BYTEMARK

FOR IMMEDIATE RELEASE: April 13, 2022
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Bytemark makes it easy to share bus occupancy info with riders

Austin, TX: Bytemark has enhanced the CapMetro *Trip Planner* to include real-time vehicle occupancy information in trip results. Bus occupancy messages makes it easier for riders to select trips that minimize exposure to others and provide the level of comfort they desire. The CapMetro *Trip Planner*, provided by Hacon, is embedded in the agency's payment application and is a critical part of the "Plan, Book & Pay" functionality Bytemark provides to transit agencies in nearly every corner of North America.

The incorporation of "Occupancy Status" on the CapMetro application will assist riders by allowing them to choose a different trip if they believe a vehicle is too full for their individual comfort level. By allowing customers to make their own choices, this will help reduce packed buses, as riders will favor vehicles that are not as full. In addition, at-risk riders can plan to use a trip that minimizes their exposure with other riders.

Riders searching for trips or departure information will now see the "Notice: Crowded Vehicle" message when a specific vehicle has a certain number of passengers on board. Providing this critical information will allow riders to make decisions about what time they wish to travel and what potential routes they might want to take. In this project, Bytemark is also working with Swiftly, the provider of the GTFS-Real-Time feeds for CapMetro, to provide this information in a way that is easy for riders to understand.

"We have long admired the work Swiftly is doing to help agencies improve and enhance their real-time passenger information," says Greg Valyer, Vice President of Strategic Partnerships at Bytemark. "It is gratifying to work with our partners such as Hacon and Swiftly to jointly deliver relevant and impactful solution to passengers."

CapMetro first partnered with Bytemark in 2012. Since then, Bytemark and CapMetro have collaborated to develop and deliver technology that improves the rider's experience. With the addition of occupancy status to the app, riders are now empowered to make informed decisions for their journey.

The benefits of this new functionality include:

- Riders can access real-time information about the occupancy status on the bus
- An easy-to-read message conveying which buses are crowded will ensure transparency
- Allows riders to make informed decisions about trips that meet their desired level of comfort

About Bytemark: Founded in 2011, Bytemark provides comprehensive Mobility as a Service (MaaS) and Payments as a Service (PaaS) solutions to cities and agencies around the globe. Bytemark helps partners deliver a seamless and enjoyable travel experience for their riders. The company's core offerings include tools for travel planning, parking management, fare payments, and more. Bytemark holds patents for distributing electronic tickets with visual display as well as electronic ticket validation using proximity detection. Learn more at https://www.bytemark.co.

About Hacon: From trip planning to mobile ticketing and fleet management: Hacon's solutions cover all aspects of intelligent transport systems and create the ultimate end-user experience. Each day Hacon's apps and web-based solutions receive over 100 million requests from passengers who rely on Hacon trip planners to empower their mobility choices. Their TPS solutions for train planning and capacity management enable network providers and operators to make the most of their infrastructure. For more specialized projects, a consulting team empowers clients to manage complexity with ease and offers solutions for rail freight and combined transport.

About CapMetro: CapMetro connects people, jobs and communities by providing Central Texans with safe, high-quality and sustainable transportation alternatives. The agency provides over 63,000 daily trips on its buses, trains, paratransit and vanpool vehicles and serves a population of more than 1.2 million in its 543-square-mile service area. The region's transportation leader, CapMetro has invested in transit services like its High-Frequency Network, which moves more people, more reliably. CapMetro is committed to increasing regional mobility and, through Project Connect, will transform how people travel throughout Central Texas. Visit capmetro.org for more information.

About Swiftly: Swiftly has created the first big data platform specifically designed for transportation data and operations. Swiftly works with over 100 city transit networks around the world including MBTA in Boston, CapMetro in Austin, VIA in San Antonio, VTA in San Jose, and MDOT MTA in Baltimore, supporting over 5,500 transit agency professionals and impacting two billion passengers per year. Swiftly has helped customers improve arrival predictions by up to 30% and complete planning projects up to 90% faster, resulting in increased ridership, fewer passenger complaints, and more efficient transit operations. For more information, visit www.goswift.ly.

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