New York City Transit
Challenges for Connecting with Customers for the 21st century

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Strategic Improvements and Best Practices
MTA – NYC Transit
Technology for Urban Transit

- What do people want?
- What do they need?
- Technology possibilities
- What is realistic and practical
- Adaptation challenges
Customers now increasingly make non-traditional travel choices

Williamsburg, Brooklyn
L Train – 2 am!
• Congestion at stairways and platforms

• Many stations in the CBD and key transfer points are experiencing significant congestion

Stations have capacity problems

- Moderate Congestion
- Significant Congestion
- Significant Congestion, including platforms
East Side Manhattan Congestion

- Lexington Avenue line carries more than 1.3 million passengers a day
- Line at physical capacity, overcrowding leading to delays

More ridership than entire Washington Metro!
Long Term Solutions for East Side Manhattan

- Full Length Second Avenue Subway
  - Articulated trainsets
  - Increased automation

- Improved bus service
  - Traffic signal prioritization
  - Full time dedicated lanes
  - Level boarding
  - Contactless payment system
Past
What Is it?

- *On The Go!* is an interactive, touchscreen, digital information point.
  - Trip Planning
  - Real-time service status
  - Local maps
  - Service diversions
  - Shopping/dining
  - *(3rd party apps)*

- Like a giant iPad
- But even better!

New York City Transit
Design Features

- Award winning sleek, stainless steel design
- 47 inch 1080p touch screen
- Video camera and microphone
- Thin client module
- Market research support
I'm not just another pretty kiosk

Tap below
Feeling sick?
Help can reach you faster in a station
Synagoge
Pirnaischer Platz
Walpurgisstraße
Hauptbahnhof Nord

via Hauptbahnhof
MORE SOCIAL MEDIA CHANNELS

The City Beneath Us: Building the New York Subways


35 photos | 253 views

Welcome to NYC Transit's TransitTrax page. Listen from your iPod, MP3 player, or similar portable device. Just click on "play audio" to listen from your computer. Subscribe to one or more topics of interest as you like and automatically receive podcasts. Transcripts (transcripts are also available for the Hearing Impaired.

Listen to Planned Service Changes, get MetroCard Deals information featuring interviews with special guests, learn tips for staying safe, and more.

Improve, non-stop

Fulton Street Transit Center
Cortlandt St Rehab
Tarrytown Station Rehab
Culver Viaduct Rehab on the F and G Lines

MTA Capital Program: Building for the Future

View comments, related videos, and more

MTA Capital Program: Building for the Future

If You See Something, Say Something: (4)
Engagement with app developers

- Embracing and using their talent
- Maintaining community of 250+ developers
- Reaping mutual benefits

Our apps are whiz kid certified.
Instead of developing transit apps ourselves, we gave our info to the people who do it best. Search the web for “NY transit apps” to see what we mean.
App Quest 3.0 Winners Announced

Developers from New York City and around the world put their best apps forward for App Quest 3.0, creating more than 40 new apps to make travel in New York City easier, and the winning apps were recently announced during a ceremony at Grand Central Terminal.

“A major goal for this year’s competition was to encourage developers to create apps that would be useful to customers with disabilities, so larger prizes were awarded in that category,” says Paul Fleuranges, senior director, Corporate and Internal Communications.

The winner is that category is YoTrain!, an app that notifies riders about train arrival times with voice alerts as they approach the stations they use most. Runner Up in the category was NYC Accessible, which provides riders with real time email and/or text messages about subway station accessibility by

UPDATE: Anthem Blue Cross Blue Shield Cyber Attack

ATTENTION EMPLOYEES: DCAS Exam Information

Workers' Comp News Click for details about NYC Transit, MTA Bus, MaBSTOA, and SIRTOA.

Desktop and Laptop Security

Notices

Enterprise Messaging System Notices and Announcements

IT Year-End Report MTA Information Technology has posted its 2014 Year-End Report, which lists all of its project completions and provides an overview of the department’s performance. Click here for a copy.
STATION AGENT COMMUNICATIONS TOOLS
Before paying the fare

• Real time service status screens – snapshot status of entire system
→ 2.5 EXP Flatbush Av-Bklyn Col 0min
→ 4.0 EXP Crown Hts-Utica Av 6min
Before paying the fare

- Countdown clocks
  list arrival time of next trains
  linked to public address system
On the train

FIND Signs

• Offers total flexibility by line
• Displays next 10 stops and last stops on line
• Features screen for video content
• Automated announcements
While waiting on the platform

**Help Point**
Two button communication device that lets customers get in touch with Transit personnel – information and emergency

- 4 station pilot completed
- 102 stations to be outfitted by 2014
Telling our story...

Improving, non-stop.
We’re making improvements that you can see every day, including a new way to tell you about improvements. Just look up.
On-Board Audio Visual allows for a number of exciting new features

- Multiple high-resolution LCD monitors allows for:
  - Geocoded advertisements
  - Still image graphics
  - News/weather/local time information
  - Video clips and route listing
  - Real-time visual alerts

- Revenue generation via digital advertising

- Internal corporate messaging
Pedestrian Turn Warning System at crosswalks aligned to Vision Zero

- Audible voice alert to pedestrians when a bus is making a turn
- System turns on automatically without bus operator’s intervention and alerts pedestrians with a street and curb side speaker
- Volume automatically adjusts based on outside ambient noise
- Proof of Concept underway
- Pilot expansion to ~100 buses planned after evaluation of results later this year

Budget: No cost POC / $1M for expansion;
Collision Avoidance Systems aligned with Vision Zero

- Provide proactive operator warnings to prevent forward collisions

- A ‘Vehicle Detection Algorithm’ recognizes motorized vehicles such as cars, motorcycles and trucks in day and night time conditions

- Visual alert to bus operator under the following customizable triggers:
  - Unintentional lane departure warning
  - Pedestrian and cyclist collision warning
  - Forward collision warning

- Proof of Concept underway

- Pilot expansion planned after evaluation of results later this year (budget in place)

Budget: No cost POC / $11M for expansion;
Depot bus location intelligence tracks buses within the depot and enables greater efficiency in dispatching buses

- Depot Bus Locator collects real-time locations of all buses in depots
- Supports our EAM initiative managing our assets more effectively
- Improves efficiency by cutting down time searching for buses and eases decision-making for yard dispatchers by integrating fuelling and maintenance status
- No cost to MTA proof of concept to be deployed to Mother Clara Hale (MCH) by Q3 2015

Budget: $20M in ‘15-‘19 Program;
順番にお並び下さい
Can our buses go faster? You bet.
With camera-enforced bus-only lanes and off-board fare collection, our Select Bus Service (SBS) is simply better. And faster.

mta.info now has more info.
Our new website has a lot more useful information. Click away.

Isn’t it nice to know when your train will come?
New countdown clocks tell you what time your train will arrive. Before you swipe. Now at more than 100 stations and counting.
## Paradigm Shifts for Modern Transit Systems

<table>
<thead>
<tr>
<th>20th Century</th>
<th>21st Century</th>
</tr>
</thead>
<tbody>
<tr>
<td>Independent, Insular</td>
<td>Engaged, Transparent</td>
</tr>
<tr>
<td>To/From Work Trips</td>
<td>24/7</td>
</tr>
<tr>
<td>Project Oriented</td>
<td>Results Oriented</td>
</tr>
<tr>
<td>Static Information</td>
<td>Dynamic Real Time Data</td>
</tr>
<tr>
<td>Transit Only</td>
<td>Public/Private Partnerships</td>
</tr>
</tbody>
</table>
Questions?
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