



## FOR IMMEDIATE RELEASE

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### Industry Giants Team-Up for St. Cloud, MN, Transit Signal Priority Success

**Anaheim, Ca** – Econolite Control Products, Traffic Control Corporation, St. Cloud Metropolitan Transit Commission (MTC) and Westwood Professional Services joined forces to help the St. Cloud MTC achieve 100% Transit Signal Priority (TSP) coverage. *icons*<sup>®</sup> Advanced Traffic Management System had been installed as a multi-agency traffic control system for the City of St. Cloud, Minnesota Department Of Transportation, and Stearns County. Econolite's controller based firmware provides enhanced traffic signal timing for the MTC's bus routes, which turned out to be the basis of this unique and exciting TSP project. The completion of this project has proved to be a significant breakthrough in improved transit operations for St. Cloud MTC. David Tripp, Executive Director of St. Cloud MTC, comments, "The Econolite team has displayed extraordinary levels of cooperation and partnership. The backup support provided was crucial in helping to ease any fears our municipal, county, and state roadway officials may have had as this project progressed".

St. Cloud's transit system, like most small to medium sized systems throughout the country operate on a pulse, or timed transfer fixed route system. With the increasing levels of congestion in St. Cloud, the MTC's 30-60 minute route schedules were becoming very difficult to maintain in a safe and reliable manner. Econolite's Transit Signal Priority control software has made an immense and incomparable positive difference in St. Cloud's fixed route system's reliability. Although studies indicate that substantial marketing dollars and high tech information systems help to influence a person's decision to use public transit, if the transit experience is soured by late buses and missed transfers due to unreliable schedules, all the marketing and high tech information efforts are wasted. David Tripp notes, "As the expression goes, Transit Signal Priority is truly the "horse" and the other ridership initiatives are the "carts" in helping to make public transit a viable, dependable alternative mode of transportation".

For more information about this project, *icons*<sup>®</sup> or how Transit Signal Priority can work for your agency, contact your local Econolite representative. Visit [www.econolite.com](http://www.econolite.com) for a complete listing.

#### Press Release Contacts:

Econolite Control Products, Inc.: Persephone Oliver, Phone: (714) 630-3700

#### About Econolite

In business since 1933, Econolite Control Products, Inc. is a leading manufacturer of advanced traffic management equipment and systems, including advanced traffic controllers (both NEMA and ATC/2070), *Aries*<sup>®</sup> *icons*<sup>®</sup> and PYRAMIDS<sup>™</sup>, traffic management systems, Autoscope<sup>®</sup> video vehicle detection systems, arterial system masters, vehicle and pedestrian signals, traffic control cabinets, DCMS and a full line of maintenance services. [www.econolite.com](http://www.econolite.com)

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