



American University is nestled in one of the northernmost sections of Washington, D.C., tiptoeing on the border of Maryland. What you might not know about this humble university is that it's the first urban campus to reach carbon neutrality, with 100% of its electricity coming from renewable sources. Chartered in 1893, American University has upheld their vision of creating dedicated public servants — graduates who are passionate about leaving a positive mark on the world, and TransitScreen is right there with them!



TransitScreen has helped fill the university's information gap about how to get around campus. Students, faculty, and staff were unaware about the accessibility to public transit and shared mobility like mass transit and bikeshare options. "That was the beginning: Find a way to display this information in areas that are easy to access for everyone," explains Carl Amritt, *Special Projects Coordinator at American University*.

You can find TransitScreen on the Main Campus, at The Washington College of Law, and in the Spring Valley Building. In addition to the screens found across the campus, students and faculty also have access to the TransitScreen mobile app to pull up helpful, real-time information right in class, at home, or anywhere they need to go!



To kick off the project, Carl's team worked with stakeholders across the university to educate them on the value of TransitScreen at the campus while taking advantage of the existing infrastructure. "We didn't have a budget to purchase monitors, so we had to think of innovative ways to push it out to buildings across campus by using screens we already had in place," said Carl. Everyone quickly realized the value TransitScreen provides the campus after input from multiple sources.

Once the screens were set up, students began using them — especially for the university shuttle. Prior to having TransitScreen, community members couldn't readily find out shuttle arrival times, and there was concern they would miss the shuttle. TransitScreen was a "... good way to educate students about when [the shuttles] were arriving," Carl explained. Now, the university could increase ROI on shuttle expenses while making students happier with their mobility options.

