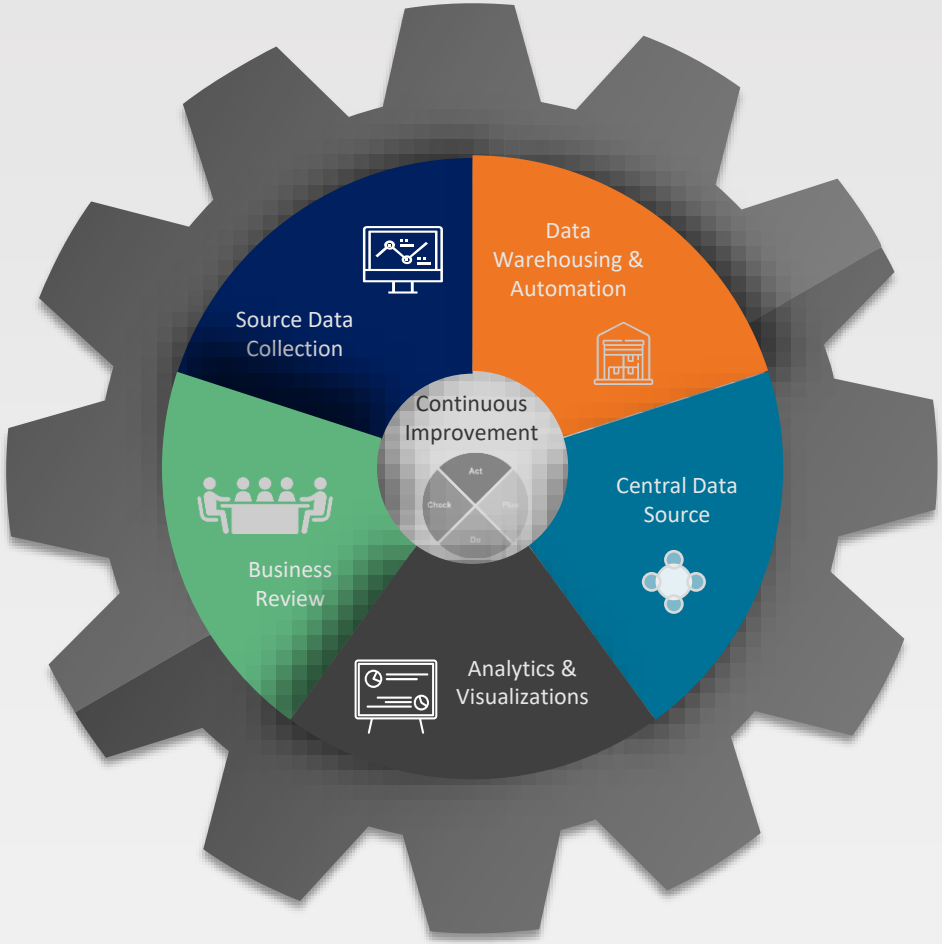
Community Oversight Panel Metrics Dashboard Update

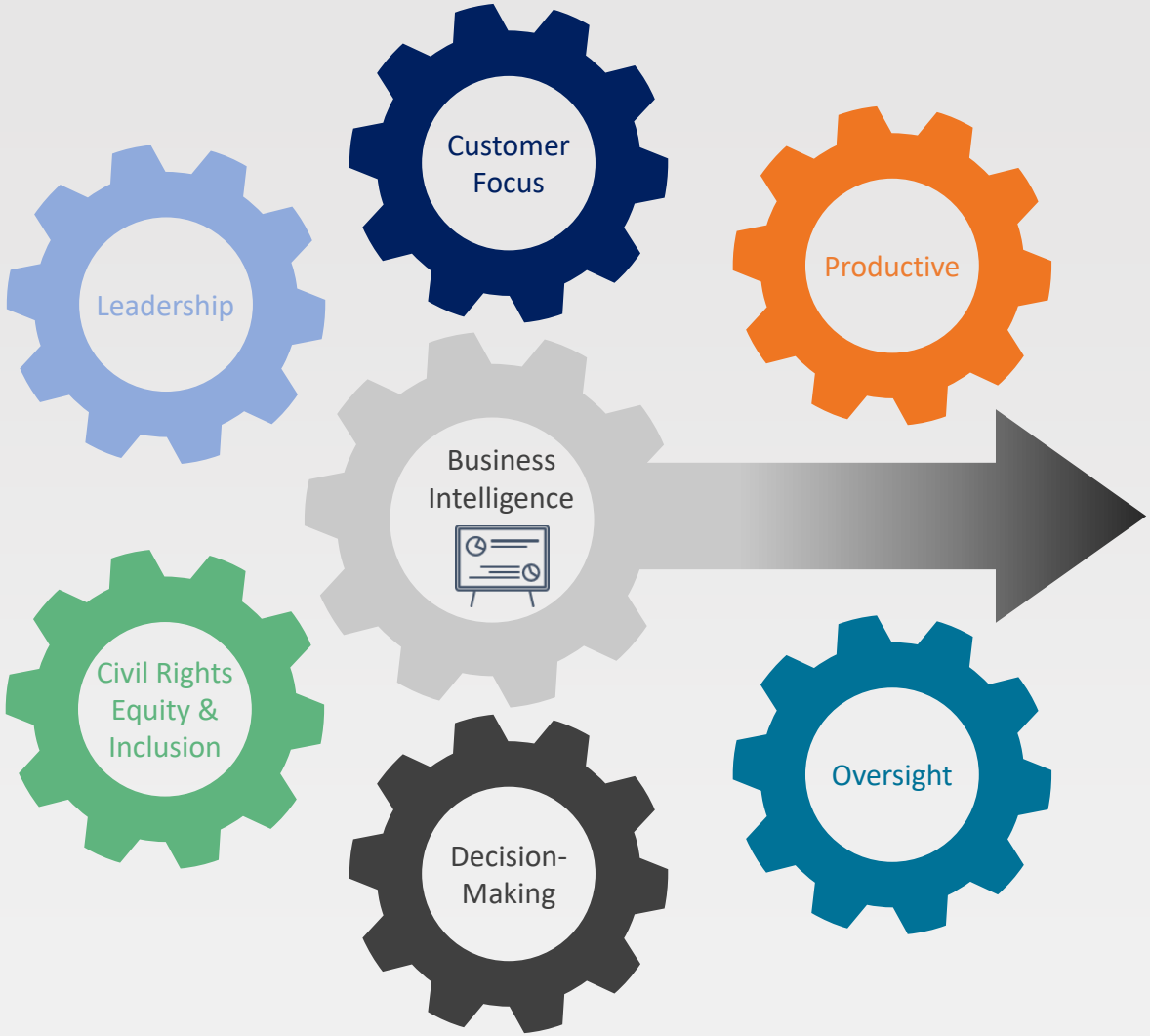
Business Intelligence Program

DATA MANAGEMENT PROCESS



- Generated through systems, entered by people, shared by partner agencies
- Enterprise Data Warehouse (EDW), Operations Performance Reporting (OPR)
- Transparent, “single-source-of-truth” for key data points
- **Performance measurement.** Analytical insight. Dashboard and report creation.
- **Performance management.** Regular review of analytics. Drive to action.

Business Intelligence Program
BENEFITS



- Greater focus on customer needs and passenger experience
- More productive, efficient and cost-conscious service delivery
- Better oversight of vendors, stronger relationships with partners
- Empower data-based decision-making at the appropriate level
- Affect positive equity and social justice outcomes for community
- Develop improved leadership skills with coaching and training

Vision & Mission

- Making Sound Transit's service iconic
- Connecting more people to more places to make life better and create equitable opportunities for all.

Guiding Documents

- Design for Growth initiative
- Five-Year Agency Strategic Plan

Values

- Collaboration
- Passenger Focus
- Inclusion & Respect
- Safety
- Integrity
- Quality

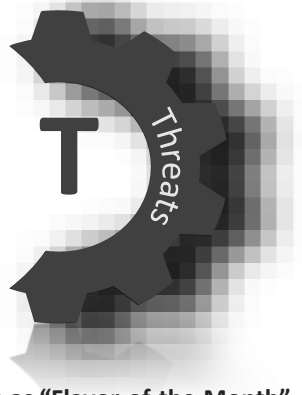
SWOT ANALYSIS

Themes:
1) Data Availability
2) Data Usage
3) Data Literacy
4) Organizational and Cultural Issues
5) Marketing & Branding the BI Program

- Key BI Sponsors
- Creation of BI Team
- Organizational Interest in Data
- Strong analysts
- Data rich

- Reliance on Partners
- EAMS Data Collection
- Lack of Centralized Data
- Business/Data Literacy Gap
- Scattered Data "Ownership"
- No Data Communications Structure
- Risk-Averse Culture

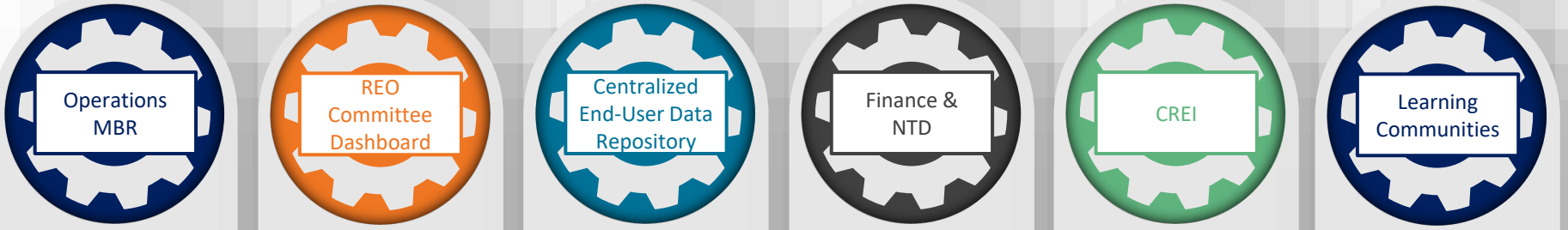
- OPR/Data Warehouse
- Agency Visibility via REO
- Branding/Marketing BI Program
- Existing EAMS data
- EAMS Improvement Project
- Strategic Plan Goal Teams
- Leadership Change
- Rapid Expansion of Service



- BI Seen as "Flavor-of-the-Month"
- Data Hoarding
- Reliance on Historic Sources
- Similar Efforts Elsewhere
- Lack of Resources
- BI Team Located in Operations

Business Intelligence Program
STAND-ALONE EFFORTS

The BI Team currently works across the agency in a variety of capacities



Monthly Performance-based Business Review for directors and above

Public-facing dashboard for REO Committee coupled with monthly performance presentation

Provide "one stop shop" for service planning and other related data needs

Automate provision of data for NTD and other financial reporting

Prepare an metrics that highlight CREI issues within and external to the organization

Train data analysts throughout the agency

FOLLOW UP & ADVANCE QUESTIONS

Follow Up from June 2021 Presentation

1. Suggestions for informing the public of the “final” version of the dashboard

Questions Submitted in Advance

1. Will riders be able to use the dashboard to document incidences that have occurred on ST trains and buses as well as at stations? “Incidences” would be events that could deter riders from using ST services.
2. If this feature or something comparable is being considered for the dashboard, will there be follow-up on the part of ST staff to monitor recurring incidences and identify potential remedial actions?
3. Does ST have any plans to solicit rider input on their ridership experience through onboard surveys or comments cards distributed by ambassadors?