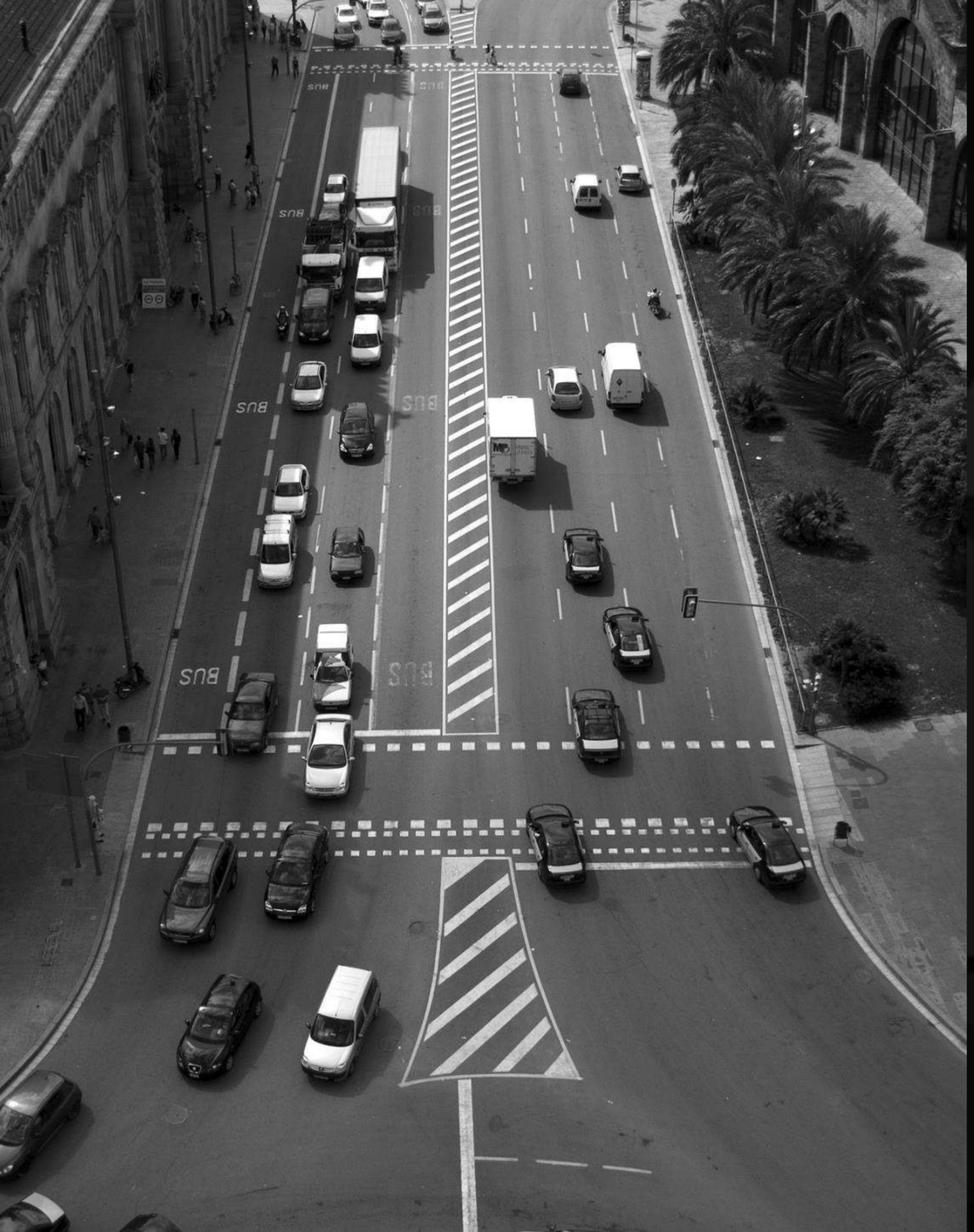
TransLōc®

MAKING MICROTRANSIT MAINSTREAM

SOLVES COVERAGE ISSUES. IMPROVES EFFICIENCY.
REDUCES COSTS. CAPTURES DATA.



DISRUPTION IS INEVITABLE

RIDERS NEEDS ARE CHANGING,

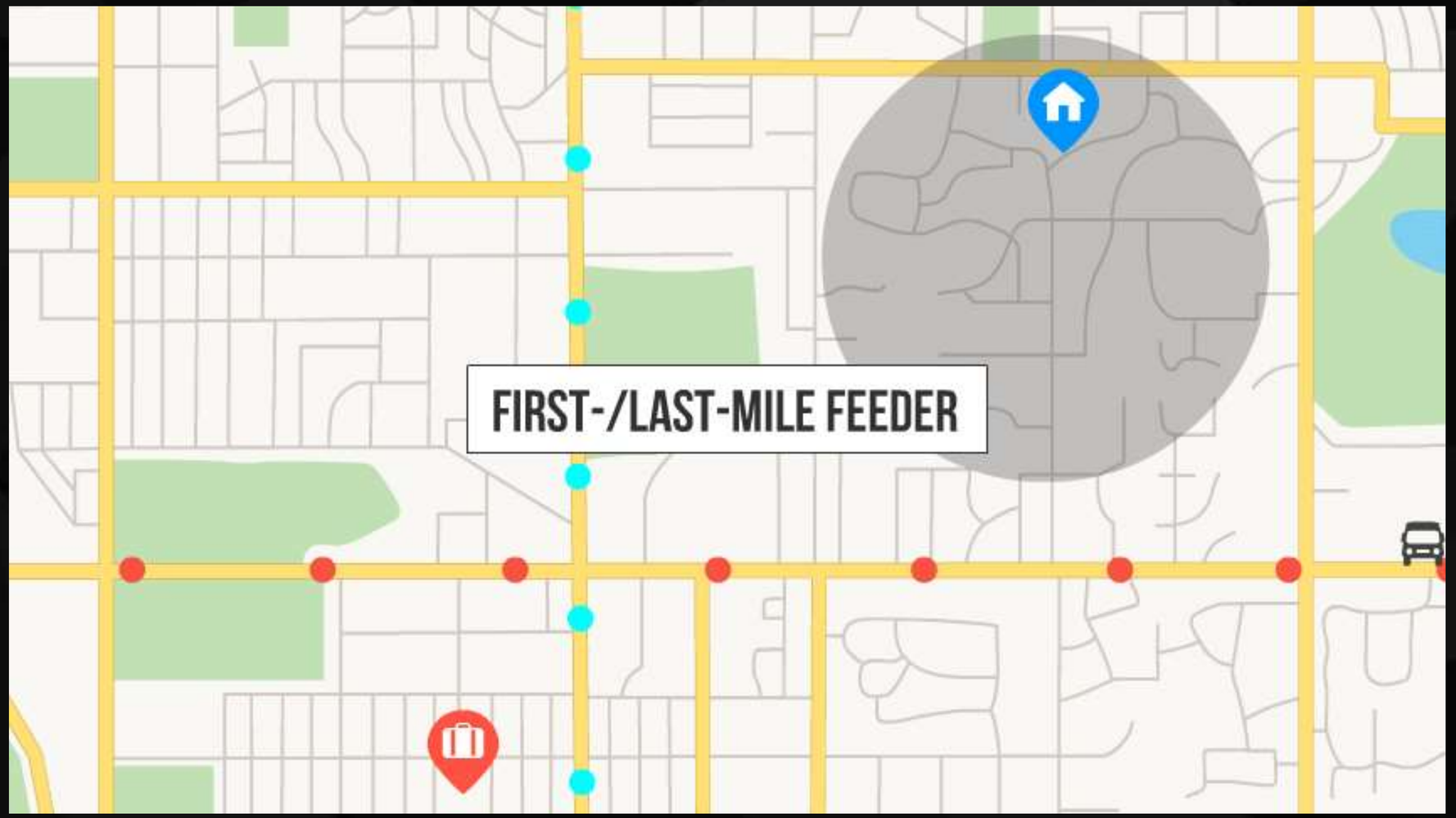
fixed routes cannot keep up with growing populations, varying densities, and different work habits.

How does transit keep up and grow ridership in the process?

WHAT IS MICROTRANSIT?

MICROTRANSIT IS A FLEXIBLE, DEMAND-DRIVEN MODE OF SERVICE THAT HELPS AGENCIES OPTIMIZE VEHICLES AND IMPROVE THE RIDER EXPERIENCE WHILE REDUCING COST

AGENCY-OWNED MICROTRANSIT USE CASES



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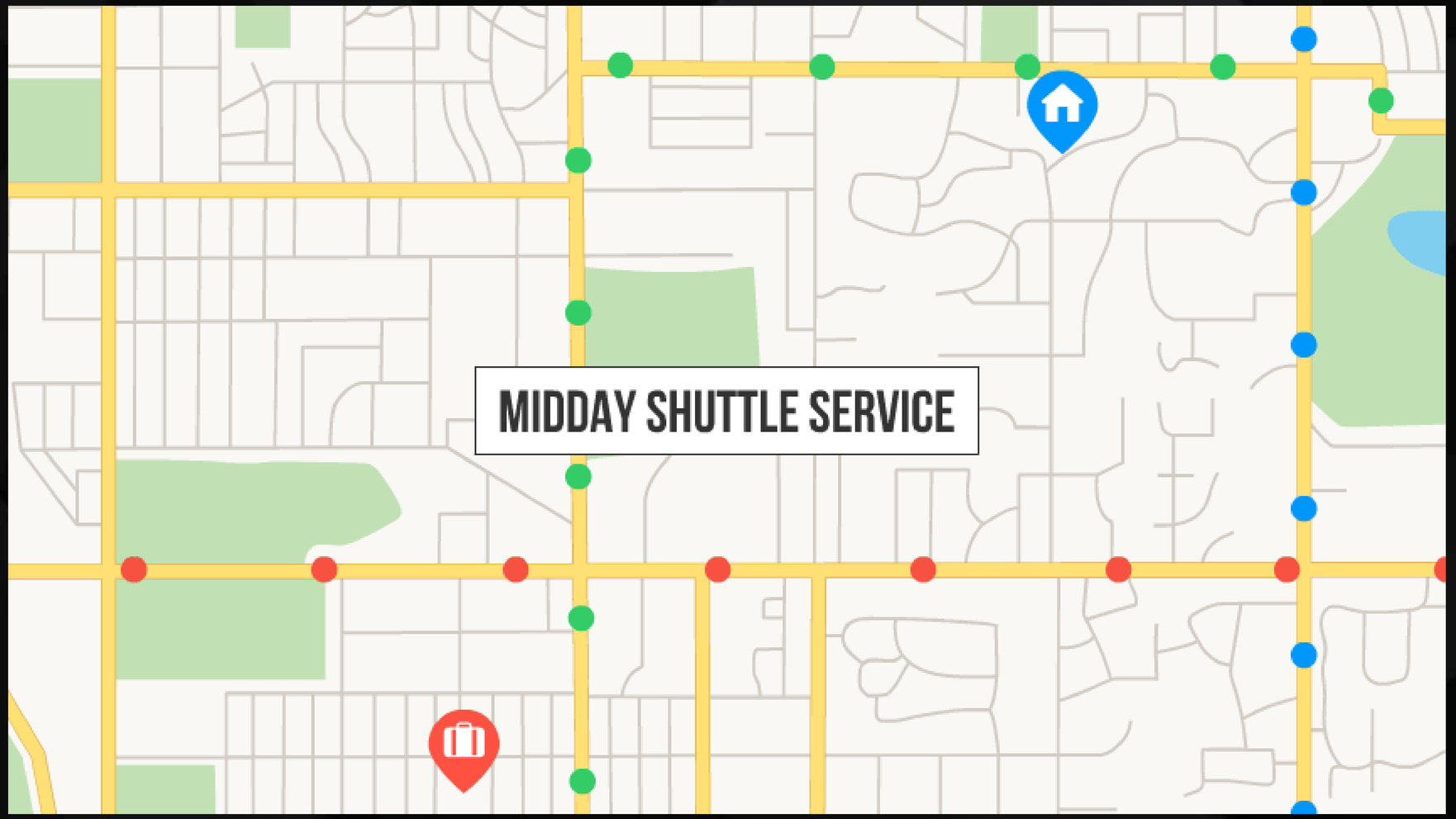

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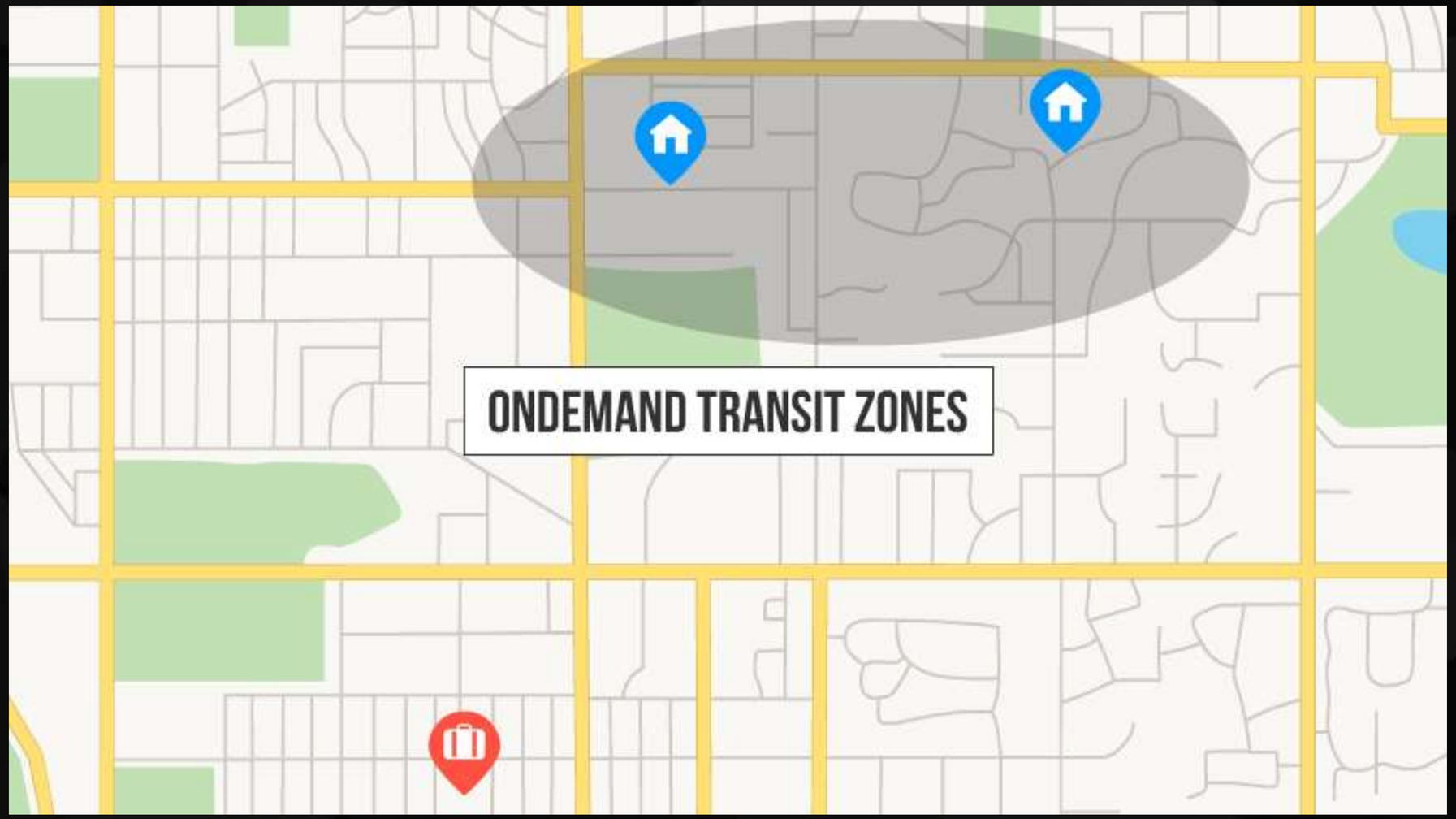


Service Design

Simulating Inputs

- Agency-customized rider demand and service design parameters
- Can be customized based on info provided by agencies and publicly available data
- Ex: # and types of vehicles in a fleet; ride requests; hours of service; vehicle capacity

Simulating Service

- Schedules produced as though the service were actually running
- Uses the same scheduling algorithm at the core of our OnDemand product
- Comes very close to showing us what would happen if service were actually running

What role does technology play in agency-owned microtransit?

Planning

- Service Design
- Data ownership

Finance

- Vehicle utilization
- Build financial model

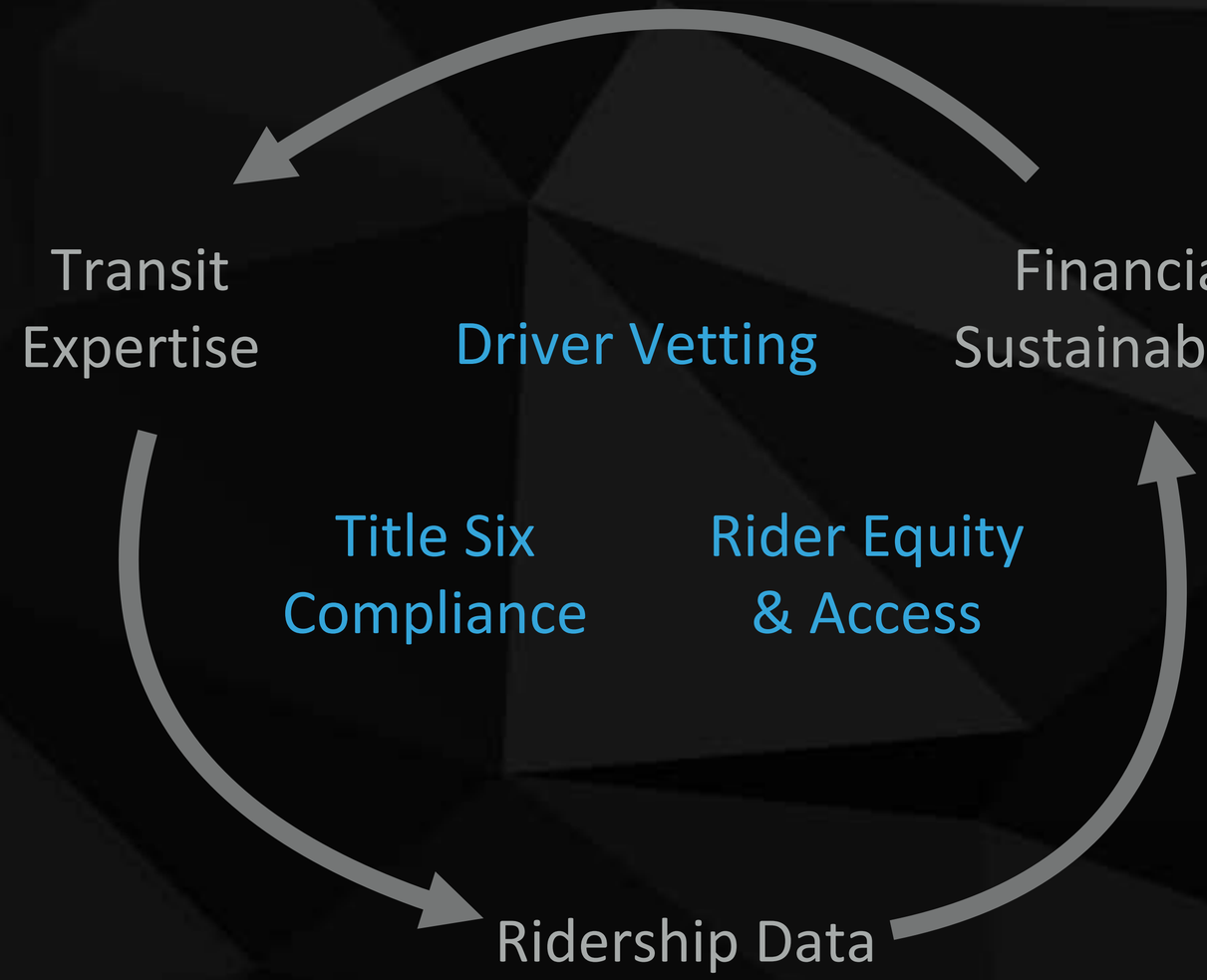
Operations

- Flexible service
- Automatic scheduling and dispatching

Rider Experience

- Equitable access to service
- Decision power in their hands

WHAT IS AGENCY-OWNED MICROTRANSIT?



THANK YOU

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