

Transit Transformation

20 Ideas for Transit Agency Reform

Beaudry Kock, Seamless Bay Area

A photograph of a crowded subway train, likely in a major city. The train is filled with passengers of various ages and ethnicities. Many are looking out the windows, while others are looking towards the camera. The lighting is somewhat dim, with a yellow "EXIT" sign visible in the background. The overall atmosphere is one of a busy, packed public transit system.

1. Put the Rider First

2. Listen to Your Riders

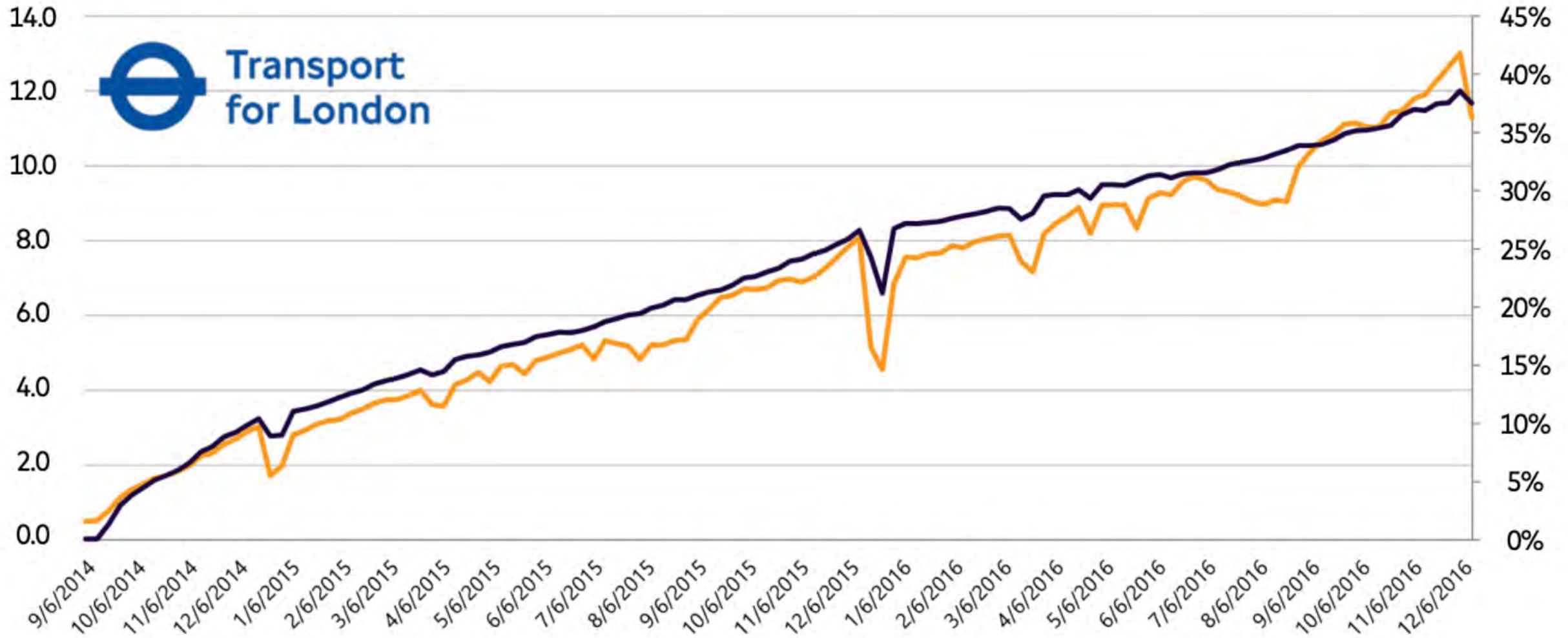
“Most of the people don’t even understand or care about all the kinds of things that people are talking about relative to this, that, and the other bell and whistle”

-- one executive

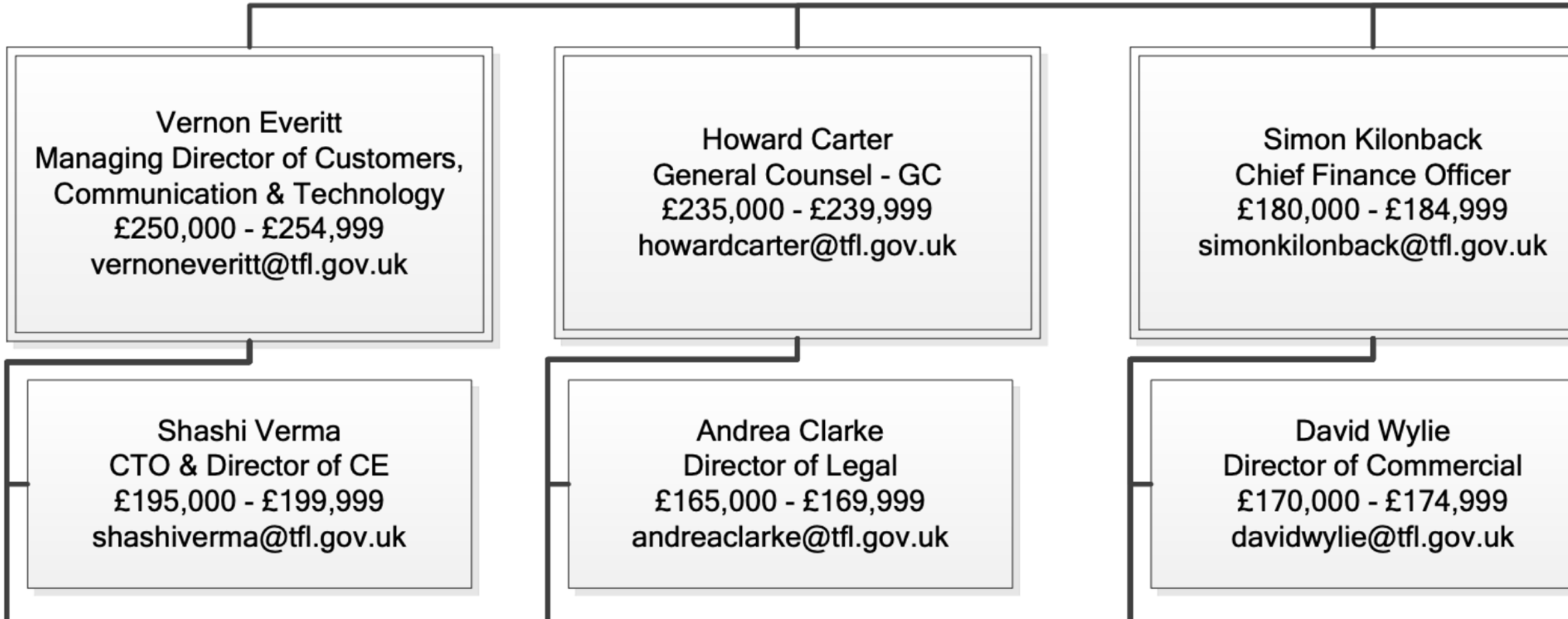
“We wanted to give people the independence to pay for transit in exactly the same way they pay for everything else...with the product that’s already sitting in their pocket”

-- another executive

3. Do Things *for* Your Riders



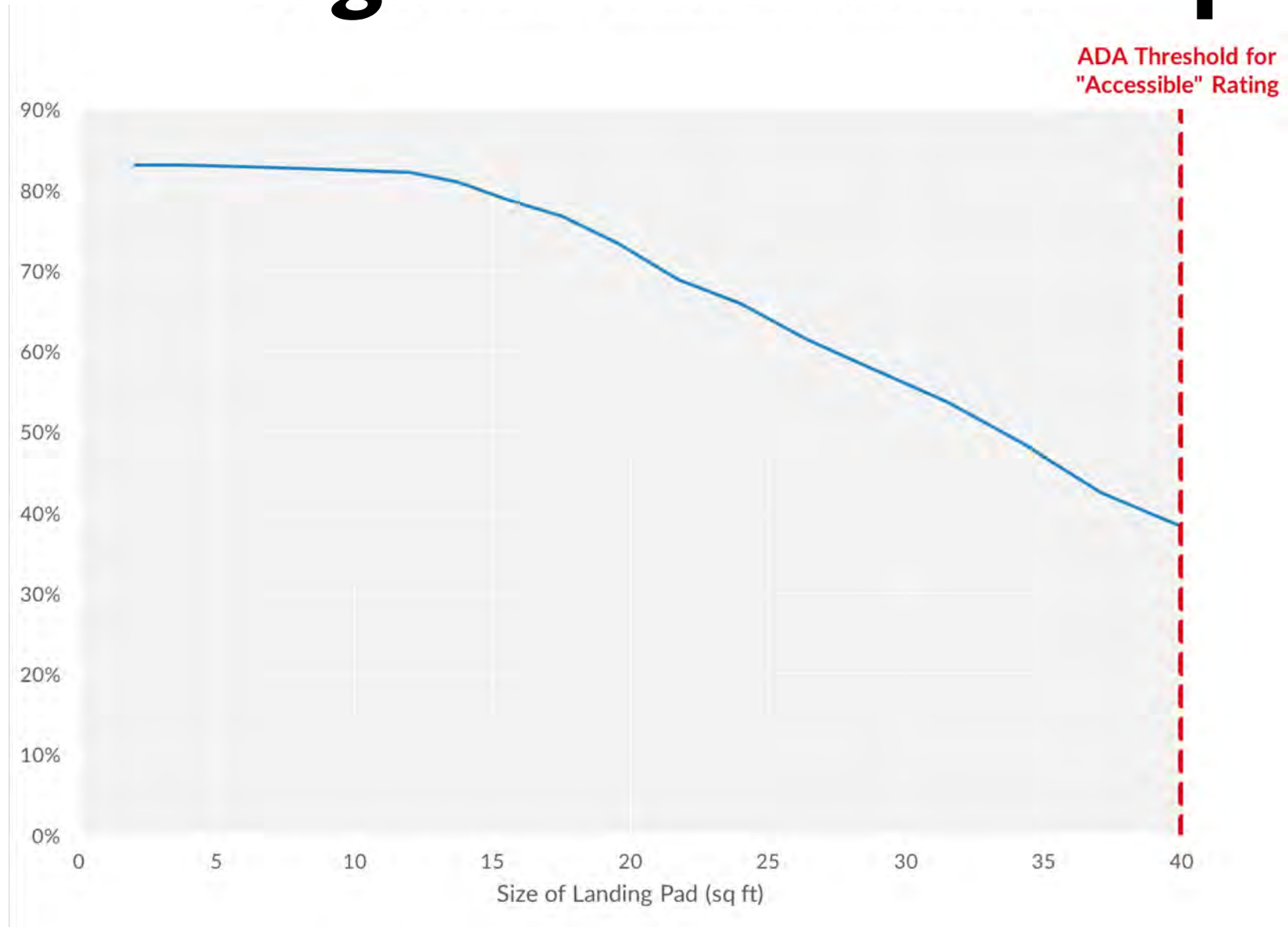
4. Hire a CXO

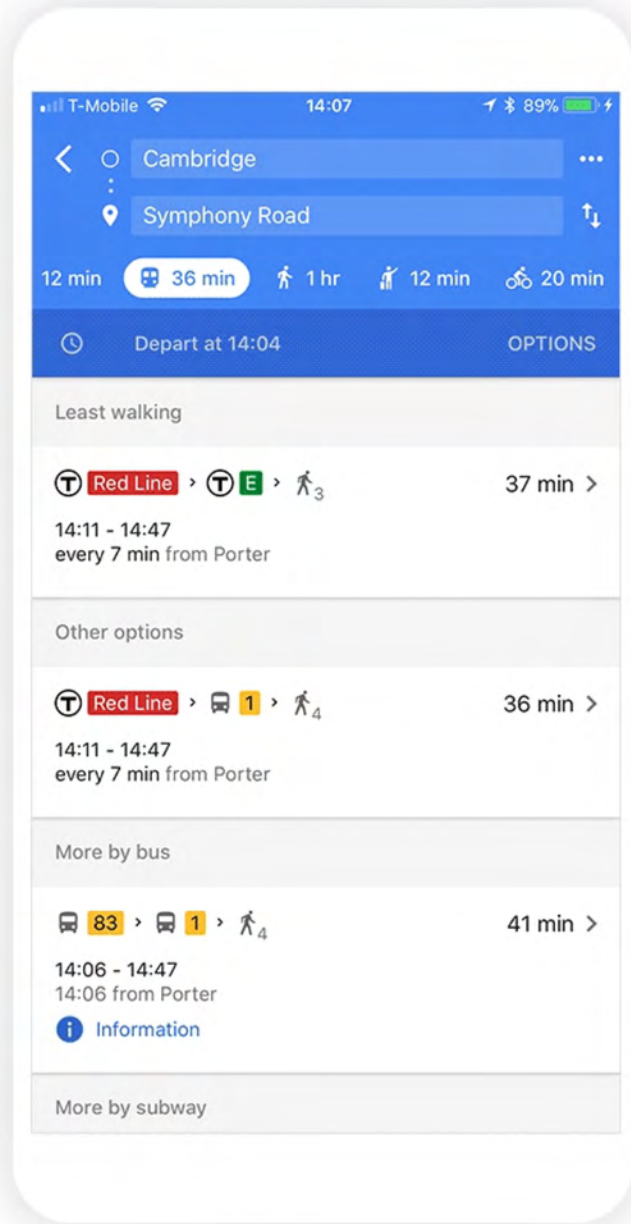


5. Instrument for People

A photograph of three people on a sidewalk using mobile devices. In the foreground, a man wearing a black t-shirt, light-colored pants, and a white baseball cap is seen from the back, holding a smartphone. In the middle ground, a woman in a white jacket and blue jeans is walking and looking at her phone. In the background, a man in a bright yellow jacket is standing near a utility pole, also using a mobile device. To the right, a silver hatchback car is parked on the street. The scene is outdoors with many trees and a cloudy sky.

6. Design Metrics for People





7. Actually Use Data to Improve Things

Image credit: Google

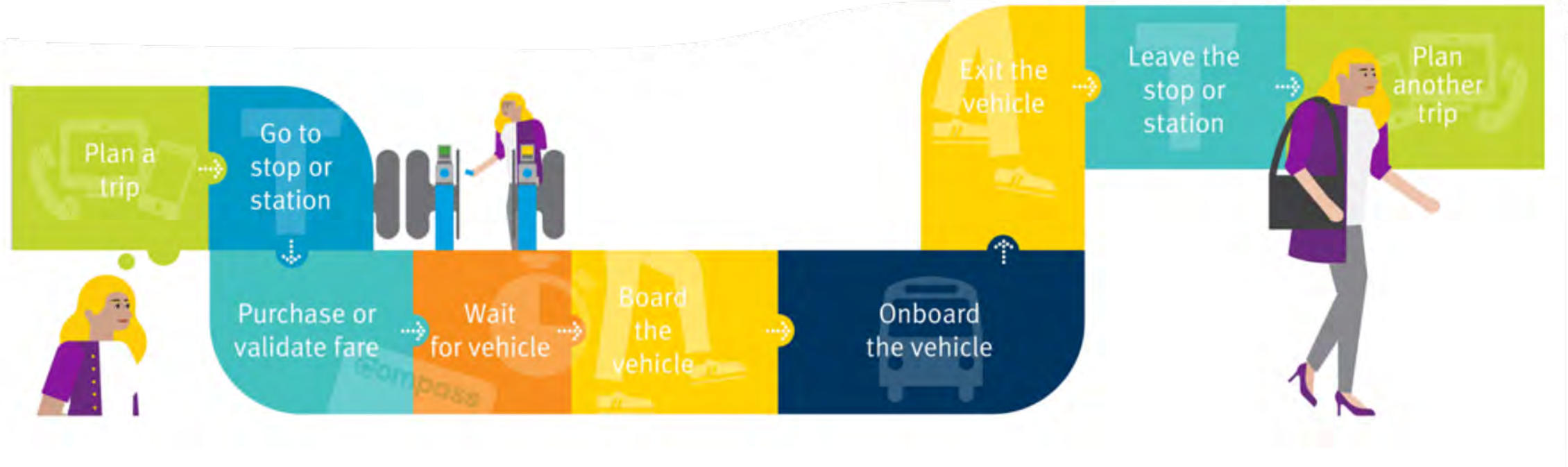
M.T.A. Tries a New Tack During Delays: The Truth



8. Be Radically Honest


Subway conductors, stationed in middle cars, have long been on the front line with customers when trains are delayed. But now, operators, who drive the trains, will be responsible for giving riders updates, preferably specific. Peter Foley/Reuters


9. Own the Worst Journey




“tie the whole journey together, even when it changes”
-- TransLink Customer Experience Plan

10. Storytell Possibility


 **Double-Decker Bus Fleet** Add 32 doubledecker buses to increase capacity and seating.

 **HandyDART Improvements** Increase HandyDART service by 22% to improve service capacity.


 **Expanded Bus Service** Increase bus service by 18% to meet customer demand, reduce overcrowding, and add air conditioning to all new bus orders.


 **WCE Locomotives** To reduce emissions, accommodate growth, improve heating, add two new train engine cars, and refurbish six existing cars.

 **SkyTrain Fleet Upgrade** Refurbish mid-life trains, and replace end-of-life trains, to increase standing capacity, add air conditioning, and provide a quieter ride for customers.

 **New B-Line Routes** Implement 6 new B-Line routes with frequent service and improved amenities. Work with municipalities to implement bus priority measures to improve service reliability and speed.

 **New Expo and Millennium Line SkyTrain Cars** Add more than 250 cars to increase frequency and replace aging fleet.


 **SeaBus Service Enhancement** Add a new SeaBus to increase service to every 10 minutes during peak hours.

 **New Canada Line SkyTrain Cars** Add 24 new train cars to increase frequency and capacity.

EAM System Implement an Enterprise Asset Management system to improve the life-cycle management of our assets – including facilities, vehicles, and

 **NightBus District Pilot** Create a hub for NightBus by redirecting frequent buses through a central location, making it easier for customers to access latenight services.

COMPLETED ✓

 **New Bus Service Areas** Implement bus service in 8 new service areas across the region.

 **Transit On-Demand Pilot** Implement Transit On-Demand services on Bowen Island, allowing customers to book a transit journey using a smartphone app.


Vanpool Pilot Establish a vanpool service, in partnership with one of the region's largest employers, to help employees get to work.


COMPLETED ✓


 **Universal Fare Gate Access** Implement RFID technology for hands-free access to gated system for customers who are not able to tap.


COMPLETED ✓

 **SkyTrain Station Upgrades** Renovate SkyTrain stations to increase capacity; reduce platform crowding; and improve accessibility, amenities, and integration with neighbourhoods.

 **SeaBus Terminal Upgrade** Refurbish terminal, including elevator and escalator upgrades, and a new stairwell to improve accessibility and comfort.

 **Escalator Replacement Project** Replace aging escalators on Expo Line and select West Coast Express stations to improve escalator reliability and station accessibility.

 **Compass Faregate Reconfiguration** Implement additional faregates at key locations to increase capacity and ease of access.

 **Transit Exchange Upgrades** Implement safety and design improvements to

COMPLETED ✓

Bike Facilities Integrate bike parkades into SkyTrain stations to provide an easy and secure way to integrate transit and cycle travel.


 **Bus Facility Customer Amenities Program** Improve amenities at bus exchanges, including shelters, seating, lighting, and information for customers, over a 5-year implementation period.

Park&Go Mobile App Enable mobile payment for parking at Park&Go locations, improving ease of payment for customers.

COMPLETED ✓


Tap to Pay Enable tap to pay capabilities (credit card and mobile apps) to make it easier for customers to pay for transit.

COMPLETED ✓


 **Policing and Public Safety** Transit Police and the TransLink Audit teams to work together to determine requirements for the continued rail expansion.

Public Art Policy Formalize a public art vision, principles, and program structure, with the ultimate aim of enhancing the customer experience.

COMPLETED ✓

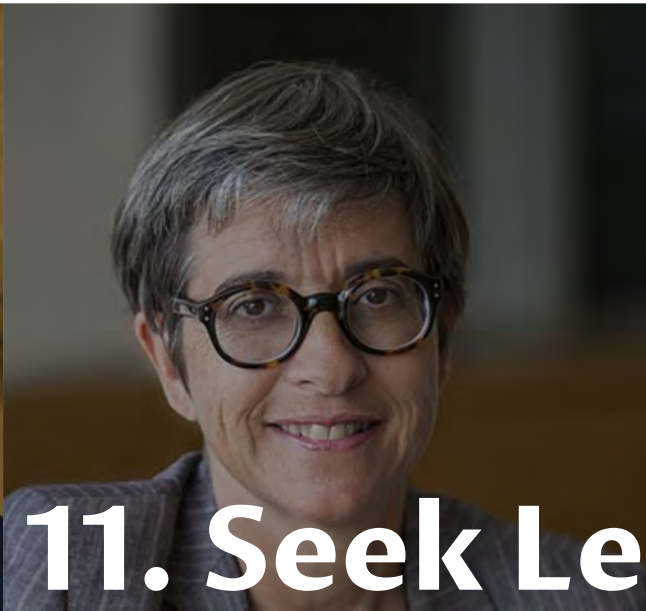
 **Bus Operator Barriers** Install bus operator barriers for the safety of employees and customers.

Transit Fare Review Implement new fare policy, ensuring it's fair and easy to understand.

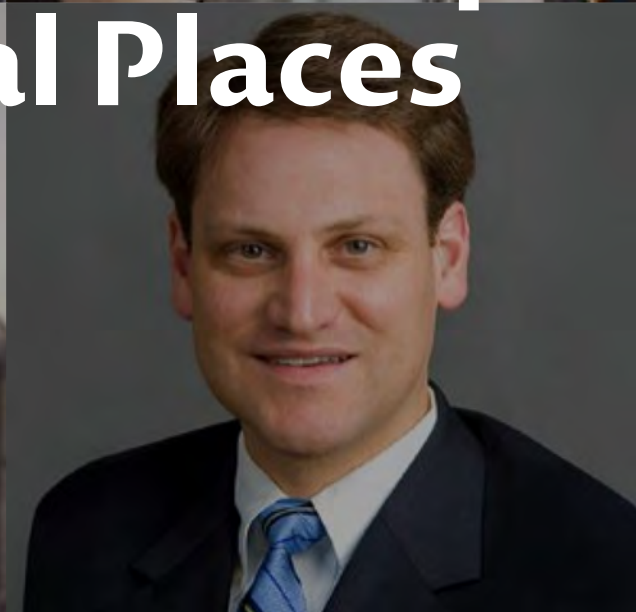
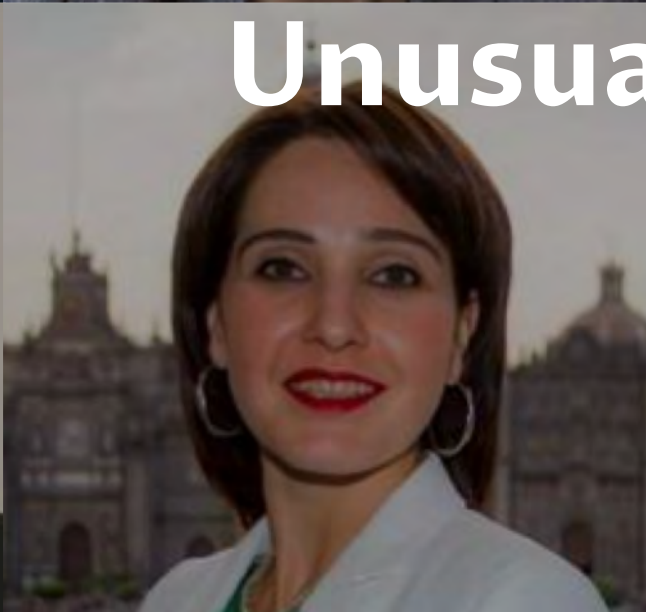
 **Mobile Bus Cleaning Pilot** Dispatch two mobile cleaning vans to clean buses that are booked on routes with continuous service.

COMPLETED ✓

 **Customer & Public Safety Program** Monitor and mitigate risks, and respond effectively to security incidents, through public awareness campaigns, employee training, engineering options, high visibility patrols, and investigative best



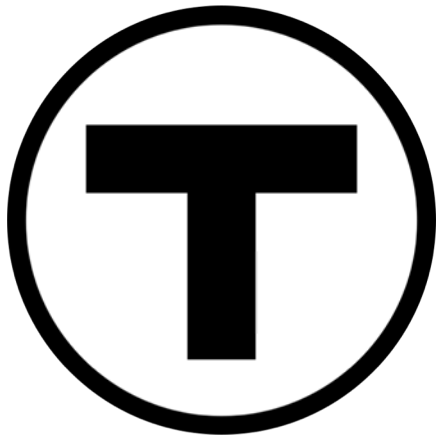
11. Seek Leadership in Unusual Places



12. Hire a Deep Bench



13. Seed Offices of Extraordinary Innovation

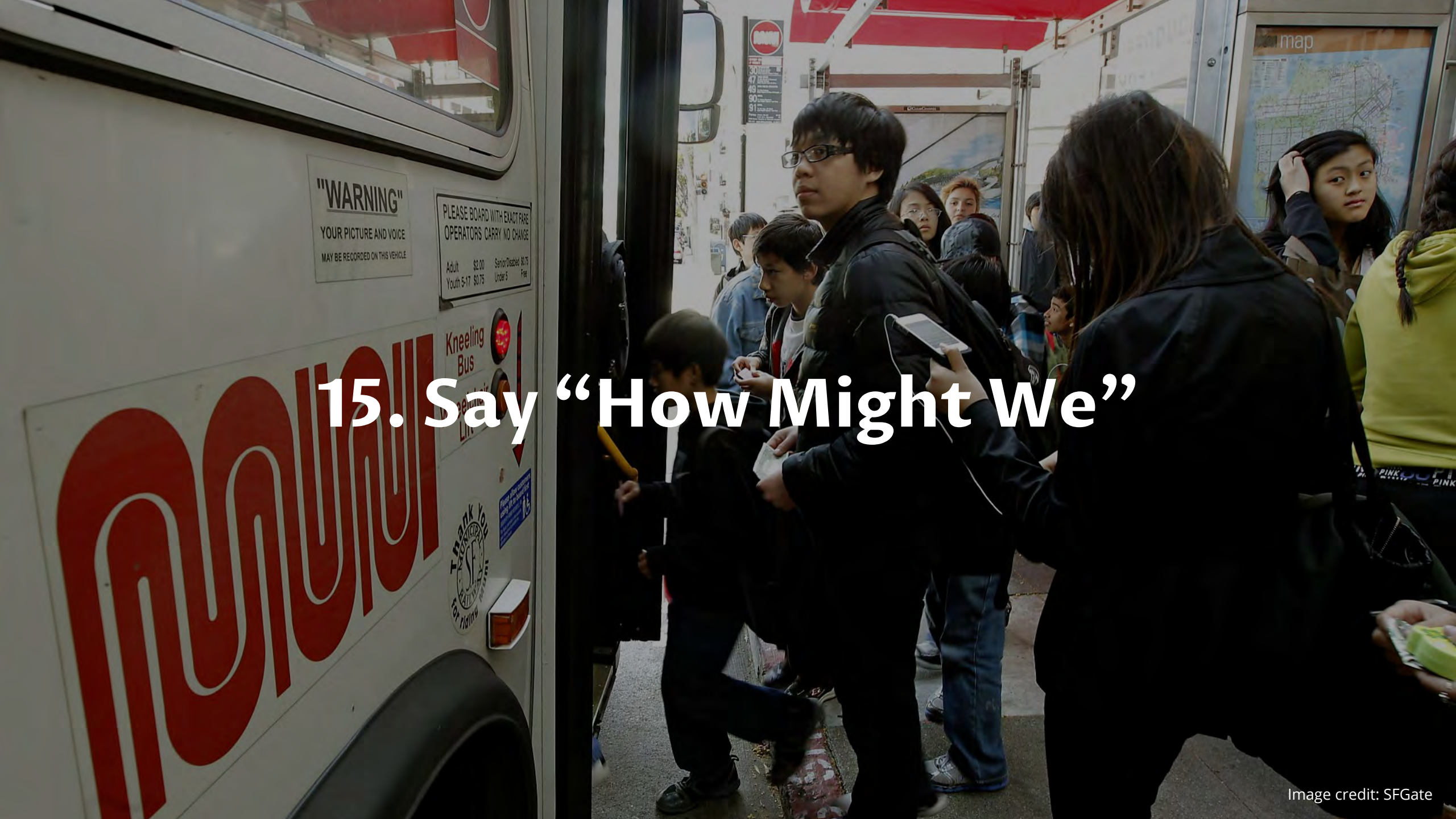


Metro[®]



14. People & Ideas over Machines & Process





15. Say “How Might We”

FILTER BY: CITY ▼ TEAM ▼ WORK TYPE ▼

CUSTOMER TECHNOLOGY

CONTENT

Content Strategist

BOSTON, MA CUSTOMER TECHNOLOGY - CONTENT FULL TIME

APPLY

DESIGN

Product Manager

BOSTON, MA CUSTOMER TECHNOLOGY - DESIGN FULL TIME

APPLY

ENGINEERING

iOS Mobile Developer

BOSTON, MA CUSTOMER TECHNOLOGY - ENGINEERING CONTRACT

APPLY

Software Engineer

BOSTON, MA CUSTOMER TECHNOLOGY - ENGINEERING FULL TIME

APPLY

16. Hire Different



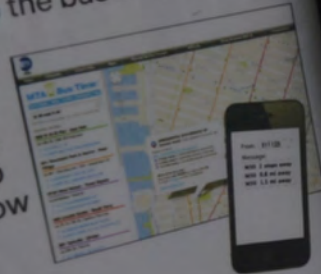
MTA Bus Time

Where's the bus?

MTA Bus Time lets you use your computer, smartphone, tablet or other mobile device to find out when the next bus will arrive at your stop, even if you are at home, the office, shopping or on the way to the bus stop.

Click it.

Visit mta.info/bustime and enter the bus route, intersection or bus stop code. The map will show you where buses are along the route, and how many stops away the next bus is.



Text it.

Text your bus stop code or intersection and bus route to 511123. We'll text back how many stops away the next bus is.

Text your bus stop code:
Bus stop schedule

bustime

17. Unsuck Procurement

18. Move Quicker



THE RUGGED RAIL GRINDER



BART'S TWO
RAIL GRINDERS
ARE IMPORTANT
NOT ONLY FOR
SAFETY

BUT FOR AN ISSUE
THAT'S IMPORTANT
TO MANY RIDERS

-- NOISE.

THE GRINDERS SMOOTH OUT CORRUGATION ON THE RAILS THAT CAN HELP REDUCE THE SCREECHY SOUND GENERATED ESPECIALLY ON CURVED SECTIONS OF TRACK. ADJUSTMENTS IN THE WHEEL PROFILE AND THE RAIL PROFILE ARE ALSO TOOLS IN THE FIGHT AGAINST EXCESSIVE NOISE.

19. Sweat the “Small” Stuff

20. Be Open to Seamlessness

