

# Mobilitat Chitchat



A Bi-Monthly Newsletter from Mobilitat

April 2012

## New Ride Reminder!

Mobilitat is pleased to announce our updated *Ride Reminder* feature!

### Easy Ride Reminder

Our Ride Reminder feature has been updated to use a new phone provider that allows for more inexpensive calls and more dynamic messages. This includes service messages, so you can bulk notify riders of cancellations for events like snow days. In one system we found that automated calls to remind a user of his or her beginning ride reduced no shows by 42%. Call today to find out more about features and pricing.

See White Paper here: [Ride Reminder White Paper](#)

## Tricks & Tips

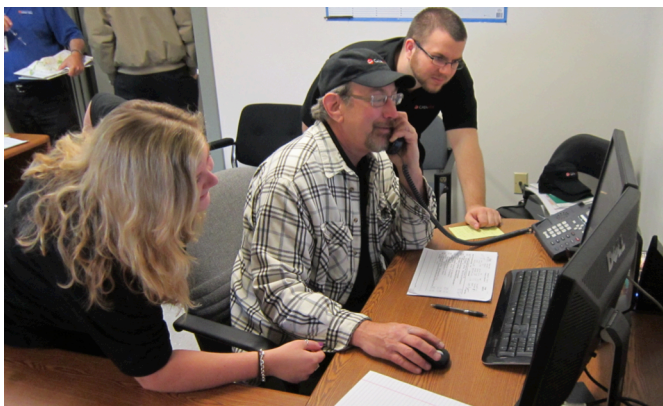
### Staggering Rerun Expiration Dates

In *Easy Rides*, you can find a list of reruns that will be expiring shortly by going to Tools-> Check Rerun Status. A list will be presented with all the reruns that have expired or will be expiring shortly. From here you can easily Edit, Suppress or Delete reruns.

### Two tips on expiring reruns:

1. Sometimes we have seen a system with the expiration date for all reruns set to a single date. When that date comes up, all the reruns are expiring at once, and you have to extend each rerun. We recommend users instead stagger the expiration dates of reruns throughout the year, that way you don't spend New Years eve extending all your reruns. This has the added benefit of allowing you to periodically evaluate the best route for a few reruns each month, to keep schedules optimal even as new reruns are added.
2. We have also observed that some users, instead of simply deleting an expired rerun, will simply un-check each day for the rerun, making essentially an empty rerun. This can cause problems when resuming a rerun, because the rerun will not create trips for already created days when a user adds the trip back. It is generally better to suppress a rerun, selecting the dates a rider won't be riding, or simply delete the rerun and recreate it when the client returns.

## System Spotlight: CATARIDE



CATARIDE has a new Management Team in place in State College, PA. CATABUS enlisted the services of Ride Right, an affiliate of MTM in March of 2012. Ride Right will lend their extensive transit expertise to CATARIDE's curb-to-curb transportation system.

Ride Right and new General Manager, Andy Burke, chose *Easy Rides* to assist them with the scheduling and dispatching of rides. Accurate reporting, ease of use, and customer service were just a couple of the reasons that Mobilitat was chosen as their software partner. During the first days of "going live" the one thing that impressed the Mobilitat staff most was the genuine feeling of caring for the customer by ALL Ride Right Staff members.

Thank you CATARIDE and Ride Right!

## Upcoming Training

April 26: Analyzing trip data to optimize driver schedules

May 24: Trip Code Reasons

## Upcoming Conferences

April 24-27 - CalACT, Newport Beach, CA

May 21-25 - CTAA, Baltimore, MD

May 31 - June 1 - OPTA, Columbus, OH

## Contact Us

If you need to change your email address, would like to subscribe or unsubscribe from the newsletter or have a suggestion, email us at:

[newsletters@mobilitat.com](mailto:newsletters@mobilitat.com)

or call us toll free at 888-806-6595