



## MTA Press Releases

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Press Release

October 14, 2010

NYC Transit

IMMEDIATE

### MTA New York City Transit Introduces Handy Web-Based Bus Locator for 34th Street Crosstown Pilot Project

#### *Bus Arrival Information as Close as [mta.info/BusTime](http://mta.info/BusTime)*

For the first time, MTA NYC Transit bus riders can track the exact location of buses, thanks to the new MTA Bus Time pilot that launched today on the M16 and M34 routes in Midtown Manhattan. Aimed at giving riders a quick and easy means of determining approximately when the next bus will arrive at a specific stop, the new service provides estimated bus stop arrival times and map locations for crosstown buses running along the 34th Street corridor. The information, already available on electronic signs at bus stops, can now be accessed online, via Smartphone, PDA, or mobile phone.

Using the latest technology, the service is facilitated through the use of Global Positioning Systems (GPS) devices that report bus location data (and more). The system can then, in real time, show bus customers where buses are on a map or in tabular view. Using this information, customers will know when a bus is estimated to arrive at a particular stop, even if they are still at the office, shopping, or dining.

"Why rush to the bus stop when you can finish your cup of coffee or stop and grab a newspaper? Now we're providing our customers with the information they need to make informed decisions about their travel before they get to the bus stop," said NYC Transit President Thomas Prendergast. "Along with the new train arrival screens that are being activated in subway stations around the City, MTA Bus Time is another example of how we are developing new ways to give customers information they can use."

Bus Time, developed by transit technology firm Clever Devices, also delivers real-time bus arrival information through on-demand or subscription-based e-mail and text-message alerts. This function features notices of service interruptions, emergencies, and other important events. All of the details on how to use MTA Bus Time are available online at <http://mta.info/BusTime>.

#### **Computer:**

To use MTA Bus Time online, simply choose [Estimated Arrival Times](#) or Bus Location Map on the Bus Time web page to obtain bus arrival information on your computer.

#### **Mobile Phone:**

Using your mobile phone ([Track by Text](#)) you can text 'mtabus' and the bus stop ID code to 41411 and get bus arrival information. Each bus stop along the route is assigned a specific text code. Bus stop text codes are located online ([M16](#), [M34](#)) and at bus stops. (Important note: Standard carrier charges for text messaging may apply. Users should check with their mobile carrier first.)

#### **E-mail Alerts:**

You can subscribe to receive e-mail alerts and bus arrival notifications. You will receive an e-mail from: [Bus Time@mta.info.com](mailto:Bus Time@mta.info.com). Users should add it to their contacts so messages won't go into their spam folder.