Lake Transit Authority Partners with Swiftly & Transit to Bring Real-Time Information to Transit Riders in the Lake County Region

Lower Lake, CA (8/1/18) – Today, Lake Transit Authority (LTA) riders will see major improvements to their bus experience. Swiftly, Inc., a San Francisco-based mobility solutions company, has partnered with LTA to bring more accurate real-time transit predictions to the Lake County region. *Transit*, the leading transportation mobile app in North America, will become the official mobile app for LTA.

As part of this project, new GPS trackers have been installed on LTA's buses in Lake County. Swiftly leverages this real-time vehicle position information alongside with large volumes of historical data to accurately predict when the next bus will arrive. These predictions are up to 30% more accurate than the existing information available to LTA riders. Anyone can now access up-to-the-moment bus arrival and position information for LTA right from their phone, via the Transit mobile app, SMS texting, phone service, or direct from the web.

"We are excited for this opportunity to enhance the real-time arrival information we provide our passengers," said Lisa Davey-Bates, the Executive Director of Lake Transit Authority. "This is a drastic improvement over existing real-time information at LTA, and we're confident this improved real-time information will make our transit system easier to use and more accessible to everyone in the Lake County region."

Swiftly's CEO Jonny Simkin shares LTA's enthusiasm: "We're proud to have LTA using our big data platform to improve their rider experience. This partnership will vastly improve the experience for people who rely on LTA to get around the region, strengthening the system's overall predictability and usability."

"We are thrilled to bring Transit to LTA, providing riders with free access to the leading mobile app in North America," said Jake Sion, the COO of Transit.

Mobile App
Transit's free mobile app offers many features to help residents get around the Lake County region, including quick access to accurate real-time transit information and live maps with vehicle locations. In addition, the Transit mobile app also contains a real-time trip planner to help users compare the travel time and price of a variety of transportation options, including walking, biking, transit, rideshare, and more. Riders can download the Transit mobile app for iOS and Android here: https://transitapp.com/.

Online, SMS, & Voice
Riders can also access LTA's real-time transit information & system map from any browser, either at home or from their smart phone, by going to: live.goswift.ly/lake-county.

Alternatively, LTA riders can text their bus stop number to 707-901-3060, enter the appropriate bus stop number, and get the next three real-time arrivals for routes that serve that stop via voice or SMS message.

About Lake Transit Authority
Lake Transit Authority (LTA) provides public transit services throughout Lake County and operates connecting routes to intercity and regional bus services in Napa and Mendocino counties.

About Swiftly
Swiftly develops enterprise software to help transit agencies and cities improve urban mobility. Built by transportation experts for transportation professionals, the Swiftly platform harnesses billions of data points and sophisticated algorithms to improve transit system performance, service reliability, and real-time passenger information. Cities from coast to coast use Swiftly's technology platform, improving transportation services for millions of riders each day. The company is based in San Francisco, CA, and more information can be found at www.goswift.ly or on Twitter @SwiftlyInc.

About Transit
Transit helps people make better transport decisions by providing everything they need to get around without their car. What makes it possible is their close relationships with transit, bikeshare, carshare, and ridehail providers. The Transit App launched in 2012 and is now the biggest public transportation app in the U.S. The company is based in Montreal, Quebec and more information can be found at transitapp.com or on Twitter @transitapp.