



# Your Ticket to Smarter Service

Route for Greater Success on the ArcGIS® Platform







# Great Expectations

The public relies on you for professional transportation service. Today, your agency balances an impressive number of challenges: growing ridership, diverse needs, and a tighter budget. Why not let technology take some of the manual labor out of your work?

You have a wealth of knowledge in the many systems that keep you running. But with Esri's ArcGIS® platform, you can have more efficient workflows. ArcGIS stores information in one place, using a common denominator: location. That single source of all your information enables powerful analysis.

## You can outlast the competition by

- Improving key performance indicators.
- Designing optimal routes.
- Maximizing ridership.
- Delivering great experiences at low cost.

The first step is locating the value in your data.

## Make Meaningful Maps

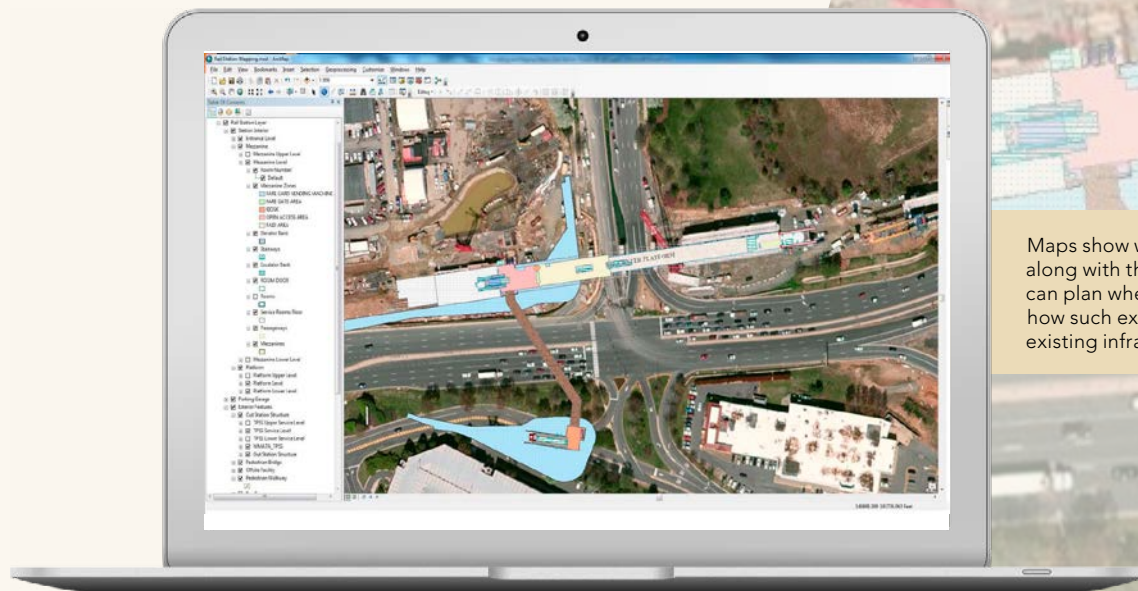
ArcGIS helps you unlock the value in myriad information systems. The platform integrates data from your existing systems by using location as a common language. You're left with a dynamic, real-time, spatial view of operations. Dashboards and web applications display information including automated vehicle location (AVL) data, customer behavior and demographics, route plans, scheduling, stops, zones, APC, and much more. Geographic information system (GIS) technology is able to pull any data with a location element.

You can share this information downstream via web maps, apps, and executive dashboards. The information gets stored once for your whole agency to access endlessly. You can even build professional-level mobile and web mapping apps for the public so people make the best travel decisions for themselves while you give them the best service options available.

## Your Single Source

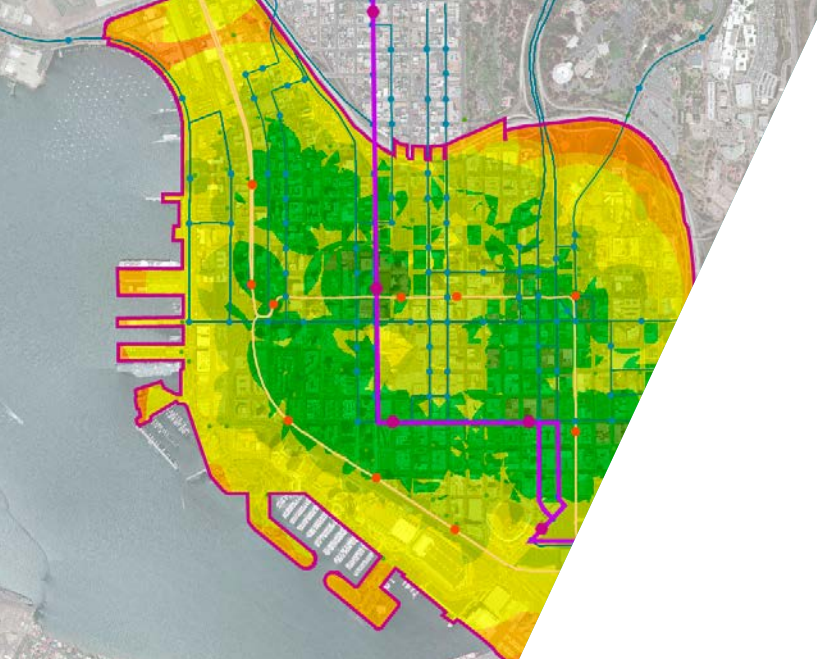
- Stores information once for unlimited use
- Reduces errors and redundancies
- Monitors performance in real time
- Improves safety and efficiency
- Generates professional-grade maps, apps, and dashboards
- Delivers up-to-the-minute information for your riders

Analyze patterns, understand customers, plan better routes.



Maps show where your assets are along with their conditions, so you can plan where to expand and how such expansion interacts with existing infrastructure.





## Plan Great Routes

The ArcGIS platform visualizes your assets along with demographic, economic, and behavioral data. That means you can parse market segments to design your most meaningful routes. See where riders live, work, and play. Overlay this data with existing stops and use patterns to identify new market opportunities. Then, plot the routes that best and most efficiently serve your customers.

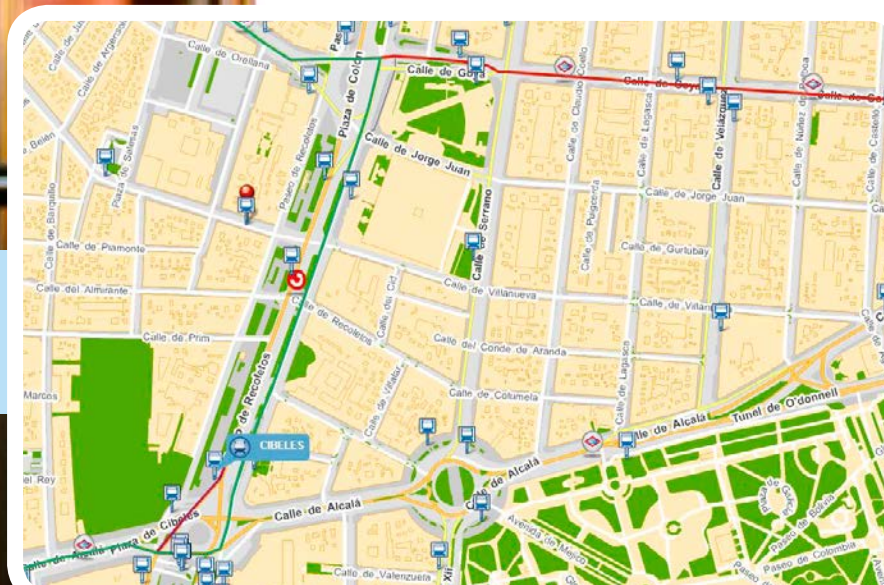
## Be On Time

Effective scheduling depends on time and place. Know both better when your timetables and route designs come together using GIS. The ArcGIS platform displays real-time information in appealing, spatial applications that live-track AVL, passenger count, and historic route trends. You can know vehicle capacity and schedule adherence, delays, and more, at a glance, and you can respond accordingly. Communicate delays, deploy first responders, and monitor schedule adherence so you realize your best metrics. Manage your whole network in one place.

Better serve riders when you understand where they live and work. GIS lets you add routes and stops where needed and expand into areas where future need will emerge.



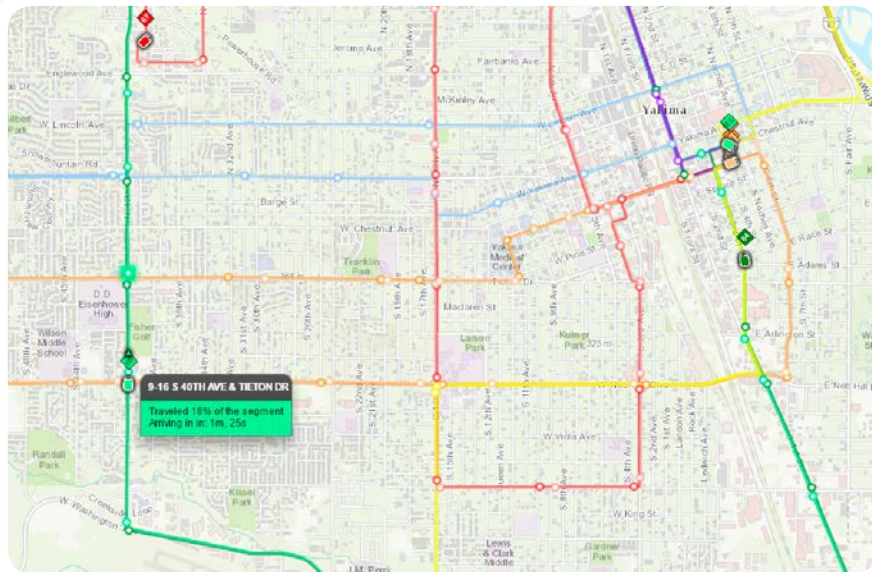
Schedule stops and lines more efficiently when you observe passenger counts and delays in real time.



## Oversee Operations

Monitor more with your GIS. Your platform generates live views of vehicles, timetables, and customer information, so you can continually improve performance with proven tools for real-time operations management. Spatial tools give you more control over real-time data, which you can push to customer information systems. This lets your passengers make the best choices while you do the same.

新大阪 16 自由席 1-7,13-15号車  
大阪 17 自由席 1-5号車  
大阪 15 自由席 1-3号車  
屋 19 自由席 1-7,13-15号車  
島 14 自由席 1-3号車  
18 自由席 1-5号車



Detect late arrivals early on by monitoring real-time AVL feeds, speed limits, and other critical information.





## Build Customer Loyalty

Technology-savvy riders demand more information at their fingertips. Build interactive, no-code apps that let travelers plan and adjust their trips from any device.

Meanwhile, you can understand customer behavior better by learning where riders are and where they want to go. Design routes that meet their needs, like express routes and optimized weekday timetables. With the ArcGIS platform, you can even push real-time web maps and text messages—ensuring your riders know how and where to get the most out of your services.

You'll also be Title VI compliant by better supporting

- Service equity.
- Low-income riders.
- Limited English proficiency (LEP) areas.

# Improve Performance

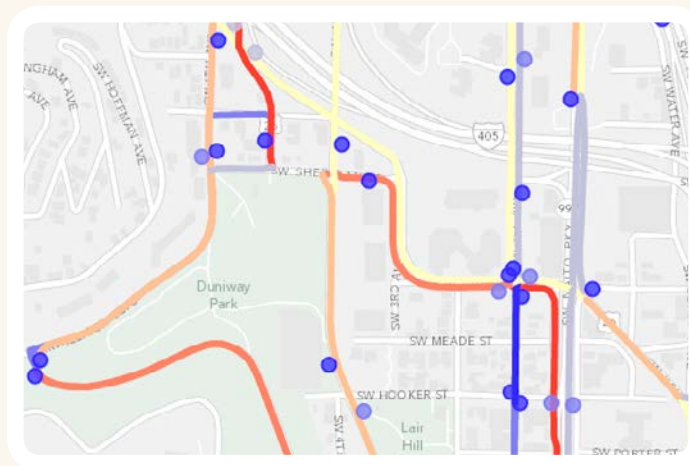
Visualize almost any metric that helps judge and improve your performance:

- Schedule adherence
- Utilization (by route and trip)
- Ridership trends (by route or stop)
- Level of service

Powerful spatial analysis unlocks ways to improve key metrics so you can focus on a greater customer experience at a lower cost—with the same resources, better deployed.

## Enhance

- Revenue recovery
- On-time performance
- Average ridership
- Revenue hours
- Overall ridership
- Customer experience and loyalty
- Emergency response
- Maintenance planning



Performance monitoring lets you ensure you're meeting riders' needs.

## Get Started on the ArcGIS Platform

Your organizational data is a resource. With it, you make your best decisions. Let Esri's industry-leading spatial tools make those decisions easier and more rewarding.

Esri's ArcGIS platform is already transforming public transportation agencies.

Learn why more organizations trust Esri than any other GIS platform provider.

Visit [esri.com/public\\_transport](https://esri.com/public_transport).



Understanding our world.

Esri inspires and enables people to positively impact their future through a deeper, geographic understanding of the changing world around them.

Governments, industry leaders, academics, and nongovernmental organizations trust us to connect them with the analytic knowledge they need to make the critical decisions that shape the planet. For more than 40 years, Esri has cultivated collaborative relationships with partners who share our commitment to solving earth's most pressing challenges with geographic expertise and rational resolve. Today, we believe that geography is at the heart of a more resilient and sustainable future. Creating responsible products and solutions drives our passion for improving quality of life everywhere.



## Contact Esri

380 New York Street  
Redlands, California 92373-8100 USA

1 800 447 9778  
T 909 793 2853  
F 909 793 5953  
info@esri.com  
[esri.com](http://esri.com)

Offices worldwide  
[esri.com/locations](http://esri.com/locations)

Copyright © 2015 Esri. All rights reserved. Esri, the Esri globe logo, ArcGIS, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.