

SR 26-109 Item 5.C.



# AC Transit Mobile | GMAC February Update

February 10, 2026



# Agenda – Important topics for today’s discussion

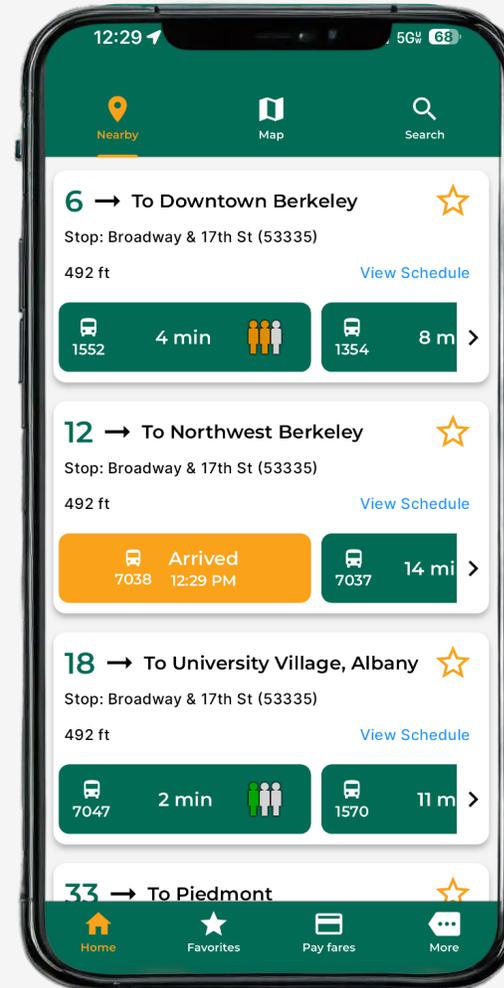
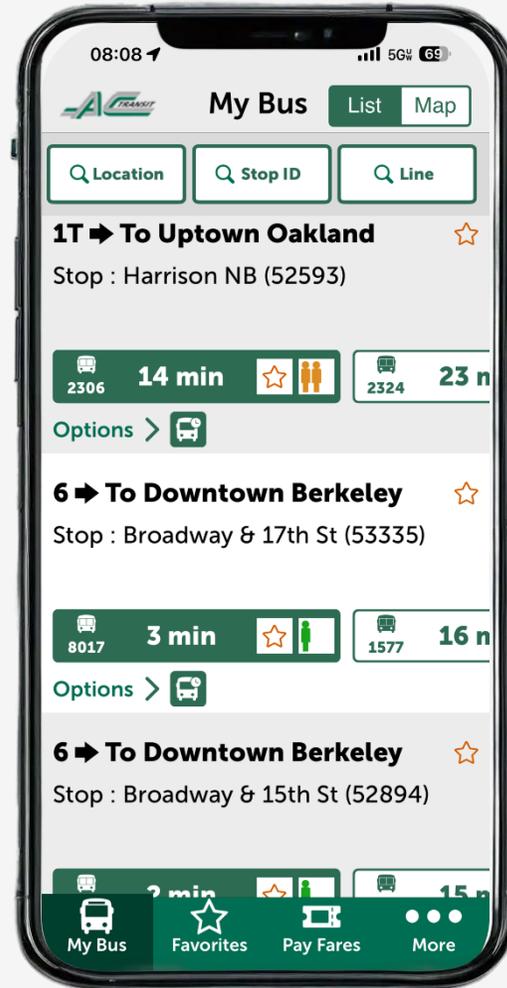
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- Project Status
- Mobile App Launch
- Accessibility features
- Recent progress & What’s next
- Success Criteria



# Comparison – Updated interface with intuitive actions

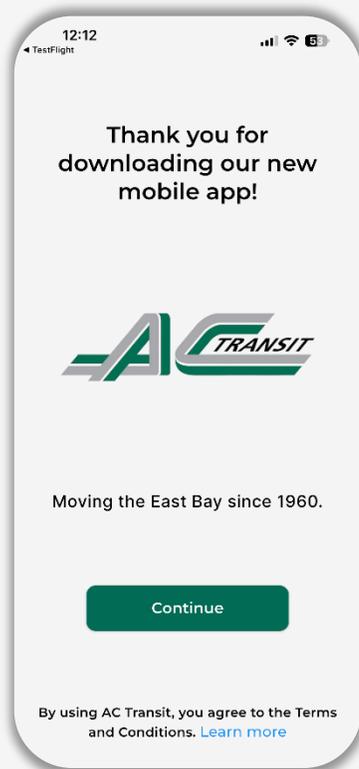
Legacy Mobile App  
decommissioned



New Mobile App

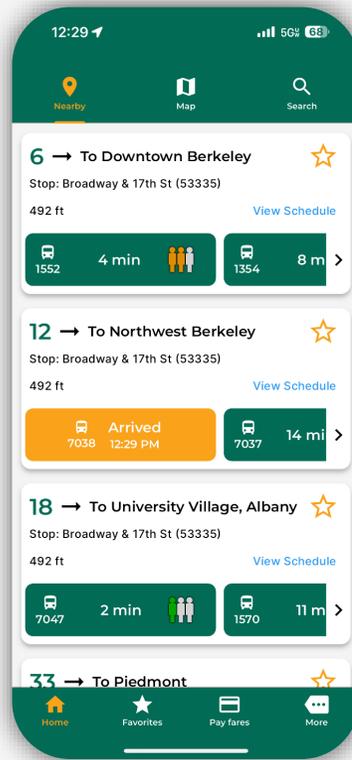
# Key Features – What’s included in the Mobile 2.0 launch?

Onboarding



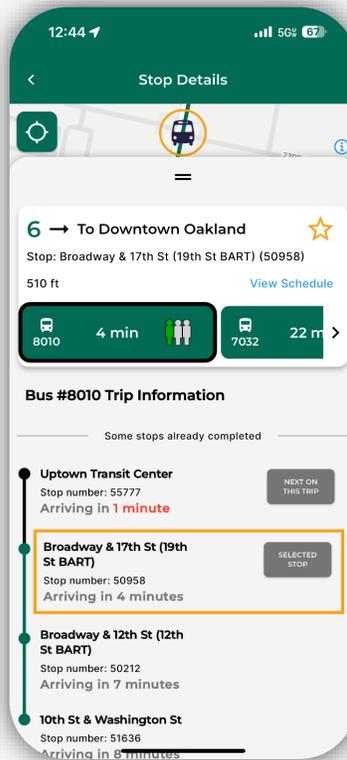
Guides the user through acknowledging and accepting key permissions

Nearby Stops



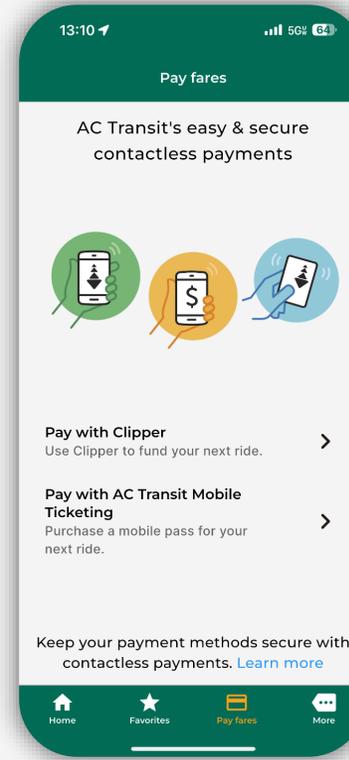
Stops are shown based on proximity to the user

Trip Details



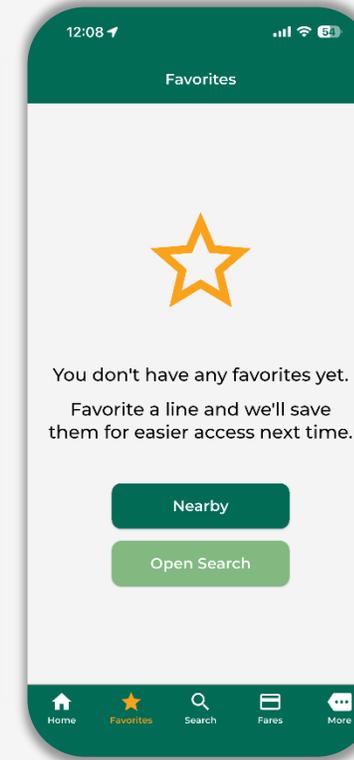
NEW: Trip information for a selected bus and stop

Fare Payment



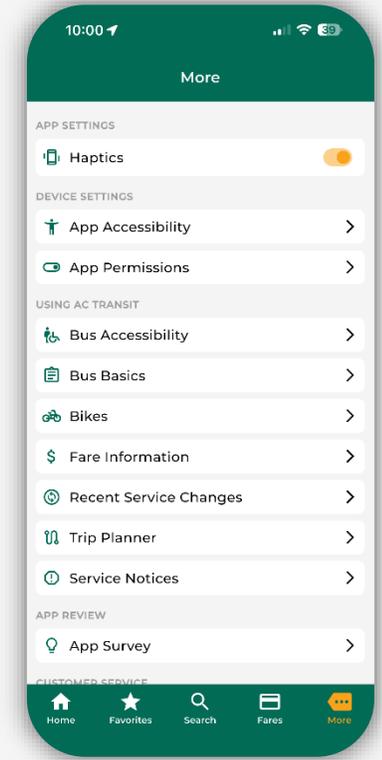
Clipper and Token Transit are available for fare management

Favorites



Favorites are saved to simplify repeat access

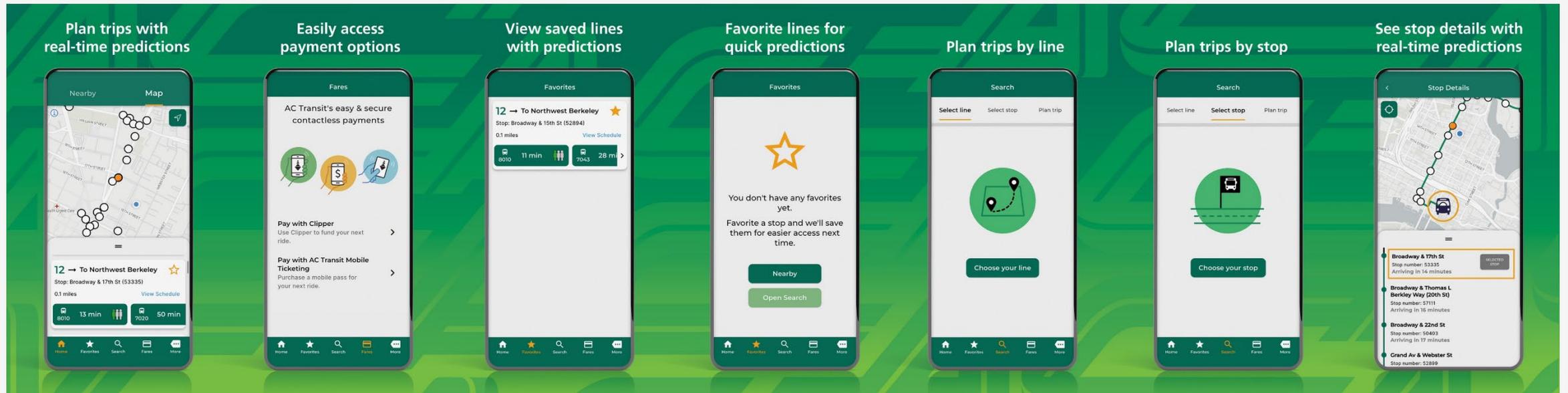
More Resources



Access to Customer Service, accessible options, social media, and more

# App Store Content – Value propositions for key features

App Store content serves as the **first impression** for potential users, directly shaping their perception of the app's **quality** and building **confidence** in its reliability and value.



In accordance with store requirements, we partnered with Marketing Design on **80** visual assets across resolutions and platforms.

## Backlog – What in the pipeline

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**User requests:** Our top focus is on removing pain points in the usability and usefulness. Accessibility improvements are in every release.

**Chatbot:** Quickly help you find nearby stops, the best route to your bay area destination, and real-time bus arrivals and service alerts so you know what to take and when to leave.

**Mobile Web:** A website version of the mobile app is nearly ready for user acceptance testing, same features, more convenience.

**Trip Planner:** We are upgrading and integrating a new trip planner, useful for riders who need to transfer between lines or transit systems.

**Station Maps and Pathways:** Find your way around a transit station.

**Service Alert Push Notifications:** Proactively get alerts that affect your favorite schedules.

**Regional Traffic and Work Zones:** See and change plans according to current road conditions.

*Much more in the pipeline.*

# Development Tracker – Recent progress and team successes

Dec

Jan

Feb

March

April

May

June

July

Aug

Sept

Version 1.2

DONE

Version 1.3

QA: Bug and usability fixes

Version 1.4

Bug fixes, Chatbot

# KPIs & Success Metrics – How will we measure success?

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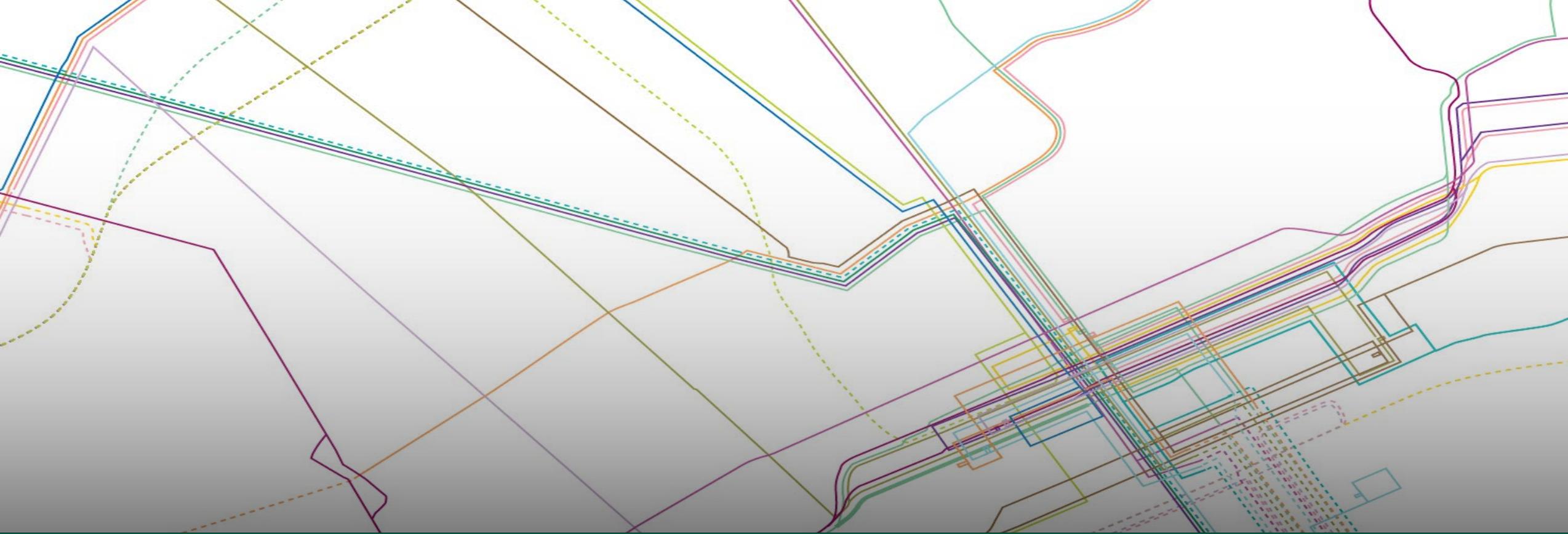
**Objective:** Improve rider engagement with the mobile app

**Key Result 1:** Launch rebranded app aimed at increasing app adoption

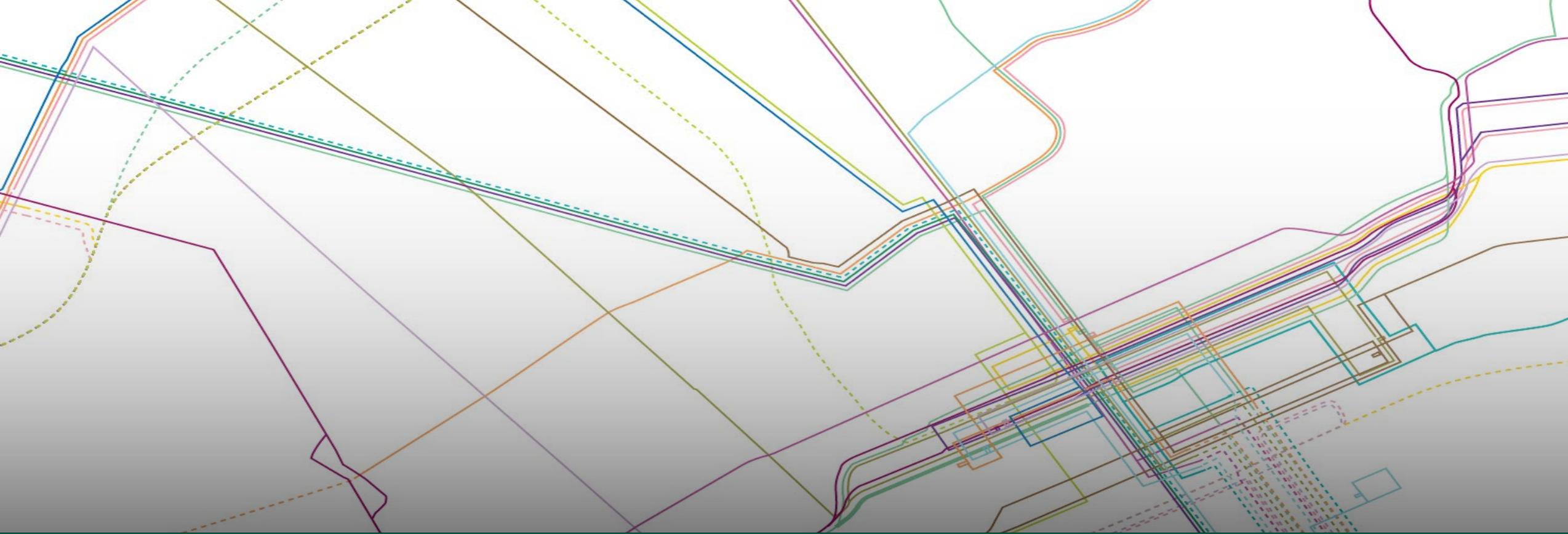
**Key Result 2:** Percentage of daily active users

**Key Result 3:** # of weekly installs

Metric Type	Definition
Primary metrics	Adoption rate, retention rate, # of downloads
Secondary Metrics	Customer service contacts, error rate, session length
Guardrail	# of crashes, App Store feedback, social media posts



Questions?



**Thank You!**