



Case Study: Operational Support Facility

Features:

OnDemand

Western United States

Overview: An operational support facility in the Western United States sought to improve campus mobility for its younger personnel. Traditional fixed-route operations were in place but no longer aligned with rider expectations—particularly among newer service members accustomed to flexible, app-based transportation options.

Challenge: Declining engagement with loop-based transit prompted the facility to explore alternatives. The goal was to modernize transportation by offering a solution that reflected how riders expect to travel—on demand, efficiently, and with minimal friction.

Solution: The facility replaced its fixed-route operations with a demand-response model powered by TransLoc OnDemand. The program launched with six vehicles and a dedicated team of 20 staff members. TransLoc's platform enabled efficient scheduling and routing, with drivers averaging 55 trips per vehicle per day.

Results: Ridership increased fivefold, peaking at nearly 600 daily trips within six months of launch. Over the course of a year, the service delivered 121,000+ trips. Demand fluctuates seasonally—higher in colder months and lower in warmer ones—but averages over 300 trips per day. The transition led to a fivefold increase in ridership and became a successful model for other units exploring similar solutions.

Why It Matters: By aligning transit operations with rider expectations and leveraging TransLoc's OnDemand platform, the facility transformed its transportation system into a flexible, efficient, and highly utilized service. The program validated the hypothesis that demand-response transit can successfully replace fixed-route loops in environments where adaptability and convenience are key.

On Demand Vehicles:

6

Daily Average:

~300 trips,
peaking at
600 in winter
months

Service Zone:

1

Service Area Sq. Miles:

3

Annual Rides
Requested:

121,000+

Partnered with
TransLoc:

2023

"By aligning our transit service with how our riders expect to move—on demand, efficiently, and reliably—we've transformed mobility and set a new standard for operational transportation." — Campus Mobility Services