AVL Planning Update
Leveraging Previous Investments & Future Opportunities

- Procurement of the customer web information, BusTime, will provide the communications to complete the on-board platform as well as increases the level of service to bus customers with real-time arrival information.

**Customer Info - Alternate**
SMS (text messaging), Bus Stop Signs, Interactive Voice Response

**Customer Info – Website**
Components: Prediction Engine, Customer Website
Benefits: Decreased Wait Time, Improved Perceptions, Improved Security, Increased Ridership

**Computer-Aided Dispatch (CAD)**
Components: Tools directing and logging service-related activity
Benefits: Improved Service Levels, Improved Reliability, Improved Security

**Other Real-time Apps**
- Video (Security)
- Fare Collection
- On-bus Customer Information

**Real-time Databases (e.g., AVL, APC, AVM)**

**Real-time Network**
Components: Mobile Access Routers, Cellular Services
Benefits: Real-time network connectivity to every bus

**On-bus Intelligence and Post-service Analytics**
Components:
- AVAS - Automatic Voice Annunciation
- APC - Automatic Passenger Counter
- AVM - Automatic Vehicle Monitoring
- Historical AVL Reporting (BLIS)
Benefits:
- Improved Customer Information
- Service Quality Support
- Maintenance Planning Support
- Planning and Performance Mgmt Support

Area (size of box) denotes approximate size of investment:
- Past Investments
- 2007
- Late 2007 and Beyond

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## Benefits to Customers

Benefits created by a real-time arrival prediction system experienced by customers.

- Shorter Actual Wait Times
- Shorter Perceived Wait Times
- Increased Information
- Higher Perceived Reliability
- Reduced Wait-Time Anxiety
- Net Societal Benefits of Increased Mass Transit Usage (public benefit)

## Direct CTA Benefits

CTA may see some revenue enhancements from the deployment of a web-based real-time arrival prediction system.

- Improved Customer Satisfaction
- Increased Ridership
- Improved CTA Image

CTA will be providing the same real-time location information to the Control Center and street supervision for the improvement of service

## Future CTA Benefits

The entire real-time network investment has several benefits that are difficult to quantify and creates future options.

- CAD/AVL & Communications Platform
- Remote Video Surveillance
- Advanced Networking Capabilities
- Fare Collection Alternatives
- Potential Web-Based Advertising Revenue

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If we achieve a 3.8% adoption rate, the monetized customer benefit of reduced actual wait time will equal the CTA’s investment in the entire system.