



# Metro Transit Operations Improved Through Technology





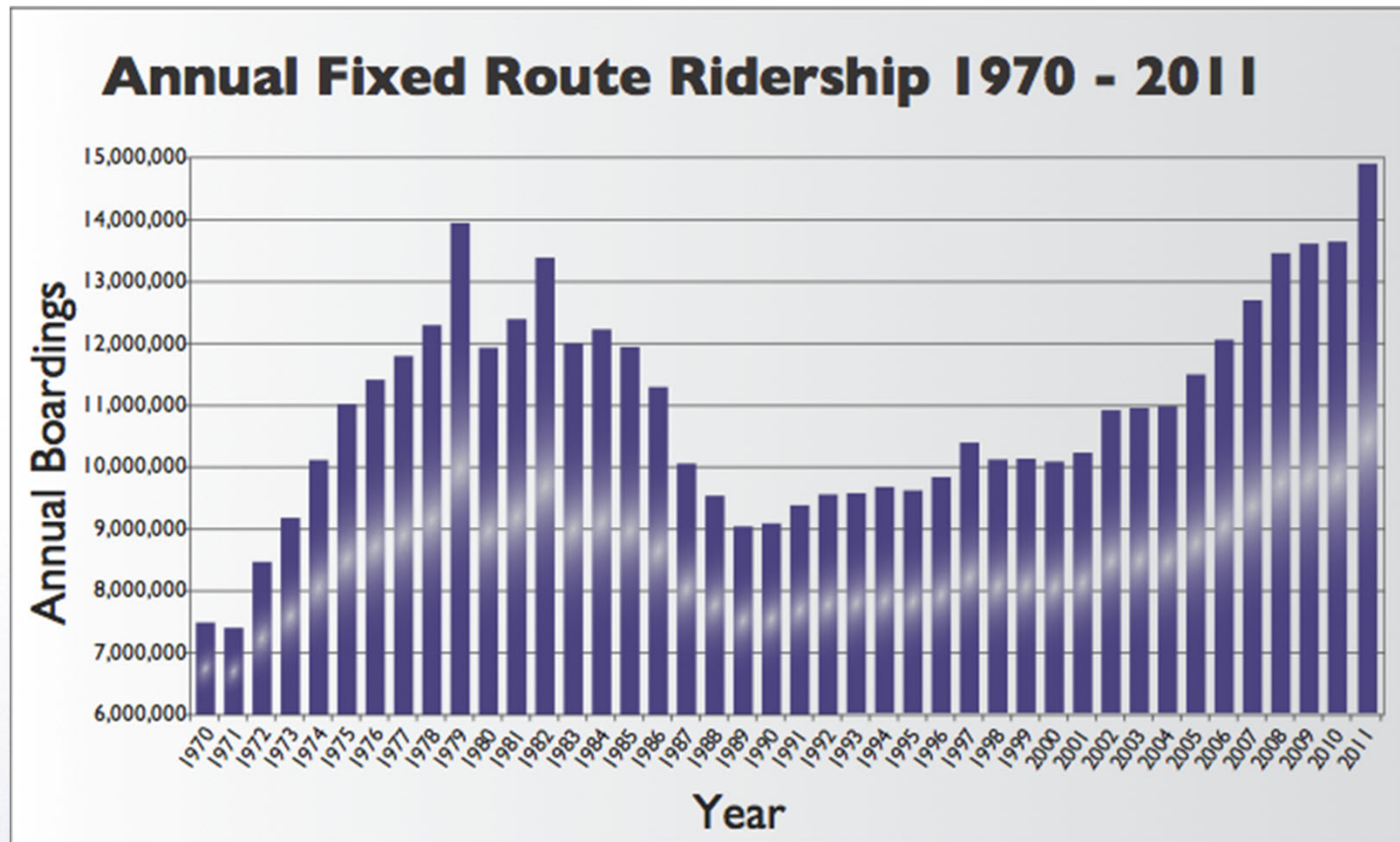
# Technology Improvements since 1990's

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- Schedule routes using computer
- Book paratransit rides, planning fixed route trips using computer
- Made schedule information available on website



# Metro Record Ridership in 2011



- High gas prices
- Demonstrations on Capitol Square
- Improvements in technology





# American Public Transportation Release

- Americans took 10.4 billion trips on public transportation in 2011, the second highest annual ridership since 1957.
- High gas prices
- Improvement in economy, people returning to work
- Transit apps demystifying ridership experience, attracting new riders







# Google Maps

- Universal trip planning
- Use of PC or WiFi enabled device
- Quick and easy to understand
- Instant results. Can plan trip on the fly . . . or on the bus.

Plan your trip on...  
**Google™ maps**

**mymetrobus.com**



**266-4466**





1245 E Washington Ave, Madison, WI 53703 to Madison Club - Google Maps - Mozilla Firefox

File Edit View History Bookmarks Tools Help

1245 E Washington Ave, Madison, WI 53... +

maps.google.com/maps?f=d&source=s\_d&saddr=&daddr=&hl=en&geocode=&mra=ls&dirflg=r&stl=43.08507,-89.41500&ssp=37.462243,58.095703& Google

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Get directions My places

1245 East Washington Avenue, Madison, WI

Madison Club, East Wilson Street, Madison, WI

Add Destination - Show options

Leave now 05/21/12 5:21pm

GET DIRECTIONS

Suggested routes

Route	Time
56	9 mins
5:25pm - 5:34pm	
14	12 mins
5:29pm - 5:42pm	
56	12 mins
5:30pm - 5:43pm	

Transit directions to Madison Club

1245 E Washington Ave  
Madison, WI 53703

Walk to East Wash & Ingersoll (WB)  
About 1 min (285 ft)

East Wash & Ingersoll (WB) Stop ID: 1650

56 Bus towards West TFR PT-MC Kee Rd:  
Limited Stops  
5:27pm - 5:34pm (7 mins, 7 stops)

Map data ©2012 Google - Edit in Google Map Maker Report a problem





# Metro Transit Apps

- Based on GPS vehicle location info
- Real-time arrival estimates to bus stop
- Takes away apprehension of waiting for bus

## Try These Apps!

Real time bus arrival and location information on your mobile device.

[mymetrobus.com/apps](http://mymetrobus.com/apps)





# Try These Apps!

**Real time bus  
arrival and location  
information on  
your mobile device.**



**[mymetrobus.com/apps](http://mymetrobus.com/apps)**



- **Bus Radar – Madison**  
iTunes and  
Android Market
- **Mobile UW**  
iTunes  
Android Market,  
[m.wisc.edu](http://m.wisc.edu)





Mobile UW | News and information about mobile apps and development at UW-Madison - Mozilla Firefox

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# Mobile UW

News and information about mobile apps and development at UW-Madison

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## Mobile UW News

### UW-Madison students to compete for Qualcomm Wireless Prize

Nearly 30 University of Wisconsin-Madison students will compete, with their smartphone apps and other wireless technology products, for more than \$17,000 in prizes in the second Qualcomm Wireless Innovation Prize to be held Wednesday, April 18.

### Classroom iPad use encourages innovation, reading with ease

The iPad is catching on as a classroom tool at the University of Wisconsin-Madison.

### Take your WiFi on the bus

A new service called WiRover provides wireless Internet connections on buses and cars in Madison.



## Mobile UW 1.2

Featuring native iPad support, bus and bike directions and mobile giving.

Update or install via the iTunes App Store or Google Play.

[See, read more »](#)

### Mobile UW for iOS

Read more, watch our short demo video and download the app.

Available on the iPhone

App Store

### Mobile UW for Android

Read more, watch our short demo video and download the app.

GET IT ON Google play

### m.wisc.edu

Whatever your phone, get Mobile UW content and features via the mobile web.

### Share your ideas!

We want to hear from you. What do you want to be able to do on your mobile device? Send your ideas, feedback and questions to [mobileuwfeedback@lists.wisc.edu](mailto:mobileuwfeedback@lists.wisc.edu).



Madison Metro Bus Service: Stop # 1199 - Mozilla Firefox

File Edit View History Bookmarks Tools Help

Madison Metro Bus Service: Stop # 11... xRoute 6 - Metro Transit - City of Madi... x+

W

m.wisc.edu/buses/stop?id=1199&b=%258B%25AEV%252AQ%25B2R%25F2ML%25C9%252C%25CE%25CF5%25F0M-%2529%25CAWp%252A-V%2508N-9

Google

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W

Nea...

Stop # 1199

Stop ID: 1199

This stop (#1199) is eastbound on the 1101 block of E WASHINGTON AVE farside INGERSOLL ST (S)

Scheduled

Realtime

Refresh

# 27 NTP  
5:30 pm

# 15 Richmond H  
5:33 pm

# 06 E Towne  
5:42 pm

# 14 Richmond H  
5:47 pm

# 06 E Towne  
5:56 pm

# 27 NTP  
5:59 pm

# 15 Richmond H  
6:00 pm

# 06 E Towne  
6:09 pm

# 14 Richmond H  
6:13 pm





# Follow Metro on Twitter



**Watch  
"How to Ride"  
Videos!**

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**M  
Metro**

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Video Library  
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Look for Metro  
Tips and Info  
on Twitter &  
YouTube!

[mymetrobus.com](http://mymetrobus.com)  
(608) 266-4466

## Other Technological Improvements

- System playback
- Automatic passenger counter
- Twitter, email/text alerts  
messaging service alerts
- Customer training via  
Youtube
- Surveillance cameras



# More Information

Visit [mymetrobus.com](http://mymetrobus.com)

