



# Case Study

Estuary Transit District  
Centerbrook, CT



Estuary Transit District (ETD), located in Centerbrook, CT, was formed in 1981 by the nine towns of the Connecticut River Estuary Region to provide local, coordinated public transportation for residents of the Old Saybrook, CT area. ETD, DBA 9 Town Transit, operates 4 flexible routes (fixed stops with route deviations) and ten vehicles total throughout the region with transfer corridors to New Haven, New London and Middletown. ETD provides up to 90 trips per day, not including walk-ons on the flexible routes. Transit or Dial-A-Ride service is also available in all nine towns on a limited schedule Monday through Friday.

ETD is managed by First Transit, a nationally recognized, Cincinnati-based management company. Estuary Transit District was named CTAA's Rural Transit System of the Year for 2011. The CTAA cited ETD's expansion of service for customers and the deployment of the comprehensive Ecolane technology solution as the main reasons for the award.





# The Challenge

Estuary Transit District needed a solution that could schedule both demand response and route deviation vehicles in the same software package. Their requirements included AVL, fully automated scheduling as well as dispatching and data communication.

# The Solution

Estuary Transit's implementation ultimately incorporated a number of Ecolane's products & services, including:

- Ecolane DRT automatic scheduling and dispatching software
- Ecolane MDTs with AVL and real-time manifest updates
- Ecolane Fixed Route and Route Deviation software
- Ecolane Self-Service Reservations
- Ecolane SMS text messaging announcing vehicle arrivals to customer cell phones





# The Result

- **100% increase** in rides per hour for DRT vehicles
- **40% increase** in ridership with no change in the number of vehicles
- **100% GPS-verified** stop arrival and departure information
- **Real-time reporting and graphic displays** to better meet demand
- **Trip history details** with interactive visual aids to manage incidents and follow-up actions
- **Extensive use of self-service web booking** by high schools, nursing homes and hearing- impaired customers
- **Elimination of driver early arrival complaints**

# Customer Comments

“We are indebted to Ecolane for the marvelous scheduling and dispatching system. Joe mentioned today that our productivity on the Dial-A-Ride service had doubled during the last year with your system, which has created a very solid plank in the revitalization of the Estuary Transit District.”

– John L. Forbis, Board Treasurer

“The Ecolane Project Management & Training was great. Daniel was very organized and shipped the training manuals prior to his arrival on-site. Ecolane managed everything throughout the project. We knew what was expected every step of the way. I have been through several technology implementations and this was the smoothest and most organized. We are doing things with Ecolane that mid- and large-sized transit systems can't do.”

– Joe Comerford, Executive Director

“The support provided by Ecolane has been tremendous. Our main dispatcher has received excellent support each time she has called or logged onto the Ecolane support site for help. She knows that Ecolane will be there to help if needed and that helps her to do her job better because she knows Ecolane engineers will help if needed.”

– John L Forbis, Board Treasurer

HOW MAY I  
ASSIST YOU?

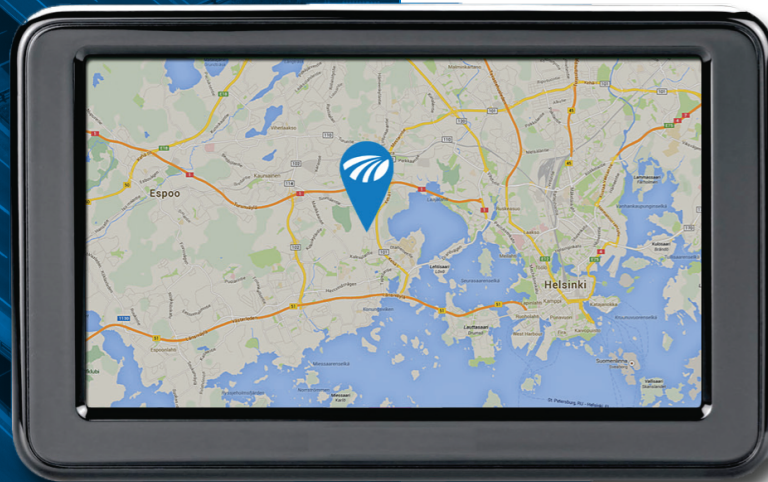




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