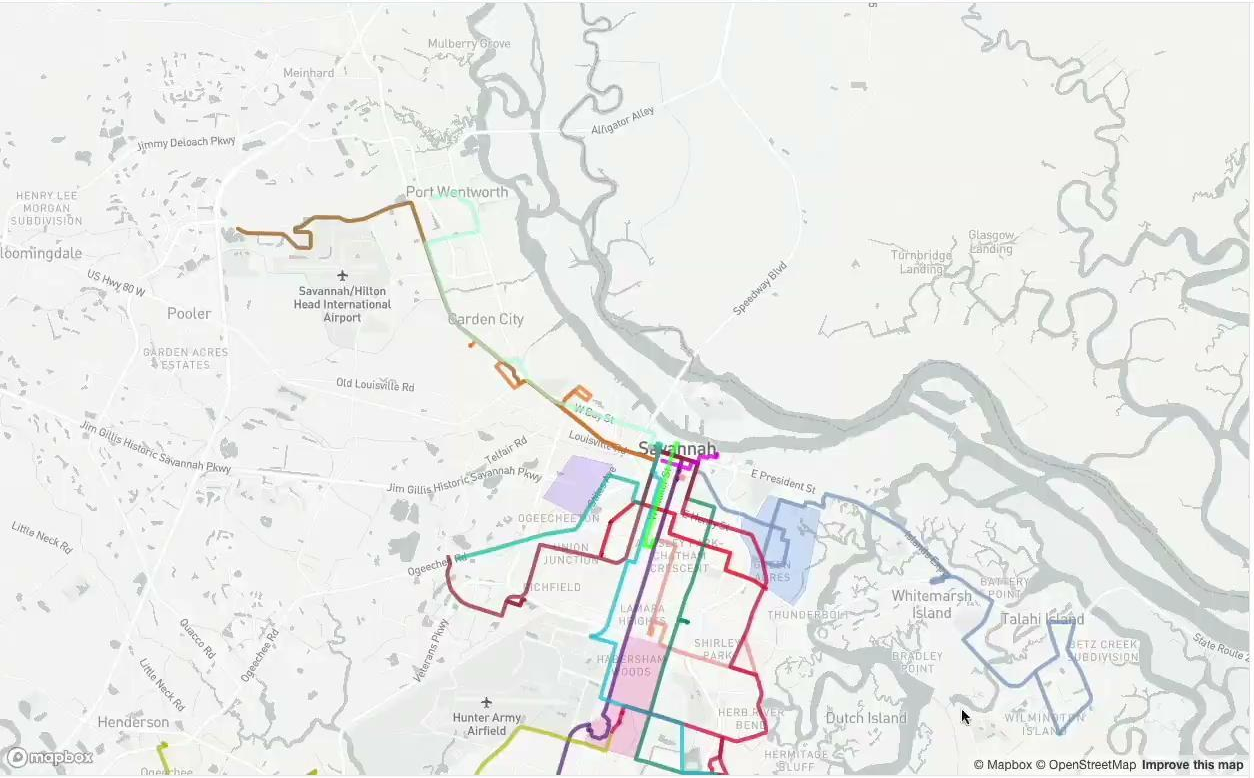
# Ontra Mobility Planning Platform

MUG June 2025

Ontra

Menu | Import Data | Savannah | Versions | Run Optimization




Routes | Zones

| Zone | Name | Ridership | Wait Time | Cost | Recovery |
|---|---|---|---|---|---|
| Z1 | Eastside | 1,850 | 8.2 min | $8,200 | 62% |
| Z2 | Carver Village | 1,250 | 9.5 min | $6,800 | 55% |
| Z3 | Kensington Park | 980 | 10.2 min | $5,400 | 48% |

## Network Overview

Optimization results for the transit network

Key Metrics | Efficiency | Time Metrics | Hourly Data

Daily Ridership
**83,954** ↑ 17.6%

Operating Cost
**$217,776** ↓ 9.1%

Avg Load Factor
**64.44%** ↑ 11.1%

Cost Recovery
**45.86%** ↑ 17.5%

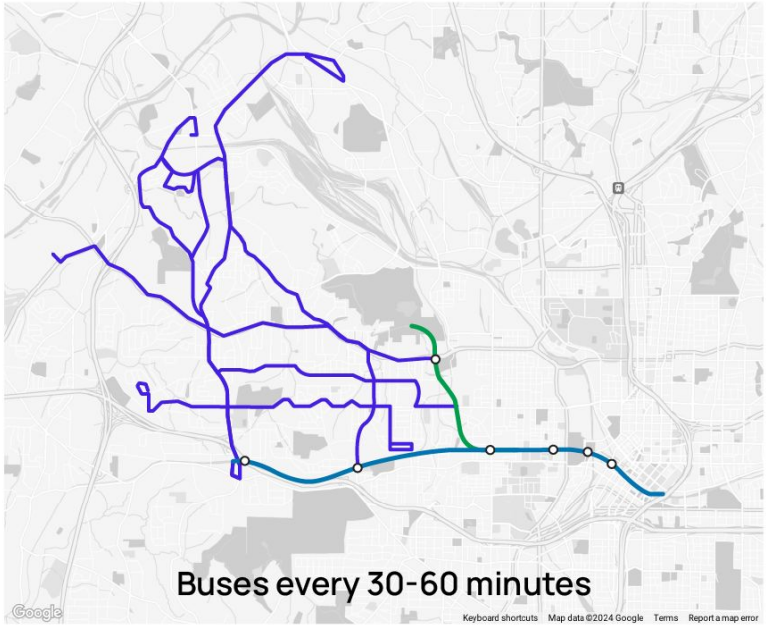
# Our Background

- OR PhDs from Georgia Tech, Google SWEs

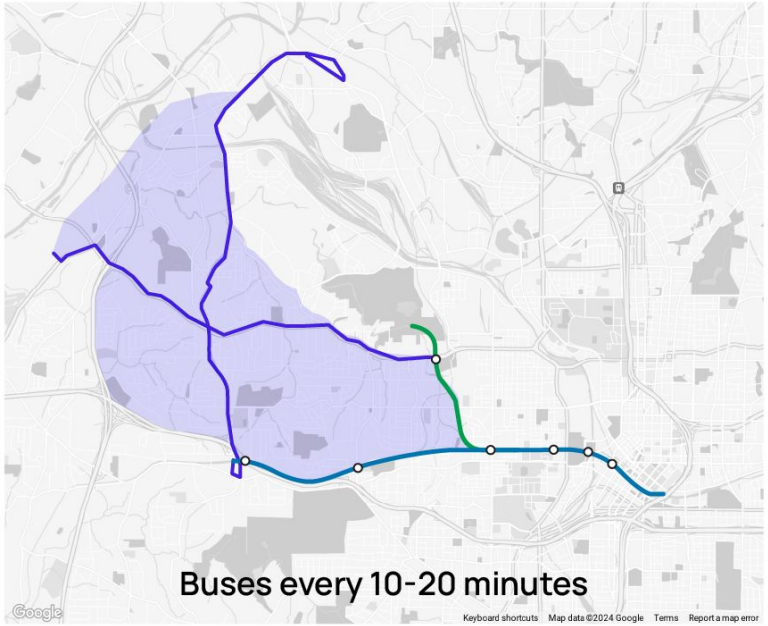
- Previously worked with: DDOT (Washington D.C.), MARTA (Atlanta, GA), CAT (Savannah, GA), and more ...

# Increased Ridership, Coverage Efficiency

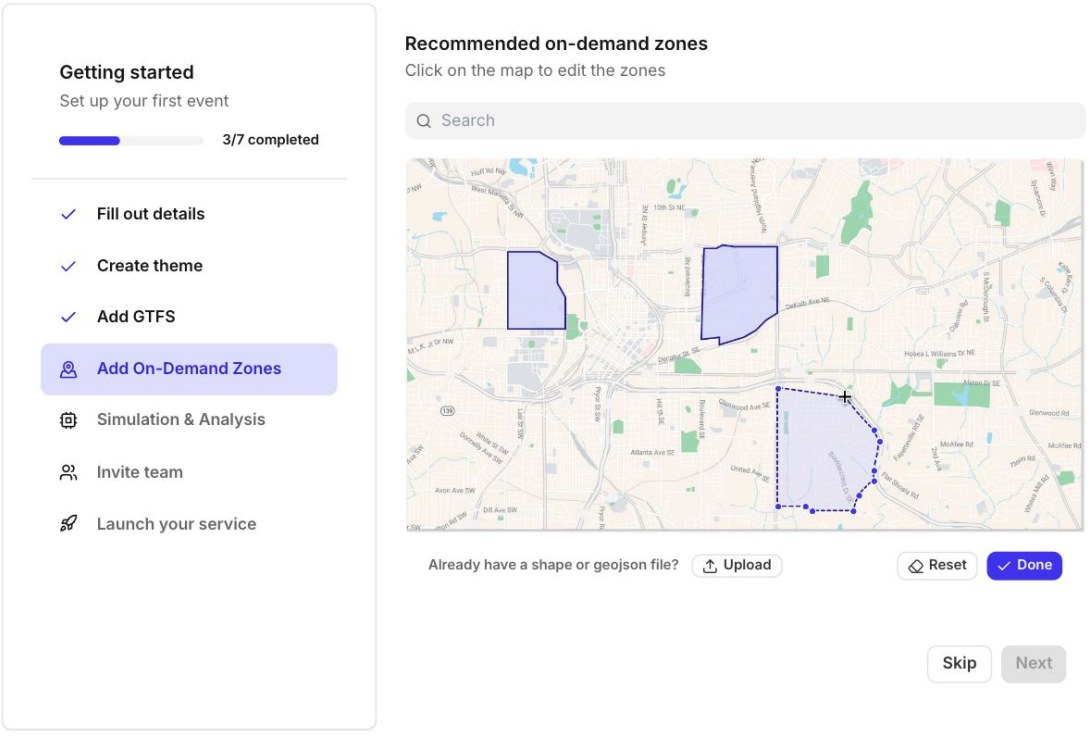
**Before** 6 bus lines



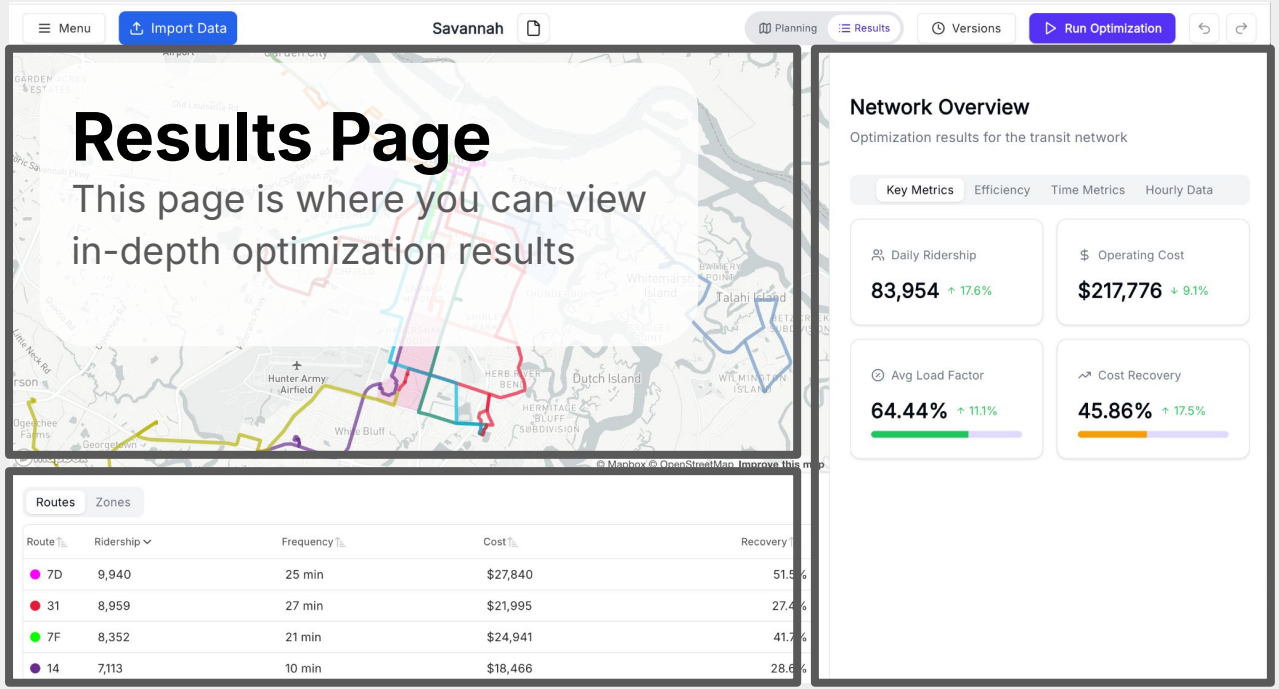

**After** 2 bus lines + on-demand service



# Making it easy to optimize your network



Map

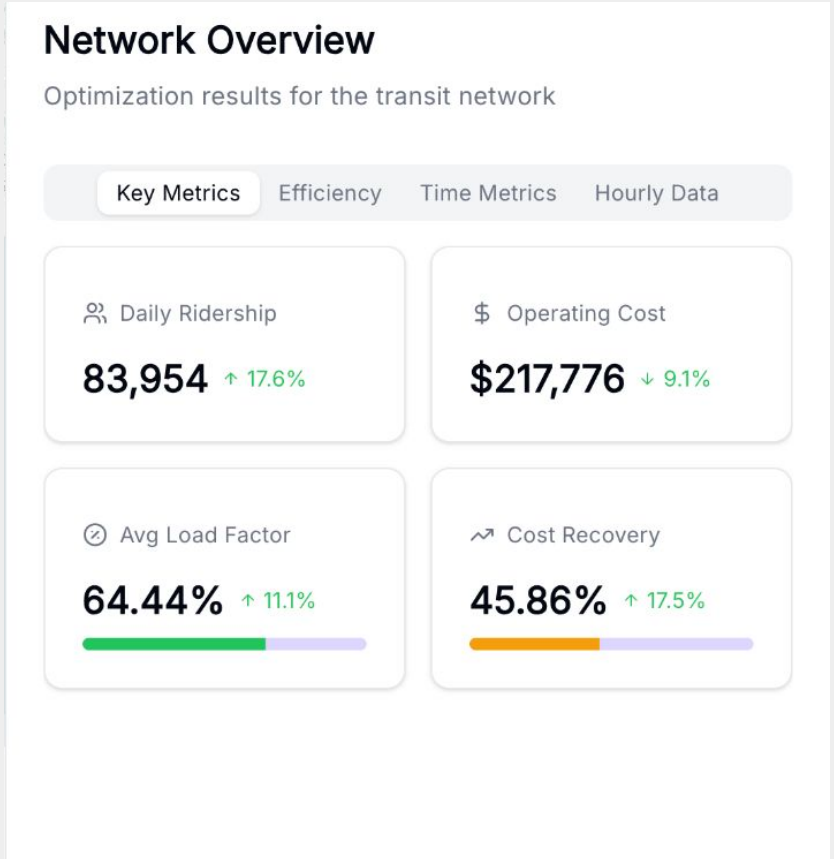



Results

Route/Zone Table

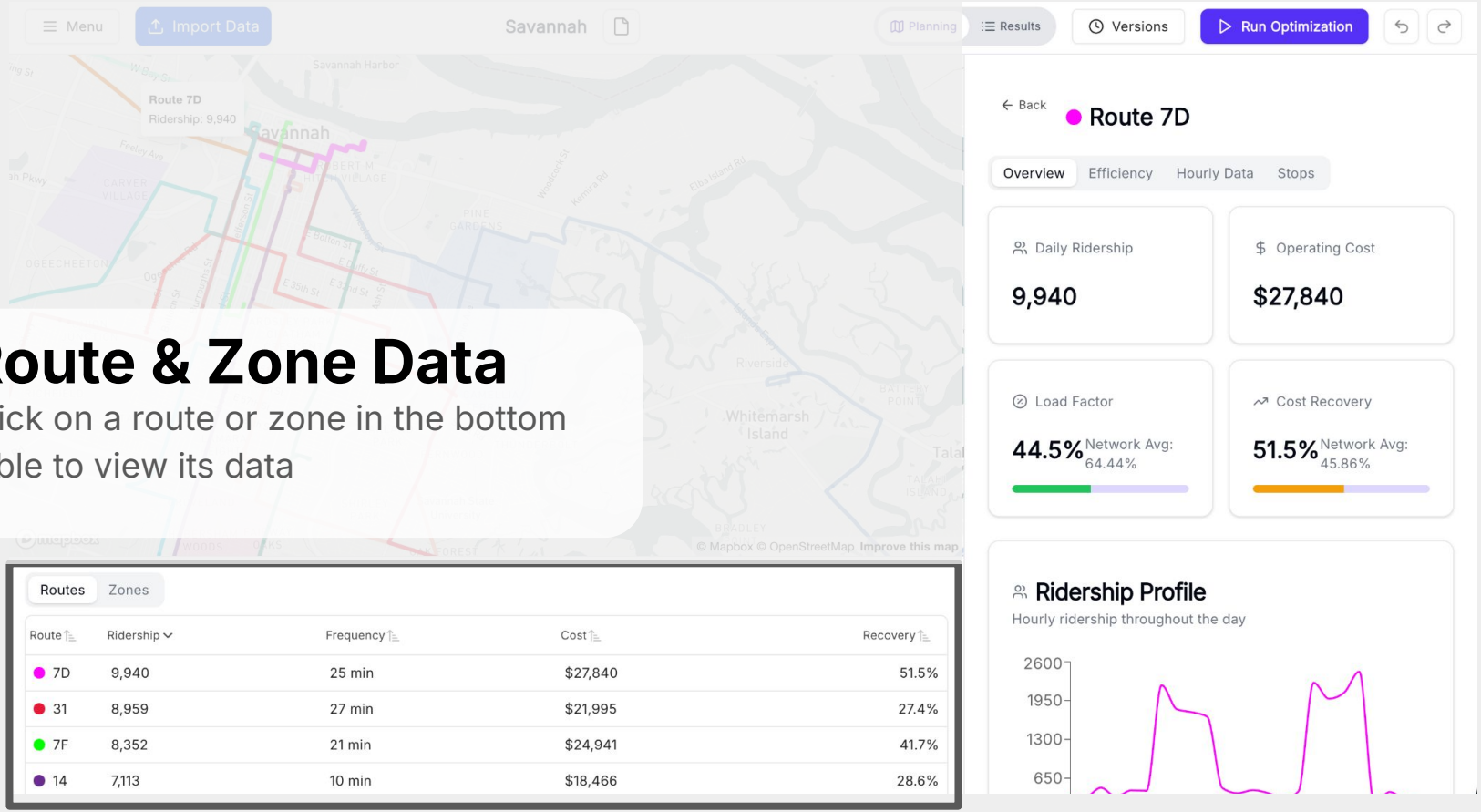
# Key Metrics

Optimize and forecast key metrics for the transportation network



# Route & Zone Data

Click on a route or zone in the bottom table to view its data



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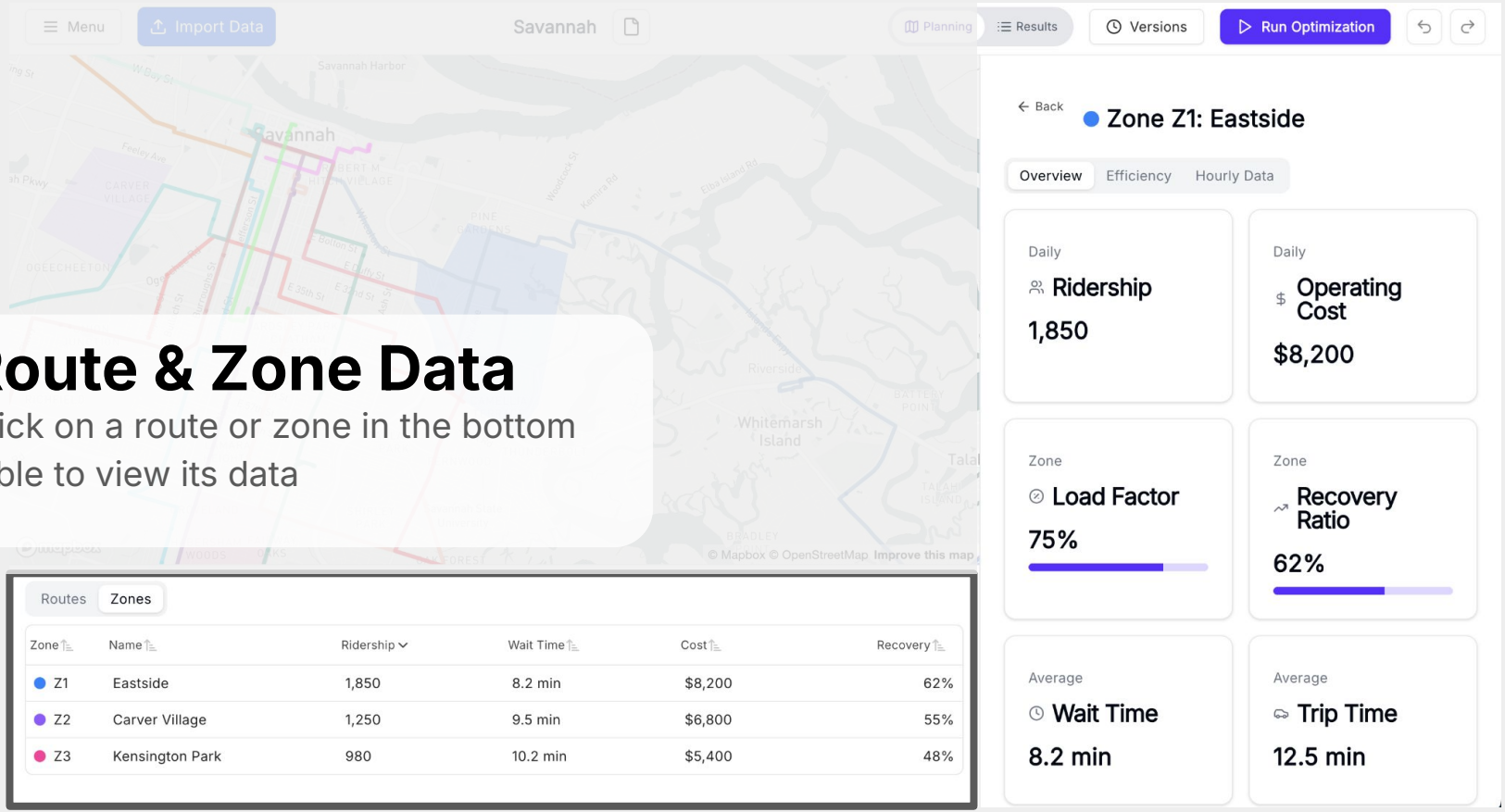
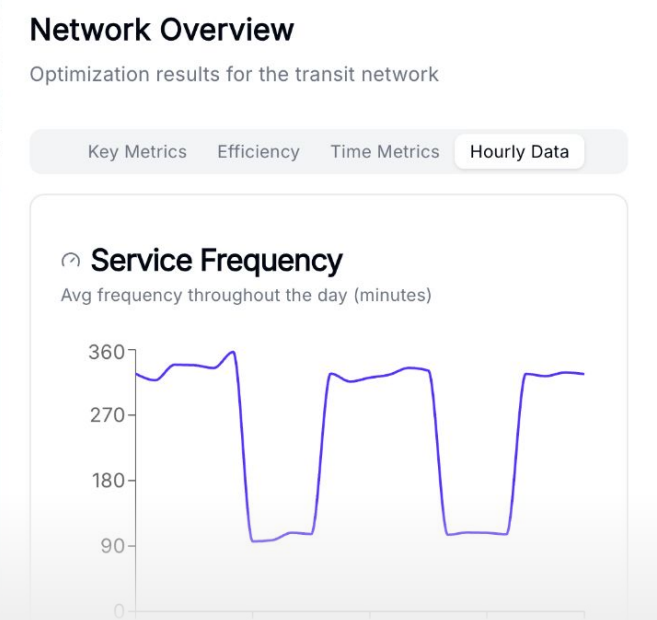


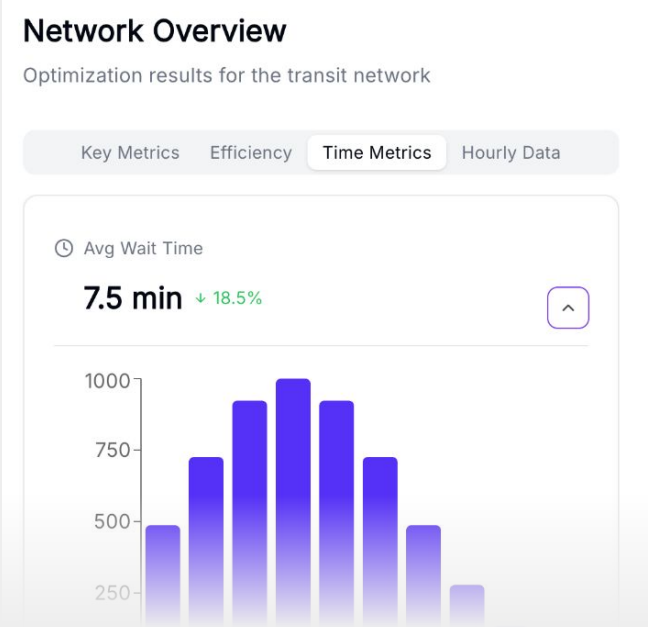
Network Overview

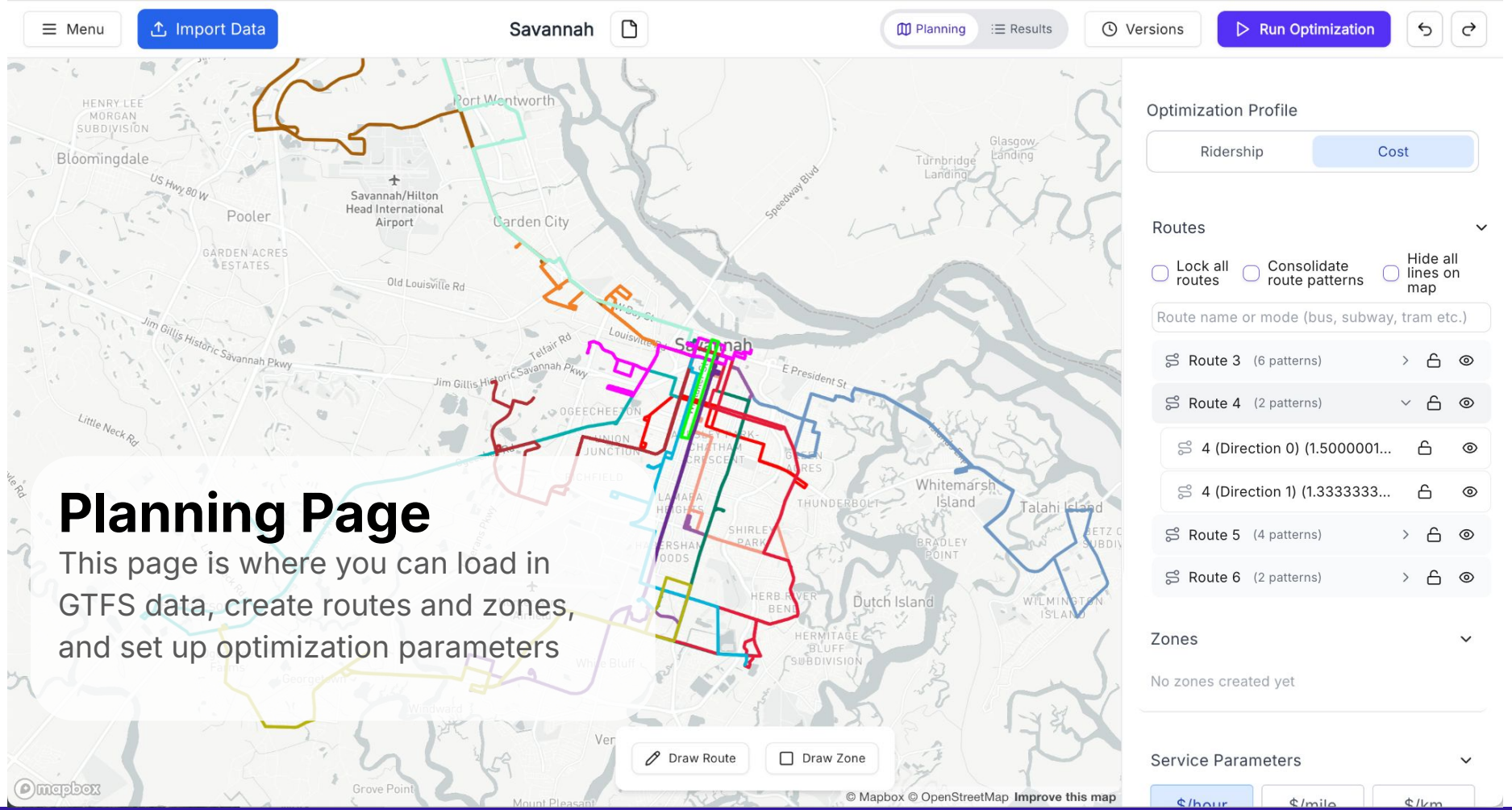
# Hourly Data




Network Overview

# Time Metrics




Menu
Import Data
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Planning
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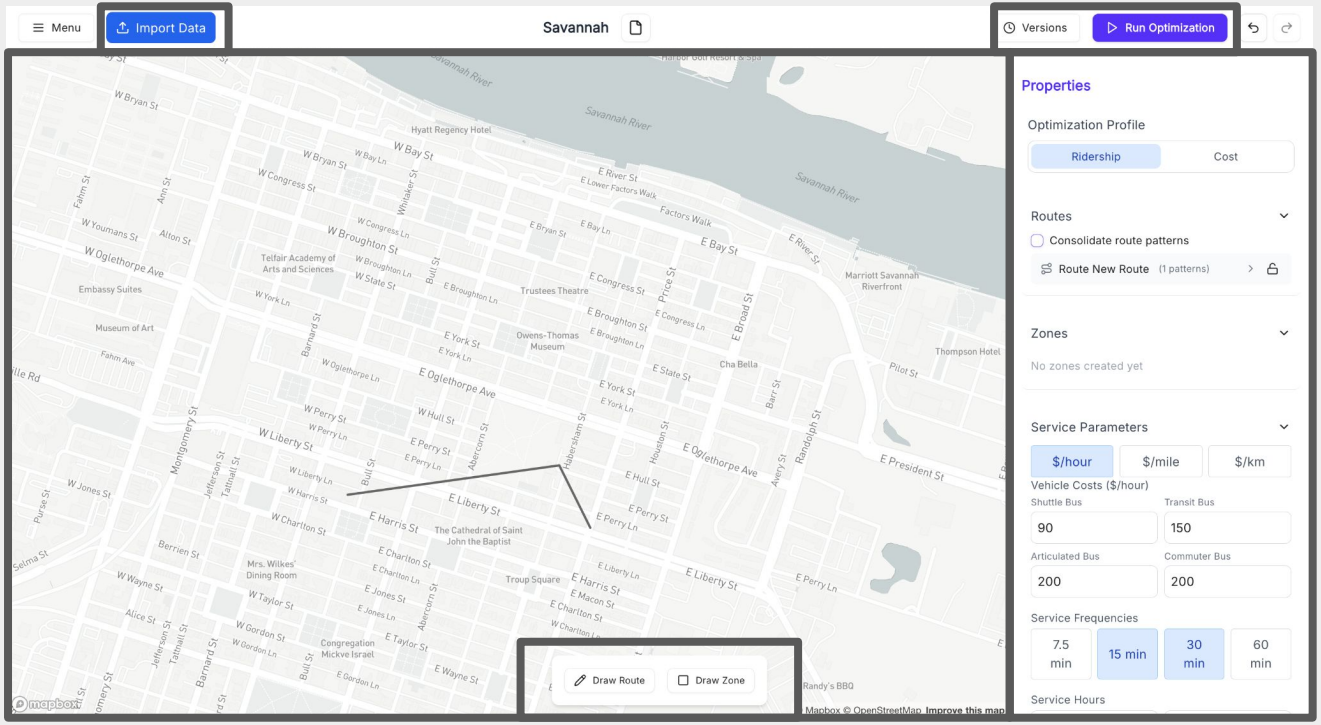
Optimization Profile
Ridership
Cost
Routes
Lock all routes
Consolidate route patterns
Hide all lines on map
Route name or mode (bus, subway, tram etc.)
Route 3 (6 patterns)
Route 4 (2 patterns)
4 (Direction 0) (1.5000001...
4 (Direction 1) (1.3333333...
Route 5 (4 patterns)
Route 6 (2 patterns)
Zones
No zones created yet
Service Parameters
$/hour
$/mile
$/km
Draw Route
Draw Zone
Planning Page
This page is where you can load in GTFS data, create routes and zones, and set up optimization parameters
© Mapbox © OpenStreetMap Improve this map

Data Import

Run Button

Map




Optimization Settings

Drawing Tools

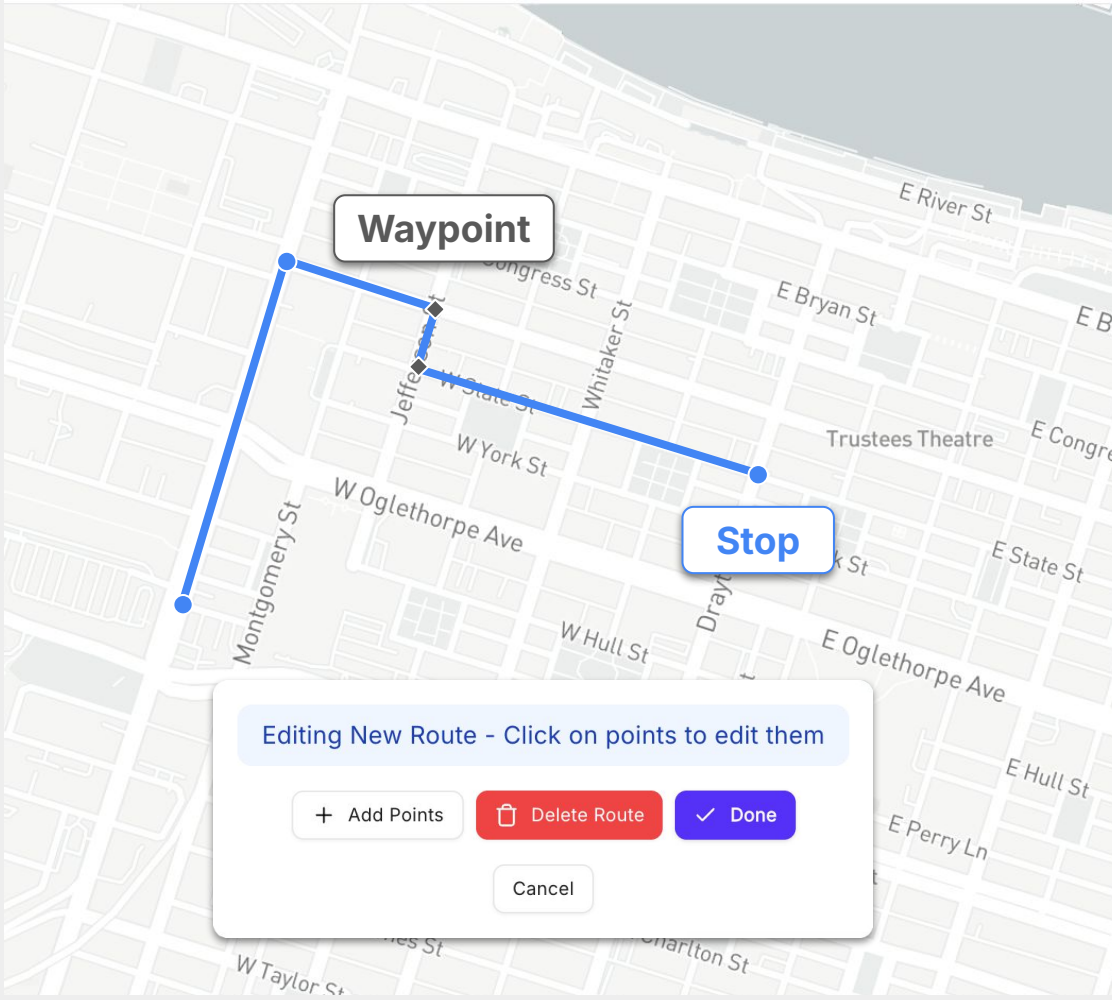
# Drawing routes

● Stop: Point along route that the bus will stop at.

◆ Waypoint: Point used to guide the route.

Draw Route

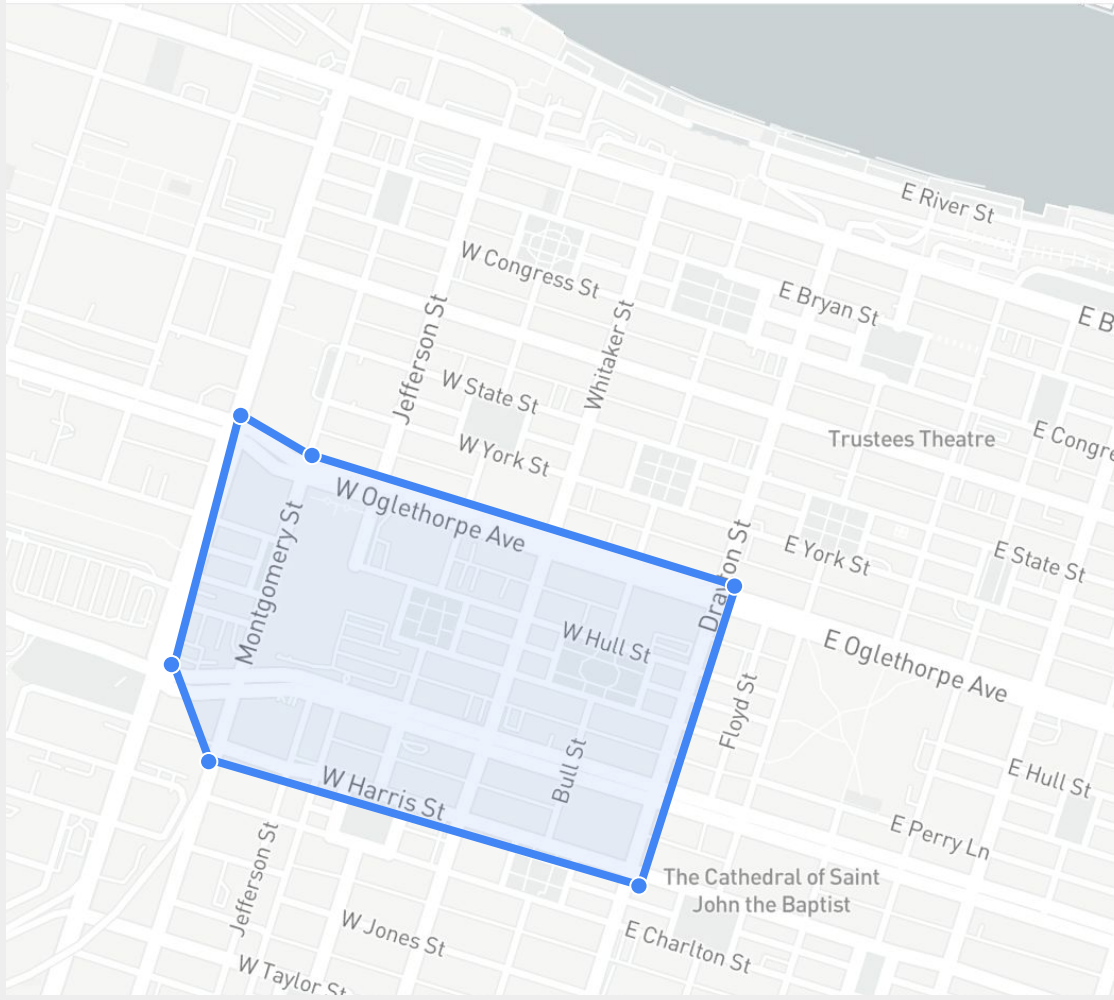
Draw fixed routes



# Drawing Zones

Zones are areas where on-demand transit will operate. You can use the drawing tools to define these zones as polygons on the map.

Similar to routes, you can click a completed zone to edit it.



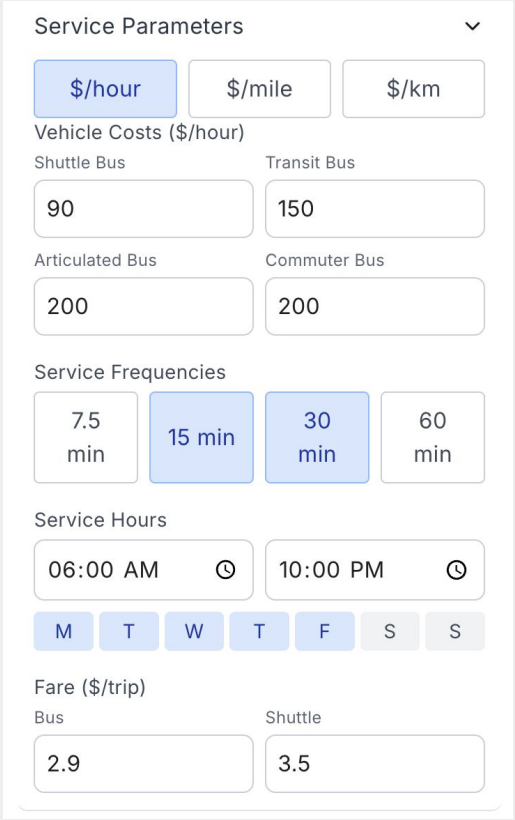

Draw Zone

Draw on-demand transit zones

# Choose Service Parameters and Optimize

Adjust service parameters as needed then optimize your network.

Run Optimization



# Thank you!

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