

Nextrip:

Real-Time Bus Arrival Information



Metro

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Metro Operations
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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

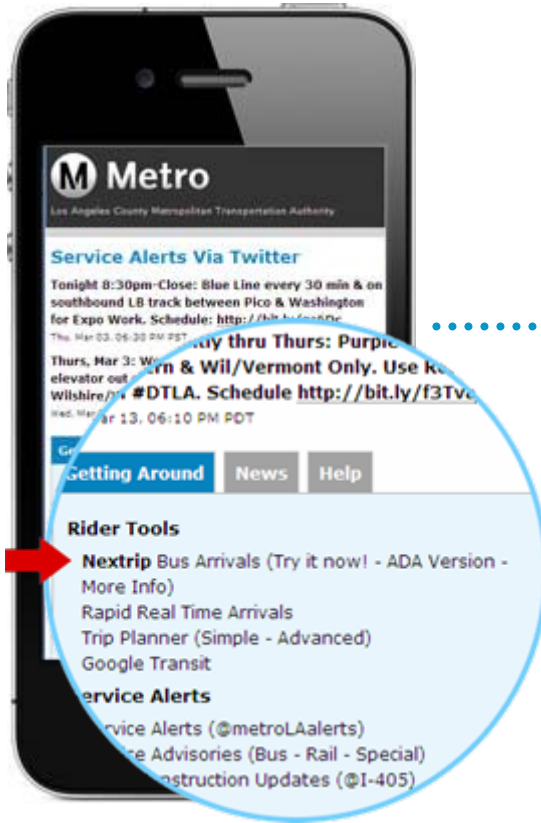
metro.net



TEXT/SMS

sms 41411

Bus Arrival via Smartphone

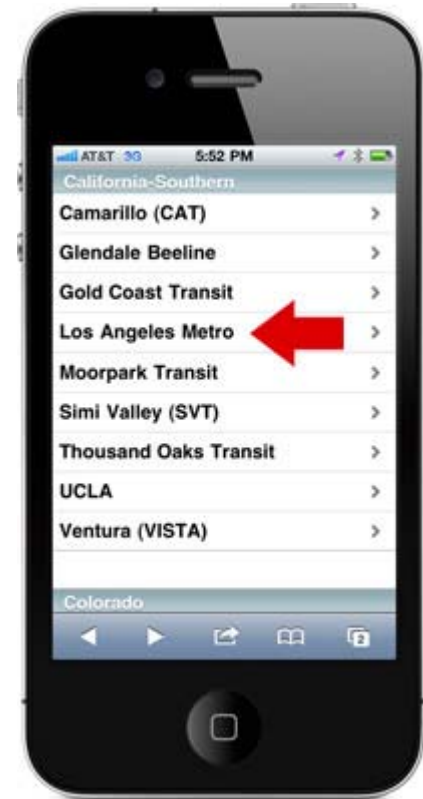


m.metro.net:
Click on Nextrip



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



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, with a plus sign and an equals sign between them. The text 'NEW APP!' is in yellow. The text 'Metro's Developer Challenge' is in white, and 'Enter for a chance to win up to \$2,000!' is in white italics.



Metro

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.”

