



University OnDemand

Emory University | Atlanta, GA

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 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.



EMORY
UNIVERSITY



CASE STUDY

OUTCOMES

- TransLoc's team was able to turn around their analysis with recommendations within two months
- Emory transitioned some fixed-route buses to on-demand services during peak hours when there was more demand on campus
- Reduced average door-to-door trip times from 15 mins to less than 7
- Ridership satisfaction improved with reduced wait times and greater flexibility
- TransLoc's recommendations could save Emory \$24,700 in transit operations annually

15

Rides per day

5,668

Rides per year

<7 min

Less than 7 minutes
average wait time



"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,
Assistant Director of
Transportation 2016-2021



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