

Map It!

New Customer Information Projects in Transit Information

February 13th, 2017 – Transportation Committee

Metro Transit
Serving the Minneapolis / St. Paul Area

NexTrip: Real-Time Departures
7th St N - Olson Memorial Hwy
Stop Number: 11167

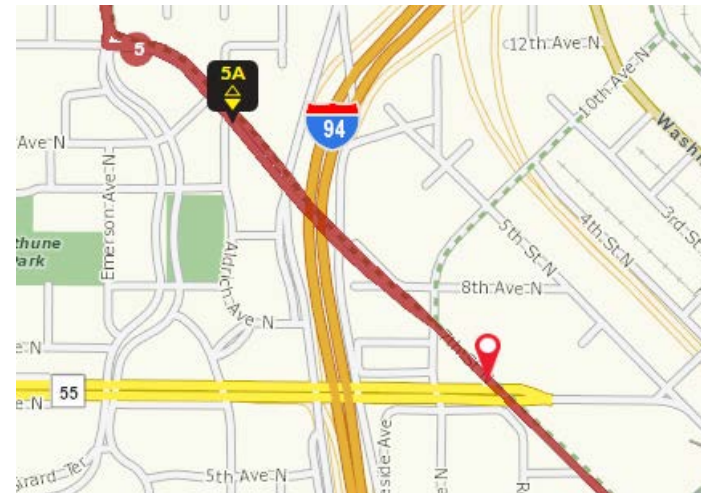
NexTrip departs at 7:23
Current Time: 7:18 am

Route	Departs
22H Cedar-28Av/VA Med Ctr/Via Logan-57	7:23
5E Chicago / Mall of Amer	7:25
5A Chicago - 38St	7:31
22H Cedar-28Av / VA Med Ctr	7:35
5E Chicago / Mall of Amer	7:40
5 Downtown	7:43
5A Chicago - 38St	7:45

• Real Time • Scheduled

← BACK TO STOP

MAP IT! →



Ben Rajkowski – Assistant Manager, Transit Information
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 Jim Gonsoski – Applications Developer III, GIS

Background

Transit Information Mission & Vision

- ***Mission***

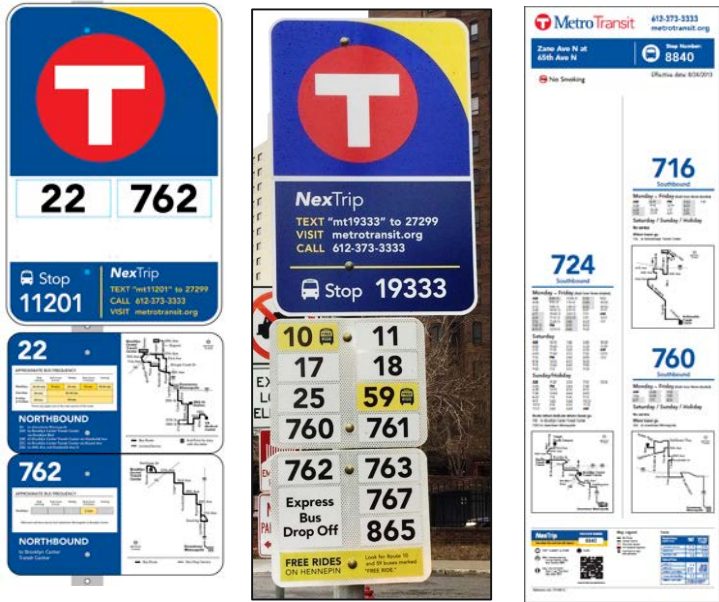
To promote ridership by translating complex transit data into accurate, customer-friendly information.

- ***Vision***

In five years, we will be widely recognized for our industry-leading transit communication system, our superior customer service, and our contributions for increasing ridership.

New Signage, Tools, and Applications

Bus Stop & Shelter Signage



NexTrip via SMS/Text



New Signage, Tools, and Applications

Rider Alerts via Subscription Service

Rider Resources > Rider Alerts

Settings Edit

Rider Alerts

These Rider Alerts are currently in effect. NOTE: Rider Alerts are issued for major service changes.

Email/Text Updates

To sign up for updates or to access your subscriber preferences, please enter your contact information below.

Subscription Type

Email

Email Address:

SUBMIT >

Please Note: Messaging and data rates may apply; refer to your wireless plan for more details.

Real-Time for Community Partners

NexTrip NOW: 2:25 PM

Olson Memorial Hwy & 7th St N			7th St N & Olson Memorial Hwy		
ROUTE	DESTINATION	DEPARTS	ROUTE	DESTINATION	DEPARTS
19B	Penn Av / Olson Hwy / Brklyn Ctr TC	13 Min	22H	Cedar-28Av/VA Med Ctr/Via 51-Penn	3 Min
19H	Penn Av / Olson Hwy / 42Av-York	18 Min	5A	Chicago - 38St	9 Min
19B	Penn Av / Olson Hwy / Brklyn Ctr TC	2:51	5E	Chicago / Mall of Amer	12 Min
19B	Penn Av / Olson Hwy / Brklyn Ctr TC	3:01	22G	Cedar-28Av/VA Med Ctr/Via Logan-57	18 Min

7th St N & Olson Memorial Hwy			7th St N & Olson Memorial Hwy		
ROUTE	DESTINATION	DEPARTS	ROUTE	DESTINATION	DEPARTS
19	Downtown	Due	5M	Fremont Av/Brklyn Ctr/Transit Ctr	2 Min
19	Downtown	8 Min	5F	Emerson/26Av-Broadway	15 Min
19	Downtown	18 Min	5M	Fremont Av/Brklyn Ctr/Transit Ctr	15 Min
19	Downtown	2:53	22B	N Lyndale/Via Logan-57/Brklyn Ctr TC	18 Min

• Real Time • Scheduled

Call Center to Contact Center



- Allow customers to contact us through preferred method
- Leverage tools currently available
- Responds to change in customer expectations

What is Map It?

- Real-time bus tracking and mapping tool for customers
- Enhancement to NexTrip tool – available through App, mobile site, desktop
- Leverages current data and technology to provide information in new way
- Responds to customer feedback
- Especially useful when adherence is problematic



Map It! Demo

- Collaboration with Transit Information, Marketing, Creative Services, IS, and GIS
- Simplified access through NexTrip interface

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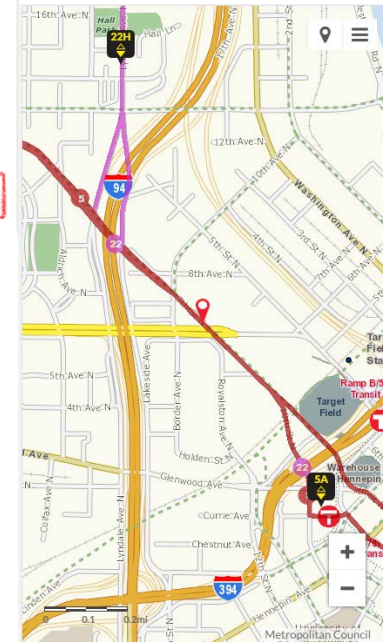
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Map It! Testing

- **Internal Testing**

- Debug issues with data feed
- Feedback for future development

- **External Testing**

- Social media post to recruit volunteers
- 170 volunteers and 52 provided unique feedback
- Update to icons, directional confusion, add additional vehicle information
- Faster updating, more accurate NexTrip information
- Different approach to testing software with Metro Transit (98.1% of participants wanted to do again)

Next Steps

- **Launched February 6th**
- **Evaluate and implement feedback by March 2017**
- **Questions?**