What drives your **buses?**

Planning & dispatch
Onboard announcements
Infotainment
Passenger counting
Digital displays & signs
Analytics

EVA
TRANSIT

Inc.
5000
2017

SR 2018
50
BEST COMPANIES
TO WATCH
2018

Logistics
Tech Outlook

Top 10 Transport
Management Solution
Providers
2018

Introduction

What drives your public transit operations?

Do you ever feel like your transit operations are plagued by outdated systems or inefficient manual processes? Tired of hearing about late-arriving buses and the constant drone of complaints about poor service or missed connections? Looking for a solution that holds drivers accountable to meet defined schedules with tools for on-time performance, passenger loads, and operational analysis?

What drives you?

ETA Transit and our SPOT™ suite of connected systems delivers the right combination of performance and passenger engagement needed to streamline operations, revolutionize obsolete manual processes, collect critical data, and deliver real-time bus location and travel information to every corner of your service.

Since 2003, ETA Transit has been a valuable partner to public transit operations small and large. We're certain our next-generation intelligent transit and display solutions can deliver a right-sized fit for your specific needs. I invite you discover more about how SPOT™ can transform your service.

Warm regards,

Nicole Castonguay

CEO, ETA Transit Systems

WOMEN OWNED™
CERTIFIED BY | WOMEN'S BUSINESS ENTERPRISE NATIONAL COUNCIL

Certified SBA WOSB
Woman Owned Small Business

Planning

Easily unify and manage your transit operations

Meet SPOT™. Out-of-the-box, the SPOT™ ITS system creates a sustainable foundation for public transit operations. Our versatile solution comes in two flavors:

- **SPOT™ ITS**—designed for large operations with a high volume count, on-vehicle hardware support, and the need for simplified expansion and future customization.

- **SPOTLite™**—a tablet-based solution developed for smaller operations that simply need to track vehicles, provide traveler-facing information systems, and simple integration with digital displays.

Both systems come with a powerful suite of back office software and cloud-hosted SaaS architecture, SPOT™ packs all the essential reporting, system messaging, and user management features and agency needs. The true highlight of a SPOT™ system is our powerful Route Manager, which provides intuitive route and schedule creation plus unprecedented integration with onboard announcements, infotainment, signage, GTFS, and so much more!

30%

of transit agencies report that making changes to existing routes takes more than <u>one</u> hour to implement.
SPOT's route manager is a boost of efficiency.
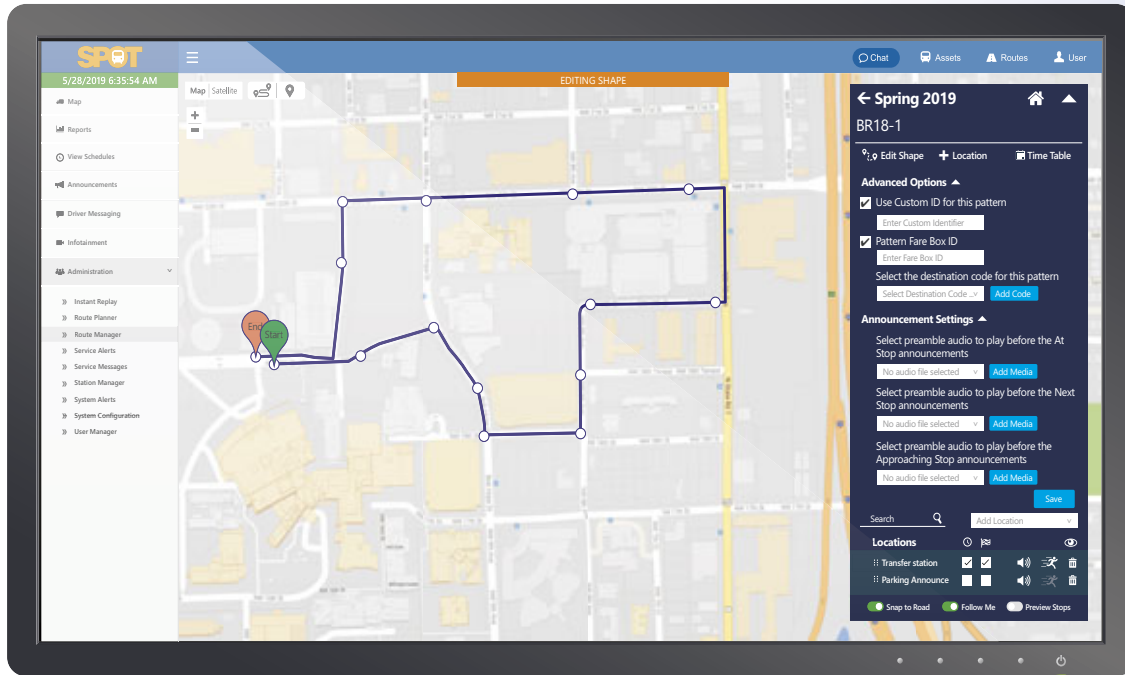
* SOURCE: 2018 ETA Transit Agency Survey

Standard features include:

▸ Map-based tracking

▸ Route creation and management

▸ Reporting and analytics

▸ Live stop performance tracking

▸ GTFS & GTFS-RT

▸ Vehicle tracking websites and apps

▸ Service alerts

▸ Instant replay

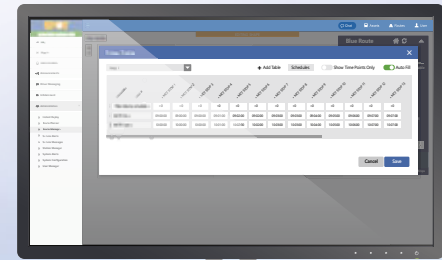## Expansion options include:

▸ Automatic passenger counting

▸ Business intelligence

▸ Digital displays, station signs, and interactive kiosks

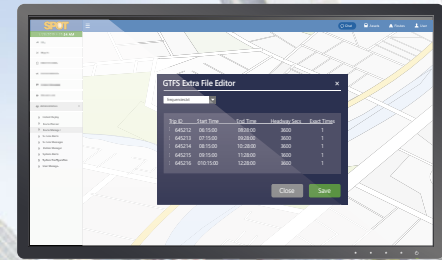▸ Infotainment

▸ Onboard announcements

▸ Single point logon
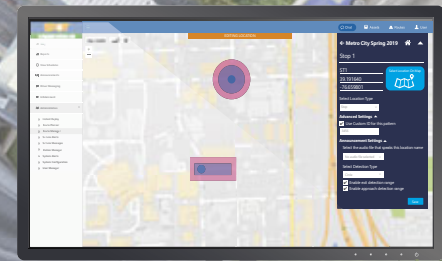
▸ Learn more about SPOT™ by calling **(800) 382-0917**.

Automatic timetable creation/editing

GTFS import/export/edit

Point-and-click WYSIWYG route editing with built-in media/announcement controls

Directional announcement triggers

Dispatching

Streamline operations and remove passenger uncertainty.

SPOT™ provides dispatchers with an incredible suite of powerful back office capabilities that greatly simplify responsibilities and enhance day-to-day efficiency. From its informational map module that provides an at-a-glance update of current operations to an easy-to-use reporting tool with over 100 ready-made queries to view historical performance, the administration console provides real-time insights into your agency's operations.

Drivers will appreciate the easy-to-use, high definition touch screen mobile data terminals which help eliminate manual processes, communicate with dispatch, and improve on-time performance. SPOT's MDT modules are customized to your situation so your operators are never saddled with features they don't need. This helps to keep their eyes on the road and your passengers safe.

All information and changes from the back office dashboard and MDT are seamlessly unified in the cloud and relevant information such as arrival predictions, system alerts, and bus capacity are instantly pushed to traveler information systems, such as tracking websites and mobile apps.

Standard features include:

▸ Map module with asset grid & stop performance

▸ Reporting and analytics

▸ Schedule viewer

▸ Two-way driver messaging

▸ Instant replay

▸ Route manager

▸ Route manager

▸ Service messages

▸ Station manager

▸ System alerts

▸ System configuration

▸ User manager

32%

of transit riders report never receiving notifications about delays to their routes or schedule. **SPOT™ can fix that.**

* SOURCE: 2019 ETA Transit Rider Survey

▸ Dispatch an email to **sales@etatransit.com** to learn more.

Onboard announcements

Provide critical travel information right on time—every time.

Take your on-vehicle messaging to the next level with SPOT's onboard announcement package. Designed for 21st century transit, this powerful, next generation solution integrates with all your audio and visual equipment to provide bumper-to-bumper alerts to passengers. Complete with GPS-triggered controls, custom playlist creation, and multi-sensory engagement, this messaging solution delivers an unparalleled amount of control to define and enhance your riders transit experience.

SPOT™ boasts a mature announcements platform, complete with support for text-to-speech and recorded audio. Want to support multilingual messages? No problem! Even better, all your announcements can be configured directly through SPOT's browser-based Route Manager module—so separate interface and no need for manual intervention; announcements play automatically based on criteria such as location, time of day, and more.

This multimedia solution seamlessly unites audio announcements with onboard LED signs and LCD displays for ADA-compliant static or visual cues. Changes made to announcements automatically sync to assets over-the-air within minutes to ensure any impacts to routes and service are communicated to riders as soon as possible.

> 66 When we needed our on-board announcements to support three languages, ETA developed the solution at no charge—even though the requirement wasn't included in our original RFP. 99
>
> — Omar Oliveros, SFRTA

Crystal clear communication:

▸ Channel next-stop announcements through speakers, signage, and displays

▸ Configure announcements based on location, route, time of day, and more

▸ Manage all announcements through web browser

▸ Remotely configure head signs

▸ Ambient noise-sensing microphones automatically adjust audio levels

▸ Support audio, image, and video messages

▸ Ad-hoc announcements

▸ Announcements pause automatically when driver uses microphone

▸ Support for interior and exterior announcements

▸ Lifetime professionally-recorded audio

▸ Optional text-to-speech

▸ Ready to hear the difference? Contact us now by calling **(800) 382-0917**.

Crystal clear audio with ambient noise-sensing volume control

NOW ARRIVING
WEST PALM BEA

Pair audio announcements with text-based LED displays for improved ADA compliance

NOW ARRIVING:
West Palm Beach Station

LCD displays provide added visual prompts for onboard announcements

Hear the difference between text-to-speech and professionally recorded audio

Infotainment

Deliver a connected travel experience that improves brand value and drives revenue.

Take full advantage of your onboard- or station-based LCD displays by implementing a SPOT-powered infotainment system. A supercharged solution to traditional onboard announcements, our infotainment platform enhances the rider experience with playlist-based static images, rich-media video, route information, GPS-triggered playlists, and advertising.

Want to make changes to your playlists? SPOT's infotainment module provides all the tools and resources to effectively target passengers with critical information at precisely the moment they need it—including up-to-date arrival predictions, system alerts, and more. Creating, editing, and deploying playlists is easy (and it doesn't involve waiting for your vendor to do it). Simply build a playlist by uploading media, assign the package using SPOT's Route Manager module, define your trigger criteria—and deploy!

It's a tremendous tool to satisfy passenger engagement initiatives, create new revenue opportunities, and keep riders in the loop with critical system information.

Keep 'em informed and engaged:

▸ Deliver route updates and service alerts

▸ Provide content such as news, weather, etc.

▸ Integrate with onboard audio systems

▸ Create geofences for location-based triggers

▸ Play announcements based on time or priority

▸ Create custom multimedia playlists

▸ Generate new advertising revenue

▸ Drive passengers to terminal shopping and dining

▸ Promote off-site destinations and media partners

▸ Built-in media audits for advertisers

▸ Improve all facets of the travel experience

▸ Increase the value of your brand

77% of public transit riders* report they would be interested in onboard infotainment systems. Local weather (60%) and news (50%), and ads (40%) are the top content requests.

* SOURCE: 2017 ETA Transit Agency Survey

▸ Complete the information connection by emailing **sales@etatransit.com**.

26° F

METRO CITY
PUBLIC TRANSIT

WEDNESDAY, APRIL 23
7:33 AM

NEXT STOP:
BROADBENT ST.
3 min / 7:36 AM

MCT Terminal

Metro City Mall

Palmer / Wabash

Metro City Museum

Market District

Financial District

Appleton / Main

Metro City Marina

Metro City Maulers Field

Metro City Airport

Wiggins Blvd. / Maple

Adams St. Terminal

ALERT: Accident as SW Parkway Center and Broadbent Avenue. Expec

Keep passengers informed with rich-media content and alerts

PLEASE STAND BEHIND
THE **YELLOW** LINE

METRO CITY
BROKERS
METRODREAMHOME.COM

HOW'D
WE DO?
SCAN THE CODE
TAKE THE SURVEY
METRO CITY

Deliver important safety instructions

Generate revenue through advertising

Conduct internal research

Passenger counting

Forget about the clipboard, tallying passengers is easy as one ... two ... three.

Level up your ridership tallies with ETA Transit's hyper-accurate automatic passenger counting (APC) system. Our state-of-the-art hardware delivers real-time data to your back office systems to help with ridership forecasting, route analysis, NTD reporting, and so much more.

SPOT™ APCs feature bi-directional counting with variable positioning. The counters automatically detect U-turns to avoid accidental double counting, and intelligent auto-detection capabilities can distinguish luggage, briefcases, bags, and other static objects to ensure accurate tallies of boarding and alighting passengers. The system also compensates for any interference causes by the opening and closing of doors. The APC is capable of video streaming and recording to external storage media as an option.

The result is a reliable automatic counting system that greatly simplifies driver responsibilities while ensuring accuracy in a variety of operating conditions.

### When accuracy counts:

▶ Industry-best 98 percent accuracy

▶ No human intervention required

▶ Identification of passengers versus carry-on items

▶ Distinguish between boarding, alighting, and U-turn passengers

▶ Real-time reports, including NTD

▶ Optional live video streaming

▶ Integrated diagnostic reports

▶ Secure installation with small footprint

▶ Optimized for energy efficiency

> " It's fantastic to finally be free of manual data entry. "
>
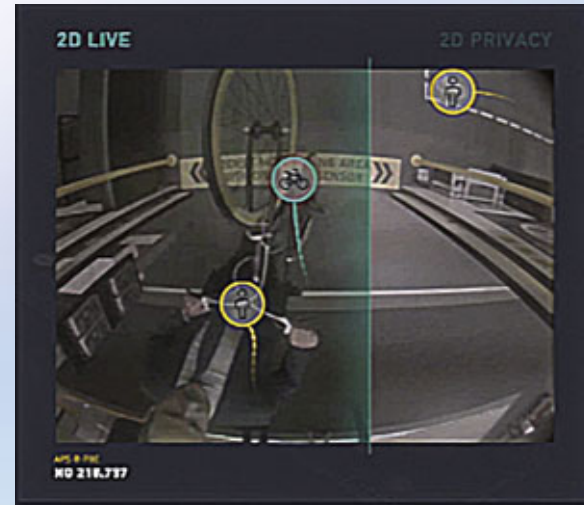> — Kevin Hernandez, Ace Parking

▶ Fingers were meant for dialing (not counting) **(800) 382-0917**.
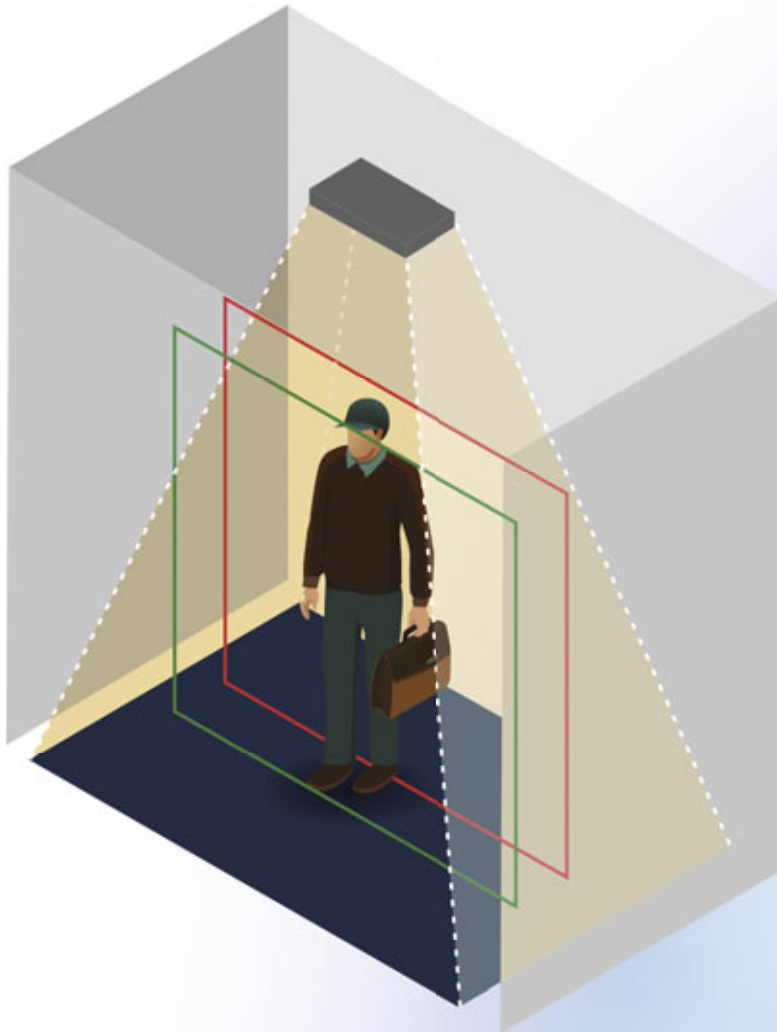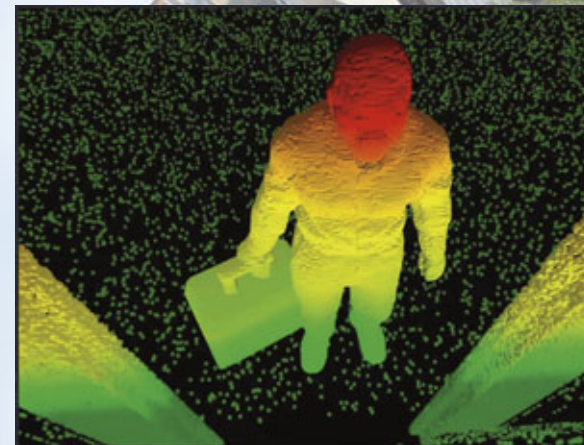
Small installation footprint with customizable
directional detection fields and door masking

Active tracking with U-turn detection

2D LIVE   2D PRIVACY

NO 218.737

Intelligent object identification

Digital displays & signs

Content is king, and ETA signage delivers messages in stunning HD.

Big screens. Small screens. LCD or LED screens. Black and white or vibrant color screens. No one knows digital signage (or how to maximize its impact) like ETA Transit. Public transit can present numerous challenges for deployment; every situation is unique and we can help identify 'right-sized' solutions and configuration options do deliver maximum impact.

ETA display solutions are geared for even the most demanding transit environments. Indoor, outdoor, hot, cold, wet, or dry. This makes them a perfect system for the high-demand, rigorous transit environments found at external stops and stations.

Our signage provides the flexibility to connect multiple information feeds and content types to your vehicles and stations. From simple text-based messaging to vibrant, to interactive concepts and environmentally-friendly solar-powered options, ETA brings a world of information to you and your passengers' fingertips. It's this versatility that keeps riders engaged, improves satisfaction, minimizes confusion, and ensures that passengers come back for return trip after return trip.

The sky is the limit:

▸ Onboard and stationary display solutions

▸ TransitScreen® transit aggregation

▸ Papercast® e-paper technology

▸ Solar-powered options for easy deployment

▸ Static, video, and HTML content capable

▸ Location and time-based triggers

▸ Custom display configuration

▸ High-definition LCD technology

▸ Interactive kiosks

▸ Branded sign with color and logo options

▸ Over 15 years of transit sign experience

▸ Solutions for all budgets and environments

18%

of transit agencies* report having digital displays on their vehicles, and just 27.5 percent have screens at stops.
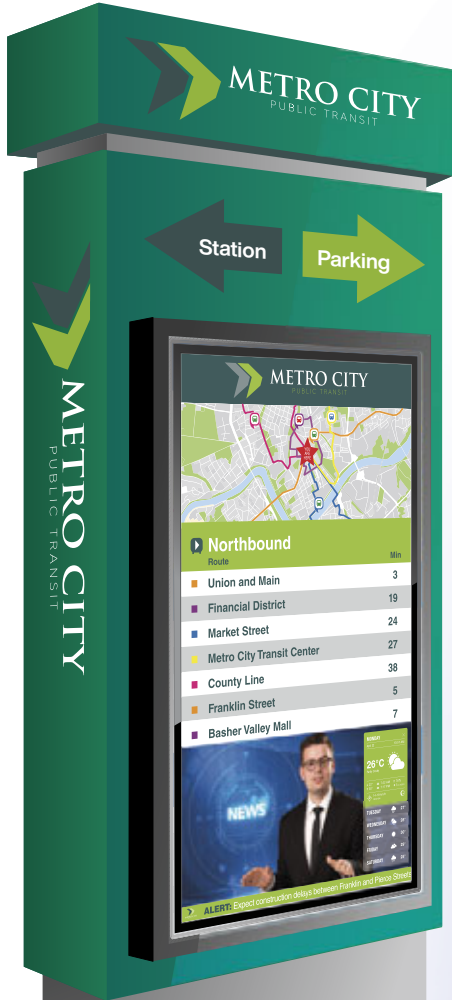**Use ETA digital signs improve rider satisfaction.**

* SOURCE: 2018 ETA Transit Agency Survey

▸ Turn on multi-sensory information at your stops, email **sales@etatransit.com**.

Branded interactive kiosks ▼

METRO CITY
PUBLIC TRANSIT

METRO CITY
PUBLIC TRANSIT

← Station | Parking →

METRO CITY
PUBLIC TRANSIT

▶ **Northbound**
Route		Min
■	Union and Main	3
■	Financial District	19
■	Market Street	24
■	Metro City Transit Center	27
■	County Line	5
■	Franklin Street	7
■	Basher Valley Mall	

28°C
NEWS
TUESDAY
WEDNESDAY
THURSDAY
FRIDAY
SATURDAY

▶ ALERT! Expect construction delays between Franklin and Parrot Street

High-definition station signage

Main St (@ William St) 1 min walk			
3	Citysburgh-bound	4, 14	min
3	Megapolis-bound	5, 17	min
2	Townesville-bound	6, 14	min

Main St (@ Jefferson St) 3 min walk
3	Citysburg-bound	3, 13	min
3	Urbantown-bound	6, 13	min
2	Citysburgh-bound	9, 17	min
3	Megapolis-bound	12, 22	min
2	Urbantown-bound	12, 22	min
2	Citysburgh-bound	14, 30	min

Main St (@ Central Ave) 4 min walk
4	Megapolis-bound	5, 12	min
4	Townesville-bound	6, 11	min
5	Townesville-bound	8, 16	min
5	Megapolis-bound	10, 16	min

Broad St / Main St (Southbound) 1 min walk
| 15S | Select Bus Service South Ferry via 2nd Avenue | 4, 14 | min |
| 15 | South Ferry via 2nd Avenue | 6, 14 | min |

Broad St / Main St (Northbound) 1 min walk
| 15S | Select Bus Service 125th St via 1st Avenue | 4, 14 | min |
| 15 | East Marketplace | 6, 14 | min |

Marketplace/Pier 11 11 min walk
P11	Townesville	SCHEDULED 19	min
P11	Megapolis	SCHEDULED 34	min
P11	Citysburgh	SCHEDULED 26	min

World Commerce Center
| TV | Townesville | 4, 16 | min |

Super Central Station
PAM	Parkston-Major	SCHEDULED 9, 47	min
NGP	North Great Plains	SCHEDULED 12, 72	min
NSV	Northern Southville	SCHEDULED 23, 53	min

37	Main St & William St	1 min walk
45	Megapolis-bound	1 min walk
26	Townesville-bound	1 min walk

YUBER
YuberX	2 min away
YuberXL	7 min away
Black	9 min away

tyft
TyftShared	2 min away
TyftLuxe	7 min away
TyftTransit	9 min away

11:10 am
Mon, August 15

Now	63° Light Rain
12 pm	62° Mostly Cloudy
1 pm	68° Partly Cloudy

TRANSIT SCREEN

Bus Arrivals / Park Garden
Service	Due in
2 Riverside	1 min
28 Clark Road	16 min
67 Woodbank	13 min
Eastport Int	28 min

PAPERCAST

◀ Solar-powered e-paper displays

Union and Main
Dining at this stop:

Onboard LCD displays ▶

GET THE MCT MOBILE APP NOW!
Get real-time alerts!
Track Metro City...
Discover new de...

FOLLOW MCA ON SOCIAL MEDIA
@metrocitytransit

Preferred U.S. vendor of ▼

PAPERCAST® | TRANSIT SCREEN

Analytics

Deliver a connected travel experience that improves brand value and drives revenue.

Every day your transit agency generates a tremendous amount of information. Data that can critically and significantly impact all facets of your operations. SPOT's reporting capabilities can help you take full advantage of your information to identify trends that might streamline processes, improve relationships with your riders, and strengthen the bottom line.

From day one, SPOT™ records all your transit related data and securely stores it for the life of your contract with ETA. It's all available to you at any time; no fees, no wait time to download. It's all right there.

Packed with an ever-expanding assortment of pre-built queries, SPOT's Reports module helps you improve on-time performance by analyzing vehicle and mileage times, adjust schedules and routes to match peak readership times, improve staff training with driver behavior monitoring. Combine collected data with the SPOT™ Instant Replay module to view route performance, ridership trends, and review incidents such as speeding, off-route, and excessive idling. With an intuitive interface, near real-time data availability, fast processing engine, and tabbed results, taking that deep dive into your data has never been easier.

90% of transit agencies report on-time performance as the most-analyzed aspect of their operations. Vehicle travel times and routes were next at 45% and 40% respectively.

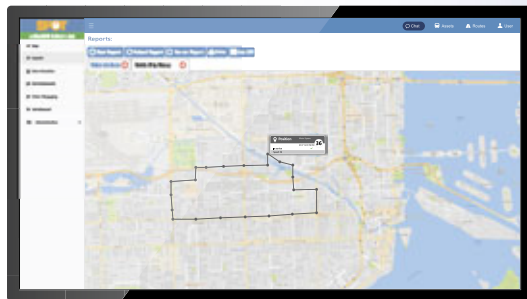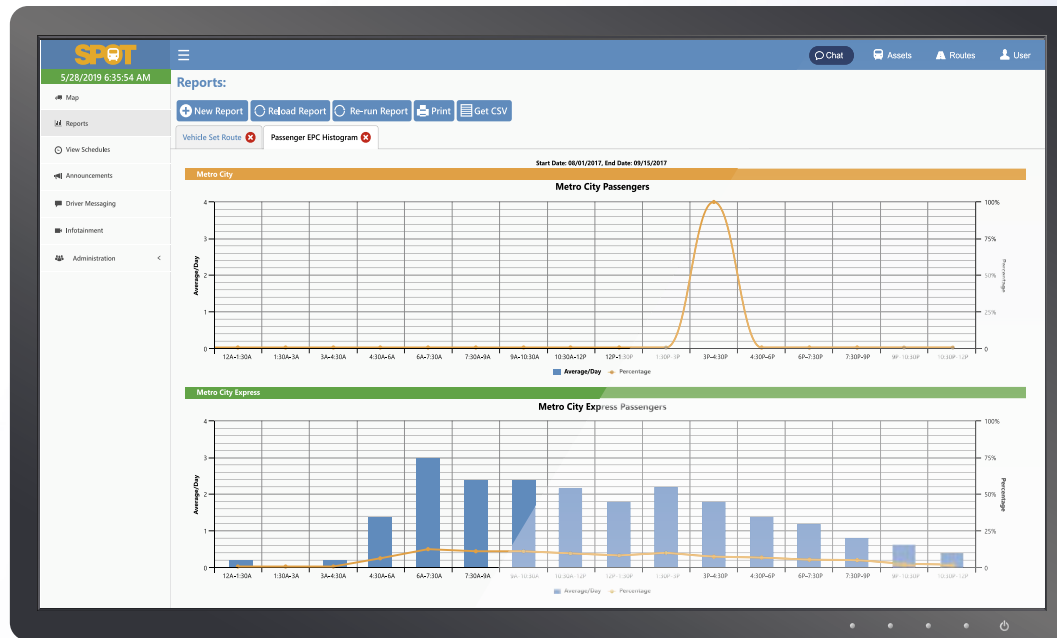** SOURCE: 2017 ETA Transit Agency Survey*

Just the facts:

▸ Over 100 ready-made report queries

▸ Delivers reports on ridership, NTD, on-time performance, travel times, headways, and more

▸ Execute reports based on a variety of criteria, including date, route, vehicle, ridership, and fare

▸ Provides data in graphical, map, and tabular formats

▸ Export data to spreadsheet and PDF formats

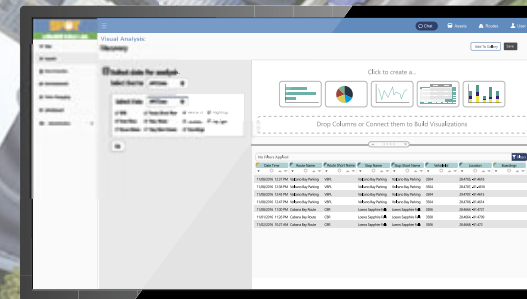▸ Free custom report creation

Optional business intelligence module:

▸ Self-service analytics

▸ Custom dashboards and views

▸ Powerful drag-and-drop data visualizations

▸ Emailed reports and post-processing

▸ Drill deep into granular, detailed information from your collected transit data

▸ These numbers add up: **(800) 382-0917**.

Graphical, tabular, and map-based reports

Multi-tab and side-by-side reports

Custom views and dashboards*

*Requires optional Business Intelligence module.

Other options

SPOT™ delivers a future-proof platform for 'right-sized' expansion

SPOT™ provides a tremendous foundation for growth by delivering a ecosystem of features that can be added to the base ITS system. This versatility streamlines the addition of new capabilities and integrations as the needs of your transit operations change over time.

We routinely develop new modules and enhance existing systems to create an active—dare we say—evolving solution that improves the longer you use it. The SPOT™ system you invest in today will be more powerful and robust in its offerings tomorrow. Most of these upgrades are deployed wirelessly, which means zero downtime or minimal human intervention to realize improved performance.

The nature of these improvements can range from simple security and operational enhancements, to the addition of new reports—even completely new modules. Better yet, is that in most cases, these upgrades are included free-of-charge so long as you subscribe to the existing feature or module. This ensures that you'll always have the latest and greatest system ETA has to offer, and the tools you need to make continual improvements to your system performance.

Optional features include:

▸ Business intelligence

▸ Paratransit scheduling with digital manifests

▸ Farebox integration

▸ Onboard Wi-Fi

▸ Mobile video surveillance

▸ Q'straint® Quantum™ integration

▸ Zonar® integration

▸ RFID card readers

> ❝We've been impressed with ETA's focus on customer service.❞
>
> — Kelly Mumper, Lassen County Transportation Commission

▸ Get answers in real time as **etatransit.com**.

Coast-to-coast performance

Proven results in the public transit market

CAT charlottesville area transit

CTP CHEYENNE TRANSIT PROGRAM

City of Davenport THE CitiBus

citylink

COLT City of Loveland Transit

THE CITY OF MIAMI INCORPORATED 1896 FLORIDA

CORAL GABLES THE CITY BEAUTIFUL

DMT Danville Mass Transit

GVT Grand Valley Transit

LAKE ERIE TRANSIT

LRB

THE LATS LAWTON AREA TRANSIT SYSTEM

Monroe Transit

RTA SOUTH FLORIDA REGIONAL TRANSPORTATION AUTHORITY

RTD

SUFFOLK transit

SMART SOUTH METRO AREA REGIONAL TRANSIT

space coast AREA TRANSIT

TULSA TRANSIT

Proud member of the following associations:

APTA

California Transit Association

CASTA Colorado Association of Transit Agencies

FPTA Florida Public Transportation Association

MPTA MICHIGAN PUBLIC TRANSIT ASSOCIATION

opta Ohio Public Transit Association

PPTA Pennsylvania Public Transportation Association

TPTA

TTA Texas Transit Association

VIRGINIA TRANSIT ASSOCIATION The Voice of Public Transportation in Virginia

WSTA WASHINGTON STATE TRANSIT ASSOCIATION

What drives you?

7700 Congress Avenue, Suite 2201
Boca Raton, FL 33487
(800) 382-0917 ▪ etatransit.com