



Municipal Fixed Route

Brownsville Metro

Brownsville, Texas is a border town providing transportation options for 180,000+ residents and 700 – 1,000 students commuting daily from Mexico for school. The majority of the community speak Spanish.

Location:

Brownsville, Texas

Hours of Service:

6 AM – 5:30 PM Mon – Sat

9 AM – 4:30 PM Sun

Use Cases:

School, Recreational Activities, Work,
Medical Appointments, Shopping



CASE STUDY



2020

partnered with
TransLoc

27

vehicles

4,000*

average weekday
ridership

*Pre-COVID



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Problem:

Brownsville Metro needed a fixed-route service that allowed both riders and dispatchers to easily track routes and ETAs. The population of the city is over 180,000 residents.

"AMAZING CUSTOMER SERVICE:

TransLoc has great customer service and are always available to answer any questions."

— Tracie Orcillez,
Transit Operations Planner

Key Challenges:

- Avoid the time-consuming inaccuracies of manually counting passengers
- A simple solution that didn't need "rocket scientist" skills to implement
- A multilingual rider app to make it easy for riders



CASE STUDY



600

bus stops

12

routes

APCs,
CAD/AVL

hardware integrations

CASE STUDY



Live map of routes and stops



Service Improvements:

- CAD/AVL system allows Brownsville Metro to dissect route on-time performance and schedule adherence to ensure reliable services for riders
- TransLoc helped automate reports to ensure uniformity across all buses
- Spanish and English app allows riders to track routes and ETAs to minimize dispatch call


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Service Results:

- TransLoc data showed ~17% of buses weren't on-time allowing the Brownsville Metro team to create a new process for drivers to improve on-time performance
- Average of 3,000 – 4,000 weekday daily riders pre-COVID, during COVID 1,500 daily riders
- ~70% of riders use the TransLoc app to track their bus
- There are 600 stops and only 20% have bus shelters. Automatic Passenger Counters (APCs) allow city to determine which stops are used most frequently and need bus shelters added to make the best use of tax dollars