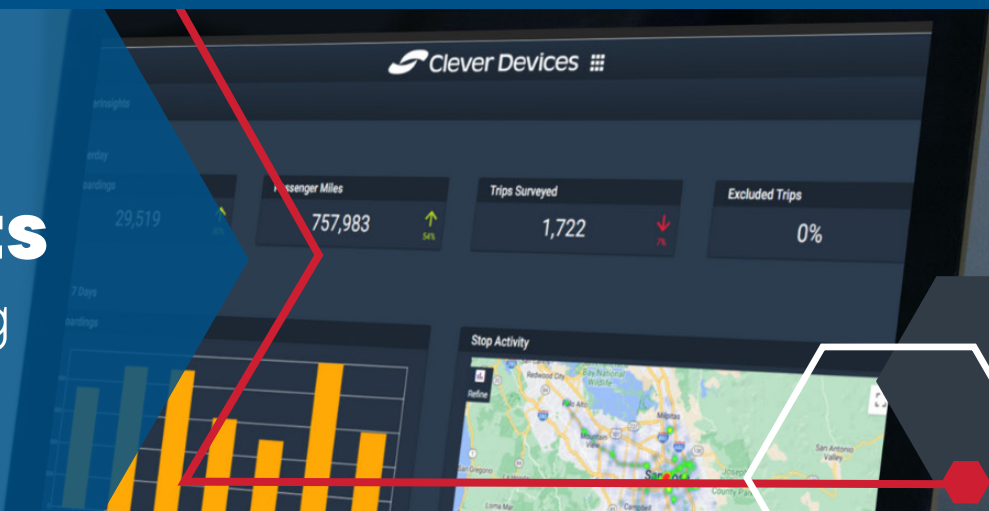Clever Devices

CleverInsights
Ridership Reporting

Clever Devices designs and develops breakthrough solutions for transit systems that are proven to increase efficiency and reduce operation costs while improving the passenger experience.

The data generated from your passenger counters provide the valuable information you need to monitor ridership trends, evaluate potential service modifications, and report to the National Transit Database (NTD). But sorting through this enormous amount of raw data and ensuring its accuracy can be daunting without the right tools. **CleverInsights** makes ridership reporting more straightforward than ever. Whether you're an executive needing to monitor high-level Key Performance Indicators (KPIs) or a power user generating detailed reports, CleverInsights gives you all the tools to clean, validate, visualize, and report on your ridership levels to make data-driven decisions, improve your service, and exceed your passenger's expectations.

Ridership Visibility at Your Fingertips
The CleverInsights customizable dashboard offers a modern and intuitive web-based interface that lets you quickly view the ridership KPIs most important to you. Monitor important information about overall ridership, visualize trends and system utilization at the stop level in an easy-to-understand map. View boardings, passenger miles, trips surveyed, and excluded trips from the day before to see how the system is performing vs. the same day the previous week.

Customizable Reporting
Using the data from your passenger counters, CleverInsights comes with a variety of canned reports you need to help you make data-driven decisions about your transit service. You can easily customize your reports - filtering out the information you don't need while focusing on the data you do. Configure and save your favorite filters for a quick view of the information you regularly use without creating a new filter each time. You can then export your reports into Excel or CSV format for a deeper dive into your dataset.

Transparent Data Processing
From the admin console, users can configure their data processing rules for exclusions and adjustments by simply turning a rule on or off in the Data Processing Rule dashboard. This ensures that the data coming into the system is validated and cleaned to meet the standards you set for your agency. In addition, if changes to the Data Processing Rules are made, these are viewable in the Data Processing Audit Screen, ensuring transparency for any system users.

The Data is Yours – You Can Access It Anytime
Unlike some competitors who don't give you the option to see your data, CleverInsights gives you access to both the "cleaned" data and the raw data so you can see the complete picture of the reporting. In the data processing auditing screen, you can see exactly how your data was processed using the data processing rules.

![Clever Devices logo]

CleverInsights provides users with full access to ridership data to understand why data was eliminated and make necessary adjustments to their APC systems

NTD Reporting Made Easier Than Ever

Data transparency and easy-to-understand data processing rules mean your agency can confidently use the data from CleverInsights to complete your NTD reporting to ensure you get all the government funding you're entitled to. We've integrated manual checker surveys into the solution to validate that the data you're receiving from your automated passenger counters complies with FTA requirements.

Easier than Ever To Deploy and Maintain

CleverInsights is offered as a software-as-a-service model, which means you can be up and running quickly and will never have to worry about software maintenance, cybersecurity, or the headaches associated with infrastructure procurement.

Get Started Quickly – Limited Training Required

We've made CleverInsights as intuitive as possible, so your teams are up and running without needing multiple days of complex training. Even when new staff is brought onboard or agencies who use the solution intermittently throughout the year, CleverInsights required little to no retraining.

Device Agnostic – Easy to Access

Because it's a web-based solution that anyone with login credentials can access from any internet-enabled device, including mobile tablets, from anywhere in the world, no VPN is required.

Streamlined Checker Data Entry

Accurate checker data is an essential aspect of the CleverInsight solution. CleverInsights responsive website allows agency checkers to enter data directly into the application, minimizing processing time and discrepancies when copied over. Additionally, after processing occurs, users can view APC survey results side-by-side with checker surveys, allowing administrators to calibrate and build confidence in the APC system.

Flexibility to Meet All Your Reporting Needs

- Equitable service distribution analysis (Title VI compliance)
- Evaluate stop amenities (ex.shelters, benches, etc.)
- Service rightsizing – provision of service to meet demand
- Public-facing ridership dashboards
- Flag-stop locations that might indicate popular new stops
- Route system redesign
- Bus Stop Optimization Projects
- Transit Development Plans
- Coordinated Mobility Plans

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