New Sources of Real-time Info

Karti Subramanian

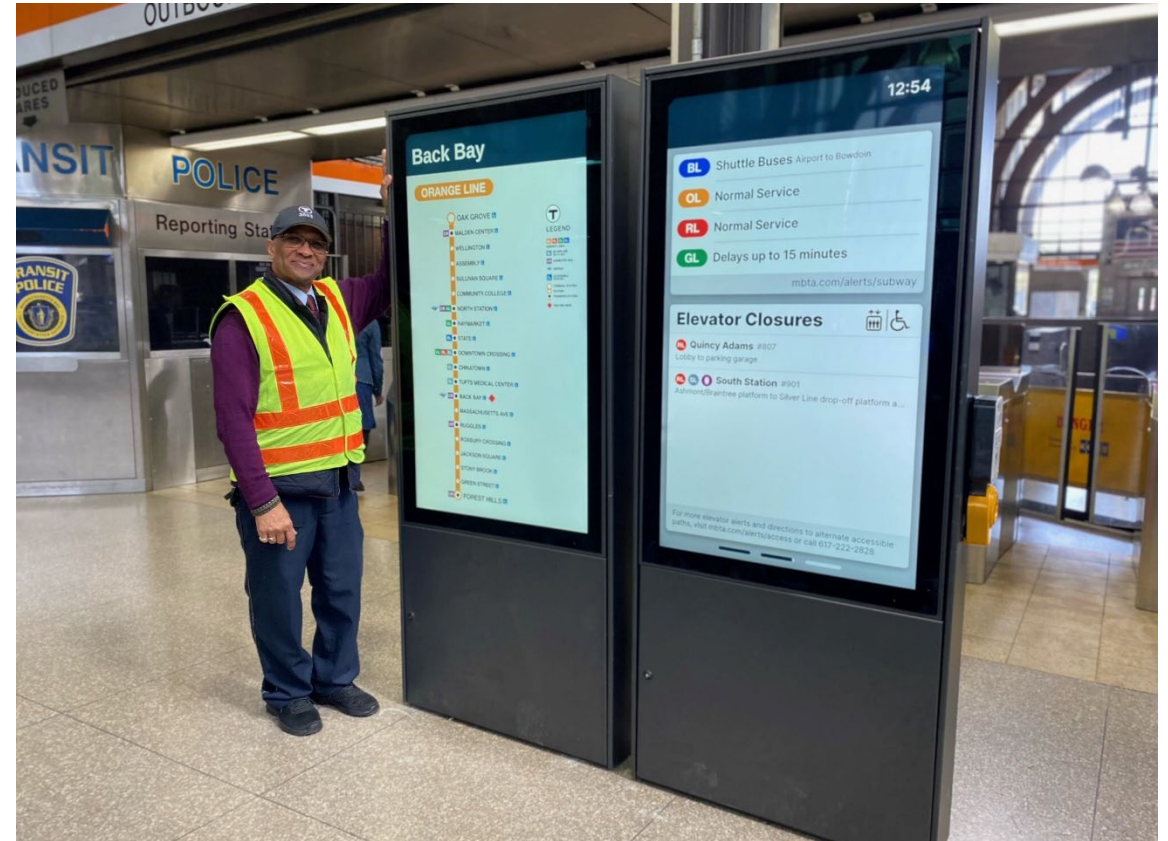Director of the Digital Ride (Customer Technology Department)

June 8, 2022

Pre-fare Screens, or "CIDs"

Why

Riders want:

- The best possible information about the system & the service *right now*

- Before they pay their fare

- In a dedicated place
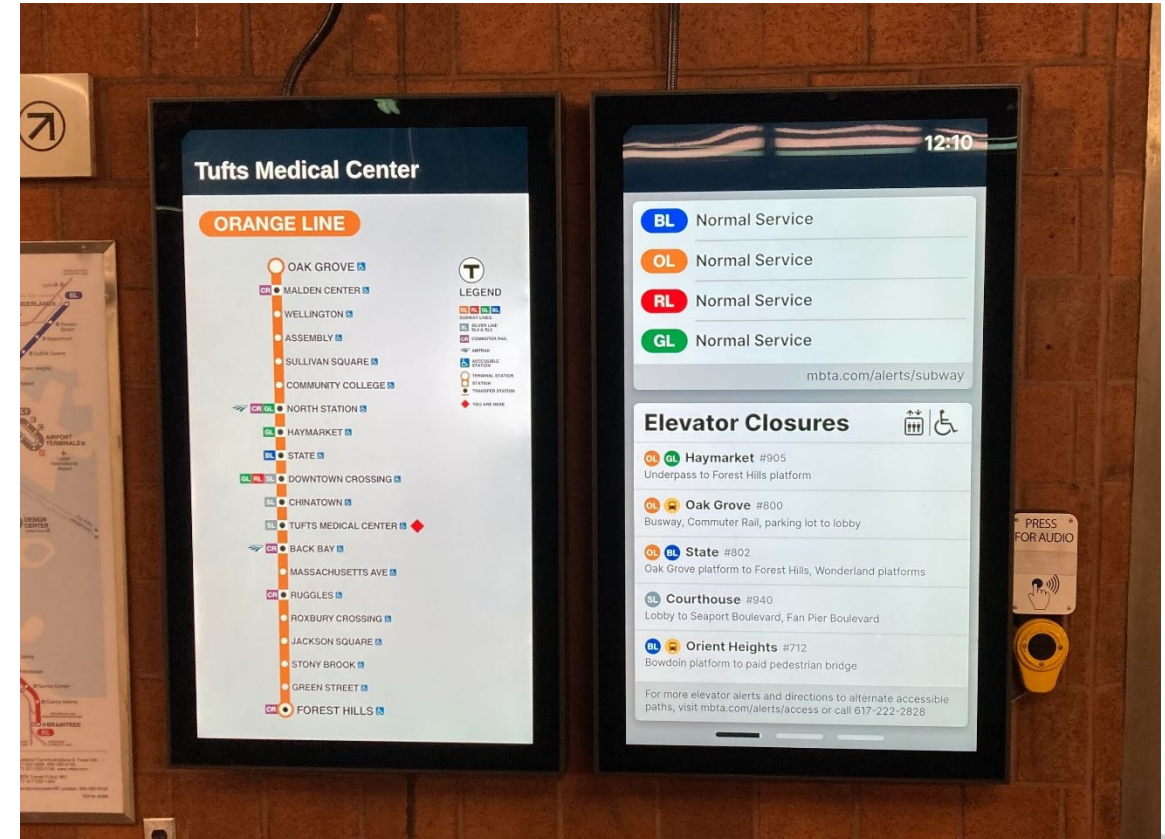
- Uncluttered by commercial advertising

Pre-fare Screens, or "CIDs"

What

Digital screens:

- Dedicated 100% to MBTA real-time information

- In pre-fare lobbies

- With button-generated audio-equivalence

- Information designed & built in-house

- Maintained through our advertising contract

Pre-fare Screens, or "CIDs"

What

Currently, the screens display:

- Subway service alerts, prioritizing issues that affect service "here" and "now"
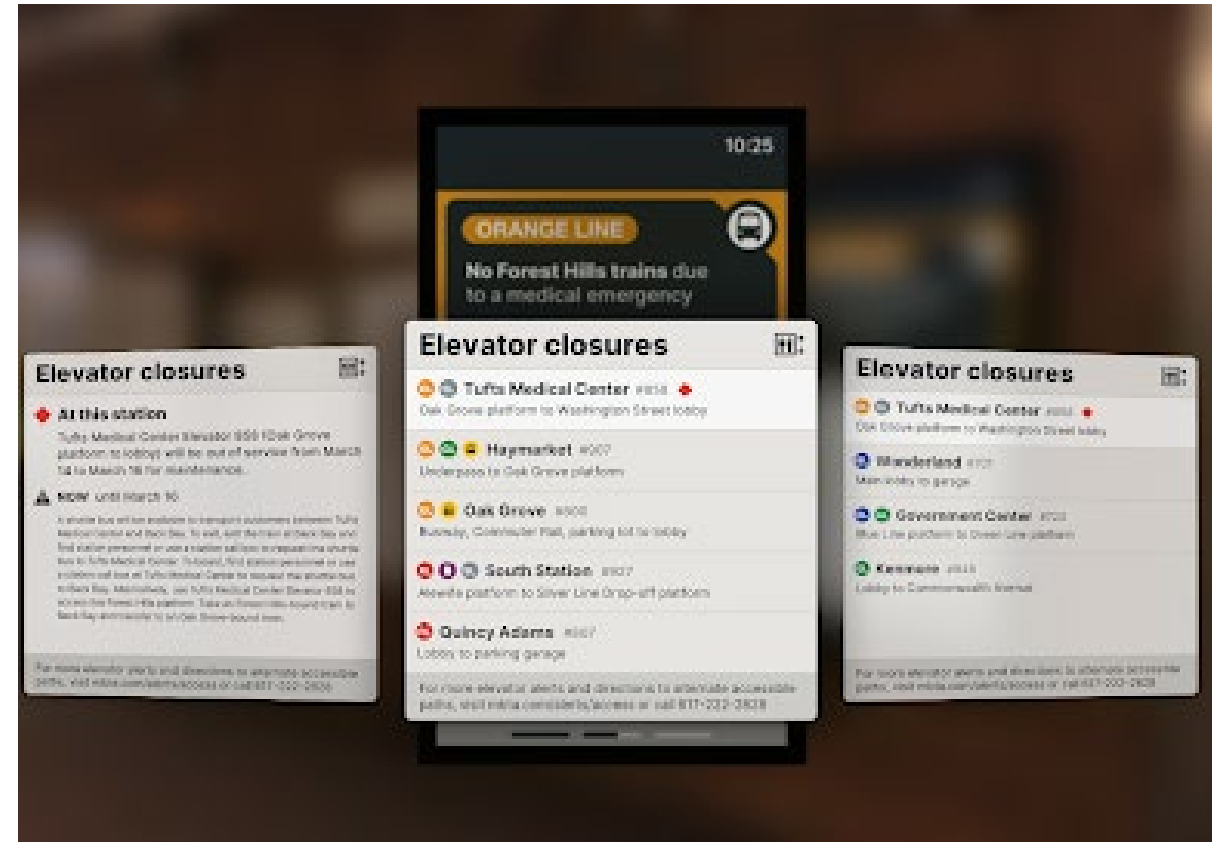
Pre-fare Screens, or "CIDs"

What

Currently, the screens display:

- Subway service alerts, prioritizing issues that affect service "here" and "now"

- Real-time list of elevators that are out-of-service

Upcoming features:

- Make subway disruptions harder to miss & easier to understand

- "Last trip of the day"

Pre-fare Screens, or "CIDs"

Where

Live in 10 stations today:

- Red Line: Ashmont, Charles/MGH, Porter

- Orange Line: Back Bay, Forest Hills, Tufts, Wellington

- Blue Line: Government Center, Maverick, Wonderland

- Green Line: Government Center

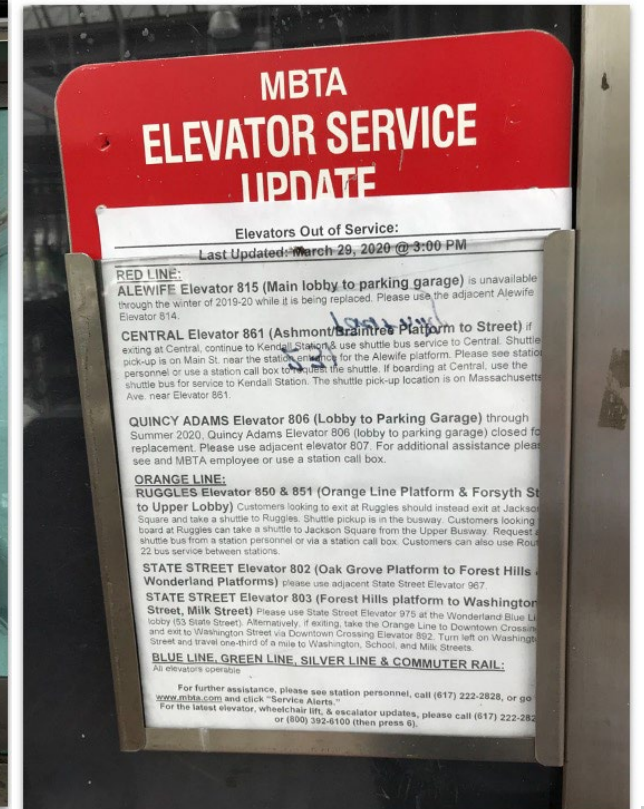System-wide expansion over 2-3 years.

Pilot of Screens at Elevator Entrances

Why

Riders who depend on elevators need better ways to plan their trips & navigate outages.

Paper-based notices are a poor way to communicate information, and difficult for the MBTA to keep up-to-date.
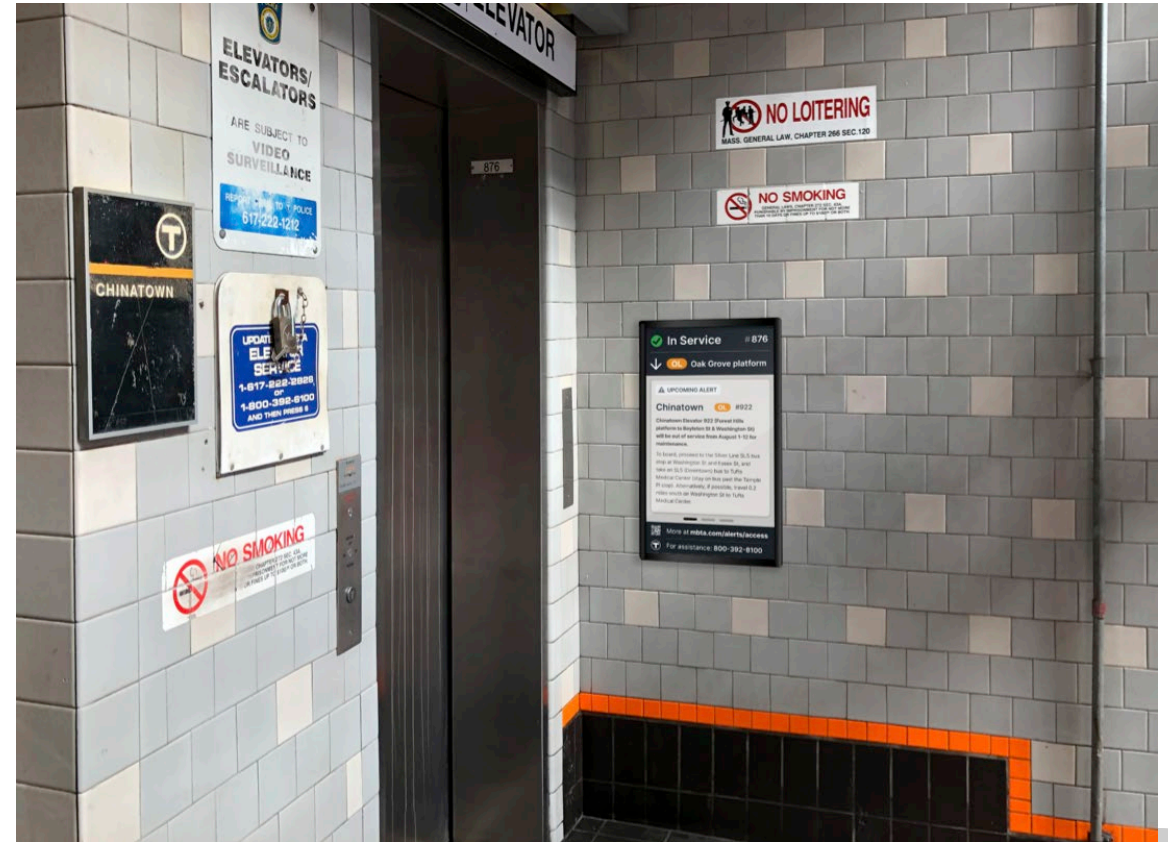
Pilot of Screens at Elevator Entrances

What

A pilot of small (~19'') screens at elevator entrances, dedicated to elevator out-of-service information.

Research with riders & internal departments to assess feasibility of expansion.

Pilot of Screens at Elevator Entrances

Where & When

Forest Hills (late summer/early fall 2022)

New Audio- & Visual-Equivalence Policy

What

As digital signage proliferates, we want to hold ourselves to a standard of two-way, audio- and visual-equivalence that supports all riders.

We've drafted a policy, based on what we know about digital signage technology, research with peer transit agencies, and feedback from riders.

That policy will soon be live at mbta.com/screens.

Get Involved

✉ Email us

If you have questions or ideas about any of the topics mentioned above, you can email:

- SWA at swa@mbta.com

📋 Sign up

Help us improve the tools and technology you use when you ride the MBTA. Sign-up at mbta.com/techfeedback.