

# Customer Case Studies

MAXIMIZE YOUR ROI WHILE YOU TRANSPORT YOUR PASSENGERS A LITTLE GREENER.



## • City of Pasadena (Pasadena, CA)

*Trip efficiencies increased, on-time performance is up, customer complaints are down*

First Transit operates 11 buses, servicing 54,000 passengers/year, traveling ~200,000 miles/year. First Transit is contracted by the City of Pasadena to operate its dial-a-ride services for seniors and qualifying residents. To receive continued funding, First Transit was charged with showing an increase in trip and administrative efficiencies and that they could run a tight, lean transit operation. They selected RouteMatch TS to accomplish this.

### RESULTS & BENEFITS

- » Increased trip efficiencies from 2.5 passengers per hour to 3 passengers per hour.
- » Created custom reports, accessible with the click of a button.
- » On-time performance increased from 94.7% to 96.8% and customer complaints dropped 5%.
- » Automated scheduling allowed First Transit to easily insert trips more efficiently, schedule multiple pick-ups from the same location, and minimize overbooking.

## • Iredell County Transit System (Statesville, NC)

*Ridership increased, rides per day increased, vehicle usage dropped*

Iredell County Transit provides for the human service and general public transportation needs, running over 160,000 trips/year. Iredell's previous software system could not handle the volume of trips and was unreliable. Iredell needed to adopt newer technologies that could accommodate its growing operation, ultimately choosing RouteMatch TS.

### RESULTS & BENEFITS

- » Achieved a 28.6% increase in ridership.
- » Vehicle usage dropped from 25 to 18 while trips per day increased—led to a significant impact on fuel cost savings.
- » Went live with the software after only 3 months—training went smooth from start to finish.

## • S.C.M. Elderbus, Inc. (Charlton, MA)

*Drastic reduction in scheduling and verification processes, software more than paid for itself in one year*

S.C.M. Elderbus is a non-profit, private transportation company providing paratransit services to seniors and persons with disabilities throughout central and south-central Massachusetts. Providing over 55,000 trips annually with 23 wheelchair equipped passenger vans, S.C.M. Elderbus provides transportation services to 21 communities covering over 540 square miles. S.C.M. Elderbus switched from a manual scheduling process to an advanced transportation management system, saving ~\$100,000 in one year by using RouteMatch TS.

### RESULTS & BENEFITS

- » Saw a 72% reduction in the time it takes to schedule trips on a daily basis.
- » Saw a 75% reduction in daily verification processes.
- » Reduced total driver hours per week by 12% and reduced van fleet by one vehicle.



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## • Billings MET Special Transit (Billings, MT)

*Increased rides per hour and reduced service miles, resulting in a positive cost/benefit ratio for RouteMatch TS purchase*

Billings MET Special Transit (MST) is a paratransit service that operates within the Billings, Montana city limits. MST offers ADA paratransit and fixed route services. On average, MST provides 300 rides/day utilizing 12 vehicles. MST needed to replace their outdated legacy software system with a more robust, reliable ITS passenger transportation software application, ultimately selecting RouteMatch TS.

### RESULTS & BENEFITS

- › Were able to increase rides per hour by over 7% after only 3 months of using RouteMatch Software.
- › Riders per mile increased over 3.2%.
- › With a 3% reduction in service miles and hours, MST will achieve a positive cost/benefit ratio for the software.

## • Brownsville Urban System (Brownsville, TX)

*Scheduling, Dispatching and Reporting are now easy tasks to complete due to RouteMatch TS*

Brownsville Urban System (BUS) is a public transportation provider offering both demand-response and fixed route services. They provide over 200 ADA paratransit trips/day. Drivers and Dispatchers were hesitant to use software and reporting was cumbersome and inaccurate. BUS also wanted to increase trips/day without adding more vehicles or personnel. RouteMatch TS changed the way they did business.

### RESULTS & BENEFITS

- › 39% increase in trips per day while the same number of vehicles was maintained.
- › The time it took to schedule trips was reduced by 16 hours per day.
- › Reduced phone reservations from 10 to 2 minutes per call.

## • Paducah Area Transit Authority (Paducah, KY)

*Doubled rides per year, reduced reporting by days, reduced personnel and operates completely paperless*

Paducah Transit (PATS) is a non-profit operation that offers public mass transportation. PATS provides over 450,000 trips annually with 69 vehicles. PATS provides many different services including medical assistance, dial-a-ride, special services transportation and human service transportation. They required a robust system that could keep up with its 24 x 7 transportation service. They selected RouteMatch TS.

### RESULTS & BENEFITS

- › More than doubled rides per year - from 225,000 to 453,000 in one year.
- › Reporting went from 5 days to 1 hour.
- › Reduced drivers by 4 and were able to operate efficiently with only 1 dispatcher.
- › Operate completely paperless with AVL/MDC technology from Mentor Engineering.

## • Provide A Ride (Cleveland, OH)

*Saved hundreds of thousands of dollars each year on eliminated vehicles, gas and maintenance*

Provide A Ride (PAR) is a private, for-profit transportation provider servicing 6 counties in Northeast Ohio. PAR provides over 1100 trips/day with 65 vehicles. PAR services a range of customers with special transportation needs such as welfare-to-work participants, students, seniors citizens and the disabled. PAR wanted to increase the size of its operation and selected RouteMatch TS to do that.

### RESULTS & BENEFITS

- › Saw a 30% increase in trips/day - from 750 to 1100.
- › Despite trip count increase, saved over \$220k on payroll.
- › Reduction in overall miles traveled, gas and insurance expenses, and saw a 16% reduction in annual maintenance savings.

## • City of Santa Fe (Santa Fe, NM)

*Improved on-time performance and drastically reduced annual transportation budget*

The Santa Fe Ride program serves all of the City of Santa Fe, as well as areas outside of the City that are within 3/4 of a mile of fixed route bus routes. The Senior Van program covers the entire County. More than 143,000 trips are provided each year with 14 vehicles through its demand-response, complimentary ADA, and flexible transportation services. The City of Santa Fe needed to improve its overall transportation service and customer satisfaction with better on-time performance. They have achieved this with RouteMatch TS.

### RESULTS & BENEFITS

- › On-time performance increased from 62% to over 80% in just 4 months.
- › Scheduling of vehicles decreased from 2 hours per day down to 30 minutes.
- › 2007-2008 transportation budget is \$150,000 less than the previous year, even though service has remained the same.



## • Ozaukee County Transit Services (Port Washington, WI)



*Used RouteMatch PM to improve on-time performance and reliability in order to win back lost customers*

Awarded by Ozaukee County, Ozaukee Taxi, a shared-ride taxi operation in Wisconsin, received a contract to provide service to all Ozaukee residents needing extended transportation. Ozaukee's previous transportation service had earned a very poor reputation for its reliability, efficiency, and overall customer service. Ozaukee Taxi installed RouteMatch TS for automated scheduling, routing, billing and reporting and immediately saw their operation turn around.

### RESULTS & BENEFITS

- › Generated over 400 new customers in two months.
- › RouteMatch Scheduling Engine (RSE) ensures customers are picked up on time and avoids conflict.
- › Time spent on reporting to Federal and State authorities substantially reduced from 6 hours to 5 minutes.

## • Green River Intra-County Transit System (Owensboro, KY)

*Thorough research of transportation technologies before purchase led to choosing RouteMatch TS*

GRITS is a large, regional rural transit system servicing 7 counties in Kentucky. They provide 150,000 trips per year utilizing 45 vehicles. GRITS delivers human service transportation for seniors and isolated rural citizens and functions as an ADA provider and regional Medicaid broker. GRITS needed to replace its outdated, DOS-based system that would reduce date entry, scheduling, and billing. Finding the most efficient routes was imperative in order for GRITS to increase revenue and profitability. They selected RouteMatch TS.

### RESULTS & BENEFITS

- › Scheduling takes 30 minutes rather than 3 hours and billing takes seconds rather than 3-4 days using up to 3 people.
- › Mileage was reduced by 15% while the number of trips has stayed the same.
- › Paper output was reduced from 23,000 sheets per month to less than 2,000 sheets per month.

## • Tyler Transit System (Tyler, TX)

*Needed to be able to support growing demand and provide better service to its citizens*

Tyler Transit System is a small urban public transit system that operates within a 52-mile service area in Tyler, Texas. They provide paratransit and fixed route services and coordinate trips with 14 counties representing 10,000 square miles. Tyler Transit decided to leverage transit ITS technologies to gain efficiencies in its operations through RouteMatch TS and AVL/MDC technologies.

### RESULTS & BENEFITS

- › Ridership doubled in 4 years using the same number of vehicles—no additional personnel was needed.
- › Reports are produced instantly and the no-show rate has gone down from 20% to 2%.
- › AVL/MDC technology has added a higher level of data collection accuracy.

## • County of Cape May (Cape May Court House, NJ)

*Reduced operating expenses, improved customer service, and automated billing and reporting through RouteMatch TS*

Cape May County Transit, called Fare Free Transportation, delivers a modified fixed route, demand-response and subscription service to 16 communities in New Jersey along with select areas in Philadelphia, PA and Wilmington, DE. Since 1973, Fare Free Transportation has been providing over 850 trips per day to senior citizens, persons with disabilities, veterans, people of low income and the general public.

### RESULTS & BENEFITS

- › Immediately saw a 2.3% increase in trips per day utilizing the same number of vehicles—from 823 to 850 trips/day.
- › Verification went from taking 6 hours to less than one hour.
- › Fast and easy implementation; also easily integrated with existing hardware—staff said it was user friendly from day one.

## • LeeTran (Fort Myers, FL)

*Needed to meet the paratransit and fixed route needs of southwest Florida's most populous and fastest growing county*

Passport, LeeTran's demand-response service for mobility-impaired residents, operates within Lee County's 800 square mile area, providing over 600 trips per day using 42 vehicles. To keep up with the pace and growing age of the community, Passport's operation needed to be fully automated. MDCs were installed by Mentor Engineering on all vehicles and RouteMatch TS allowed trips to be scheduled and dispatched instantly. This allowed end-to-end communication between the dispatching center and the drivers.

### RESULTS & BENEFITS

- › Community's livability, accessibility and economic development has drastically improved.
- › AVL has allowed access to real-time status of drivers to ensure on-time service; data collection is easier and more accurate.
- › RouteMatch TS has allowed for improved scheduling, verification and reporting.

