



## 2025 Transit Information Modernization

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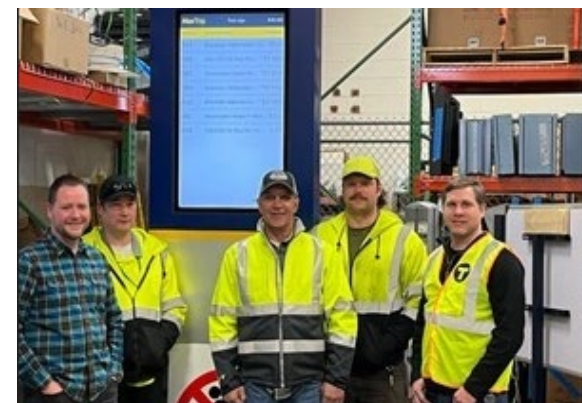
# Agenda

- Transit Information department overview
- Customer information tools and technology
- Coordinated software procurement

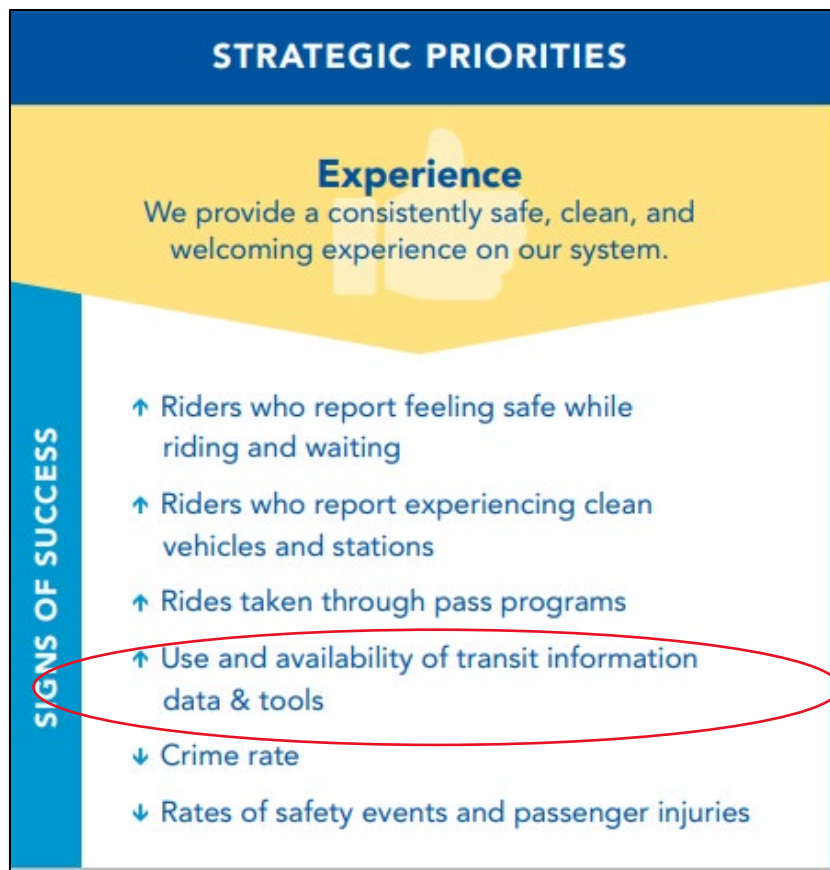
# Transit Information Department Mission & Vision

**Mission:** To support riders with accurate, customer-friendly information.

**Vision:** Every Rider has timely, accurate information so they can ride with confidence and ease.



# Metro Transit Forward Alignment



## EXPERIENCE

We provide a consistently safe, clean, and welcoming experience on our system.

- ↑ Visible official presence on the system
- ↑ Rides from a stop with shelter, light, or heat and customer information at stop
- ✓ Achieving vehicle and facility cleaning and repair standards
- ✓ Achieving Safety Performance Targets

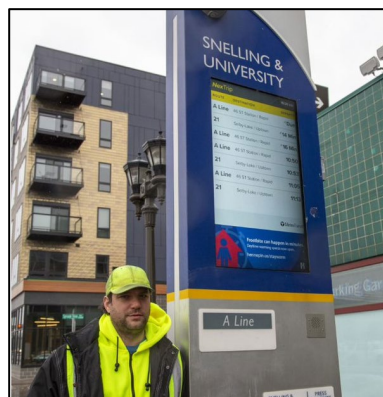
- Continuing Safety & Security Action Plan implementation
- Improving public facilities
- Upgrading fare collection equipment
- Evaluating fare products
- Investing in transit information improvements that improve trip planning and real-time information for customers
- Implementing Customer Issues Reporting and Tracking Project
- Partnering with the Joint Labor Management Safety Committee to establish mitigation strategies

# Transit Information Department Work Units

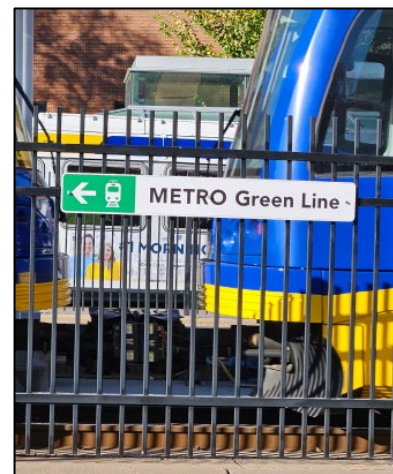
**Transit  
Information  
Center**



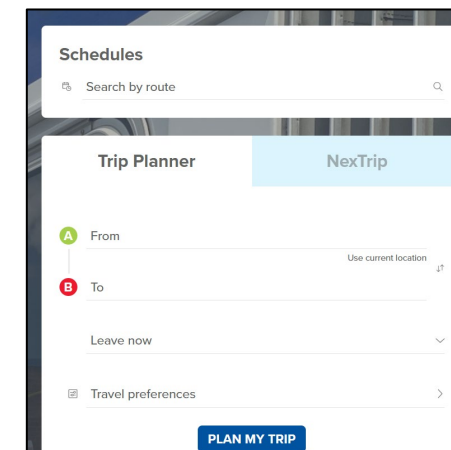
**Field  
Operations**



**Project  
Administration**



**Data &  
Business  
Systems**



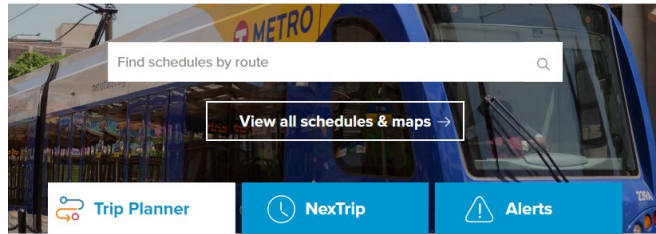
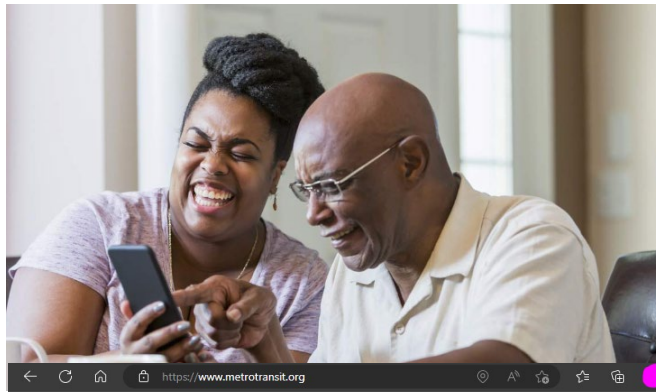


# We support customers throughout their journey



## What information do customers need?

- How do I get from A to B?
- What routes should I take for my trip? How often do they run?
- Where do I board? Where do I alight? Where do I transfer?
- Is the bus/train on time? Where is the vehicle right now?
- Is the trip operating today?
- Are there detours affecting my trip? Is my stop open?

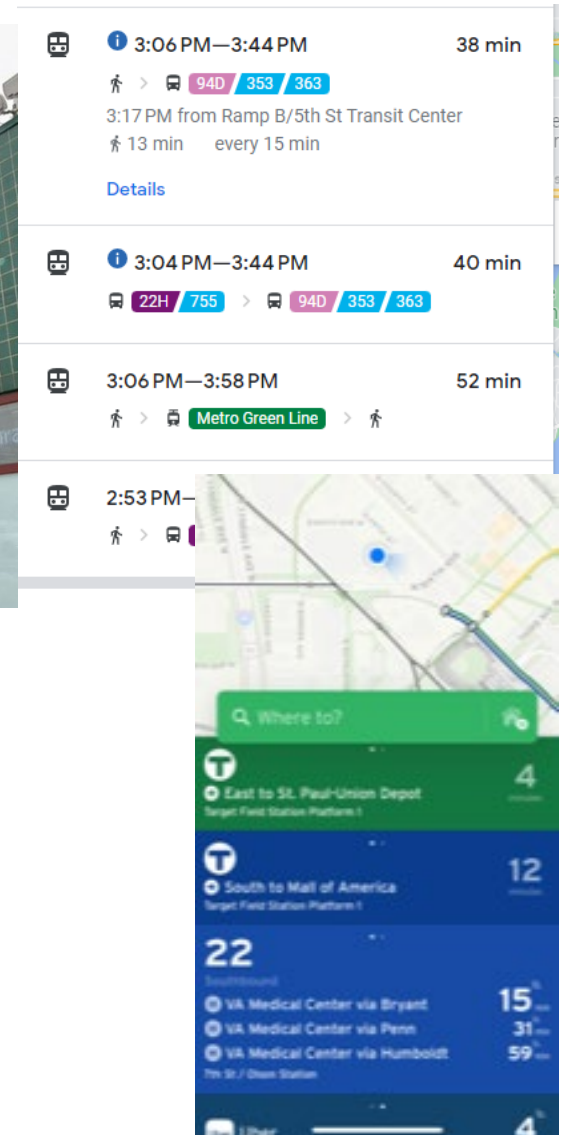
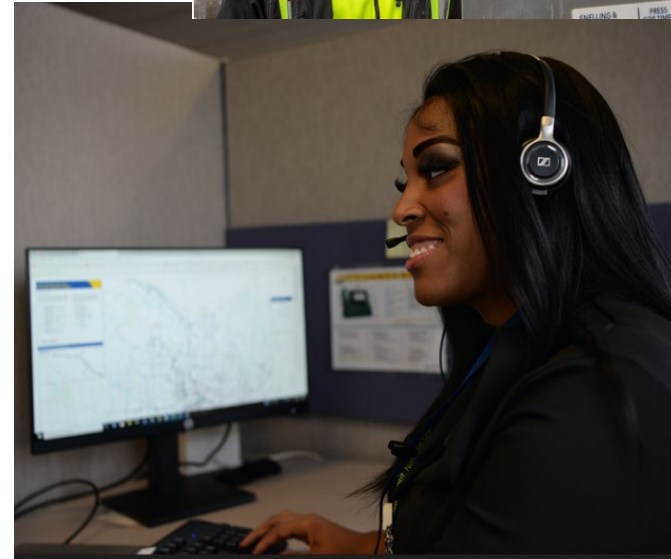
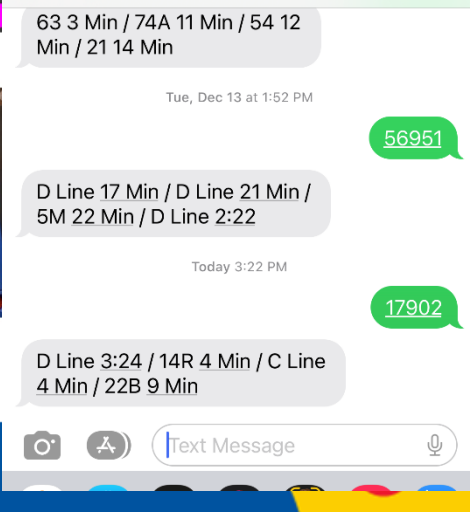
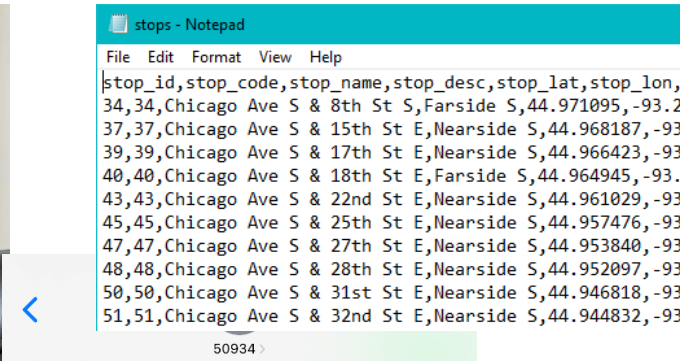


Route 68 detoured off LOrient from Maryland to Arlington until later today due to construction

Get on/off buses at:

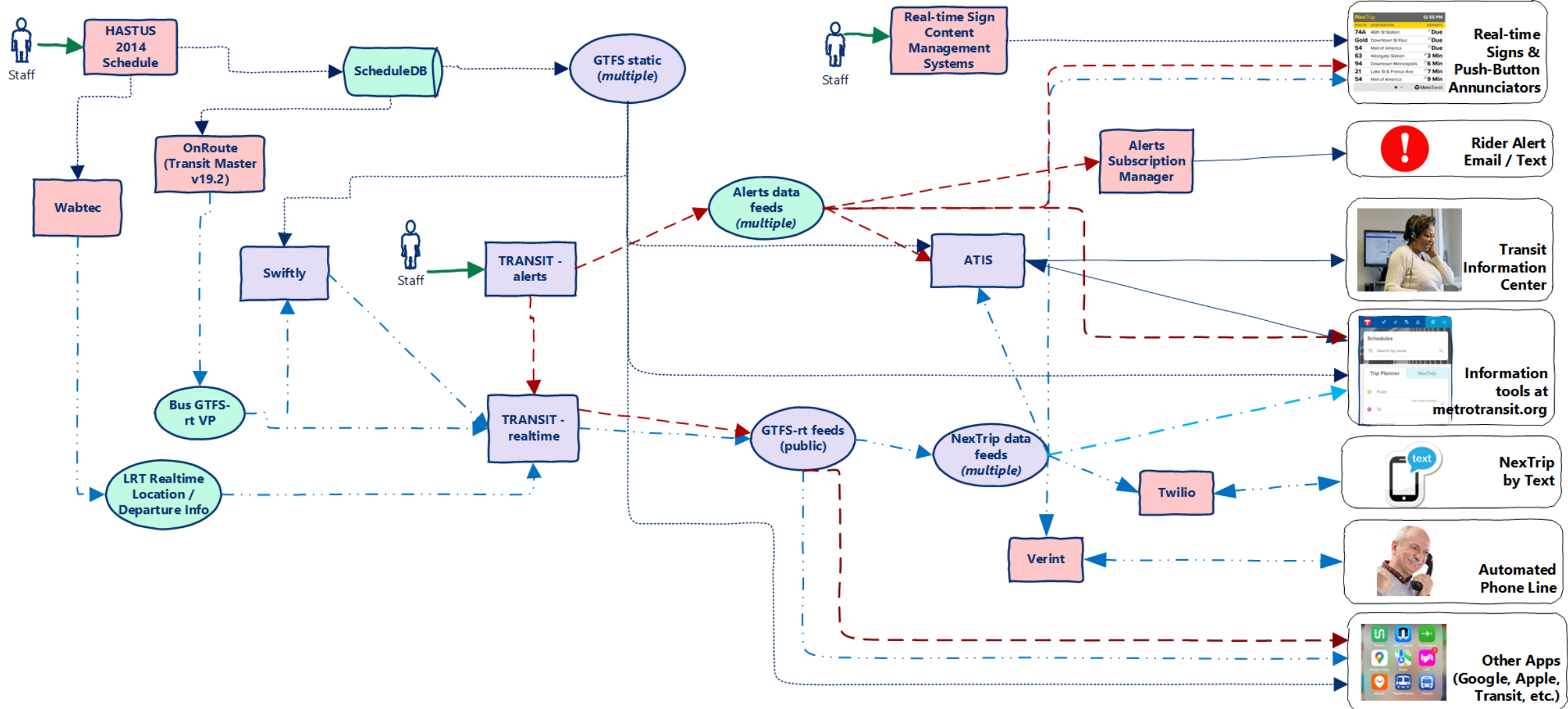
Jackson St & Rose Ave E - Stop #56324 (northbound)

Arlington Ave E & #170 - Stop #18043 (southbound)



# We support many customer information tools

# Current Customer Information Data & Systems (*simplified*)



The same interconnected software & data power many customer information sources & tools



# Procurement Overview – Systems & Scope

- A. Analysis Tools – Service Development
- B. GTFS Static Data Editor **\*new\***
- C.
  - 1. Real-time Prediction Engine
  - 2. Real-time Detours **\*new\***
- D. Trip Planner
- E. Alerts Manager
- F. Real-time Data Concentrator
- G. Website development services **\*new\***

# Software Procurement Goals

- Best-in-class customer solutions – high accuracy, robust capabilities
- Modern, flexible, future-oriented tools
- Interoperable solutions that use open data standards and provide data to multiple tools
- Streamline work processes and easy-to-use for staff and customers

# Customer Pain Points New Systems Will Address

- Detours
- Incomplete and inconsistently reliable vehicle tracking & departure predictions
- On-demand services aren't discoverable
- Timely information about cancellations and other last-minute changes

## Some Reasonable Customer Feedback







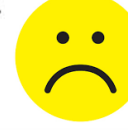



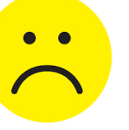
"I used your app to get to Energy Park Drive. It told me to catch the 3B bus at Minnesota and 6th Street Northwest corner. There's no longer a bus stop here. Get your app updated! I had to take an Uber because I could not find the correct bus stop. Your app is useless if it is not updated. There's no excuse for an inaccurate app."





## Limitation of current tools: Most detours are not reflected in stops & schedule data

Current tools leave gaps & issues with detours that *are* in schedules







SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
27	28	29	30	1	2	3
4	5	6 	7 	8 	9 	10 
11 	12 	13 	14 	15 	16 	17
18	19	20	21	22	23	24

















# There are a lot of detours and alerts for customers to navigate

## ROUTE 21 Local Bus

[Schedules & Maps](#)[Alerts](#)[Show my bus](#)

### Alerts

-  **Stop Closure** ONGOING  
The following stops are closed for Route 21 until further notice due to construction: Lake St E & Snelling A (westbound) and Lake St E & Lake St - Midtown Station - Stop #40954 (westbound)
-  **Detour** UPCOMING  
Route 21 detoured off Lake St from Portland Ave to Blaisdell Ave from 8:00 AM to 10:00 PM on Sun May 1 Mayo event
-  **Stop Closure** UPCOMING  
The following stops are closed for Route 21 beginning Wed May 8 at 7:00 AM until further notice: Lake St #16851 (eastbound) and Lake St & 1st Ave S - Stop #16853 (westbound)
-  **Stop Closure** ONGOING  
The following stop is closed for Route 21 until further notice due to construction: Lake St E & Park Ave S - (eastbound)
-  **Stop Closure** NEW  
The following stop is closed for Route 21 until further notice due to construction: Lake St W & Blaisdell Av (westbound)
-  **Stop Closure** NEW  
The following stop is closed for Route 21 until further notice due to construction: Lake St E & 10th Ave S - (eastbound)

-  **Stop Closure** NEW  
The following stop is closed for Route 21 until further notice due to construction: Lake St E & 12th Ave S - Stop #16879 (eastbound)
-  **Detour** ONGOING  
Route 21 detoured out of Chicago Lake Transit Center until further notice
-  **Service Advisory** ONGOING  
The following stop is closed for Routes 17 and 21 beginning Mon Apr 8 at 6:00 AM until further notice: Lake St W & Hennepin Ave - Stop #80570 (eastbound)
-  **Stop Closure** ONGOING  
The following stop is closed for Routes 17 and 21 beginning Mon Apr 1 until further notice: Lake St W & Dupont Ave S - Stop #16832 (eastbound)
-  **Stop Closure** NEW  
The following stop is closed for Routes 17 and 21 until further notice: Lake St W & 1st Ave S - Stop #16832 (eastbound)
-  **Detour** UPCOMING  
Route 21A detoured off 5th St from Jackson St to Sibley St and off Sibley St from PM on Wed May 15 due to Annual Police Memorial event
-  **Stop Closure** ONGOING  
The following stop is closed for Routes 17 and 21 until further notice due to road construction: Lake St W & Blaisdell Ave - Stop #4673 (westbound)
-  **Service Advisory** ONGOING  
The following stop is closed for Routes 17, 21, 23 and 612 beginning Wed Apr 10 construction: Lake St W & Bde Maka Ska Pkwy / Knox Ave - Stop #4866 (eastbound)
-  **Stop Closure** ONGOING  
The following stop is closed for Route 21 beginning Mon Apr 22 at 6:00 AM until further notice: Lake St W & Lyndale Ave S - Stop #16837 (westbound)
-  **Stop Closure** ONGOING  
The following stop is closed for Routes 17 and 21 beginning Mon Apr 22 at 6:00 AM until further notice due to construction: Lagoon Ave & Emerson Ave S - Stop #17040 (westbound)
-  **Stop Closure** ONGOING  
The following stop is closed for Route 21 beginning Thu Apr 18 at 6:00 AM until further notice due to METRO B Line construction: Lake St W & Lyndale Ave S - Stop #16839 (eastbound)
-  **Stop Closure** ONGOING  
The following stop is closed for Routes 17, 21, and 612 beginning Mon Apr 1 until further notice due to METRO B Line construction: Lagoon Ave & Fremont Ave S - Stop #42036 (westbound)
-  **Stop Closure** ONGOING  
The following stop is closed for Routes 17, 21 and 612 beginning Mon Apr 8 at 7:00 AM until further notice due to METRO B Line construction: Lagoon Ave & Knox Ave S - Stop #3525 (westbound)
-  **Service Advisory** ONGOING  
Route 21 detoured off 6th St from Sibley St to 7th St W beginning Sat Mar 16 at 4:00 AM until further notice due to METRO Gold Line construction
-  **Stop Closure** ONGOING  
The following stop is closed for Routes 17, 21 and 612 beginning Thu Apr 4 at 6:00 AM until further notice due to construction: Lagoon Ave & Humboldt Ave S - Stop #57290 (westbound)
-  **Stop Closure** ONGOING  
The following stops are closed for Route 21 beginning Thu Feb 29 at 4:00 AM until further notice due to apartment building construction: Marshall Ave & Fry St - Stop #51450 (eastbound) and Marshall Ave & Fry St - Stop #51452 (westbound)

\*Active as of 4 pm, May 7, 2024



Frustration Today

Procure & Implement  
New Systems



Satisfaction Tomorrow

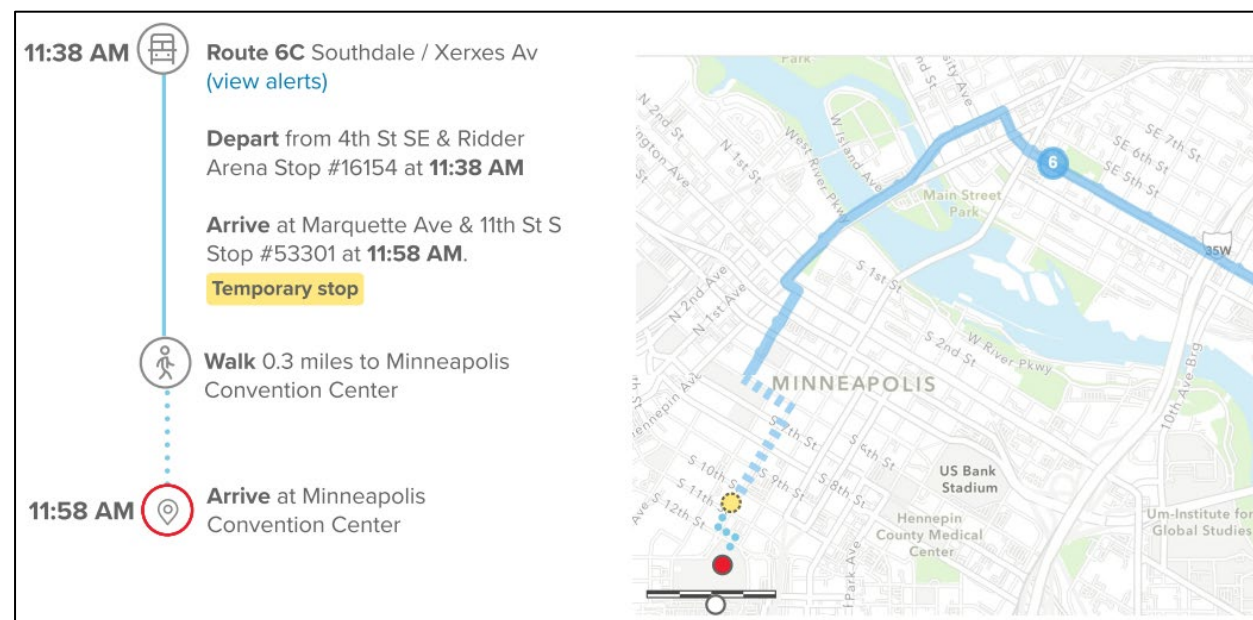
# Enhance existing customer tools

- Automated rider alerts
- Real-time predictions
  - Better predictions during detours, weather events
- Trip planner
  - Include on-demand service (Metro Micro, etc.)
  - Multi-modal options
  - Real-time inputs to update trip plans more dynamically



# Implement new systems to improve information

- Schedule data editor
  - Create/incorporate additional data – on-demand service, fares data for third-party trip planners
- Real-time detours
  - Reflect detours in customer tools (trip planner, real-time predictions) in real time
- Website development services
  - New data reflected on the Metro Transit website (e.g., temporary stops)



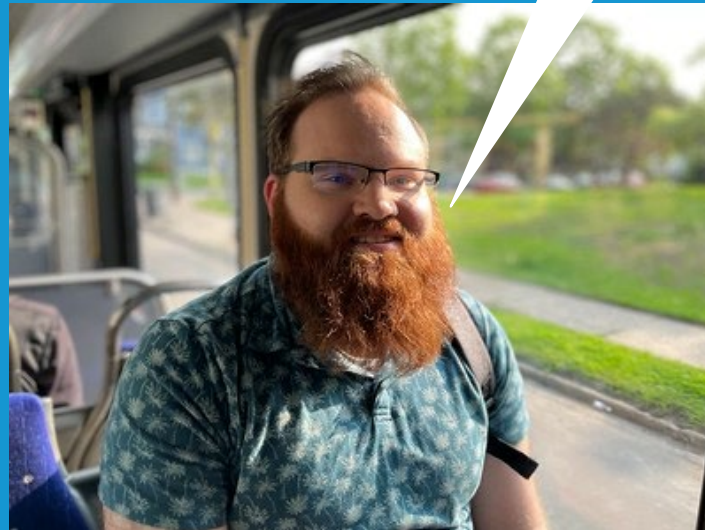
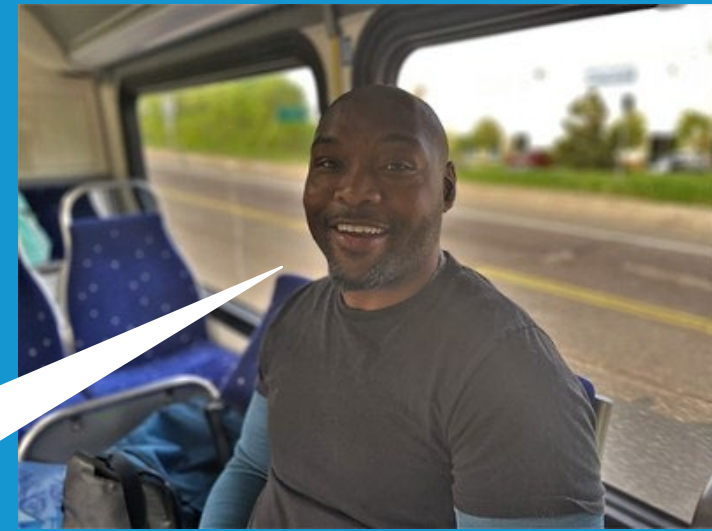
# Analysis Tools – Service Development

- Service Development is responsible for transit route planning, service analysis and scheduling for the Council
- Transit Data Analysis and Visualization Tools for Service Development are included in this procurement, due to overlapping vendor pool
- These tools provide business intelligence capabilities for service planning, such as dashboards, geospatial data mapping and interactive reports using:
  - Automatic vehicle location (AVL) data: on-time performance, vehicle run times, etc.
  - Automatic passenger counter (APC) data: ridership, boardings/alightings, etc.
- These tools can also be used by other departments (Arterial BRT, Strategic Initiatives, Engineering & Facilities, Street Operations, Customer Relations, Transit Information, etc.)

# Procurement & Implementation Timeline



I have the  
information I need  
to ride with  
confidence and ease!



Thank  
you!



# Questions?