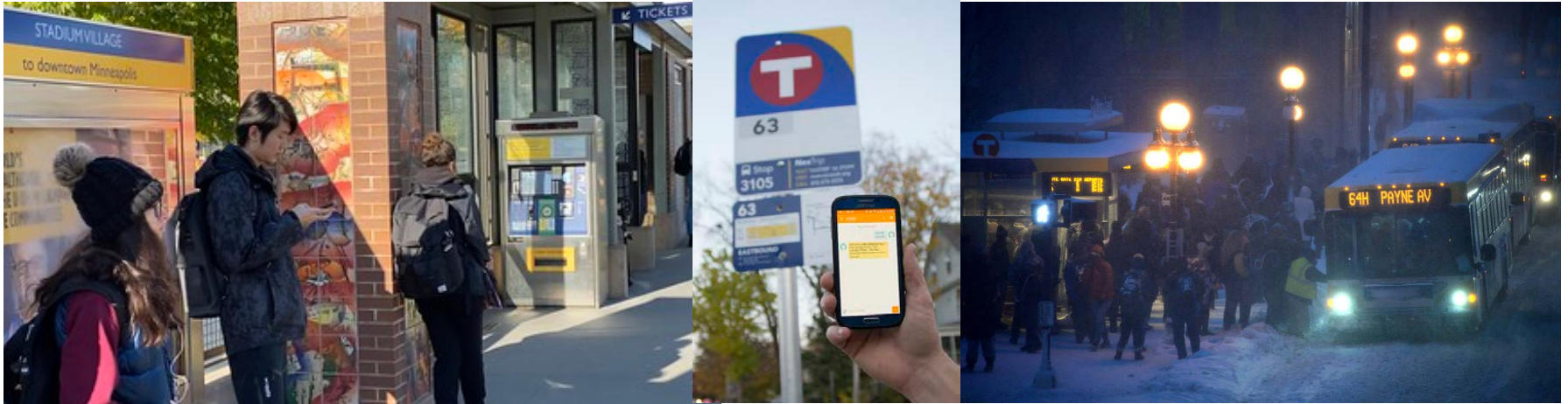


# Real-Time Customer Information Improvements: Business Items 2020-12 & 2020-9



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**Bre Grand**, Project Manager, Transit Information

# Customer Information Vision

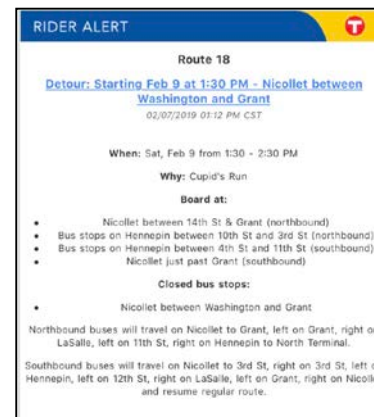
It is easy for diverse customers to understand where and when transit service operates because Metro Transit provides information that is **accurate, customer-friendly, accessible, robust, and professional.**



**Today:** Focus on meeting customers' expectations by improving real-time information

# Customers Depend on Real-Time Information

- NexTrip
  - 80 million unique, trackable requests per year
  - Plus, over 200 real-time signs and annunciators, other apps and tools
- Rider Alerts
  - Over 34,000 subscribers
  - Over 21,000 unique alerts sent out in 2019



# Real-time Information Challenges

- Major sources of customer complaints about information
  - Missing detour/disruption information
  - Inaccurate and incomplete NexTrip predictions
- Second lowest rated item in 2018 customer survey:  
“I can find the information I need about detours”
- Alerts and real-time info are not available in most popular customer information tool: Google Maps

# Business Items

- **2020-12**
  - **Real-Time Prediction Engine:** Improve the accuracy, reliability, and availability of NexTrip predictions for bus service and Northstar
- **2020-9**
  - **Alerts Manager:** Streamline process for creating alerts; allow customers to receive more relevant, customized alerts; publish alerts in industry standard format
  - **Real-Time Concentrator:** Reconcile service alerts and real-time predictions so information is accurate and complete

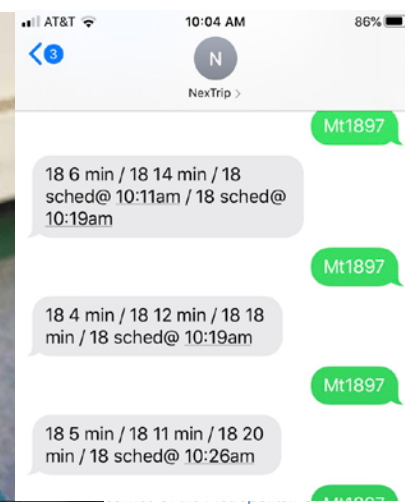
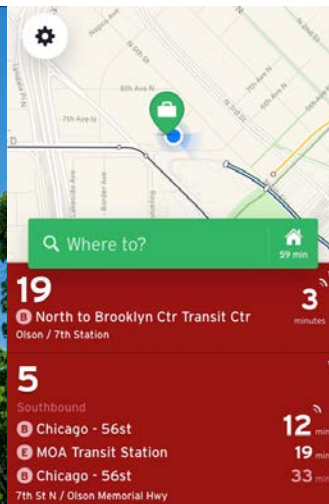
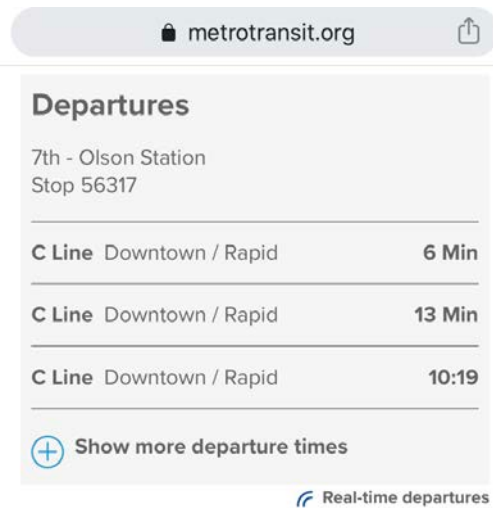




# 2020-12: Real-time Prediction Engine

## NexTrip Background

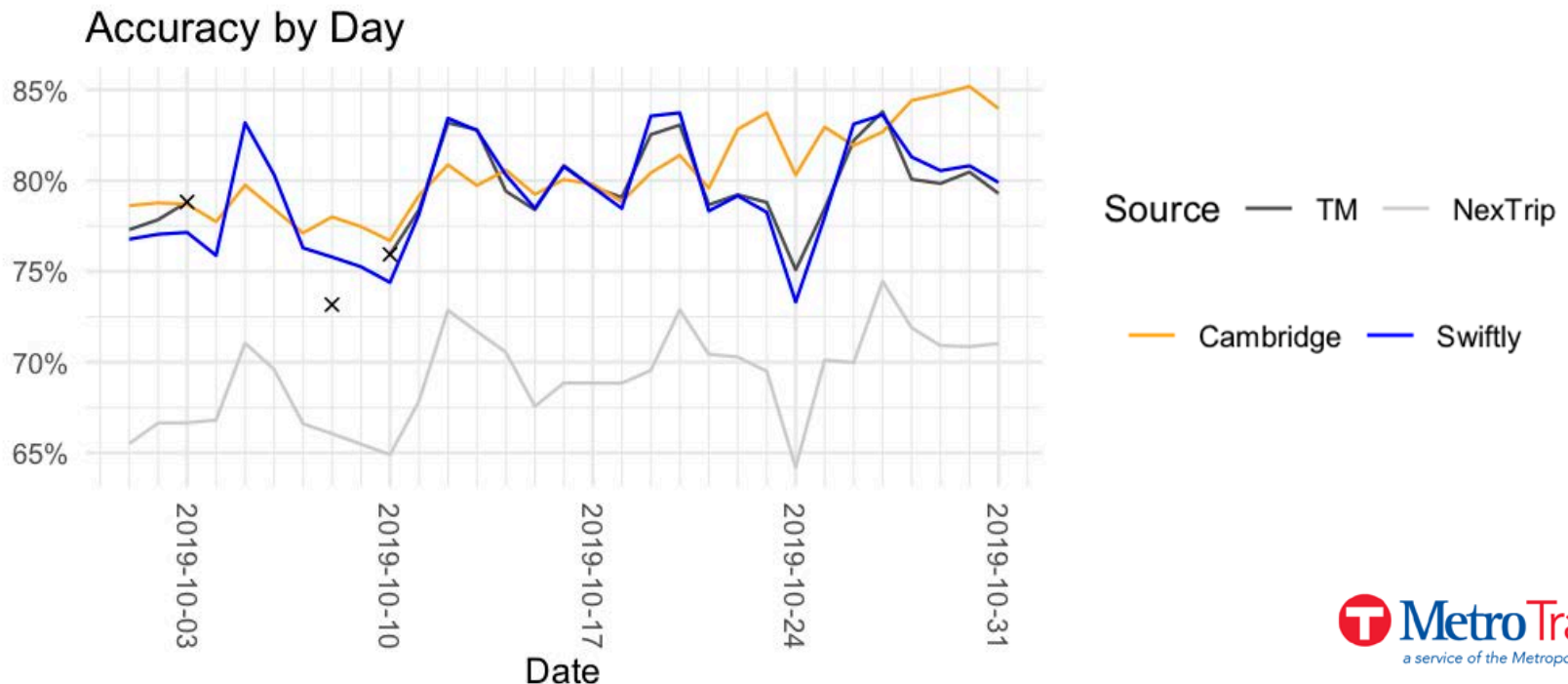
- 2008: Metro Transit on leading edge
- Customer expectations and technology have changed
- Prediction accuracy ~65-75% “acceptable” – deteriorates when there are delays, when customers need it most
- Not in industry standard format, not available in Google



# 2020-12: Real-time Prediction Engine

## Approach

- Pilot two prediction engines
- Evaluate predictions alongside current system
- Identify best source for accurate predictions



# 2020-12: Real-time Prediction Engine

## Benefits

- Improved prediction accuracy
- More robust system – eliminates and mitigates conditions that lead to bad predictions currently
- Includes maintenance and support for critical tool
- Industry standard, Google-ready data feed – information available in most popular customer tool
- Foundational to roadmap for ongoing improvements

**Cost:** Not to exceed \$972,000 for 4 years

**Request:** Authorize the Regional Administrator to negotiate and execute a contract with Cambridge Systematics



# **Business Item #2020-9**

## **Alerts Manager & Real-Time Concentrator**

# Rider Alerts Program Background

- Based on customer feedback, Metro Transit launched initiative in 2014
  - Originally supported planned detours & disruptions during business hours only
- Leveraged existing email and text contract and internally built tools
- Program expansion
  - 2017: Communications Specialist position established in Transit Control Center
    - Added ability to send out alerts for cancelled trips
  - 2019: More staff, expanded coverage for sending out alerts (longer weekday and added weekend hours)

# Current Gaps

- Manual processes to update alerts through multiple channels
- Alerts not reflected in NexTrip
- Alerts not reflected in Google and other third-party apps
- Trip planning tools do not reflect real-time trip cancellations
- Alerts sent at route level

**Metro Transit** @MetroTransitMN

Due to icy and hazardous conditions, we are suspending bus service at this time. We continue to monitor those conditions and will resume as soon as possible. Rail service continues to operate.

5:34 AM - 28 Dec 2019

267 Retweets 315 Likes

**Ze Thao** @zeliketheletter · 8h  
Replying to @MetroTransitMN  
Is there a way to display this on BRT stations so we're not all refreshing next trip thinking our bus is coming in "10 min"??

Route 6 Southbound Route 6D from 27th Ave. SE/University at 3:48 p.m. will not operate today Stops not being served include:... <https://lnks.gd/2/BJx8nD>

Route 6 Southbound Route 6B from 27th Ave. SE/University at 4:19 p.m. will not operate today Stops not being served include:... <https://lnks.gd/2/BJx9bq>

Route 6 Northbound Route 6 from Southdale at 5:14 p.m. will not operate today Stops not being served include:... <https://lnks.gd/2/BJxNVh>

**RIDER ALERT**

**Route 6**

**Southbound Route 6B from 27th Ave. SE/University at 4:19 p.m. will not operate today**

12/28/2019 03:47 PM CST

**We found 2 trips for you**

Trips shown are based on your selections and closest departure to 4:15 PM, Sat, Dec 28.

**4:19 PM - 5:19 PM** 6B >

**4:19 PM** **Route 6B** France Av /Southdale / Via Woodale

**Depart from 27th Ave SE & University Ave / 4th St Stop #56171 at 4:19 PM**

**Arrive at France Ave S & 53rd St W Stop #1144 at 5:19 PM**

# 2020-9: Alerts Manager & Real-Time Concentrator

## Alerts Manager Benefits

- Streamlines process for creating and distributing alerts
- Allow customers to choose more relevant alert options
- Alerts available in industry standard format (Google Maps and other tools)

## Real-Time Concentrator Benefits

- Reconciles data from Alerts Manager and NexTrip, so customer information is accurate and complete

**Cost:** Not to exceed \$800,000 for 3 years

**Request:** Authorize the Regional Administrator to negotiate and execute a contract with IBI Group