Lessons Learned

Successful Strategies:
- Write (on paper) a project outline, timeline, and strategy
- Start with low-hanging fruit
- Ask questions

Program Expansion:
- Fare Analysis
- Investigate discount programs for seniors, students, low-income, etc.
- Website Metrics
- New equipment with allow for live data streams and integration with web/app

Website Metrics

The main concerns for rail commuters are when their train will arrive and how full it will be. These concerns translate to measurable on-time performance (OTP) and seat occupancy.

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OTP(\%) = \frac{\text{Number of on-time trains}}{\text{Total number of trains}} \times 100
\]

\[
\text{Seat Occupancy (\%)} = \frac{\text{Peak ridership on train}}{\text{Number of seats on train}} \times 100
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I would like to see sustainability become a principle economic strategy in my lifetime.

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