ATL

ATLANTA-REGION
TRANSIT LINK
AUTHORITY

ATL Regional Technology Committee

January 9, 2020

ATLANTA-REGION TRANSIT LINK AUTHORITY

Transit Mobile Apps in the Industry

Lori Sand, ATL Planning

January 9, 2020

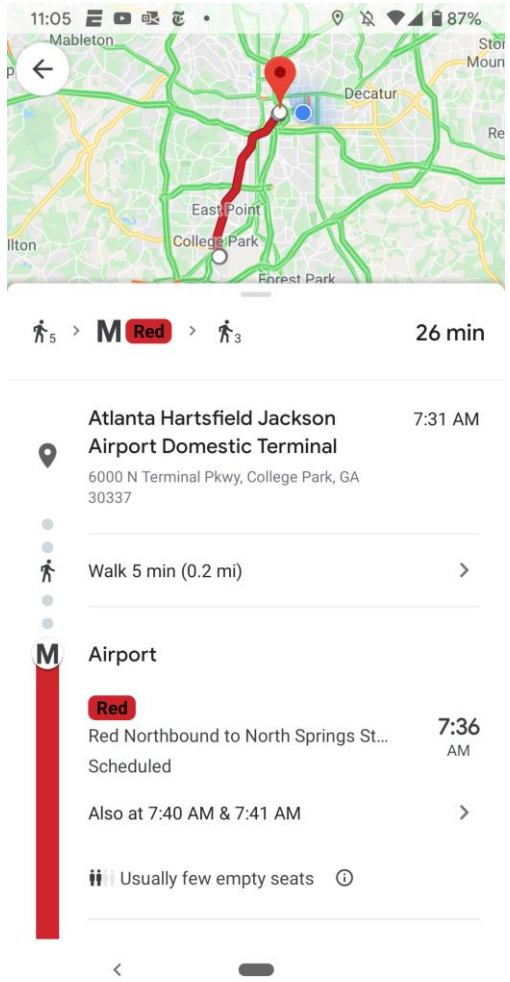
GTFS Project Update

Unified App Project Update (IMI Grant)

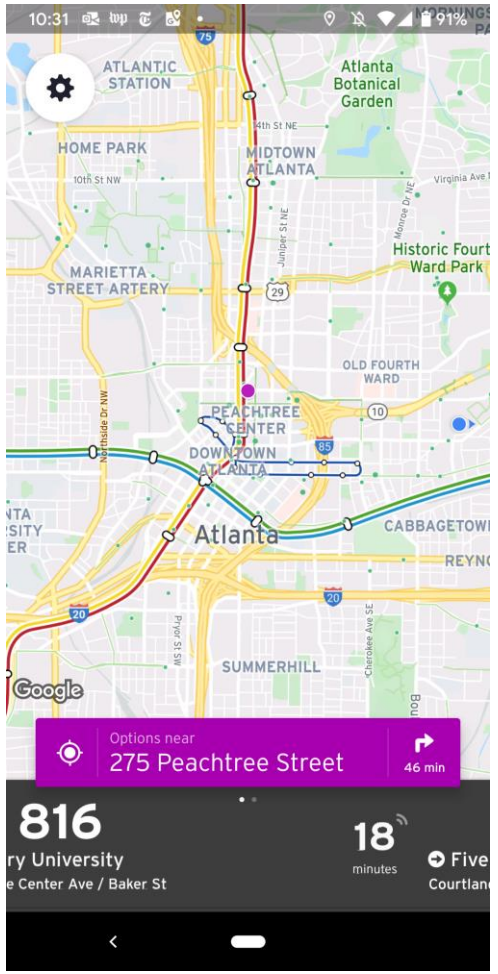
Overview of Transit Mobile Apps in the Industry

3rd Party Transit Apps currently available in the Atlanta Region

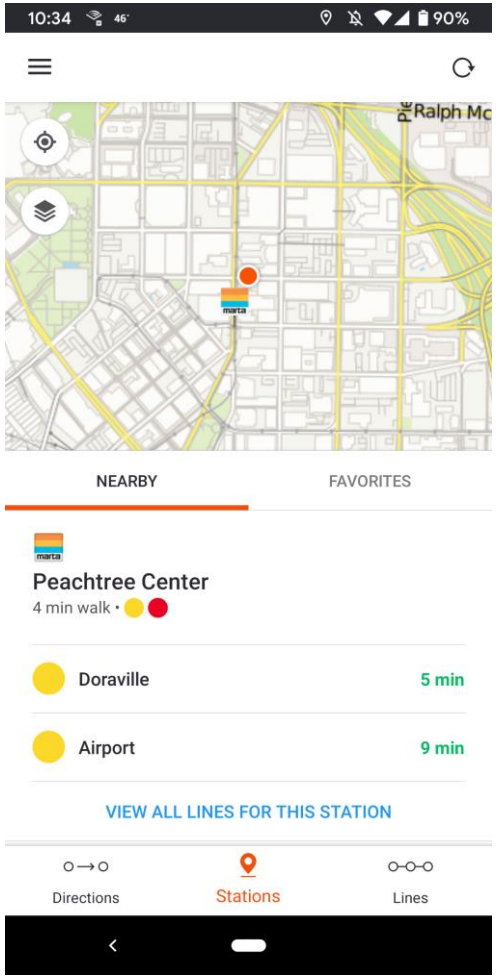
- ►Google Maps
- ►Apple Maps
- ►Transit App
- ►Moovit



Google Maps



Transit App



Moovit

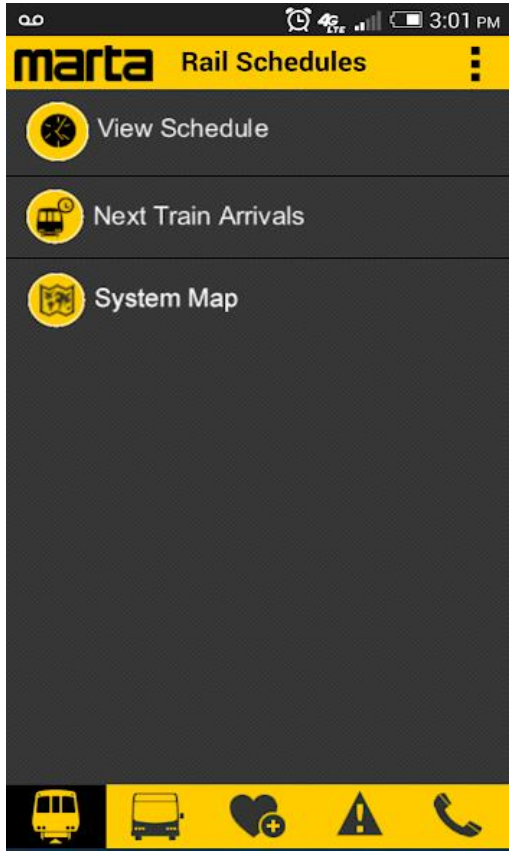
Local Transit Apps currently available in the Atlanta Region

Agencies with custom apps

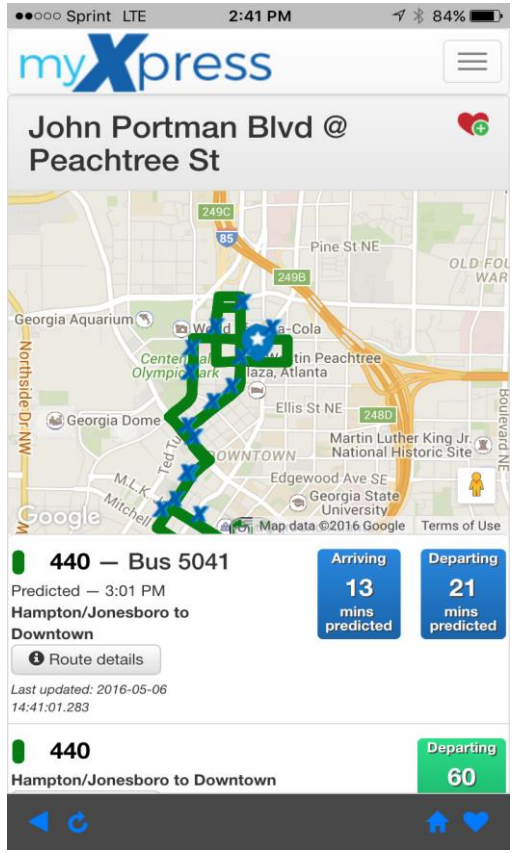
- **MARTA**
  - MARTA On the Go
  - See Say App
- **CobbLinc**
  - CobbLinc Bus Time
- **Gwinnett County transit**
  - myStop
- **SRTA**
  - Xpress

Unique 3rd party custom apps

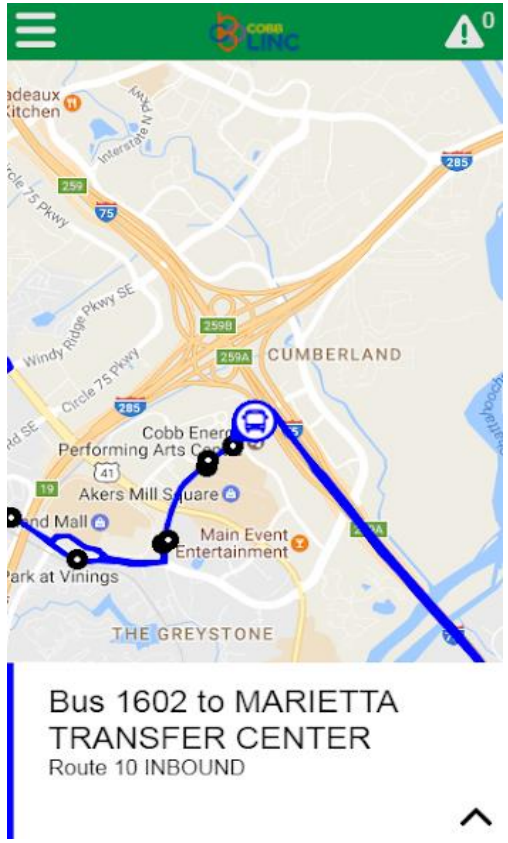
- **MARTA**
  - Marta.io (3rd party)



MARTA On the GO

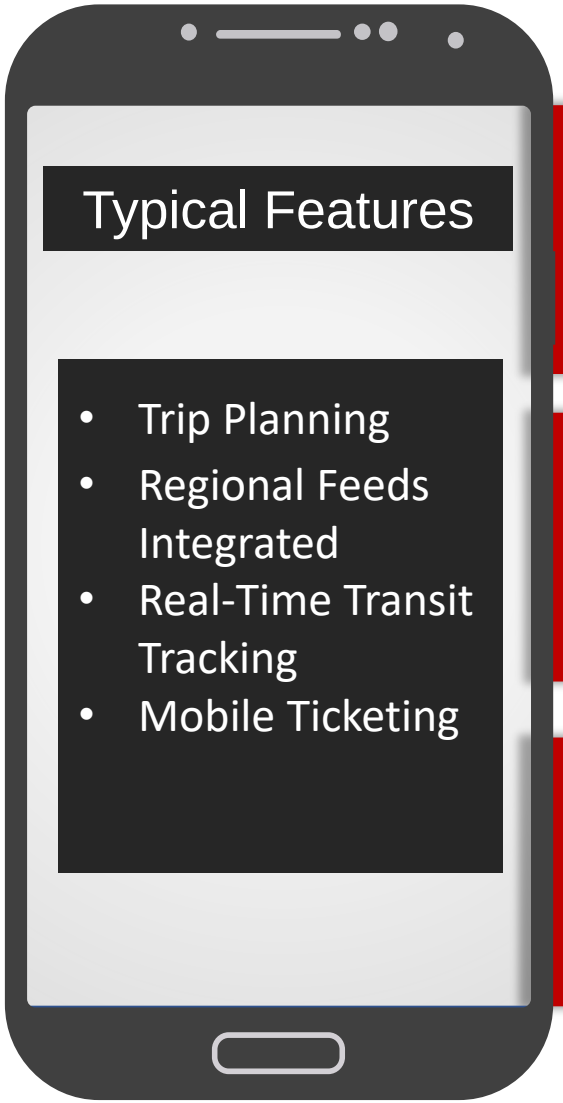


myXpress



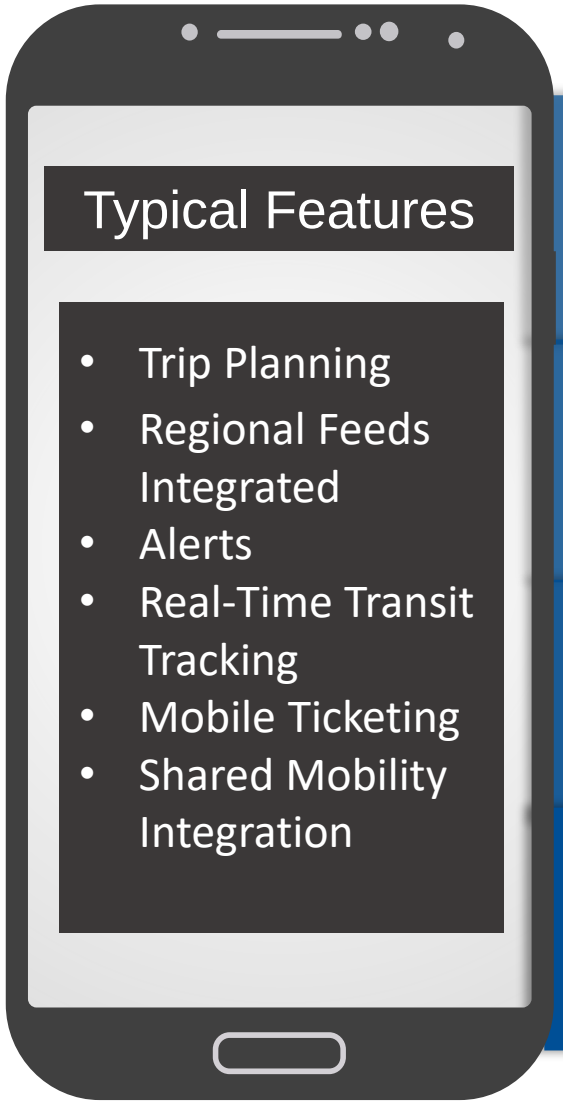
CobbLinc

Regional Peers



	APP NAMES
Dallas Area Rapid Transit *Dallas, TX* Developer: DoubleMap	GoPass
Jacksonville Transportation Authority *Jacksonville, FL* Developer: Passport	MyJTA
Washington Metropolitan Area Transportation Authority *District of Columbia* Developer: Dixon Mobility	DC Metro and Bus

National and International Peers



	APP NAMES
Regional Transit District *Denver, CO*	Transit App RTD Mobile Tickets NextRide RTD Transit Watch Moovit
San Francisco Municipal Transportation Agency *San Francisco, CA*	Transit App MuniMobile
Transport for London *London, United Kingdom*	City Mapper London Transport Planner Oyster Card App over 600 apps as of 2017…
Toronto Transit Commission & Metro Linx *Toronto, Canada*	City Mapper Transit App Presto

Approaches to Consider

Current Situation

- Individual Agency Apps
- GTFS is available for 3rd Party Apps
- Improving Data Quality

IMI Approach

- Regional App
  - Initial Build
  - On-going maintenance
  - Security compliance
  - Accessibility compliance
  - Marketing
  - Report building
  - On-going data quality assurance
  - On-going feature development
  - Customer support

Partnership Approach

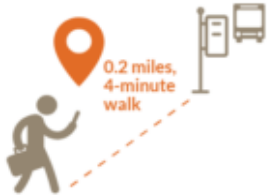
- On-going GTFS data quality assurance
- Agreement with 3rd Party Provider covers all other items

Discussion of Desired Mobile App Features/Benefits

USER EXPECTATIONS of TRANSIT APPs

Riders Want Forward-looking Information

Next three arrivals



Estimated walking time

Suggest alternatives

Seamless transfers

Real-time Information is Valuable

Easily accessible

Riders value the ease of getting real-time information.

Accuracy

Correct real-time information, rather than arrival estimates, builds trust in public transportation and encourages ridership.

Often used before trip

64% of surveyed respondents check the arrival time of the bus or train before arriving at the bus stop or station.

One-stop-shop sources

Travelers prefer getting information in one place. 9 out of 10 survey respondents like using dynamic screens.

Mobility Lab, May 2, 2019 (https://mobilitylab.org/research-document/market-research-on-real-time-transit-information-needs-and-users-expectations/)

IMI GRANT APP FEATURES

01 Multimodal Trip Planning

- Select Origin and Destination and see/select route on a map
- Plan trips across modes
- Plan trips across providers
- Specific travel preferences (e.g., wheelchair accessible)
- Estimate trip cost
- Compare time, cost, environmental impacts of route options
- Set up trip priorities (e.g., cheapest, fastest)

02 Live Navigation

- Multiple language options
- Interactive map display (with pan/zoom)
- Share location, estimated arrival time, detailed directions with others
- Live route tracking (follow the bus or train)

03 User Accounts

- Account creation (management and password reset)
- Store trip planner preferences and favorite locations
- Provide other personal details

04 Integration and Links to Mobility Partners and Fare Payment

- Sign in options to other accounts (e.g., Peach Pass, MARTA)
- Link to fare payment (e.g., Peach Pass or 3rd Party)
- Maps of nearby shared-mobility (e.g., bikes, scooters)
- Links to 3rd party app for calling/unlocking shared mobility
- Links to regional mobility (e.g., Georgia Commute Options)

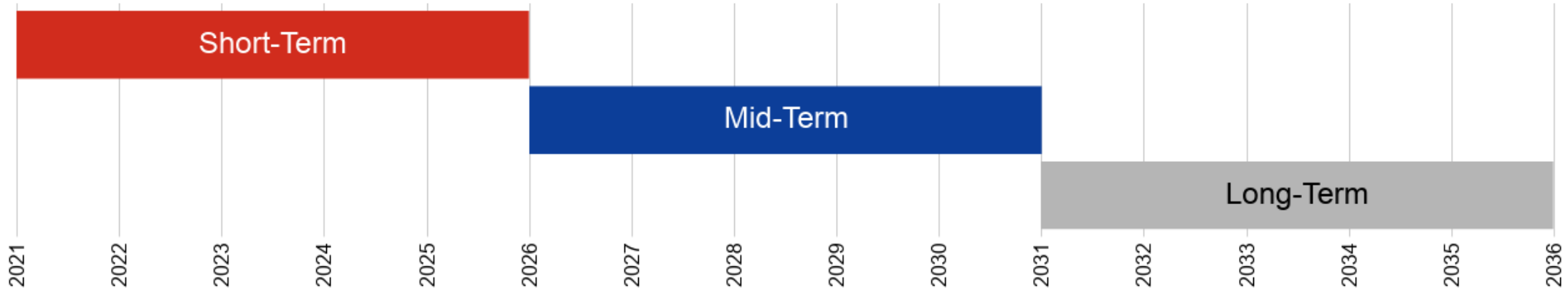
05 Opportunity to Provide Customer Feedback

- User surveys
- Safety/Incident reporting
- Submit comments/feedback
- "Rate My Ride" pop ups

Additional Considerations

- Technical Challenges
  - Populations without access to app and/or data plans
  - WiFi outages and low to zero reception on trains
  - Near Field Communication (NFC) – phone acting as contactless transport card or card reader
- Agency Coordination
  - Existing applications and future plans
  - Contract obligations
  - Data capabilities

The Future of Transit Apps



Short-Term

Agency App Coordination

Data Feed Continuity

Mid-Term

Mobility as a Service (Plan, Pay, Go)

Long-Term

Life Concierge App

Interoperability

Technology Distrupters

Thank You.

Lori Sand

404.893.6130 (office)

lsand@atltransit.ga.gov

www.atltransit.ga.gov

https://atltransit.ga.gov/regional-planning/

Discussion of Desired Mobile App Features/Benefits

- Lori Sand, ATL

Demonstration of ATL Trip Planner – Beta Website

- Lori Sand, ATL

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