



### Improving & Saving Lives in Santa Barbara

A non-profit organization and pillar of the local community, Easy Lift Transportation provides paratransit and NEMT services in Santa Barbara, California and surrounding communities.

### Problem/Challenge

- Accommodating all requests for rides
- Locating riders and destinations
- Providing “emergency” service after natural disasters
- Gathering reliable data for funding opportunities

### Solution

- Group more rides with automation
- Improve driver communication with an app
- Keep drivers connected to dispatch using data-enabled Android devices
- Reduce errors with electronic data collection

### Result

- Able to provide more rides
- Drivers can provide better customer service
- Navigate detours and evacuate riders
- Funders are confident in data accuracy

## Easy Lift Transportation

Easy Lift Transportation is a non-profit charity that provides a range of demand-response services to community members in need of accessible transportation. Easy Lift has been in existence since 1979. Once ADA legislation was passed, the charity expanded into providing all of the paratransit for Santa Barbara, working with the local fixed route agency to take on that responsibility.

Easy Lift has 20 vehicles that are dedicated to ADA transportation, as well as vehicles used to provide NEMT service. The organization uses TripSpark Novus automated scheduling software, and to compliment that, they use the DriverMate app in all of their vehicles.

## Providing More Rides

Ernesto Paredes, the Executive Director of Easy Lift Transportation, loses sleep when he has to turn away a rider. By improving their schedule efficiency with automated scheduling, Easy Lift is able to accommodate more rides, so Ernesto and his team rarely have to give riders bad news.

*“Automated scheduling has been a game changer for our scheduling opportunities. It’s given us the ability to group more rides, create a lot more efficiencies and ultimately provide more rides.”*

*Ernesto Paredes, Executive Director*

Paratransit Case Study:  
Improving & Saving Lives in Santa Barbara

*“A lot of times in transportation, information can be lost, and that can be very important in regards to picking up a person or going to a location that you didn’t expect to have to go to.”*

## Providing Better Service

DriverMate, an in-vehicle app for Android tablets, improves driver-dispatcher communication and gives Easy Lift’s drivers easy access to important trip information. Drivers are more confident that they have all the information they need, and are able to focus more of their attention on their passengers.



*“With DriverMate, the driver is getting exactly the information that was given, and they’re able to express to the office that they got the information.”*

## Evacuating Riders After a Natural Disaster

Recently, Santa Barbara experienced catastrophic wildfires and mudslides within 2 months of each other. Though there was chaos in the community, Easy Lift’s drivers were able to navigate through the destruction and get all their riders out of harm’s way.

*“Phone lines were down, but we at Easy Lift were still able to communicate with our drivers through DriverMate. There were people who needed to be evacuated. If we depended on the cellphones, we wouldn’t have been able to evacuate these individuals.”*



## Paratransit Case Study: Improving & Saving Lives in Santa Barbara

Through DriverMate, dispatchers were able to communicate vital information about what to look out for and how to deviate around closed roads. As a result, riders were able to be evacuated quickly and safely with relative ease.

*“We saved lives with TripSpark. We were able to identify individuals and where they lived, and with immediacy we were able to get out there and get people out of harm’s way.”*

### Accurate Data for Funders

Easy Lift is a non-profit charity that works very closely with local government, and officials want to be confident that that information being given to them is accurate. Electronic data capture eliminates the possibility that information will go missing and improves the accuracy of the information recorded.

*“The integrity of the data is of the utmost importance, because there’s a lot of dollars that are attached to that.”*

*“Not only does TripSpark provide great products, they provide great people. And that has given me the confidence to feel like I’m not in this alone. They know my goals. They anticipate some of the questions I will have, even before I have them.”*

### Moving Together with TripSpark

TripSpark offers great products, but where we really stand apart, is how we partner with our customers to develop collaborative solutions and offer exceptional ongoing support.



*“Technology companies and me never got along in the past. But now, I feel like there’s a group of individuals that get me, they get my organization, they get our community, and I feel like we are all in this together.”*

*Ernesto Paredes, Executive Director*