

10 Easy Ways Arlington Provides Excellent Transit Information to Customers

*National Capital Region Transportation Planning Board
Regional Bus Subcommittee
March 25, 2008*

Today's Presentation

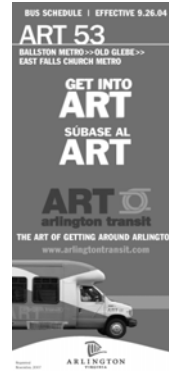
Will cover:

1. **Traditional Methods**
 1. Schedules
 2. Call Center 703-228-RIDE
2. **Bus Stops**
3. **Web (CommuterPage.com)**
4. **ATP employer/residential**
5. **Kiosks**
6. **Commuter Stores and Mobile
Commuter Stores**
7. **ART Feedback
(Comments/Commendations)**
8. **ART Alerts**
9. **Bus Stops of the Future**
10. **Cross Promotions of Other
Options**



1. Traditional Methods

- Timetables
- Information Number (703-)228-RIDE



2. Place Information at Every Bus Stop

- Provide basic map and schedule information



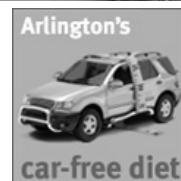
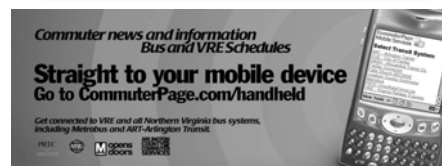
Provide Information at Every Bus Stop (BusFinders)



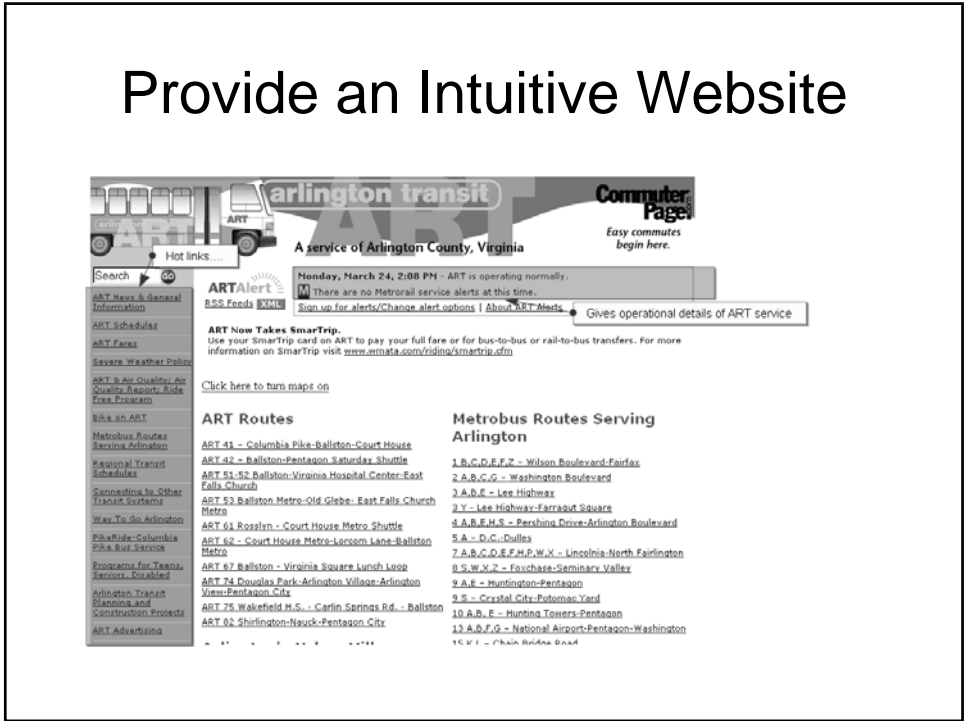
- ART buses are equipped with GPS locating systems.
- About every 30 seconds, the bus broadcasts its location to the tracking (RTT) system on our server
- The software keeps track of the buses and predicts when they will arrive at each ART bus stop
- The system then sends that information to the BusFinders

3. Provide an Intuitive Website

- Make it easy!
- Place all your transit information and services as links on the same website
Example:
CommuterPage.com
- Incorporate Web 2.0 technologies (handheld mobile devices)
- Incorporate “lifestyle” information
- Start a blog



Provide an Intuitive Website




Provide an Intuitive Website

Transit Alerts **M** There are no Metrorail service alerts at this time.

iRIDE
riding **101**
how to use public transportation—the basics

places to go
...and how to get there. schools, libraries, shopping, movies, and more.

iRIDE map (pdf)



how to get your parents to let you ride
more **info**
...about this site, plus links to lots of other great sites.

your ride's here.
you've got places to go, people to see, things to do, you just need a way to get there.

with Metrobus, Metrorail and ART, you've always got a ride, no more begging your parents to take you everywhere, no more bumming a ride off your friends.

and the best part is, riding the bus or the train is actually really easy, check out the links at left to find out everything you need to know.

Metro trip planner
use this great tool from Metro to plan your trip in Arlington, or anywhere in the D.C. area, using public transportation.

online schedules
get up-to-date schedules for Metrobus and local bus routes in Northern Virginia, plus select MD and DC routes.

mobile schedules
get news and current bus schedules delivered to your web-enabled cell phone or other mobile device, wherever you are.

Don't forget the youth! Start Transit awareness early! Give great incentives to use transit instead of cars.

Thru the County's Teen Transit Initiative, Arlington's High School students ride ART buses for a discounted fare of sixty cents.

Make it Easy! Post Weather Policies

Arlington Transit Planning and Construction Projects

Contact ART

Advertise With ART

Lost & Found

ARLINGTON VIRGINIA

Apartment Guide

Find an Apartment in Arlington

Severe Weather Service Levels

During Severe Weather, Arlington Transit has three levels of service operation:

- **Limited:** Modified Routes / Some Delays in Service
- **Severe:** Greatly Modified Routes / Limited Service / Expect Delays (some routes could be cancelled)
- **No Service:** Route Cancelled

Please note: Routes may be operating on different levels of service depending on road and traffic conditions.

Below is a chart which provides a shorthand description of what "Limited" and "Severe" mean for each ART Bus Route. Route descriptions are subject to change due to unexpected road and traffic conditions. Snow route maps are available as PDF files. [About Portable Document Format \(PDF\)](#).

ROUTE	LIMITED	SEVERE	COMMENTS
ART 41 Maps (PDF)	Route will run regular service (Delays expected both inbound and outbound)	No Service: Columbia Heights Neighborhood - S Greenbrier St., 7th Rd, S & S, Dinwiddie St.	Inbound, the bus will make a right hand turn into Arlington Mills Center and a left on to S, Dinwiddie St. Route will start from S, Dinwiddie St. & Columbia Pike.
ART 42	Route will operate regular schedule (expect delays in service)	No Service	Will operate with service delays until service is completely interrupted.
ART 51 Maps (PDF)	No Service: Lee Highway, Patrick	No Service: Lee Highway, Patrick	Route applies in both limited and severe.

Make it easy. Create a severe weather policy. Make it easy for the public to read and understand.

4. Provide Employer/Residential Services



- Arlington Transportation Partners is a **FREE** service for Arlington employers and residential communities
- **ATP** serves as a one-stop point of access to Washington, D.C.-area transportation services
- ATP provides information about commuting options other than driving alone. Examples include: carpooling, vanpooling, telework, alternative work schedules, biking, and walking

5. Place Information Kiosks in Building Lobbies and Retail Stores

- Make it easy.
Commit to providing the hardware and supply brochures & schedules
- Keep it simple. Do not use hi-tech kiosks



6. Provide a Retail Store

- The **Commuter Store** provides convenient, one-stop shopping for schedules, fares, and information about transportation options available in the Washington D.C. metropolitan area. Our three locations are: **Ballston Mall, Rosslyn Metro Center and Crystal City Shops North**



Provide a Retail Store on Wheels

- Provides the same **schedules, fares, and information about transportation options** as the retail stores at varying locations & times



7. Develop a System to Track Customer Feedback

- Arlington Transit (ART) posts a call center number (703-228-RIDE) on all of its buses.
- Call Center Representatives record comments and/or commendations in a web database.

CommuterDirect Arlington County, VA v3.0

CommuterPage Administration Menu Manage Password | Log Out

Other Functions The new Comment Tickets Feature

- Brochures
 - Brochures
 - Brochure Customer List
 - Edit Brochure Homepage
- ART / Arlington Transit
 - New Ticket Comment Ticket
 - Existing Comment Tickets
 - Comment Issue Editor
 - Comment Issue/Recipient Link
- ART Alerts
- Bus Stop Admin Menu
- Email Functions
 - Send Bulk Email
 - Remove Record From Email List
 - Create Mailing Lists
 - Email News Subscribers
- Demos
 - Download Palm Emulator
- Car-Free Diet
- News
- Edit Default Values

CommuterDirect Arlington County, VA v 3.0

Comment Ticket System Basic Admin Menu | Policies

Enter a Ticket

Tickets | This area is auto-populated with your information.

TICKET ENTRY DETAILS

Agent: Dawood, Andrea Date: 03/21/2008 Time: 04:43:32 PM Received By:

MM/DD/YYYY Format Calendar

Incident Date: Route:

Incident Time: : AM Direction:

License Plate: Vehicle Number:

Incident Location:

Operator Name: Issue Type:

Complaint Commendations:

Selecting an issue will auto-determine both who is notified about the problem and amount of time until a ticket is due.

Issues in the system set to 0 (zero) time are due immediately.

CommuterDirect Arlington County, VA v 3.0

Comment Ticket System: Tickets Basic Admin Menu | Policies

Tickets

Tickets | Enter a Ticket | **Issue Editor** | Issue/Recipient Link

All of the fields in the search criteria box are optional.

Date Range
 All
 From: Start: End:

Quick Range

Status

Overdue
 All Tickets
 Only Overdue

Vehicle Number

Route

41
42
51
52
53
61A
61B
62
67
74

Issue

Vehicle Condition
Cellphone Use
Stop Amenities
Other
Wants to work for ART
Route/Schedule Ideas
Early Bus
Compliments
Injury
Test Issue

Language

English
Spanish
Other

Ticket ID

Customer Name:

Search Results can be sorted in-line by clicking on these field headers.

Search Results can be saved to Excel

ID	Customer	Agent	Route	Vehicle	Date	Type	Overdue	Language
18	xxxxxxxx	xxxxxx	62	5228	03/21/2008	Severe Safety Issue	No	En

DETAILS: A driver just called into CommuterDirect.com concerned about the well being of both the other drivers on the road and the passengers on bus 5228. Person complained that when the bus driver turned off Old Dominion Road, the bus

Customer Phone 1: Home Customer Phone 2: Home

Email Address:

Language: Preferred Contact Method:

RESOLUTION

Ticket Status:

Resolution:

Additional Action(s) Taken:

Basic Admin Menu | [Top of Page](#) CommuterDirect™

The Resolution pane is only available to Comment Ticket Managers.
This function is controlled by the administrator.

8. Alert the Public of Delays in Service (ART Alerts)

The screenshot shows the Arlington Transit website with the following elements:

- Header:** Arlington transit logo, "A service of Arlington County, Virginia", and "CommuterDirect™ Easy commutes begin here."
- Navigation:** Search bar, "ART Routes and Topics (choose)", and a sidebar menu with links like "ART Home", "ART News, About ART", "ART Schedules", "ART Fares", "Severe Weather Policy", "ART & Air Quality", "Metrolink Routes", "Regional Transit Schedules", "Wash. To Go Activation", "Programs for Seniors & Disabled Persons", "Ride, Transit for Access, Taxes", "Bike on ART", "Connecting to Other Transit Systems", "Bike Ride - Columbia", "Bike Bus Service", "Arlington Transit Finance and".
- ARTAlert Section:**
 - Returning Users:** "To change your ART Alerts options or to unsubscribe, please enter your email address and password to login." Includes fields for "Email Address:" and "Password:" with a "Submit" button.
 - New Users:** "Complete the form below to create your ART Alert profile. You must enter your email address and password. You can have alerts sent to your email address, your wireless device, or both. To begin receiving ART Alerts, please respond to the confirmation email you will receive after submitting this form." Includes a "NOTE" about wireless providers.
- Right Sidebar:** "CommuterDirect™ Easy commutes begin here.", "Arlington's car-free diet", "we deliver easy commutes! Mobile Commuter Store", and "CommuterDirect™ News and information about transportation alternatives for the D.C. area."

- Customers are alerted through text message or email about service delays.

9. Providing Excellent Transit Information in the Future



- **Supers Stops are a better, more comfortable and convenient bus stop. These will accommodate the increased numbers of buses and passengers in the Columbia Pike Corridor.**

10. Cross Promotion of Other Options

