



## Additional Contributing Staff

- Chad LeVasseur, *Metro Transit*
- Ed Byers, *Metro Transit*
- Pancho Henderson, *Information Services*
- Jason Buranen, *Information Services*
- John Paul Zanaska, *Metro Transit*
- John Siqveland, *Metro Transit*
- Maria Cone, *Metro Transit*
- Scott McDonald, *Metro Transit*
- Tom Humphrey, *Metro Transit*
- Titan Staff



## Agenda

- Background
- Trends
- Success Factors
- Pilot
- Marketing Opportunities
- Risks
- Next Steps



## Background

- Evaluation and maturation of technology
- Council member interest
- Survey of other transit companies
- Minnesota high tech association contact
- Titan contract



METROPOLITAN  
COUNCIL

## Trends

- WiFi becoming mainstream
- Customer expectations
- Successful implementations more frequent
- Technology is maturing



METROPOLITAN  
COUNCIL

## Success Factors

- Stable connectivity
- Reliability
- Acceptable speed
- Consistent coverage
- Satisfactory experience



## Pilot

- Proof of concept test last December, positive results
- One month pilot, install on two Metro Transit buses
- Customer feedback
- Goal – prove to potential sponsors that the system is effective
- Minimal initial cost to transit



## Marketing Opportunities

- Branded splash page with a bus wrap and/or other static advertisements
- Titan has a potential sponsor
- First campaign – 5-10 buses for an 8 - 12 week period
- Plan to have a “revolving door” for advertising campaigns
- Bus wraps, static advertising, branded splash pages



## Risks

- Marketing opportunities may be sporadic
- Exacerbate thefts of electronic devices on transit vehicles
- Costs
- Technology changes



## Next Steps

- Moving forward with Titan pilot
- Move ahead with NorthStar implementation
- Develop WiFi business case by transit mode
- Vehicle area network project
- Expansion requires testing
- Determine if capacity limits are required based on usage
- System support needs to be clearly identified



## Cost Approximations

- \$3,400 for equipment and labor per vehicle (one time cost)
- \$150 – 400 per month network access for two broadband connections
- Labor costs for pilot are included, would pass to Metro Transit if expanded



**QUESTIONS?**



**THANK YOU**



**METROPOLITAN  
C O U N C I L**