

Passenger-Facing Technology Program

The Digital Assistant, data and what's next

Rider Experience and Operations Committee

11/3/22



Why we are here

- Introduction to PFT Program
- The Digital Assistant
- Regional data hygiene and creation
- Regional trip planning
- Today we are here to provide information

Passenger-Facing Tech purpose

Improve passenger experience by investing in innovative solutions that remove real or perceived barriers to ridership and improve the dependability of information we provide passengers so they can make informed decisions that suit their mobility needs.

Work streams

- Digital Assistant
- Data
- Passenger Care
- Fare payment
- Innovation pilots

The Digital Assistant

The Digital Assistant

*A single, accessible tool
that incorporates*

- Trip planning
- Real-time information
- Interactive support
- Fare payment

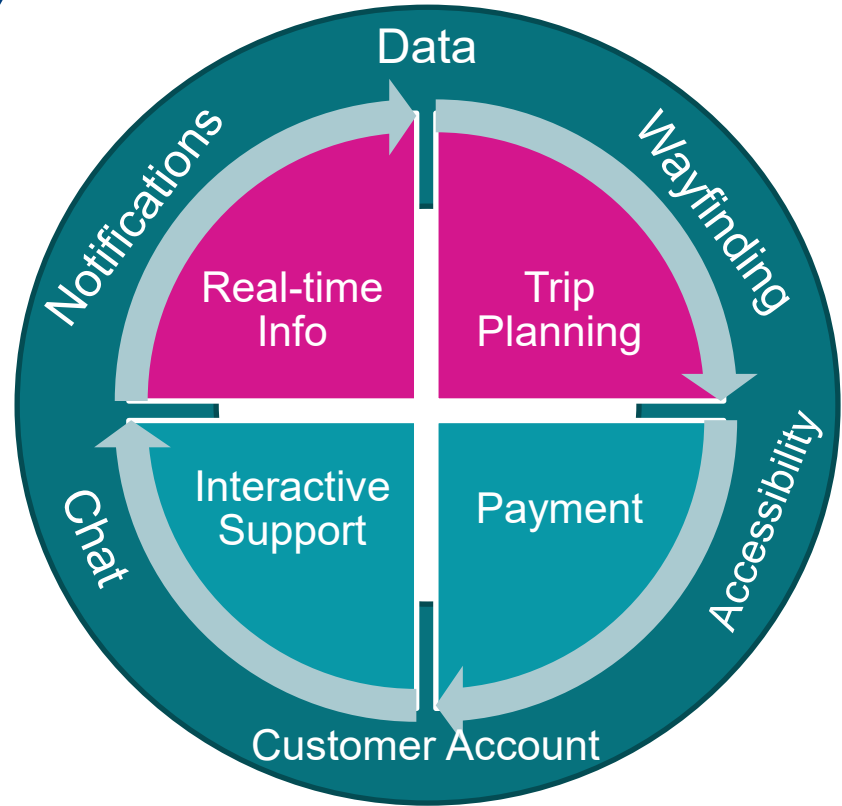


Project is underway

Vendor: IBI

Amount: \$2 million

Phased development



Scope by Phase

Phase 1

1. Trip planner
2. Mobile Apps (iOS, Android)
3. Dynamic re-routing
4. Profiles

**Delivery NTP +
9 Months**

Phase 2

1. AI-Enabled Chatbot
2. Interactive Voice Response

**Delivery NTP +
16 Months**

Phase 3

1. Fare Payment Integration (ORCA)
2. GTFS Fares V2

**Delivery NTP +
28 Months**
(dependent on ORCA APIs)

Accessibility and Equity

- Accessibility audit, testing
- Usability testing with passengers with disabilities
- Accessible walking/rolling instructions in trip plans
- Notification and updated walking/rolling instructions when vertical transportation options are unavailable
- Translation into 7 languages
- Touch screen/kiosk experience

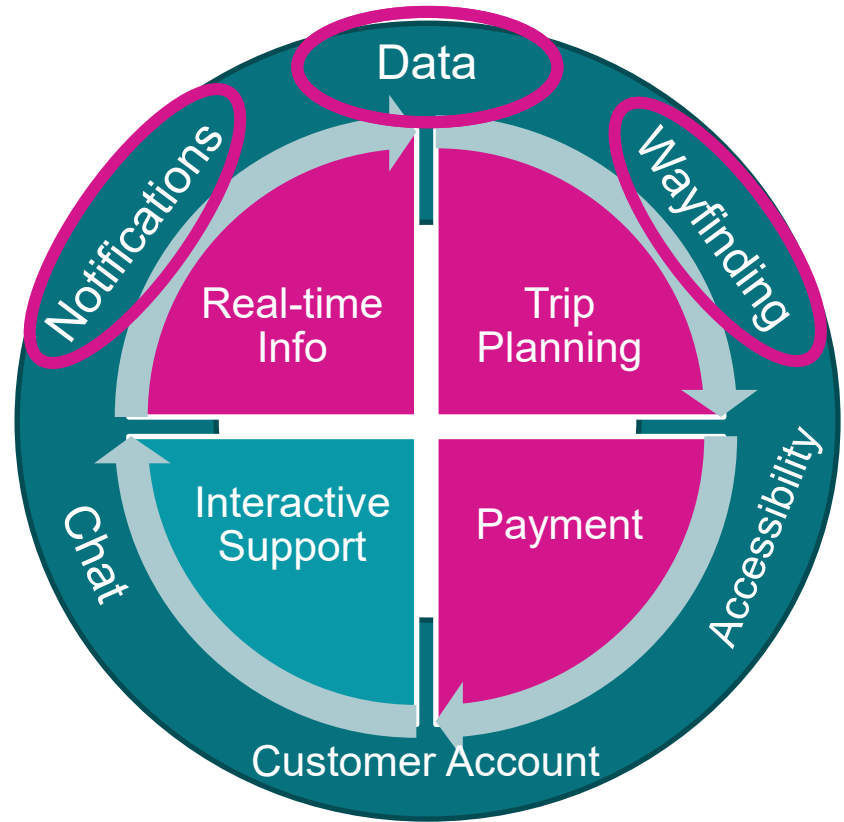
***Regional data
hygiene and creation***

Regional data effort

Objective: Provide a positive planning and travel experience for riders who use tools provided by agencies and 3rd parties

Data Ecosystem

*Supports trip planning,
real-time information,
wayfinding, payment*



Next Steps: Business and technical alignment

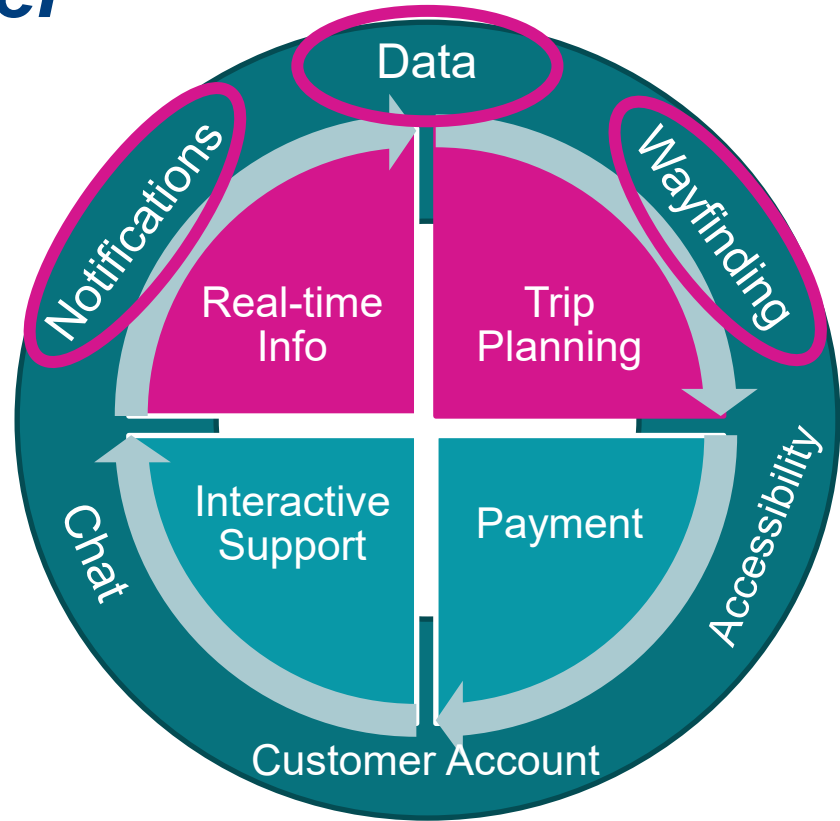
- Establish governance structure
- Conduct research
- Create a work plan
- Execute

Coming up

Regional trip planner

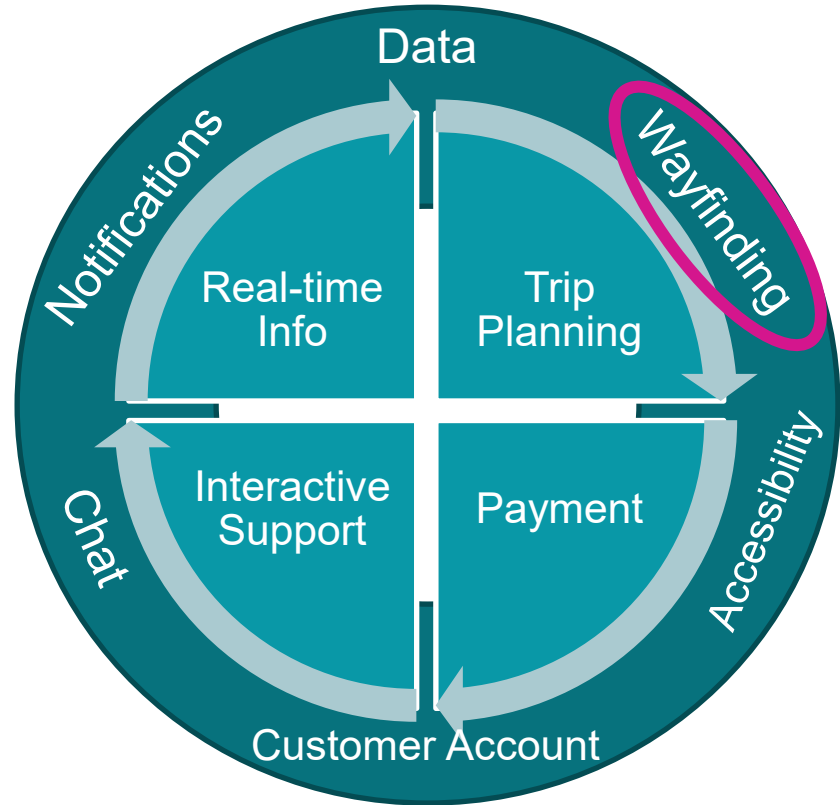
Why?

- Interconnected services
- Increasing rider needs
- Budgetary pressure
- Trust



Coming up

Accessible navigation



Thank you.



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