



Metro™

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APRIL 7, 2004

TO: BOARD OF DIRECTORS

THROUGH: ROGER SNOBLE
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CHIEF EXECUTIVE OFFICER

FROM: JOHN B. CATOE, JR.
John B. Catoe, Jr.
DEPUTY CHIEF EXECUTIVE OFFICER

SUBJECT: OPERATIONS PASSENGER INFORMATION SYSTEM

ISSUE

Over the next 60 days, Metro will be conducting demonstration testing of on-board passenger information systems on both bus and rail vehicles. Staff would like to invite Board Members to view these systems as the demonstration vehicles will be on display on the Transit Plaza during April and May Committee and Board meetings.

BACKGROUND

On-board passenger information systems provide passengers with on-board access to current news, travel information and entertainment during their rides. At the same time, these systems will potentially provide MTA with a new source for generating advertising revenue sales on such systems.

In May 2003, the MTA issued a formal RFP for an on-board video system that would provide information and entertainment to passengers. In addition to providing passengers with travel information and entertainment (primarily news, sports and weather updates), OPIS will also create a positive revenue stream through the sale of advertising on all buses and rail cars. Similar systems are currently operational at a number of small-to-moderate sized transit properties, and several larger transit properties, most notably Chicago, are also evaluating such systems.

MTA is in the early stages of demonstration testing with the OPIS systems on its bus and rail fleets. Staff anticipates that the procurement process will be completed within the next two months, and will be preparing for a possible Board action this summer. In the upcoming weeks, there will be a number of public displays and demonstrations for Board members and the public to view the OPIS system.

MTA policy and PUC 130680 restricts Board Members or their staff from communicating with Metro staff regarding the procurement. However, Board Members and their staff are permitted to communicate with me or my designee regarding the procurement. Therefore, I am designating Richard Hunt (213-922-5815) as the official point of contact for Board members who would like to view this system during the demonstration phase.

NEXT STEPS

The following outlines upcoming steps with the OPIS project:

- Mid to late April – Completion of negotiations and Procurement Source Selection Review (Internal)
- April-May – Public Displays and Demonstration in Bus and Rail Service
- Summer 2004 – OPIS Recommendation brought to MTA Board for its consideration