Technology

Whose in Charge?

Rolando Cruz

Chief Operations Officer
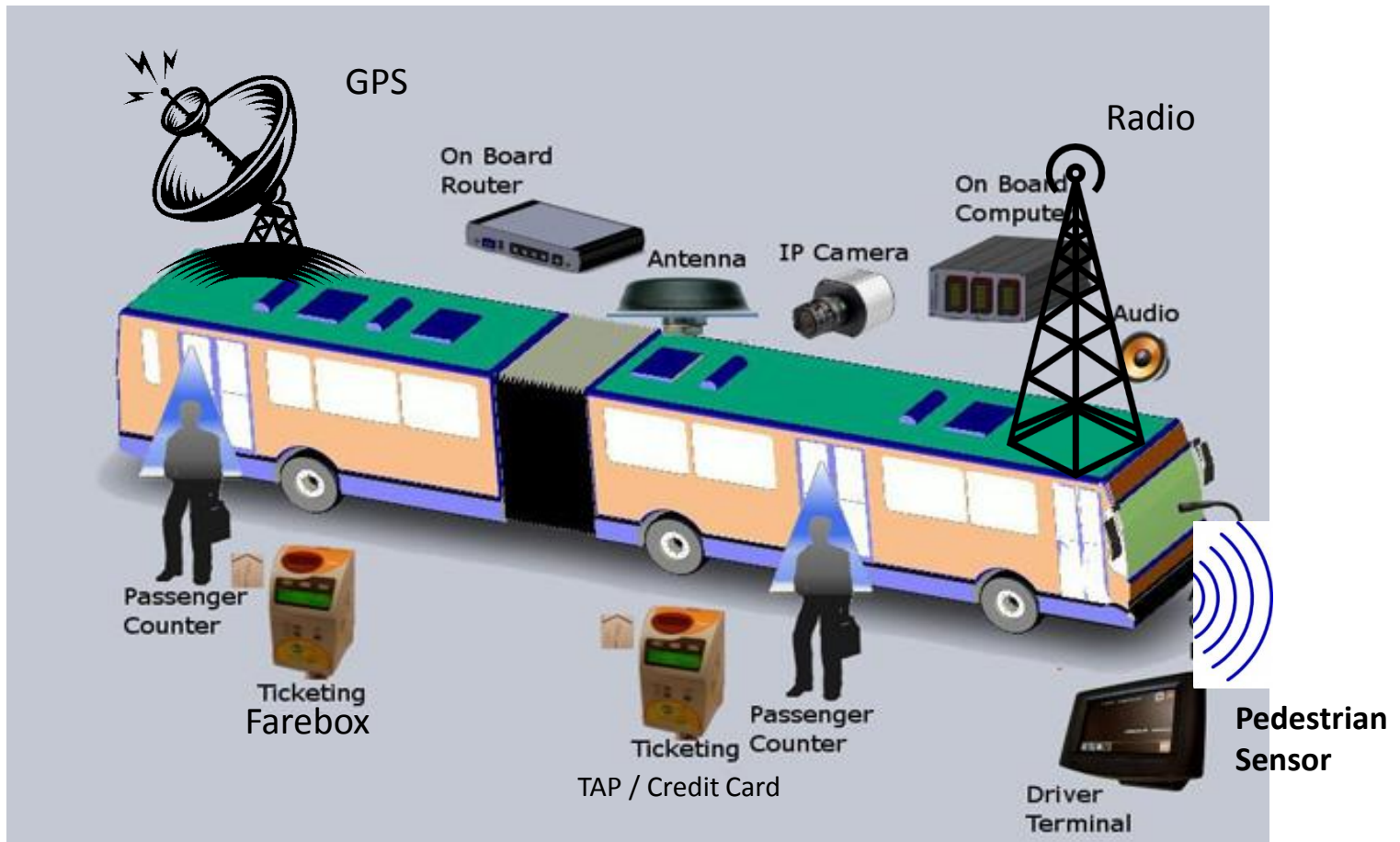
Santa Monica Big Blue Bus

May 8, 2017

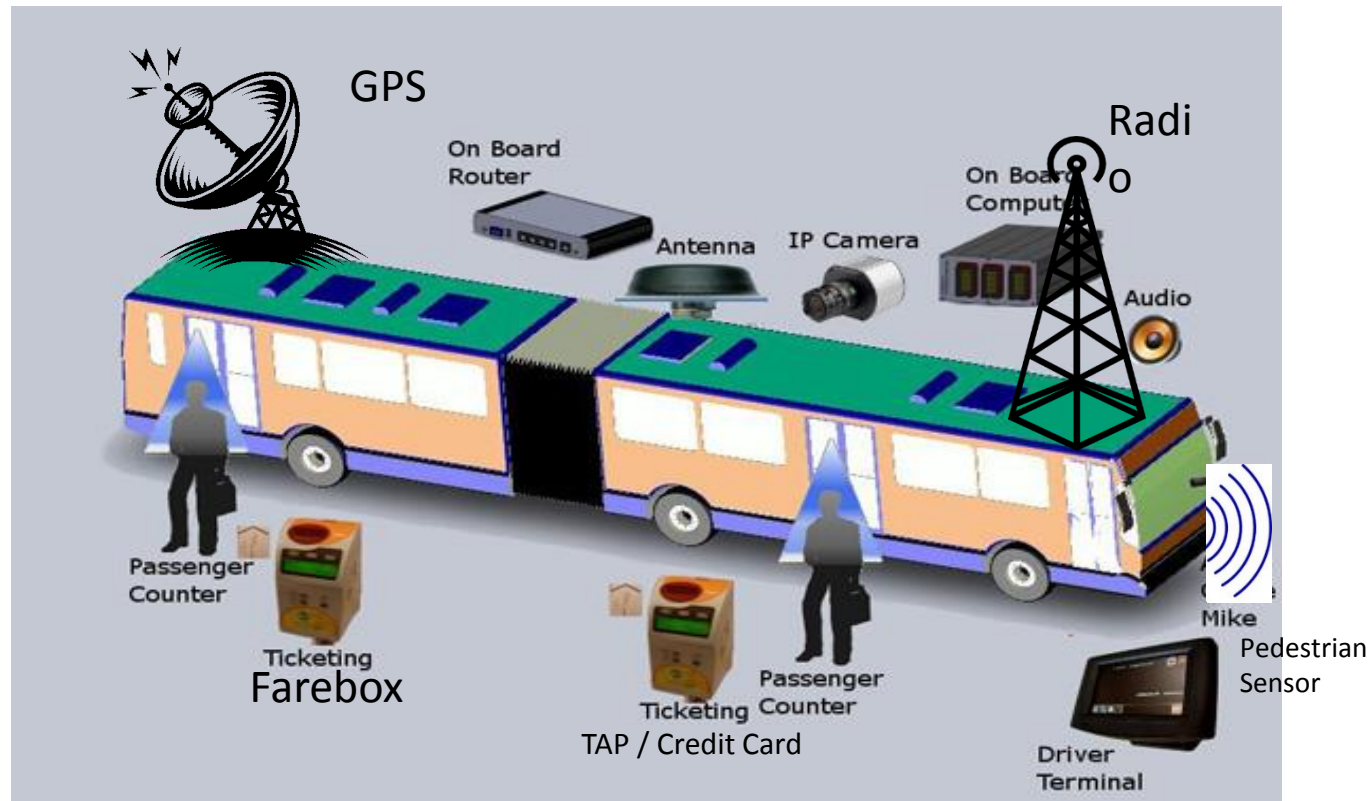**bigbluebus**

What Technology do you have?

- Farebox
- TAP / Credit card readers
- Headsigns
- Multiplex systems
- Fuel Mileage Management
- Radio System
- CAD / AVL Systems
- Bus Announcements
- TV Ads

- Wireless Access
- Bus Assignment / Dispatch
- Video Surveillance
- GPS Tracking
- On-Board Routers
- Yard Management
- Automatic Passenger Counter
- Traffic Priority Signals
- Etc……

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Most technology sits on your bus

Who are the Internal Stakeholders?

- Operations
- IT
- Finance
- Risk Mgmt
- Safety
- Marketing
- Customer Service

GPS

On Board Router

Antenna

IP Camera

On Board Computer

Radio

Audio

Passenger Counter

Ticketing
Farebox

Ticketing
TAP / Credit Card

Passenger Counter

Mike
Pedestrian Sensor

Driver Terminal

And MAINTENANCE

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Where is this technology?

- What is on the bus(es)?
  - Could be different generations on different buses.
- What is in front of an End User?
- What is on the building(s)?
  - Infrastructure
  - Antennas
- What is in the computer room?
  - Hardware
  - Software

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Maintenance at the Table

In What Role?

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Thank You

Rolando Cruz,

Chief Operations Officer

Santa Monica Big Blue Bus

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