



Chief Innovation Officer Peer Exchange

In-Person Meeting
Sunday, April 23, 2023

9:00 – 10:30 pm CT

Hilton Minneapolis
Grand Ballroom G

MEETING AGENDA

1. Opening Remarks by Group Leader Manjit Sooch
2. Self-Introductions
3. Remarks by Gwo-Wei Torng, Director, Mobility Innovation, FTA
4. Discussion Topic: OpenAI in the Public Transit Industry

OpenAI has the potential to revolutionize the public transit industry by providing innovative solutions that can improve efficiency, safety, and customer experience. OpenAI can be used in 1) healthcare to develop predictive models for diseases and illnesses, 2) Finance for fraud detection, risk assessment, and investment analysis, 3) Education to develop personalized learning plans for students, and 4) Retail to personalize the shopping experience for customers. 5) Agriculture to optimize crop yields and reduce waste.

5. APTA Emerging Leaders Group 4 Presentation

How Transit Agencies Nationwide are Enhancing the Customer Experience

Agencies, big and small, implement strategies to enhance the customer experience (CX). Although each community is unique, there are often elements that make up their CX

strategy that are common among agencies. This project intends to gather information about how each transit agency approaches the customer experience at each touchpoint. This project will seek out transit agencies around the country and inquire (via surveys and interviews) about what these agencies have done, do, or will do to engage with their communities. This project includes survey(s) and testimonial(s) of these agencies, which will document experiences, strategies, and programs that these agencies have had/implemented.

After collecting survey data, general trends and lessons learned will be summarized, and a repository of information related to the surveyed agencies will be created. The overall goal of this project is to create a resource guide and knowledge hub for transit agencies around the country to access as a resource when developing their own customer experience strategy, procedures, and initiatives.

Presenters:

- Seth Cooke, RK&K
- Daniel Chung, Southeastern Pennsylvania Transportation Authority
- Marcellous Grigsby, Washington Metropolitan Area Transit Authority
- Hannah Katz, Moovit
- Joe King, Gannett Fleming

6. Roundtable: Transit Agency Updates and Information Sharing

7. Upcoming Meetings:

- Quarterly Virtual Meetings
- In-person meeting in conjunction with APTAtech Conference in Anaheim (July 30 – August 2, 2023)

8. Adjourn