# Waccamaw County RTA
## (Coast RTA)

**Ecolane**

Myrtle Beach, SC

www.coastrta.com

## The Challenge

- Wanted to operate more efficiently and streamline operations internally.

- Incredibly manual scheduling process with no automation

- Needed mobile data communication

- Still using paper manifests

- Needed a mobile app that can securely process credit card payments and display a map for riders that covered the appropriate service areas.

## The Solution

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

- Ecolane DRT completely automated scheduling and dispatching software.

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

- Advanced mobile app capable of accepting credit card payments, providing a portal for riders to book and manage trips, and push notifications.

- Text Messaging (SMS) enabled to provide more autonomy to riders.

*"In terms of statistics, we've made dramatic improvements in efficiency. For example, we went from .84 rides per hour (RPH) to 1.41 RPH. We also cut our service hours almost in half, which was terrific."*

Brian Piascik
Coast RTA General Manager and CEO

# Additional Features & Highlights

## The Results

**Increased RPH from 0.84 to**
# 1.41 RPH

# 63-93
**Trips Per Day**

**Averaging**
# 1,700
**Trips Per Month**

### Increased Productivity with Less Service Hours
3,000 more trips in March 2020 than in March 2019.

### Reduction in Revenue Hours
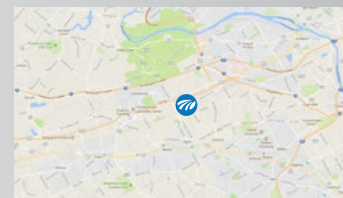29% reduction in revenue hours with better productivity.

*"We implemented Ecolane and saw 100% improvement in our system. I like the scalability – the fact that Ecolane can be tailored to be the perfect fit for small and large agencies alike and agencies of any size in between. It's reasonably priced in terms of proportion to our budget and our operational needs and that enables us to see a maximum return on investment."*

**Brian Piascik**
Coast RTA General Manager and CEO