



# Planning & Design

How Emory University transitioned fixed-route services to on-demand to meet the needs of their riders.

With its educational facilities and healthcare system, Emory is the second largest employer in Atlanta, Georgia. Making 3 million trips annually, with 52 vehicles, their transit services are available to over 55,000 healthcare workers, students, and university employees.

Emory has used TransLoc's product suite for over a decade to empower students and staff with access to high-quality transportation options.



CASE STUDY



EMORY  
UNIVERSITY

**3 million**

annual rides

**52**

vehicles

**55,000**

riders served

**2009**

Emory partners  
with TransLoc





## The Solution:

As the coronavirus pandemic rocked the world in early 2020, it quickly became apparent that changes would need to be made to existing services. Students were no longer on campus, employees could work remotely and transit services were now being used predominantly by healthcare employees.

Brittany Barrett, assistant director of transportation (2016-2021), who once pulled reports on a bi-weekly basis, began to pull reports on a daily basis to assess hourly ridership and find out who was still using services and who it wasn't currently serving. With buses at 50% capacity, a bus that previously fit 50 riders was limited to carrying up to 19 riders.

Emory partnered with TransLoc's Planning & Design team to review five existing fixed routes and provide

recommendations to reduce operational costs without sacrificing campus mobility or rider experience.

The data reviewed was both pre-COVID and the period after the impact of COVID. While traditional agencies might take six months to review data and provide feedback, TransLoc's team was able to turn around their findings in a matter of weeks, which was especially critical to Emory as changes were happening daily.

TransLoc's Planning & Design recommendations concluded that through on-demand services they could improve rider experience by reducing average door-to-door trip times to less than seven minutes (currently 15 minute headways) and could save approximately \$24,700 annually in transit operations.



CASE STUDY



EMORY  
UNIVERSITY

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**2 week**

turnaround

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**\$24,700**

potential annual  
savings

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**<7min**

door-to-door  
trip times

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# TransLoc

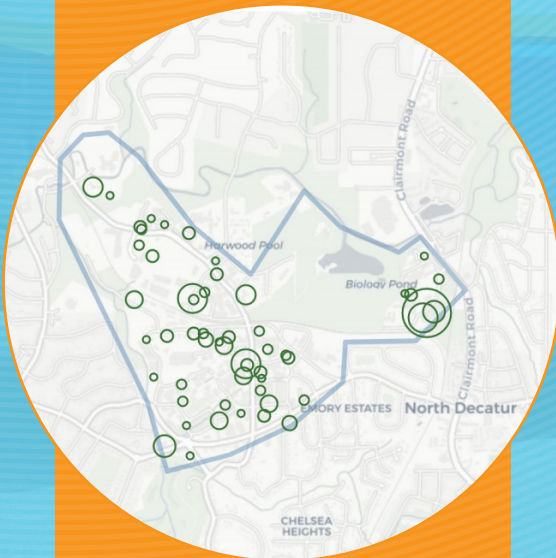


## CASE STUDY



EMORY  
UNIVERSITY

Green circles represent clusters of on-demand origins and destinations



## The Results:

Emory immediately got to work making service changes. They reduced the number of routes and focused on a core service area. Working with different departments within the university and hospital, they determined which routes were most crucial to maintaining service. Prior to the pandemic, the ability to view bus capacity was unavailable to riders.

Amid the pandemic, viewing bus capacity became a vital resource for ensuring riders felt comfortable and safe using transit. With the rapid change in services, communication with riders was essential.

“Having your technology [Automatic Passenger Counters and the TransLoc software] talk to each other is critical to be able to communicate to people.”  
— Brittany Barrett

By using service announcements, the TransLoc app provided one single source for the most up-to-date information for riders.

In the Fall of 2020, 2,000 students returned to campus. Emory transitioned some of their fixed-route buses to on-demand services during peak hours when there was more demand on campus. Ridership satisfaction improved with reduced wait times and greater flexibility.

“We can serve more people with fewer vehicles, putting resources out there where they’re most needed and providing that right level of mobility for everyone.”  
— Brittany Barrett



## The Results:

Barrett and her team used ridership data from August to make service reduction changes in October.

As vaccines became available to the public, Emory, Emory, with the help of TransLoc has been able to provide an OnDemand shuttle for students and employees to get to vaccine locations. They were able to set up this service within 12 hours.

Emory University is one of many universities and municipalities that has experienced an ever-changing transit landscape during the pandemic. As more riders get back on buses and shuttles, it's important to ensure operational efficiencies, minimize cost, and improve rider experience.

"I can make decisions as quickly as I can get the information. It's been nice to have access to the service data to be able to make changes within a matter of weeks, sometimes overnight."

— Brittany Barrett



## A Guide to Multimodal Transit

Learn HOW to create a harmonious multimodal transit program in our "Guide to Multimodal Transit."

[READ THE FULL GUIDE](#)

## Planning & Design Services

TransLoc's Planning & Design team will partner with you to ensure your transit system achieves your goals.



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