

# Nextrip:

## Real-Time Bus Arrival Information



**Metro**

Al Martinez  
Metro Operations  
April, 2011

# What is **Nextrip**?

- **Real-time bus arrival information for all of Metro's Bus fleet.**
- **Bus Arrival information available on web, mobile device – smartphone and cellphone (SMS text), and telephone (511).**
- **Leverages Metro's ATMS fleet management system to provide Nextrip (Software-as-a-Service) approach.**

# How Nextrip Works...



**ATMS**



**Nextbus**



**PHONE**

*Call 511*



**MOBILE WEB**

*m.metro.net*



**ONLINE**

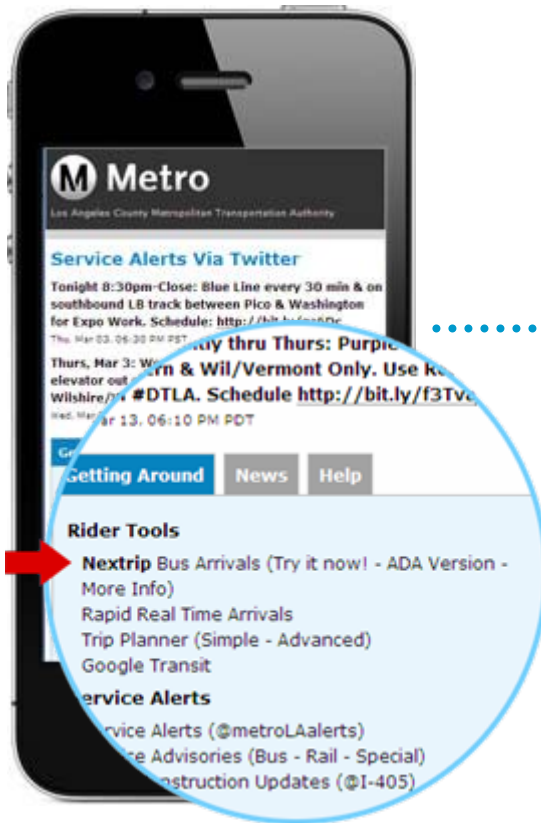
*metro.net*



**TEXT/SMS**

*sms 41411*

# Bus Arrival via Smartphone

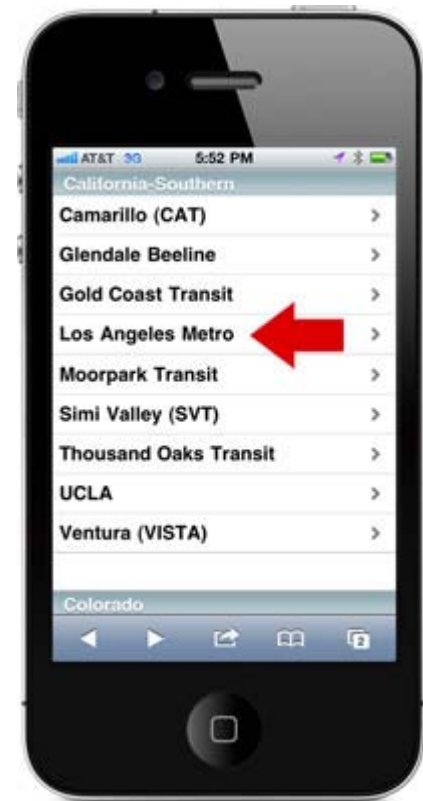


[m.metro.net](http://m.metro.net):  
Click on Nextrip



GPS-Enabled  
Web App

OR



Manual Selector  
(for non-GPS devices)

# Bus Arrival via Text (SMS)



Text 'metro Stop#' to 41411



Select Bus Line



Receive Arrivals

# Bus Arrival via Web

Nextrip Bus Arrivals

www.metro.net/service/nextrip/

Home > Services > Nextrip Bus Arrivals

Search metro.net

## No more guessing. Know your Nextrip.

To obtain GPS-based arrival times:

1. Enter stop #:   or
2. Select your route, direction, and stop (all must be selected)

Route:

Direction:

Stop:

Destination (optional):

### Tracked vehicles for route 728 Downtown LA - Century City Via West Olympic Bl in:

## Arriving

- East to Downtown LA - Union Sta  
**16 minutes**
- East to Downtown LA - Union Sta  
**26 minutes**
- East to Downtown LA - Union Sta

7 min

Stop number: 15530  
Phone: 511 and say "Nextrip"  
SMS: 41411 "metro 15530"

#### More Info & How-to

- Quick Guide
- Find Your Bus Stop Number
- Mobile Web (Step-by-step instructions)
- Text/SMS (Step-by-step instructions)
- FAQ (Frequently Asked Questions)
- Select Another Stop (Back to Arrivals)
- ADA Version (Text-Only)

#### Comments & Feedback

Nextrip is a new service and is testing in 'public beta'. Your feedback will help us make it better! Use the service and send us your comments.

Phone:  
Call 511 and say, "Feedback"

Online:  
customerrelations@metro.net  
Customer Feedback Form

## Live Route Map

metro.cssFile=http://www.metro.net/interactives/nxtrp/\_common/css/nextbus.css

Map Satellite Hybrid Terrain

### Next Tracked Vehicles:

- Route: 728 Downtown LA - Century City Via West Olympic Bl  
Direction: East to Downtown LA - Union Sta  
Stop: Vignes / Cesar E Chavez  
Arrivals: **12min, 25min, & 39min**
- Route: 728 Downtown LA - Century City Via West Olympic Bl  
Direction: West to Century City  
Stop: Cesar E Chavez / Vignes  
Arrivals: **13min, 28min, & 44min**

Los Angeles

Google

metro.net/nextrip

# Bus Arrival Stops - Signage

Example Stop: STOP# 8429

**NEXTRIP** 323.GO.METRO  
metro.net

**TXT** Text "metro 8429" to 41411

**m.metro.net**

**511, say "Nextrip"**

**STOP#**  
**8429**

**M Metro**

East  
Wilshire Bl/La Brea Av  
Nearside

Example w/ Tactile/Braille Stop#

**NEXTRIP** 323.GO.METRO  
metro.net

**TXT** Text "metro 00000000" to 41411

**m.metro.net**

**511, say "Nextrip"**

**METRO STOP**  
Metro STOP #  
00000000

Direction  
Size  
Screen name  
Screen code

# Phase I : Soft Launch

- **Beta Soft Launch – March 5, 2011**
  - Online Web, Mobile Web
  - Voice Phone, SMS/Text
- **Developer contest issued to engage technical community to create new mobile applications**
  - [developer.metro.net](http://developer.metro.net)



**Metro's Developer Challenge** **NEW APP!**  
*Enter for a chance to win up to \$2,000!*

**TRANSIT DATA** + **GREAT IDEAS** =



The banner features a blue background with white and yellow text. It includes a graphic of a smartphone on the right side. The text 'TRANSIT DATA' and 'GREAT IDEAS' are inside yellow circles, followed by a plus sign and an equals sign. The text 'NEW APP!' is in yellow. The Metro logo is visible in the bottom left corner.



# Phase II : Go-Live Launch

- **Public Launch – April 18, 2011**
- **Media Event and Demo planned at Beverly/Vermont**
- **Customer Information**
  - On-Board posters, take-ones, car cards
  - Press Release, *The Source*, Facebook, Twitter
  - Demo Video, Transit TV
- **Additional web tools targeted for new riders**

# Phase III : Post Launch

- **Develop Signage Plan**
  - Transit Centers, Connecting Rail Stations, Selected Bus Stops, etc.
- **Develop Integration Plan for Bus Information**
  - Rapid Lines, Orange Line, Rail-to-Bus, etc.
- **New iPhone/iPad/Android App integrated with Nextrip data (July 2011).**
- **Incorporate public suggestions where applicable (ongoing)**
- **Develop a plan to integrate Rail into Nextrip**

# Early Web Metrics

- **metro.net**
  - Within 1 week: Top 20 high traffic pages
  - Roughly 13,000 page views
- **The Source**
  - Second ever most-commented post
  - 46 Comments
- **Next Bus App Stats**
  - 35,644 hits since soft launch

# Early Customer Feedback

“This is EXTRAORDINARY news for bus riders that will literally make for dramatic improvements in our quality of life. The most frustrating thing about riding the bus is waiting and waiting ten, twenty, thirty minutes, not knowing when the bus will come. Now, with this, one could step away and go to a store or something if it’s going to be a while.

A HUGE thank you to Metro for doing this. This is just fantastic.”

“My friend Angela had this to say:

**FINALLY. OMG. I HAVE BEEN WAITING FOR THIS DAY FOREVER”**

“This is great! Just wondering if there are plans for other bus lines in the Metro system (I’m particularly interested in Montebello Bus Lines) to adopt NextBus?

Is MTA looking at inviting other systems to participate? This would make it a more complete solution if one leg of your trip uses another transit system.”

