Defining Public Transit Innovations and Improvements

Technology
- Routing software
- Application (mobile devices) development
- Electronic fare collection
- Scheduling software
- AVL technologies
- Computer Hardware/IT asset upgrades (including network)
- Dispatch software
- Wi-Fi on buses
- Wi-Fi upgrades to operations center
- Onboard cameras
- GPS data collection (fare and ridership) systems or assets
- Sustainability enhancements (reductions in greenhouse gas emissions, low carbon emissions)
  - Solar panels, etc. to bring down operating costs. Make investments that will decrease the operating costs long term. Make the buildings more efficient (possibly under facilities).
- Call center or scheduling efficiencies/improvements

Modal Innovations:
- Real time Applications - either work with the Uber and Lyft applications or compete.
- Multimodal connections
- First mile-last mile solutions; ex. Some of the larger urbans will do bike share/scooters for residents to and from jobs/homes

Staffing:
- Staffing additions (dispatchers, drivers)
- Support driver pay rate increase
- Support contracting services
- Leadership Training
- Driver training

Marketing, Branding, Outreach:
- Web design or redesign
- Brochures
- Advertising
- Video, social media, on demand/ping advertising,
- Rebranding for changing markets (mergers, etc.)
- Travel/Rider training
- System Improvement Planning, planning concepts (?)
Consider under Facilities?

- Specific building enhancements (security system, electrical, heating, lighting)
- Engineering & architecture ADA compliant shelters and sidewalks
- Economic feasibility studies for facility improvements.