



CARTS ITS STRATEGY: SLOW BUT STEADY GROWTH

LESSONS FOR RURAL TRANSIT

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LET'S DISCUSS:

- **CARTS ITS Goals**
- **A History of Technology Enhancements**
- **Lessons to Learn for Rural Transit**

TECHNOLOGY GOALS

- Overall goals:
 - Provide more trips for more people through staff and trip productivity improvements
 - Enhance the customer's experience – making it easy to ride
 - Improve safety
 - Enhance reporting capabilities
 - Improve and simplify CARTS fare collection

CARTS: A HISTORY OF EMBRACING TECHNOLOGY

Part One:

- **1992 - The first step in the process was the implementation of DRT (paratransit) Software:**
 - **Consolidating various dispatch functions in 9 counties**
 - **Creating a new uniformity of service**
 - **Keeping an eye to the future**

EMBRACING TECHNOLOGY

Part 2 - Developed and implemented consolidated dispatch center

- **In 1993 CARTS initiated the consolidation of a number of outlying dispatch stations:**
 - **Maximize use of software**
 - **Achieve uniformity of scheduling**
 - **Reduce duplication and improve productivity**

EMBRACING TECHNOLOGY

Part 3 - Voice Communications

- In 1997 CARTS secured space on a state of the art radio network for the entire service area
 - Tracked it from the start
 - Full digital capabilities
 - Monitored 24 hours a day

EMBRACING TECHNOLOGY

Part 4 – Digital Communications

- In 2002-3, CARTS initiated the use of Mobile Data Computers (MDC) and Automatic Vehicle Locators (AVL) in its fleet.
 - Started with pilot project
 - One time data entry electronically
 - Dispatch enhancements
 - AVL can assist in emergencies

EMBRACING TECHNOLOGY

Part 5 – Using Card Readers

- In 2005 CARTS initiated a procurement for card readers.
 - Swipe card technology
 - Use to identify clients and report to agencies
 - Debit/credit and possible payment by human service agencies
 - RideCARTS card

EMBRACING TECHNOLOGY

Part 6 – Website

- As part of a recent technology grant, **CARTS** will be developing an enhanced web site
 - Detailed information
 - Purchase cards

LESSONS TO LEARN

- **Walk, Don't Run – Implement one technology at a time, master it, then take the next step. Take your time.**
- **A Solution In Search Of A Problem – Have a vision and goals. What do you want to accomplish with this technology.**
- **Purchase For The Future, Not The Present – Think 5 – 10 years into the future and ensure that your software will work with any new technologies that may be available.**

MORE LESSONS TO LEARN

- **Demonstrations Do Not Really Count – Demos are nice, but you must see the technology working in the real world before you purchase.**
- **Seek Out The Best Communications Option – In CARTS case a local power authority was bringing a state of the art system on line.**
- **It's Still the Staff – Success depends on staff willingness and ITS capabilities. The best technology requires willing and able staff to maximize performance.**