

# Santa Cruz Metropolitan Transit District & ParaCruz

Ecolane 

Santa Cruz, CA

[www.scmttd.com](http://www.scmttd.com)

## The Challenge

- Incredibly manual scheduling process with no automation
- Agency was using outdated tablets required by legacy system that were difficult for drivers to operate.
- Reporting capabilities on legacy software was not conducive to agency requirements.
- Needed a mobile app to provide more autonomy and mobility for riders.
- Required a software solution that understand their needs in their unique area.

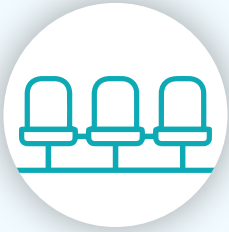
## The Solution

- New tablets and continual in person and online training options to educate drivers using Ecolane University's Learning Management System (LMS).
- Easy to use advanced Ecolane Reporting System along with Ad-hoc reporting tool.
- Ecolane DRT completely automated scheduling and dispatching software with continuous real time optimization.
- Ecolane Touch Screen MDT software with turn-by turn navigation running on Android tablets, using Google Maps traffic for real-time schedule updates.
- Advanced mobile app capable of accepting credit card payments, providing a portal for riders to book and manage trips, and push notifications in real-time with no manual intervention.

*"The reports are excellent with Ecolane, with our legacy software, a lot of the things that are easy with Ecolane didn't function properly. We had to merge two systems just to be able to pull one report. Using Ecolane, our reports are custom built for us."*

Daniel Zaragoza, Operations Manager for ParaCruz

## The Results



Increased RPH  
from 1.86 to  
**2.08 RPH**



Averaging  
**300**  
Rides Per Day



On-Time  
Performance:  
**93%**

*“Ecolane’s customer service is just fantastic. Sometimes we would submit support tickets with our legacy provider and we wouldn’t hear back from them in a couple of months. With Ecolane we get a response by the next day and we know the people at Ecolane. I know the names of Ecolane’s trainers and staff because they check in with us often on how the system is running.”*

Daniel Zaragoza,  
Operations Manager for ParaCruz

