

# Affordable Technologies That Increase Productivity



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**2012 BUS & PARATRANSIT CONFERENCE**

# Agenda



- Technologies
- Paratransit Operational Challenge
- Technology Solutions to Challenge
- Actual Benefits



# Mobile Devices



- Technology Convergence
- 3G networks transfer data up to 30 times faster
- Mobile Application proliferation
- Why does this matter to Transit?



# Web Personalization



- *WEB 2.0* – helps users interact effectively
- Implicitly or explicitly collecting visitor information
- Manipulate what information you present and how you present it
- Help drive a business purpose
- Why does this matter to Transit?



# Paratransit Operations Challenge: No-Shows & Same Day Cancellations



- TCRP Synthesis:
  - No-Shows account for 3-6% of scheduled trips
- Effect: Unnecessary travel
  - Driver time
  - Vehicle Wear
  - Fuel



# Business Goals

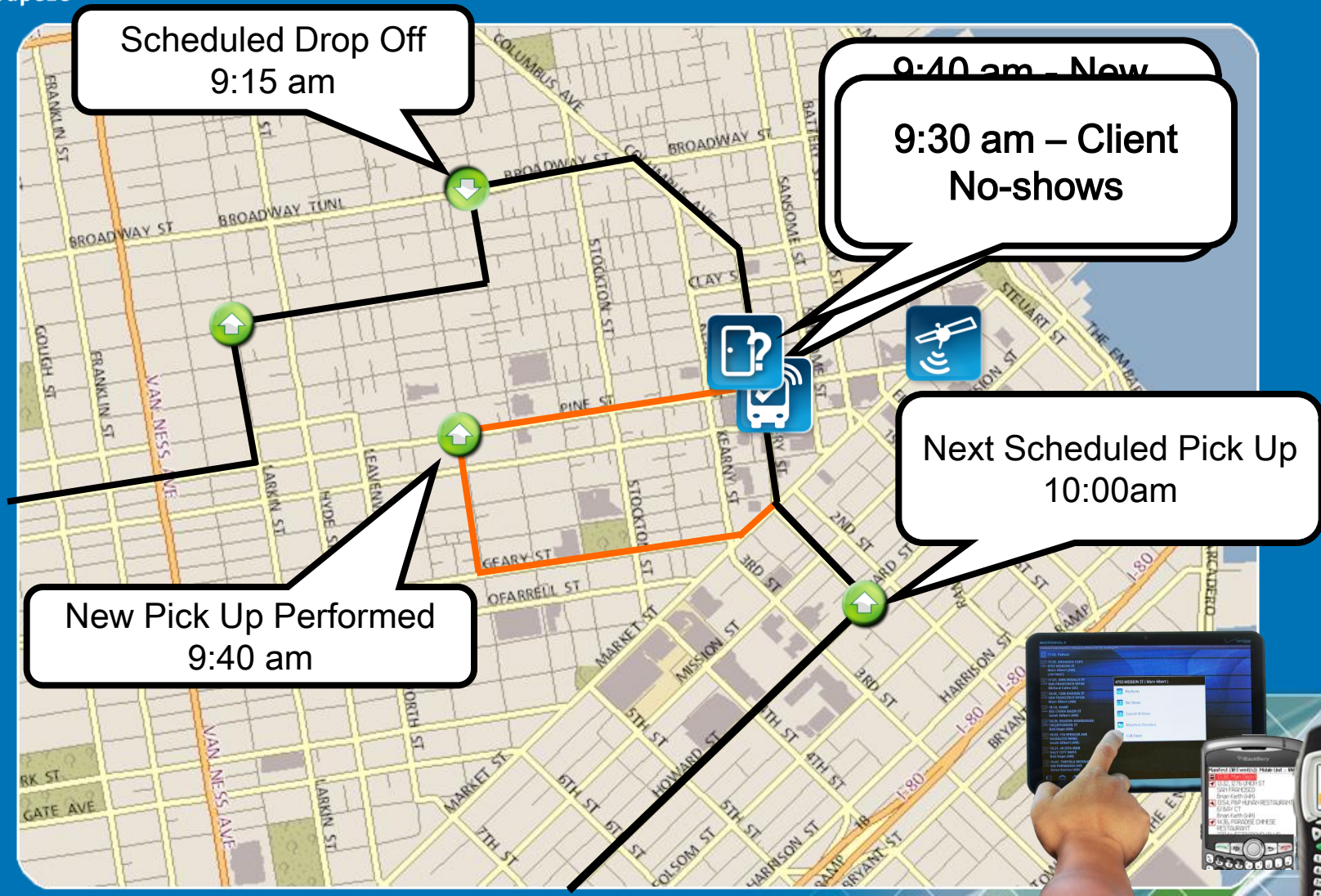


1. Optimize schedule around no-shows
  2. Reduce No-shows & Same-day Cancellations
  3. Effective education and enforcement of policies
- Technologies:
    - Smartphone/Tablet
    - Personalization





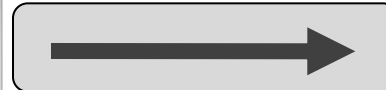
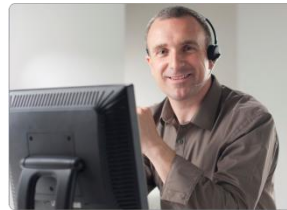
# 1. Optimize Schedule Around No-shows



## 2. Reduce No-shows & Same-day Cancellations

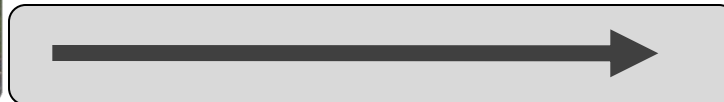


**Driver/Dispatch  
Initiated Reminder**



**7:45 AM**

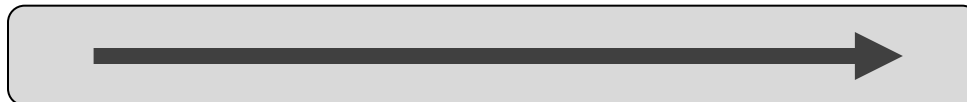
**Same Day  
Automated Reminder**



**7:35 AM**




**Previous Day Reminder**



**8:00 PM**



# 3. Effective Education and Enforcement of Policies

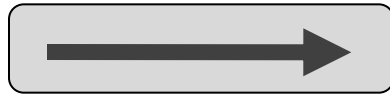


5<sup>th</sup> No-show

3<sup>rd</sup> No-show

No-show

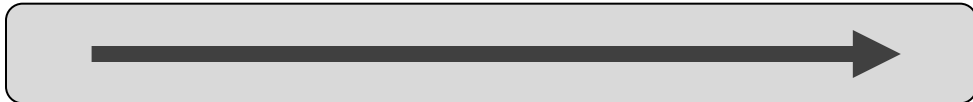
**Violated Policy**



**Impending Policy Violation**



**No-show call with Policy Reminder**



# Paratransit Call Reminders



- Personalized
  - User based profiles
    - Language
- Interactive
  - Passenger responses (button presses) are logged
  - Reminder calls provide option to cancel in advance
  - Transfer to operator

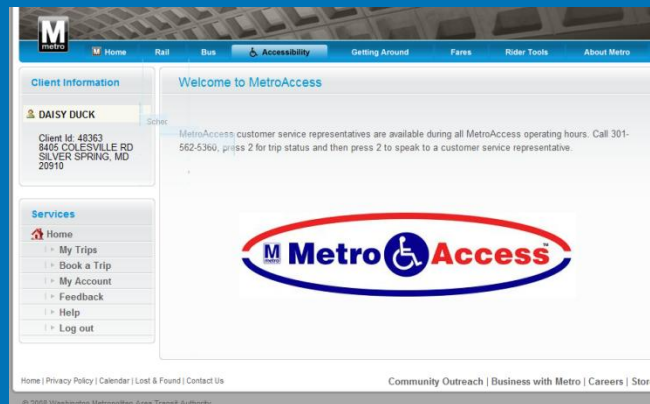


## 2. Reduce No-shows & Same-day Cancellations

### 3. Effective Education and Enforcement of Policies



- 24/7 self-serve book/cancel/lookup trips
- Set preferences for reminder calls, language selection
- Screen reader friendly version for accessibility
- Explicitly collects client preferences that enable better interaction with clients



# Washington, Metro Access



- 16% of all trip cancellations are via IVR redirect from nightly reminder calls
- 35% of all trip cancellations are via all IVR transactions
- 23% of all trip cancellations are via WEB
- 15% of demand trips booked are via WEB
- Using current estimates, booking through WEB saves a potential 10-11 Call takers



# Extending Personalization for Paratransit Riders: AFC



- **Many Technologies available for fixed route – how well do they translate to paratransit?**

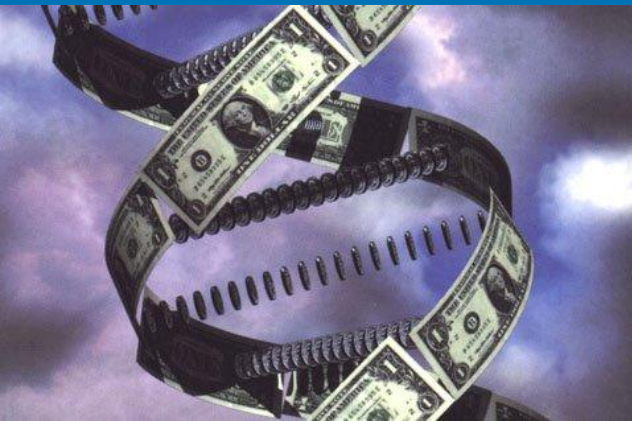


- Registered users
- Known travel with pre-calculated fare

# Paratransit Automated Fare Collection



- Virtual Account – pre paid faring
- Virtual time period passes
  - Integrated into backoffice scheduling system
  - Clients can sign-up on-line or in person





# Summary



- Leverage mobile & web personalization to drive business goals
  - Optimize schedule around no-shows
  - Reduce No-shows & Same-day Cancellations
  - Effective education and enforcement of policies
  - Automated Fare Collection



**Thank You**

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