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## **RouteMatch Software Chosen Lead Technology Vendor for All Selected US DOT Demonstration Sites Building Coordinated Human Service and Public Transportation Systems**

*-- Three sites to use intelligent transportation technologies for enhancements such as web-based trip reservations and GPS-based vehicle tracking --*

**ATLANTA, March 17, 2009** – [RouteMatch Software, Inc.](#) today announced that it has been chosen as the lead technology vendor by three transportation systems in Kentucky, South Carolina and New Jersey that have received grants from the [U.S. Department of Transportation's \(USDOT\)](#) Mobility Services for All Americans (MSAA) program. The MSAA program supports the use of intelligent transportation system (ITS) technologies to achieve coordinated, efficient transportation, also known as a coordinated human service and public transportation systems.

As Yehuda Gross, ITS Transit Program Manager for the ITS Joint Program Office, Research & Innovative Technology Administration (RITA), indicated in the MSAA Phase II kick-off workshop in Washington DC on March 2-3, 2009, the USDOT is pleased to announce the selection of three sites for [MSAA Phase II](#). All three project sites had expressed their intent in each proposal to partner with RouteMatch for the demonstration to build coordinated human service and public transportation systems.

“We are thrilled to partner with RouteMatch on this exciting project,” said Kim Adair, CCTM, Executive Director at the Paducah Transit Authority. “We appreciate the technology and IT experience RouteMatch adds to our recent award of MSAA federal funding. RouteMatch is an important partner in this \$1.4M pilot project and regional transportation in Western Kentucky.”

“We are honored to have been selected by the USDOT, under the MSAA initiative,” said Lynnda Bassham, Director of Human Services for the Lower Savannah Council of Government (COG). “The opportunity to integrate our RouteMatch software region-wide with the additional technology components and customer service aspects of our design is exciting, and we look forward to working with RouteMatch and our other partners to implement a successful TMCC.”

RouteMatch Software is tasked with working with each site to establish an effective and efficient coordination system - as developed and designed by each site. By integrating ITS technologies into a Travel Management Coordination Center (TMCC), each transit

system can connect all transportation groups in their local or regional area using ITS technologies, such as scheduling, dispatching and routing software, to provide significant benefits and return on investment.

During MSAA Phase I, eight demonstration sites across the U.S. were selected back in 2006 for their ability to demonstrate the technical and institutional feasibility of designing and implementing a coordinated human service transportation system with enhanced accessibility features. The site selection was completed by a panel of federal partners including FTA, FHWA, FMCSA, NHTSA within USDOT, as well as the DHHS, DOL and DOE.

Now, the final three sites that are proceeding with field demonstrations through MSAA Phase II are: [Paducah Area Transit System \(PATs\)](#) in Paducah, KY, [Lower Savannah Council of Governments](#) (LSCOG) in Aiken, SC and [Camden County Workforce Investment Board \(WIB\)](#) in Camden County, NJ – and RouteMatch is the lead vendor chosen by all three sites to work with them on building a model system that can be applied nationally.

#### **About RouteMatch Software**

RouteMatch is the leading provider of transit ITS software and solutions. Founded in 1999, the company is headquartered in Atlanta, GA, and its software is currently in use at more than 250 sites in 43 states across the U.S. and has experienced one of the fastest growth rates within the industry in the past four years. Targeting private and public sector passenger transportation providers, the company's products address routing, scheduling, dispatching, billing, reporting, fixed route CAD/AVL, paratransit and fixed route integration, business intelligence, transportation coordination and more. Additional information about RouteMatch's ITS technologies is available at [www.routematch.com](http://www.routematch.com) or by calling RouteMatch toll-free at 1-888-840-8791.

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## **Backgrounder on the MSAA Initiative by US DOT**

### **What is the MSAA Initiative?**

The MSAA initiative is related to the United We Ride (UWR) program, which was designed to implement the Executive Order on Human Service Coordination issued by President Bush in February 2004. MSAA aims to cut through all this redundancy and establish a replicable model that shows how providers and agencies can utilize ITS to address the rising costs and needs of all riders, but especially those with special transportation challenges, whether it be disability, age or rural barriers.

### **How did we end up with three demonstration sites?**

In 2007, eight sites were selected: Aiken, SC; Atlanta, GA; Camden County, NJ; Fitchburg, MA; Kent, OH; Louisville, KY; Paducah, KY; and Orlando, FL.

The eight sites had to

- 1) submit a detailed project plan and concept of operation explaining if they would implement a virtual TMCC, set up a new, centralized facility or do a combination of both and then
- 2) deliver a detailed design plan and requirements analysis – How would they build a TMCC that could serve as the model for how a community sets up and operates an ITS-driven TMCC?

Of the eight sites, three sites have been selected in 2009 by US DOT for the TMCC implementation phase.

- Paducah Area Transit System (PATS) in Paducah, KY,
- Lower Savannah Council of Governments (LSCOG) in Aiken, SC and
- Camden County Workforce Investment Board in Camden County, NJ

This phase should be completed by 2010.

### **How are the three sites using the Phase II funds?**

With a \$680,000 grant, the Lower Savannah Council of Governments is using the funding for planning and designing an expanded human service transportation network to include more human service transportation providers and vehicle tracking abilities such as global positioning systems (GPS) and to enable customers to receive information and manage their own trips through a toll-free number and web-based applications.

With a \$1.4 million grant, the Paducah Area Transit System is using the funding for the expansion of an existing call center to cover a larger geographic area and provide around-the-clock access to traveler support. The strengthened call center will add customer-oriented features, such as automated telephone and Internet-based trip reservations and management.

With a \$700,000 grant, the Camden County Workforce Investment Board is using the funding for planning and designing a transportation brokerage system supported by a

comprehensive set of transportation modes, and for promoting fixed-route public transportation usage for human service clients through accessibility improvement.

**What is the goal of the MSAA Initiative?**

Now, with three demonstration sites moving to the final phase, we are that much closer to a model that shows both urban/suburban and rural systems how to design and implement an ITS-driven TMCC. As result, we expect transportation funding to be increasingly linked to the adoption of ITS in the future, according to the MSAA model.

For more information about the MSAA program, visit <http://www.its.dot.gov/msaa/index.htm>.

For interviews with RouteMatch Software and the three selected systems, contact Caroline March-Long at [cldlong@earthlink.net](mailto:cldlong@earthlink.net).