Pelivan Transit

Headquarters:
Big Cabin, Oklahoma

Solution:
- Demand Response Software
- One Call/One Click Mobility Management Center
- Mobile Data Services and Tablets
- Fixed Route Software
- Notification Module
- Automatic Vehicle Location

Challenges:
- Needed to streamline a geographically dispersed and decentralized set of operations
- Needed a way to manage over 20 different funding sources in centralized database
- Needed a way to manage and retrieve reporting data
- No visibility into rider data or ability to capture rider needs
- Relied on manual scheduling and dispatching

Results:
- Establishment of a centralized, One-Call/One-Click regional mobility management center
- Greater data management and improved consistency across locations
- More accurate in-depth reporting ability and data capture
- Improved driver/dispatcher communications and ability to track and measure on-time performance and manage routes

Pelivan Transit Adapts RouteMatch Technology Platform Across Multiple Locations to Drive Efficiencies, Improve Data Consistency, and Become the Region’s Leader in Mobility Management

“Come Glide with Us” is the official welcoming slogan of Pelivan Transit and fittingly so, for an agency that has smoothly adapted new technology across their range of services. Located in northeastern Oklahoma, Pelivan Transit is named after the annual migration of the white pelican to this region of the state which includes the agency’s seven county service area as well as tribal jurisdictions. Pelivan Transit is owned and operated by Grand Gateway EDA, a council of governments serving these same counties in northeastern Oklahoma.

Pelivan has been operating for 29 years and began with a grant from the Federal Transit Administration to launch a rural transportation program with the purchase of a few vans. Today, this integrated rural public and tribal transit has grown to a fleet of 66 vehicles with the addition of 100 more within the next six months, and with the new Grand Lake Mental Health partnership has 70 employees in their program.

Pelivan performs over 700 trips per day which are scheduled and dispatched through five area dispatch centers in Claremore, Grove, Miami, Owasso, and Big Cabin for Pryor and Vinita cities and surrounding counties. Pelivan Transit provides demand response curb-to-curb transportation services through these dispatch centers and also provides numerous work routes that interconnect area cities, as well as an extended-hours city loop service in Miami. Multiple contracts with area agencies and businesses also provide transportation services for medical and education routes such as TANF.

All in all, the entire company has gone up several levels in the past two years. With RouteMatch, we are continuing to lay the foundation for what’s to come.

Lisa Boren, Data Coordinator/RouteMatch Project Manager, Pelivan Transit
RouteMatch’s enterprise technology platform marked the beginning of Pelivan’s evolution from a decentralized operation to a centralized, One-Call/One-Click regional mobility management center.

(Temporary Assistance for Needy Families) recipients. Additional transit services to hospitals and medical facilities in the region are also provided, as well as an integrated tribal transit program with ten area tribes for all Native Americans residing in the Pelivan service territory.

Pelivan is currently developing a One-Call/One-Click Mobility Management Center with the Indian Nation Council of Governments (INCOG) to coordinate rides for Veterans and their military families throughout northeastern Oklahoma.

Pelivan provides a mix of trips, including standing orders, single instance trips, and same-day trip requests. They have over 20 different funding sources to manage in their system. In 2013, Pelivan accrued more than 2,700,000 passenger miles (ODOT, Section 5211). In order to build a new approach to more efficient route scheduling, the agency has passed a $1.00 discount to riders if they schedule their rides in advance. Same-day rides are also provided based on availability for a premium fare of $3.00 one-way, or $2.50 for 60 years and older riders.

BECOMING A MOBILITY MANAGEMENT LEADER

Over the past few years, since partnering with RouteMatch Software, Pelivan has emerged to become a forerunner in mobility management and coordination. They have streamlined their operations with the One-Click/One-Call Center to establish a more efficient and advanced system across locations, while managing funding sources, and driver needs through advanced technology.

Like many rural demand response providers, Pelivan originally performed manual scheduling and dispatching. About three years ago, they were looking for an easier, more efficient way to systematically collect statistics about their ridership and operations. And, because of the dispersed and decentralized structure of their operations – with each dispatching center handling their own calls, scheduling, and verifications, etc. – Pelivan decided it was time to implement a common ITS technology platform across multiple locations that would capture and manage data consistently.

In 2012, they made the transition to an automated system and now use RouteMatch Software’s Demand Response solution for their curb-to-curb rural transportation program and integrated tribal transit program. They installed a scheduling and route optimization system with integrated data management modules. Pelivan also added mobile data service, featuring tablet technology to their fleet.

RouteMatch also worked closely with Pelivan to enhance their data interchange capabilities. Pelivan pulls rider data from multiple sources and needed a technology solution to access rider manifest information. Data Interfaces were specifically created for future use with the Department of Veterans Affairs, Grand Lake Mental Health, area tribal clinics and agencies as well as the Oklahoma Department of Transportation/Myleonet NTD statewide rural database. All of these “interfaces” meant that necessary data could be imported or exported for management and reporting needs.
The adaptation of RouteMatch’s enterprise technology platform marked the beginning of Pelivan’s evolution from a decentralized operation to a centralized, One-Call/One-Click regional mobility management center. Aside from the improvements in scheduling, dispatching and overall data management, the agency also underwent a change in how staff roles and jobs were defined. New job titles emerged for the Customer Service Representative, Verifier, Route Scheduler, and Data Coordinator from the original Dispatcher sole role.

“All in all, the entire company has gone up several levels in the past two years,” says Lisa Boren, Data Coordinator/RouteMatch Project Manager, with Pelivan Transit. “With RouteMatch, we are continuing to lay the foundation for what’s to come.”

UPDATING DATA AND ADDING TABLETS FOR IMPROVED RIDER SERVICES

Upon adapting RouteMatch’s Demand Response solution, Pelivan took the opportunity to sort through years of data and “clean” it by removing out-of-date information, etc. The agency wanted to build a solid base of rider information to form profiles of their long-term customers – thereby having all of their information and any special need requirements easily accessible in the database and making it much easier for callers when they call in to schedule a ride. This type of data capture and management also help schedulers optimize routes and maximize overall efficiencies.

Another new piece of technology for Pelivan is RouteMatch’s Mobile Data Solution, featuring tablet technology. The agency added 70 tablets to their vehicles and drivers underwent one-on-one training to learn how to use the system. This mobile tool offers improved driverdispatcher communications and the ability to track and measure on-time performance and manage routes.

Pelivan is required to report vehicle odometer readings to the state and therefore the mobile data technology and vehicles must be completely in synch. The main challenge faced with this endeavor was connectivity issues due to the rural nature of some of their territory. Processes where developed to capture any incorrect data ensuring that all data is corrected by the time it is sent to ODOT. Most Pelivan areas are now “paperless” meaning they only need to use a cover sheet with pertinent “Beginning” and “Ending” route information. Some areas still require the use of manifests as tablet configurations continue to roll out. RouteMatch also worked closely with the Oklahoma Department of Transportation’s (ODOT) MYLEOnet system to develop a data interface for online reporting which eliminated the duplication of data entry.

Driver training on the tablets also covered how to
The agency will also be adding the Customer Web Portal, a One-Click solution for customers that allows them to go online to schedule their own rides, edit reservations, and access other important information. Finally, Pelivan also plans to incorporate the RM Inspect module to their tablets, which will allow for a more automated and electronic pre and post-trip inspection process.

**WORKING TOGETHER FOR LONG-TERM SUCCESS**

Pelivan’s adaptation of RouteMatch’s integrated technology platform is a fine example of multiple operations, in different locations, working together to create one cohesive service model for their ridership.

Pelivan plans on extending their mobility management network by negotiating with more agencies about integrating their transit systems into the Pelivan Transit Fleet. This will allow them to address gaps or overlaps in service and create more user and rider friendly transit solutions.

Debbie McGlasson, Pelivan Transit Director says, “Pelivan has embraced RouteMatch technology to accommodate our complex and growing transit system needs. The Fixed Route Software, and the Notification Module that calls and verifies our scheduled rides with the riders is fantastic! We are excited about the future additions coming soon that will include Vehicle Inspections on the tablets that will interface with our new Flexible Fuel Vehicle Maintenance Facility. Our relationship with RouteMatch is growing and we’ve enjoyed travelling down this new path together.”