

CITY OF HIGH POINT

AGENDA ITEM



Title: Bus Automatic Passenger Counter Software, Installation, and Training

From: Mark McDonald

Meeting Date: 09/06/2016

Public Hearing: N/A

**Advertising Date /
Advertised By:** N/A

Attachments: None

PURPOSE:

An automatic passenger counting system manufactured by Urban Transportation is being provided on the new buses to be delivered later this year. As such they are the only vendor that can provide the software, hardware, and training for their system. The software and equipment enables the data transfer from the buses to the database.

BACKGROUND:

Historically the transit system has performed annual passenger counts to measure route productivity and gauge use of individual bus stops. This manual process is very labor and time intensive. With the introduction of automated fare boxes to the system in 2004, we were able to get route level detail on a more consistent basis; however, the one drawback was that the fare box data only told us half the story – where passengers boarded the bus. We are not able to use the fare boxes to determine where passengers are exiting. The solution is an automatic passenger counting system that has sensors at both the front and rear doors that counts passengers as they are entering and exiting the bus. At the end of the day the data is downloaded from the bus into the database, and the software allows for various reports to be prepared.

BUDGET IMPACT:

The cost of this system is \$40,500. Funds for this purchase have been budgeted as part of the fleet replacement.

RECOMMENDATION / ACTION REQUESTED:

Staff recommends the approval of the sole source procurement of the software and associated installation and training from Urban Transportation Associates, Inc.