

Journey towards business value

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2018 Fare Collection/Revenue Management
& TransTech Conferences

Journey towards business value

- Aligning pay with performance
- Developing talent for tomorrow
- Improving goal performance
- Driving change with business models
- Creating interactive reporting

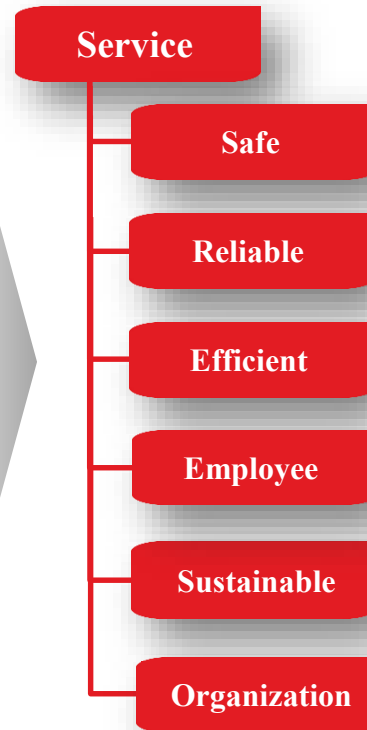


Our goals derive from our mission

MISSION STATEMENT

“To improve Northeast Florida’s economy, environment and quality of life by providing **safe, reliable, efficient** and **sustainable** multimodal transportation **services and facilities.**”

Mission



Goals

Customer Satisfaction

Safety and Security

Transformative Mobility

Financial Stability

Employee Success

Sustainability

Organization Efficiency

Our measures deliver on our goals



Performance Management

Developing talent for tomorrow

Program Overview

- New program separate from traditional internships
- Paid summer internships creates a talent pipeline
- Build partnerships with local colleges
- Value based projects to support business units



Intern experience creates talent pipeline

- Learn analytical methods
- Interact with business
- Implement change
- Executive presentations
- Field visits
- Breakfast with CEO

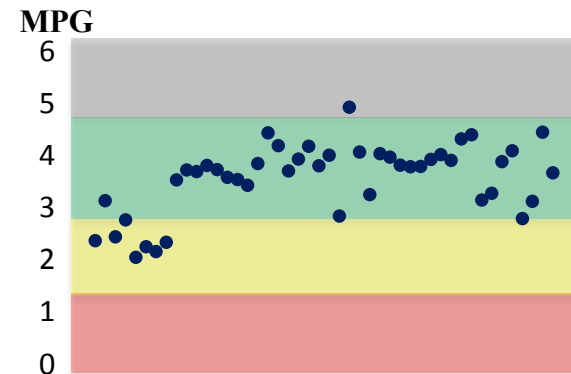


Delivering business value with projects

Improving Goal Performance



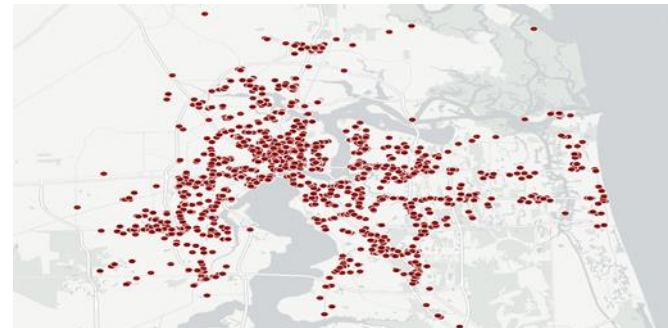
Understanding Fuel Efficiency



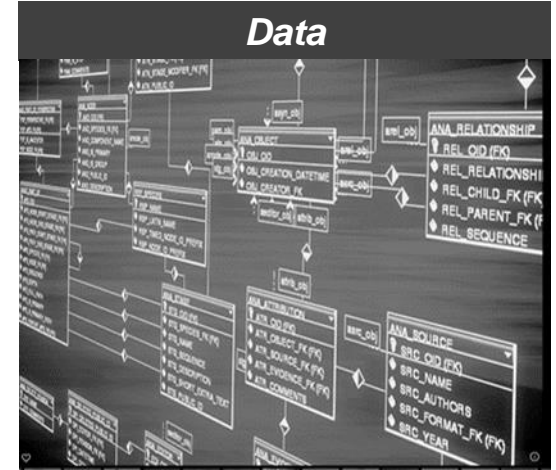
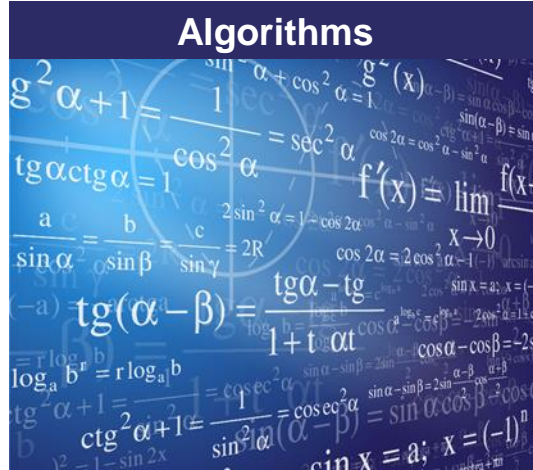
Analyzing Customer Behavior



Mobile Purchase Patterns



Driving Change with Business Insight



Improve
Safety



With Analysis



Routing & Training



Improving collection of data

Real time collection
of data




Improve location and
incident type data

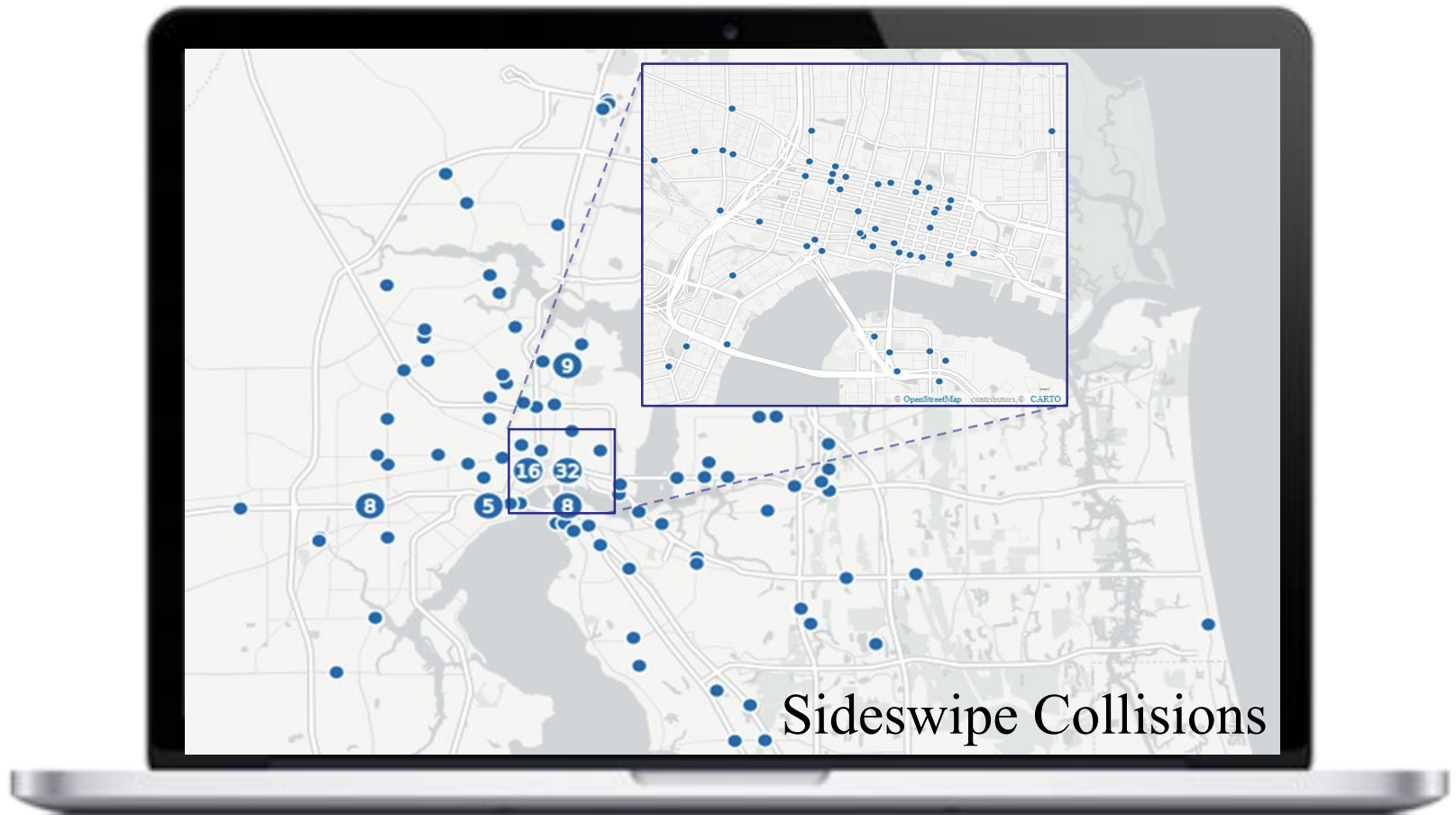


Create a central
storage

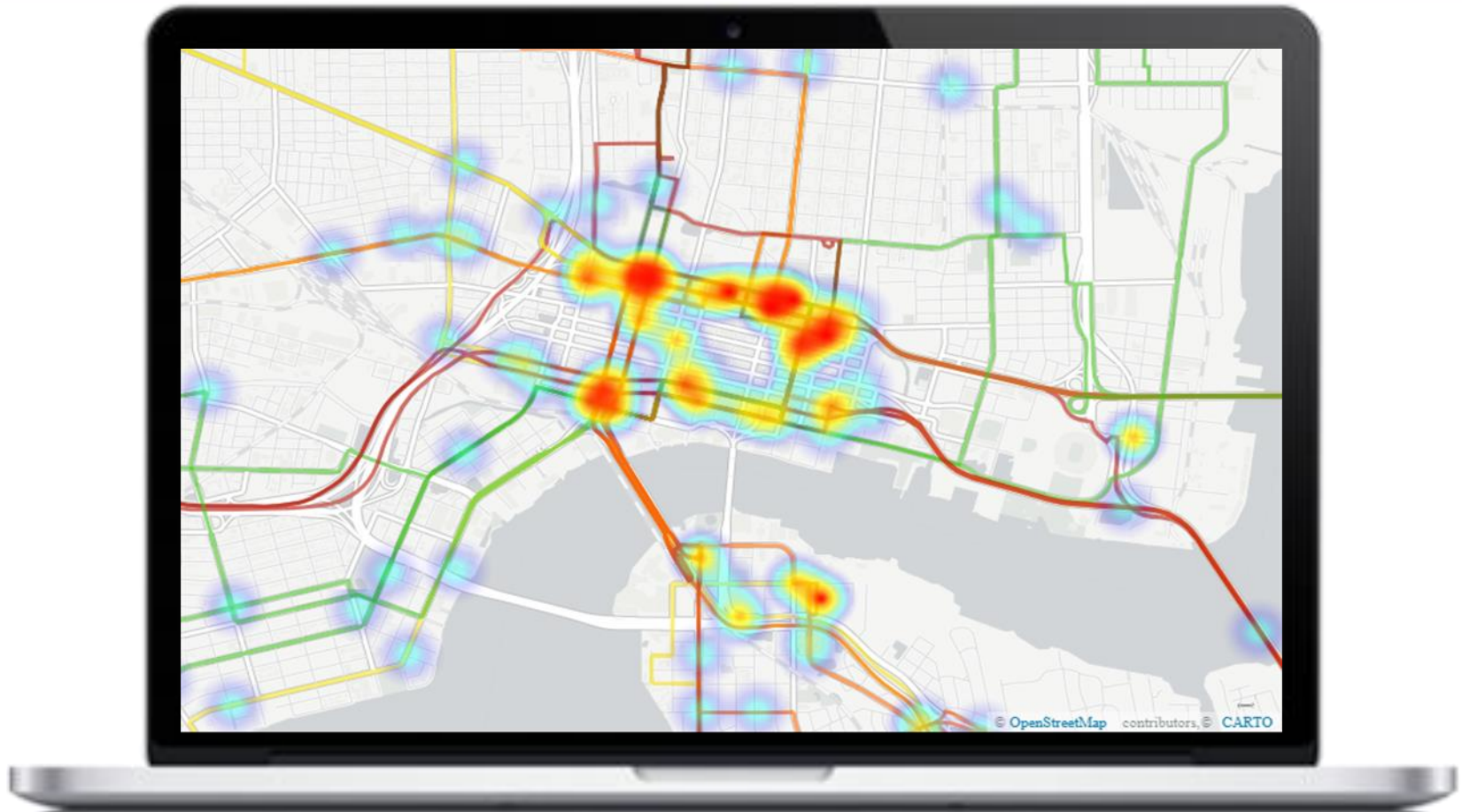
The image shows a tablet displaying a web-based form titled "JTA Supervisor's Collision/Incident Report Form". The form is organized into several sections with red headers:

- Click To Change Service Type** (button)
- Fixed Route Service Type**
- REPORT TYPE**
 - ☐ Collision
 - ☐ Incident
- BASIC INFORMATION**
 - Vehicle #: Route/Train: Operator #:
 - Operator Name: 
 - ☐ Beginning of Shift ☐ End of Shift Date: 03/14/2018 Time: 9:26 AM Fill In Driver: ☐
 - Street Address: City: Jacksonville
 - Intersecting Street A: Intersecting Street B:
 - Event Description: Vehicle Towed: ☐ Yes ☐ No
 - Responding Supervisor:  No. of Photos Taken:
 - Operator Injured: ☐ Yes ☐ No Operator Transported By Rescue: ☐ Yes ☐ No
- NTD INFORMATION**
 - Collision Type: Incident Type:
 - Evacuation: Evacuation Location: Security:
 - Turning Direction: Impact: Video Secured? ☐ Yes ☐ No
 - Property Damage Greater Than \$1,000: ☐ Yes ☐ No Taxi: ☐ Yes ☐ No

Analyze type of collision by location



Combine safety and OTP information



Next evolution of business intelligence

Addaptive **M**easurements for **E**nterprise **L**evel **I**nsight and **O**ptimization

Single Source for Analytics

- Integrated system to analyze performance

Scalable Enterprise-Wide

- Web-based, map-based access to information

Measurement Priority

- Analyze correlations across measurements

Rules Compliance

- Increase user buy-in with business rule transparency

Customizable Scorecards

- Align scorecards with changes in strategic initiatives

Improved Performance

- Identify root cause of failure and target opportunities

Designing for the talent of tomorrow



Providing automated analysis

