Bringing Reliable Public Transit Information to an Entire New Transit System

The Challenge

The Government of San Juan, responsible for the public transportation network in San Juan, Argentina faced various challenges in its public transit system. One of the main challenges was the lack of updated and accessible information for citizens regarding bus schedules, routes, and stops. This caused inconvenience and delays in commutes, affecting the quality of life for citizens and making daily planning difficult. The Government recognized the need to modernize its public transportation system and improve the urban mobility experience for its citizens by creating the RedTulum network.

This comprehensive transformation included infrastructure improvements, creation of new routes, stop signage, and the organization and digitization of all public transit information. The next step was to find a way to efficiently communicate and disseminate the recent public transit changes and improvements to the population.

The Solution

The Government of the Province of San Juan partnered with Moovit to create a white label application to offer locals a comprehensive urban mobility application that offers multimodal trip planning, real-time information, accessibility features, and more. With these tools, the Government of San Juan has been able to optimize the efficiency of public transportation around the province, reduce traffic congestion, and promote a more sustainable and accessible mobility model for all its residents.

Why San Juan chose Moovit

1. The ability to provide an intuitive and user-friendly experience, improving the accessibility and efficiency of the province's public transportation system

2. Moovit's international experience with mobility technology, MaaS solutions, and best practices

3. The simplicity of the White Label application for easy user onboarding and adoption, including multimodal trip planning and real-time arrival information

4. The inclusion of accessibility features to enable all citizens to confidently use public transportation

5. The ability to effectively and easily communicate with transit riders through in-app notifications
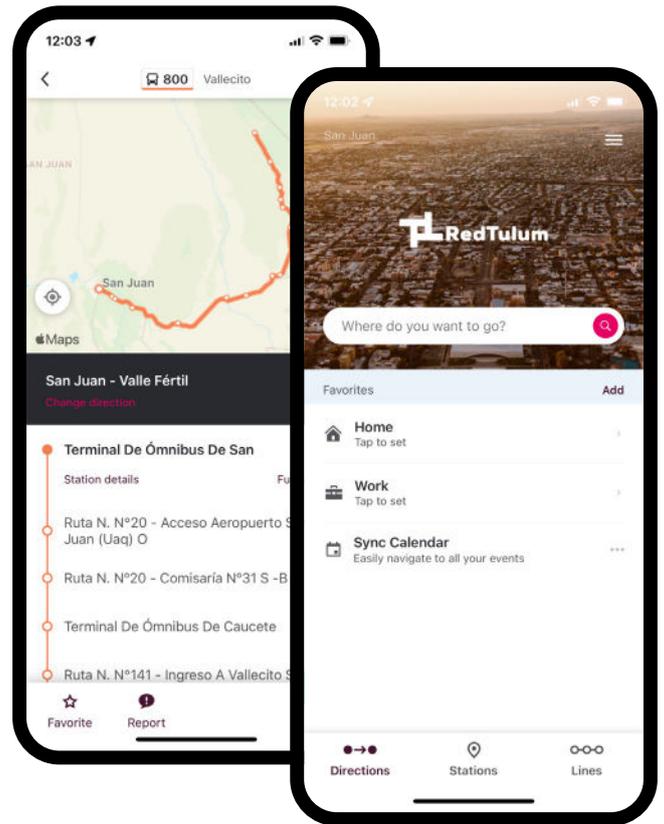
Results

In April 2023, a survey was conducted among RedTulum app users, with the following results:

- **80%** of respondents said that the app simplifies the use of public transportation.

- Respondents voted that real-time route schedules are the most frequently used feature of the app

- 80% of the respondents said that they use the application daily

> *"We chose Moovit based on the company's vast global experience and how it successfully addresses current mobility challenges with the world's most popular mobility application. RedTulum was developed as part of Moovit's MaaS platform to offer a multimodal trip planner with step-by-step guidance to help locals and visitors travel conveniently and effectively in San Juan."*

Minister of Government of the Province of San Juan

ⓘ About the Government of San Juan

The Province of San Juan is one of the 23 provinces that make up the Argentine Republic. The Government of San Juan is known for its commitment to public service and effective governance. By introducing innovative solutions, it strives to create a sustainable and inclusive city for all its citizens.

MaaS Components

White Label App	Fare Payments	Transit On-Demand	Real-time for Buses	Public Transit APIs

Moovit (**www.moovit.com**), part of Mobileye (Nasdaq: MBLY), is a leading **Mobility-as-a-Service (MaaS)** solutions provider and the creator of the #1 urban mobility app. Together, Moovit and Mobileye are accelerating the global adoption of autonomous transportation, bringing **MoovitAV** robotaxi services to cities worldwide.

Moovit's iOS, Android, and Web apps guide people in getting around town effectively and conveniently, using any mode of transport. Introduced in 2012, it now serves over 1.5 Billion users in more than 3,500 cities across 112 countries.

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