OPENING SESSION

JUNE 9TH, 2020
Welcome!
This Conference is Sponsored by Ecolane
Thank You to All Our Sponsors!
ZOOM BACKGROUND

- Ask questions through the Q and A Feature
- Any question not answered live will be responded to directly via email
- Re-Start?
- 3 Phases
- Rebuilding Customer Confidence
- Virtual Mini EXPO: Just the Beginning
- We are Here for You
QUESTIONS?

- Scott Bogren, bogren@ctaa.org
CTAA IS HERE FOR YOU

- COVID-19 Buyer’s Guide
- COVID-19 Related Best Practices
- CTAA’s Blog: CT Reader
Thank You!
Ecolane
CTAA
Virtual Expo
Kelly Coughlin-Tran

- International Communications, Texas A&M
- M.A. in Communications and PR at Texas A&M-CC
- Started in transit at the Corpus Christi Regional Transportation Authority 2015
- 2018 Began working for Ecolane
- 2019 Director of Marketing for Ecolane
- APTA ELP Class of 2020
What is Ecolane?

Scheduling and dispatching software solution for paratransit, on-demand transportation, demand-response transportation, fixed-route and microtransit.

- 44M Total rides provided
- 463M Total passenger miles
- 44% Average increase in operational efficiency
Overview

- Fixed route, paratransit, NEMT, on-demand & microtransit.
- Over 200 customers worldwide.
- Originated in Finland as ride sharing software, so automatic optimization already built in.
- Coordinate with over 10,000 drivers and all use tablets in vehicles.
- 100% web-based, built for the web, AWS Hosted.
- Largest live client over 4000 trips per day.
- In implementation 500+ vehicles 5000 trips.
- Over 12 million Trips completed in 2019.
- Over 139 million total Passenger Miles in 2019.
Why Ecolane?

- Software built for transit people, by transit people
- Increase in operational efficiency
- Using all resources to best ability
- Day of service improvements

Rides Per Hour (RPH) on the Day of Service
## Site Conversions

<table>
<thead>
<tr>
<th>AGENCY</th>
<th>TRIPS / DAY</th>
<th>SERVICE VEHICLES</th>
<th>BEFORE ECOLANE</th>
<th>AFTER ECOLANE</th>
<th>EFFICIENCY INCREASE</th>
<th>ON-TIME PERFORMANCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Santa Maria, CA</td>
<td>84</td>
<td>4</td>
<td>1.25</td>
<td>3.14</td>
<td>151%</td>
<td>90%</td>
</tr>
<tr>
<td>Bucks, PA</td>
<td>1,473</td>
<td>100</td>
<td>1.43</td>
<td>2.48</td>
<td>73%</td>
<td>93%</td>
</tr>
<tr>
<td>Detroit DOT, MI</td>
<td>1,101</td>
<td>47</td>
<td>1.40</td>
<td>2.42</td>
<td>73%</td>
<td>84%</td>
</tr>
<tr>
<td>Akron Metro, OH</td>
<td>1,017</td>
<td>78</td>
<td>1.25</td>
<td>2.14</td>
<td>71%</td>
<td>91%</td>
</tr>
<tr>
<td>Maple Grove, MN</td>
<td>107</td>
<td>5</td>
<td>2.20</td>
<td>3.61</td>
<td>64%</td>
<td>98%</td>
</tr>
<tr>
<td>LANTA, PA</td>
<td>1,686</td>
<td>90</td>
<td>1.60</td>
<td>2.52</td>
<td>58%</td>
<td>87%</td>
</tr>
<tr>
<td>MET Transit, Waterloo, IA</td>
<td>255</td>
<td>17</td>
<td>2.60</td>
<td>3.91</td>
<td>50%</td>
<td>99%</td>
</tr>
<tr>
<td>Metro Connection, Sheboygan, WI</td>
<td>136</td>
<td>6</td>
<td>2.08</td>
<td>2.84</td>
<td>37%</td>
<td>97%</td>
</tr>
<tr>
<td>Lancaster, PA</td>
<td>887</td>
<td>46</td>
<td>1.89</td>
<td>2.51</td>
<td>33%</td>
<td>92%</td>
</tr>
<tr>
<td>Suburban TransNet, Philadelphia, PA</td>
<td>4,200</td>
<td>159</td>
<td>1.70</td>
<td>2.25</td>
<td>32%</td>
<td>90%</td>
</tr>
<tr>
<td>Blair Senior Services, PA</td>
<td>478</td>
<td>21</td>
<td>2.39</td>
<td>3.13</td>
<td>31%</td>
<td>95%</td>
</tr>
<tr>
<td>Ashland, OH</td>
<td>107</td>
<td>5</td>
<td>2.54</td>
<td>3.29</td>
<td>30%</td>
<td>95%</td>
</tr>
<tr>
<td>Arlington Handitrans, TX</td>
<td>420</td>
<td>20</td>
<td>1.86</td>
<td>2.34</td>
<td>26%</td>
<td>97%</td>
</tr>
<tr>
<td>Beaver County, PA</td>
<td>286</td>
<td>12</td>
<td>2.34</td>
<td>2.94</td>
<td>26%</td>
<td>92%</td>
</tr>
<tr>
<td>Gold Coast, CA</td>
<td>415</td>
<td>21</td>
<td>1.86</td>
<td>2.27</td>
<td>22%</td>
<td>90%</td>
</tr>
<tr>
<td>Chester, PA</td>
<td>1,206</td>
<td>65</td>
<td>1.85</td>
<td>2.23</td>
<td>21%</td>
<td>86%</td>
</tr>
<tr>
<td>Link Transit, WA</td>
<td>192</td>
<td>9</td>
<td>2.50</td>
<td>2.86</td>
<td>14%</td>
<td>87%</td>
</tr>
<tr>
<td>rabbittransit, York, PA</td>
<td>3,300</td>
<td>103</td>
<td>2.24</td>
<td>2.36</td>
<td>5%</td>
<td>91%</td>
</tr>
</tbody>
</table>

*Average % Efficiency Increase: 44%*
Tablets

- Use of simple icons and colors provide additional information.
- Continuous real-time optimization resulting in day of service productivity gains.
- Built-in turn-by-turn navigation for CRTO.
- Comprehensive passenger information available.

Ecolane
PennDOT

- Over $15 million in savings during the life of this project to date
Rabbittransit

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

16%

Satisfaction

94%

Positive View

82%

Saved Over $1 Mil

94% of customers would recommend rabbittransit to someone else

Saved over $1 million in expenses since implementation

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

"We have saved over $1 million in expenses since implementing Ecolane."

Rich Farr
Executive Director, rabbittransit

Ecolane
Ecolane Mobile App: Autonomy in the Palm of your Hand
Helpful Features during Covid-19

- Ecolane University has been an extremely helpful resource
- Virtual Remote "Go-Lives"
- 6+ Systems trained via the Ecolane University Learning Management System
- Remote Go Live - 6 more planned for June
Our Response during Covid-19

- Mobile app free to all
- Contact Tracing
- Essential Home Deliveries
- Tillamook, Oregon
- https://www.ecolane.com/blog/ordinary-people-doing-extraordinary-things
Multiple Procurement Avenues

**NCPA**
- National Cooperative Purchasing Alliance
- – SacRT

**GSA Purchased**
- Birmingham Jefferson RTA, AL and Siouxland Regional Transit System, IA

**Discount Code**
- Use the CTAA Code CRTO to get smoking deals on annual maintenance pricing
Driving into the future

- Ecolane Business Intelligence Tool
- Platform that allows for greater KPI understanding and reporting.
- Predictive Analysis
- Built on Sisense
- Comprehensive Dashboards
- Data consolidation and exploration
Thank You

KELLY COUGHLIN-TRAN
Director of Marketing & Public Relations
kelly.coughlin-tran@ecolane.com