Spotlight: rabbittransit

Ecolane

rabbittransit's Challenge

- Needed uniform service procedures through one vendor with one platform to avoid inconsistency and fragmentation in service

- Needed to find ways to address the unique challenges that are presented when serving rural communities such as longer distance trips, increased ride times, and meeting mobility needs and improving accessibility

- Needed to be able to maintain operations, efficiency, and profitability without sacrificing customer service

- Needed a software solution that was easily scalable and would enable growth as they expanded service areas into ten counties

The Solution

Ecolane DRT Coordinated Transit Software System:

- **Ecolane DRT scheduling & dispatching software**

- **Ecolane Touch Screen MDT software**

- **Ecolane Deviated Route Software**

- **EcoWeb Self Service Customer Scheduling**

- **Advanced Ecolane Reporting System along with Ad-hoc reporting tool**

- **Extensive PennDOT custom reports**
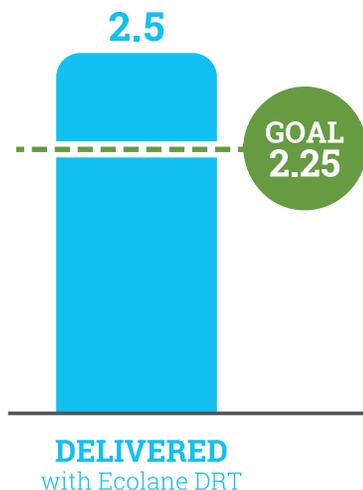
- **IVR Solution**

The Results

	Ecolane	Previous Software
Comprehensive point & click reporting on any metric the system captures	✓	✗
Complete web-based scheduling & dispatching software solution	✓	✗
Fully automated scheduling keeps things moving without interruption	✓	✗
Continuous optimization changes schedules as real-life conditions change	✓	✗
User-friendly	✓	✗

rabbittransit RPH

2.5

GOAL 2.25

DELIVERED
with Ecolane DRT

16% Improvement in On-Time Performance (OTP) (from 82% to 95%)

SAVED OVER $1 MIL

94% of customers would recommend rabbittransit to someone else

94% SATISFACTION

Saved over $1 million in expenses since implementation

82% HAVE POSITIVE VIEW

82% of customers have a positive view of rabbittransit service (including both fixed route and paratransit services)

"Prior to Ecolane, rabbittransit had a full-functioning paratransit software package with most of the bells and whistles. What we didn't have was a product that was easy to use. We didn't have a product with good and accurate reporting modules. We didn't have a system that allowed us to enhance our customer's experience. Ecolane provides these features and a significant amount of information in a very user-friendly manner – right at your fingertips. We know immediately which vehicles are struggling with on-time performance and which customers may be late.
The best part is Ecolane assists the dispatcher in finding solutions! We have saved over $1 million in expenses since implementing Ecolane."

– Rich Farr
Executive Director
rabbittransit

Ecolane

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Based out of York, PA, nearly 8,000 people depend on rabbittransit each day to get to work, medical facilities, school, and other life-sustaining activities. rabbittransit provides ADA accessible and curb-to-curb paratransit services in York, Adams, Columbia, Cumberland, Franklin, Montour, Northumberland, Snyder, and Union counties. rabbittransit also offers fixed route service in York and Adams counties as well as commuter bus service between York and Harrisburg, Gettysburg and Harrisburg and between York and Northern Maryland. rabbittransit provides all these services with a fleet of 237 paratransit vehicles and performs an average of 2,700 trips per weekday.

The Challenge

As a smaller urban agency serving a mostly rural population, rabbittransit faced some unique challenges. With York County being the only urban area out of all of the other counties that rabbittransit serves, the agency had to quickly adapt and find ways to address the unique challenges that are presented when serving rural communities such as longer distance trips, longer wait and ride times.

rabbittransit was looking for a uniform platform to have consistent service and reporting throughout the ten counties. They wanted service procedures using one vendor and platform to avoid inconsistency and fragmentation in service. They also needed to find a way to maintain operations and efficiency to achieve profitability without compromising excellent customer service.

The Solution

rabbittransit was chosen by the Pennsylvania Department of Transportation (PennDOT) as a pilot site for the implementation of a statewide transportation software project in November 2011. The following Ecolane solutions were implemented:

- Ecolane DRT scheduling and dispatching software

- Ecolane Touch Screen MDT software with turn-by-turn navigation running on Android tablets

- Ecolane Web Self Service Customer Scheduling

- Advanced Ecolane Reporting System along with Ad-hoc reporting tool

- Extensive PennDOT specific reports

- IVR Solution

With a more complex transit offering compared to other states, PennDOT required some customization and a unique solution to a statewide need. At the time of implementation, Ecolane was able to come up with an effective solution by creating a new module for managing group trips. Compared to their previous transit software, rabbittransit was thrilled with Ecolane's solution because of its easy-to-use interface, accurate reporting modules, improved service efficiencies and ability to enhance the customer experience in addition to the support and accessibility of the Ecolane team throughout the implementation process and beyond.

	Ecolane	Previous Software
Comprehensive point & click reporting on any metric the system captures	✓	✗
Complete web-based scheduling & dispatching software solution	✓	✗
Fully automated scheduling keeps things moving without interruption	✓	✗
Continuous optimization changes schedules as real-life conditions change	✓	✗
User-friendly	✓	✗

Project was completed on budget and on time.
Go-Live: April 1, 2012

The Results

rabbittransit was able to maintain operations, efficiency, and profitability without sacrificing customer service and safety. Trips and trends have been easier to identify with Ecolane DRT software. By continuously monitoring the onboard time of passengers, rabbittransit has had the ability to schedule rides at more optimal times, improving communication with their riders. Visibility has also allowed rabbittransit to enhance group trips and create more automation and efficiency.

With Ecolane DRT successfully implemented, rabbittransit achieved the results they were looking for, including:

- Consistently met goal of 2.5 for RPH

- OTP increased 16%, from 82% to 95% or greater. As ride time decreases, OTP has continued to increase.

- Saved over $1 million in operational expenses since implementation

- Began as a two-county system in 2011, grown to a 10-county system as of August, 2017

- High customer satisfaction rate: Ecolane's pick-up windows are spot on, allowing rabbittransit to give customers accurate time of arrival and overall good customer service

  - 82% of customers have a positive view of rabbittransit service (including both fixed route and paratransit services)

  - 94% of customers would recommend rabbittransit services to others

Customer Comments

"Prior to Ecolane, rabbittransit had a full-functioning paratransit software package with most of the bells and whistles. What we didn't have was a product that was easy to use. We didn't have a product with good and accurate reporting modules. We didn't have a system that allowed us to enhance our customer's experience. Ecolane provides these features and a significant amount of information in a very user-friendly manner – right at your fingertips. We know immediately which vehicles are struggling with on-time performance and which customers may be late. The best part is Ecolane assists the dispatcher in finding solutions! We have saved over $1 million in expenses since implementing Ecolane."

– Rich Farr, Executive Director, rabbittransit

Interested in seeing how Ecolane can turn around your transit agency's operations, too? Schedule a free software demo today by visiting us at ecolane.com/demo.