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Navigating the Implementation of a Bus Tracking System

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Navigating the implementation of a bus tracking system

Heavy technical element – get IT on board!

Have a comprehensive team - much wider effort required than expected

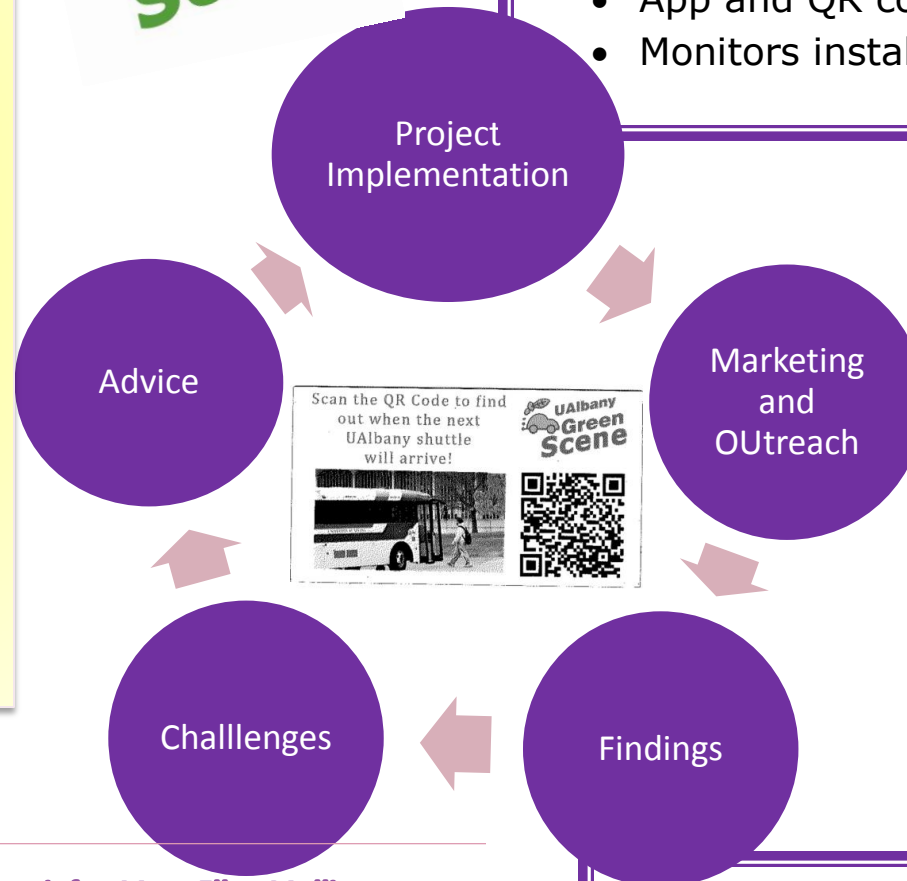
Use a quality vendor managed service vs. in-house developed system

Use monitors and electronic signs to encourage use and raise profile of program

Be aware of the patent trolls



- Request for Proposal developed
- Vendor selected
- Website created
- App and QR code developed
- Monitors installed



- Blast emails*
- Electronic bulletin*
- Press release*
- Social Media*
- Presentations*
- Fliers Magnets*
- You Tube Video*



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- Ridership up 5%
- Initial awareness of system low
- Minimal problems reported in using the system