



## Board Report

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**File #:** 2023-0122, **File Type:** Motion / Motion Response

**Agenda Number:** 32.

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

**SUBJECT: MOBILE APPLICATION CONSOLIDATION MOTION RESPONSE**

**ACTION: ORAL REPORT**

**RECOMMENDATION**

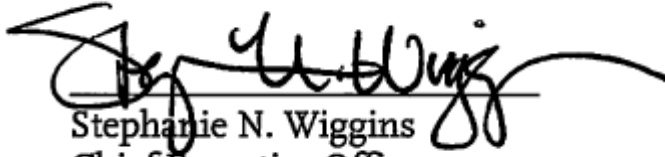
RECEIVE oral report on Mobile Application Consolidated Motion.

**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.

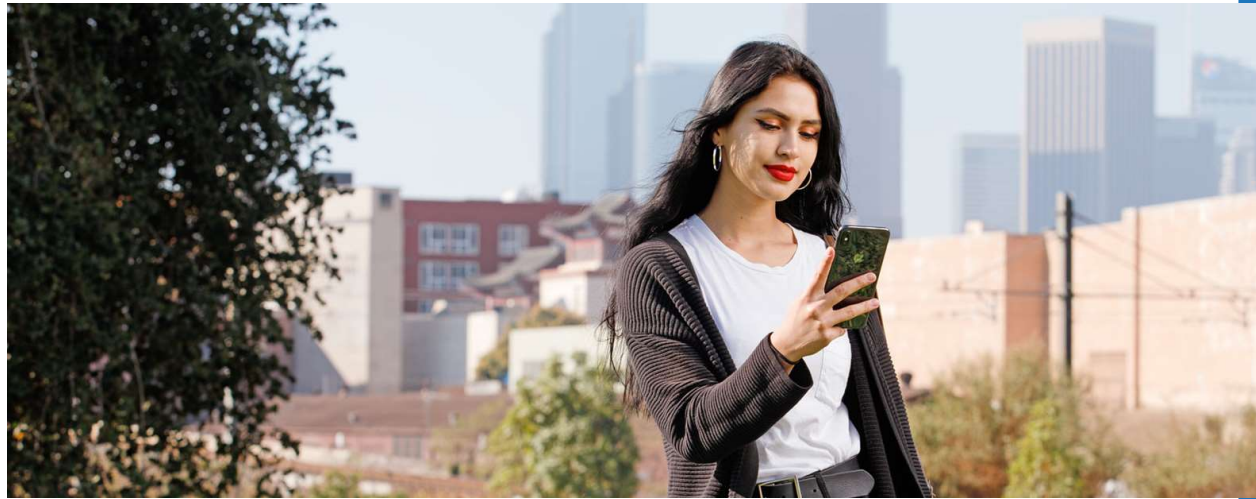
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Stephanie N. Wiggins  
Chief Executive Officer

# Mobile Application Consolidation Board Response



# Board Motion Summary

On December 1, 2022, the Board approved Motion 2022-0789 issued by Directors Krekorian, Garcetti, Barger, Narjarian, Sandoval and Mitchell directing staff to report back on the potential consolidation of all of Metro’s phone applications 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.



## The Work Done to Date

- Convened internal cross-functional Working Group from Customer Experience, TAP, ITS, Operations, Planning and the Office of Strategic Innovation who currently own public-facing mobile applications.
- Identified all public-facing mobile applications and sites
- Analyzed technical specs and viability of immediate integration
- Researched latest trends in mobile applications
- Researched lessons learned from other transit authorities
- Began looking at expenditures and financial benefits



**Metro**

# Metro's Current Mobile Application Inventory

Metro's current landscape of mobile applications and mobile-accessible channels is complex.

- Metro has **six** customer-facing mobile apps:



Transit Watch



TAP LA



Transit



Metro Micro



Metro Bike Share



Metro Parking

- Metro has **8** additional customer channels accessible on mobile phones:

- *metro.net* (+ specific service pages)

- *Metro.net* contact form

- *trips.metro.net*

- *book.metro-micro.net*

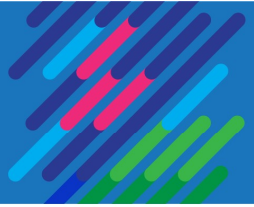
- *TapToGo.net*

- Go 511 app

- LA Secure app

- Metro Vanpool app

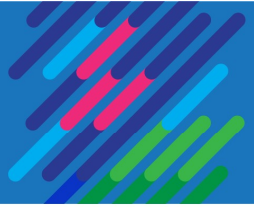
# Metro's Current Mobile Application Inventory



Metro's mobile applications are owned and operated by various departments across the agency

- **Seven** departments are involved in Metro's existing mobile applications:
  - *Countywide Planning & Development*
  - *Customer Experience*
  - *Information and Technology Services*
  - *Office of Strategic Innovation*
  - *Operations*
  - *TAP*
  - *Safety, Security, and Law Enforcement*
- Note: some of the applications are operated and maintained by vendors and some are revenue share programs that make financial analysis complex.

# Initial Consolidation Viability



There are many considerations we must address in this study.

## Technical/Data

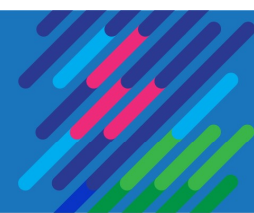
- Standardization of data
- API Access
- Lack of industry-wide data standards
- Functions rely on good data; functions are not all integrate-able into anything that currently exists

## Procurement and Funding

- Proprietary technology
- Contract restrictions and timing
- Financial agreements with third party application partners



# Customer Trends Analysis

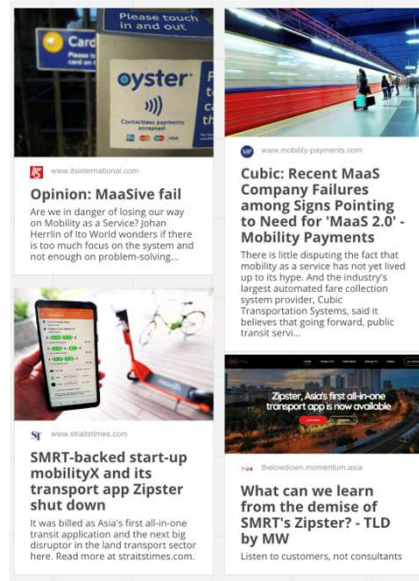


Any solution proposed by Metro will rely heavily on knowing users and incorporating flexibility.

While there have been challenges for transit agencies in creating mobile apps in the past, there are some agencies who have found recent success:

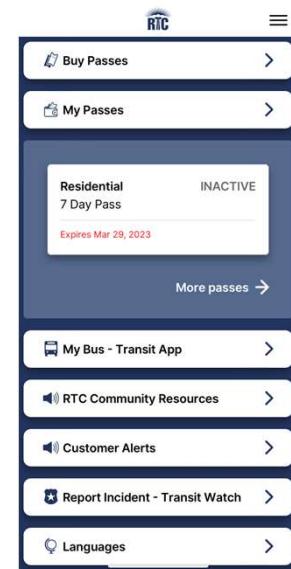
## Challenges

- Difficulties integrating data and functionality between public and private sectors
- Challenges posed by existing laws regarding fare payment, interoperability, and consumer privacy
- Fast pace of technology and payment solutions which yields an average app lifespan of 2-4 years

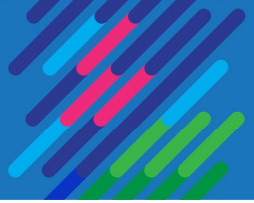



## Successes




- MBTA and TriMet focused on building mobile-optimized, web-based rider tools
- RTC Southern Nevada and Metrolink contracted with a vendor (Masabi) to provide a mobile app with the primary function of ticketing that then links out to a mobile website for other functionality (e.g., schedulers)



# App Consolidation Evaluation Timeline



 Board Report

Phases and Activities	Dec 22	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan 24
<b>Phase 1 – Initial Research</b> <ul style="list-style-type: none"> <li>• Convene internal Working Group</li> <li>• Identify all public-facing applications</li> <li>• Analyze viability of technical specs for integration</li> <li>• Research latest trends and lessons learned</li> </ul>														
<b>Phase 2 – Customer Research</b> <ul style="list-style-type: none"> <li>• Map customer journey for rider experience and app usage</li> <li>• Analyze customer segments for different apps</li> <li>• Understand our customers' mobile app needs</li> <li>• Consolidate findings and insights into prioritized recommendations</li> </ul>														
<b>Phase 3 – Refine Recommended Solution</b> <ul style="list-style-type: none"> <li>• Define high-level business and technical requirements</li> <li>• Compile cost and saving estimates</li> <li>• Develop implementation timeline</li> </ul>														
<b>Phase 4 – Implement Solution</b> <ul style="list-style-type: none"> <li>• Implement selected solution</li> <li>• UX test prototypes</li> <li>• Measure success of solution against performance metrics</li> </ul>														