



Case Study:



Mississippi State University • www.transportation.msstate.edu

Overview: Mississippi State University, a prominent public research institution located in Mississippi State, Mississippi, is known for its strong academic programs and active campus environment. To support its growing community, the university operates a comprehensive transportation system that includes a large fleet of fixed-route vehicles and integrates technologies to enhance service delivery and rider experience. With a campus of 23,000 students, faculty and staff, and a community of 25,000 residents, this rural town runs a bustling transit system.

Challenge: Mississippi State University needed to adjust its transit routes due to ongoing road construction. These changes required timely updates to ensure riders had accurate, real-time information across all platforms.

Solution: To address the route changes caused by construction, TransLoc's team helped update the transit information on both the app and website. The integration of APC and AVA ensured that riders received accurate passenger data and real-time voice announcements, making the transition seamless and minimizing disruption to the rider experience.

Results: The university successfully navigated construction-related disruptions without compromising service quality. Riders experienced minimal confusion, thanks to timely digital updates and real-time onboard communication, resulting in sustained ridership levels and improved confidence in the transit system.

Why It Matters: By leveraging TransLoc's technology, the institution is able to provide flexible and reliable transportation options that enhance mobility and support campus operations.

Features:

Fixed Route

Fixed Route Vehicles:

45

of Fixed Routes:

10

Hardware Integrations:

2

Fixed Route Annual

Rides:

500,000+

Partnered with

TransLoc:

2017

"TransLoc has been helpful and quick to respond to any issues."

— Tom Perkins, Assistant Director – Transit, Mississippi University



Case Study: Research Institution

Features:

Fixed Route

Southeastern United States

Overview: A prominent public research university located in the Southeastern United States is known for its strong academic programs and active campus environment. To support its growing community, the institution operates a comprehensive transportation system that includes a large fleet of fixed-route vehicles and integrates technologies to enhance service delivery and rider experience.

Challenge: The university needed to adjust its transit routes due to ongoing road construction. These changes required timely updates to ensure riders had accurate, real-time information across all platforms.

Solution: To address the route changes caused by construction, TransLoc's team worked with the university to promptly update transit information on both the app and website. The integration of Automatic Passenger Counting (APC) and Automated Voice Announcements (AVA) ensured that riders received accurate real-time updates and onboard announcements, helping maintain clarity and continuity during the transition.

Results: The university successfully navigated construction-related disruptions without compromising service quality. Riders experienced minimal confusion, thanks to timely digital updates and real-time onboard communication, resulting in sustained ridership levels and improved confidence in the transit system.

Why It Matters: By leveraging TransLoc's technology, the institution is able to provide flexible and reliable transportation options that enhance mobility and support campus operations.

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