

- **Increased Utilization of Existing Transit Data through Visualization** (*James Garner, Mike Bolton, Patricia Santillan – Pace Suburban Bus*)

Almost all transit agencies, large and small, collect enormous amounts of data as part of their ongoing operations and management. This data includes schedule adherence (On-Time Performance) data, farebox information, and data collected from Automated Passenger Counters (APCs).

This data can be used to give direct feedback on service and ridership. However, this data is often not utilized or under-utilized because spreadsheets and other common reporting tools do not easily convey the information. Critical information that could be used in service planning is wasted because the data isn't easily understood or interpreted, and columns of percentages just don't register.

Pace Suburban Bus has developed data visualizations to more easily pinpoint areas of concern to planners and operating personnel. Using data visualization tools such as Tableau, our staff can quickly identify problem areas in On-Time Performance and begin to discuss solutions almost immediately. Another benefit is that visualizations give a common language for everyone to speak and understand. We also use visualizations developed in-house to analyze ridership and bus assignments, as well.

Pace staff will demonstrate how these visualizations have been developed from existing data. Case studies will be provided. In addition, Pace staff will provide information as to the savings gained from using such techniques.

Participants will be able to take the concepts presented in this session and apply them to their own data, developing tools custom-made for their needs.