



Paducah Area Transit Authority

Client Case Study

GOAL

High trip volume required a technology solution that could automate routing and scheduling and dramatically reduce time spent on reporting and the amount of reporting errors.

PADUCAH TRANSIT OVERVIEW

- Paducah Transit is a non-profit operation created by the City of Paducah in Kentucky to offer public mass transportation. It was awarded Medicaid brokerage in May 1999 and serves 30,000 Medicaid eligible clients.
- Paducah Transit comprises 36 employees who helped provide 453,000 rides in 2004 with 69 vehicles.
- Paducah Transit serves eight counties and provides many different services including Medical Assistance, Dial-A-Ride, Special Services Transportation, and Human Service Transportation. □

BUSINESS CHALLENGES

- Medicaid brokerage award required lengthy reporting requirements – staff could not keep up with reporting.
- Manual routing and scheduling could not handle high call volume.
- Needed a faster, more robust system to keep up with 24X7 transportation service.

SOLUTION

RouteMatch TS™

RESULTS

- More than doubled rides per year - **from 225,000 trips to 453,000/year**
- Dramatic reduction in reporting time:
 - **Reporting went from five days to one hour**
- Immediate ability to reduce overhead and overtime expenses
 - **During first week, able to reduce drivers by four**
 - **Only need one dispatcher to handle the entire operation**
 - **Reduce data entry down to one person**
- Operate **completely paperless with AVL/MDC technology**

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 routing, scheduling, dispatching, billing, reporting, verification, AVL, MDC, fixed route integration, and transportation coordination. Founded in 1999, the company is headquartered in Atlanta, GA with additional offices in Massachusetts, Washington, North Carolina, South Carolina and Iowa.

Additional information about RouteMatch Software products is available at:

www.routematch.com
sales@routematch.com

1-888-840-8791 or
404-876-5160.

“RouteMatch Software is by far the best in customer service.

They've been there for us when we most needed them, and that has meant a lot to us.”

-Kim Adair
Assistant General
Manager
Paducah Transit Authority
Paducah, KY



A Closer Look at Paducah Area Transit Authority

Kentucky Transportation System Finds Technology System That Keeps Up With Rapid Pace, Growing Business

Paducah Transit took great care to select a technology solution, having experienced a range of problems with early systems.

“We started out with a homegrown product and then used a DOS-based system for quite a while. However, this system just couldn’t keep up with our reporting requirements, left us having to manually schedule routes and just couldn’t handle our trip load, which is 10,000 trips/month for Medicaid alone,” says Kim Adair, Paducah Transit assistant general manager.

During 2000-2002, Paducah Transit decided to switch to newer technology. After researching three vendors and undergoing software demonstrations, they decided on RouteMatch Software’s TS system.

The deciding factors that led to RouteMatch’s selection included the system’s ability to: handle a large volume of calls, quickly complete time-consuming and complex State Medicaid reporting requirements, and its unique RouteMatch Scheduling Engine (RSE) that automatically selects and recommends the best route and schedule with the push of a button.

“RouteMatch completely prepared us for the transition. Ahead of time, they sent us training modules so that we’d be familiar with the software before the actual training. This made a big difference and made the change over smooth,” says Adair.

RouteMatch TS came just in time. Paducah had bought a taxi company and was now running 24X7 and needed its operation to run smoothly and efficiently.

“We noticed improvements immediately. In the first week alone, we were able to cut four drivers and still meet heavy demands like three trips every hour,” points out Adair.

The RSE capability further reduced the need for dispatching and data entry help. Paducah Transit was able to rely on RouteMatch TS to show recommended routes and schedules to optimize the operation on an hourly and daily basis.

“We also have subcontractors to support,” adds Adair. “Subcontractors offering Medicaid trips can dial into our system and verify and check the best routes and schedules by tapping into the RSE functionality.”

In 2004, Paducah went a step further and added AVL/MDC capability, outfitting their fleet with receivers mounted in each vehicle. Paducah Transit can now see where each vehicle is at any given moment. “We can now tell a customer on the phone that a bus is 50 blocks away and exactly when to expect it,” says Adair.

Paducah Transit is now completely paperless. Calls from the dispatcher go to each mobile unit, drivers transmit back pick-up and drop-off times via the push of a button and reporting information is logged automatically back at the dispatch unit, along with the tabulation of the trip cost.

Paducah Transit credits RouteMatch’s customer service as the icing on the cake. “RouteMatch has been there for us when we most needed them. During our first go-live week, we had some initial bugs to work out that happened to fall on a Friday night. Despite the time, they called me at home and got us up and running that very night. It meant a lot to me and our entire operation,” says Adair.