addresses customer feedback that buses are too slow & inconvenient for their trip purposes.
- Running buses more efficiently can free up resources to be applied to more frequency, off-peak, or new services, which attract more riders.

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Improve Bus Travel Speeds

Invest in World Class Bus System

- NextGen Study & BRT Vision and Principles Study are complementary efforts.
- Thinking outside the lane – work with Caltrans to allow buses to travel on highway shoulders.
- Pursue Signal Preemption for buses and trains
- Develop Strategy to Enforce Bus Only Lanes.

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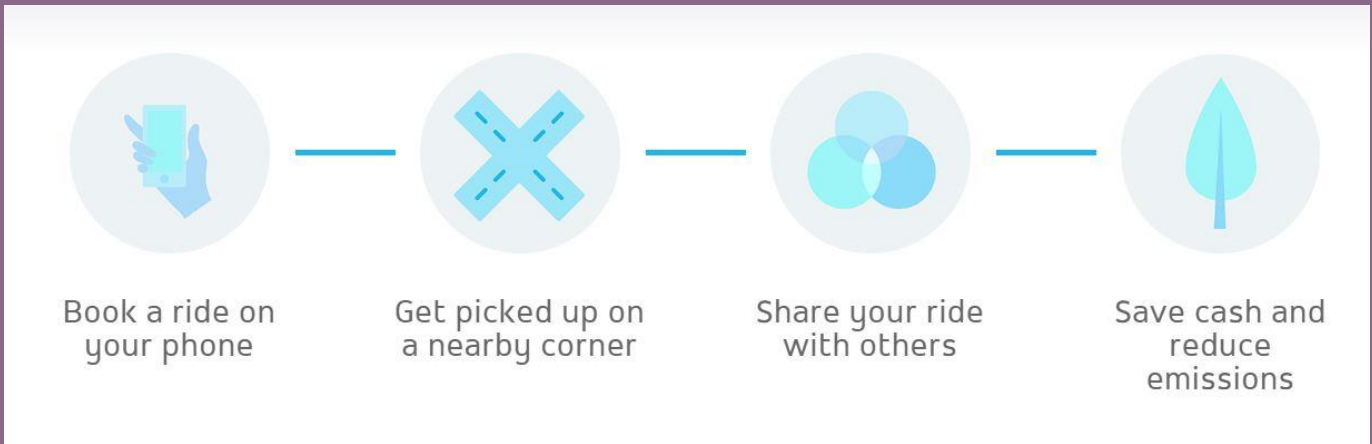
Pilot Metro Microtransit

Invest in a World Class Bus System

- Test Metro version of on-demand shared ride services.
- Attract new customers and improve experience for existing customers.
- Feed more customers to Metro stations.



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Metro as the Mobility Integrator for LA County

Manage Transportation Demand Effectively

- Metro needs to step into the void of chief coordinator/integrator of mobility.
- TAP already links 25 operators together, offering customers seamless travel across county.
- Future plans include mobile payment opportunities, gamification, incentives and rewards that will link multiple modal services together.

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Universal Blue Light Program

Improve Security for All Metro Customers

- The Blue Light beacon is a universal symbol for safety.
- Complete the installation of “Blue Lights” at major transit hubs.
- Introduce the “Blue Light” Metro App, a rebrand of the existing Transit Watch App.
- Promote Safety 24/7 multi-lingual.

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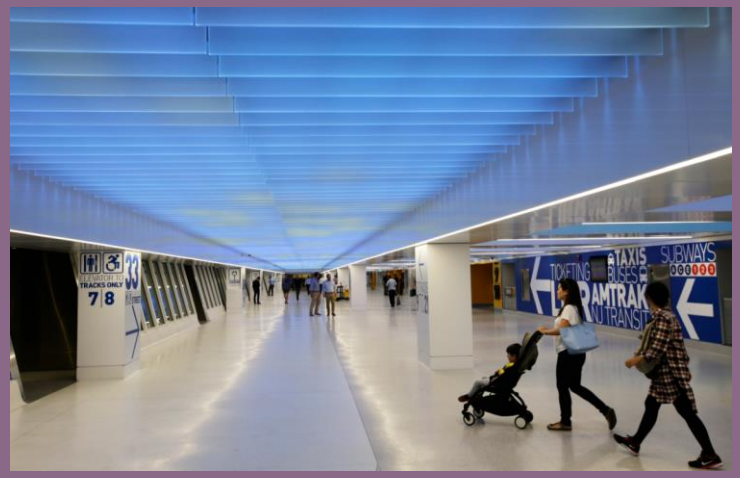
Shining More Lights

Improve Security for All Metro Customers

- Bureau of Street Lighting received a grant from Metro last year to improve lighting at 21 bus stops and rail stations.
- Improved lighting will deter crime and improve sense of security for women and pedestrians.



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The Power of TAP

Improve Customer Satisfaction at all Customer Touch Points

- Mobile App
- Full functionality of TAP is still “untapped”.
- Leveraging technology will enable a more versatile TAP card for users.
- Account based TAP card – expands use of TAP for Bikeshare, Parking, Microtransit, LYFT/Uber, Express Lanes and more.

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Metro “Maintenance Diaries”

Improve Customers Satisfaction at all Customer Touch Points

- Cleaning Metro as part of “The Maintenance Diaries”
- Promote the frequent cleaning of buses & trains that are performed daily.
- Work with City partners to improve cleanliness of dirtiest bus stop locations.
- Develop performance metrics for improving cleanliness & report track trends.

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Making the Switch

Improve Customers Satisfaction at all Customer Touch Points

- Pilot the removal of cloth seats on Metro buses.
- Frequent public comment received about soiled seats impacting customer experience negatively.
- Plastic seats are less prone to fluids, graffiti, vandalism and are more hygienic.

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Digital Countdown Displays & Real-Time Accuracy

Improve Customers Satisfaction at all Customer Touch Points

- Improve the bus polling rate from every 3 minutes to every 10 seconds by accelerating router replacement.
- Establish rail polling by implementing a 10 second polling cycle. With the installation of routers.
- Alleviating perceived wait time is another key factor in encouraging ridership.

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Putting the Customer at the Heart of Operations

Improve Customers Satisfaction at all Customer Touch Points

- Hire a Customer Experience Strategist.
- Develop and report Customer Experience performance metrics.
- Deploy annual Customer Satisfaction Surveys and benchmark to the July 2016 survey.

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