Customer Information System (CIS) Update

December 2, 2021

Citizens' Advisory Council Meeting

Prepared by Technology Services & Integration (TSI)

Agenda

- Project Overview and Benefits

- Project Milestones

- Improving Predictions Quality

- Signage Preview & Feedback

- Mobile App (Ticketing & Trip Planner) Preview & Feedback

Next Generation Customer Information System

- In 2017, the SFMTA embarked on an extensive public outreach effort, including a comprehensive multilingual survey, concept testing and ride- along interviews, to shape the features and functionality of the new system.

Shaping the Project through Public Outreach

Quantitative
Comprehensive Survey (Available in English, Chinese and Spanish; online and paper upon request) 5,800+ complete responses; ±1.3% margin of error at a 95% confidence level

+

Qualitative
Concept Testing
Stakeholder Interviews
Ride-alongs

External Stakeholder Examples

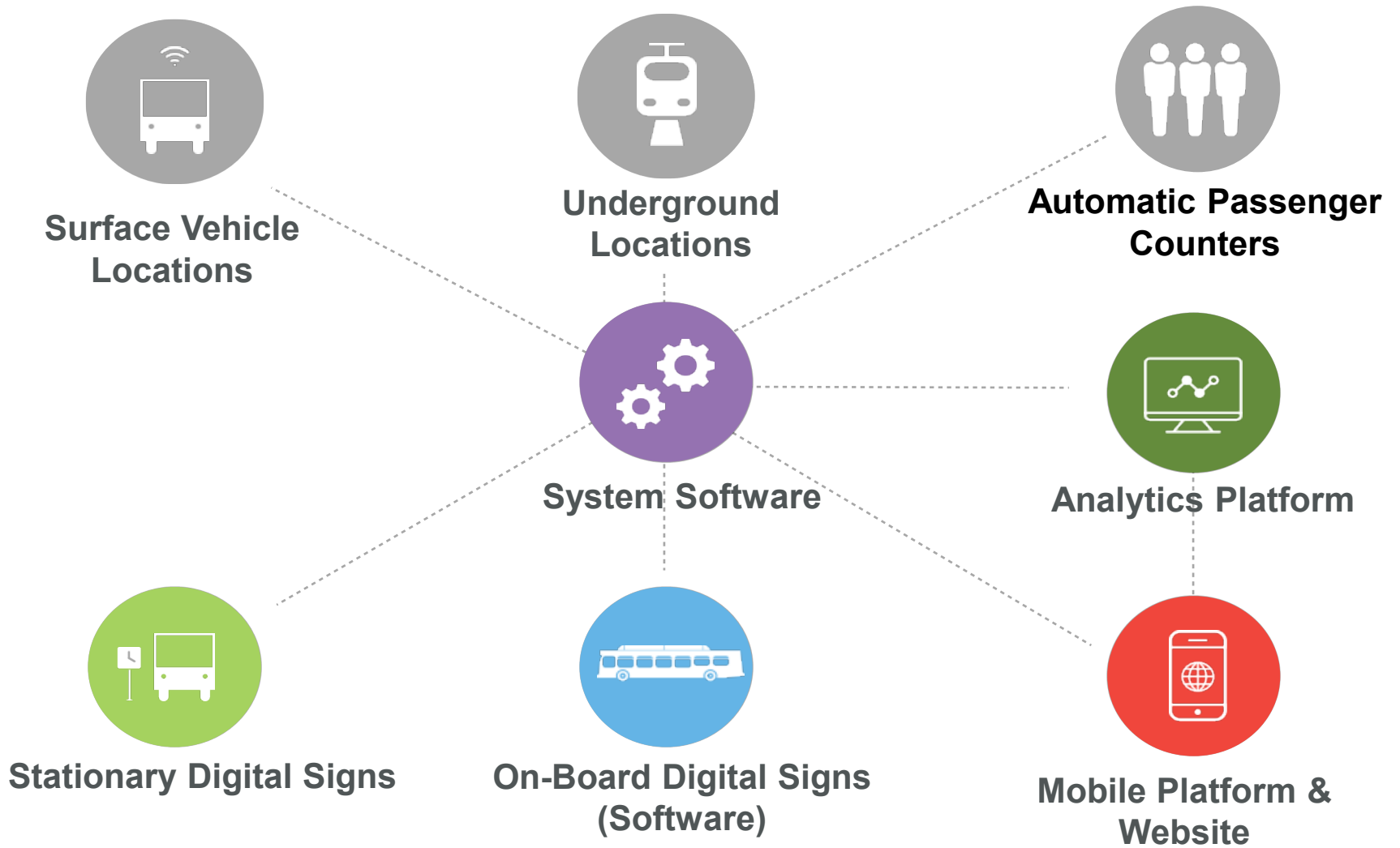|	
311	SF Board of Supervisors
BART and other transit agencies	SF Travel
Chamber of Commerce	SFMTA Citizens' Advisory Council (CAC)
Chinatown Community Development Center (CCDC)	SFMTA Multimodal Accessibility Advisory Committee (MAAC)
Chinatown Tenants Association	SFMTA Policy and Governance
Hotel Council	SFUSD-Access
Independent Living Resource Center	Senior Action and Disability Network
LightHouse for the Blind	SF Transit Riders
Rebuild Potrero	Transbay Joint Powers Authority
Save Muni	Youth Commission

- The SFMTA conducted quantitative and qualitative research to identify customer requirements for the new system

- Outreach efforts to continue in project design and implementation

Takeaways from NextGen Outreach

- Real-time information at the right times and places has potential to increase transit ridership across all demographics

- Focus on improving prediction accuracy

- Keep customers informed throughout their journey particularly with respect to service disruptions and transfers

- Leverage mobile technology

- Offer alternatives and other supplementary information

System Overview

Surface Vehicle Locations

Underground Locations

Automatic Passenger Counters

System Software

Analytics Platform

Stationary Digital Signs

On-Board Digital Signs (Software)

Mobile Platform & Website
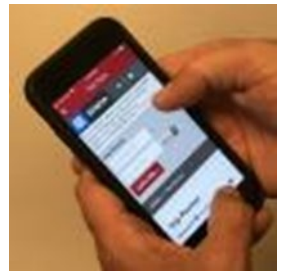
CIS Benefits

Service Awareness

- Communicates rapidly-changing transit service plans

- Shows dynamic maps on signs indicating routes and vehicle locations

- Displays nearby alternative routes

- Promotes seamless regional connectivity by displaying predictions for partner transit agencies

Customer Experience

- Indicates vehicle occupancy levels

- Implements double-sided shelter signs to allow customers to view information from a distance outside the shelter

- Communicates alerts and public safety announcements in multiple languages

Responsive Planning

- Offers MuniMobile customer survey and incident reporting capabilities to receive public feedback on service changes

- Provides an Analytics Platform to monitor ridership patterns and determine how to restore routes and close service gaps

Project Milestones

Box	Description
Public Outreach	
Board of Supervisors Contract Approval	
System Launch	
Public Outreach	
Mobile App Launch	
System Enhancements	

Timeline: 2020 | 2021 | 2022 | 2023

MTA Board Contract Approval

Detailed Project Design

Sign Upgrade

**Phase I
(1-for-1 replacement)**

**Phase II
(Enhancements)**
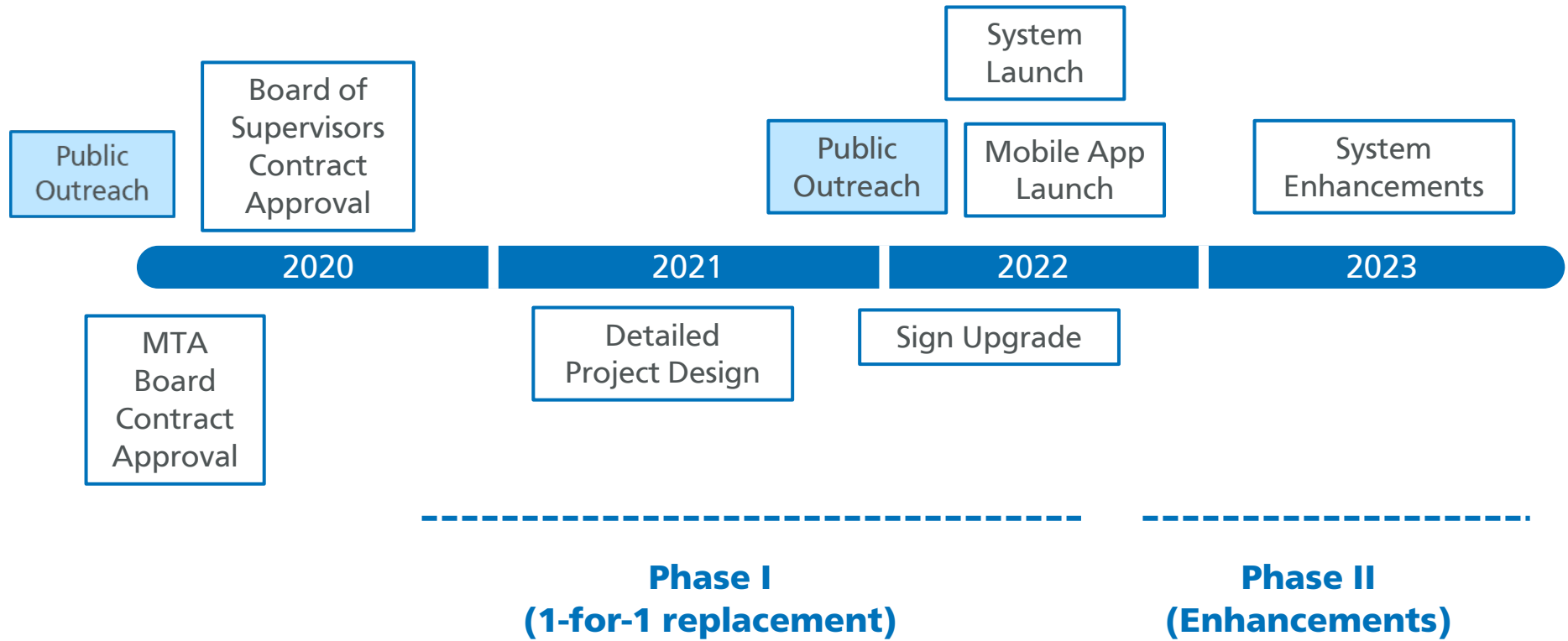
Improving Predictions Quality

- More accurate vehicle arrival predictions
    - Fewer ghost buses
    - Improved terminal departure predictions
    - Real-time service detours and delays
- Vehicle locations
- Vehicle occupancy
- Transfer connection predictions
- Alternative routes
- Accessibility information
- Regional transit connections
- Public announcements in multiple languages

| 8 → City College | 10, 21 |
| 9R → Sunnydale | 18, 31 |

Shelter Sign Preview
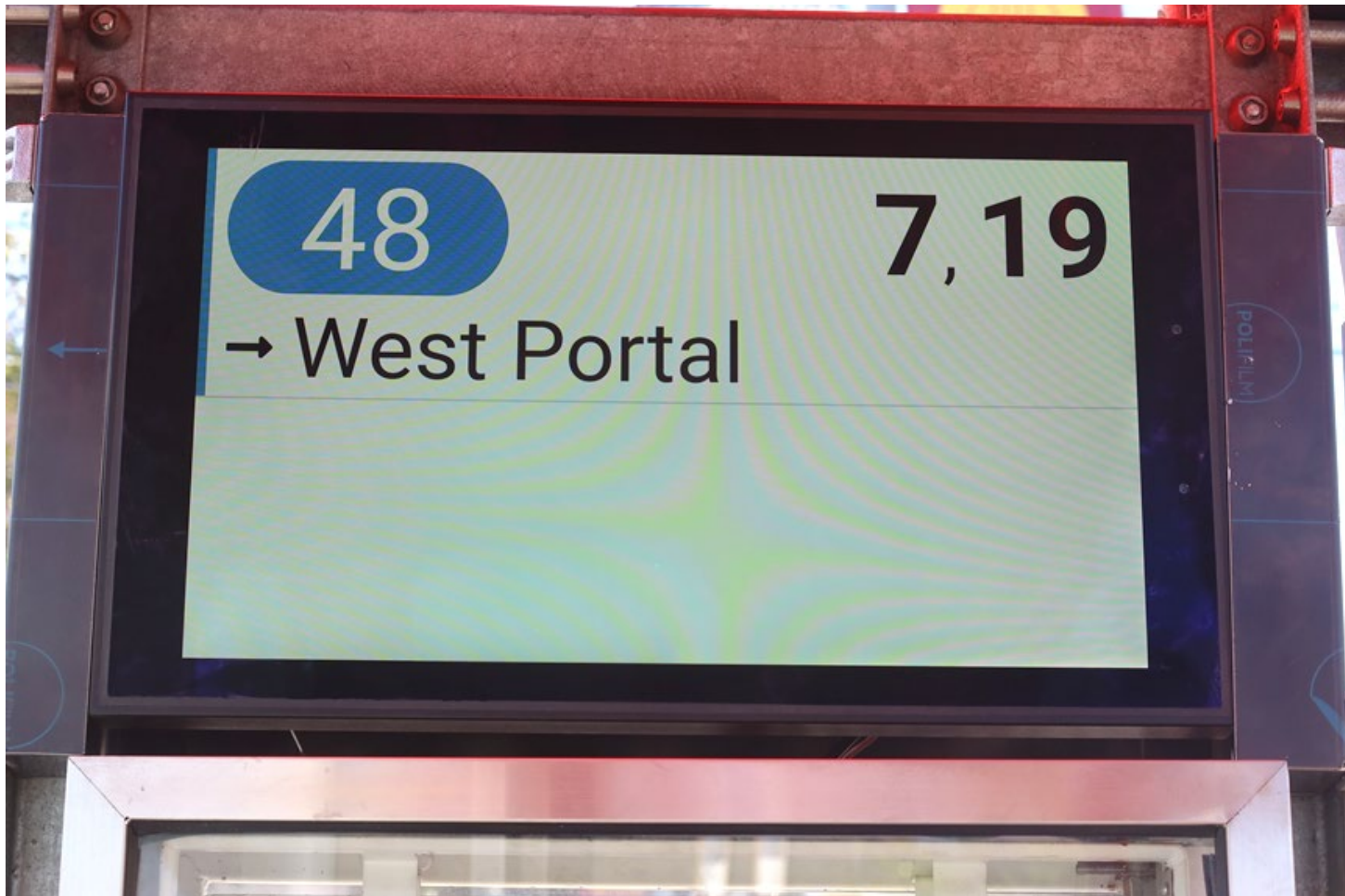
- Clear, brighter route and prediction information

Shelter Sign Preview

- Dynamic Maps with Vehicle Locations

Shelter Sign Preview
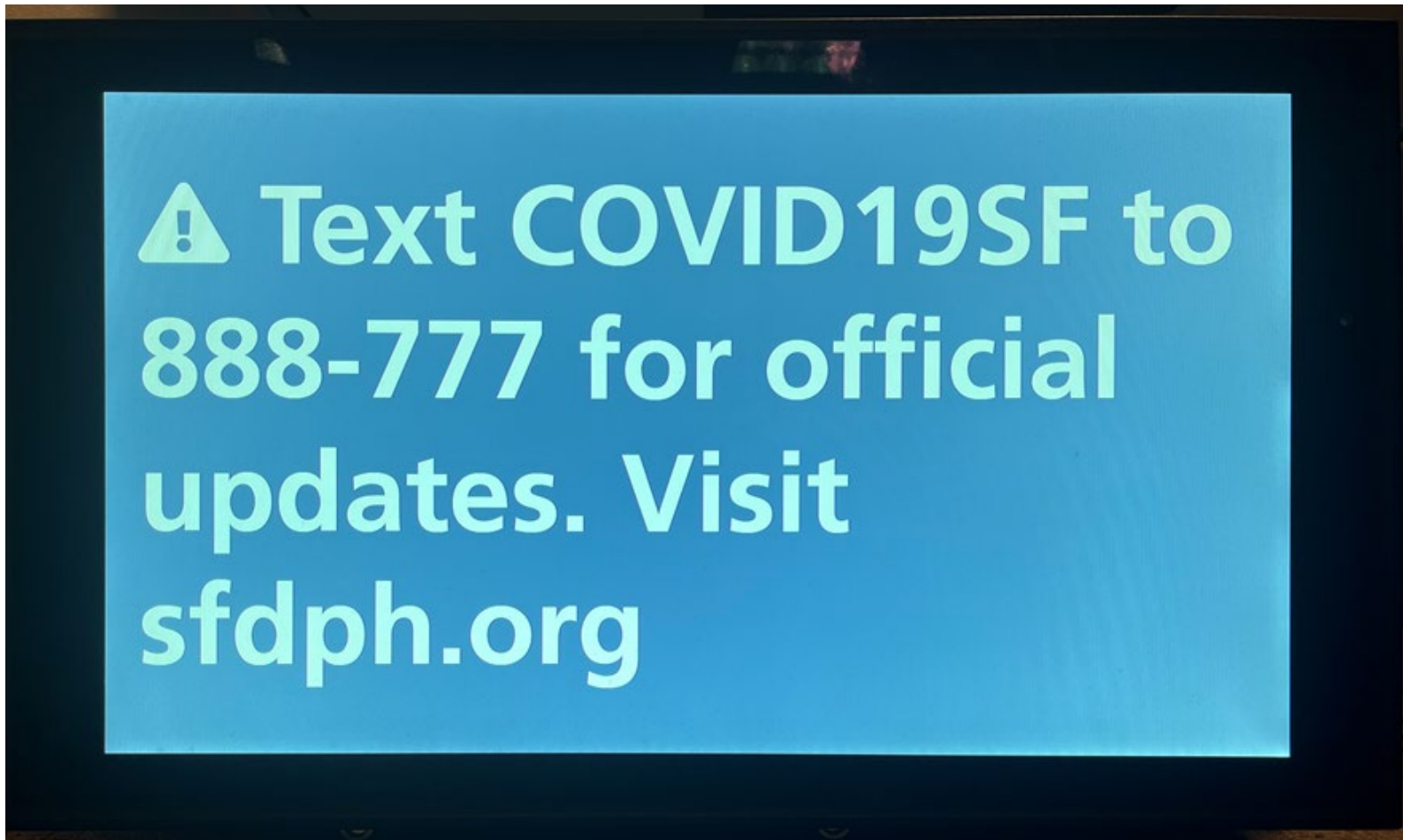
- Larger Space for Message Alerts
- Supports languages like Chinese, Spanish and Tagalog

Shelter Sign Preview

- Re-use Push-to-Talk buttons
- Audio in sign instead of button

Questions/Feedback on Shelter Signs?

Mobile Ticketing & Trip Planner Preview
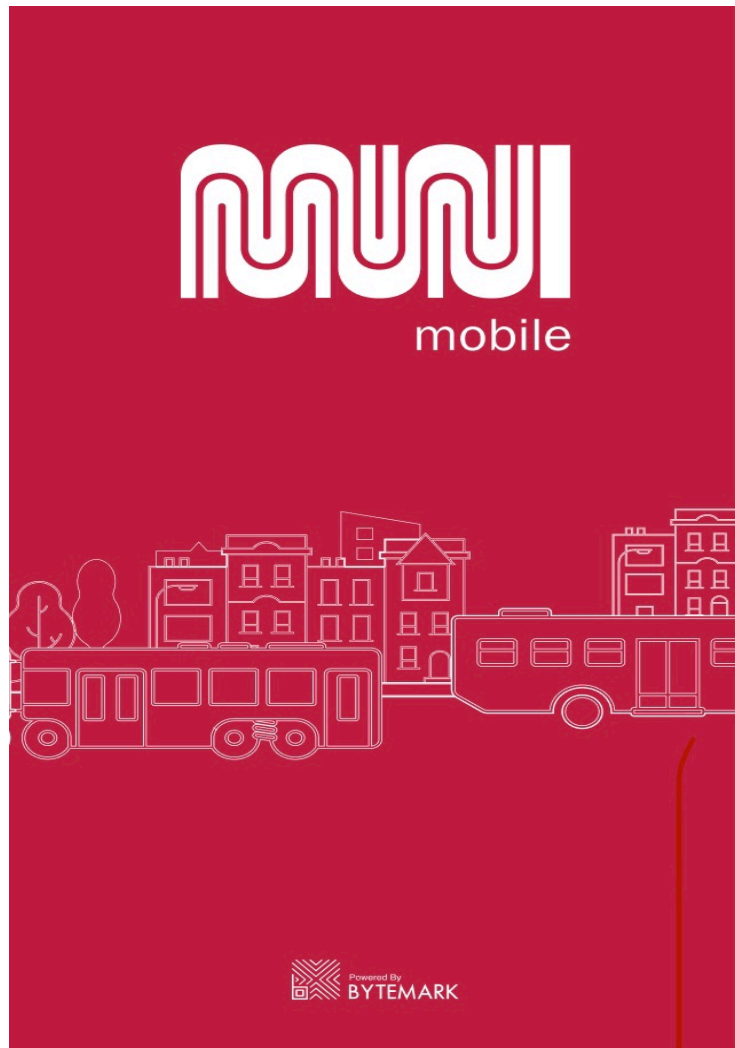
- MuniMobile will be upgraded with new mobile ticketing and trip planning in a single app

- Incorporates Web Content and Accessibility Guideline (WCAG) into product design

- WCAG consistent with standards set forth in Section 508 of the Rehabilitation Act of 1973 and the Americans with Disabilities Act (ADA)

- WCAG also incorporates a higher degree of access for people with disabilities

Purchasing Mobile Tickets (Future)
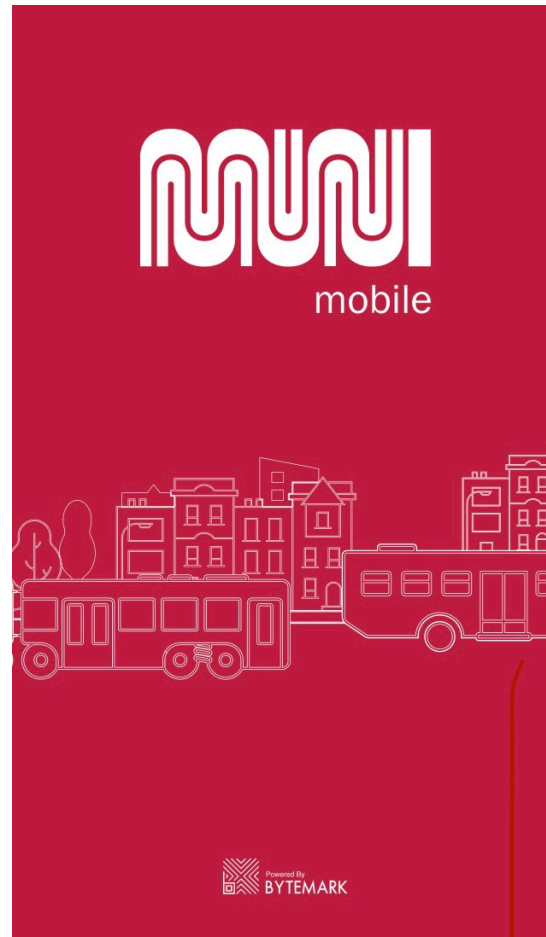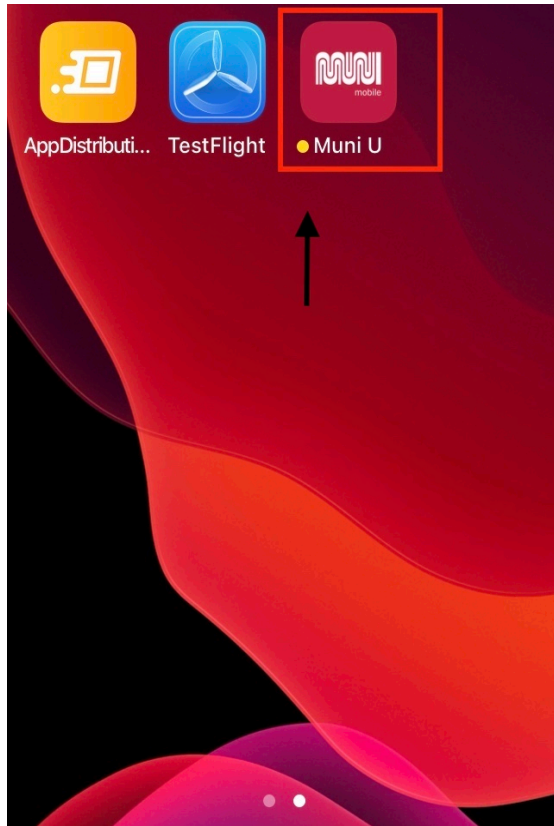
- App will be available for download on both iOS and Android phones

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Purchasing Mobile Tickets
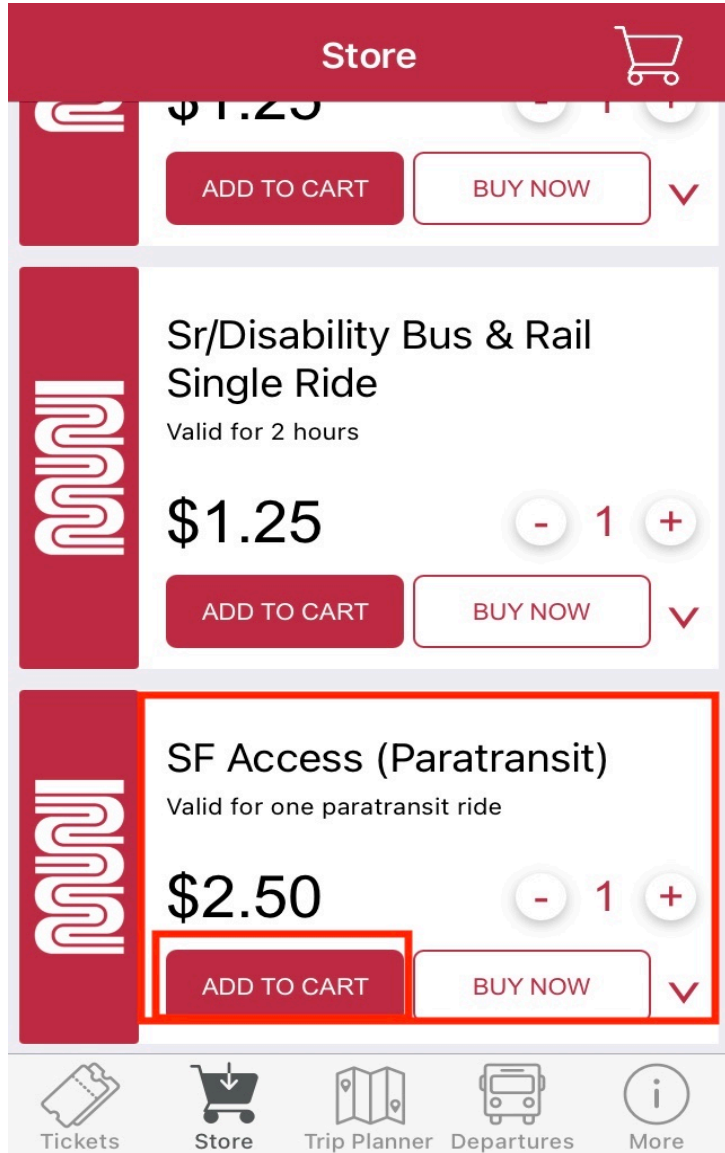
- In the "store" tab

- View Ticket options

- Select a Ticket type then select "add to cart" or "buy now"

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Purchasing Mobile Tickets

Select the shopping cart icon
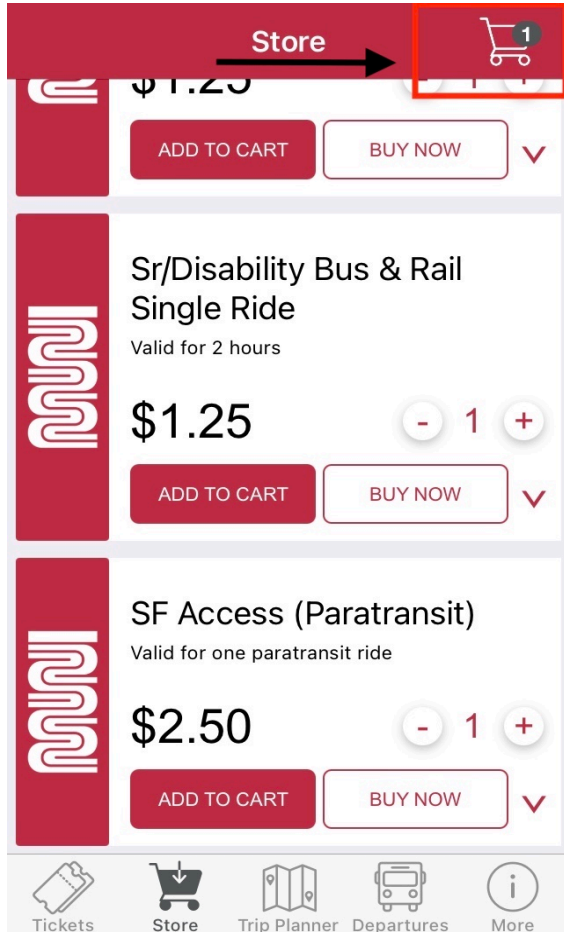
View shopping cart, select "check out"

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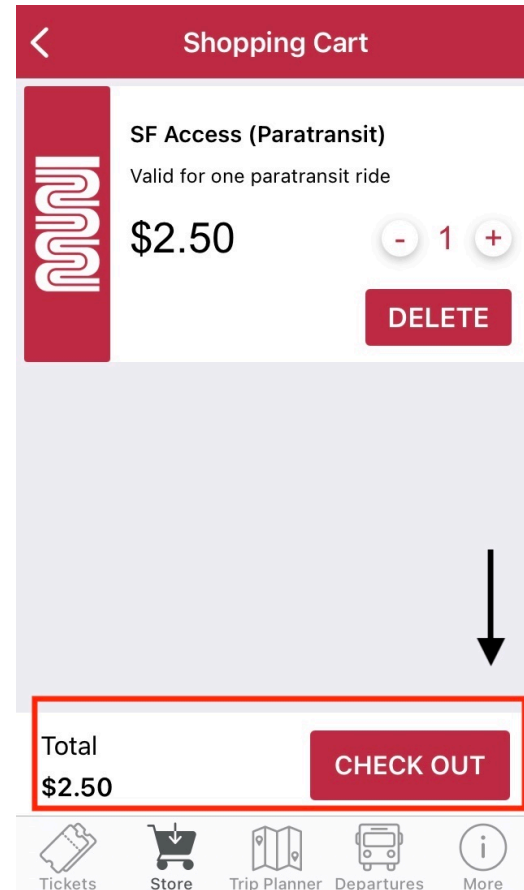
Purchasing Mobile Tickets

Select "place order"

Select "view tickets

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Purchasing Mobile Tickets
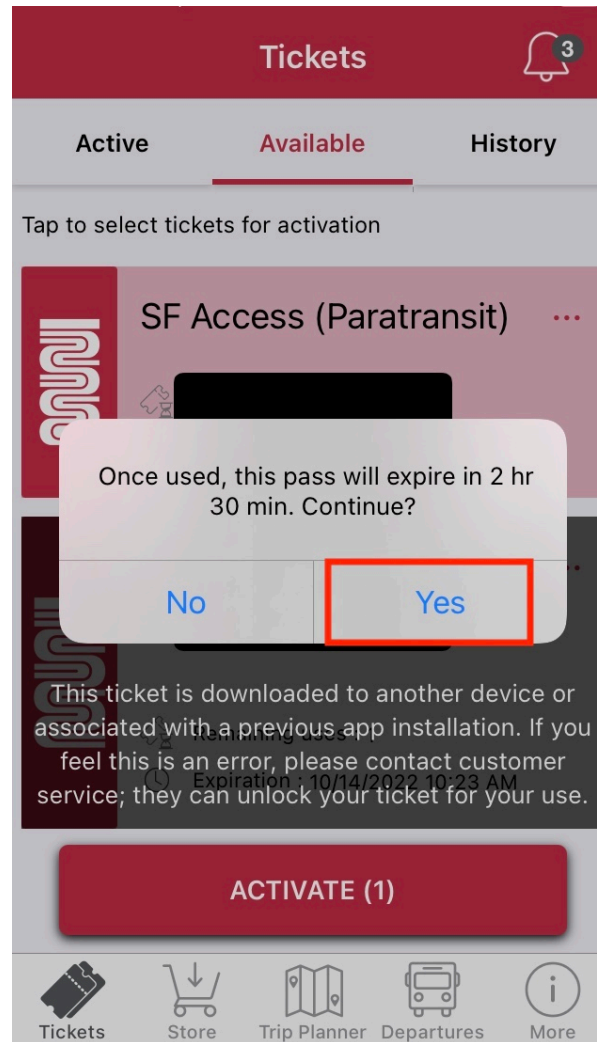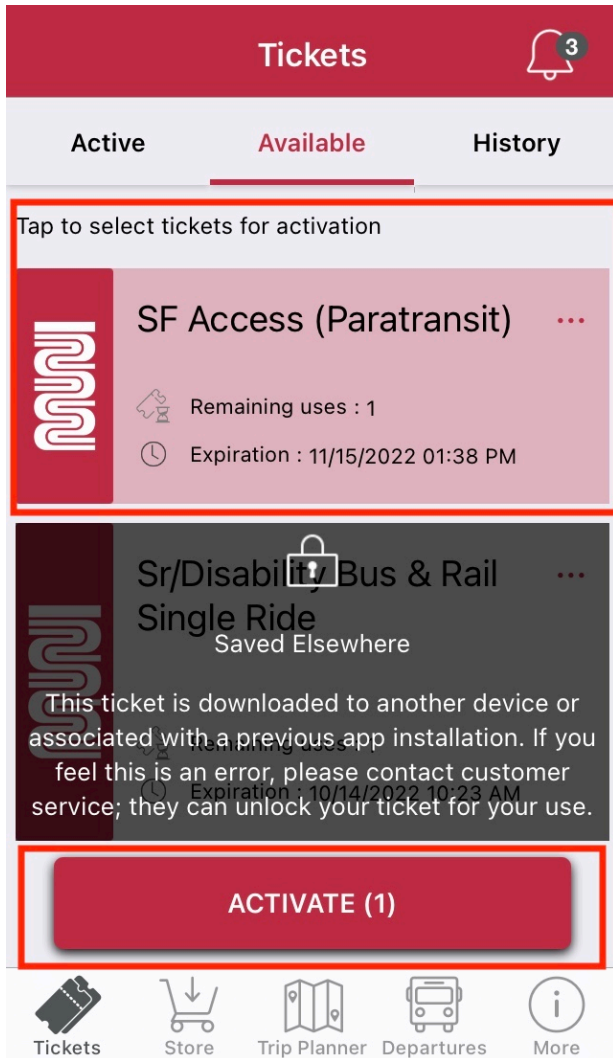
- Selecting "view tickets" leads to a list of "available tickets"

- Select ticket and "Activate"

- Confirm "Yes" on the pop-up notification

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Purchasing Mobile Tickets
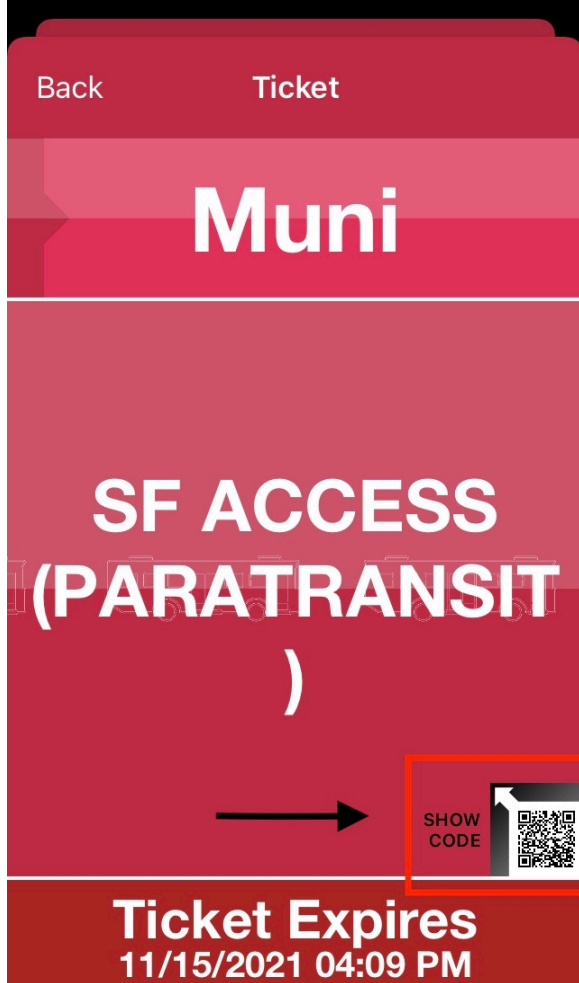
- View of ticket once it is activated

- Notice the expiration date

- Select "show code" to view scannable QR code

Mobile Trip Planner

- Select "Trip Planner" Tab

- Enter starting point

- Enter destination

- Select "Search"

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Mobile Trip Planner
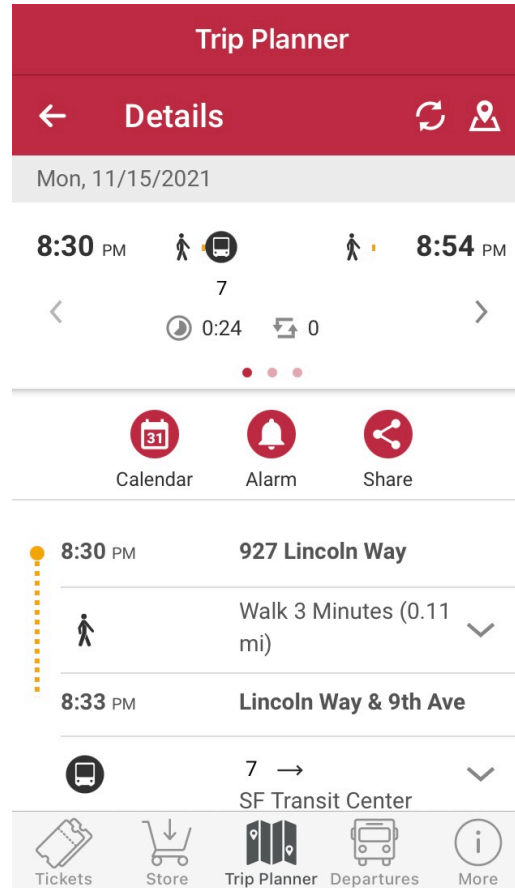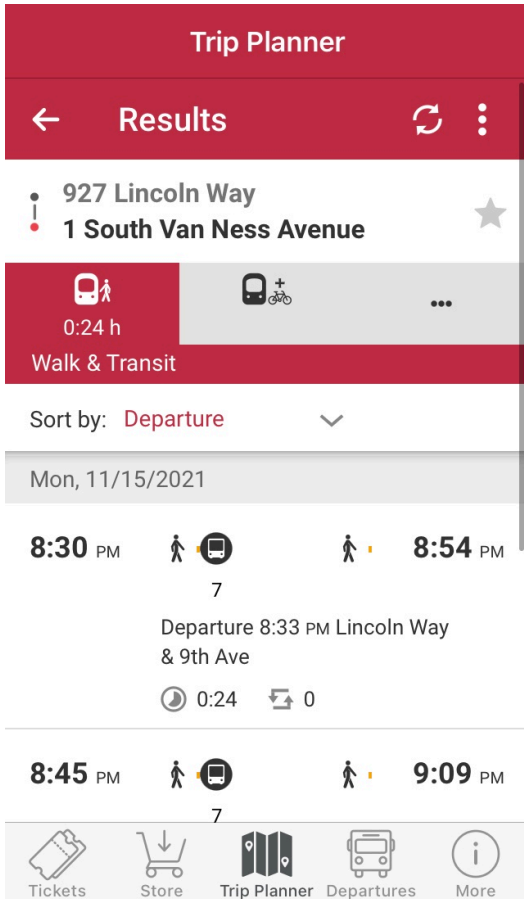
Planning a Trip from Point A to B

- Search results should include list of different "Departure" times

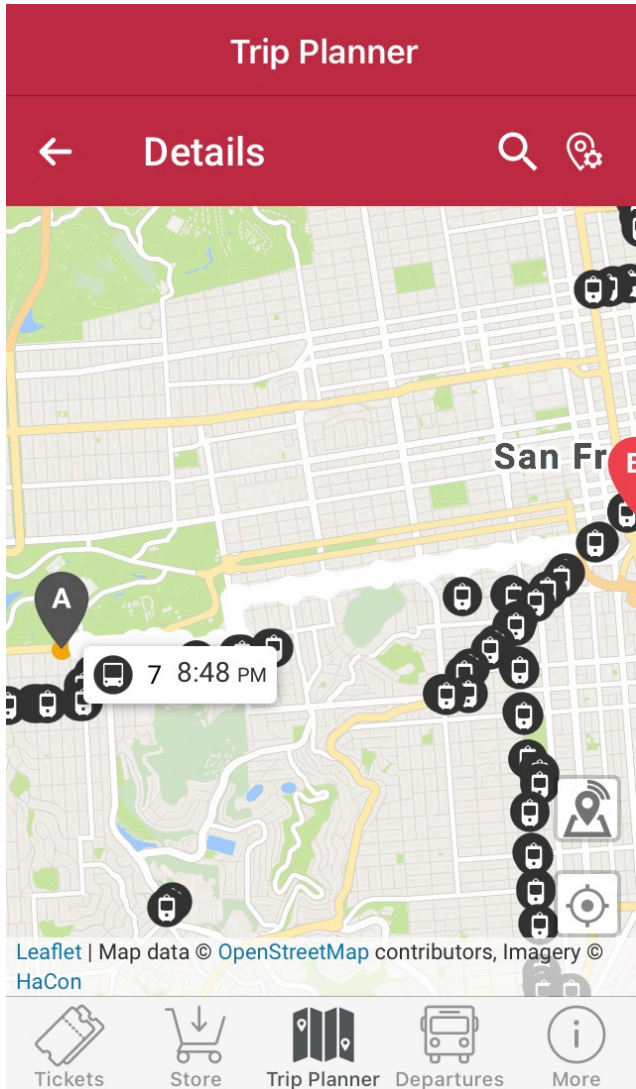- Selecting a specific trip should lead to "Details" where you can see step by step directions
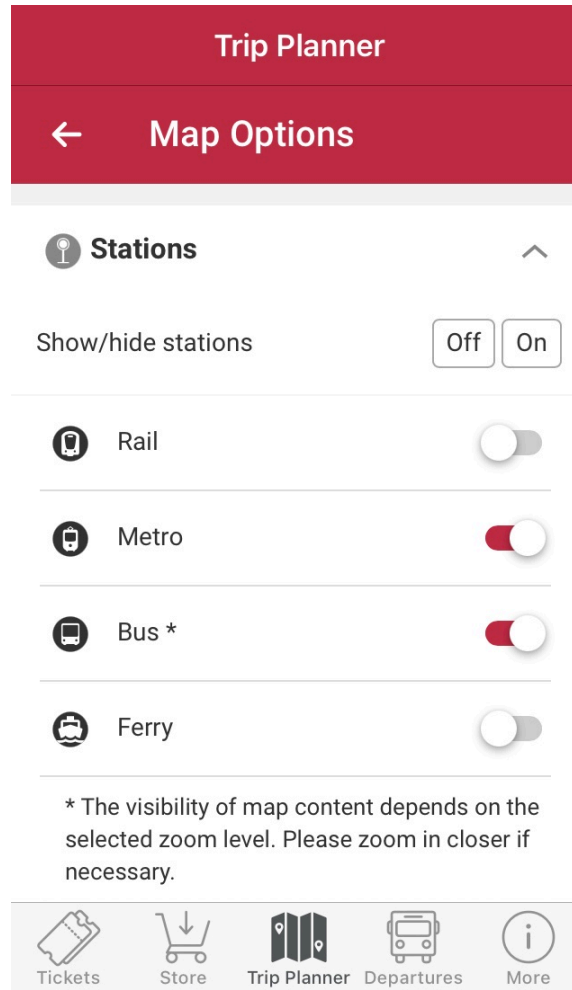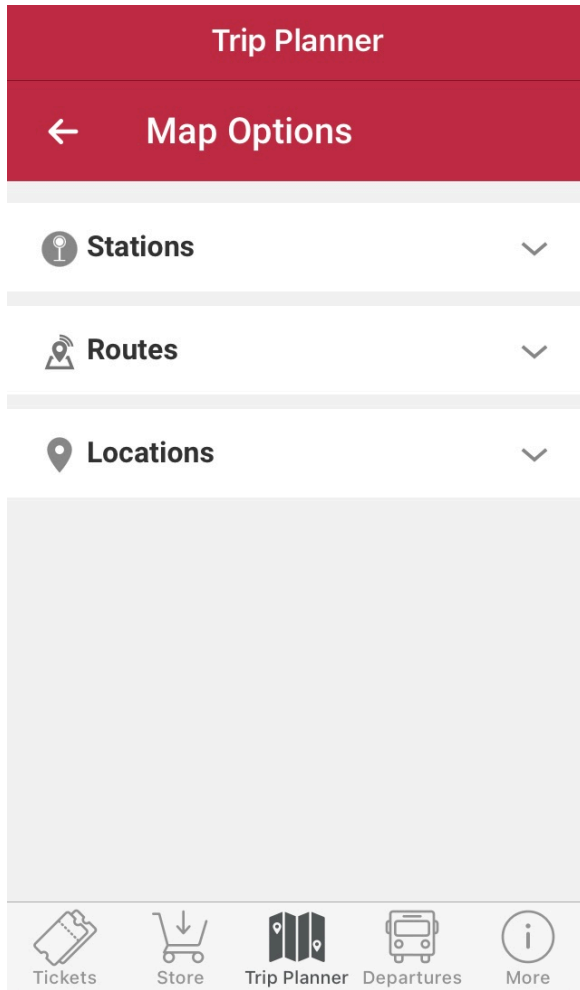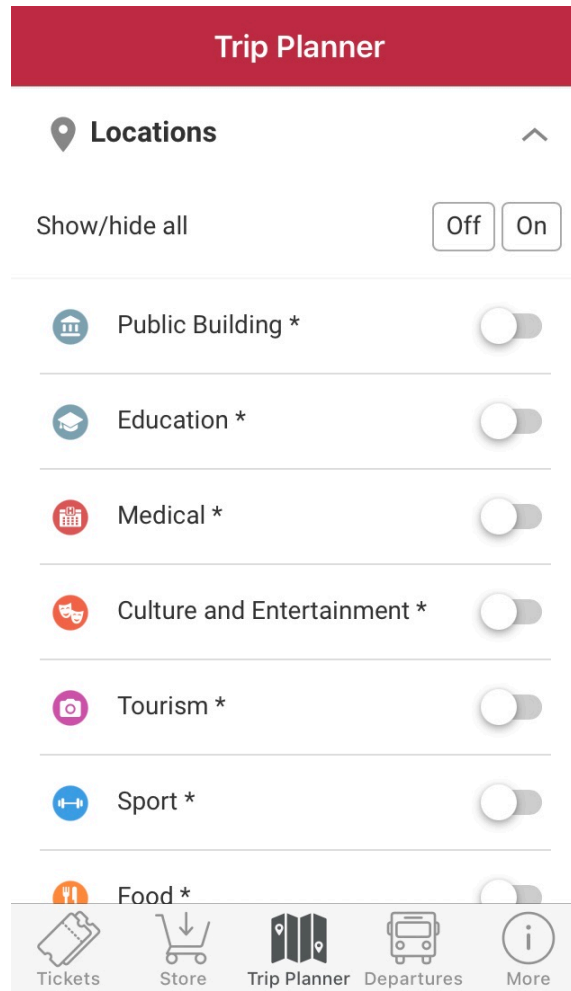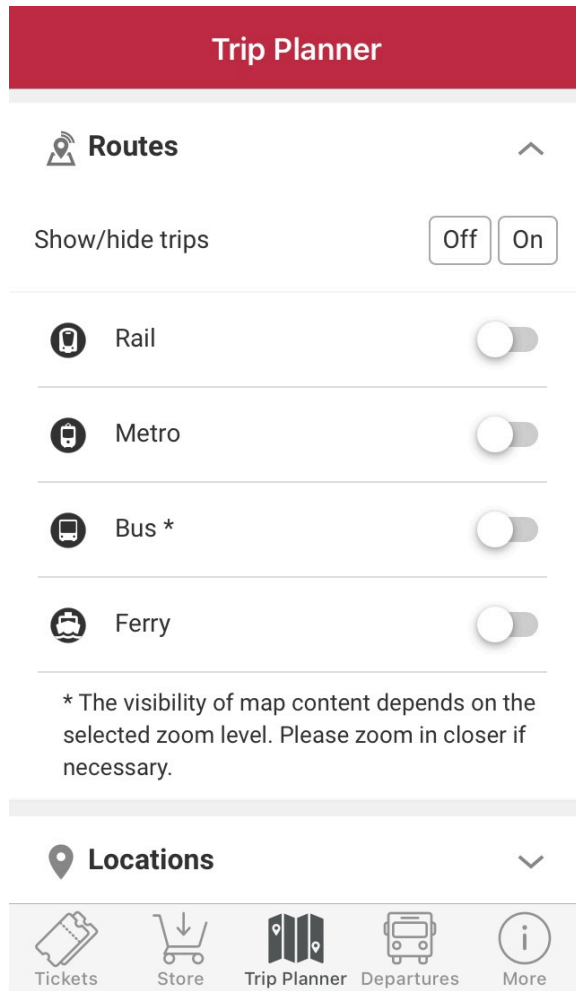
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Mobile Trip Planner

Map

- White bold route indicates the user's trip

Mobile Trip Planner

- Other features in the Map Options

- Toggle on/off map settings for "routes", "locations", and "stations"

Mobile Trip Planner

Trip Planner

Routes ^

Show/hide trips   Off | On

Rail
Metro
Bus *
Ferry

* The visibility of map content depends on the selected zoom level. Please zoom in closer if necessary.

Locations ⌄

Tickets | Store | Trip Planner | Departures | More

Trip Planner

Locations ^

Show/hide all   Off | On

Public Building *
Education *
Medical *
Culture and Entertainment *
Tourism *
Sport *
Food *

Tickets | Store | Trip Planner | Departures | More

- Selecting "routes" enables user to toggle on/off and view different modes of transportation

- Selecting "Locations" enables user to toggle on/off desired locations

- All adjusted settings are saved and viewed on the Map

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Mobile Trip Planner
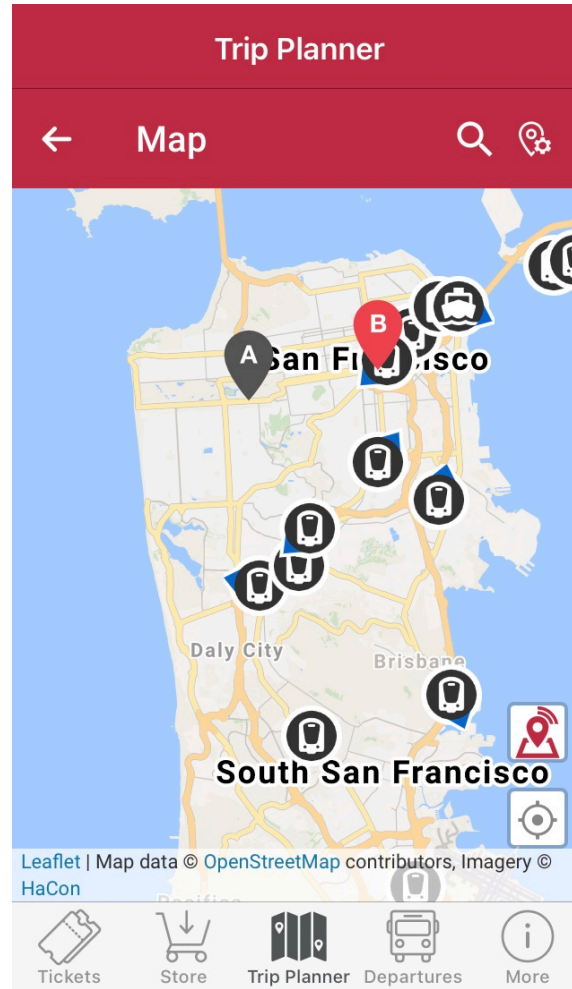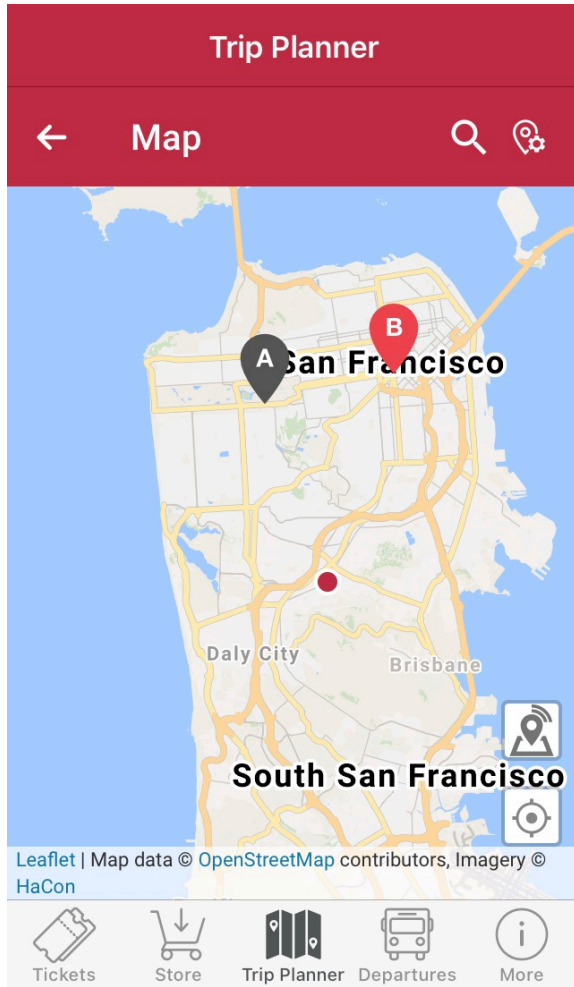
- A user view of current location indicated by red dot

- Includes a Livemap feature allowing users to view vehicle locations in real-time of selected routes

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Questions/Feedback on MuniMobile?