



SFMTA

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San Francisco Municipal Transportation Agency

Next Generation Customer Information System

Project Update

SFMTA Board of Directors

October 18, 2022

As part of the SFMTA adopted budget for fiscal years 2023 & 2024, investment in the **safety and passenger experience** of the transit system was a key priority.

At the October 4, 2022, MTA Board meeting, we discussed improvements to the transit shelter program, now we will provide an update on technology improvements we will shortly be implementing across the entire Muni System.

The core of that is our **Next Generation Customer Information System**

Over time riders will see improvements in predictions, greater access to wifi and cellular data, and experience a whole new Muni Mobile.

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Our Technology and Solution Integration Team manages the backbone of our technology infrastructure and delivers major technology projects to improve the efficiency of the MTA and the experience of Muni Riders and SFMTA customers.

- Bike Parking
- Car Share Program
- Color Curb
- Commuter Shuttle Program
- Construction Temporary Tow Zone
- Film Temporary Tow Zone
- First Tow Program
- Free Muni for Seniors
- Garage Parking Operations Mgmt
- General Loading Zones
- Homeless Citation Waiver Prog.
- Lifeline/RTC Program
- Muni Lost & Found Program
- Citation Compliance Program
- Muni Feedback
- Parking Permits
- RPP Area Expansion
- Scooter Management
- SF Paratransit/Shop Around program
- Shared Spaces
- Street Closures
- Taxi Medallion, Vehicle and Driver Tracking
- Temporary Sign
- Driveway Tow Notifications
- Traffic Engineering Request Management

The key **objectives** of the
Next Generation Customer Information System
include:

Ensure a positive
customer experience

Increase equitable
access to
information

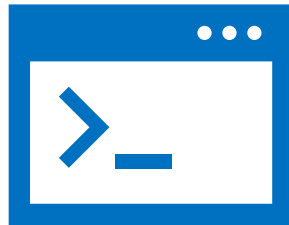
Reduce waiting and
total travel time

Shift people towards
more sustainable
transportation
options

Help customers make
better travel
decisions

Rebuild and Grow
Transit Ridership

The system features of the Next Generation Customer Information System include:



System Software

- Predictions Engine
- Crowding Level Alerts
- Alternative Route Suggestions
- Real-Time Temporary Service Changes
- Connections with Other Systems



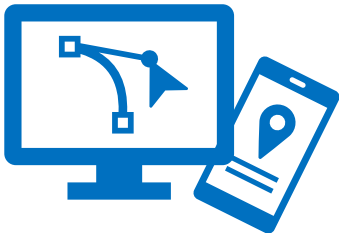
Stationary Digital Signage

- Powered Shelters
- Unpowered Shelters and Stops



On-Board Digital Signage (Back-End)

- Stop Announcements
- Connection Times
- Service Delay & Reroute Alerts



Mobile Platform and Website

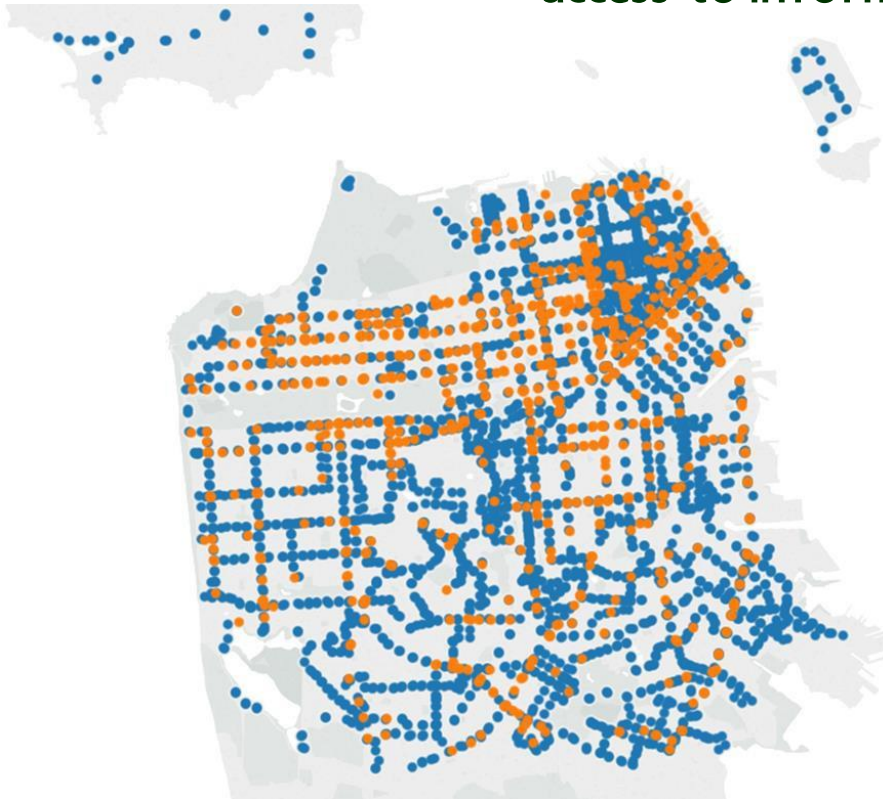
- Mobile App
- Accessible Itineraries



Analytics Platform

- Usage Trends and Analytics

An opportunity that this project provides is **increasing access to information** by expanding the network.



Existing Powered Signs

- Shelter with Existing Sign (~750) Candidate for future
- Solar-Powered Sign

Future Solar-Powered Signs



Up to 800 new locations, including:

- Equity Neighborhoods and other historically-underserved communities
- Lower-frequency routes where vehicle arrival predictions are essential to minimizing wait times

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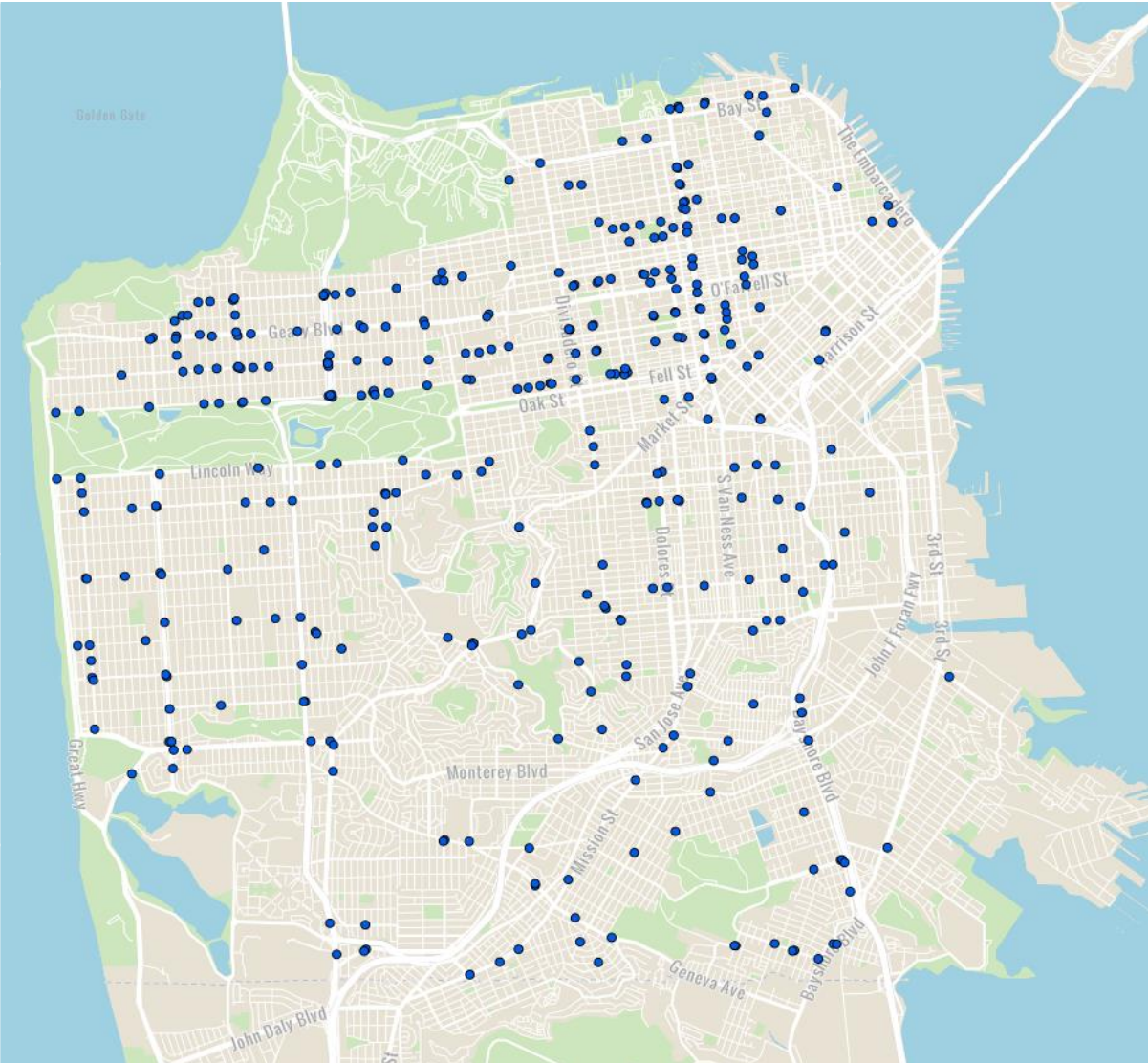
- Sign upgrades at existing shelters
- New signs for tentative shelter locations (Bayview Community Based Transportation Plan Priority Projects)
- Double-sided sign upgrades at T Third stations

All stops without shelters will be candidates for Solar-Powered Signs



CIS Project Update

Sign Status	Quantity
New CIS Signs	411 (49%)
Old NextBus Signs with Upgraded 4G Modems	264 (34%)
Old NextBus Signs with Verizon Modems	63 (8%)
Old NextBus Signs with 3G Modems*	31 (4%)



Planned *Soft Launch* (end of October)

The soft launch of the initial phase of the CIS Project is planned for late-October

- User and field **testing** is currently being completed
- A **go - no go** decision
- Elements of the **Soft Launch**
 - New UmolQ User Interface &
 - Dwell Override Feature for Central Subway
 - Support pre-prepared reroutes with service plan determined at least one day in advance
 - Integration with Penta Signs
 - Integration with SFMTA.com
 - Vehicle Occupancy Availability
 - Offline Customer Information
 - One source of truth for data
 - Formalized Incident Management for both Software and Signs
 - *Restoration of terminal predictions for headway-based routes*

Post Soft Launch – *New Features*

February 2023

- Mobile app, including an all-in-one trip planner and ticketing
- Improved terminal departure predictions
- Address “ghost buses”
- Accessibility information – For trip planning, show riders accessible options

Late 2023 – Early 2024

- Transfer connection predictions
- Alternative routes – Nearby parallel routes that might get customers to their destinations faster
- Regional transit information about connecting transit systems like BART and Golden Gate Transit

Late 2024

- Real-time service detours and delays

Other *customer technology improvements*:

- **(Communication)** Upgrades to WiFi in Metro Tunnel
- **(Communication)** Cellular in/Central Subway & Metro Tunnels
- **(Safety & Security)** Intrusion Detection Subway Entrances
 - Control Center Observation and Action
- **(Safety & Security)** Cellular on Vehicles
 - 11 Cameras on every vehicle
 - Control Center Visibility for response
- **(Customer Communications/Fares & Safety)** Mobile App
 - Opt In two-way communication
 - See Something, Say Something – Report
 - Accumulator pass/fare capping for riders
 - Trip Planner for Riders

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Thank you.