

## Esri Abstract 2017

Ridership for public transit routes is the metric on which success of a route is judged. With the myriad of decisions that are made on the ridership, that data needs to be accurate and easily displayed. Valley Metro has begun utilizing custom ArcGIS geoprocessing tools to verify, analyze, and enhance the raw ridership data as well as ArcGIS Online to display the results. These GIS tools have given planners and decision makers the means to deliver an optimized and effective public transit system.