



University OnDemand

University of Colorado Boulder | Boulder, CO

"Every Buff gets home safe" is a slogan that the University of Colorado Boulder's (CU Boulder) student-operated on-demand service, CU NightRide, takes to heart. Keeping the campus community safe is a major responsibility for the team led by director Nik Provost. CU Boulder has one of the largest coverage areas for saferide services in the nation. Since 2015, students have relied on TapRide for booking on-demand vehicles to transport them

between a sprawling campus and lively downtown. But with the needs of students changing, Nik's team explored options that would enhance the rider experience. After talking with the TransLoc team about the versatile functionality of OnDemand and the TransLoc app, the NightRide team fell in love. With roughly half of the student body returning to campus in August 2021, CU NightRide transitioned to OnDemand.



CASE STUDY

TRANSLOC APP VS. TAPRIDE APP

- Fewer reports from riders of issues with the app or it not working as expected
- In-route and arrival notifications sent in-app or via SMS with notifications if the driver can't see you

ONDEMAND VS. TAPRIDE

- Improvements in the performance of the automatic scheduling algorithm
- The driver no longer has to call the rider since an SMS or in-app notification is automatically deployed by the system



"TransLoc has continued to take our feedback to make continued improvements on the app."

— Kyle Switzer,
Assistant Director
of Marketing

7

Vehicles

200

Average daily rides*

30,000

Average annual rides*

*Pre-COVID

INTERESTED
IN MOVING TO
ONDEMAND?



GET IN TOUCH
WITH US ONLINE