

## Co-finalist of the Ford City of Tomorrow Challenge to start installing its winning design for Miami-Dade Transit

**MIAMI (February 3, 2021)** — Miami-Dade County residents and visitors will soon have a new way to access real-time transit updates. Co-finalist of the [Ford City of Tomorrow Challenge™](#), Soofa will begin the installation of its winning entry—interactive informational signs—at two Metromover stations this week.

In the fall of 2018, the Miami-Dade County Department of Transportation and Public Works (DTPW) announced the winners of the nine-month Challenge, which was set up as a crowdsourcing platform for residents, businesses, and community groups to propose and pilot solutions that improve mobility in Miami-Dade County.

Soofa, a female-founded startup out of the MIT Media Lab, is putting in place its winning design, the solar-powered digital Soofa Signs—two of them near the Metromover Brickell Station and a third one at the Government Center Station. Project expansion includes additional Metromover stations.

“We are excited for the launch of Soofa’s winning proposal from the Ford City of Tomorrow Challenge,” said Miami-Dade County Mayor Daniella Levine Cava. “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. Soon our transit riders will be interacting with and enjoying the benefits of Soofa Signs for a better, more reliable transit experience.”

Once the Soofa Signs are activated, Miami-Dade Transit riders will be able to view information like real-time transportation updates, community-generated content, health and safety guidelines, local news, and much more. Additionally, the Signs can engage users with poll questions relevant to the community while providing Miami-Dade residents and visitors with transportation resources that can assist them in becoming more familiar with Miami-Dade Transit services.

“Using cutting-edge technology like the Soofa Signs will improve the efficiency and connectivity of the County’s public transit system,” said DTPW director Alice N. Bravo, P.E. “Our first priority is making sure our riders feel they can expect a smooth, safe, and enjoyable journey, and we’re excited to use the Soofa Signs to continue to improve the rider experience.”

In conjunction with DTPW, Soofa will conduct user testing, field studies, and online surveys to identify the features that residents and Miami-Dade Transit passengers care about the most. Through interviews, research, and observation, Soofa will assess the improvement in transit rider experience at the stops and stations where Signs are installed while continuing to iterate on product features to ensure Soofa technology benefits all Miami-Dade Transit riders.

The Signs will be wrapped in a full-color vinyl highlighting local attractions near each of the Metromover stops, providing wayfinding assistance to Metromover riders when they reach their destination. Users will be able to easily interact with the informational digital display through an online, self-service platform called [Soofa Talk](#). Not having to touch the screen makes the Soofa Signs convenient and safe.

“Soofa is thrilled to be installing Signs in Miami-Dade County to work towards a better transportation journey for all riders,” said Sandra Richter, Soofa’s co-founder and CEO. “As we seek to connect communities in sustainable and social ways, ensuring that public transportation is safe, accessible, and convenient to all is critical in that mission. We’re looking forward to collaborating with Miami-Dade County’s Department of Transportation and Public Works and working towards solutions with them to make the rider experience even better on Miami-Dade Transit.”

[Soofa Sign](#) was featured by [Engadget](#) as a finalist for Best Vision for the Future at CES and was [described by Curbed as the Facebook wall for the real world](#).

For more on DTPW services, visit [miamidade.gov/transit](http://miamidade.gov/transit) or download the [GO Miami-Dade Transit app](#). Stay connected and follow the department on social media on [Facebook](#), [Twitter](#), and [Instagram](#).

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