

Case Study: Soofa Signs Streamline Miami Public Transit Experience



Miami-Dade County partnered with Soofa to enhance the public transportation experience by deploying Soofa Signs along the Metromover, Miami's above-ground transit line.



REAL-TIME TRANSIT INFORMATION

In addition to updating transit arrival times in real-time, the Sign's E-ink screen displays important notices such as municipal communications, route adjustments, and public health guidelines.



NEIGHBORHOOD NAVIGATION

The back of the Sign displays a map, directory, or other wayfinding information to help direct commuters and tourists around the neighborhood. The vinyl can pinpoint nearby parks, trails, local businesses, or other modes of transit, such as bus lines or micro mobility docks.



DATA-DRIVEN INSIGHTS

The Soofa Sign's sensor anonymously monitors pedestrian foot traffic around the transit stop where it is placed. Using these trends to understand usage patterns and frequency, transportation departments can make improvements to transit infrastructure and plan for future transit expansions with these data-driven insights.

"By leveraging new ideas and technology from private businesses and community groups, we are making improvements to Miami-Dade County's infrastructure and enhancing our public transit system...our transit riders will be interacting with and enjoying the benefits of Soofa Signs for a better, more reliable transit experience."

Miami-Dade County
Mayor Daniella Levine Cava