

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



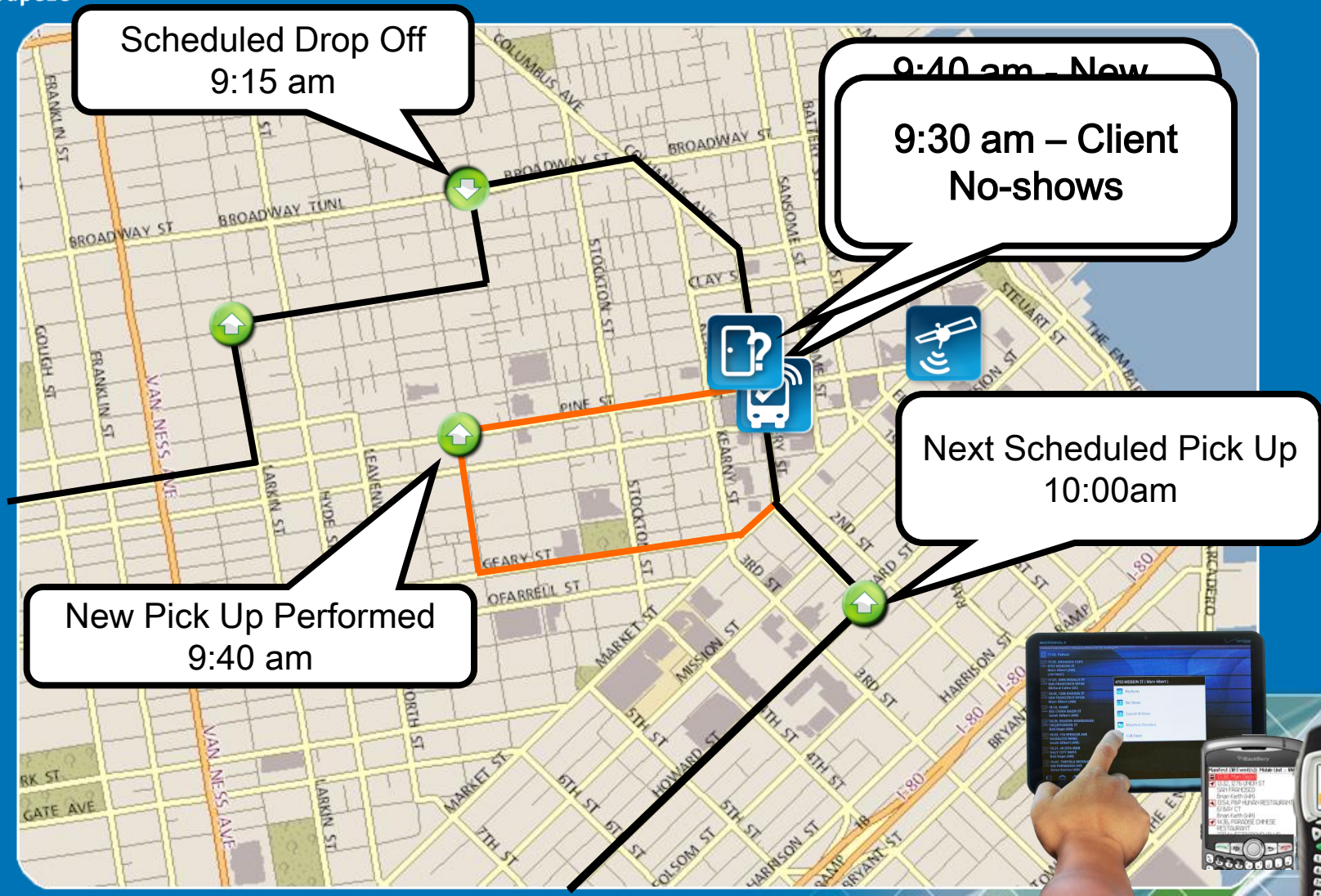
Business Goals



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



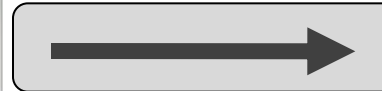
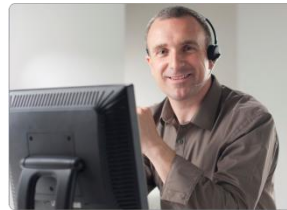
1. Optimize Schedule Around No-shows



2. Reduce No-shows & Same-day Cancellations

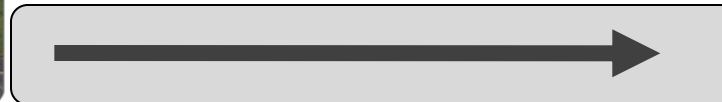


**Driver/Dispatch
Initiated Reminder**



7:45 AM

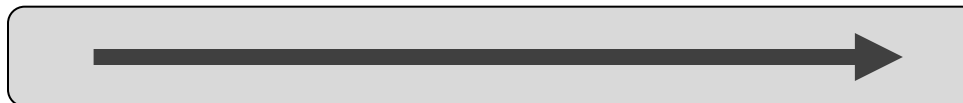
**Same Day
Automated Reminder**



7:35 AM




Previous Day Reminder



8:00 PM

3. Effective Education and Enforcement of Policies

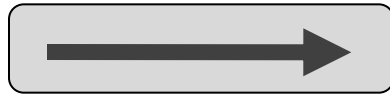


5th No-show

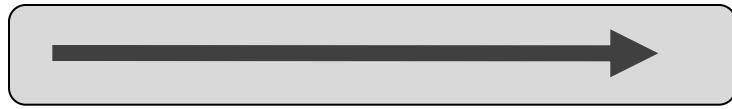
3rd No-show

No-show

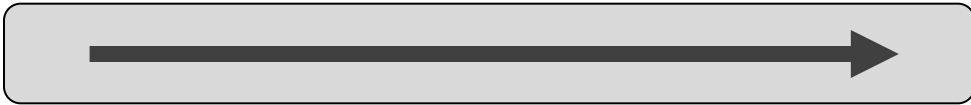
Violated Policy



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

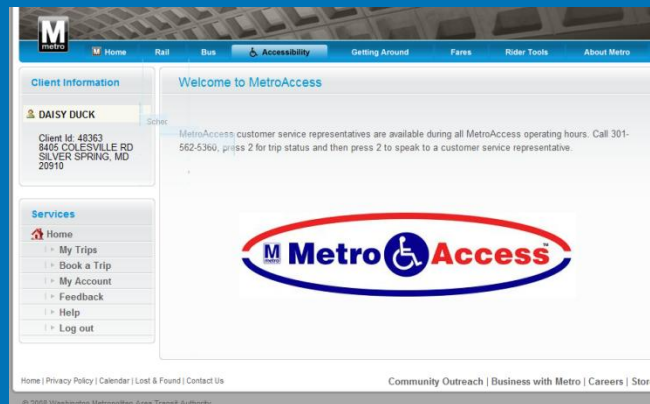


2. Reduce No-shows & Same-day Cancellations

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?**

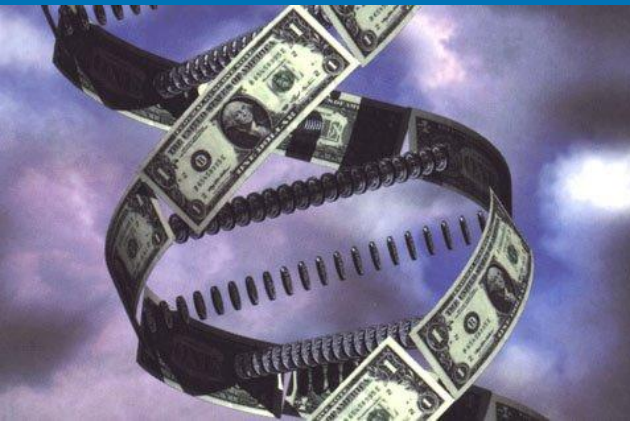


- Registered users
- Known travel with pre-calculated fare

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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