The mission of Foothill Transit is to be the premier public transit provider committed to safety, courtesy, quality, responsiveness, efficiency, and innovation.
Agency Structure

**Unique Public/Private Partnership**

**Public: Joint Powers Authority**
- 22 member-cities
- Los Angeles County Representatives from each

**Private: Contracted Administration and Operations**
- Administration – Veolia Transportation
- Pomona Operation Facility – First Transit
- Arcadia Operations Facility – MV Transportation

**Executive Board**
- President Carol Herrera
- Vice President Patricia Wallach
- Treasurer Paula Lantz
- Member Roger Chandler
- Member Doug Tessitor
Foothill Transit Region

327 Square Miles
San Gabriel Valley
Pomona Valley
Downtown Los Angeles

33 fixed-route lines
Agency Statistics

Fleet
300 Vehicles

Service Hours
690,000/year

Service Miles
~12M/year

Passenger Boardings
~14,000,000/year

FY 2012 Budget
Operations $68M
Capital $56M
Total $124M
Where’s the data coming from?
Taming the data
What is BI?

• “BI” = Business Intelligence
  – Business intelligence consists of the processes, tools, and technologies required to turn data into information and information into knowledge and plans that drive effective business activity.

  (Wayne W. Eckerson, Performance Dashboards Measuring, Monitoring, and Managing Your Business)
BI Layout

Data Source
FundWare, SmartBus, GFI, RTA, Fuel Force, Hastus, Customer Comments, etc...

Data Warehouse/ Business Intelligence Database

Reports, Dashboards, Scorecards, etc...
Procurement Process

• No in-house resources to custom make the BI application
• Vendor who understood public transit industry
Implementation

- Connect the data sources
- Flip the switch
Dashboards, Scorecards, and Reports

Foothill Transit

Key Indicators Dashboard

- Boardings
- Total Fare Revenue
- Preventable Accidents Per 100,000 Miles
- Complaints Per 100,000 Boardings
- Schedule Adherence
- Average Hold Time (Seconds)
- Avg Miles Between Service Interruptions
- Boardings Per Vehicle Service Hour
- Avg Weekday Boardings
- Avg Cost Per Vehicle Service Hour ($)
- % Farebox Recovery Ratio
Schedule Adherence Performance Monitoring

Number of Records: 2,149

Filters:
- Level: Route
- Route: 707
- Direction: West
- Day Type: (All)
- Start Date: October 2011
- End Date: October 2011

Map of union station with percentages of early, on-time, and late arrivals.
What happened to the numbers?

- Data was ugly!!!
System Reality

- Manual data collection 2%
- System data collection 80%
- Never really looked at the AVL data
- Actual system On-Time was 52% vs. 89% manual
## Schedule Adherence Summary Report

Include dates 09/01/2011 thru 10/01/2011

### System Vs. Manual

<table>
<thead>
<tr>
<th>Route #</th>
<th>System Records</th>
<th>Manual Records</th>
<th>Variance</th>
</tr>
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<tbody>
<tr>
<td></td>
<td>Time Points</td>
<td></td>
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<tr>
<td></td>
<td>Early</td>
<td>Late + 7</td>
<td>Late + 15</td>
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<tr>
<td>497</td>
<td>444</td>
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<td>139</td>
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<tr>
<td>853/854</td>
<td>143</td>
<td>98</td>
<td>83</td>
</tr>
</tbody>
</table>

Report Totals: 21,260 20,683 18,203 22,133 61,219 176,334 261,813 68.5%
Bridging the Gap

• Reports
• System adjustments
  – Change late and early limits
  – Data latency
• System Maintenance
• Managing Up and Down
• “We’ve always done it that way…”
How close are we?

• On time performance improvement
  – Initial 44% to as high as 74%
• Moving towards new way to monitor service
• Starting to trust the data
• Close to reporting ALL electronic data
Beyond Dashboards

- Clipboards to computers
- Better understanding of the AVL system
- More efficient monitoring of the transit system
Lessons Learned

- Communicate
- Stay vigilant
- Stay focused - Watch out for scope drift
- You can teach an old dog new tricks