



# Metro Transit - Transit Information

## Meeting Changing Customer Needs & Expectations



Tweets   Tweets & replies   Media   Likes

**Metro Transit Alerts** @MT\_MN\_Alerts · 3h  
Route 766 detoured off West River Rd from Brookdale Dr to 81st Ave until further notice due to construction [bit.ly/mtalrt](https://bit.ly/mtalrt)

Check planned detours, bus stop, service changes, and disruptions

[Sign up for alerts →](#)

- METRO Green Line 1 Alert(s) ↓
- METRO A Line 1 Alert(s) ↓
- METRO C Line 3 Alert(s) ↓
- Route 2 2 Alert(s) ↓

**Ben Rajkowski – Manager, Transit Information**  
02.02.21

# **Metro Transit Transit Information**

- Mission & Background
- Current Initiatives
- Future Projects & Initiatives



# Transit Information Department Mission & Background

---

# Transit Information – Roles & Responsibilities

- Transit Information Center Operations
  - Contact Center/IVR
  - Data quality
  - Online Trip Planner/Schedules
- Transit Information Field Operations
  - Stop-Level Signage
  - Schedule Information
  - Real-Time Signs & Annunciators
  - Pocket Schedules & Printed Materials
- Projects & Technology
  - Real-Time Tools & Systems
  - Improved Detour Communication
  - General Transit Feed Specification (GTFS) Feeds
  - Accessibility & Equity Initiatives



# Transit Information- By The Numbers

CUSTOMER INFO TOOL	USAGE
Transit Information Center	628,659
IVR	450,132
Online Trip Planner	2,298,392
NexTrip via Text	511,922
Rider Alerts emails sent	12,848,143
Rider Alerts SMS/Texts sent	8,198,686
NexTrip website & mobile app views	1,243,452
Show My Bus	1,067,216
Google	22,534,000
Transit app	16,900,000

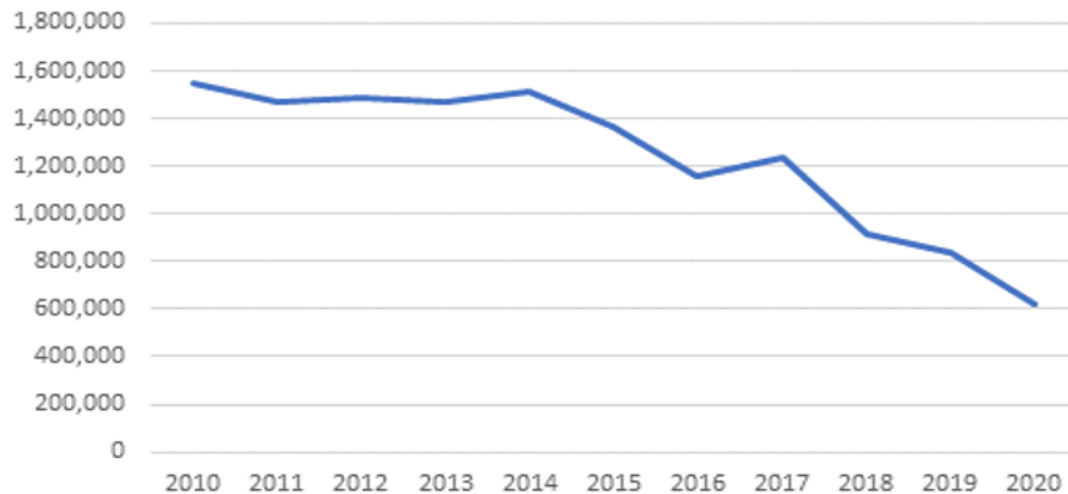
Tool	Availability
Pocket Schedules	2,343,450 printed 812 distribution outlets.
Schedule Displays	1,195 sites  64% of average daily rides at stop with schedule available
Bus Stop Signs	12,000+ stops
Real-time signs & Push-button annunciators	215 Real-Time Signs & Annunciators Sites  33.2% of bus ridership

CUSTOMER INFO TOOL	2015	2019	% Change
IVR Calls	1,251,721	497,845	-60%
Transit Information Center Calls	1,239,288	724,146	-42%
Online/Mobile App Trips Planned	6,292,826	4,628,861	-27%
NexTrip website & mobile app views	2,730,964	3,376,976	+24%
Show My Bus / Train views* (2016)	1,067,216	2,555,543	+139%
Rider Alerts emails sent	507,152	11,507,808	+2,169%
NexTrip via Text Requests	9,035	2,010,133	+22,148%
GTFS Schedule Downloads	44	12,172	+27,564%



# Transit Information Center Hours Change

Calls Offered



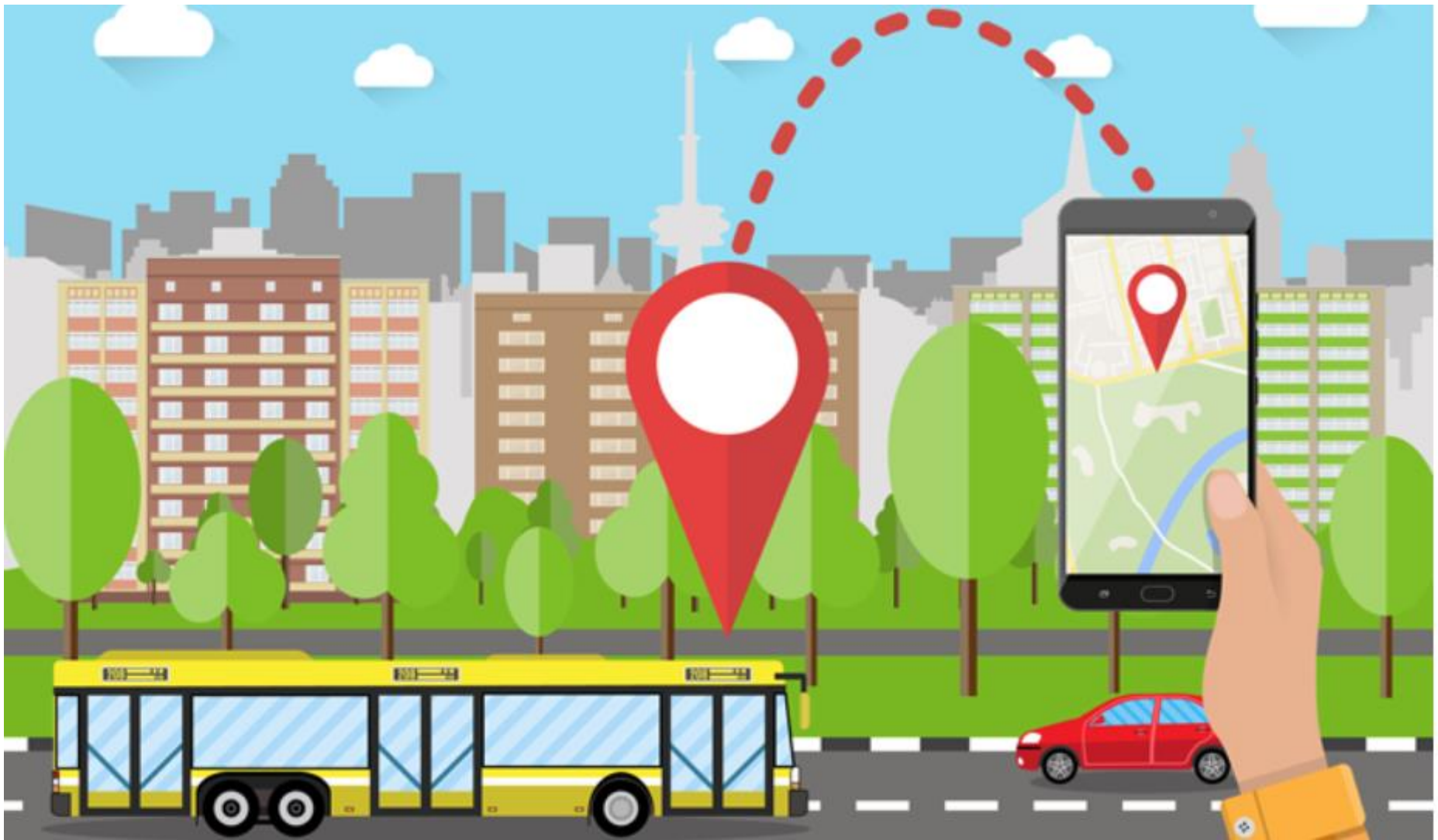
- Call volume has steadily declined over the last decade
- Transit Information has invested resources into tools to provide customers information 24/7

	Current	Effective February 6 <sup>th</sup> , 2021
<b>Weekdays</b>	6:30 am – 9:00 pm	6:30 am – 8:00 pm
<b>Saturdays</b>	8:00 am – 4:30 pm	8:00 am – 4:30 pm
<b>Sundays &amp; Holidays</b>	8:00 am – 4:30 pm	Closed

## Current Initiatives

- Real-Time Information
- Information at Bus Stops
- Accessibility of Information

# Improvements To Real-Time Information







# Real-time Prediction Engine

- Software that uses additional inputs (recent schedule performance, traffic) and smarter logic to generate and improve departure predictions

## Chicago Ave S & 46th St E

Stop #: 786

ROUTE	DESTINATION	DEPARTS
5F	Emerson/26Av-Broadway	Due
5M	Fremont Av/Brklyn Ctr/Transit Ctr	7 Min
5M	Fremont Av/Brklyn Ctr/Transit Ctr	15 Min

Departures

# TRANSIT-alerts System

- Single point of entry system for creating and sending alerts simultaneously to customer information tools (website, social media, emails/texts, etc.)

Chicago Ave S & 37th St E		Stop #: 56
ROUTE	DESTINATION	DEPARTS
5A	Chicago - 38St	4:49
5E	Chicago / Mall of Amer	<span style="color: red;">⊘ Canceled</span> 4:56

**Tweets**    Tweets & replies    Media    Likes

**Metro Transit Alerts** @MT\_MN\_Alerts · 3h  
Route 766 detoured off West River Rd from Brookdale Dr to 81st Ave until further notice due to construction [bit.ly/mtalrt](https://bit.ly/mtalrt)

**RIDER ALERT**

🗨️    ↻    ❤️    ↗

**Route 5**

- Service Change** ONGOING  
The following stops are closed beginning Aug. 8, 2020 at 8:20 AM until further notice due to construction: 8th St at Park
- Service Change** ONGOING  
C Line and 5 other routes service change: 8th St & Hennepin stop closed until further notice due to construction
- Temporary Stop Move** ONGOING  
The following stop is temporarily moving for C Line and five other routes beginning Wed Dec 9 at 7:00 AM until further notice due to utility work: 8th & Nicollet Station - Stop #17907 (eastbound)
- Service Change** ONGOING  
The following stop is closed until further notice: Northbound Chicago Ave S & 42nd St E - Stop #790
- Detour** ONGOING  
Route 5 detoured off Chicago from 38th St to 42nd St until further notice

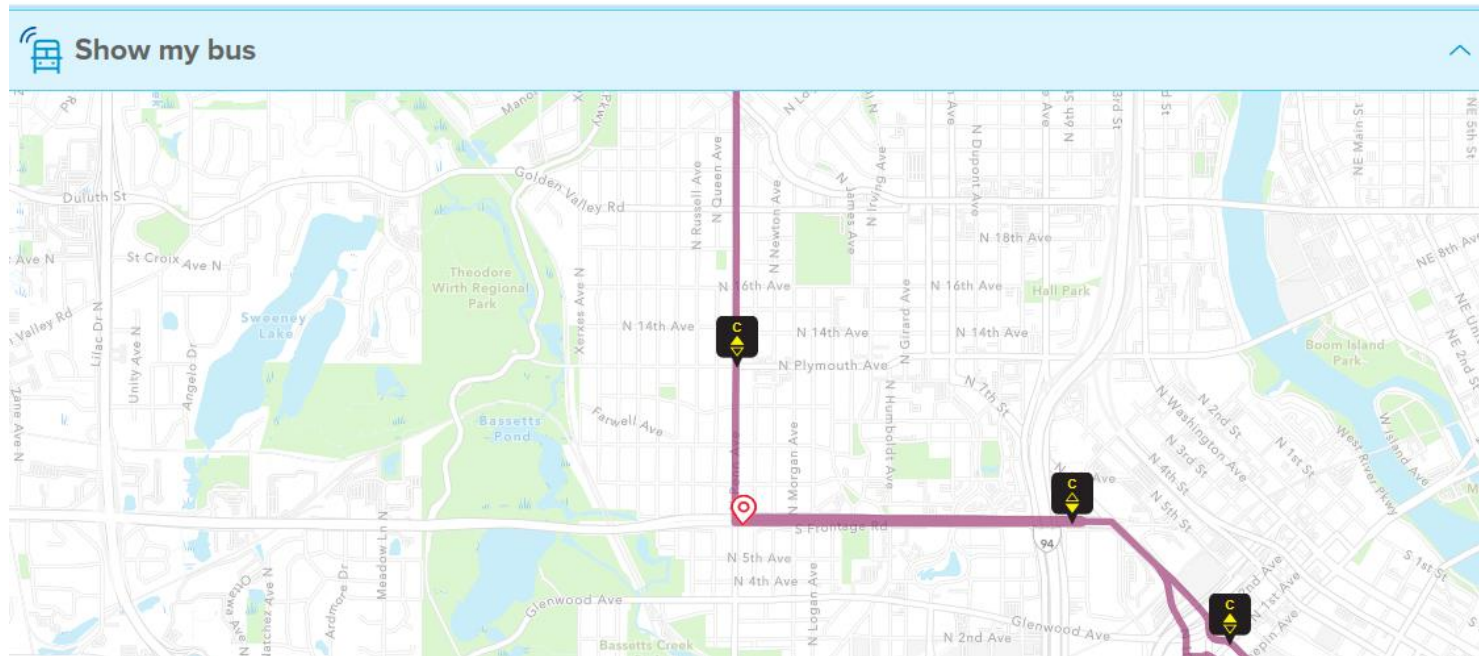


# Show My Bus & Train

- Real-Time Bus & Train Tracking and Mapping Tool

Olson & Penn Station		Stop #: 17839
ROUTE	DESTINATION	DEPARTS
C Line	Downtown / Rapid	🕒 11 Min
C Line	Downtown / Rapid	🕒 17 Min
C Line	Downtown / Rapid	12:04

[+ Departures](#)



# Real-Time Signs & Annunciators

- Support and Maintenance for over 200 Real-Time Signs & Annunciators
- Improved Planning and Management of Real-Time Sign Projects





# Improved Information At Bus Stops

Before



After





# Improved Information At Shelters

Before



After



# Improved Information At Facilities

Before

After



# Improved Accessibility of Information



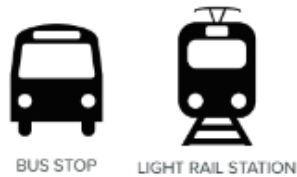
# Accessible Maps & Wayfinding

- Accessible map and wayfinding standards
- Pilot and evaluation solutions

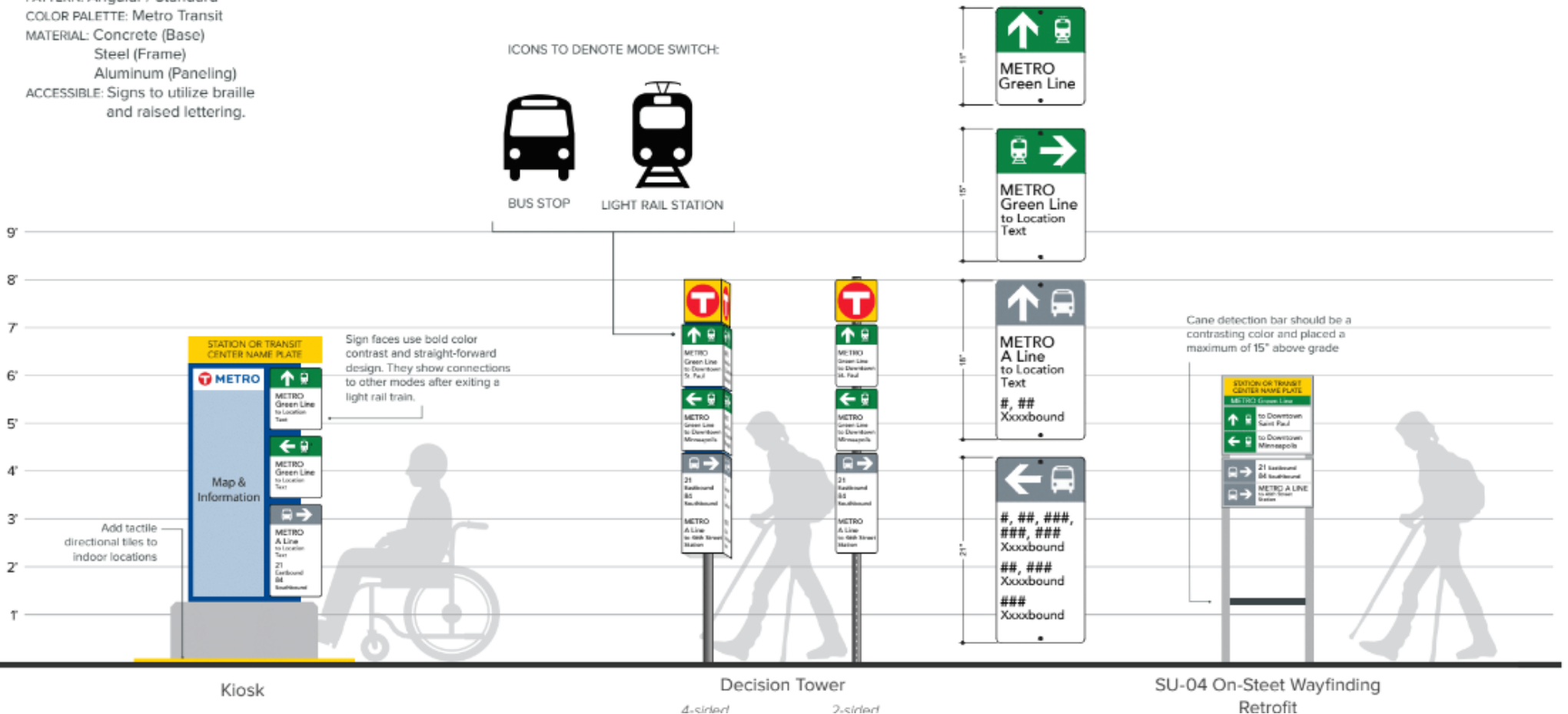
## Navigational Elements

TYPOLOGY: Tactile Arrows / Typical Arrows  
PATTERN: Angular / Standard  
COLOR PALETTE: Metro Transit  
MATERIAL: Concrete (Base)  
Steel (Frame)  
Aluminum (Paneling)  
ACCESSIBLE: Signs to utilize braille and raised lettering.

ICONS TO DENOTE MODE SWITCH:

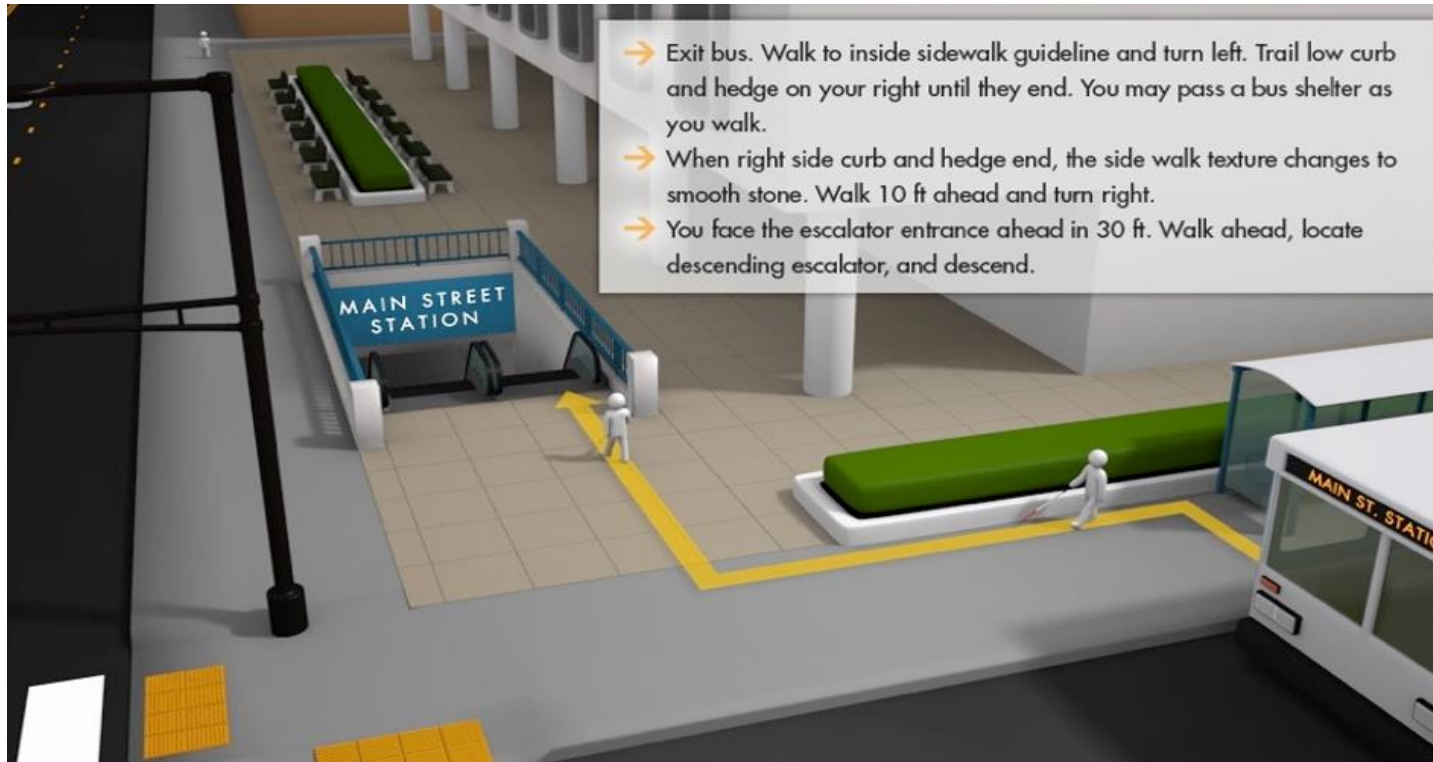


### DECISION TOWER SIGN FACE SIZING EXAMPLES



# Beacons

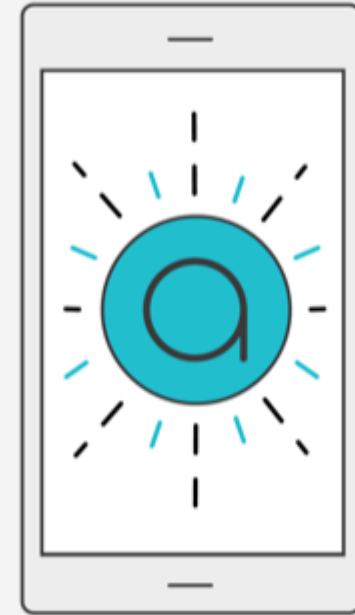
- Pilot Beacons to deliver wayfinding via iOS and Android apps
- Evaluate impact and scalability of technology





# Livestream Wayfinding

- Provide customers with access to wayfinding information that reflects the live conditions on the street, including construction impacts and sidewalk detours.



# Future Development



# Future Projects & Initiatives

- **New & Enhanced Data, Tools, & Technology**
  - Flexible, Maintainable Real-Time Technology
  - Improved Detour & Disruption Data
  - Chat/Media Blending
  - GTFS Feed Adoption
- **Continuous Improvement of Data, Systems, and Processes**
  - Prediction Accuracy Improvements
  - Alerts Improvements
  - Continued Enhancements of GTFS static and realtime Feeds
- **Accessibility & Equity**
  - Expand Language Options for Customers
  - Expand and Support Community Partner Screens
  - Equity Analysis of Transit Information Tools & Services

# QUESTIONS?