

ONLINE BUS RIDER COMMUNICATIONS

CITIZENS ADVISORY COMMITTEE | FEBRUARY 28, 2017

AGENDA

A QUICK LOOK AHEAD

1. EXISTING ONLINE BUS CUSTOMER INFORMATION

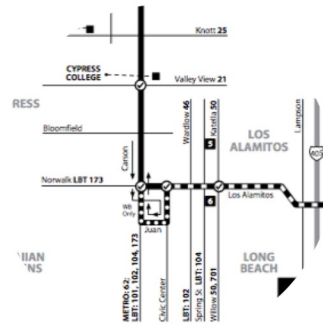
2. PROPOSED ENHANCEMENTS

**EXISTING ONLINE
BUS CUSTOMER INFORMATION**

PDF-BASED ONLINE COMMUNICATION



System Map



Route Maps

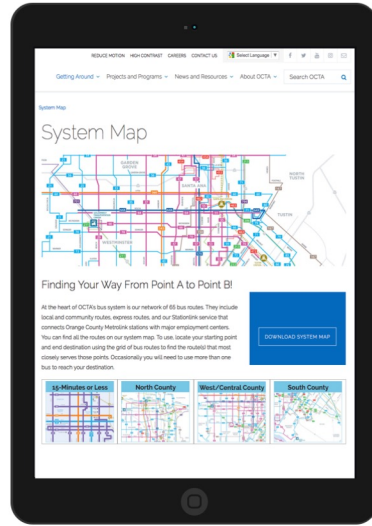
	Lincoln & Valley View	Beville Institute	Lincoln & Maygrove	Lincoln & Esplanade	Lincoln & Esplanade
4:53	5:01	*****	5:13	5:20	5:24
5:08	5:16	*****	5:28	5:35	5:41
5:24	5:32	*****	5:44	5:51	5:57
5:37	5:47	*****	6:00	6:09	6:16
5:55	6:05	*****	6:18	6:27	6:34
6:14	6:24	*****	6:37	6:46	6:53
6:33	6:43	*****	6:56	7:05	7:12
6:51	7:01	*****	7:14	7:23	7:30
6:59	7:11	7:26	7:31	7:41	7:48
7:18	7:30	*****	7:49	7:59	8:06
7:35	7:47	8:02	8:07	8:17	8:24
7:54	8:06	*****	8:25	8:35	8:42
8:11	8:23	8:38	8:43	8:53	9:01
8:29	8:42	*****	9:01	9:11	9:18
8:59	9:14	*****	9:19	9:29	9:37
9:16	*****	*****	9:37	9:47	9:54
9:34	*****	*****	9:55	10:04	10:11
			10:07	10:13	10:20

Schedules

CHALLENGES

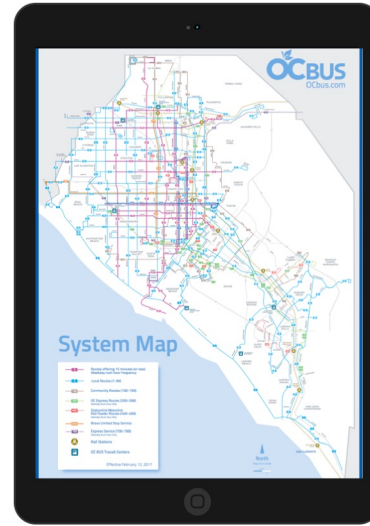
- Difficult to use on mobile devices
- Slower to download
- Static vs. interactive experience
- Not personalized

SYSTEM MAP



WEBPAGE

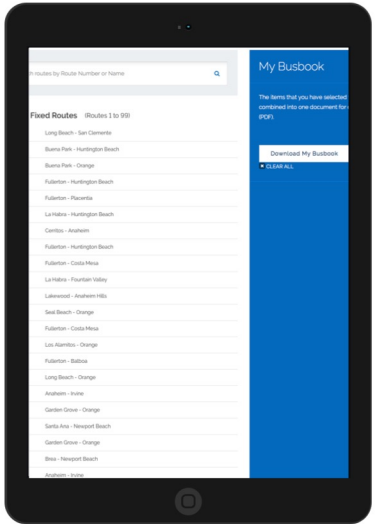
9,848 page views per month



PDF

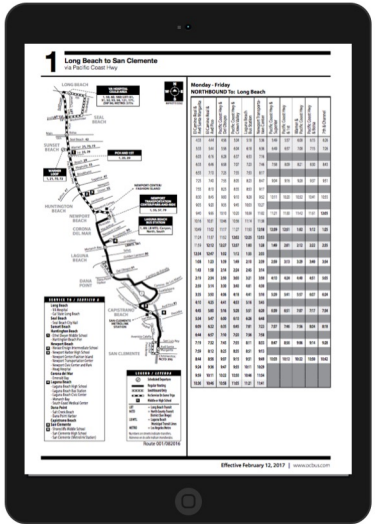
4,952 downloads per month

ROUTE MAPS AND SCHEDULES



WEBPAGE

8,284 page views per month

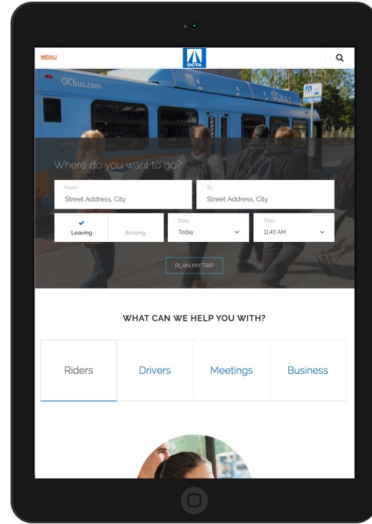


PDF

3,400 downloads per month

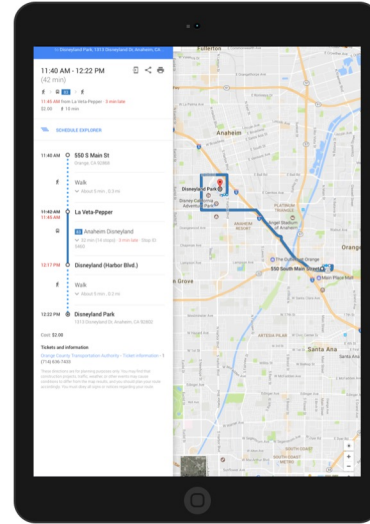


TRIP PLANNER



WEBPAGE

7,624 trips planned per month



GOOGLE

??

PROPOSED ENHANCEMENTS

INTERACTIVE SYSTEM MAP

The screenshot shows a web browser window at www.octa.net/. The map displays a street grid in Denver, Colorado, with a blue line representing a bus route. A popup window is open for the bus stop 'W Colfax Ave & King St' in Denver, 80204. The popup includes a 'Bus Stop' tab and a 'StreetView' icon. It lists the stop number 12915 and the routes served, which is 16. Below this, a table provides the schedule for route 16, showing destinations and departure times for the next, 2nd, and 3rd buses.

Rte	Destination	Next	2nd	3rd
16	10th St - Washington Ave	7:17 PM	7:46 PM	8:16 PM
16	Federal Center Station	12:43 PM	1:13 PM	1:43 PM
16	Oak Station	12:58 PM	1:28 PM	1:58 PM

Source: Regional Transportation District



NEXT BUS

The screenshot shows the 'Next Bus' website interface. At the top, there is a search bar with the URL 'www.octa.net/'. Below the search bar, a map of Denver and Aurora, Colorado, is displayed. A blue line highlights the 'Route 15' path along East Colfax Avenue. A search box on the left of the map contains the text 'Enter a route, stop, station, address, or landmark' and a 'Go' button. Below the map, the 'ROUTE 15' section is titled 'East Colfax Avenue'. It includes a 'Direction' dropdown menu set to 'eastbound' and a 'Destination' dropdown menu set to 'show all'. Below these menus, a list of upcoming buses is shown:

Bus Number	Destination	Last Updated
Bus #6091 (EASTBOUND)	Destination: Krameria via E Colfax Ave	Last updated at 12:27pm (7 minutes ago)
Bus #6288 (EASTBOUND)	Destination: Billings via E Colfax Ave	Last updated at 12:27pm (a minute ago)
Bus #6077 (EASTBOUND)	Destination: Tower Rd	Last updated at 12:27pm (a minute ago)
Bus #6290 (EASTBOUND)	Destination: Krameria via E Colfax Ave	

Source: Regional Transportation District

NATIVE SCHEDULES

www.octa.net/

Select your travel options

Direction of travel: **Northbound** Southbound

Day of travel: **Weekday** Saturday Sunday/Holiday

Weekday, Northbound Schedule

Select visible stops

[Route Map \(pdf\)](#) [Print](#) [Download \(pdf\)](#) [Demo](#)

	Highlands Ranch Town Center PnR - Gate B	Broadway - Mineral	Broadway - Arapahoe	Broadway - Littleton	Englewood Station - Gate C [Arrive]	Englewood Station - Gate C [Leave]	Broadway - Evans	I-25 & Broadway Station - Gate C1 [Arrive]	I-25 & Broadway Station - Gate C1 [Leave]	Lincoln - Alameda	Colfax - Broadway	Welton - 16th	18th - Larimer	Union Station
▼	--	--	--	--	--	346A	355A	402A	405A	410A(k)	419A	422A	--	--
▼	--	--	--	--	--	414A	424A	432A	435A	441A	450A	453A	456A	459A
▼	--	--	--	--	--	429A	439A	447A	450A	456A	505A	508A	511A	514A
▼	--	--	--	--	--	447A	458A	506A	508A	514A	523A	526A	530A	533A
▼	--	--	--	450A	503A	507A	518A	526A	528A	534A	543A	546A	550A	553A
▼	--	--	--	--	--	522A	533A	541A	543A	549A	558A	601A	605A	608A
▼	--	--	--	520A	533A	537A	548A	556A	558A	604A	613A	616A	620A	623A
▼	--	--	--	--	--	--	--	606A	608A	614A	624A	627A	631A	634A
▼	--	--	--	--	--	557A	608A	616A	618A	624A	634A	637A	641A	644A
▼	531A	540A	545A	550A	603A	607A	618A	626A	628A	634A	644A	647A	651A	654A

Source: Regional Transportation District

NATIVE TRIP PLANNER

The screenshot displays the OCA Native Trip Planner interface. At the top, the browser address bar shows 'www.octa.net/'. Below the browser, there are four trip options, each with a duration, time range, and number of transfers. Each trip option includes a visual representation of the route using icons for walking, MALLRIDE, and public transit (A, B, D, F, H, L, M, N, R, S, T, X, Y, Z).

TRIP 1
53 minutes
Duration: 12:38pm - 1:32pm
Transfers: 1
Walking → MALLRIDE → Walking → Public Transit → Walking → MALLRIDE → Walking

TRIP 2
53 minutes
Duration: 12:53pm - 1:47pm
Transfers: 1
Walking → MALLRIDE → Walking → Public Transit → Walking → MALLRIDE → Walking

TRIP 3
53 minutes
Duration: 1:08pm - 2:02pm
Transfers: 1
Walking → MALLRIDE → Walking → Public Transit → Walking → MALLRIDE → Walking

TRIP 4
53 minutes
Duration: 1:23pm - 2:17pm
Transfers: 1
Walking → MALLRIDE → Walking → Public Transit → Walking → MALLRIDE → Walking

12:38pm **Denver Airport Station (#34503)**
Walk to Denver Airport Station
2 minutes, 165 feet
[view turn-by-turn directions](#)

12:41pm **Denver Airport Station (#34476)**
Board the **A** towards Union Station
37 minutes, 6 stops, 6.4 miles
[view all stops](#)

1:18pm **Union Station Track 1 (#34667)**
Walk to 16th Street Mall & Wynkoop St
4 minutes, 335 feet
[view turn-by-turn directions](#)

The map shows a route starting at Denver Airport Station, walking to the station, boarding the A train towards Union Station, and walking to Union Station Track 1. The map includes major roads like I-70, I-25, and I-76, and landmarks like Denver International Airport and downtown Denver.

Source: Regional Transportation District

AGENDA

1. EXISTING ONLINE BUS CUSTOMER INFORMATION

2. PROPOSED ENHANCEMENTS

NEXT STEPS

- **Determine available solutions within existing OCTA IS and Operations services**
- **Develop scope and cost estimate for implementation**