



Surfing the Data Tsunami

Agile Data/Information Strategies for Public Transportation



*Project Team #5
Leadership APTA
Class of 2014*

Volume

Data Size

DATA

i s b e i n g
g e n e r a t e d
b y y o u r a g e n c y
E V E R Y
m i n u t e o f
E V E R Y D A Y

Speed of
Change

Velocity

Data
Sources

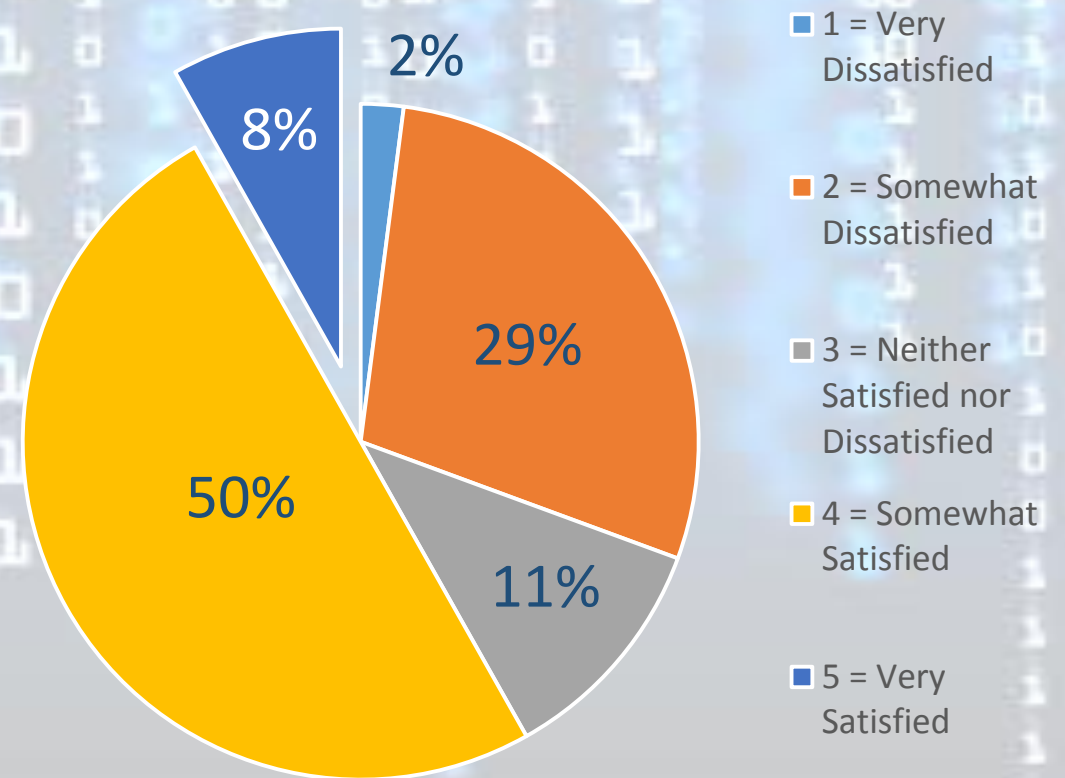
Variety

Data Management Practices Satisfaction

Only
8%

of respondents were
“very satisfied”
with their Data
Management
Practices

Data Management Practices Satisfaction



Mark Ellis; Maintenance Design Group, LLC - Katy, TX (Team Coordinator)

Roderick Diaz; Metrolink – Los Angeles, CA

Louis Cripps; Regional Transportation District – Denver, CO

Laura Minns; LYNX – Orlando, FL

David Huffaker; Sound Transit – Seattle, WA



**TEAM
5**

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Best Practices



Assess Your Organization



Assign the Right People



Engage Partners



Manage Data and Information



Maximize Data Value

BEST PRACTICE

Assess Your Organization



1

**Define and Articulate
Your Vision**

2

**Assess Your Agency
and Learn from Others**

3

**Let Business Needs
Drive Solutions**

4

**Assess and Develop an
Agency Policy on Data**

BEST PRACTICE



Assign the Right People

5

**Engage CIO/IT
Managers You Trust**

6

**Assign Data Managers
in Functional Groups**

7

**Encourage
Collaboration**

BEST PRACTICE



Engage Partners

8

**Decide How Much
Contracting is Right for
You**

9

**Promote Positive
Procurement
Partnerships**

BEST PRACTICE

Manage Data and Information



10

**Establish Data
Management
Protocols**

11

**Establish an Enterprise
Database**

BEST PRACTICE

Maximize Data Value



12

To Improve
Performance, Turn
Data into Information

13

Look for Spin-off
Opportunities

14

Consider Revenue
Opportunities

15

Share Data

Case Studies



TriMet – Portland, OR



DART – Dallas, TX



UTA – Salt Lake City, UT

CASE STUDY

TriMet – Portland, OR

Collaborative Approach



- Leadership is comfortable being an innovator
- Collaborative process



CASE STUDY

TriMet – Portland, OR

Collaborative Approach

Approach & Outcomes

- Venture with Google
- Created industry-wide standard
- **General Transit Feed Specification – Real Time**

The Google logo is displayed in its characteristic multi-colored font (blue, red, yellow, blue, green, red) with a slight 3D effect and shadow.

Lessons Learned

Partnering with outside industries can be game changer.

CASE STUDY

DART – Dallas, TX

Business Analytics



- Business goals drive innovation
- Leadership is early adopter



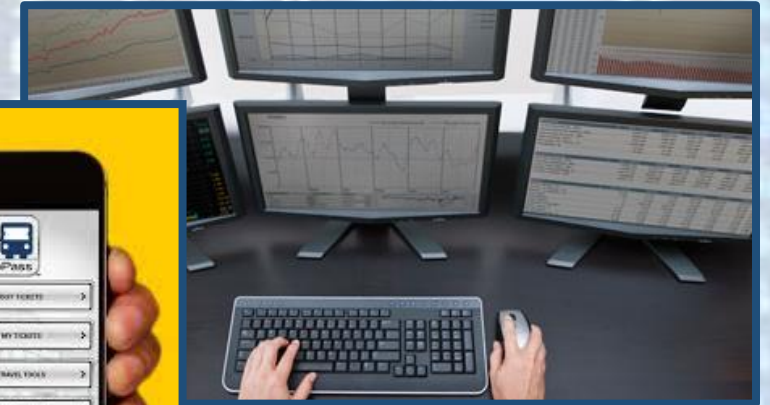
CASE STUDY

DART – Dallas, TX

Business Analytics

Approach & Outcomes

- Monitor *pulse* of organization
- Weekly dashboard reports
- Monitor Supply Chain to increase efficiencies



*Use Data to Support
Business Goals.*

**Lessons
Learned**

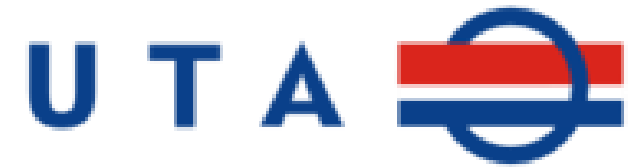
CASE STUDY

UTA – Salt Lake City, UT

Market Driven Technology



- Leadership is customer focused
- Customer demand drives innovation



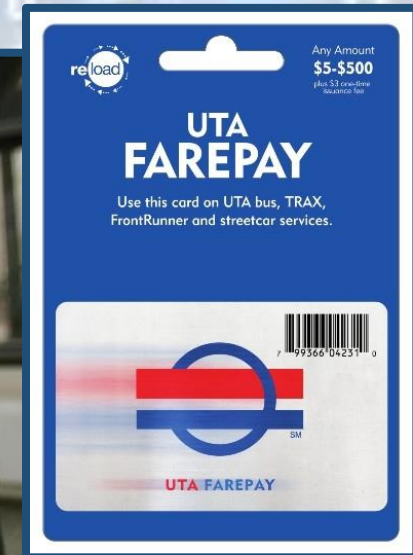
CASE STUDY

UTA – Salt Lake City, UT

Market Driven Technology

Approach & Outcomes

- Leverage choice riders by providing market driven tools
- Increased convenience is correlated to increase in choice riders



*Customer-driven approach
increases choice ridership*

**Lessons
Learned**



Assess Your Organization



Assign the Right People



Engage Partners



Manage Data and Information



Maximize Data Value

- We are generating more DATA than thought possible a generation ago.
- You are not alone – use Peer Agencies as a resource
- Agencies must be “Deliberately Innovative”
- Apply Best Practices in Data/Information Management

If your agency can employ these strategies - You will soon be....

Surfing the Data Tsunami

Final Thoughts