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FOR IMMEDIATE RELEASE

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LADOT Launches Real Time Information System

LOS ANGELES (Nov. 12, 2009) — The City of Los Angeles Department of Transportation (LADOT) has launched a real-time passenger information service for riders of LADOT's DASH Downtown circulator bus.

LADOT developed the system with Syncromatics, a provider of intelligent transportation solutions to the public transportation industry. Real-time information is a term that refers to providing schedule and route information using wireless technology, which enables riders to see if their public transit service will arrive as schedule or whether traffic, weather conditions or an accident will cause it to arrive late.

The LADOT real-time information program will be available to all riders of DASH Downtown, a service that carries more than 20,000 passengers each week day. Ridership of DASH Downtown is very diverse with workers in the garment and jewelry districts going to their jobs in the early morning; lawyers and other professionals riding to lunch appointments midday; and concert goers, sports fans and night clubbers riding the service after 6 p.m. LADOT General Manager Rita L. Robinson said, "Providing real-time information is the next step in enhancing the Department's commitment to its riders. LADOT was one of the first transit providers in the nation to offer online customer services, and we intend to stay at the forefront of the use of smart technologies."

DASH Downtown riders can access route and schedule information in one of four ways: text, mobile web, phone and on the regular web. Riders can use any one of these mediums to connect to the dtdash.com website or to the automated phone line (213) 785-3858. Each of the DASH Downtown bus stops have a designated stop number that riders text, dial or type. The Syncromatics computer assisted design (CAD)/automated vehicle locator (AVL) system tracks all the DASH buses every six seconds, providing riders, as well as transit service managers, with the location of each bus in relation to every bus stop in the downtown area. The Syncromatics system shows and tells a rider when the next bus is expected at that stop, providing the rider with a level of reassurance.

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In addition to enhancing the level of customer service that LADOT provides to its riders, the Syncromatics system will also help make transit services more productive by providing dispatchers with the ability to detect and avert the bunching of buses, which increases the cost of providing service, and through offering the Department the ability to analyze the on-time performance of its DASH Downtown services. Robinson added that real-time information supports Mayor Villaraigosa's initiative to reduce traffic congestion: "Providing information in real time makes transit more convenient and accessible especially to those who are thinking of changing their commuting habits."

The real-time information goes live on DASH Downtown on Nov. 16, 2009. Riders requesting more information about the service can visit the LADOT website — ladottransit.com — or call the LADOT Transit Store at (213) 808-2273.

Syncromatics is a Southern California-based provider of intelligent transportation solutions that has previously served college transportation systems. The firm's technology is also in use at the Cedars Sinai Medical Center, BP Oil's Carson Refinery and at the Presidio in San Francisco.

LADOT is the second-largest provider of transit services in Los Angeles County carrying more than 30,000,000 passengers annually with a fleet of more than 400 vehicles. DASH Downtown is part of the DASH network of 28 neighborhood circulator bus routes in the City of Los Angeles.

LADOT is dedicated to moving Los Angeles forward as quickly and safely as possible. Drivers, bus riders, bicyclists and pedestrians are encouraged to visit LADOT's website at <http://ladot.lacity.org> for information about DASH, Commuter Express, bicycling in the City and an array of transportation services.

Area commuters can visit the Department's website for real-time traffic and parking facilities information. Real-time traffic reports are a product of LADOT, innovators of the Automated Traffic Surveillance and Control System (ATSAC) technology.

Get **DASH Downtown LA** *arrival times, in real time!*

1 Call **(213) 785-3858**
When prompted, key in your stop number

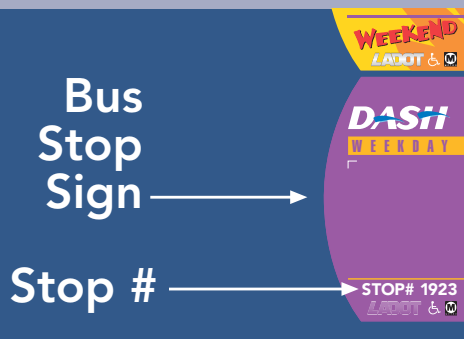
or

2 Text **"dtdash ####"** to **41411**
(#### is the stop number you
would like the arrival time for)

or

3 Visit **dtdash.com** on your
mobile device or computer

At your bus stop: You will see a stop number on the sign with the route letters at the top of the bus stop pole. Use this stop number when calling or texting from your mobile phone. Each bus stop will have a **DIFFERENT** number, so be sure to check the sign.



DASH **LADOT**

(213, 310, 323 or 818) 808-2273
www.ladottransit.com