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Seminole Nation Transit Services



## The Seminole Nation Makes Great Strides in Operational Efficiencies, Reducing Duplicated and Wasted Trips by 70% with RouteMatch Software

### Rural Territory, Growing Ridership, Extreme Weather Conditions Present Multiple Challenges

Like many tribal agencies, the Seminole Nation of Oklahoma Transit Service provides rides to a geographically dispersed community of riders across a vast area. With extreme weather conditions of 100+ degrees in the summer and equally harsh winters, it is critical that Seminole Nation Transit successfully serves its community of riders. Furthermore, the area terrain could not support large buses; thereby, smaller vans have been used in a flexed route demand response model for both the general public and ADA ridership.

“Over 60% of our ridership is the general public, 30% ADA or elderly, and another 8% for non-ambulatory or other disabilities, “ said Stephaney Lambert, Seminole Nation Transit Services’ program director. “We are the sole transit provider in the area. They rely on us.”

Seminole Nation Transit provides 60-120 trips per day on six vehicles, averaging 30 passengers per vehicle. To manage its routes, the agency previously used spreadsheets and a memo pad with tear off tickets, and ran copies of schedules for each of the drivers. For the most part, drivers knew the locations of each of their passengers when a call came in as the community was small. Problems arose, however, when a new driver came on duty or when new passengers called in. This would result in sub-optimal trip planning and poor on-time performance.

Trip cancellations proved to be another challenge. Office staff would call a driver on the radio to notify him of the cancellation, but could not properly re-route the driver due to lack of visibility into where other vehicles were at a given time. This often led to having two drivers dispatched to the same location.

#### Seminole Nation Transit Service

##### Headquarters:

- Seminole Nation, Oklahoma

##### Solutions:

- RouteMatch TS

#### Challenges:

- Need for flexed route for demand response
- Rise in ridership for general public and ADA passengers
- Need to reduce duplicate trips

#### Solution:

- Scalable and flexible technology with RouteMatch Software

#### Results:

- 70% reduction in duplicate or wasted trips
- 20% increase in number of pick-ups
- Scalable technology to accommodate future fare, reporting and billing needs

“We knew we needed change two years ago,” said Lambert. “We had applied for grants in 2009, and visited our neighbor, The Chickasaw Nation, to see how they managed their demand response operations with RouteMatch’s technology. It was exactly what we needed, and we sought to emulate their success.”

## Technology Brings Early Efficiencies and Scalability to Flexed Route Demand Response Service

Seminole Nation secured ARRA funds and CTAA grants in 2010 and 2011. When evaluating the software, Lambert was careful to seek a solution that could scale as the agency did.

“We were looking for more than just scheduling. The technology had to accommodate our fast growth. We liked that RouteMatch not only excelled at scheduling demand response trips, but also had multiple reporting capabilities. We needed technology that could also handle complex billing, and offered automated vehicle locators that we could implement when we received additional funding. Having one management platform for all our transportation needs was key for us.”

Another important reason why Lambert chose RouteMatch is in preparation for the agency’s planned fare tracking. RouteMatch enables Seminole Nation to tag each fare by funding source requirement and different fare amounts. This will allow Seminole Nation to more easily and accurately track each rider as an ADA customer, Logisticare client, or general public by mile or trip when it implements a new fare structure in Fall 2011.

“We really embraced the technology on day one,” said Lambert. “My dispatcher loves it, and shows me things we can do to improve our service. It takes a commitment to change, but it really has helped us increase ridership service levels with our small office staff of only two people.”

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Post training, Lambert sent a dispatcher to RouteMatch’s annual user conference for additional training, which has further boosted usability and the discovery of new functionalities.

Having used the software for four months, The Seminole Nation is already experiencing notable results.

One of the biggest positive changes The Seminole Nation found upon deploying RouteMatch’s technology is how information is given and received. From an administration standpoint, automating scheduling and dispatching keeps drivers and the office on the same page, reducing confusion and the risk of misinterpretation of data.

By gaining visibility into each driver location and being able to pinpoint deviations from routes that may occur, drivers and office staff can now view realistic loading times of each passenger and the estimated time of arrival of each vehicle. Due to this new visibility, The Seminole Nation has been able to increase the number of pick-ups by 20%.

The most significant ROI gains, however, have been the reduction in the number of wasted or duplicated trips.

“This has been huge for us,” said Lambert. “We’ve cut the number of wasted or duplicated trips by 70%. This helps us in so many ways. It’s reduced idling time, fuel costs and overall driver and passenger frustrations. We’re very happy with the technology.”