

# DEEP INSIGHT TO IMPROVE YOUR OPERATIONS

## Plan Smarter

Make better planning decisions based on accurate data. TripSpark's farebox solution includes a robust reporting and analytics tool that pulls numerous data points from the device and synthesizes the data into detailed reports.

The tool allows agencies to drill down into data on a stop-by-stop basis. Operators can easily see where funds would be best allocated and where changes could be made to improve service and optimize resources.

- Modify scheduling to improve service and reduce crowding on popular routes
- Reduce driver-hours and take vehicles off the road while limiting the impact to riders
- Determine how to best allocate funds in each community and on each route

## Answer the Tough Questions

What do you really know about the state of your operation? What are you going to say when your stakeholders approach you with tough questions? When you need buy-in on an initiative, how are you going to justify the cost?

Our farebox's reporting and analytics tool has the answers.

- Give board members and elected officials visibility on operational needs
- Provide concrete evidence that initiatives were successful
- Help build the case for funding requests
- Give maintenance staff better visibility into incidents and repair needs

# Top Reports

## Detailed Ridership Report

Gain visibility on ridership demographics and transit usage by drilling down into multiple data points.

The detailed ridership report can be configured to report on as little as 1 parameter, or can report on up to 10 fields including bus and route number, bus stop names, total riders, fare and payment type and more. This data can be exported to Excel where you can generate charts and graphs for presentations.



### Detailed Ridership Report 2015-10-07

Route	Bus Stop	Bus Number	Driver	Fare Type	Payment Type	Transaction Type	Fare Value	Total Riders
05 B	12178 - Millmont Street behind US Post Office	105	Frey, Myra	30 Day Full	Smart Media-Time Based	normal	\$0.00	1
			Mcguire, Rhoda	UVA Academic	Barcode-3rd Party Media	normal	\$0.00	1
12184 - Millmont Street behind CVS		105	Frey, Myra	24 Hour Full	Barcode-Time Based	normal	\$0.00	2
				UVA Academic	Barcode-3rd Party Media	normal	\$0.00	1
			Mcguire, Rhoda	30 Day Full	Smart Media-Time Based	normal	\$0.00	1
				UVA Academic	Barcode-3rd Party Media	normal	\$0.00	1
13017 - Four Seasons Drive at ACAC		105	Frey, Myra	24 Hour Full	Barcode-Time Based	normal	\$0.00	1
			Mcguire, Rhoda	24 Hour Full	Barcode-Time Based	override	\$0.00	1
			Ross, Russell	24 Hour Full	Barcode-Time Based	normal	\$0.00	2
				24 Hour Reduced	Barcode-Time Based	normal	\$0.00	1
13040 - Rio Road W at Charlottesville Rehab eastbound		105	Mcguire, Rhoda	24 Hour Full	Barcode-Time Based	normal	\$0.00	1
13055 - Commonwealth Drive at Westfield Road (northbound)		105	Mcguire, Rhoda	24 Hour Full	Barcode-Time Based	normal	\$0.00	2
13064 - Commonwealth Drive at Greenbrier Drive (NB)		105	Ross, Russell	Unknown	Cash-Value	cancel by timeout	\$0.25	0
				Youth	Manual	override	\$0.00	1
13072 - Commonwealth Drive at Peyton Drive		105	Frey, Myra	24 Hour Full	Barcode-Time Based	normal	\$0.00	2
			Mcguire, Rhoda	24 Hour Full	Barcode-Time Based	normal	\$0.00	1
				Youth	Manual	override	\$0.00	1

# Top Reports

## Printed Barcode Usage Report

Our farebox produces multiple types of barcoded transfers and day passes which are validated by the farebox using a scanner. The barcode usage report provides analytics on both the generation and use of transfers and day passes.

The barcode usage report can help justify fare increases for day passes as it provides total use counts across the fleet for each day pass generated.

The report can also be used to assess if transfer policies should be changed to allow for longer or shorter transfer windows.



### Printed Barcode Usage Report 2015-10-07

Bus Date	Issued Time	Issued	Barcode ID	Product Name	Bus Used On	Route Used On	Date Time Used			
105	2015/10/07	07:09:58	CH3010507V0FA7709040	24 Hour Full	105	05 B	2015-10-07 07:09:58			
					206	11	2015-10-07 08:35:39			
					102	05 C	2015-10-07 15:54:48			
					100	07 F	2015-10-07 15:59:38			
					109	07 D	2015-10-07 17:31:24			
					203	03 A	2015-10-07 18:06:16			
					103	07 F	2015-10-07 18:41:13			
					115	05 A	2015-10-07 19:04:41			
					07:12:24	CH3010507V0FA770C041	24 Hour Full	105	05 B	2015-10-07 07:12:24
								110	07 B	2015-10-07 07:33:27
					07:19:46	CH3010507V0FA770J042	24 Hour Full	105	05 B	2015-10-07 07:19:46
								102	05 C	2015-10-07 15:23:22
					07:30:43	CH3010507V0FA770U043	24 Hour Full	105	05 B	2015-10-07 07:30:43
								110	07 B	2015-10-07 08:02:16
					07:50:34	CH3010507V0FA771I044	24 Hour Full	105	05 B	2015-10-07 07:50:34
			206	11	2015-10-07 07:57:05					
08:44:27	CH301050710FA781C045	24 Hour Full	105	05 B	2015-10-07 08:44:27					
			109	07 D	2015-10-07 08:55:44					
09:06:52	CH3010507V0FA7906046	24 Hour Full	105	05 B	2015-10-07 09:06:52					
			105	05 B	2015-10-07 14:22:40					
09:14:17	CH3010507V0FA790E047	24 Hour Full	105	05 B	2015-10-07 09:14:17					
			102	05 C	2015-10-07 14:51:10					
10:42:30	CH3010507V0FA7A1A058	24 Hour Reduced	105	05 B	2015-10-07 10:42:30					
			206	11	2015-10-07 10:54:03					
			206	11	2015-10-07 11:30:03					

# Top Reports

## Bus Detail, Driver Detail and Route Reports

Our group of dispatch reports allow operators to easily verify the on-street activities of buses and drivers.

The reports show when drivers have logged in, the routes they are taking and the buses they are driving. Boardings are also tracked – on a minute-by-minute basis, or in larger intervals of time up to one hour.



### Dispatch Route Bus Report 2015-10-07

Date	Route Name	Bus No	Driver	Role	Begin	End Date	End
2015/10/06 01	TB1		Pierce, Georgina	Driver	10:37:35	2015/10/07	00:21:20
2015/10/07 01	208		Ward, Ellis	Driver	06:12:53	2015/10/07	16:23:40
2015/10/07 01	208		Perkins, Roberto	Driver	16:26:04	2015/10/07	22:27:24
2015/10/07 03 A	203		Cherry, Weldon	Driver	09:27:31	2015/10/07	13:23:09
2015/10/07 03 A	203		Mcquire, Rhoda	Driver	13:25:33	2015/10/07	14:30:32
2015/10/07 03 A	203		Cherry, Weldon	Driver	14:31:08	2015/10/07	17:33:25
2015/10/07 03 A	203		Noble, Lauri	Driver	17:34:42	2015/10/07	21:23:17
2015/10/07 03 A	204		Noble, Lauri	Driver	21:19:51	2015/10/07	23:56:42
2015/10/07 03 A	209		Mcquire, Rhoda	Driver	06:02:04	2015/10/07	08:44:01
2015/10/07 03 A	209		Mcquire, Rhoda	Driver	08:47:44	2015/10/07	09:26:20
2015/10/07 03 B	204		Shah, Rita	Driver	14:53:01	2015/10/07	16:19:53
2015/10/07 03 B	204		Shah, Rita	Driver	16:59:40	2015/10/07	18:51:43
2015/10/07 03 B	306		Shah, Rita	Driver	06:34:16	2015/10/07	07:23:11
2015/10/07 03 B	306		Shah, Rita	Driver	07:54:51	2015/10/07	08:19:13
2015/10/07 04 A	207		Wheeler, Andrea	Driver	06:32:04	2015/10/07	09:28:28
2015/10/07 04 A	207		Bradshaw, Darwin	Driver	09:29:18	2015/10/07	10:28:45
2015/10/07 04 A	207		Wheeler, Andrea	Driver	10:29:22	2015/10/07	14:58:58
2015/10/07 04 A	207		Francis, Bertha	Driver	14:59:19	2015/10/07	19:34:21
2015/10/07 04 A	207		Nunez, Mauro	Driver	19:35:10	2015/10/07	23:30:30
2015/10/07 04 B	204		Weber, Brooks	Driver	06:15:30	2015/10/07	09:57:35
2015/10/07 04 B	209		Weber, Brooks	Driver	09:59:20	2015/10/07	10:58:28
2015/10/07 04 B	209		Cox, Sheldon	Driver	10:59:36	2015/10/07	11:56:47
2015/10/07 04 B	209		Weber, Brooks	Driver	12:01:32	2015/10/07	14:56:42
2015/10/07 04 B	209		Cox, Sheldon	Driver	14:58:42	2015/10/07	18:58:34



### Dispatch Driver Details Report 2015-10-07

Driver	Calendar Date	Time	Role	Bus	Begin Time	End Time	Route	Boardings	Bicycle	Wheelchair	Service	Animal
Alexander, Lewis	2015/10/07	06:00	Driver	401	06:57:59		Trolley C					
Alexander, Lewis	2015/10/07	07:00	Driver	401			Trolley C 42					
Alexander, Lewis	2015/10/07	08:00	Driver	401			Trolley C 114					
Alexander, Lewis	2015/10/07	09:00	Driver	401		09:58:15	Trolley C 80					
Alexander, Lewis	2015/10/07	11:00	Driver	403	11:10:37		Trolley A 24					
Alexander, Lewis	2015/10/07	12:00	Driver	403			Trolley A 65					
Alexander, Lewis	2015/10/07	13:00	Driver	403			Trolley A 34					
Alexander, Lewis	2015/10/07	14:00	Driver	403			Trolley A 37					
Alexander, Lewis	2015/10/07	15:00	Driver	403		15:32:27	Trolley A 47					

Query Parameters:

Drivers: Lewis Alexander  
Operator Roles: Driver



### Dispatch Bus Detail Report 2015-10-07

Driver	Calendar Date	Time	Role	Bus	Begin Time	End Time	Route	Boardings	Bicycle	Wheelchair	Service	Animal
Ross, Russell	2015/10/07	06:00	Driver	105	06:33:13		05 B					
Ross, Russell	2015/10/07	07:00	Driver	105			05 B	28				
Ross, Russell	2015/10/07	08:00	Driver	105			05 B	13				
Ross, Russell	2015/10/07	09:00	Driver	105			05 B	8				
Ross, Russell	2015/10/07	10:00	Driver	105		10:55:25	05 B	20				
Mcquire, Rhoda	2015/10/07	10:00	Driver	105	10:55:49		05 B					
Mcquire, Rhoda	2015/10/07	11:00	Driver	105			05 B	11				
Mcquire, Rhoda	2015/10/07	12:00	Driver	105			05 B	14				
Mcquire, Rhoda	2015/10/07	13:00	Driver	105			05 B	29				
Mcquire, Rhoda	2015/10/07	14:00	Driver	105			05 B	21				
Mcquire, Rhoda	2015/10/07	15:00	Driver	105		15:42:57	05 B	11				
Riddle, Matt	2015/10/07	15:00	Driver	105	15:42:57		05 B	8				
Riddle, Matt	2015/10/07	16:00	Driver	105		16:31:15	05 B	23				
Frey, Myra	2015/10/07	16:00	Driver	105	16:33:23		05 B	20				
Frey, Myra	2015/10/07	17:00	Driver	105			05 B	30				
Frey, Myra	2015/10/07	18:00	Driver	105			05 B	14				
Frey, Myra	2015/10/07	19:00	Driver	105			05 B	15				
Frey, Myra	2015/10/07	20:00	Driver	105			05 B	14				
Frey, Myra	2015/10/07	21:00	Driver	105			05 B	5				
Frey, Myra	2015/10/07	22:00	Driver	105			05 B	2				
Frey, Myra	2015/10/07	23:00	Driver	105		23:16:56	05 B					
Huynh, Beth	2015/10/08	05:00	Driver	105	05:53:39		05 A					
Huynh, Beth	2015/10/08	06:00	Driver	105			05 A	20				
Huynh, Beth	2015/10/08	07:00	Driver	105			05 A	8				
Huynh, Beth	2015/10/08	08:00	Driver	105			05 A	35				

## Available Reports:

### Financial Reports:

- Farebox Revenue By Day
- Cashbox Report
- Unknown Revenue
- Accept Next Bill Usage

### Ridership Reports:

- Bus Ridership
- Detailed Ridership
- Route Ridership
- Ridership Revenue
- Fare Category
- Fare Category Group

### Maintenance Reports:

- Bus Connectivity
- Event/Transaction
- Printer Stock Level
- Maintenance



### Media Reports:

- Valid/Invalid Media Usage
- Media Usage
- Barcode Usage

### Dispatch Reports:

- Dispatch Bus Detail
- Dispatch Driver Detail
- Dispatch Route-Bus

### Sales Reports:

- Media Sales

## Export Reports to Various Formats:

CSV

PDF

HTML

XML

## Configuring Your Reports

### Report Details

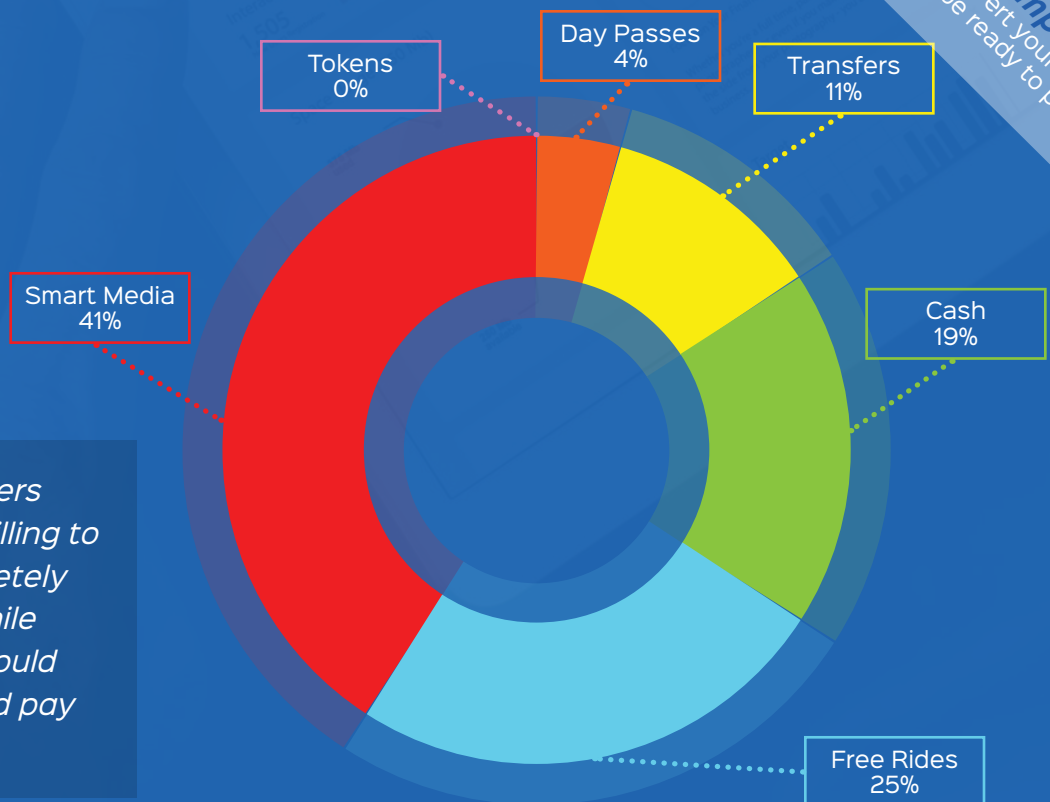
Route		Bus	
Transportation Type	>	Driver	Up
Bus Stop		Fare Type	
Latitude	<	Payment Type	Down
Longitude			
Time			

With our farebox reporting, you can configure your reports the way **you** want them. This allows you to focus on the information that is important to you and eliminates any excess data that not only doesn't pertain to your report, but keeps your screen clean.

## Payment Method Report

### Payment Method

- Smart Media
- Day Passes
- Transfers
- Cash
- Free Rides
- Tokens



**Example**  
Easily convert your data in Excel and be ready to present!

*"80% of US transit users said they would be willing to pay more for a completely paperless journey, while over 75% said they would pay more if they could pay with their phones"*

<sup>1</sup><http://tonetag.com/blog/mobile-payments/mobile-payments-can-improve-daily-commute/>