



Dec. 29, 2015

Contact: Mark Carnopis
Community Relations Manager
Valley Regional Transit
208-258-2702
Cell: 208-860-9811

FOR IMMEDIATE RELEASE

Real-time ValleyRide bus locator technology latest effort to improve customer experience

MERIDAN -- Valley Regional Transit (VRT) has partnered with intelligent transportation system (ITS) provider RouteMatch Software to bring its riders an online bus locator portal so they can view where a ValleyRide bus is along a route in real-time.

The bus locator portal can be easily accessed through valleyride.org or any smartphone. It allows riders to quickly and conveniently view where buses are in real-time on any given route through an interactive map. This real time information is instantaneously pulled from tablet devices that capture GPS information from buses on the 26 ValleyRide bus routes.

“As a small urban system, we are proud to bring cutting edge technologies typically installed in large urban systems to our riders,” said Rhonda Jalbert, VRT Development Director. “Technology is such a ubiquitous part of society now. Our riders want to be able to get travel information within seconds, right at their fingertips so they can plan their trip and their day.”

VRT provides approximately 1.5 million trips per year in Canyon and Ada counties. Susan Powell, VRT Customer Service Supervisor, says she expects the number of “Where’s my bus?” telephone calls to customer service specialists to drop considerably as public awareness of the portal grows.

The new bus locator portal is one of a series of technology initiatives that Valley Regional Transit has started or plans to implement. An online trip planner that utilizes Google Transit is also available at the ValleyRide website. In 2016, Valley Regional Transit will open a new downtown Boise transit center, Main Street Station, which will be equipped with electronic signage to inform riders of real-time bus arrival times and provide other travel information. Other technology projects include traffic signal prioritization, automated voice annunciators that alerts riders of upcoming stops, and automated passenger counters to more accurately capture riders’ traveling habits.

These initiatives are designed to improve customer service and the quality of bus service, and increase operational efficiencies.

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