## Case Study:

# UNIVERSITY *of* VIRGINIA

Features:
## Fixed Route & OnDemand

**Charlottesville, Virginia • www.parking.virginia.edu**

**Overview:** The University of Virginia (UVA), a historic and highly respected public research institution in Charlottesville, operates a comprehensive transportation system that includes both fixed-route and on-demand services. To enhance service delivery and rider experience, UVA integrates advanced technologies such as Automatic Passenger Counting (APC), Automated Voice Announcements (AVA), AVA signage, and anti-bunching features via MDTs.

**Challenge:** In 2024, UVA sought to modernize its transit operations by upgrading its technology and service offerings. As a long-time TransLoc customer, the university needed a unified solution that could support both fixed-route and on-demand services while expanding auxiliary features like APC and AVA—without the complexity of managing multiple vendors.

**Solution:** TransLoc provided a single-platform solution that met all of UVA's requirements. Its ability to deliver both service types—along with integrated technologies such as APC, AVA, and anti-bunching via MDTs—allowed UVA to streamline operations. This was especially valuable for a smaller agency, enabling more efficient bus spacing and eliminating the need for additional system integrations.

**Results:** UVA achieved improved data accuracy and elevated service quality for passengers. The unified platform and integrated tools enhanced operational reliability and provided a more seamless experience for riders.

**Why It Matters:** With TransLoc's technology and support, the UVA continues to evolve its transportation services to meet the needs of its campus community—balancing innovation with operational simplicity.

Fixed Route Vehicles:
**44**

# of Fixed Routes:
**7**

Fixed Route Annual Passengers:
**2.2M**

OnDemand Vehicles:
**6-9**

# of OnDemand Service Zones:
**5**

Approx. OnDemand Service Area Sq Miles:
**7**

OnDemand Annual Rides:
**34,000**

Partnered with TransLoc:
**2013**

*"TransLoc products allow us to progress with new features in the industry, while it is their customer support that keeps us as happy customers."*

*— Allison Day, UTS General Manager, University of Virginia*