

Scaling Transit Efficiency with Ecolane Evolution: How Harford Transit Scaled from 1.2 to Nearly 3 Passengers Per Hour



Imagine empowering your passengers to be able to schedule same-day trips instead of having to book trips 4-6 weeks in advance. Learn how on-demand paratransit provider Harford Transit LINK has adopted Ecolane Evolution to automate trip scheduling, tracking, and customer service processes.

THE CHALLENGE

Improving ridership is critical for ADA transit services,

especially for those covering a vast geographic area. Harford Transit LINK, offering 88 complementary paratransit and demand-response services and over 800 weekly trips beyond its fixed routes, struggled to increase ridership efficiently for seniors and passengers with disabilities. When considering a new automated scheduling and dispatch solution, the most important factors were hands-on involvement and the level of care: the ability to provide the appropriate feedback to customize the software for their region.

Transparent, Real-Time Data Analysis

Reporting data became more accessible and more efficient with the software's features, which allow for the customization, exportation, and pivoting of reports to answer questions from various agencies, departments, and community partners. "We've been giving rave reviews about Ecolane and its robust reporting features," said Gary Blazinsky, Administrator at Harford Transit LINK.

THE SOLUTION

Once they joined the Evolution, it Changed the Way They Operate.

After implementing Ecolane Evolution, passengers in Harford County no longer had to book their trips weeks in advance. They can now take same-day trips if available among the 10-14 vehicles and even book these trips at their fingertips using the new mobile app. On popular routes, Harford Transit LINK split full-time positions into part-time shifts, allowing multiple drivers to operate during peak morning and afternoon hours. Harford Transit LINK now has the capacity to increase daily trips by 40%, has seen passenger trips per revenue mile increase, the farebox recovery ratio increase, and operating costs decrease.

HIGHLIGHTED STATS

1.2 to 2.7
Passenger
Trips per Hour

90%
Decrease in
Overtime

\$91K
In fuel savings
a year
\$250/day

“By far, Ecolane has had the best implementation. The training staff from Ecolane was part of our team and didn’t leave us behind. Passengers didn’t notice there was a software change, but instead, they enjoyed the new ROBO (IVR) calls! The software is far more responsive, and passengers are not at the mercy of our schedules but are instead part of our success. Ecolane wasn’t just trying to install a product and leave; they became part of the team. That is far more valuable than what a product alone can offer.”

- Jodi Glock, Transit Manager at Harford Transit LINK



“Ecolane has made it much easier, and has thought of our relationship as a long-term partnership.”

- Gary Blazinsky, the Administrator at Harford Transit LINK.



“Ecolane’s customer service has been courteous. They are of a different caliber when it comes to customer service, being highly responsive and not reactionary”

- Jodi Glock, Transit Manager at Harford Transit LINK



About Harford Transit LINK

Harford Transit LINK offers fixed-route, demand-response, and paratransit services in Harford County, Maryland. These services are provided in accordance with the Americans with Disabilities Act of 1990, and all vehicles are wheelchair accessible.