



University Fixed Route and OnDemand

Mississippi State University | Starkville, Mississippi

For more than a century, Starkville has been known as the college town home to Mississippi State University. With a campus of 23,000 students, faculty and staff, and a community of 25,000 residents, this rural town uses

a combination of fixed-route and on-demand paratransit services and offers fare free rides. Their partnership with TransLoc supports their mission of providing safe, efficient, and reliable mobility options.



CASE STUDY

EXPERIENCES

- Excellent customer service with a dedicated customer success manager
- A CAD/AVL system that accurately tracks buses and provides real-time ETAs in app with detailed reporting for analysis
- Annual rider surveys indicate rider satisfaction with the app

UPCOMING INNOVATIONS

- Updated APCs to allow for more accurate and automated passenger counting
- Pre and post trip inspections that can be completed via tablet

40

Vehicles

2017

Partnered with TransLoc

780,000

Average annual rides*

2,100

Average daily rides*

*pre-COVID



“It’s a simple, very easy to track system, it doesn’t require the driver to do a whole lot in the bus, if anything, and that’s important to me because I don’t want them touching screens. I want them driving the bus.”

— Larry Graves,
Transit Manager



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