

Why EnoMAX?

Why should your organization participate in the EnoMAX program?

Below are examples of the return on investment the founding agencies have received from just a few of their participants.

Customer Center Remapping

During the 2014 program a MARTA participant was able to observe and acquire best practices of all Customer Centers at the four founding agencies and adapt them to be used at MARTA. He implemented the RideStore (MARTA's Customer Center) remapping to establish a more efficient way to carry out MARTA's revenue functions including the sale of fare media, restitution research and customer service. He did this by modifying the hours of operations and by making various process changes at each RideStore. Based on the recommended changes, MARTA was able to decrease its staffing requirements by four FTEs or \$187,000; and five PTEs or \$97,000 annually. To date MARTA's total savings are \$1,136,000 and counting.

Drone Use in Asset Management

During the 2017 program two LA Metro participants heard a presentation about the use of drones for asset management purposes while visiting Denver RTD. They were able to meet the person who flies the drones during one of the Meet Your Match sessions, where they had an extended conversation about the drone use. Metro had received an unsolicited proposal for drones through the Office of Extraordinary Innovation. They are currently in the process of working with the proposer to come up with a proof of concept to see if the technology is viable for Metro.

Free Downtown Shuttle Service

During the 2013 program a DART participant learned about a free shuttle service that RTD Denver provided in their downtown mall corridor, including its innovative funding sources. Shortly after the program concluded she was put in charge of implementing a similar concept in Dallas. She was able to use the information provided by RTD to plan the routes and schedule in nearly identical fashion as RTD. The D-Link, as it became known, provides a free transportation option in the downtown Dallas community and serves its visitors, residents, and business communities. It was implemented in 2013 in partnership with the City of Dallas and The Downtown Dallas Inc., a business improvement organization. It is considered a success in the community and gets an average of 1000 riders a day. The D-Link has increased ridership of DART systems and provided a crucial service to the downtown community increasing rider satisfaction.

TransitWatch App for Reporting

During the 2013 program a RTD participant attended with a focus on finding out what other organizations were doing with Homeland Security's "See Something, Say Something" campaign. During the LA Metro Meet Your Match portion of the program, he learned of the app TransitWatch. RTD had been bidding out similar systems and were getting costs of \$250,000 with a \$10,000 monthly fee. He was able to work with the LA Metro IT department to get the code shared to RTD from their developer for under the \$90,000 grant amount they had to do it, essentially saving RTD all of the costs associated with starting



this up. It has since been deployed system wide and used for the past four years. In this time frame, over 1000 calls have been reported, with a monthly average of 32 calls. They won the APTA award for the system and it is now being used in other transit systems across the country.

Rail Yard Management System

During the 2016 program two DART participants observed LA Metro's Rail Yard Management System (RYMS), a web based application developed by Metro's IT Team, and brought the idea back to DART to make their own. DART Rail Operations reviewed the system and determined that it would improve operational efficiency at DART. DART's IT staff are in the process of developing a new application using DART's current tools, Trapeze and GIS, which they believe will provide better functionality for their system. Upon implementation, they expect to gain similar cost benefits to La Metro. LA Metro estimates \$500,000 in internal cost savings.

Ambassador Program for Light Duty Employees

At the 2013 program a DART participant spoke to a staff member at LA Metro about improving elevator performance. Prior to going to the MAX program, DART was experiencing elevator issues. The only way the department would know if an elevator/escalator was down was by customer complaints. In conversations with the staff at LA Metro, the DART participant learned that LA Metro used their light duty employees who cannot do their current job for health or other reasons to check for issues with equipment. The participant brought this idea back to DART and has since enhanced it by creating the ambassador program. The ambassador's primary job is to be visible in the stations, check for issues with equipment, and be available for customer questions and needs. He was able to implement it in just a few months. The benefits to DART are twofold. First, it gets employees who otherwise would be out of work back on the job. Second, it is improving their elevator/escalator performance and customer satisfaction. In the four years the program has been in place DART has had roughly 50 ambassadors and a drastic increase in elevator performance improvement. They have received many letters from employees who went through the program thanking them for the opportunity to learn a new skill set and to keep working through their light duty.

Abridged Long Range Planning Document

During the 2015 program a DART participant saw a presentation on LA Metro's long-range plan. These plans are very complex and often hard to understand for the public or non-technical personnel. LA Metro includes an abridged version that is full of graphical presentations and easily understandable commentary. This abridged version is smaller than the technical version and therefore saves considerably on mass production to the agency and the general public. The participant brought back the report and it is now being implemented in DART's 2040 Transit System Plan. It will help DART's dissemination of their transit service growth strategies to all of DART's customers as well realize some internal cost savings. They are currently looking into the exact amount of savings DART will realize.

Learn more: www.enotrans.org/course/max-membership



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