

**MTA BOARD MEETING**  
OCTOBER 27, 2011

**MOTION**  
DIRECTOR ANTONOVICH

To further enhance our customer's experience when using our bus and rail system, the MTA should continually seek ways to improve how we communicate vital, customer-friendly information to our passengers that makes using transit more appealing and comfortable.

With Southern California considered a global entertainment capital, it also makes sense for MTA to partner with our local theme parks and entertainment industry on how to improve the transit experience for our patrons.

**I THEREFORE MOVE** that the MTA Board directs the CEO to:

- (1) Develop a partnership with the theme parks (e.g. Six Flags Magic Mountain, Universal Studios, Knott's Berry Farm, Disneyland) and entertainment industry (i.e. Warner Brothers) to review and make recommendations on how MTA can provide a better customer experience when using our system, and report back to the board within 90 days on this effort.
- (2) Provide to the Board by December 2011 a plan to convert the schedule displays in our system stations to provide a countdown timer in lieu of the current arrival schedule, including timeline and cost to accomplish this goal.

- (3) Provide to the Board by January 2012 a review of all signage at our MTA stations with recommendations on how to enhance system signage to help our customers use the system more effectively and make transfers easier.
- (4) Provide to the Board by January 2012 an update with recommendations on what services to add (e.g. wifi, coffee kiosks) at our MTA stations that would promote a better customer experience.
- (5) Provide to the Board by January 2012 an update with recommendations on how purchasing fare media to use the MTA system could be made more customer friendly
- (6) Provide to the Board by March 2012 a review of other major transit properties in the country with recommendations on other ideas currently in place nationally that could improve the customer experience using the MTA bus and rail system.