



SFMTA
Municipal
Transportation
Agency

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****PRESS RELEASE****

**SFMTA Seeks Public Input as It Reinvents
Its Customer Information System**

Feedback through new survey will help shape the next generation of improvements

San Francisco—The San Francisco Municipal Transportation Agency (SFMTA), which manages the transportation network, today asked for public input to redesign its real-time customer information system for Muni and other public transportation services. Customer feedback will help the SFMTA build a new customer-focused system that will enable riders to make informed decisions about how to reach destinations quickly and efficiently.

“We are planning the next generation customer information system that puts more information into the hands of our riders to help them make better travel decisions,” said SFMTA Director of Transportation, Ed Reiskin. “We understand how vital this information is and are looking to blend advancing technology with the current and future needs of riders across the region.”

When the SFMTA implemented NextBus on Muni over 15 years ago, the agency became a national pioneer in real-time transit vehicle arrival information. The information has been relied upon by thousands of riders a day on transit shelters, online and through third party applications via mobile devices.

The SFMTA invites riders to share how they currently ride Muni, how they make their transportation choices, and how they would improve the current NextBus system. To help shape the next generation system, the SFMTA has implemented a survey to assess ridership needs:

English: <http://survey.sfmta.com/s3/NextGen>

Spanish (Español): <http://survey.sfmta.com/s3/nextgensp>

Chinese (中文文) : <http://survey.sfmta.com/s3/nextgench>

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Established by voter proposition in 1999, the SFMTA, a department of the City and County of San Francisco, oversees the Municipal Railway (Muni), parking and traffic, bicycling, walking and taxis. With five modes of transit, Muni has approximately 700,000 passenger boardings each day. Over 1 million people get around this city each day and rely on the SFMTA to ensure safe and reliable travel by transit, walking, bicycling, taxi and driving.

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