

RYDE Racine: Launches automatic vehicle locator transit smart phone application for passengers

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City of Racine - In addition to electrifying 25% of RYDE Racine's bus fleet, the region's transit system announced today that it has officially launched a new automatic vehicle locator phone application that provides real time data on bus location and arrival and departure times for riders. The phone application will save riders on wait times for buses and provide the capability to quickly look up transfers and plan trips. An additional feature of the app designed to help visually impaired people will make an audible announcement when passengers are nearing their stop while riding. The application's system map can be updated in real time if routes or schedules change based on construction or rerouting.

"The launch of this app is an important part of an overall effort to modernize our transit system. Improvements like this will enhance the customer experience for our passengers and make utilizing public transit a more viable transportation option," stated **Trevor Jung, Transit Manager for the City of Racine.**

"The phone application will provide peace of mind for those waiting for the bus. This is an upgrade for RYDE Racine to better serve our community," stated **Alder Mollie Jones, Chair of the Transit Commission.**

"The City of Racine is utilizing smart technology to improve municipal services and enhance quality of life for our residents. This is an excellent example of the major strides that several City departments have made to integrate technological solutions to better meet our community's needs," stated **Mayor Cory Mason.**

The application developer is Connexionz, which specializes in delivering comprehensive and fully integrated ITS applications and services to transit agencies, and provides consultancy services for intelligent transit related projects. These include designing systems for smart transit stations and application specific hardware design, development and manufacturing services.

Residents and visitors alike can download the free application by searching “RYDE Racine Transit” in the app stores on Android or Apple devices.

RYDE Racine is the City of Racine’s public transit agency serving the mass transit and paratransit needs of residents in eastern Racine County.