

## A3

*Public Transportation Routes in Puerto Rico***Background:**

Puerto Rico's most common public transportation are the trolleys. Unfortunately the trolleys are outdated and in the condition they are it is this moment they can't compete with big companies like Uber or some small ones like the local taxis. We know that these other companies may charge a fortune for some short rides.

**Current Conditions:**

Where things stand today:  
The trolley system as of right now, is a double-edged sword. The trolley might come or it might not. With no way of knowing the alternate routes or even if the trolley is online (working) you might as well be a "sitting duck" in your daily errands.

**Target(s)/Goal(s)**

The specific outcome required for the business:  
We want to make the trolley system the most reliable, cheaper and safest mode of travelling for those who need it.  
Success will be measured with the increase of clients using the trolley system.

**Analysis**

The root cause(s) of the problem:  
The unwillingness of the Government to invest in who may need it and not knowing the economic power that the trolleys have in other major cities and countries.  
Choose the simplest problem-solving tool for this issue:  
The simplest way of solving this issue will be by having the routes available to the clients via web or app, and by having an online or offline trolley system.

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**Proposed Countermeasure(s):**

- What alternatives could be considered? The government can consider eliminating the trolley system, and create a new government taxi system like Uber, with cheaper rates.
- How will you choose among the options? What decision criteria? The decision criteria should be taken on prediction on client satisfaction. Will the client prefer a reliable and cheaper trolley with set routes or a less reliable and expensive government Uber program.

**Implementation Plan:**

May include details on the specific means of implementation.

- QR codes will be implemented in each trolley to facilitate drivers check in. This will automatically tell the user that this trolley will be online.
- Every route will be routed and given by Google Maps, every client will be able to see the trolley on the map, through the app/website.

Indicators of performance, of progress.

- How will we know if the actions have the impact needed? The increase of passenger among the trolleys.
- Add a driver rating system, will serve as a direct appreciation of a driver (job may depend of good rating for safety measures).
- Add an alternate route map, in case of missing driver or trolley maintenance.

**Follow Up:**

Remaining issues that can be anticipated.

- Uncalibrated GPS, for these daily check ups to ensure GPS calibration will be needed. Dates and name of personnel will be provided on the app each time GPS gets calibrated.



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