# **TransLoc**

# **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





2020

partnered with TransLoc

**27** 

vehicles

4,000\*

average weekday ridership

\*Pre-COVID



# **TransLoc**

#### 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



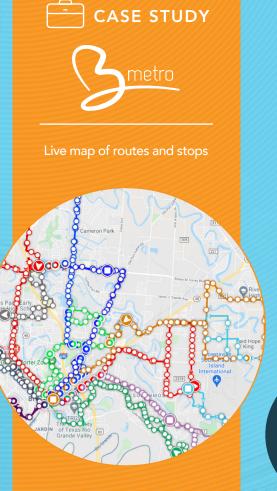
600 bus stops

12 routes

APCs, CAD/AVL

hardware integrations

# **TransLoc**



## **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

#### **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

