



## 2025 Transit Information Modernization Overview

April 2025

### Transit Information Department

- **Transit Information Center:** Live transit experts supporting riders with customer-friendly information through calls, text, online chat; provide on-the-street customer engagement/assistance.
- **Field Operations:** Maintain static and dynamic signs at bus stops, shelters and facilities across the region.
- **Project Administration:** Research, plan and implement new initiatives to improve access to information.
- **Data & Business Systems:** Manage customer-facing tools; support backend software; create, validate and evaluate passenger information data; provide data to third-party apps.

### Customer Information Tools & Technology

#### CUSTOMER INFORMATION DATA & TECHNOLOGY REACH – 2024 USAGE

|                               |  |
|-------------------------------|--|
| Real-Time Signs               | 436 real-time signs<br>Over half of bus customer boardings at stops with a real-time sign                                |
| Rider Alerts                  | 7,514 unique Rider Alerts distributed  |
| Transit Information Center    | 402,388 phone calls<br>13,783 texts<br>8,712 web chats   |
| Metrotransit.org & mobile app | Schedules & Maps – 2.9 million<br>Trips Planned – 1.7 million<br>NexTrip – 2.1 million<br>Alerts – 131,000               |
| NexTrip by Text               | 2.26 million requests  |
| NexTrip IVR                   | 378,711 requests   |
| Third-party Apps              | Transit App – 2.4 million opens in February 2025<br>Google, Apple, Moovit, CityMapper, Pantograph, Lyft, etc. – Popular! |

The same interconnected software and data power many of the customer information sources and tools that Transit Information supports.

## Coordinated Software Procurement

Transit Information is in the process of procuring several new and existing systems to improve the information customers receive through various tools.

### SYSTEMS/SERVICES INCLUDED

- A. Service Development analysis tools
- B. GTFS static data editor
- C. Real-time prediction engine and real-time detours
- D. Trip planner
- E. Alerts manager
- F. Real-time concentrator
- G. Website development services

### PROCUREMENT GOALS

- Implement best-in-class solutions that have robust capabilities and high accuracy.
- Procure modern and flexible tools that work today and into the future.
- Acquire interoperable solutions that use open data standards and provide data to multiple tools.
- Implement systems that streamline work processes and are easy to use for staff and customers.

### CUSTOMER INFORMATION BENEFITS

- Reduce a big customer pain point by incorporating and reflecting real-time detour information in customer tools such as the trip planner and NexTrip.
- Improve real-time departure predictions, particularly when unpredictable detours or weather disruptions occur.
- Automate rider alerts to improve efficiency and timeliness.
- Incorporate new data in the trip planner to be able to provide customers with on-demand service options (e.g., Metro Micro) and multi-modal options in their trip plans.

### TIMELINE

- Q4 2024: Request for proposals released
- Q4 2024 – Q2 2025: Proposals evaluation and vendor(s) selection
- Late Q2 2025: Council approval
- Q3 2025: Finalize contracts
- Q3 2025 – Q4 2026: Implement new software

### CONTACTS

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