

# Case Study » MIDDLESEX COUNTY AREA TRANSIT

## SYNOPSIS

TransView automates paratransit scheduling and dispatch in Middlesex County and is integral in the transit agency achieving a 25% increase in productivity.

## THE NEED

Working with under-utilized legacy software, the Middlesex County Area Transit (MCAT) in New Jersey was relying on manual methods for scheduling its demand response ride requests. As a result, MCAT's productivity was lagging behind its peers, when compared with similar counties in the area. With growing budgetary pressures and a customer base seeking better service, MCAT needed an advanced technology solution.

## THE SOLUTION

Looking to improve the efficiency of its paratransit operations, MCAT selected TranSched's TransView solution for paratransit scheduling and real-time dispatch. Since its installation, TransView has continued to provide MCAT's staff with the technology to efficiently and accurately perform numerous tasks that were not previously possible, such as trip and subscription booking, automated batch scheduling, complete billings, and full reporting capabilities.

## RESULTS

TransView is making a significant impact on the efficiency of MCAT's paratransit operations in a number of ways. MCAT has recently been recognized and awarded for its excellence with the 2007 Urban Community Transportation System of the Year by the Community Transportation Association of America (CTAA) and the 2006 Outstanding System of the Year Award from the New Jersey Council on Special Transportation (COST). MCAT's "reorganization, increased services and innovative programs" were cited by Michael M. Vieira, President of COST, as reasons for the award in 2006.

"TransView has played a critical role in transforming the level of service we provide our customers," says Steven Fittante, MCAT's Transportation Director. "Much of the credit for the awards can be given to both TransView's impact on increasing the efficiency of MCAT's paratransit operations and the implementation of our innovative Community Shuttle program, which combines the advantages of curb to curb transportation with the frequency of fixed route transit."

Data also supports that there has been a major shift in operational efficiency. MCAT has improved its productivity by 25% from 2004 to 2006, as trips per hour have increased to 3.06. It is due to the implementation of TransView and the Community Shuttle program that MCAT has been able to accomplish this, especially given a 27% increase in ridership during the same time period.

TransView has made a difference to MCAT's paratransit operations in other ways as well. The automation of scheduling and dispatch is a vast improvement from MCAT's previous procedures, and it has reduced staff time spent on what used to be time-consuming manual tasks. TransView also enables MCAT staff to optimize its operations by accessing detailed metrics and reporting, such as the review of driver runs, idle time, and gaps in trip assignments. Thus, TransView places key information in the hands of MCAT management for quick and effective decision making.

## LOOKING FORWARD

Building on its momentum, MCAT is looking to continue improving its services through the introduction of additional technologies from TranSched. Future plans are for TranSched to provide a complete CAD/AVL solution and automated customer service technologies via Interactive Voice Response (IVR) and the Internet.



## MCAT'S AWARDS

- 2007 Urban Community Transportation System of the Year – *Community Transportation Association of America (CTAA)*
- 2006 Outstanding System of the Year – *New Jersey Council on Special Transportation (COST)*

## ABOUT TRANSCHED

TranSched is a full-service provider of enterprise software for the public and private transportation industry. It delivers a suite of products that streamlines transportation processes end-to-end, with solutions for scheduling, operations, GPS fleet location, tour management, sales, and dispatch. Through its subsidiary, Ontira Communications, TranSched also offers proven automated systems that enable transit agencies to communicate with customers via Interactive Voice Response, Internet, mobile applications, and more. TranSched is a unit of Enghouse Systems Ltd.