

LEADERSHIP APTA

USE OF DATA FROM TECHNOLOGY TO INFLUENCE DECISION MAKING

**APTA
ANNUAL
MEETING**

**New Orleans
October 4, 2011**

TECHNOLOGY: NOW WHAT?

How has technology influenced decision making and/or best management practices?

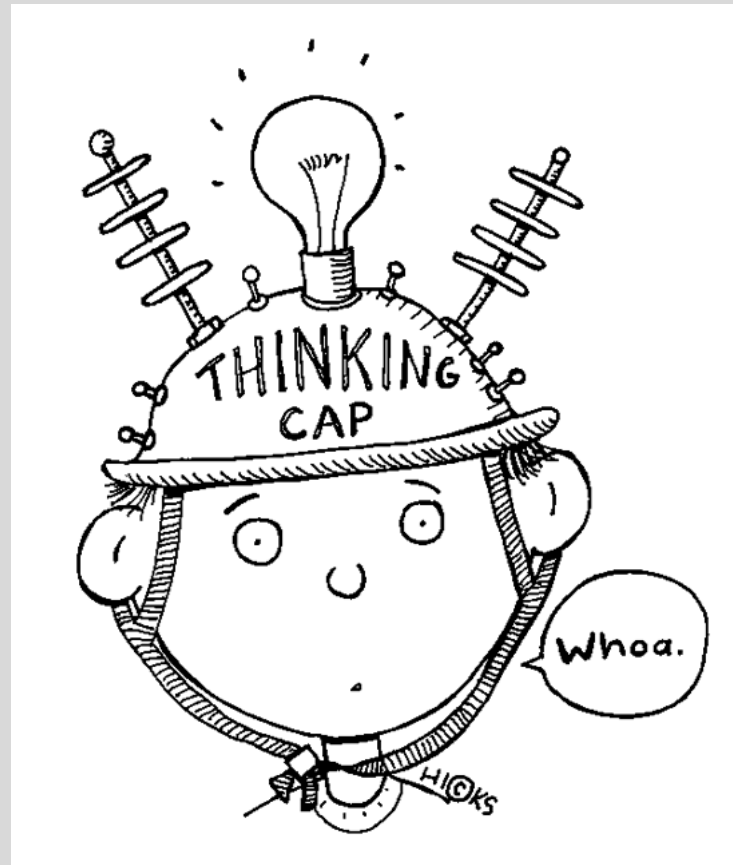


OBSERVATIONS

- Integral to transit operations
- It's a work in progress
- “We didn't know what we didn't know.”
- What generation gap?



FINDINGS AND RECOMMENDATIONS



PRIORITIZE YOUR NEEDS



DON'T USE TECHNOLOGY AS A CRUTCH



MOMENTUM, COMMUNICATION AND CULTURE



I THINK VS. I KNOW

Dilbert

THE SECOND OPTION
FEELS RIGHT. LET'S
GO WITH THAT.



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SHOULD WE ALWAYS
IGNORE WHAT THE
DATA SAYS, OR IS THIS
MORE OF A ONE-TIME
THING?



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IT'S
CALLED
INTUITION.

IT'S A
SLIPPERY
SLOPE TO
WITCH-
CRAFT.



CAN'T AFFORD NOT TO USE IT



FINAL THOUGHT

**The important thing is
not to stop questioning.
Curiosity has its own
reason for existing.**

Albert Einstein



THE iTEAM

- Ramond Robinson, CATS - Charlotte, NC
- Elizabeth Presutti, DART - Des Moines, IA
- Al Himes, WMATA - Washington, DC
- Paul Grether, MARTA - Atlanta, GA
- Christy Wegener, Fairfax Connector - Fairfax County, VA
- Christine Anderson, King County Metro Transit - Seattle, WA