



Bus **C**ustomer **I**nformation **S**ystems

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Presentation to
APTA TransITech
March 31, 2011

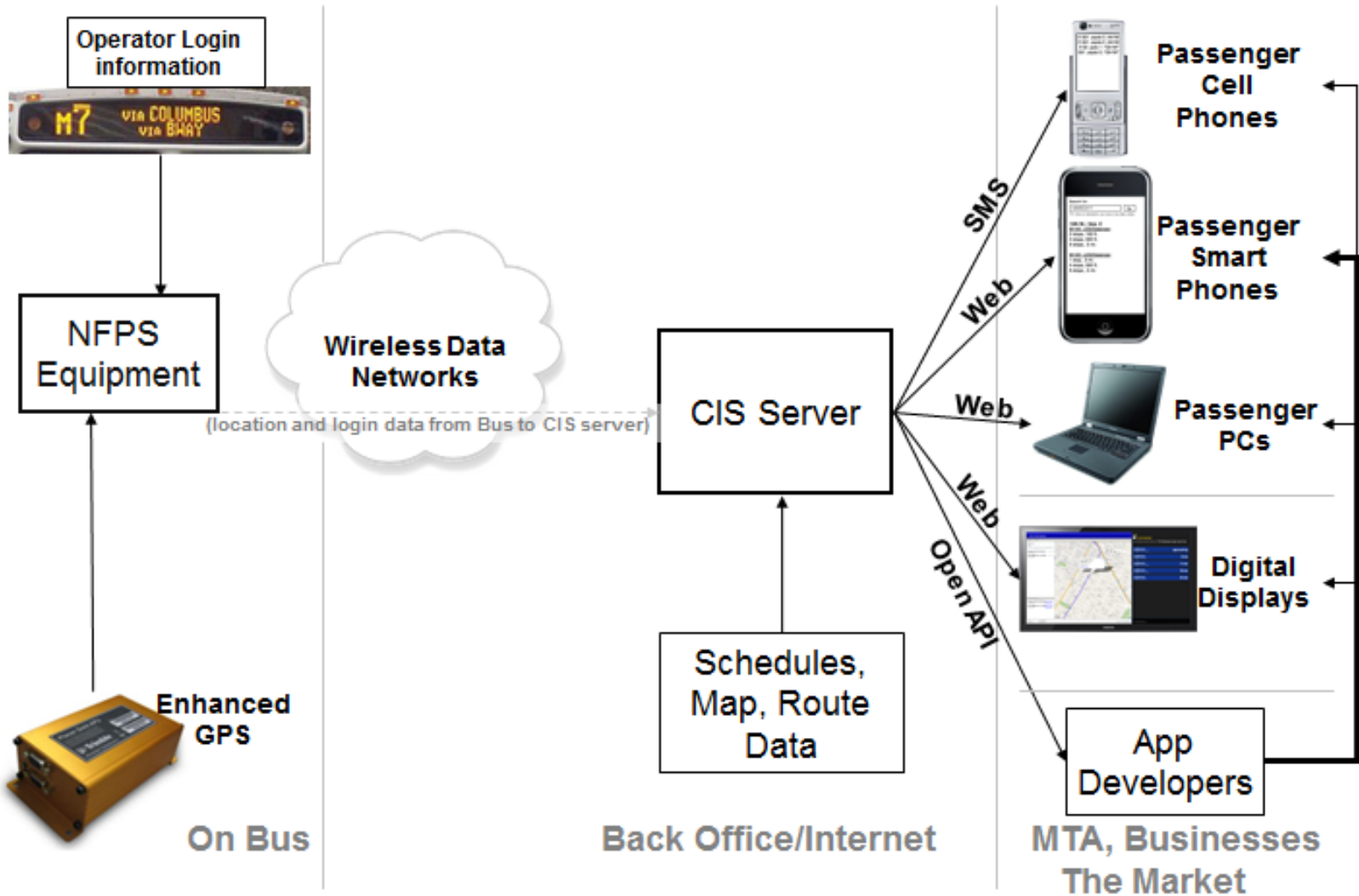


Bus CIS – Goals

- Provide passengers with **accurate real-time information** about the **bus** services they are **waiting** for or are **planning** to use
- **Lower capital** and **operating** costs and accelerate benefits from **shared equipment and infrastructure**
- Deliver system based on **Open Standards** (between hardware components/between the bus and the CIS server; between the CIS and other MTA/NYCT systems), **Open Data** (to developers), and **Open Source** (software, when applicable)



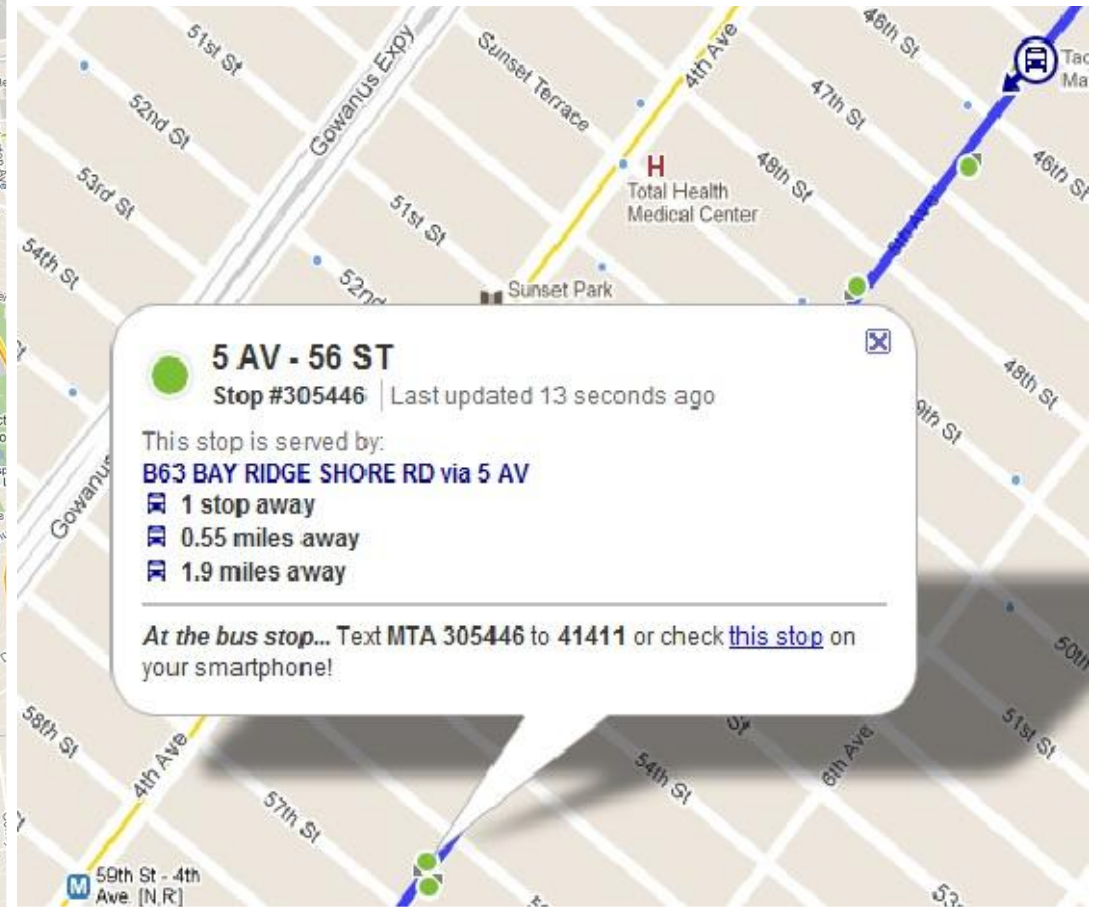
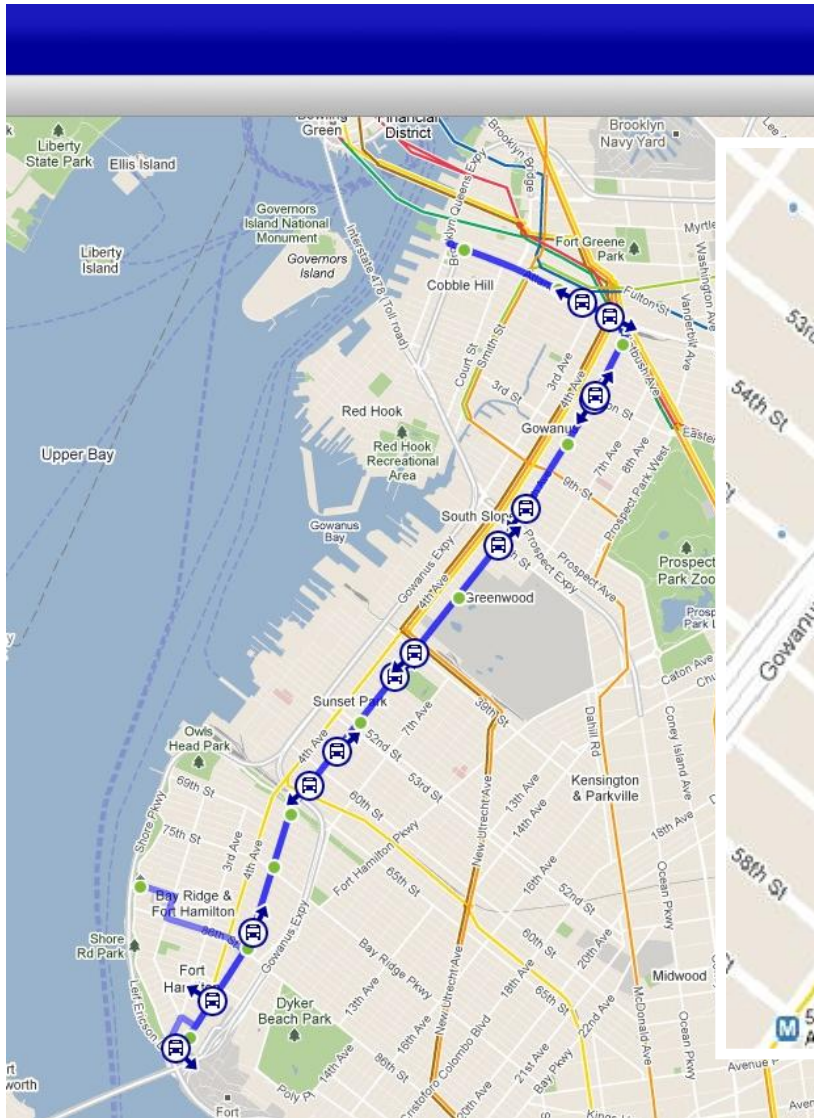
Concept



MTA BusTime™ Pilot

- B63 pilot launched on Feb 1, 2011
- Digital/mobile only no at-stop signs.
- Showing bus location and distance from stops, **not** time-based arrival predictions
- Received very favorably by bus riders, public, and developer community
- Proceeding with wider rollout in parallel

Web site access – map/stop



Mobile web access (not an “app”)

MTA BusTime

Search for:

TIP: Enter a route, an intersection along a route, or a stop ID.

REFRESH RESULTS (UPDATED 5:54:43)

ATLANTIC AV - HOYT ST

B63 COBBLE HILL COLUMBIA ST via 5 AV

1 stop away
0.6 mi. away
1.4 mi. away
2.6 mi. away
3.5 mi. away
5.7 mi. away

REFRESH RESULTS (UPDATED 5:54:43)

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Search By:

- Intersection
- Stop identifier

Or view the whole route

Quick Response code access



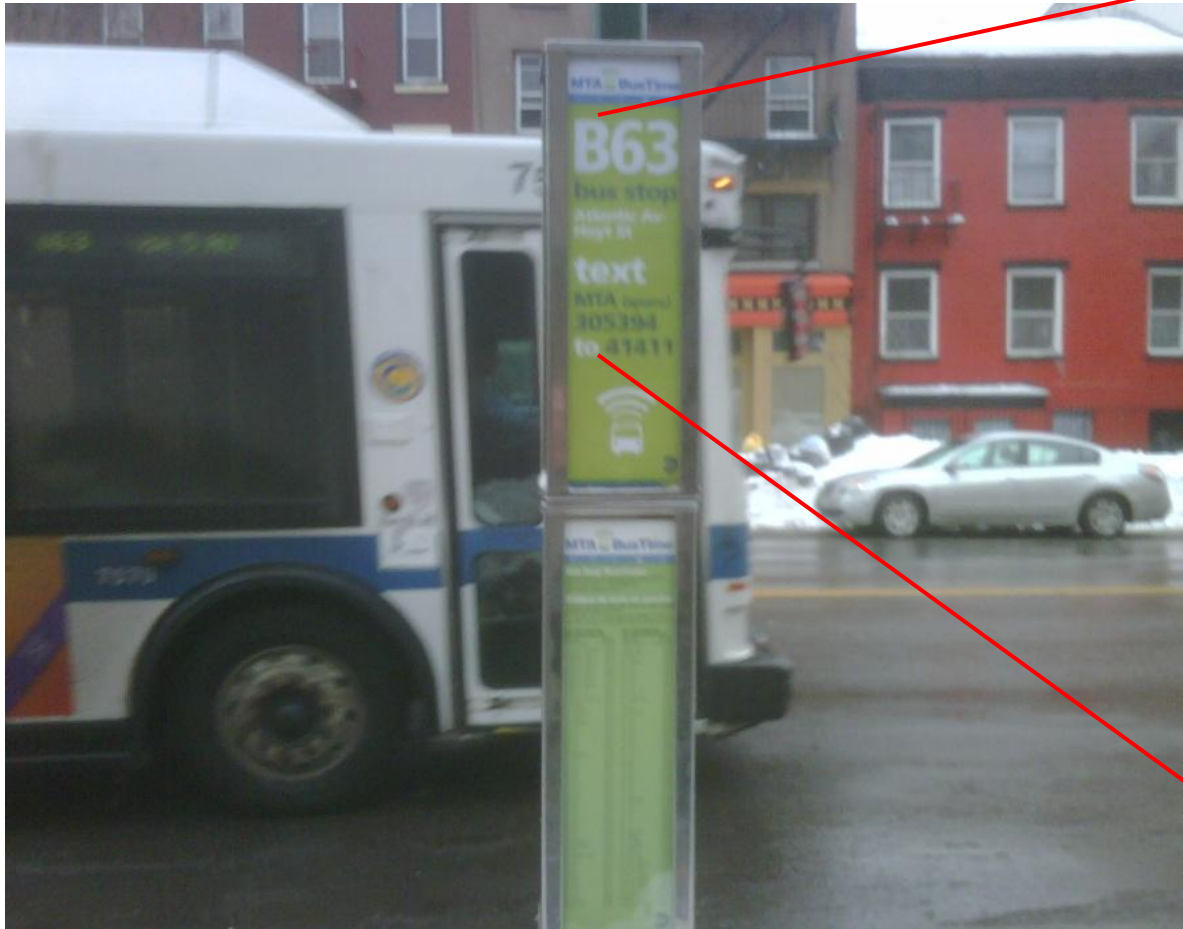
Scan it. If you have a smartphone with a Quick Response (QR) reader, just scan this QR code and get connected to the MTA BusTime website.



Quick Response (QR) Code
Código de respuesta rápida (QR)

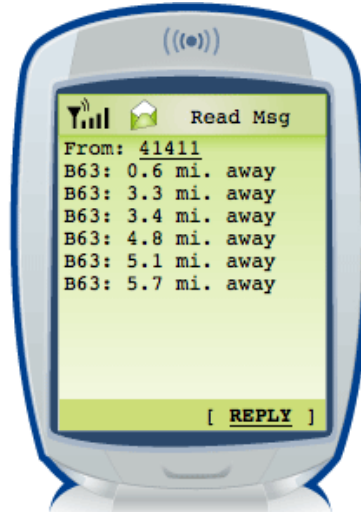
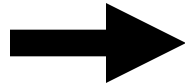
["http://bustime.mta.info"](http://bustime.mta.info)

For those without smartphones

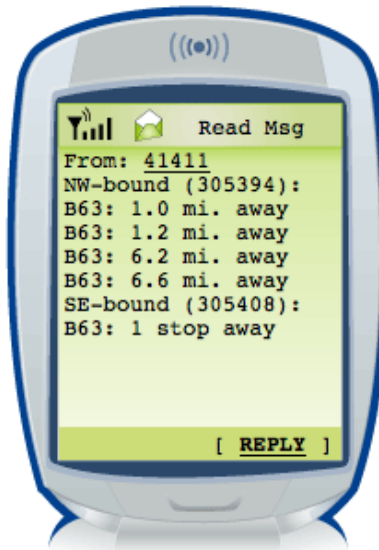
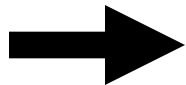


B63
bus stop
Atlantic Av-
Columbia St
text
MTA (space)
306399
to 41411

Text message access



Search By:
Stop ID



Intersection

App developers are energized – the power of data in open formats!

- Interactive phone (call-in) application
- NextBus[®] time-based predictions
- iPhone and Android apps

Uses SIRI XML format
(growing European spec)



But what about predictions?

- Time-based arrival time predictions are the gold standard... or are they?
- Either way, they take time to ensure accuracy; time we don't have.
- Is location/distance enough?



Customers are enthused!

- *“**The new mobile website is fabulous!** I use it ALL the time and have been blabbing about it to everyone I meet at the bus stop, on the bus, and in my neighborhood. **It has changed my life**” – Molly*
- *“This is the **best thing in years from the MTA....** I used it for the first time today.... no more standing in the cold for an hour.... just pop it up and put my coat on when the bus is a few blocks away. **More bus's soon please....B61 ?**” – Andy*
- *“ I take the B63 and **I find BusTime to be astonishingly wonderful**” – Gene*

Customers are enthused!

- “We've been able to convince friends visiting our neighborhood that **taking the bus will be faster than the train, by showing them how soon a bus will arrive.**” - Martha
- “I have to say, this program is **one of the more significant improvements the MTA has introduced.** Anyway, I'm just curious as to what the timeline is for getting all routes available on Bus Times?” – Patrick

Customers are enthused!

- *“I often take the bus late at night where the buses come once an hour, and it is extremely helpful for me to know where the buses are! **Your system has already saved me so much time** waiting for the bus!” - Robert*
- “...use it all the time. The service has made taken the guess-work out of "when's the next bus" and **made my family's lives much easier as a result** ... I find the info to be **very accurate at all times.**” - Ryan

Planning for Success

- Full engagement across stakeholders – agencies, MTA board, constituents, app developers
- Following ITS Systems Engineering methodology
- Completed Concept of Operations
- Committed to Open Data and Open Standards

Moving Forward

Deploy to 800 Staten Island buses, including express/commuter, by the end of 2011

Deploy Bus CIS to all buses (a total of 6,000) across the MTA in 2012 and beyond