Spotlight: Shoreline Metro


The Challenge

• Gain additional control over revenue hours
• Increase hourly ridership
• Reduce carbon footprint
• Reduce reliance on having a high vehicle inventory
• Streamline data

The Solution

• Ecolane DRT scheduling and dispatching software
• Ecolane Touch Screen MDT software
• Advanced Ecolane Reporting System along with Ad-hoc reporting tool

www.ecolane.com
## The Results

<table>
<thead>
<tr>
<th></th>
<th>Ecolane</th>
<th>Previous Software</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reduced vehicle usage by 25%</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>Increased hourly ridership</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>Decreased vehicle revenue hours</td>
<td>✓</td>
<td>✗</td>
</tr>
<tr>
<td>Significantly reduced reporting time</td>
<td>✓</td>
<td>✗</td>
</tr>
</tbody>
</table>

### Rides Per Hour (RPH)

**Original RPH**: 2.08  
**RPH Using Ecolane**: 2.98

- **43% Increase**
- **87% Increase**

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

- Derek Muench, 
  Director of Transit & Parking

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