



## Case Study:



# RICE UNIVERSITY

Houston, Texas • [www.transportation.rice.edu](http://www.transportation.rice.edu)

**Overview:** Rice University, a prestigious research institution located in Houston, Texas, is known for its rigorous academics and vibrant campus life. To support its dynamic community, the university operates a robust transportation system that includes both fixed-route and on-demand services.

**Challenge:** Rice University needed a reliable way to manage both its fixed-route and on-demand transportation services. Without a unified system, it was difficult to ensure consistent visibility and coordination across platforms, which impacted the rider experience and operational efficiency.

**Solution:** The prompt support from TransLoc helped streamline both fixed-route and on-demand services, ensuring that riders could rely on the system for consistent and accessible transit information.

**Results:** Restored route visibility and improved rider experience.

**Why It Matters:** By leveraging TransLoc's technology, Rice University is able to provide flexible and reliable transportation options that meet the needs of its students, faculty, and staff—enhancing mobility and supporting campus operations.

Features:

**Fixed Route & OnDemand**

Fixed Route Vehicles:

**19**

OnDemand Vehicles:

**1**

# of Fixed Routes:

**8**

OnDemand Annual Rides:

**5,900+**

Partnered with TransLoc:

**Apr, 2023**

*"TransLoc helps us keep our campus moving efficiently with a system that's easy to manage and scale."*

— Matt Eggert, Director of Transportation, Fleet and Delivery, Rice University