Transit Transformation
20 Ideas for Transit Agency Reform

Beaudry Kock, Seamless Bay Area
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

- **Vernon Everitt**
  - Managing Director of Customers, Communication & Technology
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- **Howard Carter**
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- **Simon Kilonback**
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- **Shashi Verma**
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- **Andrea Clarke**
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- **David Wylie**
  - Director of Commercial
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5. Instrument for People
6. Design Metrics for People

[Graph showing the relationship between the size of a landing pad and the ADA threshold for "Accessible" rating.]
7. Actually Use Data to Improve Things
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

Image credit: TransLink
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<th>10. Storytell Possibility</th>
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| **Double-Decker Bus Fleet**
  Add 32 double-decker 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. |
| **NightBus District Pilot**
  Create a hub for NightBus by redirecting buses through a central location, making it easier for customers to access late-night services. **COMPLETED ✓** |
| **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. **COMPLETED ✓** |
| **Vanpool Pilot**
  Establish a vanpool service, in partnership with one of the region’s largest employers, to help employees get to work. **COMPLETED ✓** |
| **EAM System**
  Implement an Enterprise Asset Management system to improve the life-cycle management of our assets – including facilities, vehicles, and equipment. **COMPLETED ✓** |
| **SkyTrain Station Upgrades**
  Renovate SkyTrain stations to increase capacity; reduce platform crowding; and improve accessibility, amenities, and integration with neighbourhoods. |
| **Bus Facility Customer Amenities Program**
  Improve amenities at bus exchanges, including shelters, seating, lighting, and information for customers, over a 5-year implementation period. |
| **Bike Facilities**
  Integrate bike parkades into SkyTrain stations to provide an easy and secure way to integrate transit and cycle travel. **COMPLETED ✓** |
| **Public Art Policy**
  Formulate 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. |
| **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 ✓** |
| **Compass Faregate Reconfiguration**
  Implement additional faregates at key locations to increase capacity and ease of access. **COMPLETED ✓** |
| **Policing and Public Safety**
  Transit Police and the TransLink Audit teams to work together to determine requirements for the continued rail expansion. |
| **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 tasks. |
11. Seek Leadership in Unusual Places
12. Hire a Deep Bench
13. Seed Offices of Extraordinary Innovation
14. People & Ideas over Machines & Process

Image credit: Huskyboy / Flickr
15. Say “How Might We”
16. Hire Different
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 51123. We’ll text back how many stops away the next bus is.

17. Unsuck Procurement
18. Move Quicker
19. Sweat the “Small” Stuff

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.
20. Be Open to Seamlessness