

MTA Board Meeting  
December 5, 2013

**MOTION BY  
SUPERVISOR DON KNABE**

**Innovative Ways to Improve Customer Access  
to the Metro Bus and Rail System**

The next generation of technology improvements to the Metro Transit System must focus on enhancing customer access to the Metro Bus and Rail System. To do this, Metro must focus on innovative solutions that maximize customer convenience and ridership

In July, the Board directed staff to study numerous customer-oriented technology improvements with a first status report back this month to our EMC committee. That report was very promising, but I would like to see our staff take our technology innovation efforts a few steps further, not just to study what this Board specifically identifies, but to open the door for Metro staff to be proactive and identify more innovative technologies and strategies to broaden the discussion of what Metro can do to improve customer access to the Metro Bus and Rail System.

Challenging our staff to focus on an array of mobile applications and advanced technology solutions is vital to integrating a technology-based customer service focus into Metro's operations and capital program.

**I, THEREFORE, MOVE THAT THE MTA BOARD:**

Instruct the CEO to report back to the Board in March 2014, at a minimum to the EMC Committee and the full Board, with a "top ten" list of ten or more innovative ways to use technology to enhance the customer experience and improve customer access to the Metro bus and rail system, including an evaluation of how these innovations would advance Metro's strategic goals and improve customer service.