



# RIVER BEND TRANSIT CASE STUDY

How River Bend Transit Slashed  
Data Verification Time By 50%

## AT A GLANCE

### CHALLENGES

- Unlocking actionable insights from volumes of transit data.
- Decreasing the manual work involved with obtaining data insights.

### RESULTS

- Daily data verification process takes half the time.
- Searching for statistics and trip information reduced from hours to minutes.



*“On any given day, it will show me a graph of trips per hour, and that is a huge time saver. It used to take three days straight [to create a report], so we’ve gone from days to minutes.”*

**DAN LOWE**  
Director of Operations  
River Bend Transit

## About River Bend Transit

River Bend Transit has been in operations since 1978 serving the counties of Cedar, Clinton, Muscatine, and Scott in Iowa. The agency offers door-to-door paratransit services during the week covering 2,157 square miles, as well as rides to low-income community members who need to get to job opportunities and training. They also provide ADA contracted services to the cities of Bettendorf and Davenport.

## The Challenge with Data

Like many agencies, River Bend found it challenging to understand the volumes of transit data they were collecting. The Director of Finance was retiring, and the agency realized she was the only staff member experienced with extracting data insights from the agency’s legacy transit system.

However, getting those data insights was laborious because River Bend’s legacy system didn’t provide automatic KPIs or real-time data. The Director had to manually pull, compile, and analyze data after trips which was extremely time-consuming.

To aid them with future decision-making and reduce the amount of manual work to verify data, River Bend concluded that the agency needed a business intelligence solution to help staff make sense of the data.

**transitminer**  
by TripSpark



## A Business Intelligence Solution Worth Its Weight in Gold

River Bend Transit procured business intelligence software, TransitMiner from TripSpark and was immediately rewarded with a solution that revitalized their operations. With TransitMiner, the agency now has:



Not only did River Bend procure TransitMiner, but also Novus demand response software. The flow of data between Novus and TransitMiner is seamless and using the solutions together helps the agency understand how they are underperforming. These actionable insights enable River Bend to remain agile in their daily service delivery.

"I don't think you're going to get the full use of Novus and the immediate KPIs without TransitMiner. If you want the data from Novus, you're going to call customer service for a report and do it after the fact. Whereas with TransitMiner you get immediate results," said Sherli Childers, former Director of Finance at River Bend.

The agency uses TransitMiner every day to verify transit data because it has cut their verification time in half. Manual tasks, such as generating reports, that previously took hours, and in some cases days, can now be completed in minutes.

With vital trip information at their fingertips, River Bend can also respond better to customer service calls because they can check vehicle locations, mapping tools, and the route playback to confidently answer questions from riders. The reduction in "where's my bus?" calls allow the agency to focus on other priorities.

## The Future Looks Golden with TransitMiner

Within six months of using TransitMiner, River Bend was able to transform the agency's operations and relieve some of the pressure caused by the driver shortage. The solution was embraced by agency staff and is used from finance to dispatch for easy access to data intelligence.

Understanding how to improve service delivery is effortless at River Bend Transit after adopting TransitMiner. Instead of guessing how to fortify services, the agency can make strategic decisions based on data. Agency staff spend less time on manual tasks and more time focused on providing a higher standard of service to riders.

Any agency can strike data gold with TransitMiner. River Bend agrees 100% that TransitMiner together with Novus is the perfect combination for transforming data into rider-pleasing performance.

*"I use TransitMiner every day just for verification purposes and it cut the amount of time it takes me to verify in half."*

**TANYA VICK**  
Dispatcher/Reservationist, River Bend Transit