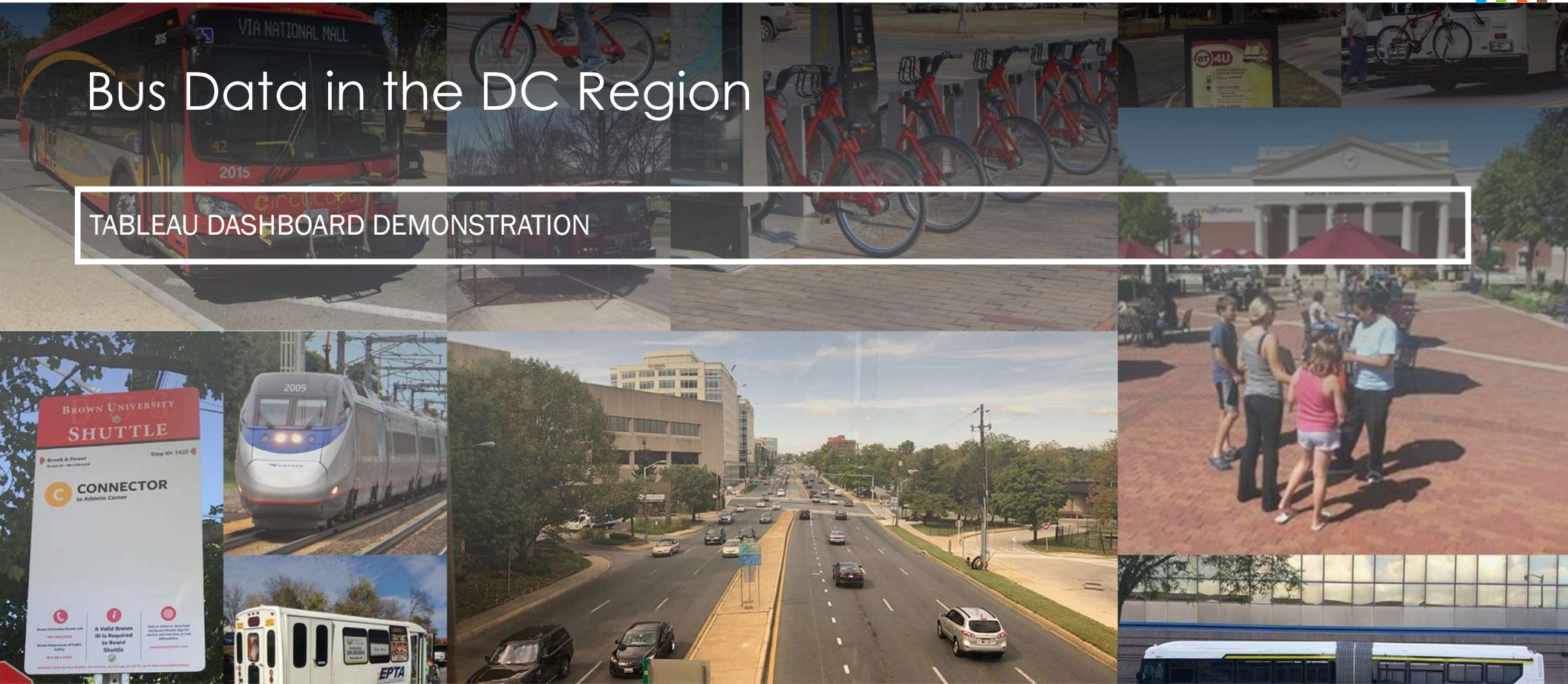




# Bus Data in the DC Region

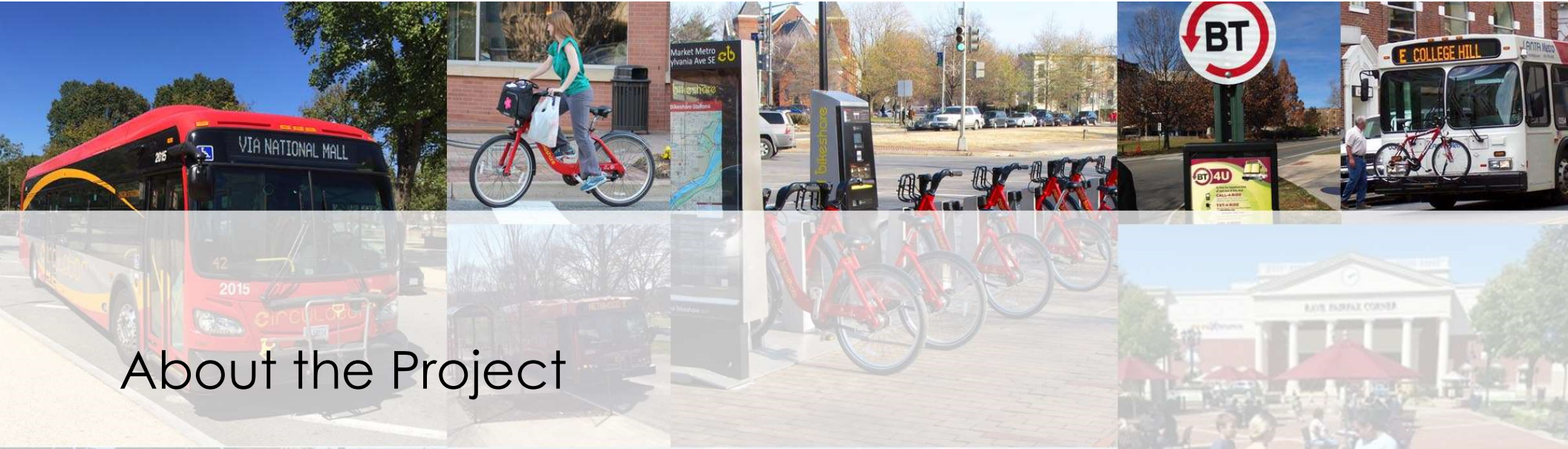
TABLEAU DASHBOARD DEMONSTRATION



July 24, 2018

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# About the Project

## PERFORMANCE MONITORING FOR MDOT MTA

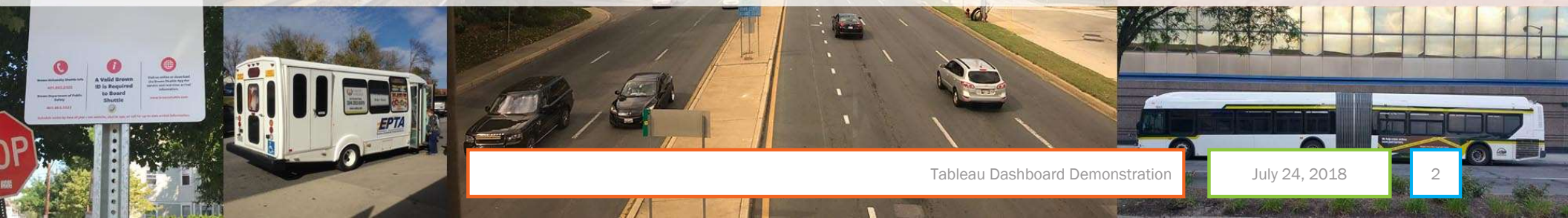


Tableau Dashboard Demonstration

July 24, 2018

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# BaltimoreLink and Performance Monitoring

- Maryland Transit Administration (MDOT MTA) implemented BaltimoreLink redesign in June 2017
- FITP has been supporting performance monitoring since
- Metrics based on four goals:
  - Safe
  - Efficient
  - Reliable
  - World-Class Customer Service
- Developed targets, grading system, and reporting process

# Using Tableau

- MTA wanted interactive dashboard for analysis
- Reasons we chose Tableau
  - Company is 15 years old – won't discontinue their software
  - Expectation of using large datasets (100K+ records)
  - Emphasis on seeing and exploring data, easy for end users
  - Nightly data refreshes
  - Embeddable in a website

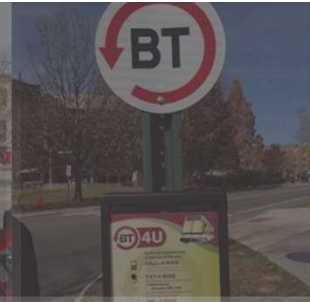
# Tableau Data Flow



# Metrics and Data Sources

Goal	Metrics	Data
<b>Safe</b>	Overcrowding	APC Data
<b>Efficient</b>	Passengers per Hour	APC Data
	Passengers per Trip	APC Data
	Cost per Passenger	Internal Financial Data & APC Data
<b>Reliable</b>	On-Time Performance	APC Data or Swiftly
<b>World-Class Customer Service</b>	Complaints per 100K Boardings	Internal Customer Service Data & APC Data
	Rate Your Ride	Internal Customer Service Data





# DEMONSTRATION



## FOURSQUARE ITP INTEGRATED TRANSPORTATION PLANNING





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THANK YOU



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