

BUS ARRIVALS

LOCATION	DUE	BUS ARRIVING	SERVICE
MAIN STREET	5 MIN	ON TIME	CONNEXION
ELM STREET	10 MIN	ON TIME	CONNEXION
PARK AVENUE	15 MIN	ON TIME	CONNEXION
BROADWAY	20 MIN	ON TIME	CONNEXION
MAPLE STREET	25 MIN	ON TIME	CONNEXION
LINCOLN ROAD	30 MIN	ON TIME	CONNEXION
WALNUT ROAD	35 MIN	ON TIME	CONNEXION

CASE STUDY

Shuttle-UM Transit System Department
of Transportation Services University of Maryland

“The University of Maryland is a major research institution and Connexionz’ RTPI system is an example of what we value – cutting-edge, innovative technology.” Thomas Noyes, Assistant General Manager for the Department of Transportation Services

The Challenge

The University of Maryland (UMD), is a large educational facility in College Park Maryland, just outside Washington DC. UMD operates a year-round transit system that serves the university’s campus and surrounds, with connecting services to the Washington Metro rail and other bus transit systems.

As the metropolitan area in Washington DC is prone to severe traffic congestion, the University’s Department of Transportation Services decided to counter this by encouraging bus patronage. An RTPI system would support this aim, and provide information essential to improving bus schedules, service frequency, and routing.

The University of Maryland Selects Connexionz

UMD Transportation Services needs to provide its passengers with a quality service while keeping operating costs down. It was vital that they choose an RTPI system that was not only affordable to deploy and operate, but also had proven reliability.

The university considered products from other vendors, but ultimately decided that Connexionz’ solution was a superior price/performance proposition. Thomas Noyes, Assistant General Manager for the Department of Transportation Services, said that “Connexionz was significantly cheaper than the next closest bidder. The bottom line was the initial startup costs and operating costs, and Connexionz was much more economical in both of these areas.”

The Connexionz Solution

Each of UMDs ... buses were fitted with a GPS receiver, which receives satellite data about the longitude and latitude position of the bus on-route. This real-time information is sent via private mobile radio to a central computer every 5-30 seconds.

Arrival and departure times are then verified by Connexionz’ transit operating software, and the arrival times are relayed back and distributed to passengers.

Passenger Information

UMD saw real-time passenger information as the answer to increasing bus patronage. Providing passengers with information about when their bus is due to arrive allows them to make decision about what to do with their time. And, because passengers focus on the real-time information rather than the schedule, they view the service as reliable.

UMD took a comprehensive approach to delivering the real-time information and deployed the following Connexionz solutions:



BusFinder™ signs

Real time information is delivered to passengers via BusFinder™ signs at 50 stops along the university's bus routes. As Connexionz' Busfinder™ signs are battery powered, they do not need an external power connection and this dramatically reduces installation costs. "Connexionz' BusFinder units do not require main 120 volt power lines which are very expensive to install and maintain," said Mr Noyes.

"Also, the use of radio rather than cellular communication means substantially cheaper operating costs." Another benefit of the Busfinder™ signs is that they attract attention and help to advertise the system to non bus users.

Website, WAP and IVR services

Passengers can also access the real-time information via the UMD Website (URL here), and WAP-enabled cellphones. RTP information is also delivered by means of a telephone IVR service. All of these methods provide a low-cost way of delivering information to passengers.



Automatic Vehicle Location

Connexionz' system allows UMD Transit staff to view the real-time location of buses on a map, and identify whether drivers are operating to schedule and adhering to their assigned routes. In the case of an emergency, such as an accident or security threat, staff can quickly determine the exact location of a vehicle and respond accordingly.

Management Reporting and Analysis

The central computer consolidates the real-time data for management reporting and analysis. UMD uses this data to oversee its contract with UMD Transit. The analysis of the historic data will also aid the future planning of UMDs transit services, including scheduling, frequency, and routing.

About Connexionz

Founded in 1998, Connexionz Limited has evolved into a trusted provider of world-class bus tracking systems.

As a company, Connexionz has an established ability to analyze customer needs and make practical recommendations. Our dedicated team has a proven and dependable reputation for delivering projects successfully, on time and to budget.

Connexionz takes pride in its bus tracking products as they are efficient, user-friendly and affordable. With reliable software and hardware products of innovative design, Connexionz can help their customers to reduce costs, lower risk and grow patronage. In addition, our products are continually being developed to suit both the growth in user expectations and technological advances.

Connexionz has an international outlook with clients in America, Britain, Australia and New Zealand.



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