EXECUTIVE CASE STUDY | TRANSPORTATION OPERATIONS & DIGITAL MOBILITY

Montachusett Regional Transit Authority (MART)

28 YEARS OF TRANSPORTATION TECHNOLOGY EVOLUTION

CONSOLIDATION MILESTONE

From MART's transportation operations beginning in 1998 to today's connected transportation environment, the partnership has evolved across NEMT brokerage, paratransit, and microtransit operations.

NEMT BROKERAGE PERFORMANCE

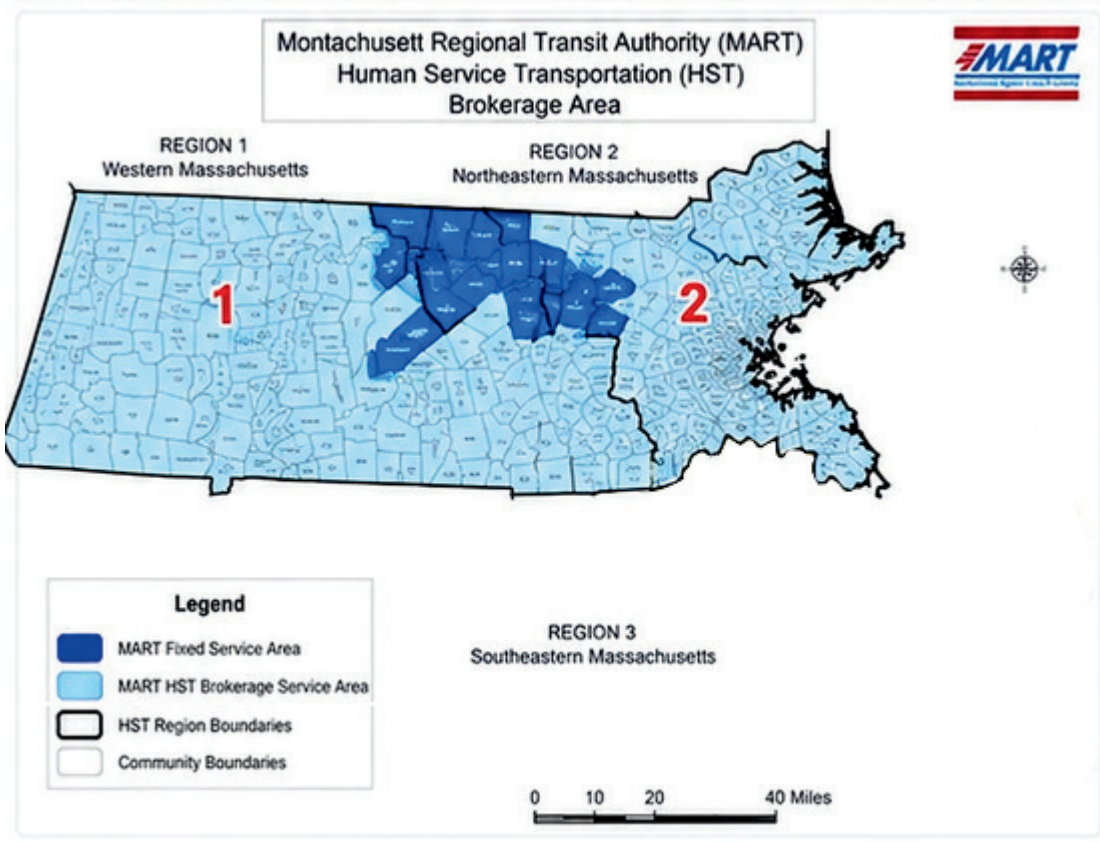
A large provider network delivering Human Service Transportation (HST).

536,332	5,000+	300+	94.35%
TOTAL TRIPS ANNUALY	DRIVERS SUPPORTED	TRANSPORTATION PROVIDERS	CONSUMER SATISFACTION

The paratransit program recorded **238,605 passenger trips**, with an **average no-show rate of 1.63%**. The on-time performance figure integrates **COA + paratransit customer COA, shuttle, taxi companies, and microtransit.**

MART SERVICE NETWORK

24 CITIES & TOWNS | 2 REGIONAL AREAS



OPERATIONAL MODERNIZATION

Key Outcomes

An integrated transportation technology framework connecting booking, scheduling, dispatching, provider management and real-time vehicle visibility.

1. **Automated Scheduling & Dispatching**
   Improved operational efficiency and scalability across a complex transportation network.
2. **Provider Coordination**
   Digital tools connect MART, transportation providers, and riders to coordinate transportation services across the network.
3. **Digital Rider Access**
   MART provides digital access through portals, mobile applications, and self-service tools for transportation booking and trip management.
4. **24/7 IVA & Digital Access**
   MART's 24/7 Interactive Virtual Attendant (IVA) provides self-service access for booking, reviewing, and cancelling rides, supported by MART and QRyde digital platforms.
5. **AI-Enabled Provider Coordination**
   QRyde uses outbound AI agents to engage transportation providers, communicate trip requirements, check availability and negotiate trip assignments.

PERFORMANCE SNAPSHOT

June 2026 | MART / QRyde Results

Performance Indicator	Result
Total Trips	536,332
Portal and Phone App Requests	92,009
Digital Adoption Rate (FY2022 → FY2025)	1.1% → 11.4%
Historical On-Time Performance (FY25)	95.72%
Complaint Rate	0.12%
Consumer Satisfaction Rating	94.35%

BUSINESS IMPACT

Stronger Operations. Greater Access.

1. **Connected Operations**
   Unified technology supports booking, scheduling, dispatching, provider coordination, and real-time transportation visibility.
2. **Expanded Digital Access**
   Digital portals, mobile applications and 24/7 self-service capabilities provide riders with more convenient access to transportation services.
3. **Data-Driven Performance**
   Operational data and intelligent technology support better visibility into service delivery, performance and transportation coordination.

CLIENT TESTIMONIAL

A Partnership Built on Decades of Transportation Innovation

"Since 1998, when HBSS first started working with us, they have evolved into an enterprise-class software provider. Partnering with HBSS, MART has made great strides in transportation and has grown from managing 600 trips/day to 20,000 trips/day. In addition to our brokerage operation, MART has partnered with HBSS to win competitive federal grants over **$5M**".

Bruno Fisher
CEO, MART

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