



Estuary Transit District (ETD), located in Centerbrook, CT, was formed in 1981 by the nine towns of the Connecticut River Estuary Region to provide local, coordinated public transportation for residents of the Old Saybrook, CT area. ETD, dba 9 Town Transit, operates four flexible routes (fixed stops with route deviations) and ten vehicles total throughout the region with transfer corridors to New Haven, New London & Middletown. ETD provides up to 90 trips per day, not including walk-ons on the flexible routes. Transit or Dial-A-Ride Service is also available in all nine towns on a limited schedule Monday through Friday. Estuary Transit District was named CTAA's Rural Transit System of the year for 2011. The CTAA indicated that ETD's expansion of service for customers and the deployment of the comprehensive Ecolane technology solution as the main reasons for selection as the Rural Transit System of the Year. ETD is managed by First Transit, a nationally recognized, Cincinnati-based management company.



CHALLENGE

Estuary Transit District desired to have a software product that could schedule both demand response and route deviation vehicles in the same software package. The new paratransit ITS solution would include fully-automatic scheduling and dispatching, Mobile Data Terminals (MDT) and Automatic Vehicle Location (AVL). The main goals of the ITS solution were to increase the ability to schedule and deliver more trips, improve data collection and enhance their reporting capabilities.

SOLUTION

Estuary Transit District selected Ecolane's bid over four other software companies. The ETD Project implementation featured several Ecolane products including:

- Ecolane DRT automatic scheduling and dispatching software
- Ecolane Touch Screen MDTs with AVL and real time updates for drivers in the field
- Ecolane Fixed Route and Route Deviation software
- Ecolane Self Service reservations for customers to book trips via the web
- Ecolane SMS text messaging to customer cell phones announcing the arrival of the vehicle to provide transportation

Estuary Transit District 2011 CTAA Rural Transit System of the Year!

"We are indebted to Ecolane for the marvelous scheduling and dispatching system. Joe mentioned today that our productivity on the Dial-A-Ride service had doubled during the last year with your system, which has created a very solid plank in the revitalization of the Estuary Transit District."

John L. Forbis, Board Treasurer

"The support provided by Ecolane has been tremendous. Our main dispatcher has received excellent support each time she has called or logged onto the Ecolane support site for help. She knows that Ecolane will be there to help if needed and that helps her to do her job better because she knows Ecolane engineers will help if needed."

-John L. Forbis, Board Treasurer

KEY BENEFITS

- Increased rides per hour by 100% on DAR vehicles
- Ridership increase of 40% for trips provided with the exact same vehicles as before implementing Ecolane DRT
- 100% GPS verified stop arrival and departure information
- Real-time reporting and graphic displays that help ETD to modify service to better meet demand
- Trip history details combined with visualization tools such as Google Earth help to effectively research incidents and determine follow-up action
- Extensive use of self service web booking by high schools, nursing homes and hearing impaired customers
- Elimination of driver early arrival complaints

"The Ecolane Project Management & Training was great. Daniel was very organized, and shipped the training manuals prior to his arrival on site. Ecolane managed everything throughout the project. We knew what was expected every step of the way. I have been through several technology implementations and this was the smoothest and most organized. We are doing things with Ecolane that mid and large sized transit systems can't do."

-Joe Comerford, Executive Director

