

# *Passenger-Facing Technology Program*

*The Digital Assistant, data and what's next*

*Rider Experience and Operations Committee*

*10/19/22*



# *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

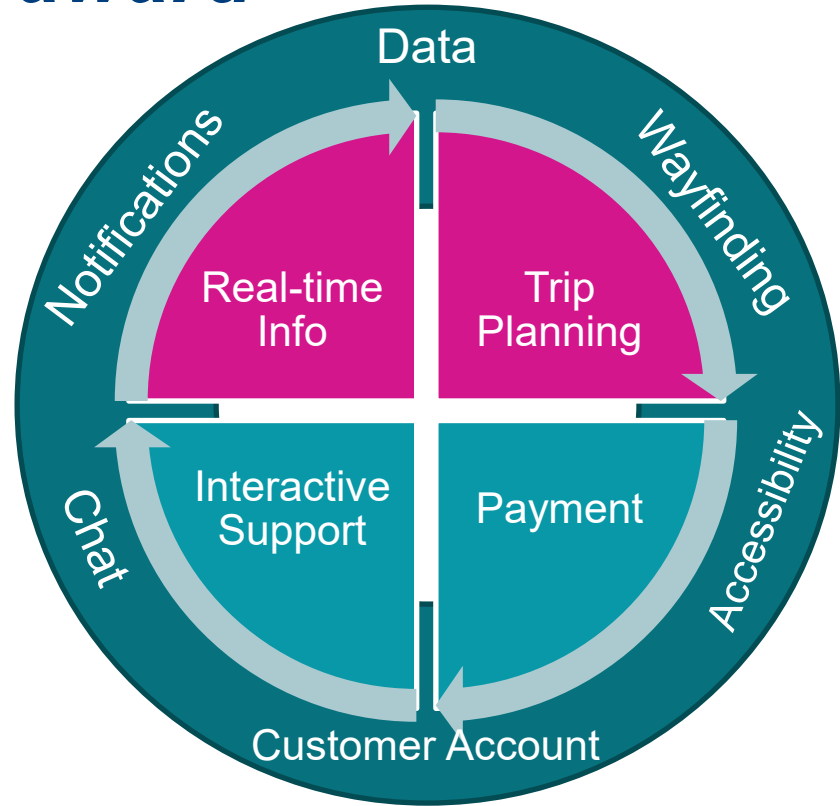


# Upcoming contract award

**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

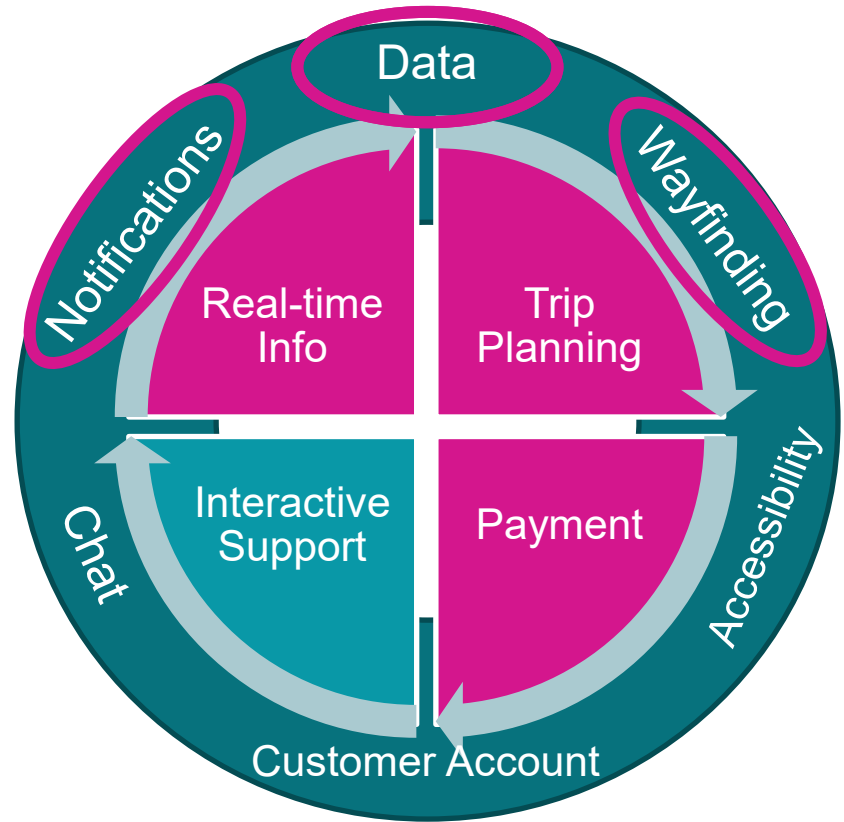
***Regional data  
hygiene and creation***

# ***Regional data effort***

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

# Data Ecosystem

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



# ***Next Steps: Business and technical alignment***

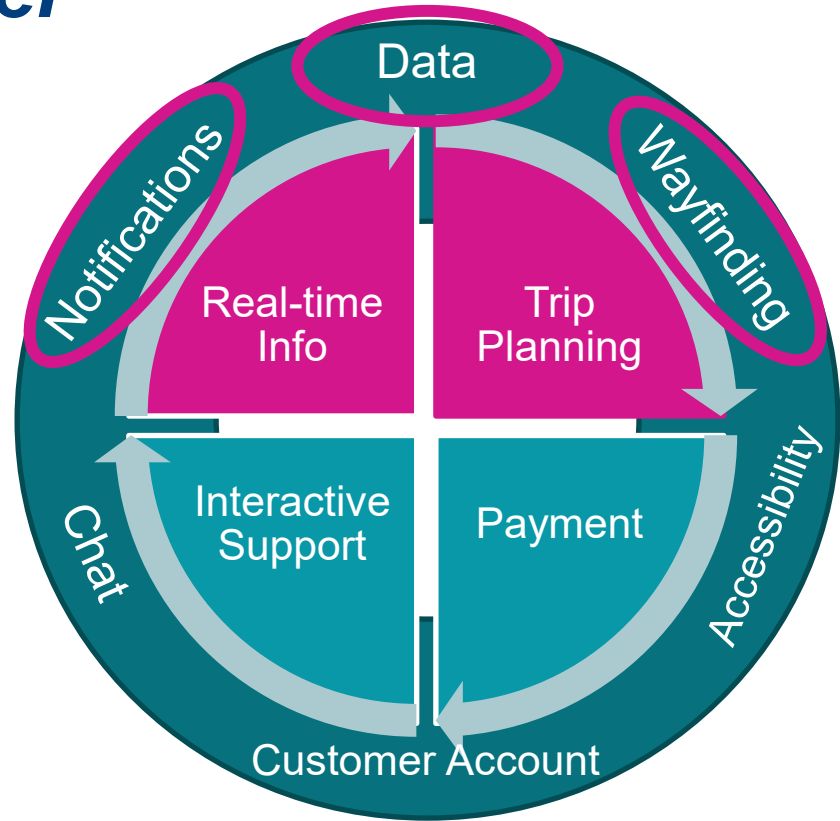
- Establish governance structure
- Conduct research
- Create a work plan
- Execute

*Coming up*

# Regional trip planner

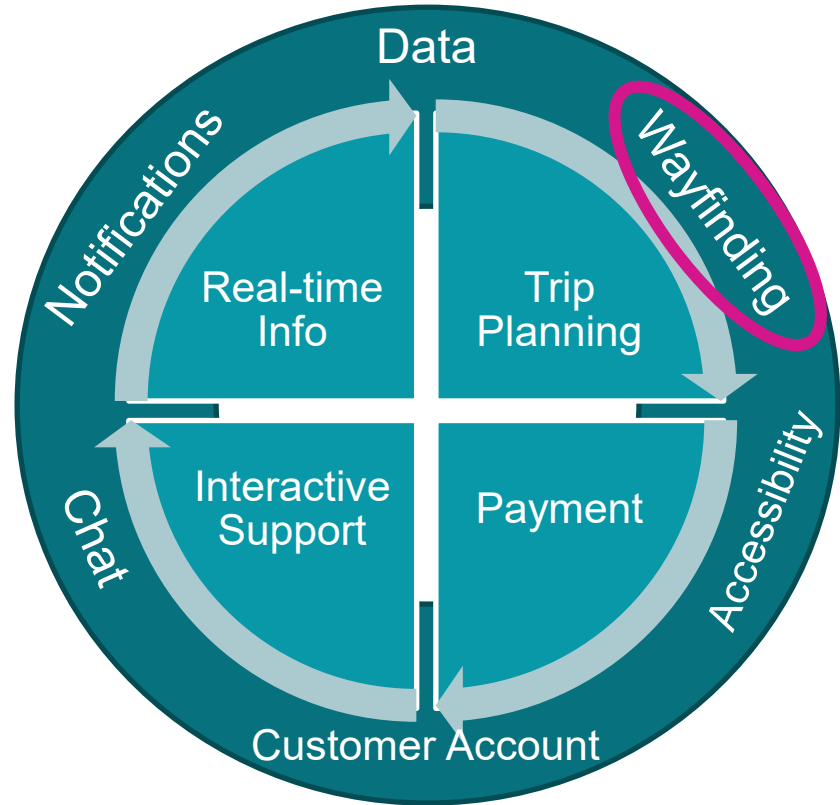
## Why?

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



# Coming up

## Accessible navigation





*Thank you.*



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