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
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)
Regional Peers

Dallas Area Rapid Transit
Dallas, TX
Developer: DoubleMap

Jacksonville Transportation Authority
Jacksonville, FL
Developer: Passport

Washington Metropolitan Area Transportation Authority
District of Columbia
Developer: Dixon Mobility

Typical Features
• Trip Planning
• Regional Feeds Integrated
• Real-Time Transit Tracking
• Mobile Ticketing

APP NAMES

GoPass
MyJTA
DC Metro and Bus
National and International Peers

Typical Features
- Trip Planning
- Regional Feeds Integrated
- Alerts
- Real-Time Transit Tracking
- Mobile Ticketing
- Shared Mobility Integration

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

“I want to know if there was a disruption and what are my alternatives.”

“Want passengers to use your app? Then it has to provide real-time data riders can rely on.”

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
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