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# Practical Uses of AI In Transit

How AI Agents are Enhancing Accessibility, Efficiency and Engagement

Presented to:

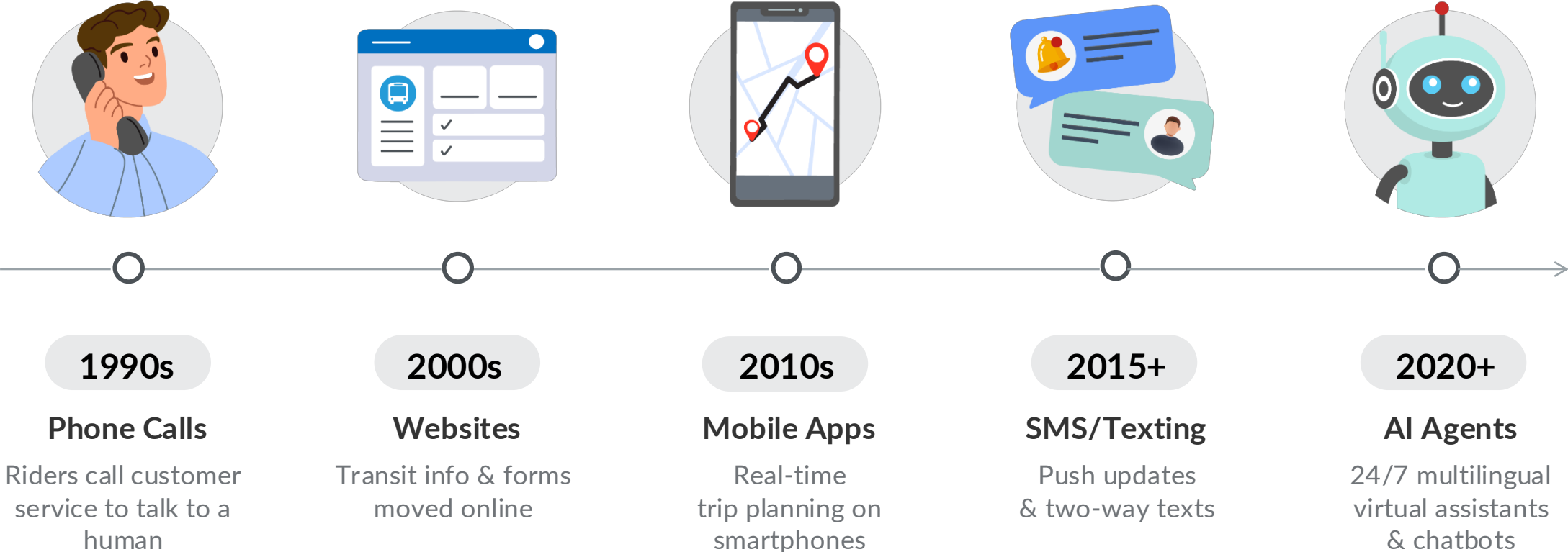
**RTAP**

December 8, 2025

Elijah Cummings

**“Our transportation decisions determine much more than where roads or bridges or tunnels or rail lines will be built. They determine the connections and barriers that people will encounter in their daily lives, and thus how hard or easy it will be for people to get where they need and want to go.”**

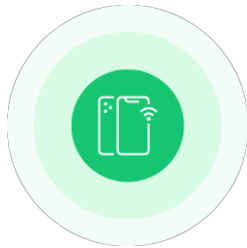
# Evolution of Customer Experience in Transit



# Reset the Way We Communicate

Empower riders with information and personalization.

## Existing Model



**Mobile Apps:** Downloads, updates, setup barriers

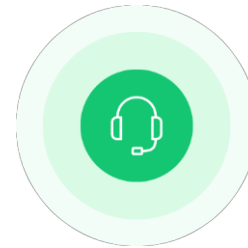


**Call Centers:** Limited hours, limited budgets



**Social Media:** Data sharing, unfiltered/raw communication, uneven reach

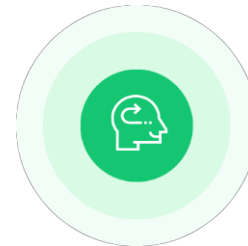
## New Model



No downloads required, works on every phone out of the box



Simple and scalable



New demographics

# Use Cases

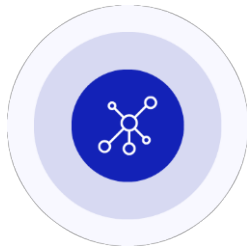
Empower riders with information and personalization.



**Service Alerts: Disruptions, Delays, Detours**



**Targeted Campaigns: Fare Discounts, Special Events**



**Employee Notifications: Shift Changes, Urgent Updates**



**Personalized Rider Updates: Reminders, Multimodal Trip Info**



**Website Integration: Easy opt in and third-party coordination**



**Potential Revenue Generation**

# Remove Friction and Barriers

Eliminate pain points that frustrate riders.



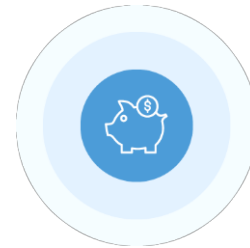
No App Store, No Account Setup,  
Immediate Accessibility



Works on all Mobile Devices, No  
Broadband Required



No Personal Data Sharing like  
Social Media Apps



WCAG Aligned Accessibility



Giving Control To The Rider -  
Privacy By Design



Multiple Languages

# Benefits

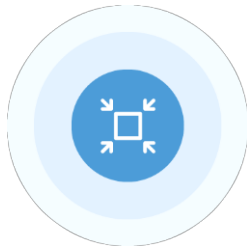
## CUSTOMER



Instant Updates

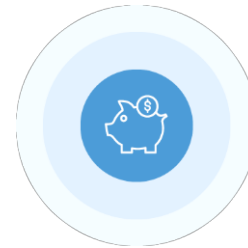


Works on Non-Smart Phones,  
Multilingual Riders



Enhance Trust With Private  
Direct Communication

## AGENCY



Cost Efficient/Scalable

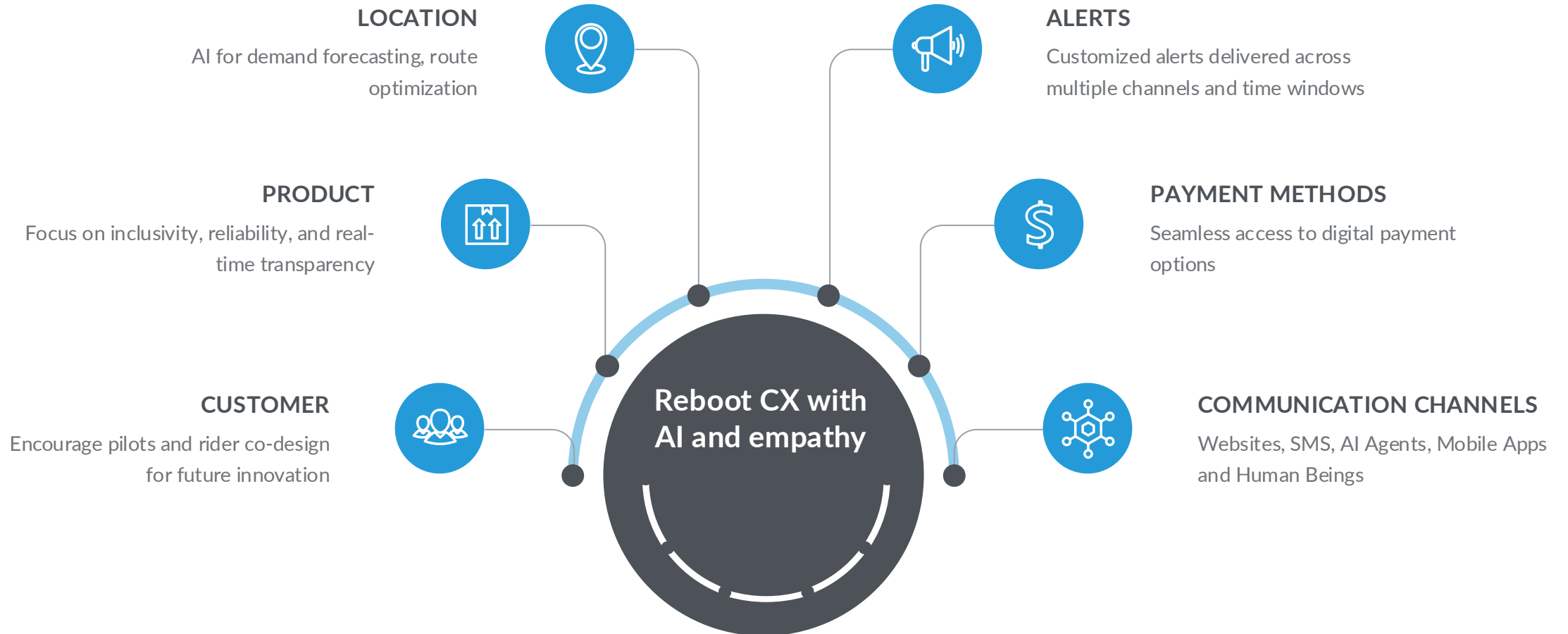


Data Insights To Optimize  
Service and Improve Planning



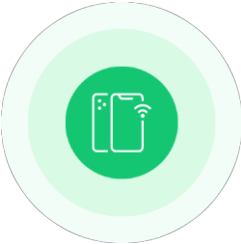
Use MMS for Richer Content

# A Smarter, Customer-First Future



# Customer Service

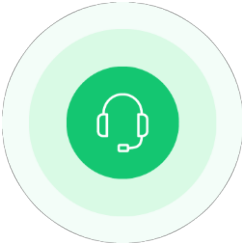
## CUSTOMER



I'm at the Sheraton near the Austin Airport. What touristy place should I visit in the evening within 2 miles of the hotel?

I need to visit the Capitol and go to the Union at UTA from the Embassy Suites at 9am. What should I do first, the park or the mall?

## AI AGENT



- Geocoding
- Tourism information
- Weather
- Air quality
- Traffic conditions
- Bus Load Capacity
- Trip Planning
- Bus Stops
- Routes
- Bus Arrival Times

# Customer Service Training

## AI Agent



Different Customer Profiles

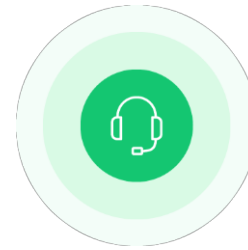
Irate

Simple Information

Complicated Request

Hostile

## CSR



Getting training on handling difficult situations, how to follow policies and procedures.

# Thank You



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