



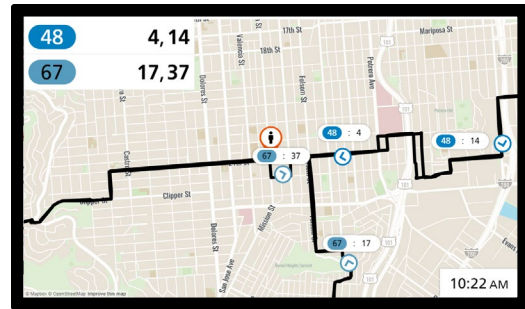
Next Generation Customer Information System

Fact Sheet

In 2021, the SFMTA will launch the Next Generation Customer Information System – a state-of-the-art real-time Muni vehicle arrival predictions and service update system. Guided by input from over 20 community organizations and 5,800 customers, this new system will introduce features that will revolutionize the riding experience and bring innovation to transit. The Customer Information System will instill public confidence in transit, rebuild ridership and help put San Francisco on the path to COVID-19 recovery and a more sustainable future.

Benefits

- Instill trust and reliability in Muni service through increased real time communication
- Implement new backend software for more accurate arrival predictions
- Provide awareness of changes in transit service plans as the SFMTA rebuilds the Muni network
- Promote inclusivity of the transit system with enhanced multilingual and accessible content
- Provide for real time occupancy levels and public service announcements
- Make transportation planning more responsive through two-way app-based communications with customers and a new data analytics platform



Features

- More accurate Muni predictions and new information to keep customers informed throughout their journey, such as real-time delays and detours, route alternatives, vehicle crowding, live maps, incident reporting, tailored accessibility information, and regional transit services
- Larger, graphical signs at bus shelters and rail stations system-wide to replace obsolete, text-based signs that have reached the end of their service lives and cannot be supported indefinitely
- New solar-powered signs to expand sign coverage throughout the city, should resources permit
- New multilingual, profile-based integrated trip planning and mobile payment app
- New products like a fare accumulator that caps payments for bulk rides, so that frequent riders do not have to purchase passes upfront but can instead pay as they ride and still save money
- Dynamic marketing to customers, using points and credits to incentivize sustainable transportation

Funding

- \$25 million in one-time capital funds helps lay the foundation for long-term SFMTA recovery and growth, with flexible timing of expenditures based on cash flow and rollout of enhancements
- Diverting these one-time capital funds to the operating budget would not fund other programs sustainably or be as an effective use of limited, short-lived resources
- A modest \$47,274 incremental increase in monthly operating costs, supports this brand-new upgraded system along with, ongoing expenditures for the base system, with flexibility for expanded services
- Savings from producing and manually posting fewer temporary laminated signs and revenues from induced ridership growth could help offset operating costs

Timeline

- 2021: System Startup, Sign Replacement and Web/Mobile Access
- 2022: System Enhancements and Advanced Mobile App