



DENTON COUNTY
TRANSPORTATION
AUTHORITY

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FOR IMMEDIATE RELEASE

**Denton County Transportation Authority to Launch New
Transit Tracker System on Monday, September 18**

New system to replace the agency's Where's My Ride tracking tool and will provide riders with real-time vehicle information via phone, online, text and mobile application

Lewisville, TX (September 5, 2017) – On Monday, September 18, the Denton County Transportation Authority (DCTA) will launch Transit Tracker – its new vehicle tracking system that will provide passengers with access to real-time information for the DCTA A-train, fixed-route bus and shuttle services. Passengers will be able to track agency vehicles via phone, online, text and free mobile application. DCTA's Transit Tracker will replace the agency's current *Where's My Ride* tracking tool.

The real-time information in DCTA's Transit Tracker system is powered by [Swiftly](#) – a company that develops enterprise software to help transit agencies and cities improve urban mobility – who generates schedule data in General Transit Feed Specification R package (GTFSR) format and real-time Automatic Vehicle Location (AVL) data (GPS trackers installed on agency vehicles). The Transit Tracker mobile app, web portal and homepage widget are provided by Transit, a mobile application company whose goal is to simplify the commute in more than 125 cities worldwide.

Each DCTA vehicle that contains a GPS unit can be tracked by DCTA's Transit Tracker to provide that specific vehicle's arrival time. Riders will be able to access real-time vehicle arrival information on the A-train, Connect Bus System (Denton and Lewisville), Campus Shuttles (University of North Texas and North Central Texas College) and Highland Village Connect Shuttle.

"Our new Transit Tracker system will provide enhanced real-time information options with the addition of the mobile app feature for riders and the utilization of GTFSR format that will update our data more frequently than standard GTFS feeds," said Jim Cline, DCTA President. "In addition, the new system will allow us to better analyze schedule data, view route trends, access real-time data, and develop reports to improve operation efficiencies to enhance the passenger experience."

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Below is more information on how riders can access real-time information for the A-train, fixed-route bus and shuttle services using DCTA's new Transit Tracker system:

Phone (Voice)

The voice feature, powered by Swiftly, allows passengers to dial in for real-time prediction of a DCTA vehicle at a chosen stop. Passengers can call 940.243.0077, select the Transit Tracker option from the phone menu, enter the stop ID (located at each bus stop and A-train station), and receive an automated real-time update on the vehicle for that location.

Web

The web feature, powered by Transit, enables passengers to access real-time vehicle location data from most web-enabled devices and desktop computers. Passengers can visit DCTAtracker.net or utilize the widget on DCTA's homepage to search by address to find the nearest bus or train and its arrival time.

Text

Passengers can receive SMS messages using the text feature of DCTA's Transit Tracker. It's simple – just text the stop ID to 64255 to receive the estimated arrival time of the bus or A-train. Stop IDs can be found on bus stop signs and on the schedules at the A-train stations. Standard messaging rates apply.

Mobile Application

Real-time information for DCTA vehicles will be available through the Transit mobile application that can be downloaded from Google Play and Apple iTunes. Passengers will be able to see vehicle locations in real time, find nearby stops, and get step-by-step transit directions and notifications about when to leave for their next trip.

For more information about DCTA's Transit Tracker system, visit DCTAtracker.net.

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ABOUT DENTON COUNTY TRANSPORTATION AUTHORITY

Formed in 2002 and funded in 2003, the Denton County Transportation Authority has been focused on an aggressive service implementation strategy to address the mobility needs of Denton County residents. The central element of their Service Plan is the A-train, which connects with DART's Green Line at Trinity Mills in Carrollton and provides service to five stations within Denton County. In addition to the A-train, DCTA provides Connect Bus service in Denton and Lewisville, Connect Shuttle and Community On-Demand services in Highland Village, Access service, Frisco Demand-Response service, University of North Texas (UNT) and North Central Texas College (NCTC) Campus Shuttle and vanpool services. The agency carries nearly three million passengers annually system-wide. For more information about DCTA, visit www.RideDCTA.net.