Where's the bus?

Real-Time Info & Service Alerts

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Manager, Operations & Service Delivery

Digital Cities | Smarter Transportation
7th Annual UCLA Downtown LA Forum
Japanese American National Museum
March 20, 2014

Metro

Metro Service At A Glance

Third-Largest Public Transportation System in the United States

Daily Ridership (Feb. 2014)

1,147,737 Metro Bus Boardings

352,659 Metro Rail Boardings

1,500,396 Total Systemwide Boardings

Service Area

15,967 Bus Stops

183 Metro Bus Lines

87.8 miles of Metro Rail

80 Metro Rail Stations

Lots of service, but when will it actually arrive?

A look at several other public transportation systems...

WMATA (Washington D.C.)

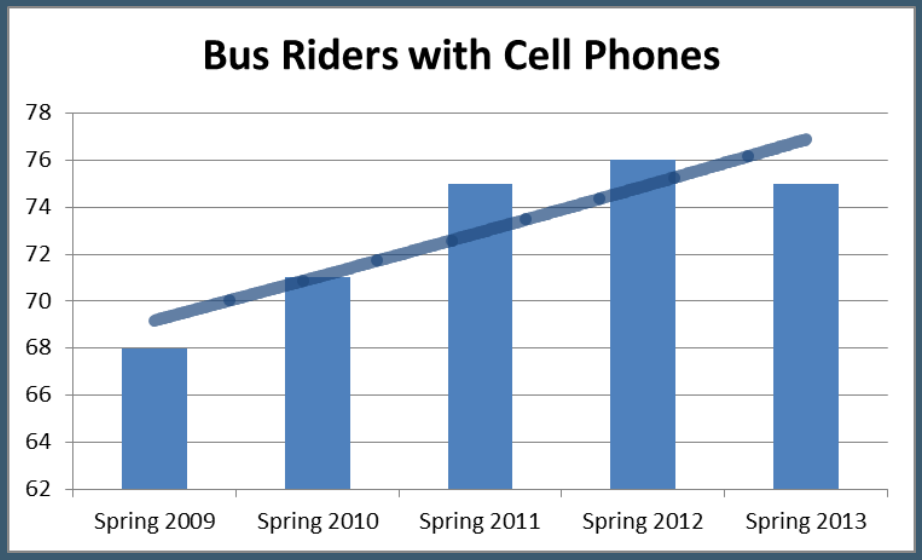
BART (Bay Area)

MUNI (San Francisco)

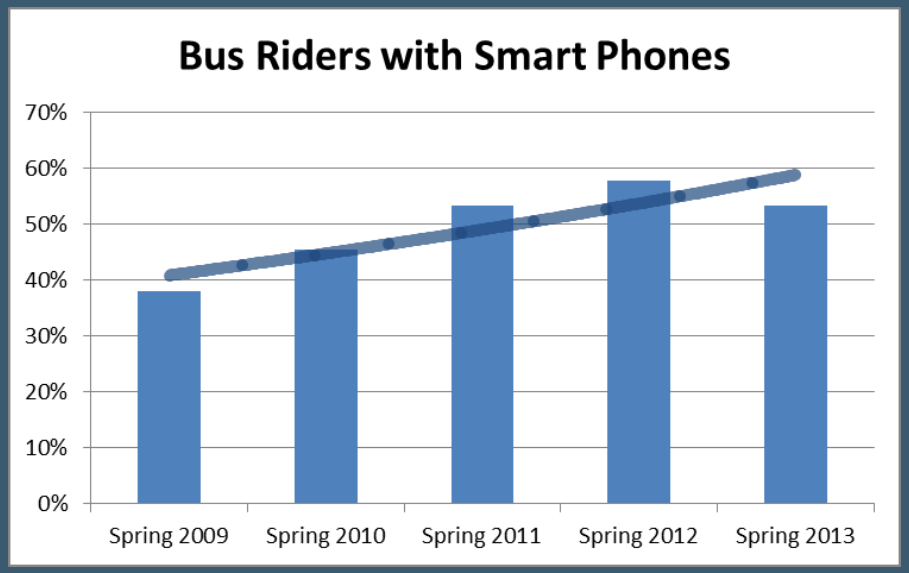
MBTA (Boston)

Metro

Customer Surveys Tell Us A Trend



75% of Metro Bus riders own cell phones



71% of those cell phones are smartphones (iPhone, Android, etc.)

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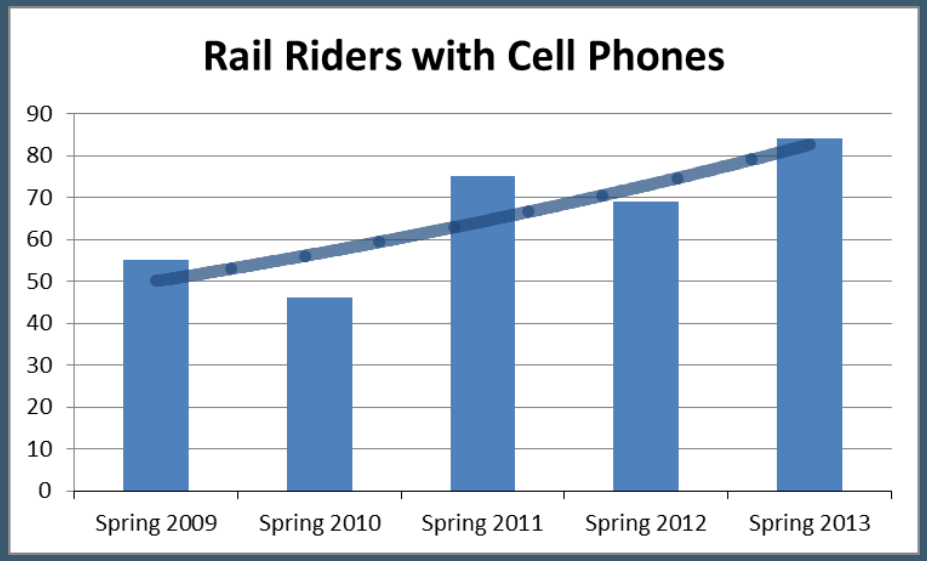
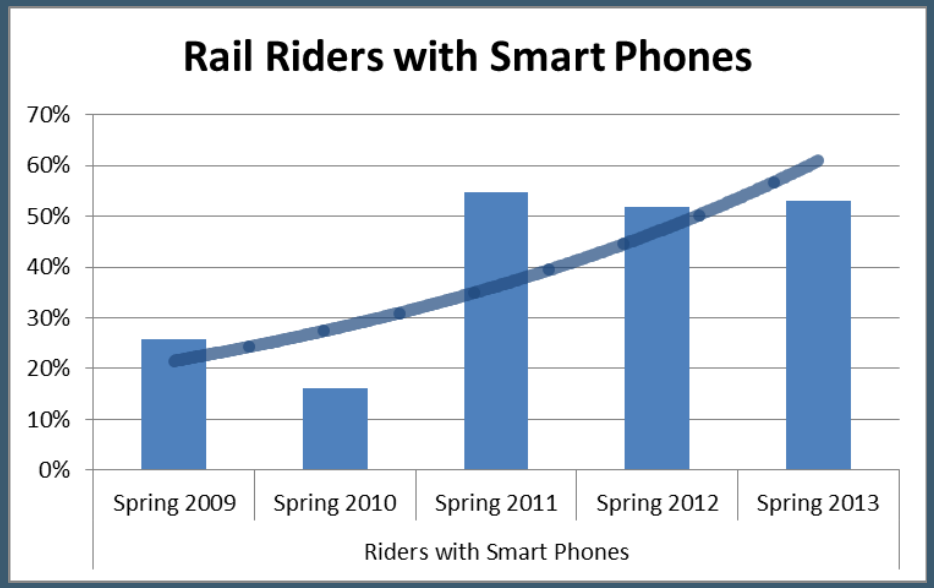


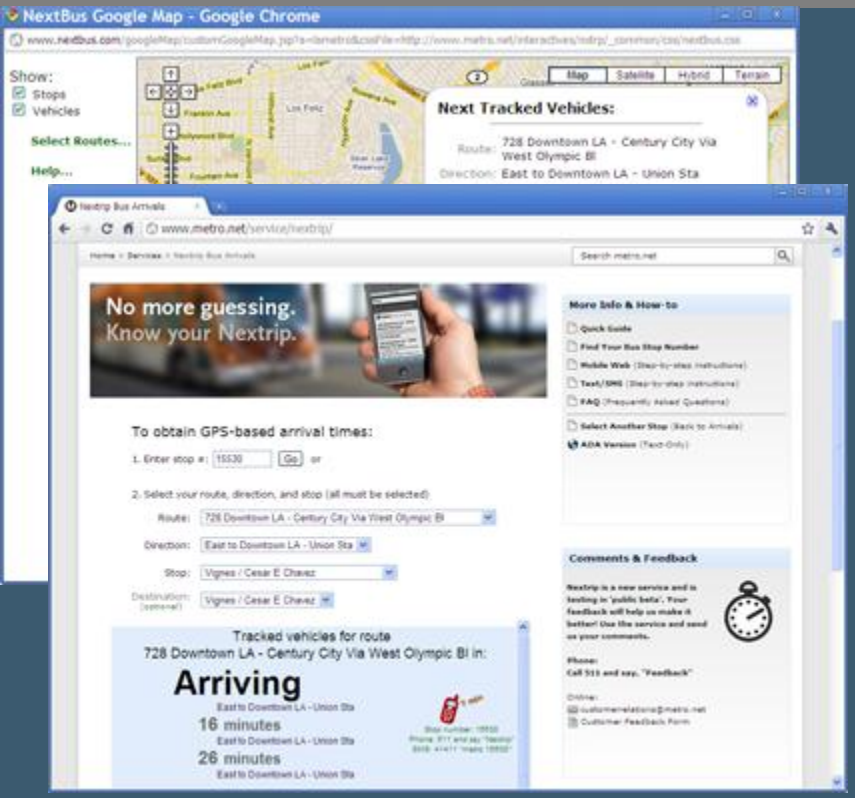
84% of Metro Rail riders own cell phones



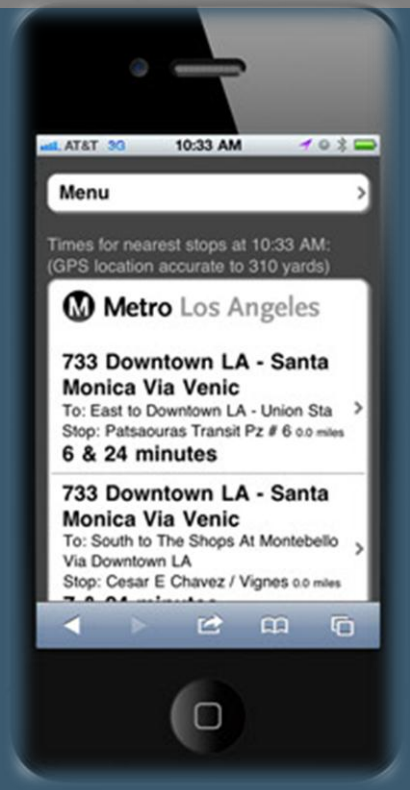
63% of those cell phones are smartphones (iPhone, Android, etc.)

Metro

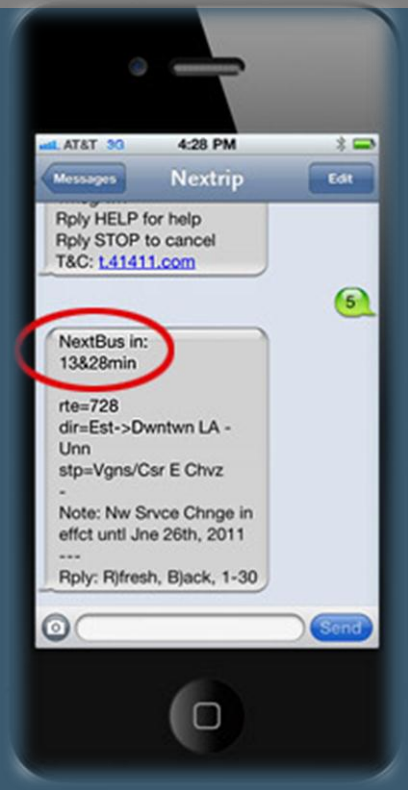
Nextrip Real-Time Arrival Information



Desktop Web
metro.net/nextrip



Mobile Web
nextbus.com



SMS / Text Msg
"metro +stop ID" to 41411

Metro

Los Angeles County
Metropolitan Transportation Authority

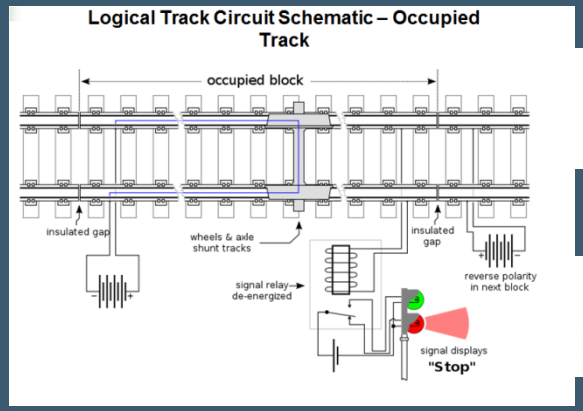
How Nextrip Works

Transit Database

NextBus

Bus

Rail



PHONE
Call 511

MOBILE WEB
metro.net

ONLINE
metro.net

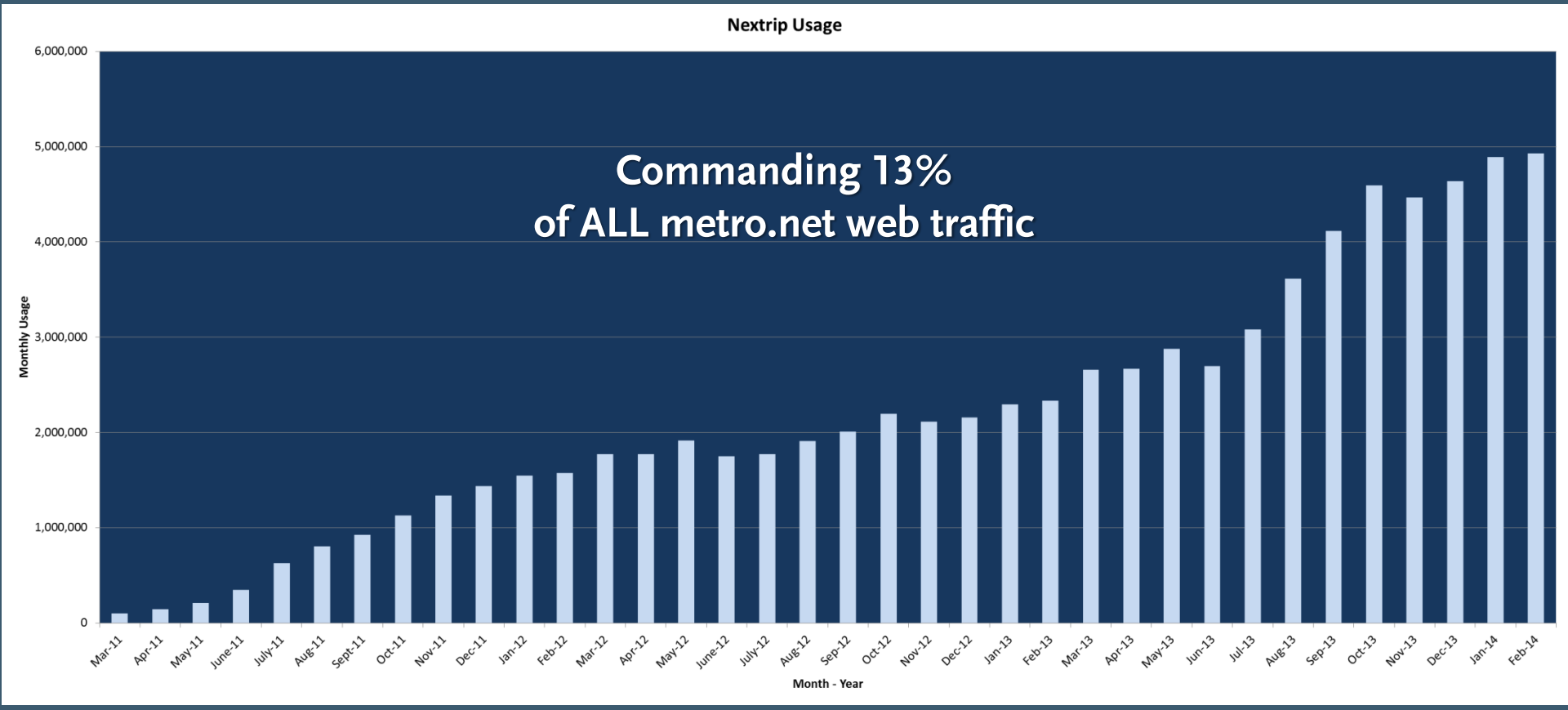
TXT
TEXT/SMS
sms 41411

Nextrip Bus Stop Signage

Tactile braille

QR Code technology for smartphones

How Popular Has Nextrip Been?



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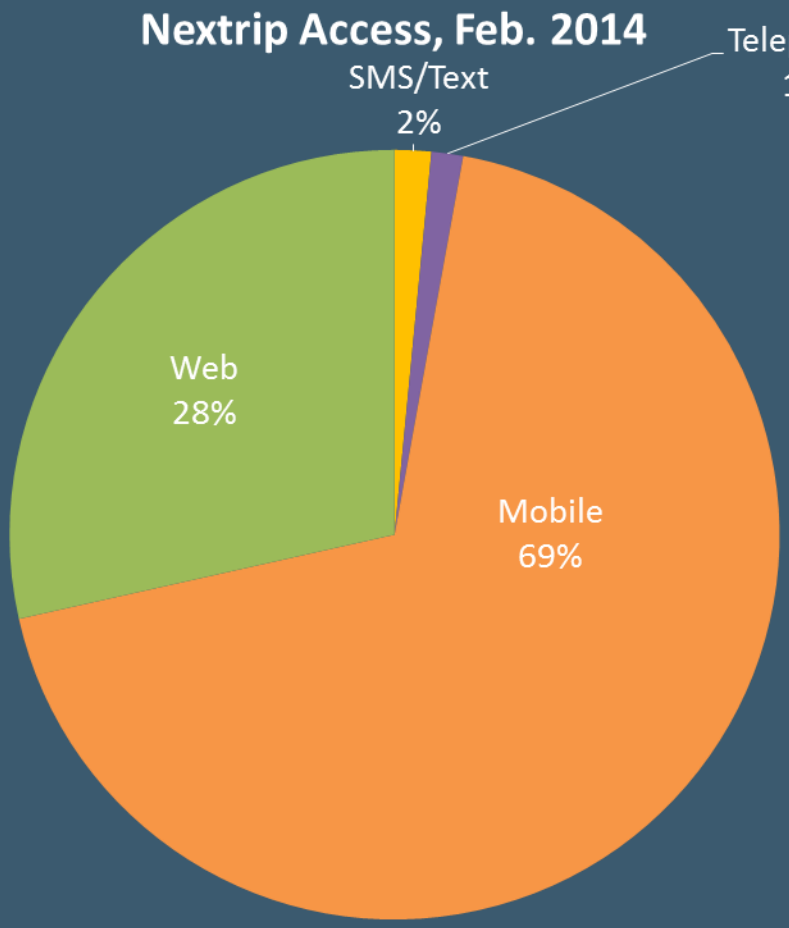
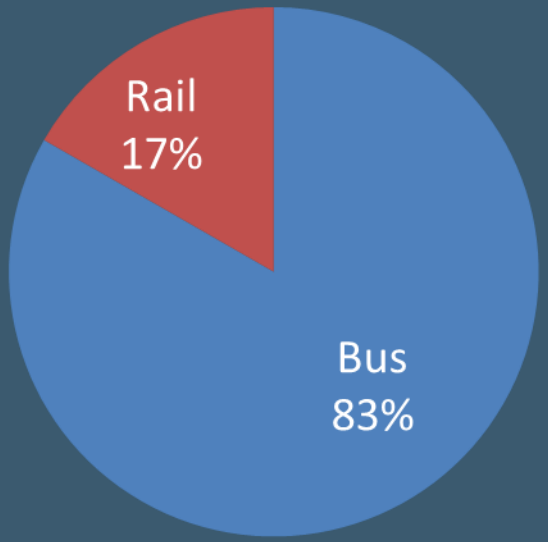


Mobile Usage

2011:	32%
2012:	51%
2013:	66%
2014 (Feb):	69%



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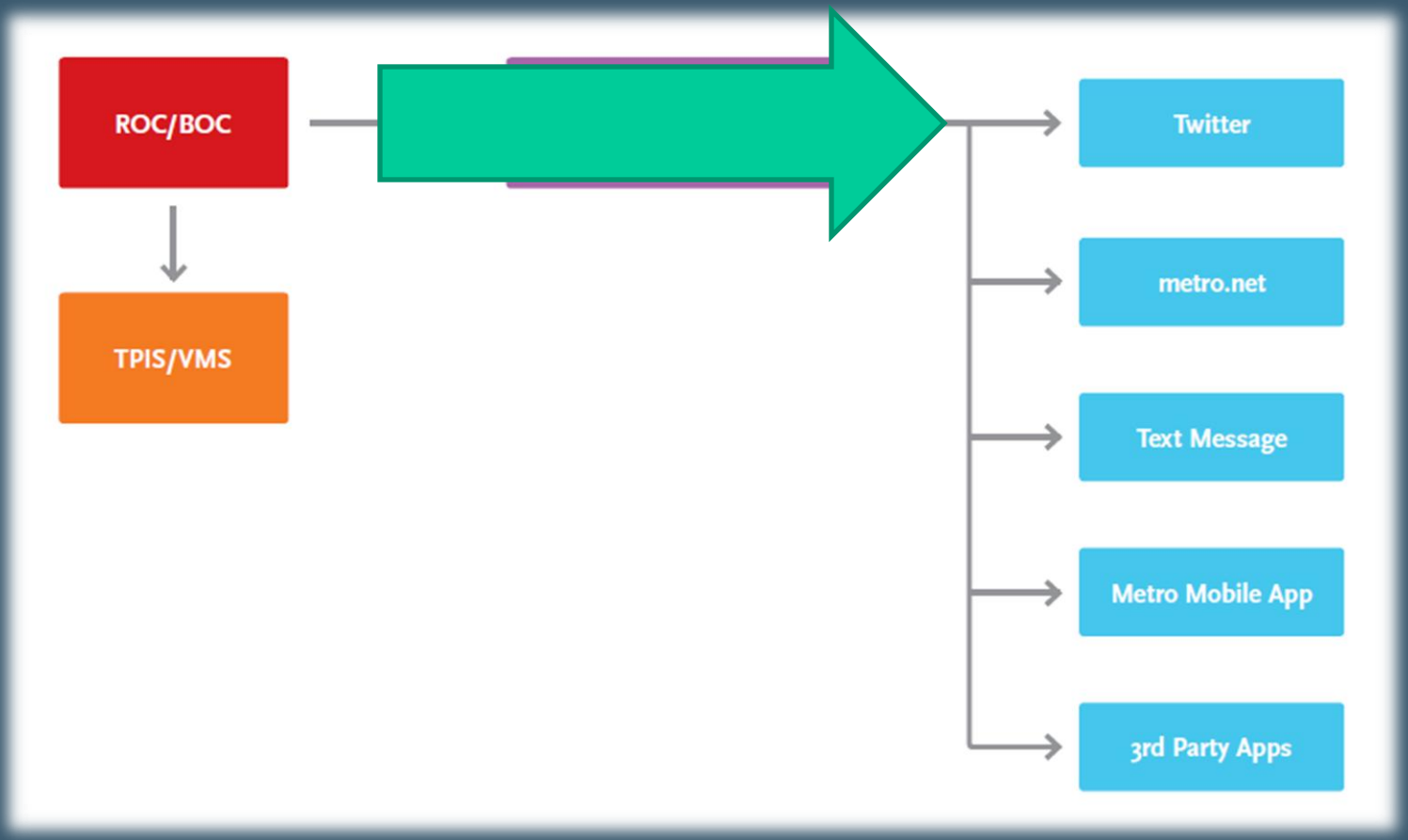
What if service is disrupted? What are my alternates?

What is the service alerts process?



Multiple Twitter Feeds for Different Needs

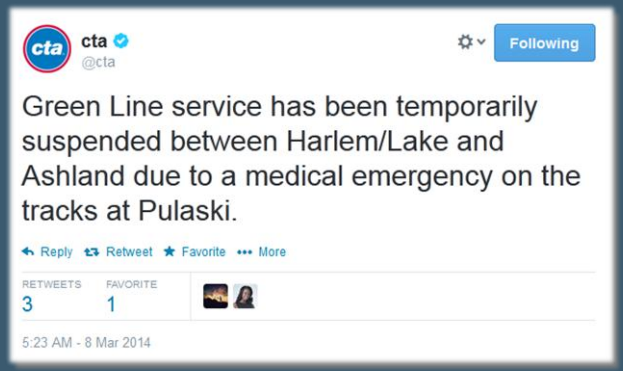
Twitter Account	Content
@metrolosangeles	General news, The Source articles, two-way interaction, Service Alerts, and Elevator Outages
@metroLAalerts	Service Alerts Only
@metroLAelevator	Elevator Outages Only

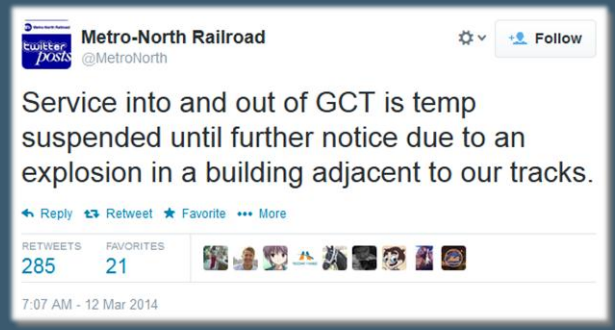
Who felt the earthquake on Monday?

Twitter Growth (as of Mar 2014)

Twitter Account	Followers (Subscribers)	Reach (Unique Exposure)	Impressions (Exposure)
@metrolosangeles	20,264	40,918	116,611
@metroLAalerts	8,514	16,624	325,346
@metroLAelevator	111	4,157	5,832

Balancing Service Impacts vs. Cause of Impacts





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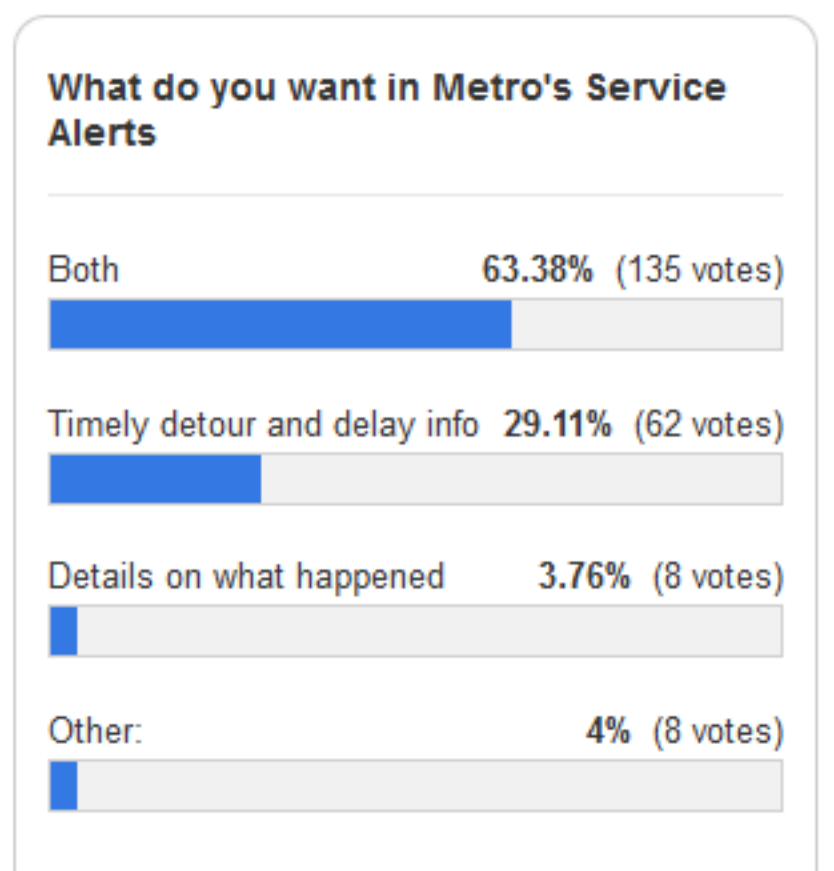
Balancing Service Impacts vs. Cause of Impacts



A Working Template

(_____) Line up to (##) min delays due to (disabled train / track equipment issue / police activity / medical emergency) (at / near / btwn) (_____) Sta. (Trains share 1 track in area. / Bus shuttles requested). Follow announcements. ^(Initials)

Quantifying delays:

<5 min = "minor delay" (usually caused by signal issue or restricted speed – no single tracking)

5-10 min = "up to 10 min" (usually caused by signal issue or restricted speed – no single tracking)

15 min = "up to 15 min" (caused by single tracking during off peak on light rail lines)

20 min = "up to 20 min" (caused by single tracking during peak hour on LRT or anytime on subway)

>20 min = "major delay" (double block single tracking)

Not sure? = "disruption" (caused by bus shuttle [bridge])

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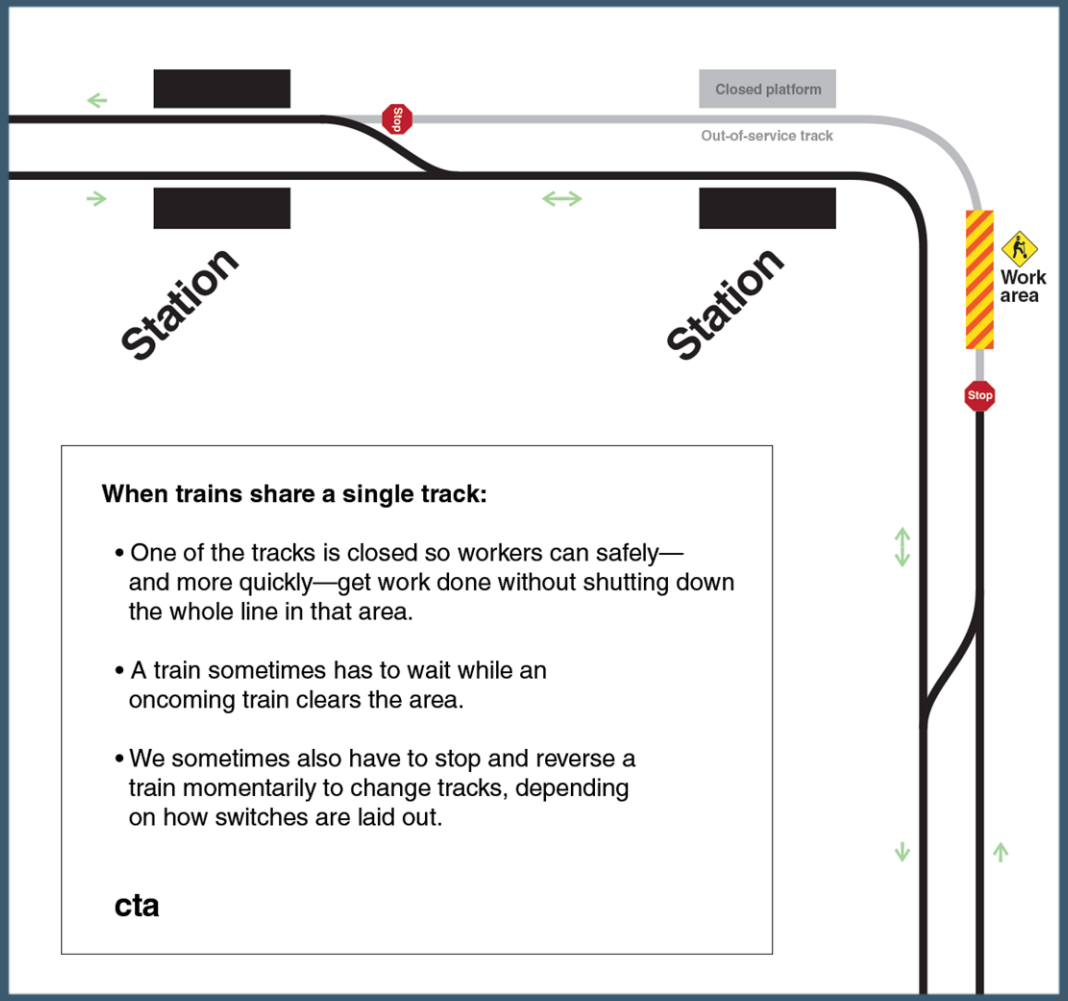
Rail Operations 101



Twitter Reaction

"Keep up the great work!"

"As the case all week, great keeping everyone updated."

"You are doing an awesome job, thanks for all the updates!"

"Thank you, Metro! MT @metrolosangeles: Work crews are in process of removing the trees, thx for your patience."

"And the delays begin. But @metrolosangeles does a good job notifying us and handling the problems. So there shouldn't be too much of a problem."

"Thanks for the updates. Keep this guy wrapped in cotton and well fed!"

How do I receive these alerts?

- Metro.net
  - Look for box on right sidebar
- Metro Mobile App
- Twitter & Facebook
  - Follow @metrolosangeles, @metroLAalerts, or @metroLAelevator
- Text Messaging
  - Text “metrolosangeles ON” to 40404
  - Substitute “metrolosangeles” for account of your choosing

Looking Ahead…

- *Upgraded Transit Passenger Info Screens & Rail Arrival Info* – In beta testing
- *Passenger Count Information* – lets you know if there is seat available on the arriving bus.
- *Bike Rack Status* – lets you know if there is a slot available on the bike rack on the arriving bus.
- *Google Transit* – Real-time arrival information on Google; under review.
- *Cell Reception & Wi-Fi for Rail* – provides mobile functionality in subway tunnels; est. 2016.

Thank You!

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