



Memorandum

To: Roy Taylor, MDOT
From: Ericka Alexander/Oliver Lindsay, DTC
Date: June 19, 2019
RE: Lessons Learned from the Transparent Data Sets (Website Optimization) Project

Background

In 2014, the Detroit Transportation Corporation (DTC) received a \$150,000 grant administered by the Michigan Department of Transportation (MDOT). The purpose of the grant was to create a more user-friendly website and mobile phone application for the Detroit People Mover (DPM).

Following the issue of the Request for Proposal, subsequent review and selection, the project began in 2017 and was completed December 1, 2018.

This memorandum will provide an overview of the lessons learned during the grant period.

Website Optimization Overview

The original <https://www.thepeoplemover.com> website launched in December 2005 with one additional upgrade 10 years later. The grant supported the adaptive design of the website and mobile app, and development of backend code to launch on various platforms, devices and browsers.

The grant enables the People Mover to have a digital platform on par with other, local public transportation systems and yet distinguish and integrate the People Mover's unique operation. The hybrid design links the content management system (CMS) to both the website and app in downtown Detroit.

Use of the Website and App

- Announcements and general information regarding People Mover service and operations
- Wayfinding and trip planning to increase access to close mobility options, downtown accessibility and long-term density

- Building last-mile / first-mile connectivity via links and information to other transit agencies
- Ordering transit passes online by desktop or mobile phone
- Submission of standardized forms and applications, such as employment, contractor permits and advertising.

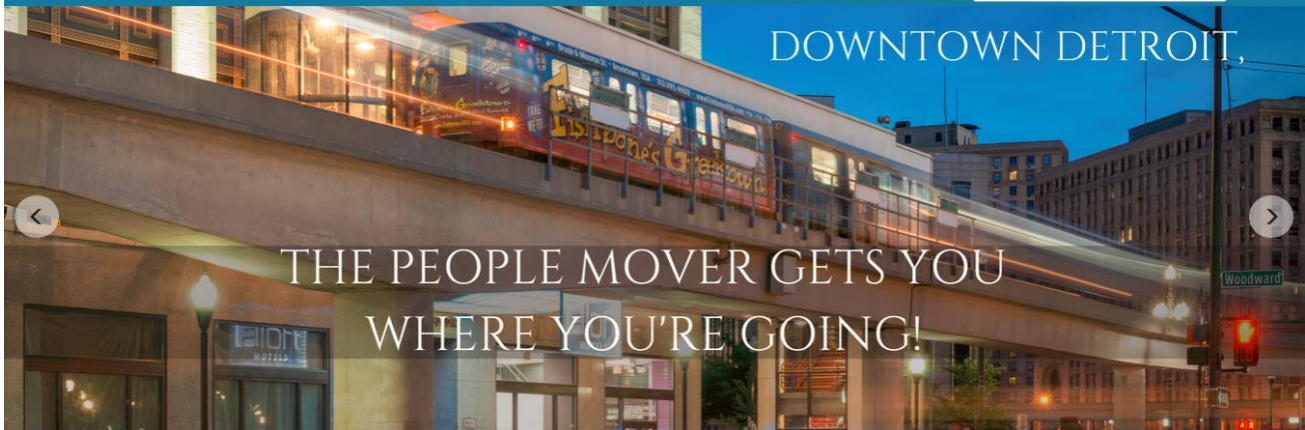
Features include familiar technology such as Opt-In Registration, Push Notifications, Trip Planning and Bookmarks to increase awareness while highlighting DPM's intent to inform in near-real time.

Lessons Learned

1. One of the main benefits of the redesign is that station information arrival time now populates on Google Maps for the first time. This inclusion of GTFS data sets has been significant as the People Mover train arrivals could now be viewed in local agencies' trip planners as well as represented in navigation apps (i.e. Transit: Real-Time Transit App) which include the city of Detroit.
2. Improvement to the project time resulting in two rounds of change requests would have been feasible by refining communications throughout the process between the non-technical client and the technical vendor. The amendment of key CMS components specific to the People Mover were fundamental to the engagement of users on the site. The integration of social media on the app was revised to encompass login capabilities across Facebook, Twitter and Google Plus (GP was removed due to the phase-out by Google). Additional effort was achieved to streamline design of the home page as well as testing to improve the performance of the new features. Many charrettes with expanded, cross functional teams including IT and developers extended the back-end time, resources and execution of the objectives.
3. Feedback has been positive on the mobile app as an informational tool that offers one-stop access to information (parking, entertainment, venues and events). The interactive station guide and events content have been time-intensive, however the CMS does allow for various internal roles to be assigned to disperse workload and it is improving.

Overall, the purpose of maintaining engagement, increasing ridership and serving as a single resource, ThePeopleMover.com and its associated mobile app positions the DTC to offer Detroit People Mover service that benefits the greater metro economy in servicing commuters, residents, regional tourism, conventions and special event activities by:

- Mitigating congestion to reduce traffic and pedestrian use of road space;
- Providing service which enhances the local community and economic development
- Facilitating quick, convenient access to downtown parking, amenities and walkability
- Acting as a feeder or connector system for other transit (i.e. DDOT, SMART & QLINE) and allowing for transition with other modes such as bikes, scooters, shuttles and demand mobility services;



SERVICE BULLETIN: Sunday Operating Hours 11A-Midnight, July 8 & 22

This ticker is used for Service Alerts to notify patrons regarding immediate changes to DPM operations.

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[Events Calendar](#)

[Family-Friendly Activities](#)

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How to Ride

Welcome aboard! To enjoy your elevated ride through Downtown Detroit, learn about station locations, what's allowed on the trains, and service hours to quickly move you everywhere you want to go. ...

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Fares & Passes

One of the best values in town are rides on the People Mover. From sightseeing to a daily commute, passengers have several payment options: Cash, Tokens or People Mover Pass. Children under age 5 ride...

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Working with DTC

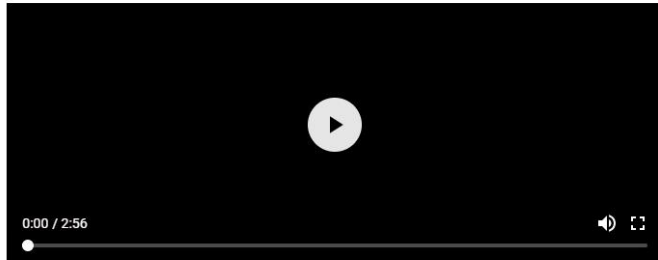
The Detroit Transportation Corporation partners with contractors and vendors to provide safe, convenient public transportation to the local and visitor communities. As the owner and operator of the De...

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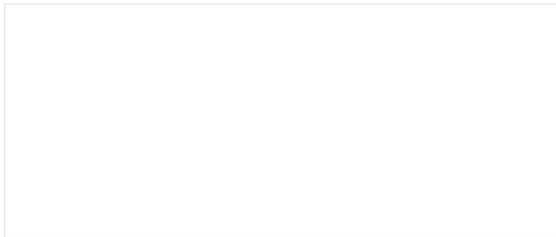
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Video



Social Media Feeds



Testimonials

 Know better. Book better. Go better.

Detroit People Mover

Most Recent Traveller Reviews

4 Jul 2018: "Came in handy with the extreme heat! 75 cents and quick to use especially for a..." [more](#)

4 Jul 2018: "We never moved the car after parking at the hotel. The people mover was a great..." [more](#)

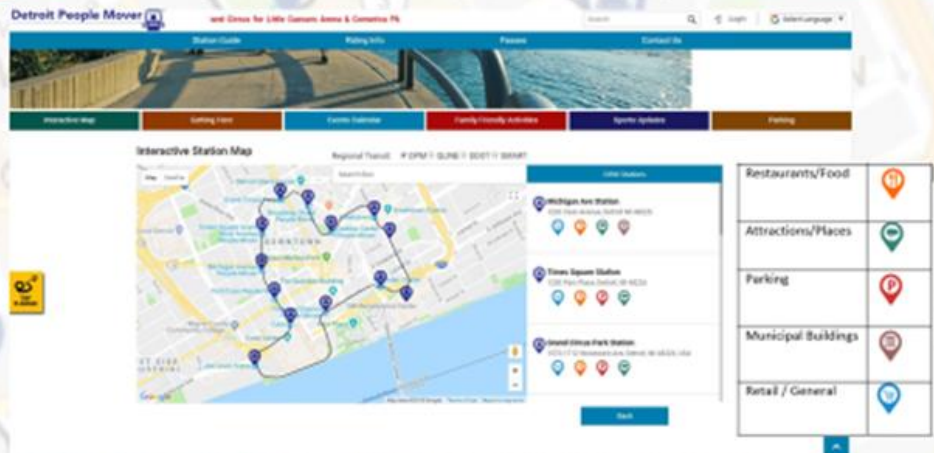
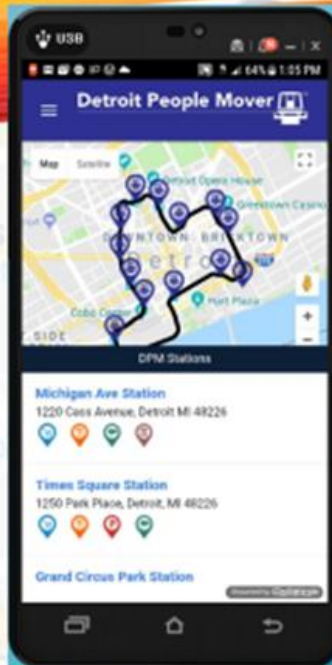
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SHARED FEATURES INTERACTIVE MAP



- Google Maps / Language Translation Interfaces
- Alternative Transit Routes Overlay on Map When Selected
- You Are Here Feature: Stations Bounce on Map When Clicked
- Venues, Businesses & Facilities Categorized By Icons
- Displays on the Map & Location Information
- Navigation to the Trip Planner with the Directions Icon