



ITEM #8

TransitScreen

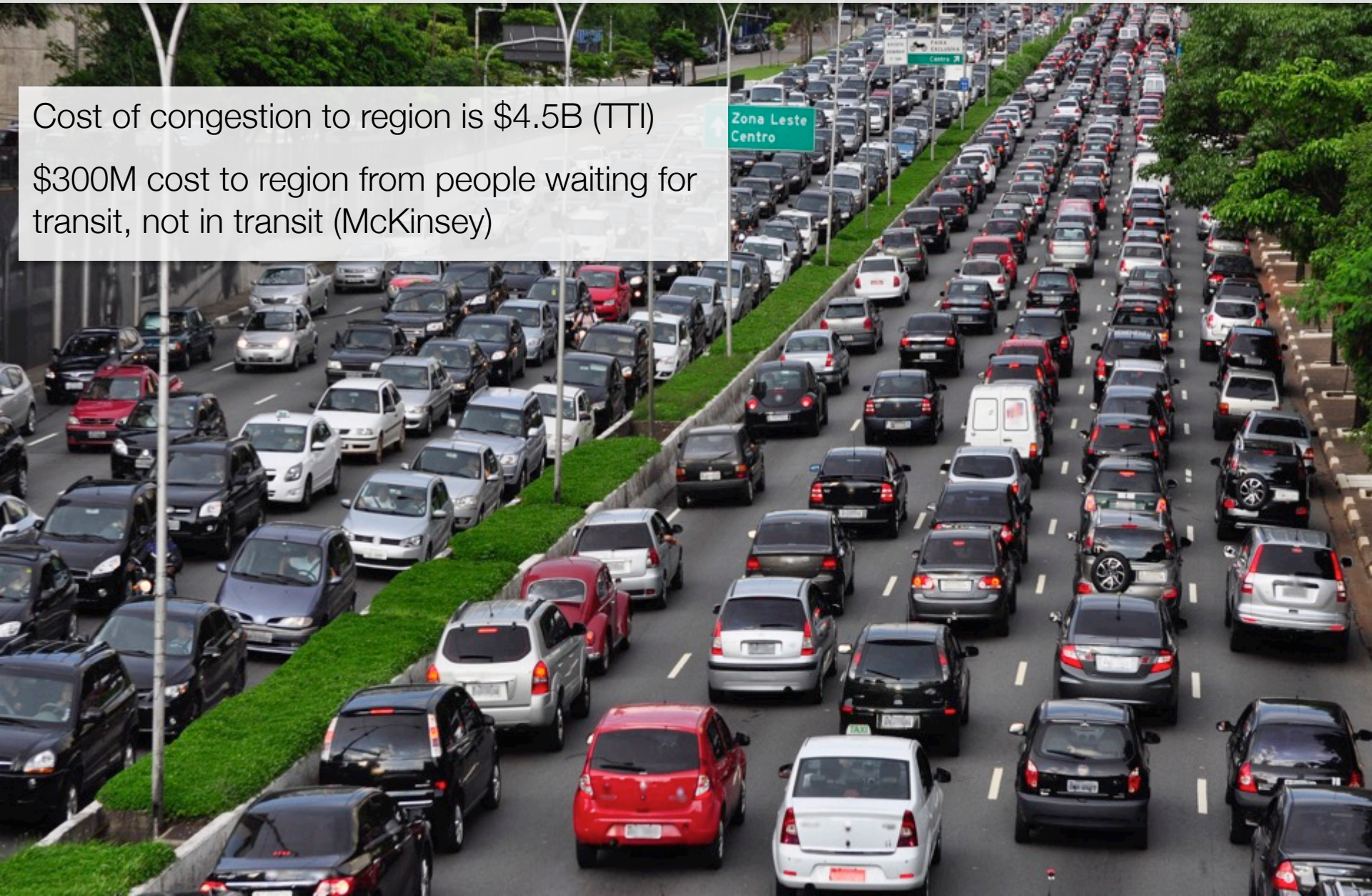
OUR MISSION

Walkable, bikeable cities
Reduce traffic congestion
Enable healthy urban living
Promote sustainable transit

The Problem – Traffic

Cost of congestion to region is \$4.5B (TTI)

\$300M cost to region from people waiting for transit, not in transit (McKinsey)



The Solution – Real Time Transit Everywhere



Commerce Square, Philadelphia, PA



TransitScreen

Creating accessibility and mobility through smart transit signage

- Providing live information & wayfinding
- Activating streets and neighborhoods



Same Information, Many Ways



- Public screens
- Laptops & desktops
- Mobile devices

Founding Story

- Arlington Mobility Lab civic project, commercialized 2013
- MWCOCG, DDOT first major customers
- Part of 1776 Incubator (DC/Arlington)



Company Update

- Grew revenue, then raised capital early 2015
- Live in 20 cities (US & international)
- Awards: Fast Company, Harvard Real Estate VC, TRB
- 20 person team (including Canada and UK)



“Sustainability... I get it... I think it is a wonderful idea”



TransitScreen's Mascot – Eclipse –
Transit Riding Dog



WE GO WHERE PEOPLE ARE

Office/Residential Lobbies

Hospitals

Senior Centers

Affordable Housing

City Hall

Libraries

Coffee Shops

Colleges & Universities

TransitScreen - IMPACT

“33% increase in transactions per half hour [because of the screen]...”



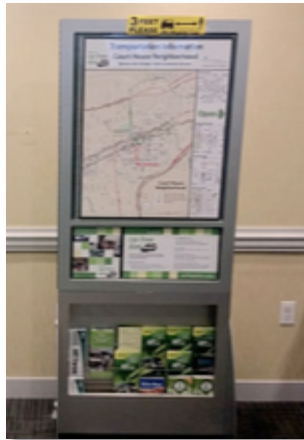
Transit Information

1985



Racks of
schedules

1995



Paper map
kiosk

2005



Computerized
schedule kiosk

2015



TransitScreen:
“today’s bike rack”

Public Facing Screens



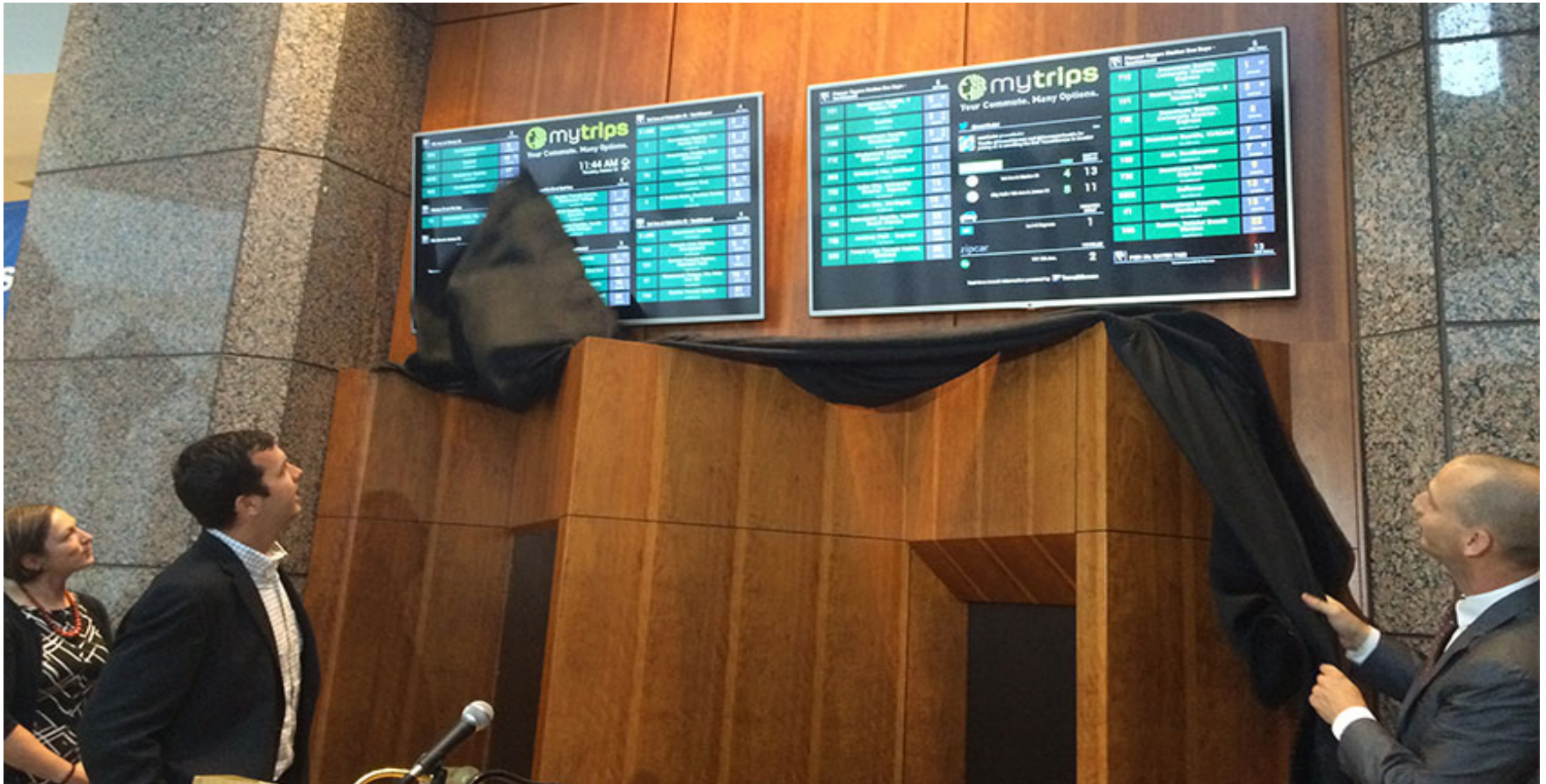
Montgomery County Partnership



Rockville, MD



City of Seattle Partnership



Seattle Municipal Tower
Seattle, WA



Equity / Affordable Housing




Creston Avenue Residence
Bronx, NYC







Multilingual screen (Spanish)

 **Fordham Rd** **8**
MIN. A PIE

4	dirección sur	9 ¹⁹ 23 MINUTOS
4	dirección norte	84 MINUTOS

 **183 St** **5**
MIN. A PIE

4	dirección sur	10 ²⁰ 24 MINUTOS
4	dirección norte	83 MINUTOS

AHORA	4 p.m.	5 p.m.	6 p.m.
 CLOUDY	 CLOUDY	 RAIN	 RAIN
77°F	77°F	78°F	78°F

Powered by Forecast



uberX **3**
MINUTOS EN LLEGAR

zipcar. CARROS

 **187 St & Valentine Ave - Bronx - MPG Parking** **17**


 **enterprise CarShare** CARROS

 **2355 Webster Ave - Bronx** **4**

 **Grand Concourse/e 187 St** **4**
MIN. A PIE

BX2 **Kngsbrdg Hts Ft Indep St via Concourse** **2** ⁹
10
PARADAS

BX2 **Mott Haven 136 St via Concourse** **2** ⁶
7
PARADAS

 **E Fordham Rd/e 190 St** **3**
MIN. A PIE

BX12 **Sedgwick Av via Pelham Pky via Frdham Rd** **7** ⁹
14
PARADAS

 **E Fordham Rd/ grand Concourse** **4**
MIN. A PIE

BX12 **Orchard Beach** **3** ⁸
16
PARADAS



TransitScreen

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