



Case Study

Shoreline Metro
Sheboygan, WI



Ecolane

Shoreline Metro is the premier provider of public transportation in the Sheboygan Metro Area. Through the efforts of dedicated and well-trained employees, the agency offers a better alternative to driving by providing safe, reliable and courteous transportation. Their service increases the quality of life for customers while also stimulating economic growth for the community. With their stated promise of offering affordable, dependable transportation, Metro Connection considers themselves more than a transportation option; they are a way of life.



The Challenge

Shoreline Metro's paratransit division, Metro Connection, had been running archaic transit software from RouteMatch that created internal barriers and cumbersome processes. The software made it nearly impossible to update or change these processes due to its lack of flexibility.

Metro Connection goals:

- ① Gain additional control over revenue hours
- ② Increase hourly ridership
- ③ Reduce carbon footprint
- ④ Reduce reliance on having a high vehicle inventory
- ⑤ Eliminate part-time, data entry position

Metro Connection realized that its existing transit software was hindering its growth and expansion opportunities. At that point, the agency became compelled to seek out an alternative software solution that better scaled and supported its goals.





The Solution

Implementation of Ecolane DRT scheduling and dispatch software.

Metro Connection engaged Ecolane, looking to implement a software solution that had the capabilities to address and solve the challenges they were facing. After extensive research and evaluation, the agency determined Ecolane's solution as the most innovative approach to scheduling and dispatch and recognized the company as the best partner for the job.



As Metro Connection moved ahead with their implementation, which included Ecolane DRT web-based software, mobile data tablets and comprehensive involvement from Ecolane's professional services staff, they leveraged trainings and go-live assistance to ensure a successful launch.

The Results

Within 9 months of implementing Ecolane software, Metro Connection is seeing significant, positive results:

- **Reduced vehicle usage by 25%** by optimizing the scheduling process and increasing trip efficiency. Transitioning from creating schedules around employee needs to service needs, Metro Connection was able to reduce the number of drivers on the road at any given time while increasing the driving hours per driver. In addition, the reduction in vehicle usage facilitated a \$50,000 reduction in driver salaries as well as a significant reduction in vehicle maintenance costs.
- **Increased hourly ridership by 43%**, from 2.08 to 2.98. With a standardized scheduling process and an increase in trip efficiency, Metro Connection has begun to see an increase in ridership trends. Not only has the agency adapted to this increase, but has done so with fewer vehicles on the road.
- **Decreased vehicle revenue hours by 27%**. By implementing an intuitive scheduling process and increasing the amount of hours each driver spends on the road, Metro Connection enabled its drivers to increase route efficiency, resulting in a reduction in idling time and total vehicle revenue hours.
- **Reduced reporting time from 4 hours to 30 minutes** by leveraging Ecolane's reporting tool and support team. Rather than running 6 to 7 separate reports to fulfill quarterly state report requirements, Shoreline Metro was able to compile the same amount of information into a single report in a fraction of the time.

In addition to optimizing operations, reducing costs and streamlining reporting, the added flexibility and ease-of-use allowed Shoreline Metro to provide clients with premium services that their previous system was unable to offer. Shoreline Metro's updated transit software has allowed for additional time to be built into specified trips at the time of booking. This enables such offerings as same-day service and door through door transportation services.

Customer Comments

"We went from creating schedules and shifts around employee needs to creating shifts and schedules around service needs. This has been a huge contributor of savings in salaries and efficiency with trips per hour! Ecolane software helped us accomplish all of our initial goals."

- **Derek Muench**, Director of Transit and Parking

HOW MAY I
ASSIST YOU?

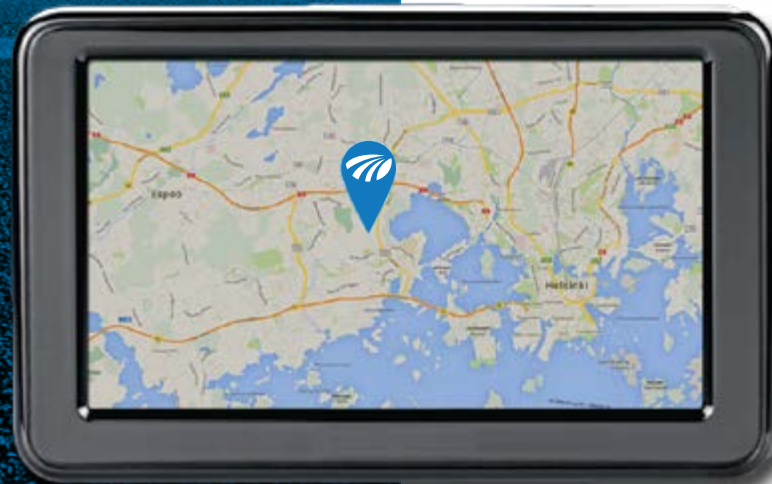




Ecolane Headquarters

940 West Valley Rd
Suite 1400
Wayne, PA
19087 USA

Tel. (844) ECOLANE
Fax. (888) 712-2499
Email: info@ecolane.com



Ecolane Europe

Ecolane Finland Oy
Spektri Pilotti
Metsanneidonkuja 4 02130
Espoo, Finland

Tel. +358 9 61 500 901
Fax. +358 9 72 554 272
Email: info@ecolane.com