Customer Services, Operations, and Safety Committee

Board Information Item IV-D

September 24, 2009

Update on NextBus

Washington Metropolitan Area Transit Authority

Board Action/Information Summary

○ Action ◉ Information	MEAD Number:	Resolution: ○ Yes ◉ No

TITLE:

Next Bus Update

PURPOSE:

To provide the Board an Update on the implementation of Next Bus which went into full operation on July 1, 2009.

DESCRIPTION:

Next Bus is a service that provides bus customers with real-time predictions when the next bus will arrive. This information will be available to Metro customers via:
- Web Site
- Metro Interactive Voice Response (IVR) system;
- LED display signs at certain high volume bus terminals.

FUNDING IMPACT:

No impact on funding

RECOMMENDATION:

None

WASHINGTON METROPOLITAN AREA TRANSIT AUTHORITY

NEXT BUS UPDATE

Customer Service, Operations & Safety Committee

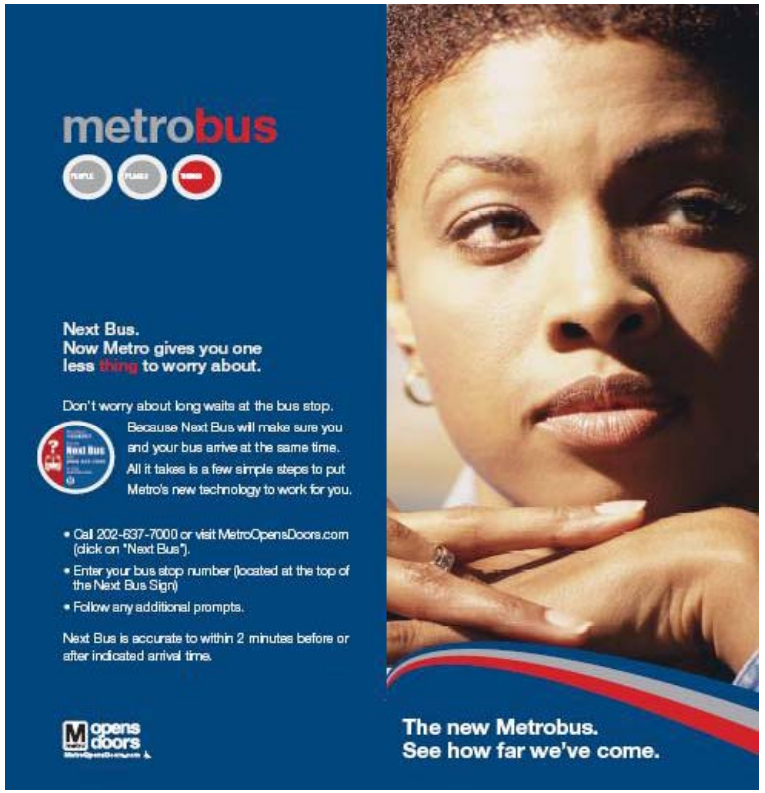
September 24, 2009

POST LAUNCH

Ongoing Activities:

- Management:
  - Developed performance reporting.
  - Developed service standards.
  - Reviewed and evaluated trends.

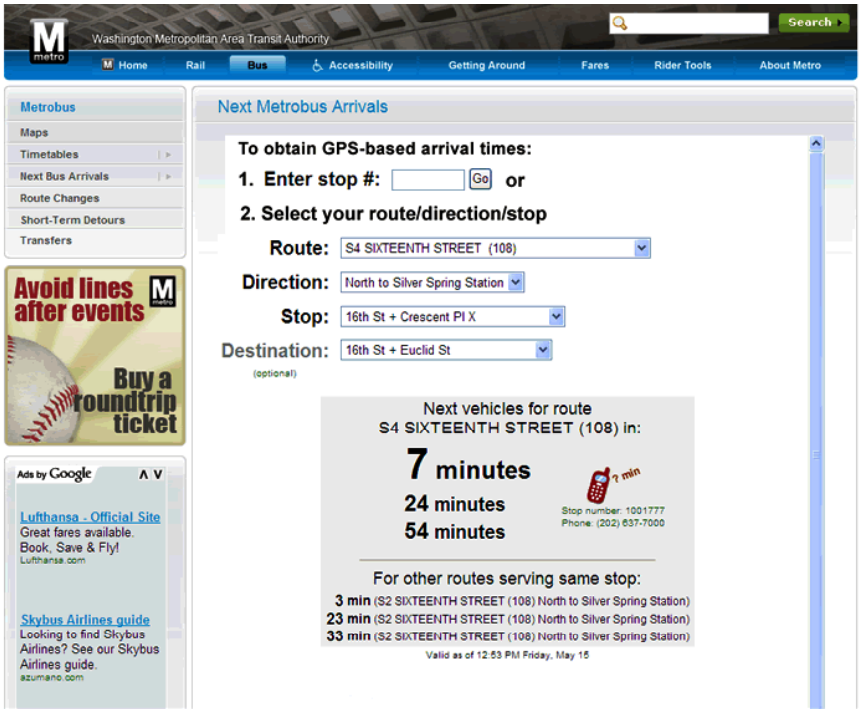
- Sign Quality Assurance:
  - Bus QA and Bus Transportation (BTRA) audited installation compliance on 12,000 bus stops.
  - Redirected contractor to correct errors.
  - In-house punch list.



POST LAUNCH CONTINUED

Ongoing Activities:

- Web Site Quality Assurance:
  - Bus QA performed random data and prediction verification.



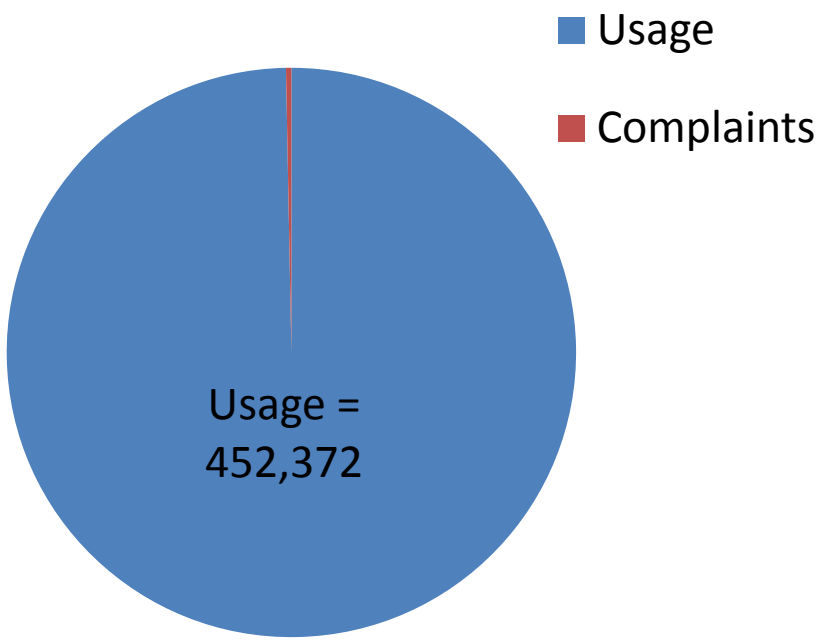
- BUS Process Integration:
  - Coordinated weekly with BTRA, Bus Maintenance (BMNT), Bus Operations Control Center (BOCC), Track and Structures (TSSM), Information Technology (IT), Bus Planning (BPLN) and Bus Scheduling (BOSC).

CUSTOMER USAGE AND COMMENTS

- **Interactive Voice Response (IVR/phone) system:**
  - Total calls received in July: 69,242
  - Total calls received in August: 87,197
- **Website Views:**
  - Total web views in July: 152,881
  - Total web views in August: 143,052
- **Total Interactions in July and August: 452,372**

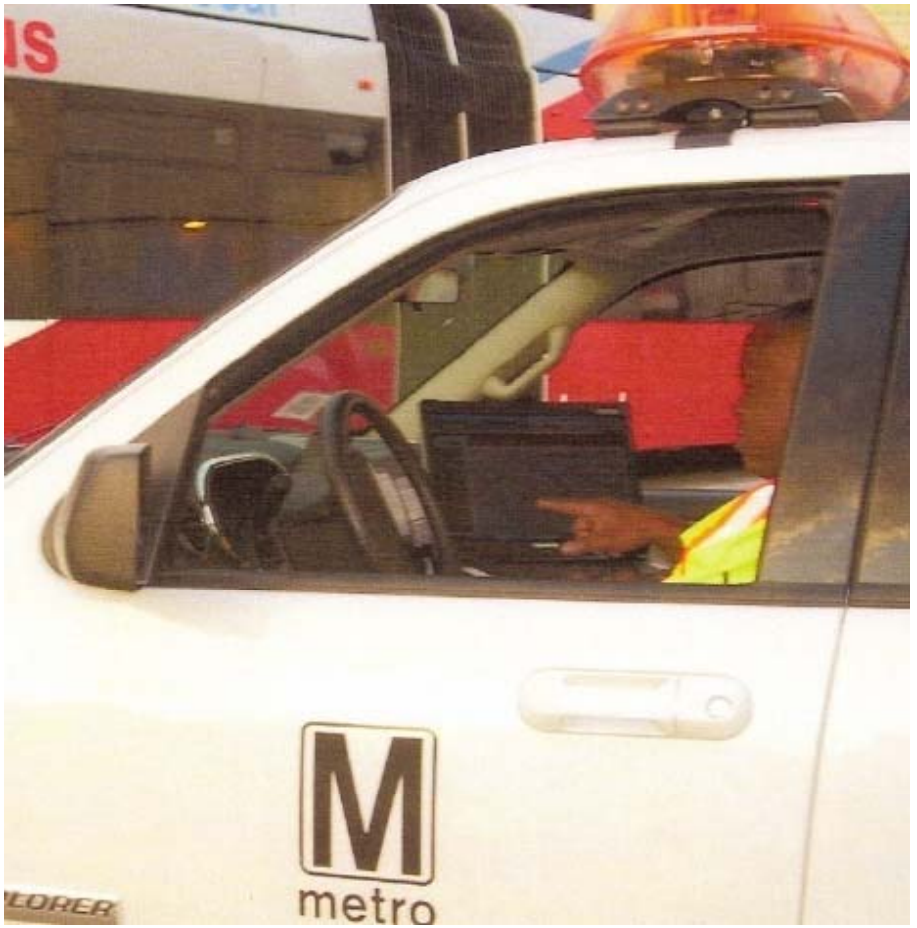
Next Bus Usage vs. Complaints July and August

Complaints = 136
July = 87
August = 49



CHALLENGES

- Schedule changes
- Equipment – bus radio replacement
- Next Bus sign vandalism
- Training

FUTURE

- **Consolidate the bus stop data base.**
- **Customized Management Tools:**
  - Real-time reporting (predictability, log-on, incident status).
  - Enhance on-time performance and reduce bunching.
  - Assist with customer complaints and accident investigations.
  - Real-time system monitoring alerts.