

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.

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