

# Customer Case Study

## Iredell County Transit System

### GOAL

Needed faster, more reliable and cost-effective routing and scheduling system to handle large number of demand-response trips in a rural transit setting.

### IREDELL COUNTY TRANSIT OVERVIEW

- » Iredell is based in Statesville, North Carolina and took over the transportation business in 2003
- » Iredell provides for the human service and general public transportation needs for citizens of Iredell County.
- » Provide over 160,000 trips per year

### BUSINESS CHALLENGES

- » Previous software couldn't handle volume of trips, was unreliable and still required too much manual intervention and scheduling
- » Needed to accommodate increasing ridership, while reducing vehicle usage and overall operational costs
- » Wanted to adopt newer transit technology – normally reserved for urban systems – but had budget constraints

### SOLUTION

RouteMatch TS™

### RESULTS

- » Increased trips from 350 per day to 450 per day, a 28.6 percent increase in ridership. On some days, trips per day can reach 500.
- » Although trips per day increased, vehicle usage dropped from 25 to 18. Significant impact on fuel cost savings, especially during recent spike in gas prices.
- » Training went very smoothly; only three months passed from the beginning of training to go live.
- » Using the RSE schedule optimization feature, demand response trips can be inserted easily and efficiently
- » Decreased part-time staff, although trip service increased considerably

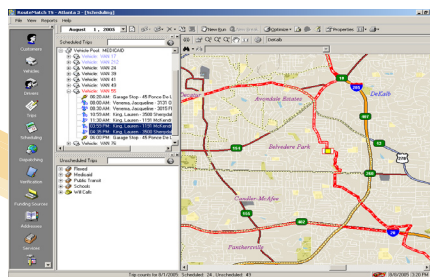
“ We selected RouteMatch Software’s solutions since they are very much in line with our needs from a cost perspective and because they are well known with the NCDOT for accommodating rural transit programs. ”

—Ben Garrison, Transportation Director

### ABOUT ROUTEMATCH

RouteMatch Software is a proven leader in transportation and logistics technology and services, with specific expertise in demand-response and paratransit systems. Targeting private and public sector transportation providers, the company's products specifically address data management, routing, scheduling, dispatching, billing, reporting, verification, AVL, MDC, fixed-route integration, IVR, and transportation coordination. Founded in 1999, the company is headquartered in Atlanta, GA with additional offices in Massachusetts, Washington, North Carolina, South Carolina, Texas, and Iowa.

Our technology vision is to develop and deliver the best passenger transportation technologies in the nation.



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