



Metro

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Metropolitan Transportation Authority

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TO: BOARD OF DIRECTORS

THROUGH: PHILLIP A. WASHINGTON *PAW*
CHIEF EXECUTIVE OFFICER

FROM: PAULETTA TONILAS *P.T.*
CHIEF COMMUNICATIONS OFFICER

SUBJECT: METRO'S NEW BETA MOBILE APP

ISSUE

This report provides an update to the Board of Directors on Metro's newly redesigned and customer-friendly mobile application, Go Metro 4.0, which is currently in public beta testing for Android devices and scheduled for launch on iOS and Android platforms in late July 2017.

BACKGROUND

Metro's current app was designed, developed, and launched in 2012. Since then, there have been significant technology improvements in mapping, mobile applications, and websites that afford a better customer experience for Metro riders and the general public seeking information about Metro. For the past 6 months, the Communications Department has been redesigning the app to be more user-oriented. The app has been reengineered to be on the same platform as the website in order to get consistent responses from the same set of tools. Technical design and development have been partially done in-house saving the agency considerable outsourcing costs.

The beta app will be available for public preview and feedback on Android devices for the month of July. Relevant feedback will be put in a working bug list and those issues with greatest importance or impact will be addressed first. The updates will be applied to both Android and iOS versions.

In an effort to provide a consistent user experience, the new app design takes design cues from the new Metro website. It also is data-driven and places customer features at the forefront. The primary focus of the app is to provide transit information (Nextrip, trip planning, maps, schedules, alerts) quickly and accurately. The app receives approximately 700,000 sessions per month, and 7 million screen views per month, with 80 percent of all traffic coming from an Android device.

Significant new features include:

- New Trip Planner with transit data from 24 carriers
- New System Alerts & Advisories
- Dynamic real-time maps and map data
- Real-time arrival data
- Favorites section for riders to customize their Metro experience

Outreach and Feedback

Staff is collecting customer comments/feedback via a feedback form in the app as well as through email. All comments are vetted and prioritized to make technical changes that complement the app and are relevant to serving Metro's vast audience.

Additionally, staff has featured articles on Metro's blog, The Source, about the new beta app. We will continue posting to The Source to be as transparent about the process as possible. Demonstrations of the app will also be scheduled for Metro staff as well as e-blasts to keep staff up to date with the launch of the new app. The Communications Team will publicize the launch of the new app through various activities including news releases, the CEO's internal and external newsletters, an outdoor ad campaign, community presentations and a social media campaign.

NEXT STEPS

Staff encourages the Board of Directors to review the new app at <https://play.google.com/apps/testing/com.gometrobeta> and use the feedback form to provide comments and suggestions.

Staff anticipates launching the new app on Android and iOS in late July, and will continue to collect customer comments in order to make improvements. As is the case with any new app launch, technical improvements will continue and new features will be added over time to keep abreast of current technology and customer trends.