

Improving mobility through more accurate real-time information

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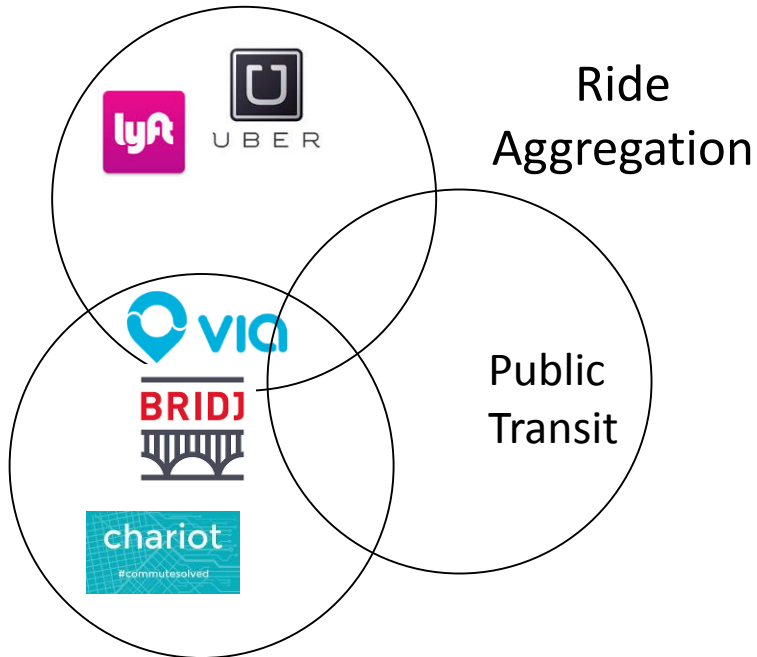
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2017 Fare Collection/Revenue Management
& TransTech Conferences



Transportation Revolution

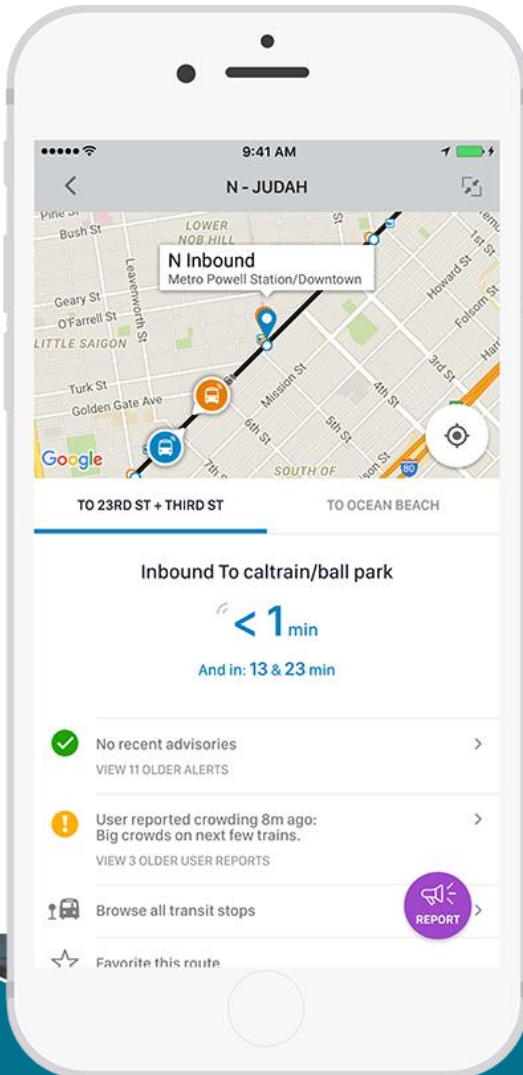
On-Demand



Micro Transit

- There is **significant disruption** in the way we move in cities.
- The impacts of this fast-paced change on **transit ridership** and mobility are **uncertain**.

Need for Transit Innovation



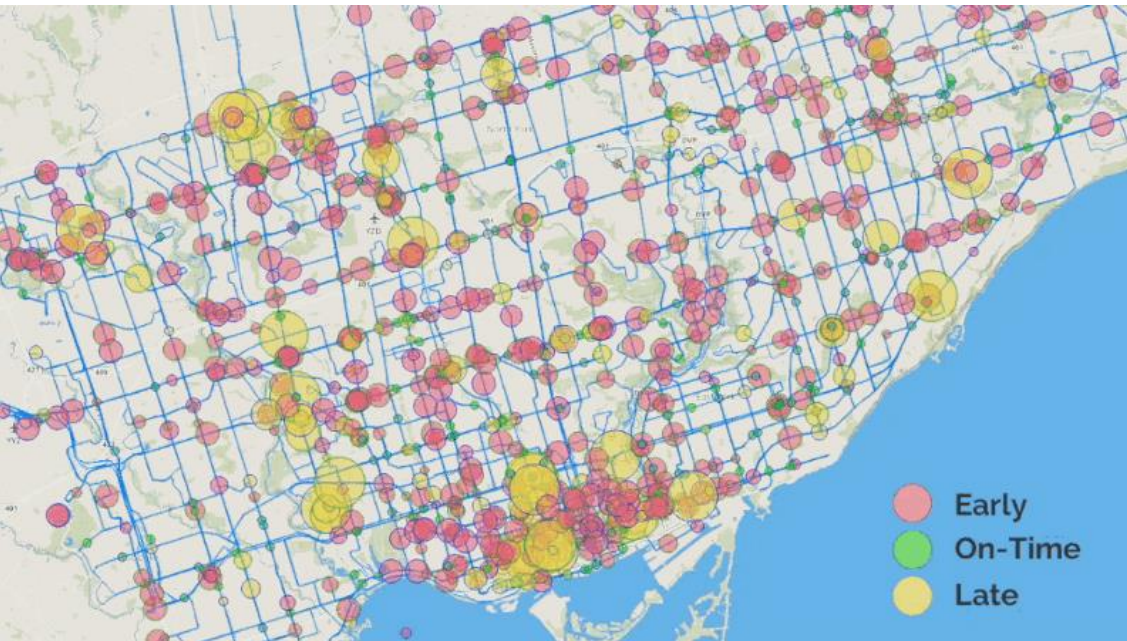
We need transit innovation to:

- Improve the speed, reliability, accessibility, and ease-of-use of our transit systems

Technological innovation examples:

- Accurate **real-time information** for riders
- Leveraging real-time information and **big data** to improve system performance
- Off-board **fare collection**
- **Flexible** routes

Swiftly Platform



Analytics

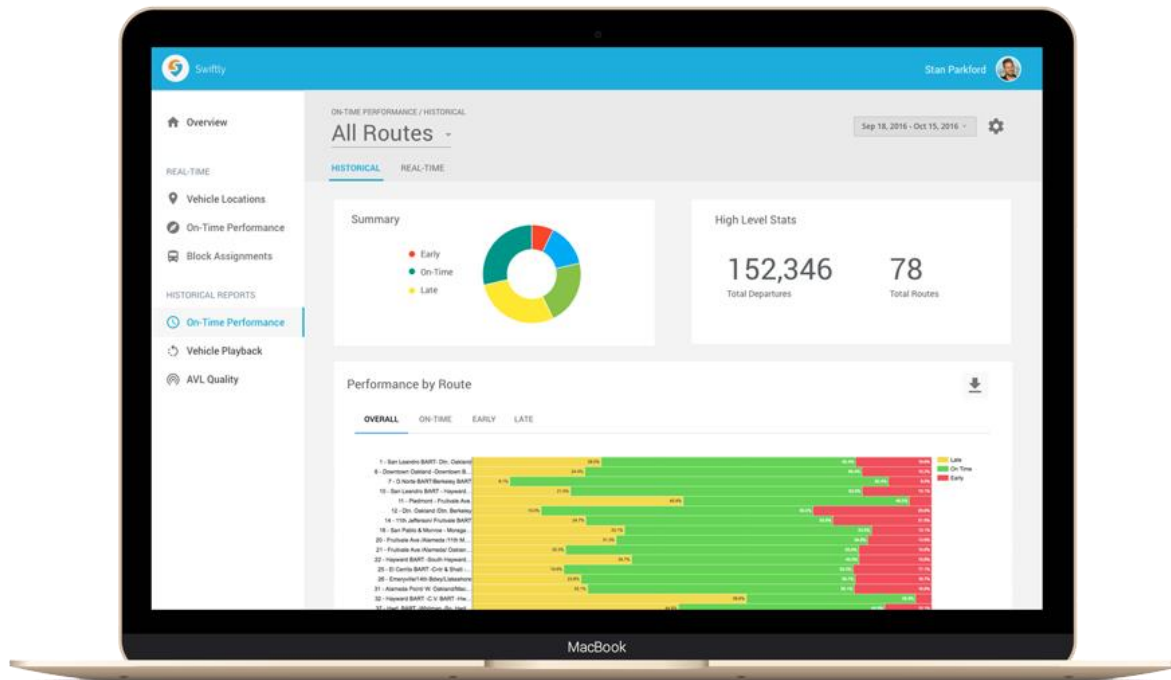
Improve operations by leveraging on-time performance reports, AVL reports, and more

Transitime

Generate more accurate real-time information for passengers

Swiftly Analytics Dashboard

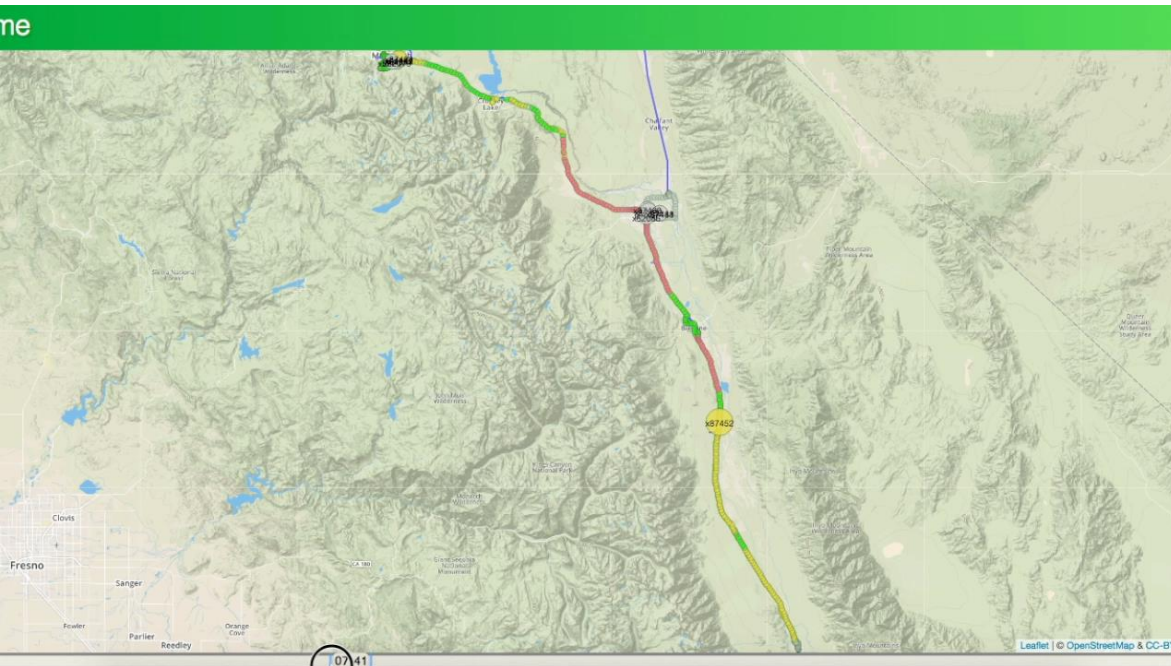
The easiest way to measure and improve your network's performance



Features:

- On-time performance by route
- Determine which stops along a route are causing issues
- Determine when issues are occurring
- Measure the severity of performance problems

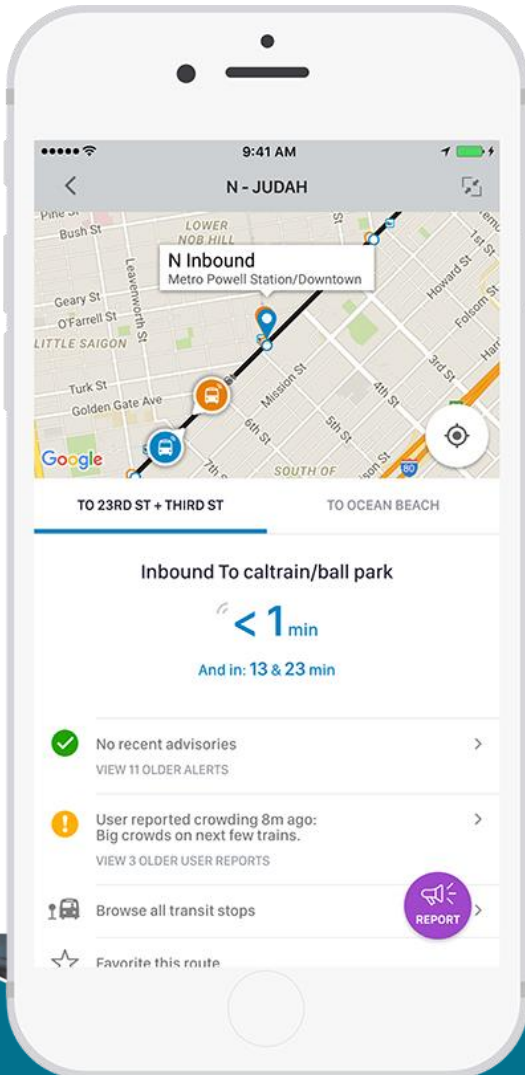
Agency Use Cases



- Instantly run before and after studies to **measure the impact of service changes.**
- Generate monthly **on-time performance reports in seconds** to same time and money.
- Improve on-time performance by **discovering when and where performance issues are occurring.**

Transitime

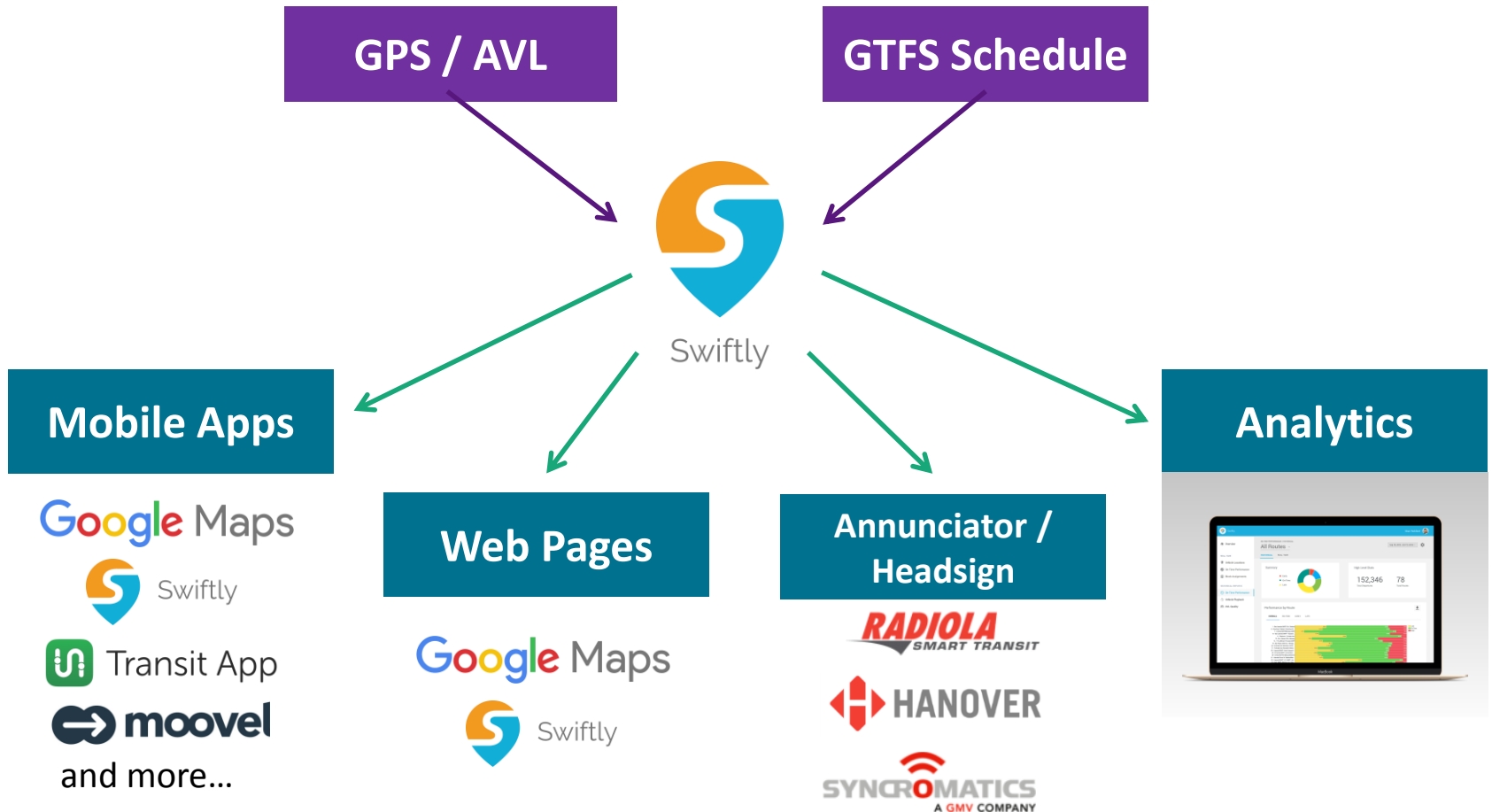
Enabling next generation integrated mobility



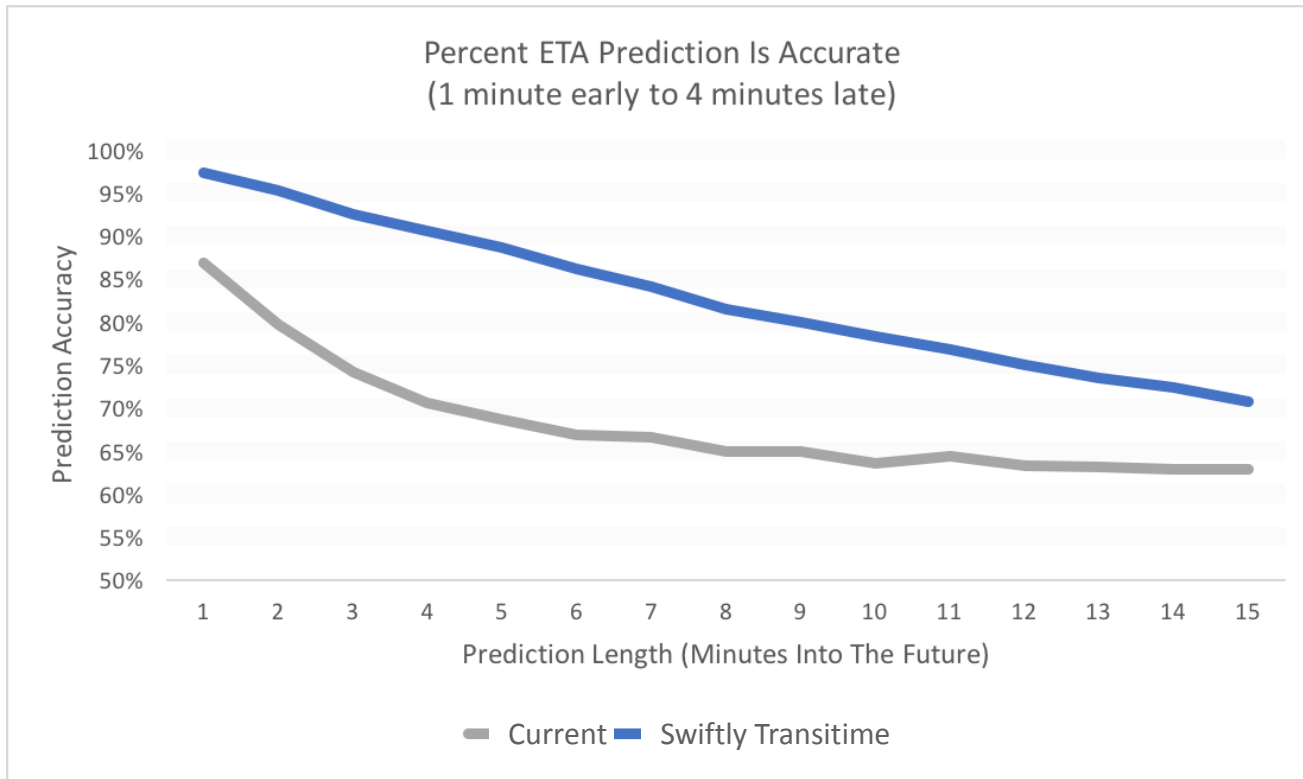
Transitime generates real-time information with:

- More accurate ETAs
- Improved customer experience
- Rapid deployment (weeks)
- Compatibility with any AVL / GPS
- Open data
- Low cost (SaaS Model)

Open Data Platform



More Accurate Arrival Information



Denver RTD
Case Study:

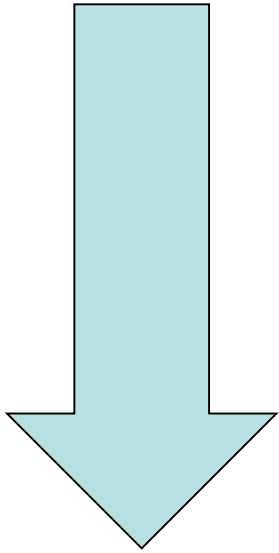
25%
improvement
over existing
real-time arrival
information

Current Partnerships



Key Transit Innovations

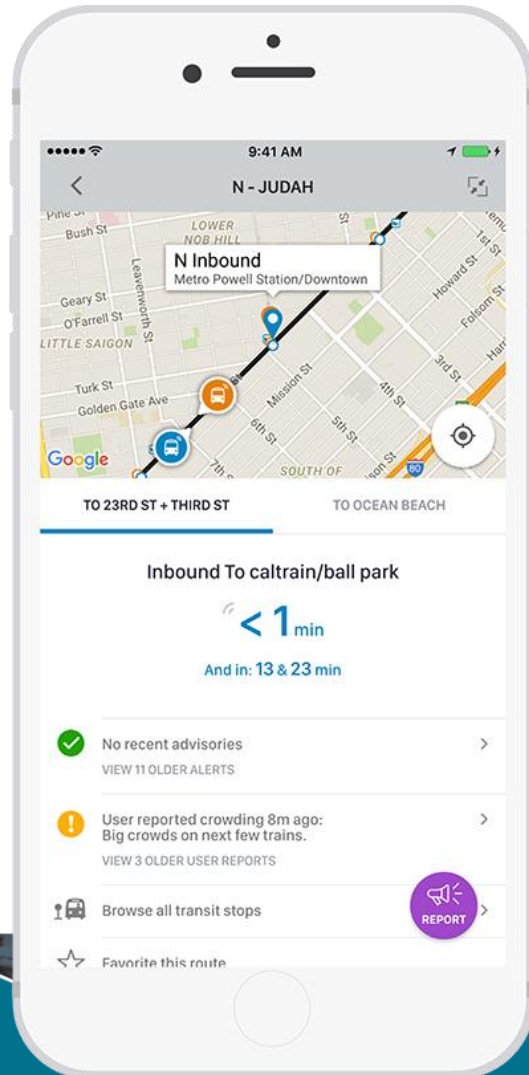
EASY



DIFFICULT

- Offering/ improving real-time transit data on mobile/web
- Harnessing software to re-design more effective fixed routes
- Transitioning to mobile fare collection (barrier-free)
- Integrating on-demand technology
- Developing one's own integrated trip planning tool
- Transitioning to mobile fare collection (with gates)

Thank You!



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