



# **Metro Transit Strategic Initiatives Department Overview**

Transportation Accessibility Advisory Committee  
September 1, 2021

# Strategic Initiatives Department

- Research & Analytics
- Strategic Planning
- Performance Management
- Business Technology Management
- Shared Mobility Program

# Use data to inform decisions and investments

- Vehicle activity
  - Passenger activity
  - Facility maintenance
  - Customer contacts
- ➔
- Ramp deployment
  - Mobility card use
  - Shelter damage
  - Access concerns
- ➔
- Service design
  - Shelter location
  - Snow clearance and maintenance



# Don't just use data to inform decisions

- Use surveys, contacts, and engagement comments to understand the customer experience
- Seek stakeholder input



Phone	49112	2021-01-11	The heaters are out and there is damage to the glass where it's broken.
Phone	17998	2021-01-11	There is damage inside the shelter where the glass is broken.



# Connect actions to outcomes

- Strategic Plan
  - connect work to goals
- Performance Teams
  - track progress on work and outcomes
- Communicate plans and progress
  - performance dashboards

# Foster innovation, leverage technology

- Microtransit service pilot
  - provide new travel options and connections to fixed route network
- Technology innovation
  - Governance, evaluation
  - Aira, beacons, annunciators, etc.



# Thank you

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