



Tracking Success

Transit Tracker Assessment



Q: What is transit tracker?

A: Transit tracker is a real-time view tracking system that allow riders to see the location of the bus in real-time.

A: A multifunctional tool that give insightful reports for decision making.

- 📍 On-Time Report
- 📍 Headway Report
- 📍 Hours in Service Report
- 📍 Arrivals & Departures Report
- 📍 Travel Time Report

Factor

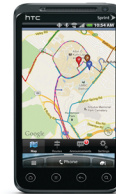
Using data from Transit & Transloc web page, we noticed that transit tracker web page through Transloc had more visits than Transit main site. Therefore, in order to make information a turnkey solution for students transit concerns, we began using the announcement feature on the Transloc site to post information such as, up coming schedules, closures, delays, detours etc. The outcome was astounding. We noticed a jump in the number of hits to the site when new schedules were posted, announcements etc.

Q.: Where has Transit tracker been most effective?

A: In the hands of students



iphones



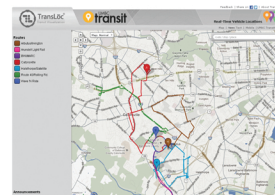
Androids



Blackberry



Mobile



On the Web



SMS

Assessment to Action

Adapted a sustainable method of making information readily available to riders

Q: How impactful is Transit Tracker?

A: Provides a safer, comfortable, convenient transit experience

- 📍 Allows students to plan their trip with confident
- 📍 Provides accurate estimated arrival time
- 📍 Provides multiple access points

Outcomes

- 📍 Fewer complaints
- 📍 Fewer radio chatter between dispatcher and drivers
- 📍 A better way to promote important announcements
- 📍 A turnkey solution to students transit concerns
- 📍 Overall a more efficient, more appreciated transit system.