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## **Denver-based Seniors' Resource Center Transportation Services Awards ITS Contract to RouteMatch Software**

*New partnership focuses on improving efficiencies for paratransit operations; Extends  
RouteMatch's regional coordination effort in Denver Metro Area*

**DENVER, CO and ATLANTA, GA—January 30, 2012** — [RouteMatch Software](#), Inc. today announced that it has been awarded an intelligent transportation systems (ITS) contract with Denver-based [Seniors' Resource Center \(SRC\) Transportation Services](#) to improve operational efficiencies for the transit agency's demand-response services.

SRC is a non-profit, modified demand response brokerage operating 18 small buses and vehicles as well as subcontractors for door-to-door transportation to seniors and persons with mobility impairments within the west and north Denver metropolitan area, including suburbs and a few outlying rural, mountainous areas. By using RouteMatch's flexible transportation and vehicle management platform, SRC seeks to improve the number of passengers traveling within vehicles as well as conduct more efficient route planning and scheduling.

"We were ready for change and chose RouteMatch for quite a few reasons," said Hank Braaksma, Transportation Director at Seniors' Resource Center Transportation Services. "As a company, we like RouteMatch's strong local presence here in Denver, paratransit work with Denver RTD, and civic involvement within the Colorado community. We also view RouteMatch's technologies as becoming the primary transit solution for the entire Denver metro area. As a non-profit transit agency, we're always looking for ways to be cost-effective with the funds we receive while getting good value for functionality and maintenance. We see RouteMatch as a long-term partner who grasps our needs."

RouteMatch applies advanced algorithms and proven, best practice implementations to help transit agency directors, dispatchers and drivers manage time and resources through optimization. The software will enable SRC to glean pertinent information for improved coordination with its six different paratransit providers across a 750 square mile area of coverage.

"We are very excited to be partnering with Seniors' Resource Center Transportation Services, and working with the team there to uncover hidden or overlooked opportunities for achieving greater transportation ROI," said Tom Coogan, General Manager and Vice President, RouteMatch Software, West Region. "SRC has been a visionary leader in both community care and the transit industry, and we are thrilled to be on board in helping achieve their mission."



SRC's future technology plans include tapping into RouteMatch's technologies to facilitate a one-click, one-call center model for regional coordination, using a real-time traveler information system to enhance customer service, and in-vehicle tracking and monitoring for greater cost savings, a lower carbon foot print, and safety.

### **About RouteMatch Software**

RouteMatch is the leading provider of end-to-end transit [ITS software](#) and innovative passenger and vehicle technology solutions. The company is headquartered in Atlanta, GA and works with more than 450 transit agencies across the U.S. and internationally, providing quality software and customer service. Partnering with public and private sector passenger transportation providers, the company's products address routing, scheduling, dispatching, billing, reporting, [fixed route CAD/AVL](#), [paratransit](#) and fixed route integration, [traveler information](#) services, [fleet management](#), [mobility management](#), and more. Additional information about RouteMatch's ITS technologies are available at [www.routematch.com](http://www.routematch.com) or by calling RouteMatch toll-free at (US) 1-888-840-8791.

### **About Seniors' Resource Center Transportation Services**

Seniors' Resource Center Transportation Services provide accessible and affordable door to door and door-through-door transportation to older adults and persons with mobility impairments in the urban areas of [Adams](#) and Jefferson counties. Riders can travel with us to medical/dental appointments, grocery shopping, meal sites, community-based care programs and personal trips.

SRC uses small buses, sedans and many small service providers and their vehicles to maximize funding, create coordination and provide extended hours and boundaries. Safety and service quality is our goal. Seniors' Resource Center Transportation ensures individual independence, provides mobility for self-sufficiency and the opportunity to participate fully in the life of the community.

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