

Rider Experience Team

Transit Choices

April 11, 2024



Agenda

- Introductions
- MTA core values
- Our goal and approach
- Our methods and methodology
- Collaboration opportunities

Rider Experience Team



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Director



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Program Manager



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Rider Talker



Office of Customer Experience

1

**Performance
Management**

2

**Service
Information**

3

**Rider
Experience**

MTA Performance Metrics

MTA Customer Experience Dashboard



Local Bus



Light Rail



Metro Subway



MARC



Commuter Bus



Mobility

- **Service delivery**
 - Percentage of scheduled hours operated
- **On-time performance**
 - Comparison of departure times to published schedules
- **Real-time information availability**
 - Percent of trips that had real-time predications
- **Real-time prediction accuracy**
 - Quality of real-time information
- **Mobility fixed-route equivalency**
 - Percentage of Mobility trips completed within the same amount of time or less when compared to MTA's fixed-route services
- **Vacancy rate**
 - Number of unfilled vacancy positions
- **Ridership**
 - Number of passengers who board


Committed to an equitable transit future



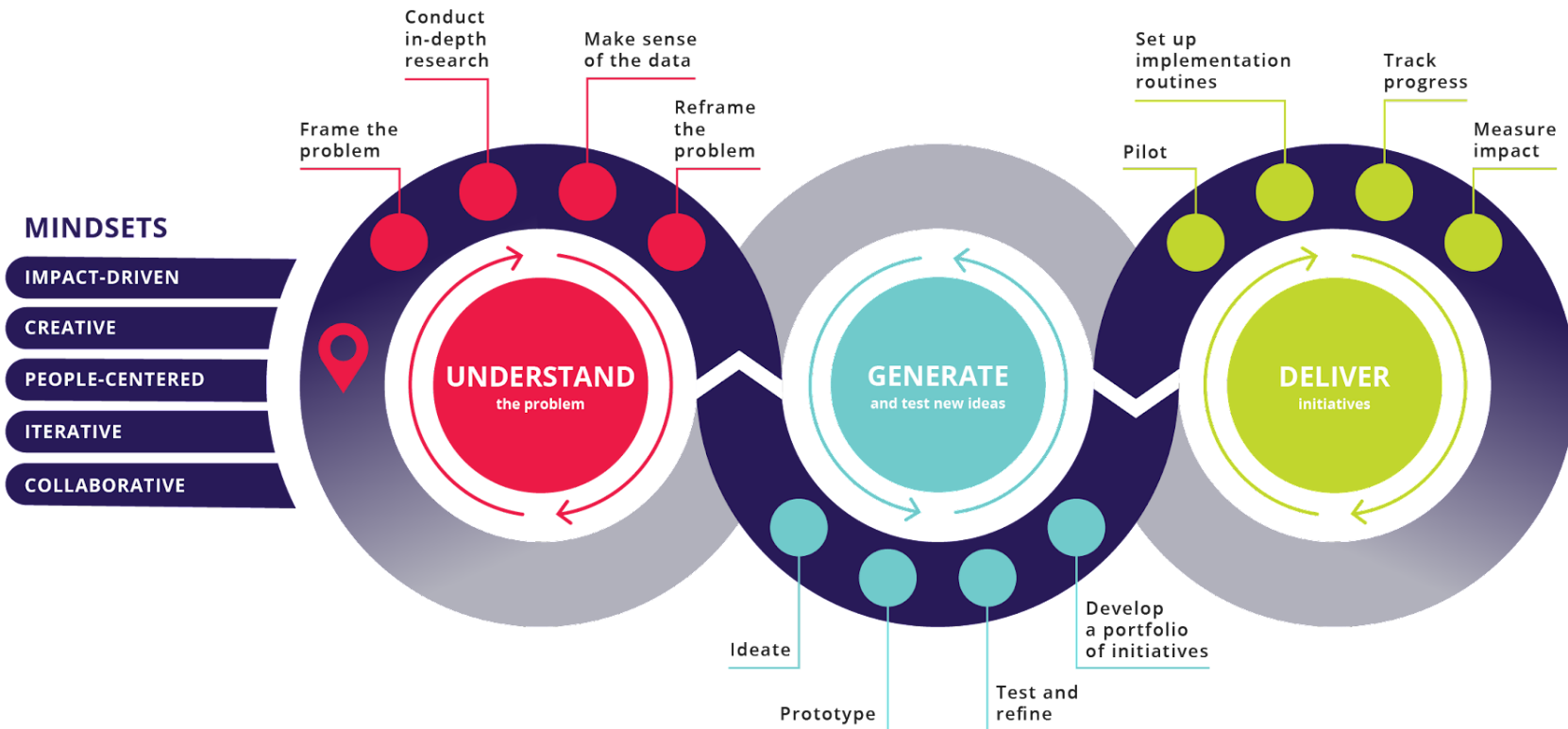


Rider Experience Team

Our goal is to improve rider experience by using a **human-centered design** approach to co-create solutions with our riders.



Our Approach to Innovation: Bloomberg Cities Innovation Model





Methods

1

**Quantitative
Data**

2

**Qualitative
Data
or
Human-Centered
Design**

3

**Inspirational
Data**

A decorative flag in the top right corner, featuring a white field with a red and white floral pattern, and a black and yellow checkered pattern below it.

Human-centered design is:



A decorative flag in the top right corner, featuring a black and yellow checkered pattern, a white section, and a red section with a white floral design.

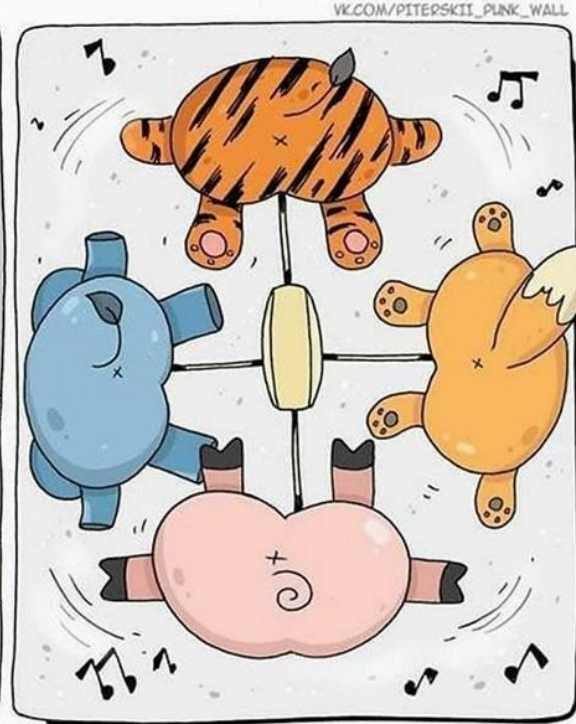
Human-centered design is:

A creative process dedicated to understanding people's needs and designing interventions that serve those needs.

MTA
~~Clients~~



Riders
~~Users~~





Design with end users
not for end users

Human-centered design is

- **Collaborative:** people at the center, always

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- **Collaborative:** people at the center, always
- **Converging & Diverging:** a process of gathering information and making sense of it
- **Iterative and action-oriented:** evolving outcomes and looking for areas of improvement

Noise / Uncertainty / Patterns / Insights

Clarity / Focus



Research & Synthesis

Concept / Prototype

Design

Source: [Damien Newman, Central Office of Design](#)

Why use human- centered design?

- It positions **lived experience** as expertise
- It puts **people at the center** of the entire design process
- It opens up the potential for **new ways** of doing and making
- It results in more **personal, meaningful** and **valuable** outcomes
- It can lead to designs that address the **root cause** rather than the symptom



How we apply elements of human- centered design

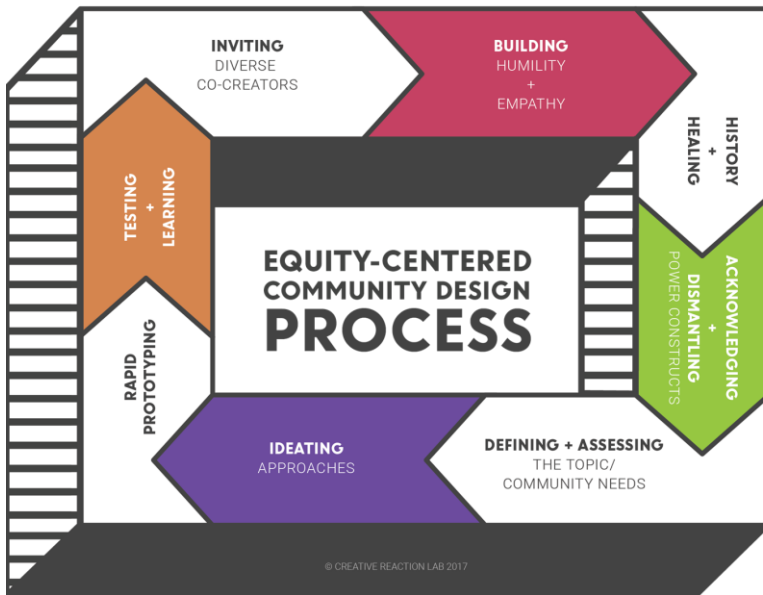
- Ask **why** often. Ask those around us—riders and MTA staff.
- Combine **data with storytelling** as we gather insights from stakeholders.
- Spend time seeing **what people do** because it may be different than what they say.
- Encourage **all perspectives** and ideas.
- Prototype with our **riders (end-users)**.
- Embrace **iteration** with feedback for continuous gradual improvements.

Equity Lens

We strive to to achieve an equity lens in our work, which means:

- Designing **WITH** and not just **FOR**
- Looking back to understand root causes of social issues
- Seeing who has power in the present day to understand equity gaps and challenges for underserved riders

Equity-centered community design framework developed by Creative Reaction Lab, one type of equity-focused model for problem framing



Let's Collaborate

Community Partners	MTA Advisory Groups & Gov't
American Federation of the Blind	Citizens Advisory Committee (CAC)
Baltimore Collegetown Network	Citizens Advisory Committee for Accessible Transportation (CACAT)
Central Maryland Transportation Alliance	MARC Advisory Council
National Federation of the Blind of Maryland	Youth Transit Council
Transit Choices	Municipal partnerships



THANK YOU!

QUESTIONS

