ArcGIS for Public Transit Agencies: An Introduction
Jay Hagen – Solution Engineer
Shayla Martin – Account Manager
Agenda

- Common Challenges in Public Transit
- ArcGIS Solutions for Public Transit
- Demonstration: System Planning
- Demonstration: Field Data Collection and Public Engagement
- Public Engagement: Story Maps
- Recap—Questions & Answers
Common Challenges
Shayla Martin
Common Challenges in Public Transit

Access

Equity

Assets

Communication
Solutions for Public Transit

Jayson Hagen
Common Patterns of Use

Mapping & Visualization
- Understand locations and relationships with maps and visual representations

Data Management
- Collect, organize, and maintain accurate locations and details about assets and resources

Field Mobility
- Manage and enable a mobile workforce to collect and access information in the field

Monitoring
- Track, manage, and monitor assets and resources in real-time

Analytics
- Discover, quantify, and predict trends and patterns to improve outcomes

Design & Planning
- Evaluate alternative solutions and create optimal designs

Decision Support
- Gain situational awareness, and enable information-driven decision making

Constituent Engagement
- Communicate and collaborate with citizens and external communities of interest

Sharing & Collaboration
- Empower everyone to easily discover, use, make, and share geographic information
Using ArcGIS for System Planning

Jayson Hagen
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Using ArcGIS for ADA Bus Stop Assessment

Jayson Hagen
Using the ArcGIS Platform to Solve a Common Business Problem

**Scenario:** The Esri Transit Agency needs to assess the ADA compliancy of our bus stops. Given our limited budget, we cannot improve every bus stop. Given the scope of the project, we want to prioritize those stops that are likely to serve the highest numbers of ADA passengers. As a good steward of public funds, the agency wants to be transparent in the process, and let taxpayers know that the agency is working toward improving mobility for everybody.

**Issues we are facing:**

- Difficulty assigning and coordinating field work.
- Bus stop assessment previously completed with paper forms, leading to issues with data input/integrity.
- No way to monitor progress and inform stakeholders.
- Difficulty in identifying stops with highest priority.
- No simple mechanism to inform the public and solicit feedback.
Public Engagement – Story Maps
Shayla Martin
Public Engagement using Story Maps

- What is a Story Map?
- Skills needed?
- How can transit agencies use Story Maps?
Types of Story Maps

- **Story Map Tour**
  - Sequential Narrative
  - Displaying a single map

- **Story Map Journal**
  - Journal-style narrative
  - Comparing Two Maps

- **Story Map Basic**
  - Displaying a single map
  - Curated List of POIs

- **Story Map Swipe**
  - Comparing Two Maps

- **Story Map Spyglass**
  - Comparing Two Maps

- **Story Map Side Accordion**
  - Comparing Related Maps

- **Story Map Bulleted**
  - Comparing Related Maps

- **Story Map Shortlist**
  - Curated List of POIs

- **Story Map Tabbed**
  - Comparing Related Maps

- **Story Map Journal**
  - Journal-style narrative
  - Displaying a single map
Session Summary

- Transit agencies face common challenges
- Tools for tackling those challenges
- Story Maps
- Q&A
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