



Business Intelligence F.A.S.T. Webinar Series

Part 4 – Ridership Analysis

Date: Thursday, January 21, 2021



Avail Team



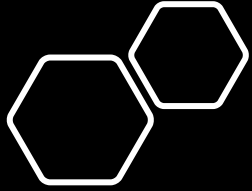
Gregory Kilbride

F.A.S.T.™ Professional Services



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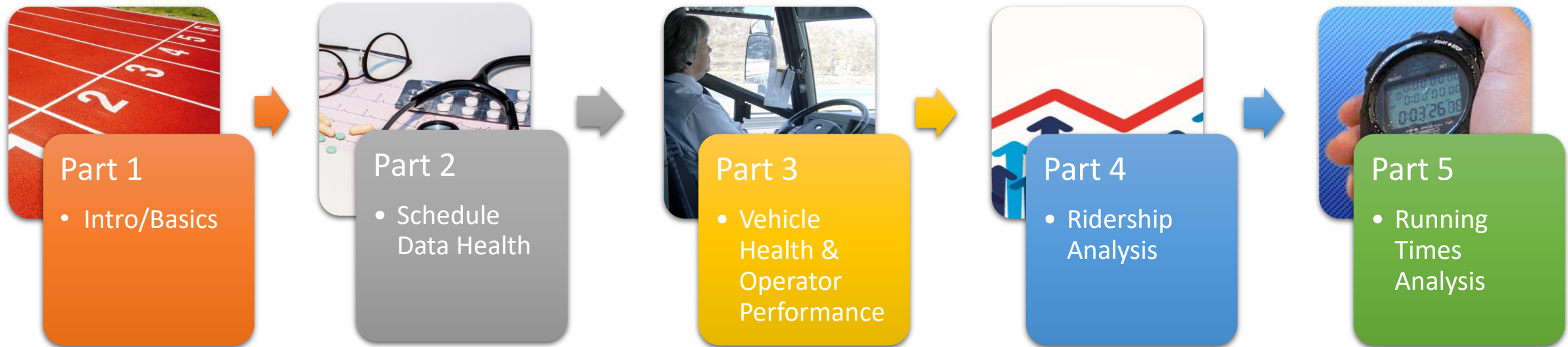
F.A.S.T.™ Professional Services Manager



Purpose

- Embark on the Journey to Better Data
- We've fine tuned a process with a few agencies, and we'd like to share it with everyone
- If you do your homework and follow through, we promise you'll have:
 - Quality Data
 - Eliminate Information Silos
 - Reduce Manual Processes

Five Part Series Line Up



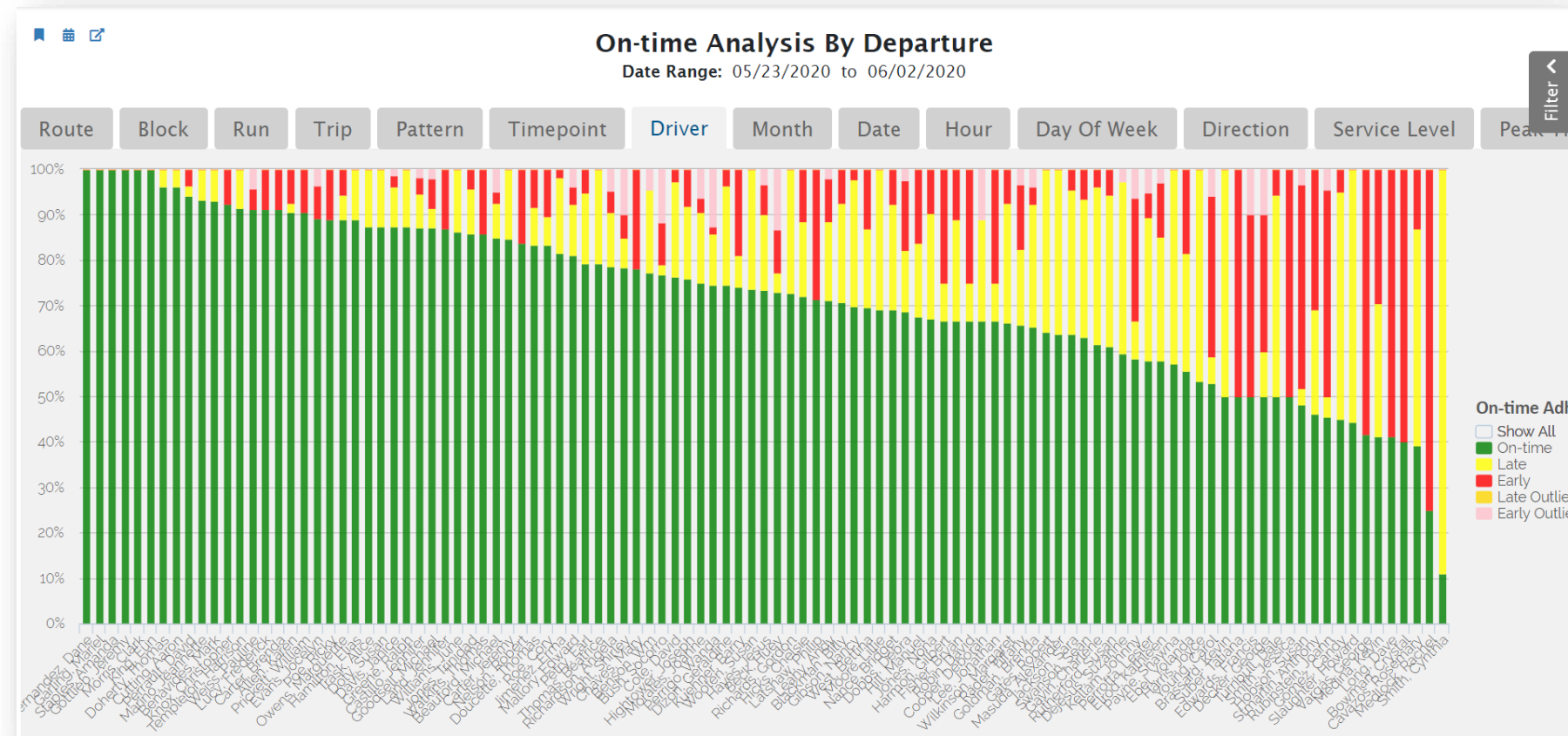
Recap – Operations and Vehicle Health

Are you tracking your performance?

- Operational performance is monitoring and coaching to improve behaviors
- Business Intelligence has reports to assist and provide coaching opportunities to improve your agency
- Operator error can negatively affect your data:
 - Log ins are missed or late
 - Pullouts don't occur on time
 - Schedule adherence prompts aren't followed
 - Detours aren't reported or followed
 - Log out are missed

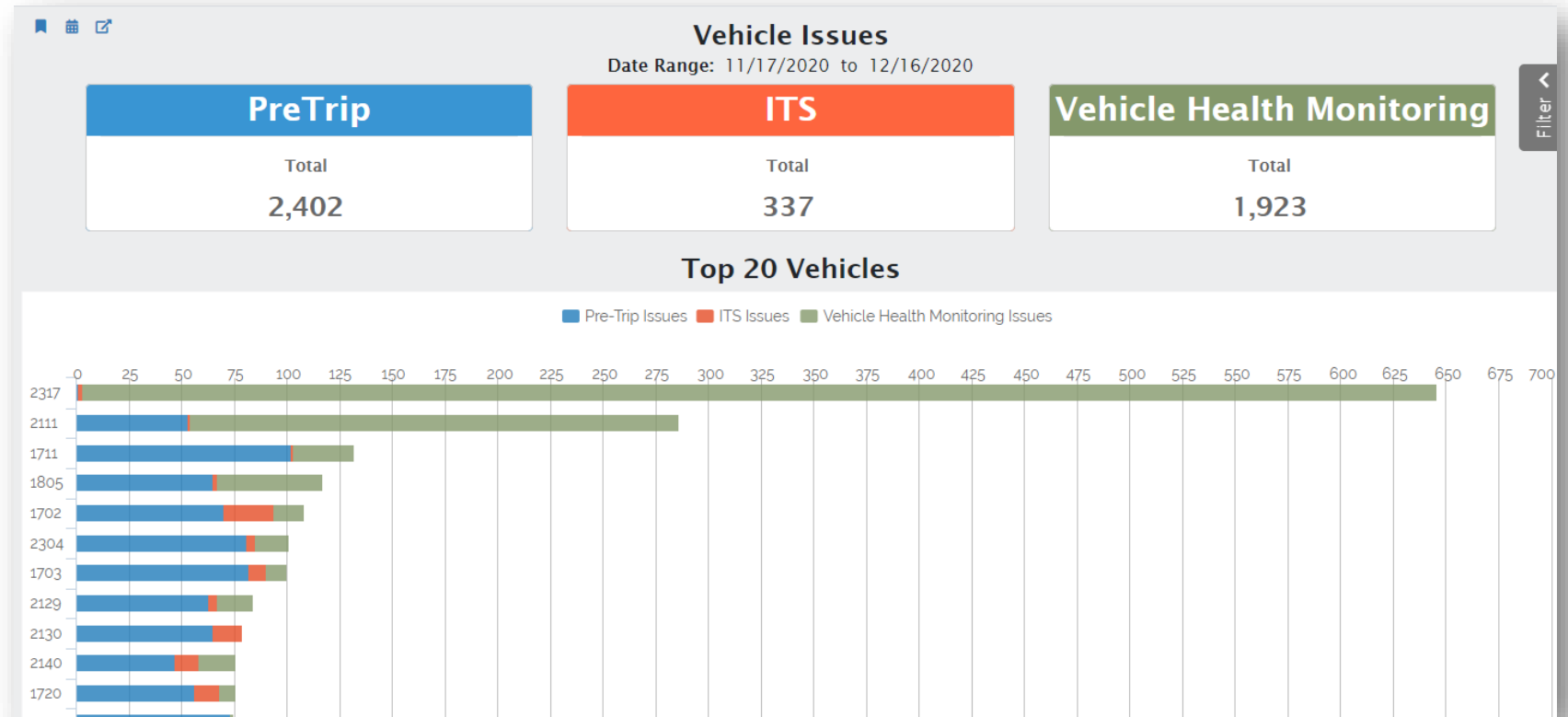
Business Intelligence: Schedule Adherence by Driver

- This is the first revenue stop after deadhead
 - Late
 - Missed On Route
 - Missed Not On Route
 - Early



Business Intelligence: Vehicle Issues

- PreTrip
- ITS Diagnostics
- Vehicle Health Monitoring



Homework

- Run your Operational Behavior Reports
 - Write down your percentages – This is your baseline
 - Start figuring out how you're going to setup Coaching Sessions
- Run your Vehicle Health Reports
 - Plan to process for monitoring and improvement

Next Step – Ridership Analysis

Transit Data Building Blocks



Reporting & KPIs



Operational Behavior



Vehicle Equipment



Trigger Box Data



Schedule Data

What's your Ridership Source?

- It's very important to know what your agency uses and where that information comes from
 1. Fareboxes: Tickets, Tokens, Passes
 - GFI, Cubic, etc.
 2. Mobile Ticketing
 - Token, Masabi, INIT, ByteMark
 3. APC Boards
- Are the different sources being imported into a single data warehouse? Or are you tabulating them by hand with spreadsheets?

Typical Ridership Data Flow



Ridership Source

- Within the Avail system the ridership source needs to be defined
 - What's your ridership source set to?
 - Farebox data or APC Boards
1. Open myAvail "Routes" Tab
 2. Click a Route
 3. Click the "Operations" tab
 4. Check the Ridership Source

Published

Will take effect on next publish

Ridership Source  Farebox

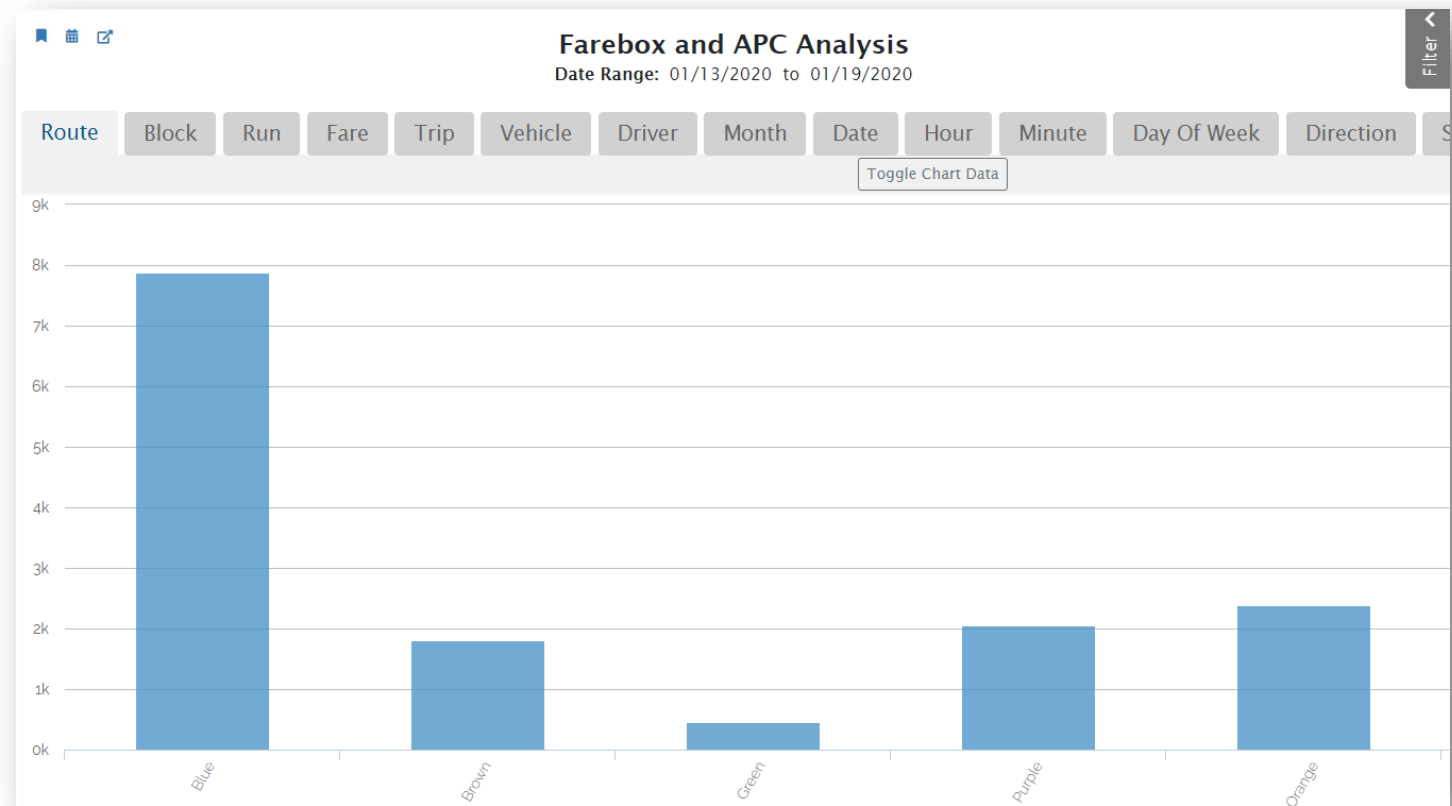
Fareset Fareset 1

Visible on Dispatch Yes

Monitor for Headway No

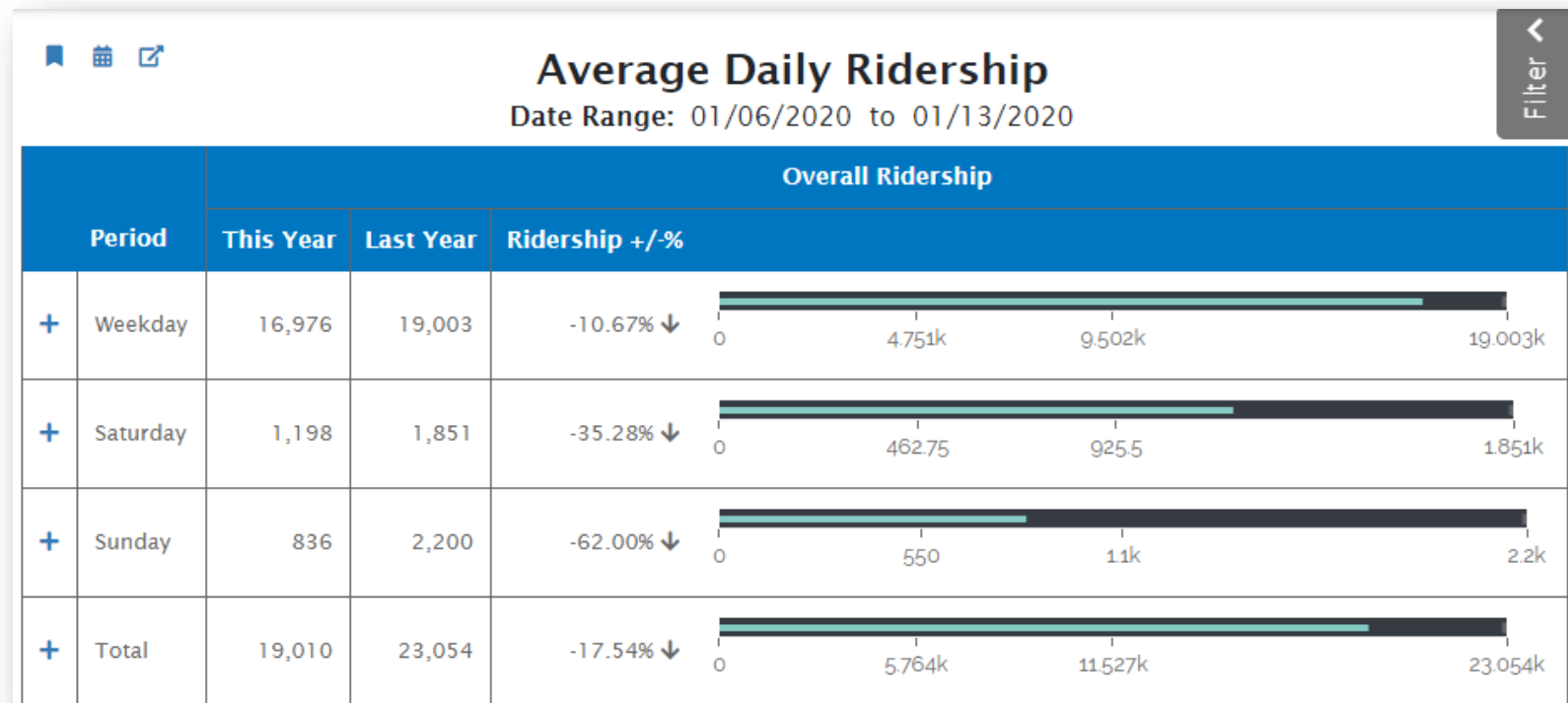
Business Intelligence: Farebox and APC Analysis

- Report on:
 - Ridership
 - Farebox
 - APCs
- Report by:
 - Route
 - Block
 - Trip
 - Stop
 - Peak Times
 - Etc.



Business Intelligence: Average Daily Ridership

- Monitor trends in ridership totals and average daily ridership



Business Intelligence: Low Utilization

- Identify areas with low ridership by:
 - Stop
 - TimePoint
 - TimePoint Segment
 - Trip

Low Utilization
Date Range: 01/06/2020 to 01/13/2020

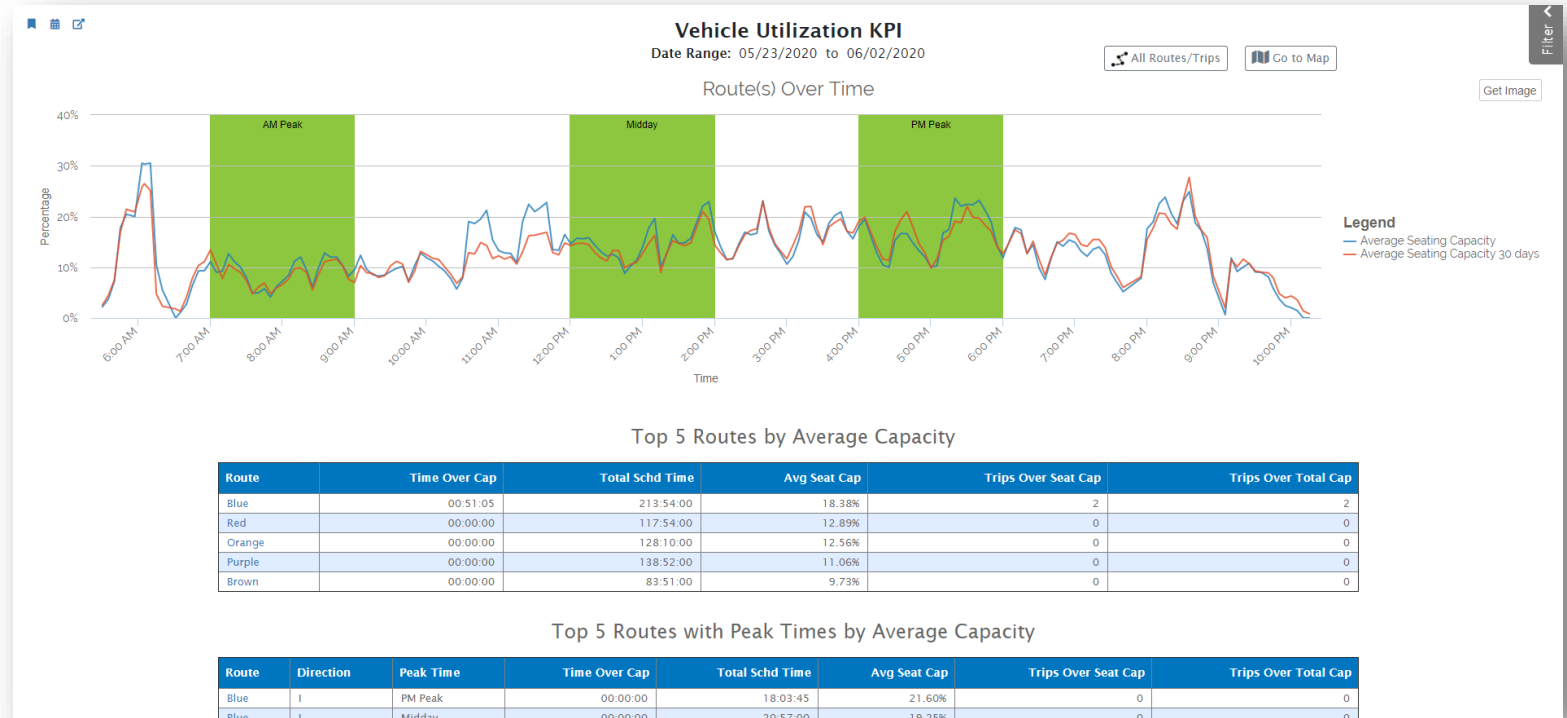
Stop Timepoint Timepoint Segment Trip

<< < Page 1 of 2 > >>

Stop	Usage	Missed %
2282 S. ARLING	0	2.63%
500 E MKT	0	0.74%
ACME #1	0	100.00%
ARLING & 6TH	0	0.00%
BENDER & MAIN	0	0.00%
CATAWBA & MAIN	0	0.00%
CLINTON & MAIN	0	0.00%
DELIA & FREDRK	0	0.00%
DELIA & FREDRK	0	1.67%
DELIA & GOODPRK	0	0.00%
DELIA & GOODPRK	0	1.67%

Business Intelligence: Vehicle Utilization

- Analyze data by vehicle capacity percentages
- Find the average capacity and number of times over capacity by Route, Trips, or Peak Times



Homework

- Run your Ridership Reports
 - Confirm your “ridership” source
 - Identify where your data comes from
 - Look through the reports

Next Steps

Timeline

- Completed

- Part 1 Nov 12th: Intro and Basics
- Part 2 Dec 3rd: Schedule Data Health
- Part 3 Dec 17th: Operator Performance and Vehicle Health
- Part 4 Jan 21st: Ridership Analysis

- Upcoming

- Part 5 Feb 4th: Running Times Analysis



“ Thank
you! ”

